

APP NOTIFICATIONS

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IXIGO

Garvit Chhugani

ABOUT COMPANY

Ixigo is an Indian AI-based online travel portal, launched in 2007. Headquartered in Gurgaon, Ixigo aggregates and compares real-time travel information, prices, and availability for flights, trains, buses, and hotels, and allows ticket booking through its associate websites and apps.

COMPETITORS



KEY STATISTICS

255M Users

Connects 80M+ Travelers

100M+ Downloads

12M+ Monthly Active Users

25K+ deals partners

Generates 1B+ Monthly PNRs

4.6 Star rating in App Store

FOUNDERS



GTM STRATEGY



- The go-to-market strategy of ixigo, co-founded by IIT Kanpur wingmates Alope and Rajnish, had its foundation in their shared entrepreneurial spirit and their aspiration to revolutionize the travel industry.
- Confronted with the challenge of simplifying travel bookings in India, they identified a market gap and embarked on their journey in 2007 by launching a travel meta-search website for flights.
- During its early stages, ixigo operated without salaries for a year, showcasing its unwavering commitment and passion.
- Through this perseverance, ixigo emerged as a transformative force in the online travel sector.
- Guided by the vision to offer Indian travellers a consolidated platform for comparing and accessing hotel information, ixigo ventured into the burgeoning online travel segment.
- Their innovative approach swiftly gained momentum, propelling Ixigo to become one of India's most successful and enduring companies – a testament to their dedication and strategic execution.

USER PERSONA



Rajesh, a 40-year-old Sales Manager based in Mumbai and a seasoned Business Traveler. With a family in tow, he values time efficiency and comfort during his frequent trips. Seeking reliable corporate travel solutions to make his journeys smooth, Bryan is all about ensuring work and family balance while on the go.

Goals:

1. Streamline business travel arrangements.
2. Optimize travel schedules for meetings.
3. Ensure comfortable accommodation and transportation.
4. Manage expenses within the company budget.

Pain Points:

1. Juggling between multiple business trips.
2. Limited time for personal commitments due to travel.
3. Finding reliable accommodations close to meeting venues.
4. Balancing comfort and company travel policies.



Tina, a 24-year-old marketing professional based in Delhi and a dedicated Travel Enthusiast. With a knack for tech-savviness, she expertly plans her weekend getaways, prioritizing convenience and value. Whether it's exploring new destinations or seeking hidden gems, Tina's price-conscious approach and love for hassle-free travel make her an ideal adventurer.

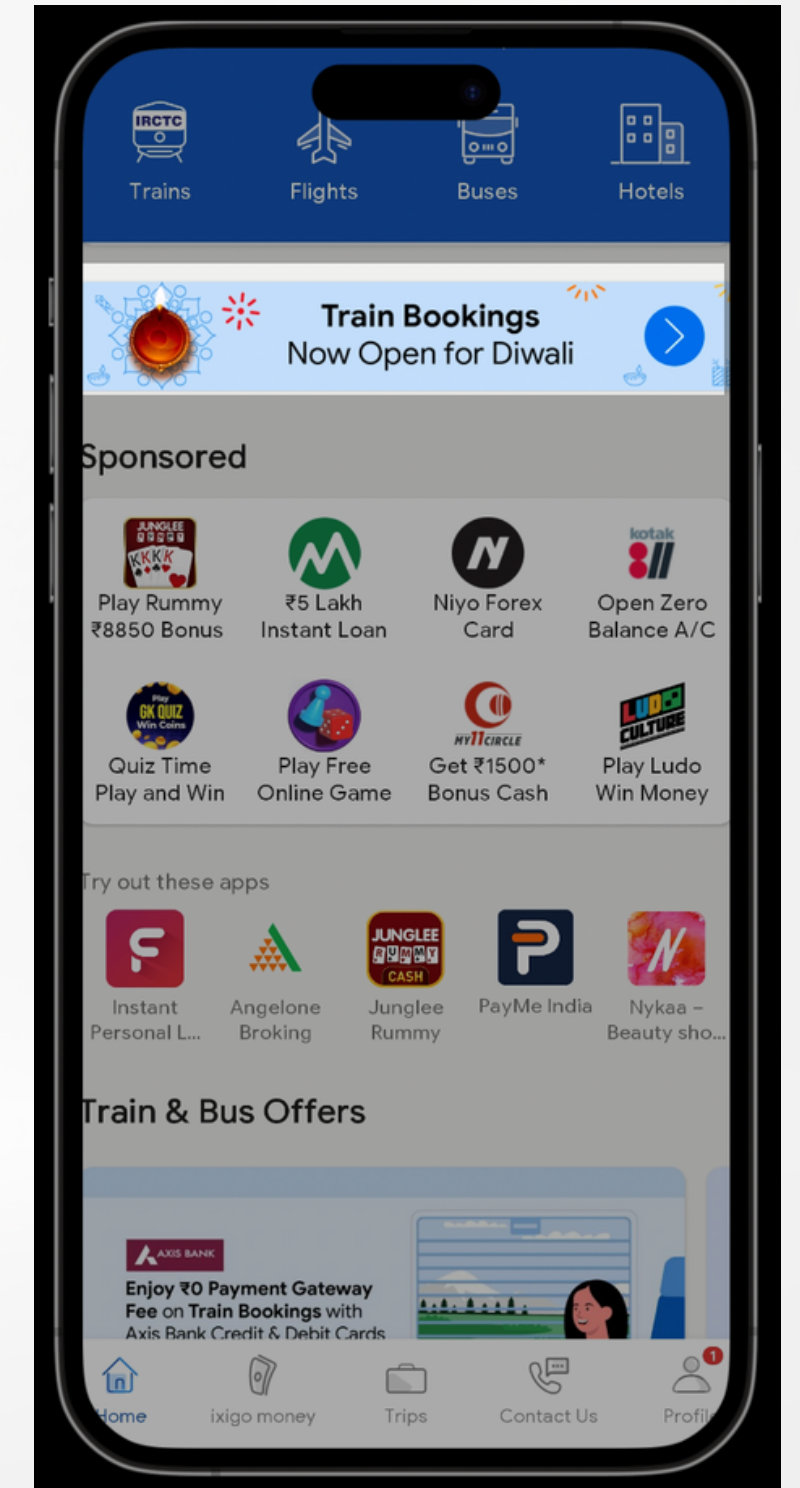
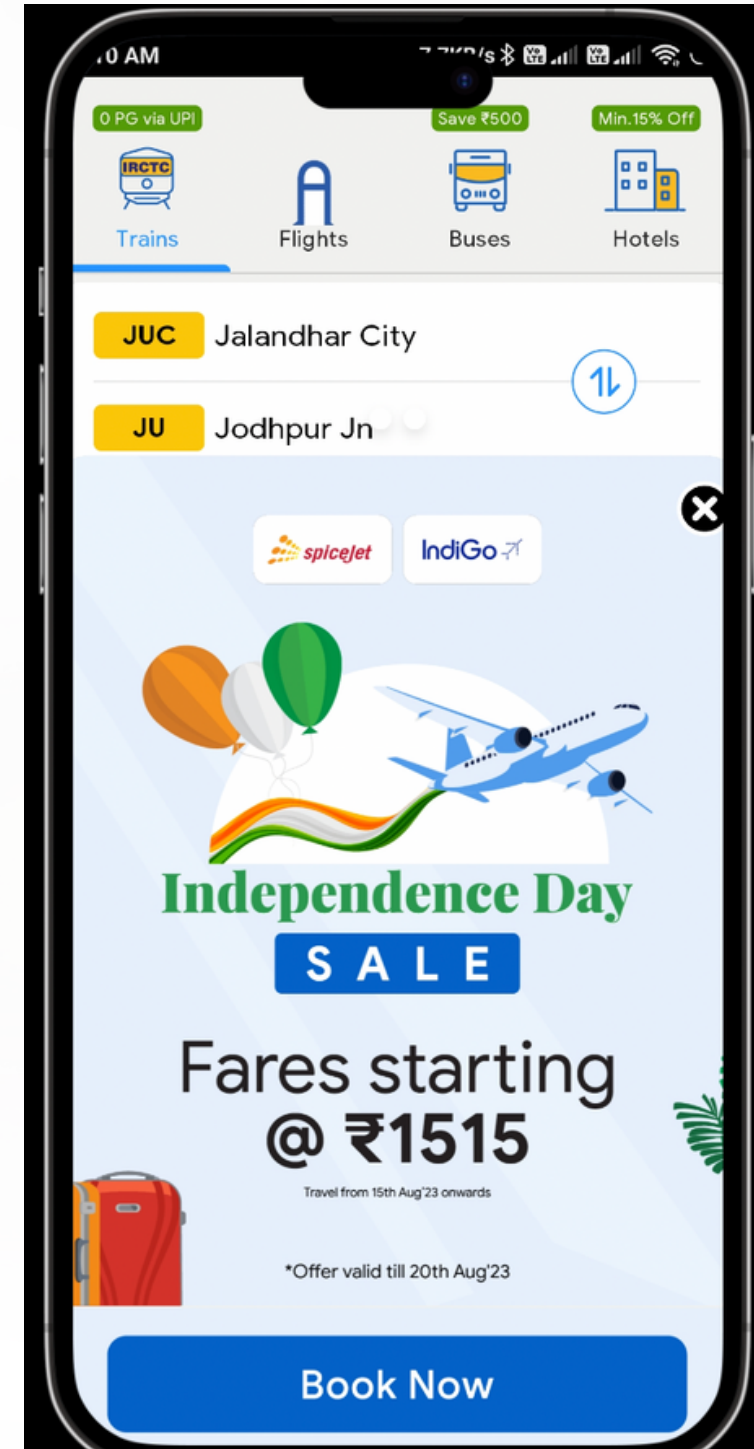
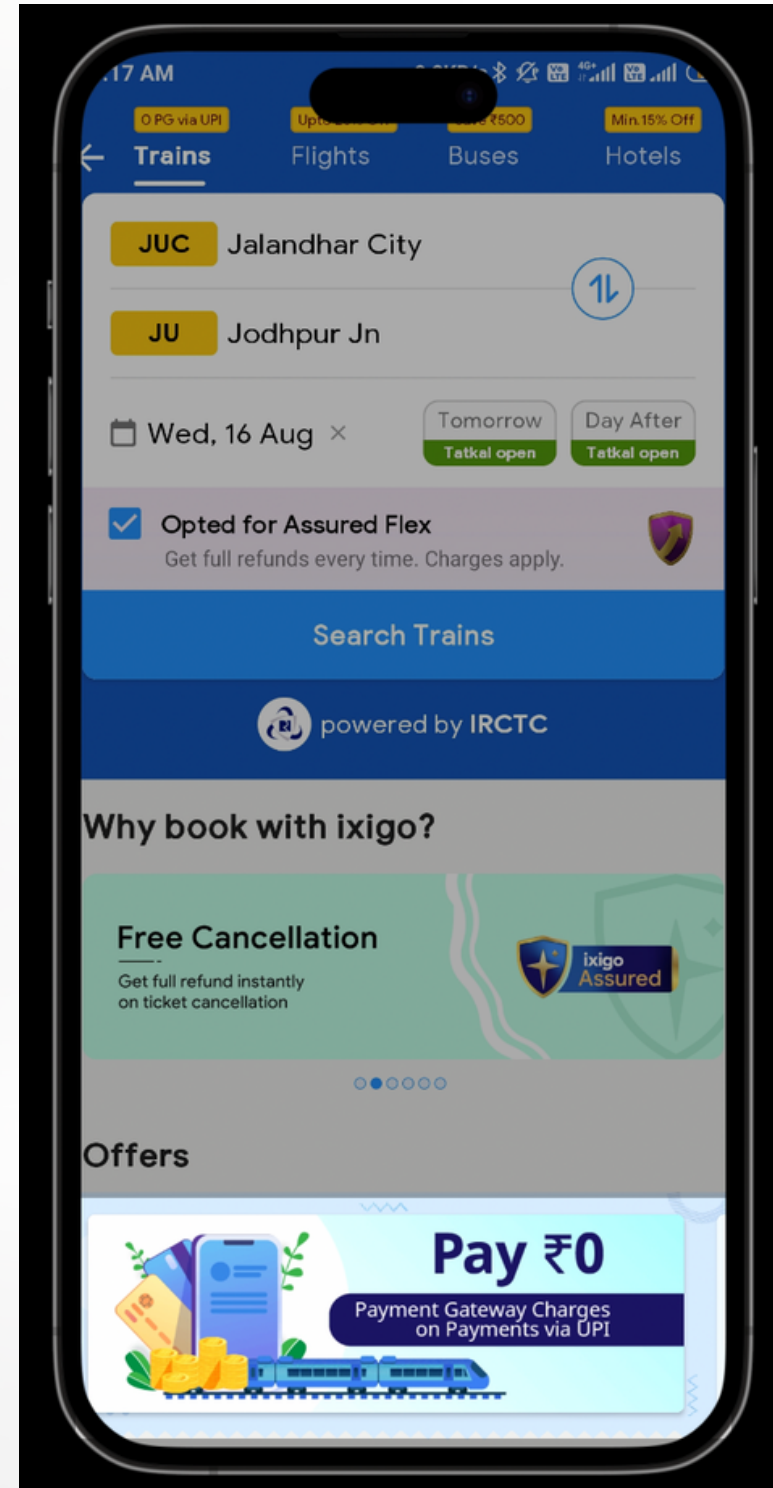
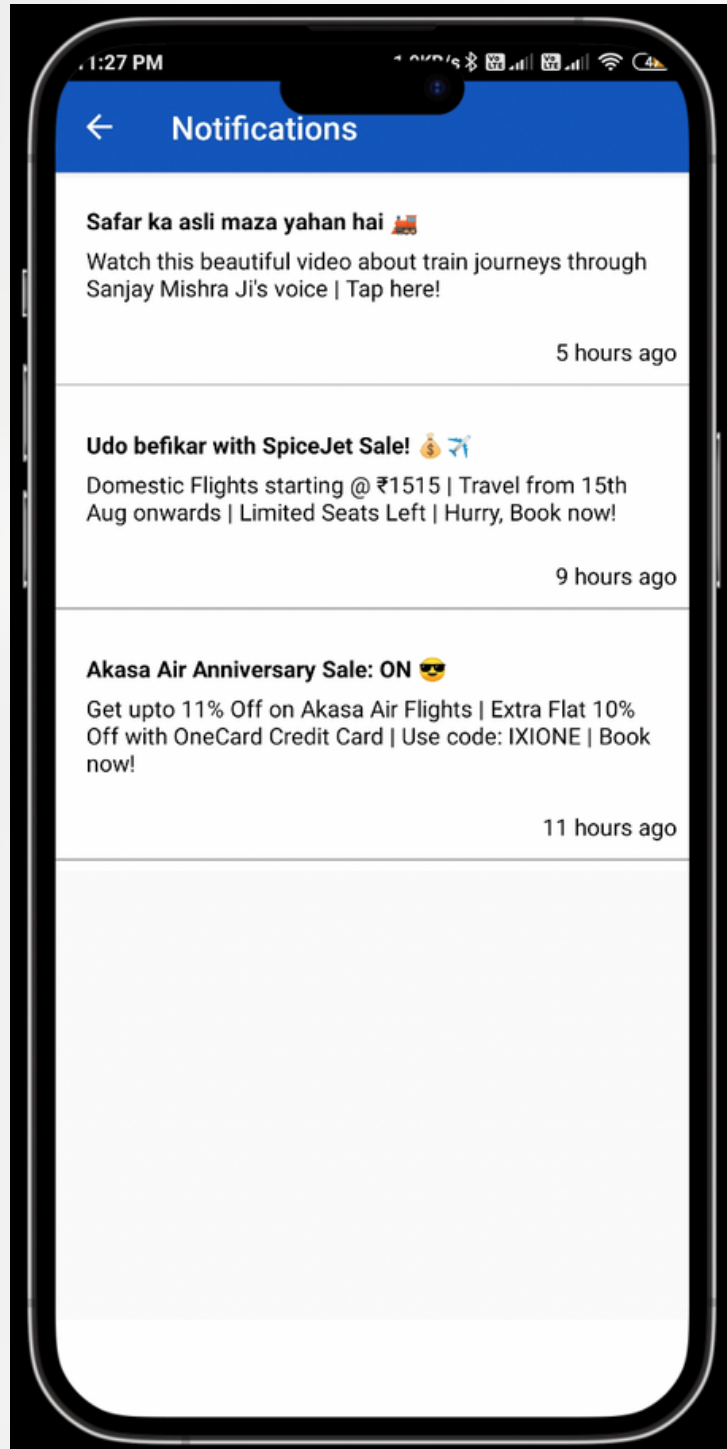
Goals:

1. Find cost-effective travel options.
2. Discover new destinations for weekend trips.
3. Efficiently plan and book travel itineraries.
4. Access reliable travel information on the go.

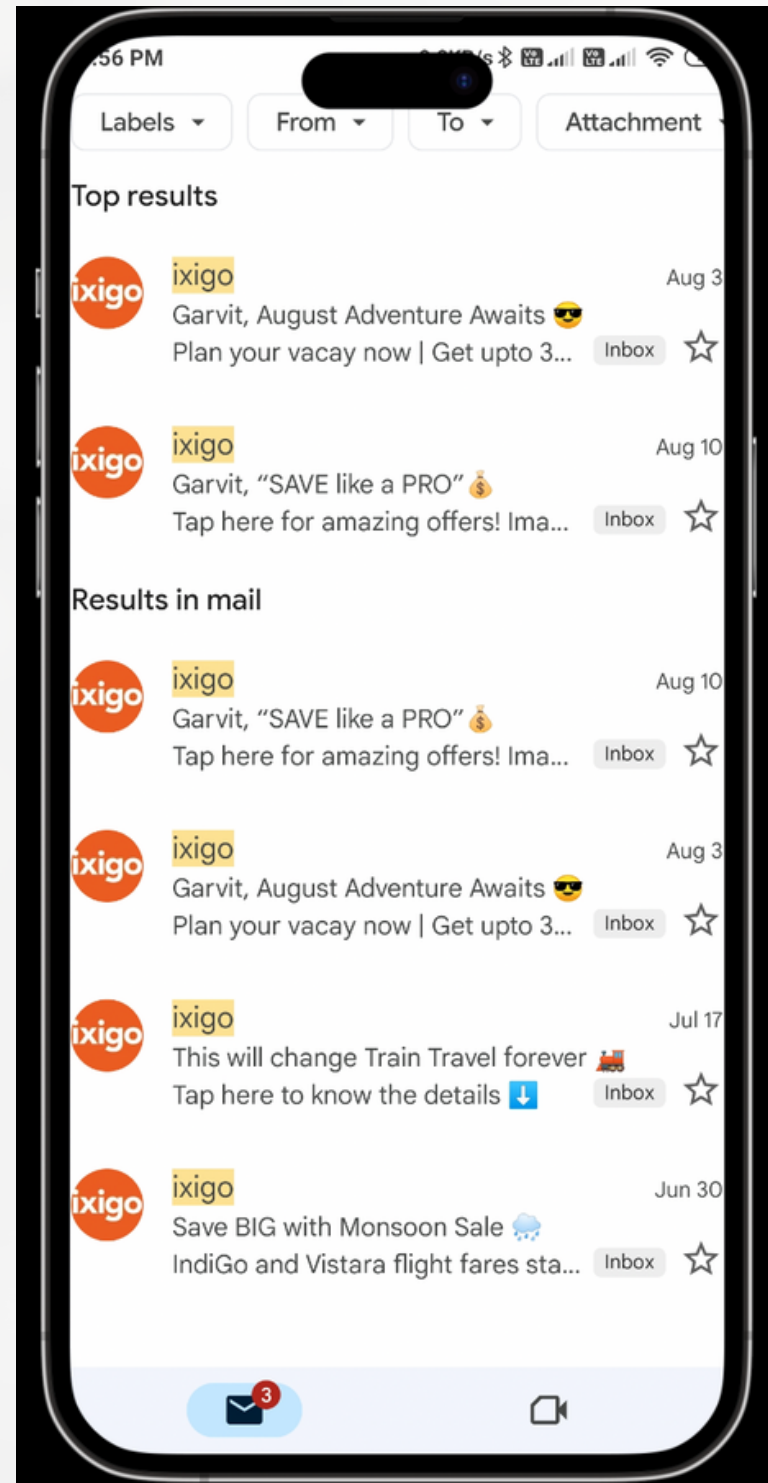
Pain Points:

1. Time-consuming search for best travel deals.
2. Difficulty in comparing prices across platforms.
3. Lack of organized travel planning tools.
4. Concerns about travel safety and accommodation quality.

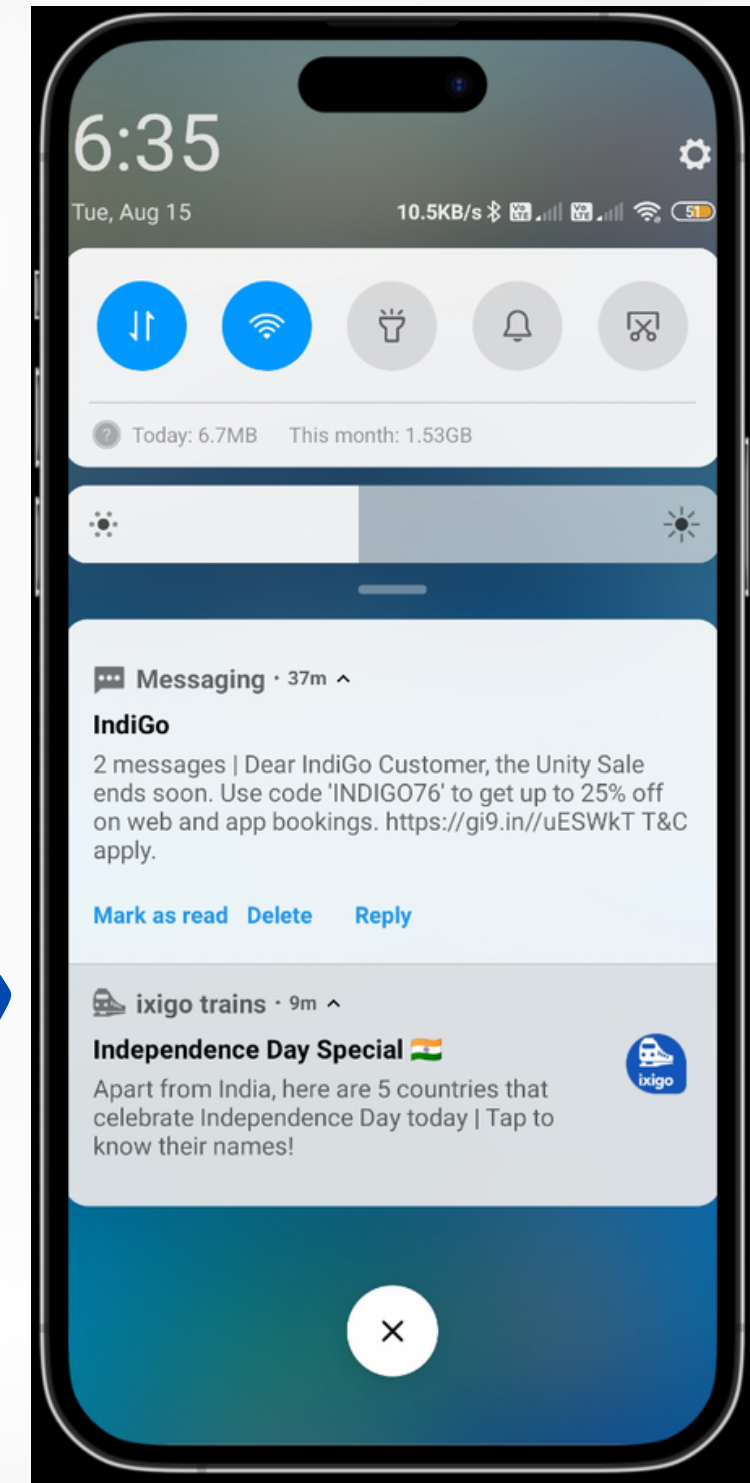
IN-APP NOTIFICATIONS



PUSH NOTIFICATIONS



Attractive
offers via
Email and
SMS



UX INSIGHTS

THE GOOD

★★★★★ 2 August 2023

Very easy and quickly Can book tickets. The trusted app gets our money within moments of canceling the ticket. Also I can find PNR Status train travel status and location of our train and book food and accommodation. Thanks to the Ixigo app!

★★★★★ 5 July 2023

Amazing app With Great features This helps me a lot in my journey I recommended to all my friends to download the app Its just amazing experience The service of this app is just lovable. 👍👍👍😊😊😊

★★★★★ 21 June 2023

Very useful and convenient app. especially for booking train tickets. I would also like to mention that one can order food online while traveling in the train. Isn't this amazing. Get food delivered at your desired station and pay as per your convenience. Great Job 👍

THE BAD

★☆☆☆☆ 9 June 2023

I do understand that ads are needed for generating revenue, but please you can't have ads whenever user presses back button. Horrible Experience... I do like the app but it's the ads that are irritating. For every search of a PNR ads are displayed.

★☆☆☆☆ 26 June 2023

Pathetic app, tried atleast 50 times to book a train ticket every single time showed something went wrong. Whereas when I tried from goibibo it got booked in the first go only. Fix this or a lot of people will lose a lot of time and money. Never going to use this app ever.

★☆☆☆☆ 5 March 2023

Never ever trust on coach position given by this app 🤦‍♂️ I had to go through too much problems because of this app . Coach position is exact opposite. They gives train running status update too much late so no one can plan something

SUGGESTIONS

- A splash screen can be introduced to educate users about the app and provide social proof to build credibility.
- **Enhance the user experience by providing the choice to select categories such as senior citizens, students, and armed forces for special pricing.**
- A convenient shortcut within the search query form exclusively for searching non-stop flights can be a good option.
- Capture users' attention by prominently featuring top offers and the Ixigo assured guarantee on the home page.
- **Streamline the booking process by eliminating unnecessary screens for entering travellers' details; instead, prompt users to add travellers below the price breakdown.**
- Optimize the onboarding process by relocating seat selection to the final payment review page, ensuring a quicker and smoother journey for users.
- Enhance payment flexibility by establishing partnerships with BNPL (Buy Now Pay Later) players to offer users more payment options.
- Optimize the CTA buttons to better guide users to the next step. Like 'Select Seat' instead of generic phrases like 'Continue' or 'Proceed'.

SUCCESS METRICS

$$\left[\frac{\text{Number of Users Who Engaged with Notification}}{\text{Total Number of Users Who Received the Notification}} \right] \times 100$$

L0

Notification Engagement rate

$$\left[\frac{\text{Number of Users Who Opted-In for Notifications}}{\text{Total Number of Users}} \right] \times 100$$

L1

Notification Opt-In Ratio

Number of daily active users on the app

L2

DAU (Daily Active Users)

REFERENCES

- [*https://digitalscholar.in/ixigo-digital-marketing-strategies/*](https://digitalscholar.in/ixigo-digital-marketing-strategies/)
- [*https://startuptalky.com/ixigo-success-story/*](https://startuptalky.com/ixigo-success-story/)
- [*https://en.wikipedia.org/wiki/Ixigo*](https://en.wikipedia.org/wiki/Ixigo)

A top-down view of a desk with various items: a laptop, a notebook, a pen, glasses, a coffee cup, and a plant. The items are arranged in a way that suggests a workspace. The text "THANK YOU" is centered in the middle of the image.

**THANK
YOU**