

X

next
leap

ixigo

WIREFRAMES

**Building AI Assistant for
travel apps for the next trip!**

NextLeap's Learn in Public challenge (3/5)



Bhushan Maheshwari

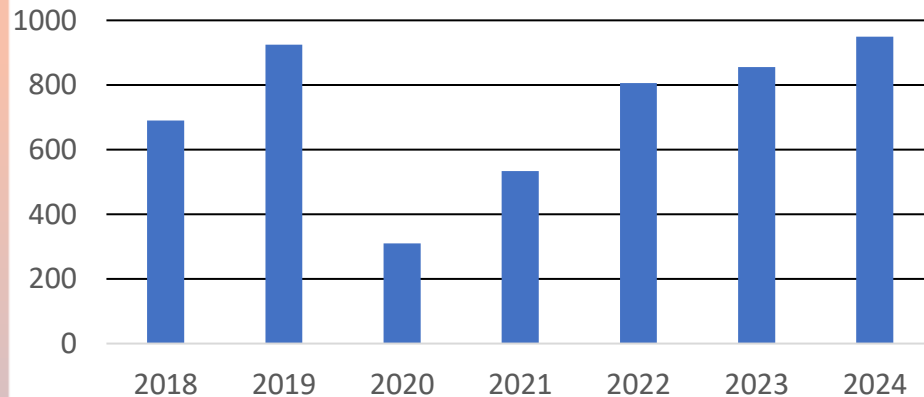
About IXIGO

1. **ixigo** is an **Indian online travel portal** headquartered in Gurugram.
2. It was launched by by IITK alumni Rajnish Kumar and Alope Bajpai in **June 2007**, with the launch of their **flights metasearch** website.
3. The company is **listed on BSE and NSE** stock exchanges. Its issue was available for the public through IPO launch in June 2024
4. IXIGO aggregates **real-time travel information, prices and availability for flights, trains, buses, and hotels**, and allows ticket booking through its associate websites and apps.

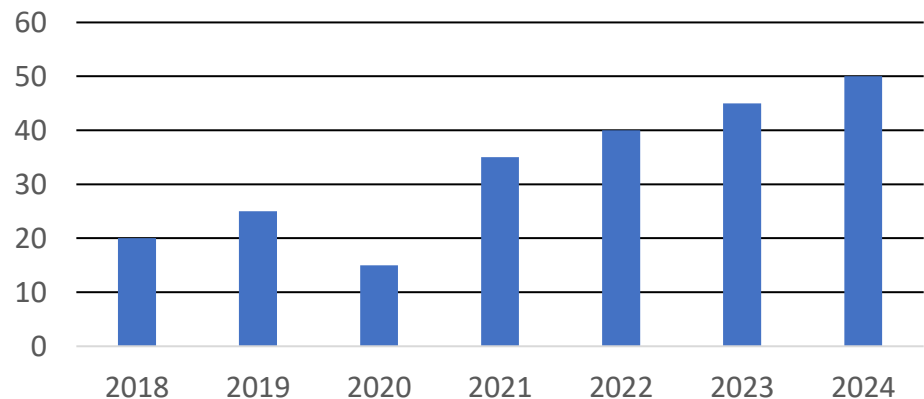
Key Company Stats.

1. Over 10M downloads on Google Play
2. 4.5 star avg reviews 
3. Track real-time stock prices & market movements 
4. Trusted by over 2 cr. + users
5. Top Flight Ticket Booking App for India & International Flights
6. 💰 Flight & Hotel Offers: Up to 25% Off for all the app users
7. ✈️ Book flights from Indigo, SpiceJet, Vistara, Air India & more

No. of Active Travel App users (in Million)



No. of Active IXIGO users (in Million)



Actors Involved

1. **USERS:** Individuals or groups looking to book travel-related services 
2. **TRAVEL AGENTS:** Intermediaries who use Ixigo's platform to book travel for their clients.
3. **PAYMENT GATEWAY:** Financial service providers facilitating online payment transactions.
4. **CUSTOMER SUPPORT:** Teams handling customer inquiries, bookings, cancellations & complaints. 
5. **SALES & MARKETING TEAM:** Departments focusing on promoting Ixigo's services through various channels 
6. **INVESTORS:** Individuals/ entities with financial interests in Ixigo's, including shareholders, venture capitalists, and institutional investors. 

Major Milestone

- 
- 2007** - Founded in Gurugram with the launch of Flight metasearch website
 - 2008** - Introduced a hotel search engine on website
 - Feb 2021** - Aacquired the train ticketing platform Confirmkt in a cash and stock deal.
 - Aug 2021** - Aacquired the bus ticket booking portal Abhi Bus
 - June 2024** - Listed on BSE & NSE



Key Competitors



Competitive Analysis

Brokerage Firms	Founded In	Revenue	Profit	User Base	Market Share
ixigo	2007	80 B	730 M	48 B +	52.4%
make my trip	2000	71 B	217 M	38 B +	25%
goibibo .com	2007	75 B	100 M	30 B+	18%

User Engagement

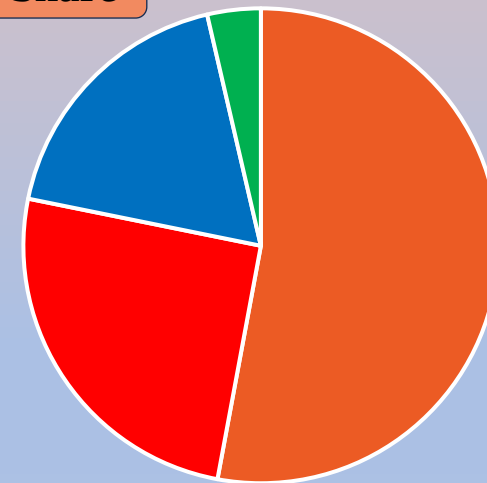


Metric	MO Investor App
Monthly downloads*	49,00,000
Monthly visits*	73,00,000
Category Rank	5
Avg visit duration**	00:04:05
Bounce Rate**	42.72%
Pages per visit**	3.95

Key Services

1. **IXIGO Flights**- This vertical was launched in 2007. The idea behind creating was to help travelers find the best flight deals.
2. **IXIGO Trains**- In 2013, the IXIGO Trains app was launched for Android to enhance the journey of Indian train travelers.
3. **Bus**- It sells bus tickets by partnering directly with operators or sourcing inventory from bus ticketing aggregators in the country to strengthen its foothold in the bus travel industry.
4. **Hotels**- In December 2023, the company launched a hotel booking section on its website and apps, allowing users to search, compare, and book hotels on platforms in India and worldwide. It offers properties in both domestic and international hotels, spanning budget, mid-range, and luxury price points.

Market Share



■ Ixigo
 ■ MakeMyTrip
 ■ Goibibo
 ■ Others





User 1

Tanya Kapoor

College student

Age:- 21 yrs.

Location: Delhi, MS

~ “Want to go on a relaxing trip with her friends”

Pain Points:

1. Can't choose the best locations
2. Cannot decide the best time to visit the place
3. Bad with choosing the best & the cheapest deals

Needs:

1. An app that helps to get the best destination depending upon the mood
2. An app that gives the best deals to choose from.
3. An app that helps to book all the itinerary & flights



User 2

Kailash Agrawal

Business Man

Age:- 49 yrs.

Location: Nagpur, MS

~ “Want to go abroad with his family to celebrate is 50th birthday”

Pain Points:

1. Poor knowledge on foreign destinations for celebration with family
2. Clueless on steps getting a VISA
3. Being a *Baniya*, is choosy and wants Vegetarian food across.
4. Can't walk a lot

Needs:

1. An app that selects family destination
2. Helps to get VISA from the official site.
3. Prebooks all the transits.
4. Family Friendly places



User 3

Krishna Rathi

Retired Prof

Age:- 65 yrs.

Location: Mumbai

~ “Want to go to Char Dham Yatra along with his wife”

Pain Points:

1. Cant walk a lot
2. Want everything prebooked
3. Not much idea of using a mobile app to book train tickets
4. High Blood Pressure

Needs:

1. An app that books a yatra package for Senior Citizens
2. A group of similar age of people traveling with him
3. Travel Friendly, no need to walk / less walking.

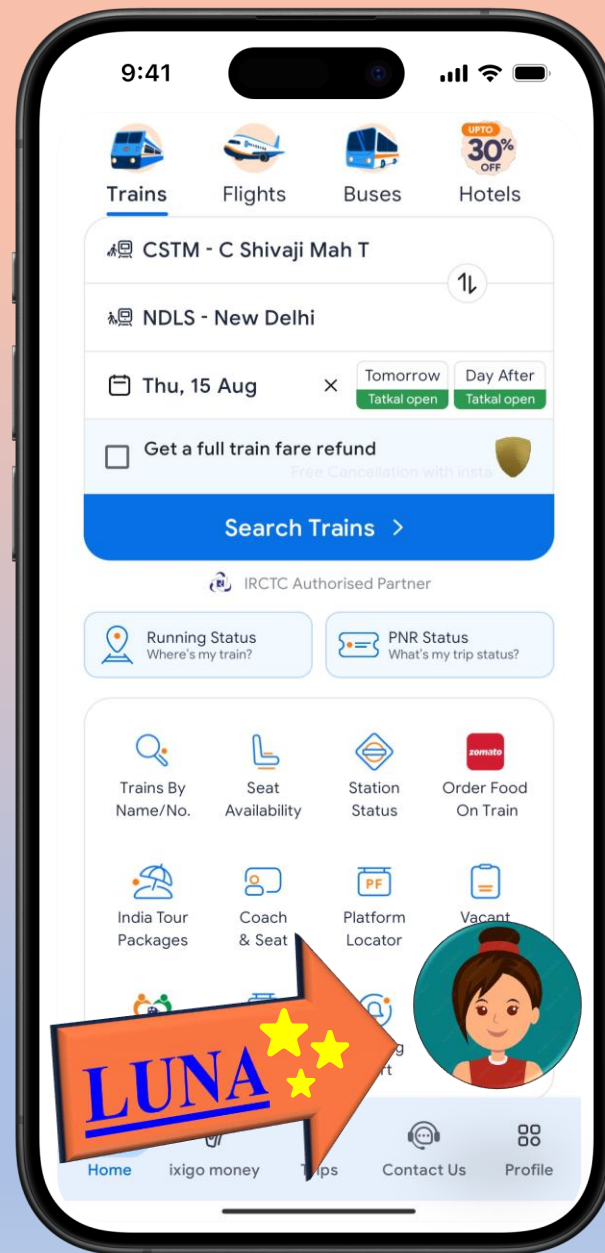


What is the exact problem?

1. Users are unsure about their destination, which destination to go and they end up either by picking a wrong one and spoiling their mood or not going anywhere.
2. Users are unfamiliar on the VISA approval process
3. Users want something that guide them from the root cause & take them till the end

Jobs to be Done

1. **WHEN I** (*user 1, 2, 3*) wants to go to a relaxing / family friendly / religious place
2. **But I** (*user1, 2, 3*) cant decide where to go
3. **PLEASE HELP ME** (*user 1,2,3*) in knowing the right destination
4. **SO I** (*user 1, 2, 3*) can enjoy my vacations



Proposed Solution



Introducing a Virtual Assistant- LUNA

1. Find Popular destination:-

Will help the user to find personalized destinations according to their mood, budget & preferences.

2. Helps with the VISA process:-

Will help the user to get the VISA

3. Find flights & trains:-

Will search flights available at cheapest rates & trains having seat availability.

4. Help the user to resolve any previous issue:-

Will help the user get details of the past booking, refund history or any other issue related to past bookings



Key Metrics

No. of users who just downloaded the IXIGO app and did not register/login



No. of users who Registered Successfully and Logged in, Using IXIGO



No. of users who just come who check prices, availabilities



No. of users who actually book using IXIGO

Business Model

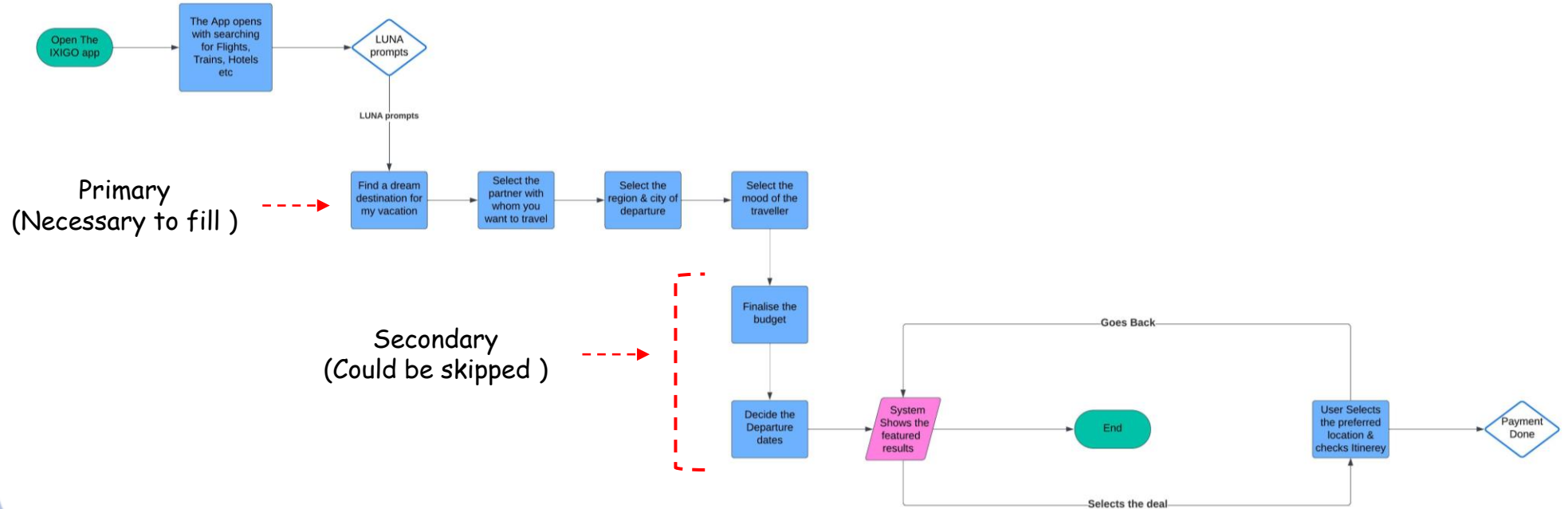
1. The company runs on a strong **commission-based business model**. It runs a meta-search business that enables travelers to get all the necessary services required under one roof.
2. **Commission from Train, Bus, Flight ticketing, and Cab booking:** Indians rely on trains for their daily commutes, with a higher proportion opting for long-distance rail travel.
3. **Hotel Reservation Commission:** For hotel reservations, Ixigo collects some extra fees in addition to the booking prices for its services offered on the site.
4. **Revenue through Advertisement:** As the website and app of Ixigo have a massive viewership and downloads, the company is utilizing this development to generate revenue.
5. **E-bus ticketing via FreshBus:** In preparation for the introduction of electric bus services between cities in India

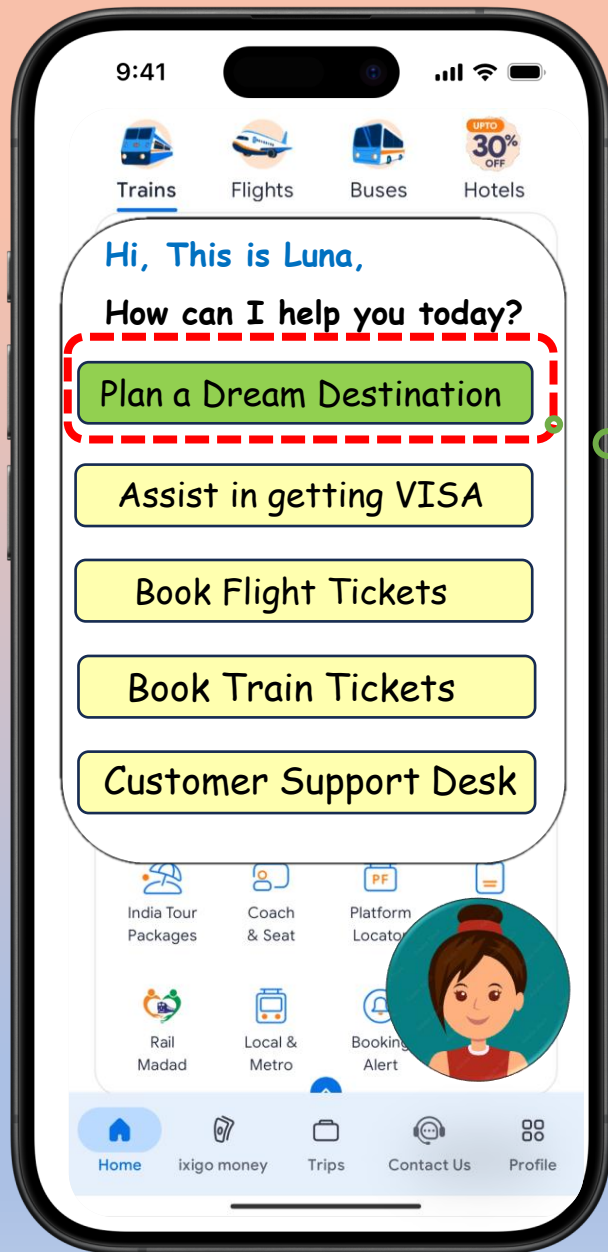


USER FLOW



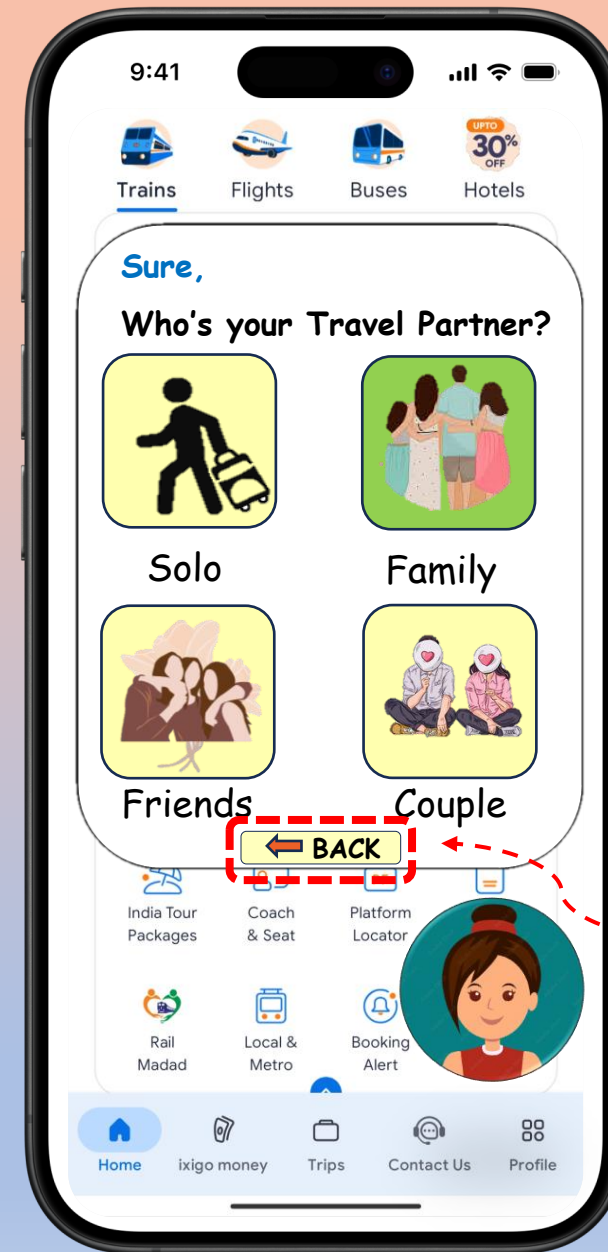
LUNA





Step 1

Luna will understand the need of the user, what the user want to do?

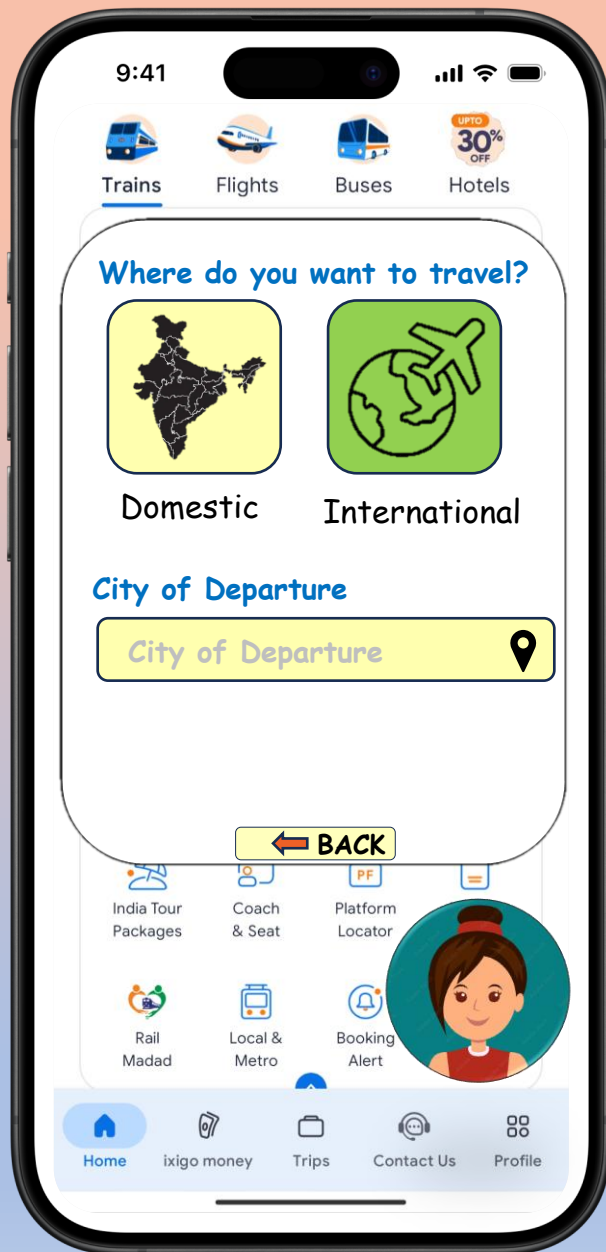


Step 2

Asking the user which whom he/she wants to travel?

Can go to back step if he/she wants to makes any edits or changes



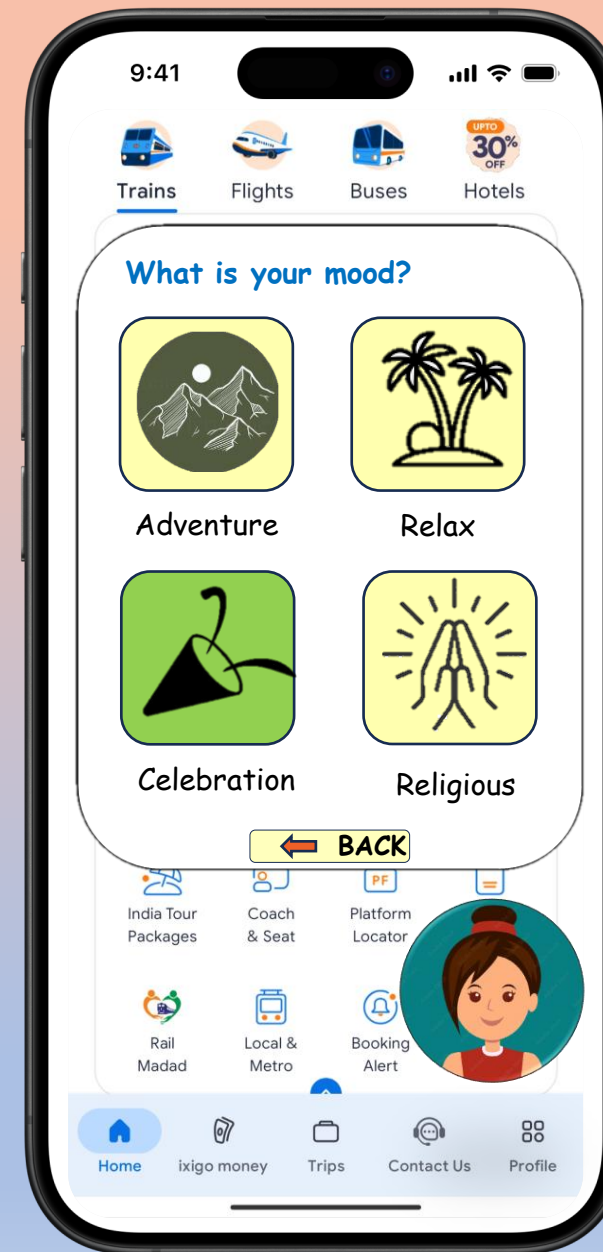


Step 3

Luna will understand whether the user wants a domestic trip or an international one?

Step 4

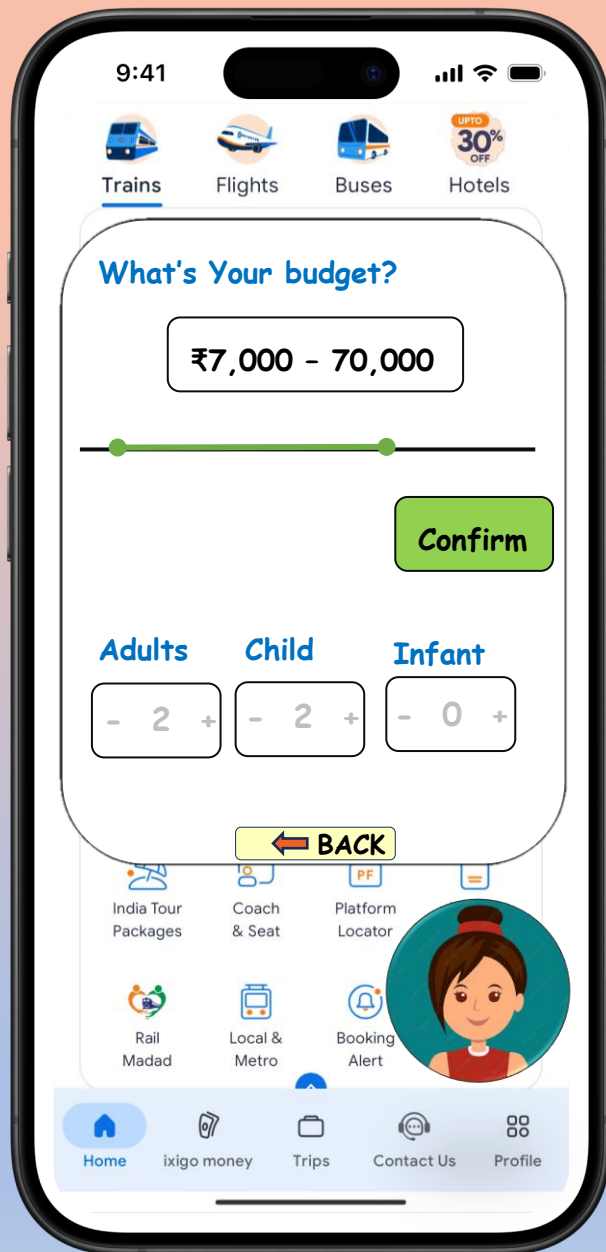
Departure location is a must!
This could play a significant role in deciding the total expense as the flight fare varies



Step 5

Asking the mood of the user will help the AI to choose the best of the locations for him/her. Relaxing mood could refer going to a "Beach" or a "Clubbing Party" place whereas Religious could refer to the "Char Dham Yatra" for senior citizens

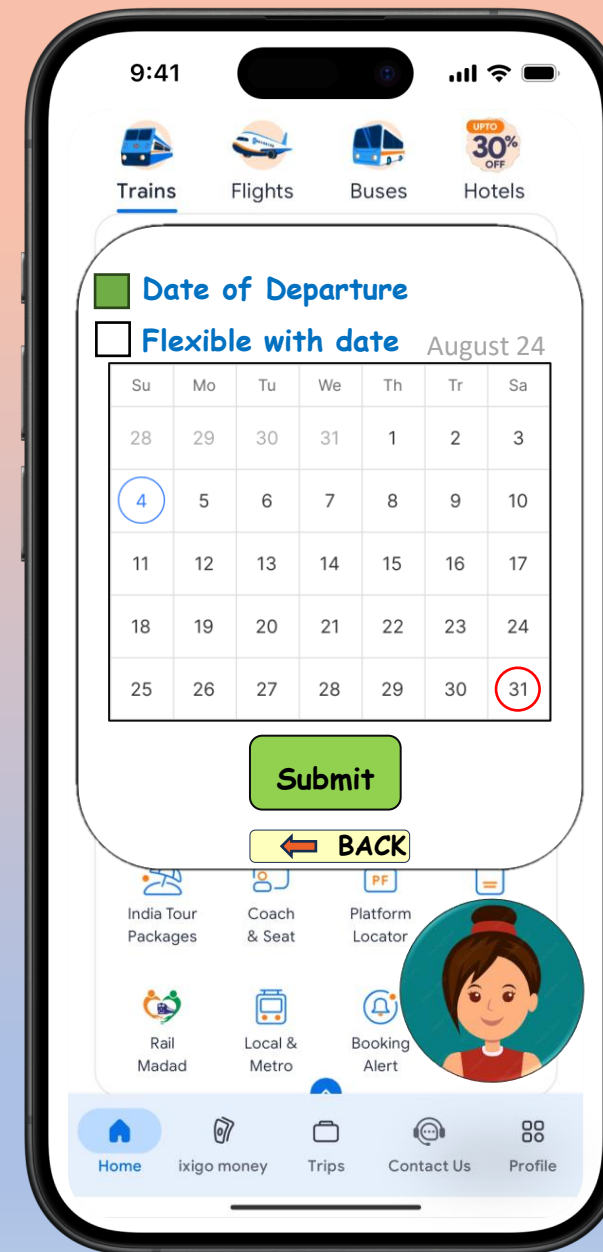




Step 6

Budget is an important thing to move on. Depending upon the users budget, the AI will get suggestions on Airline, Stays and other itinerary to follow on.

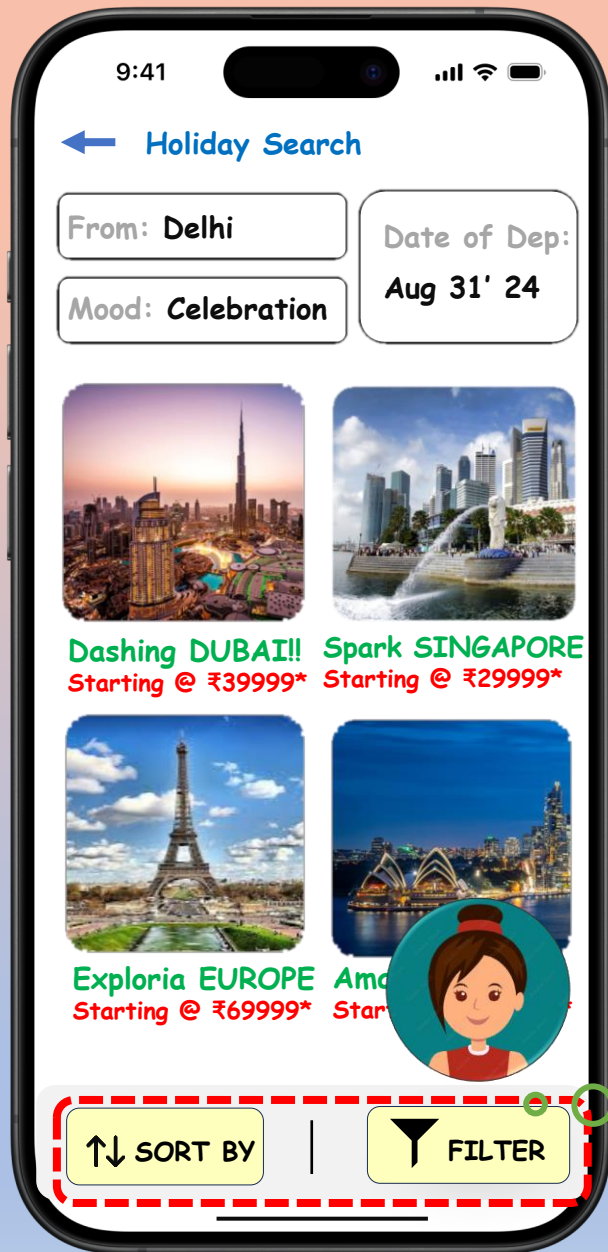
Number of people also matters...



Step 7

Date of Departure is the most important thing. Depending upon the time & season, the AI can get the best of the places to travel across in that particular season. Also flight prices and hotel prices varies from day to day..





Step 8 Finally the RESULTS!!

After all the questions, the AI gives the results based on the inputs from the user.

User will now select the best one according to his choice, see all the plans, Number of days and nights, the itinerary, places of visits, mode of travel etc.

AND then finally will move on to the payment page after accepting the T&C..

Once the Payment is done he gets all the details by an Email and SMS too!!

By Sort & Filter, user could arrange the results in various ways (price, rating etc.)

Enjoying Trip!!!



Thank You...



By
Bhushan Maheshwari

Do share your feedback in the comments! 😊

CONCLUSION

