



Competitive Analysis

Competitive Analysis
Tourism websites

IRCTC -IXIGO -MAKE MYTRIP



IRCTC

Source-en.wikipedia.org

IRCTC

The screenshot shows the IRCTC website's booking interface. At the top, there are links for LOGIN, REGISTER, AGENT LOGIN, CONTACT US, ASK DISHA, ALERTS (showing 25-Jan-2022 [22:57:18]), and various travel options like TRAINS, BUSES, FLIGHTS, HOTELS, HOLIDAYS, LOYALTY, MEALS, PROMOTIONS, and PREMIUM PARTNER. The main area has sections for PNR STATUS, CHARTS / VACANCY, and BOOK TICKET. The BOOK TICKET section includes fields for 'From' (Delhi), 'To' (Mumbai), date (25/01/2022), and class (All Classes). Below this are filters for Divyaang Concession, Flexible With Date, Train with Available Berth, and Railway Pass Concession, followed by a 'Search' button. A note at the bottom mentions catering services and train cancellations. To the right of the booking form is a large image of a yellow and red Indian Railways train on tracks.

Source-irctc.co.in

Have you not found the right one?
Find a service suitable for you here.



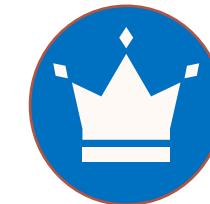
Visual Design

- Astatic website
- Outdated Body style
- Simplistic Design



Content Presentation

- No special booking options available
- Different Portals for services
- Poor accessibility options



Membership/Wallets

- No premium membership
- IRCTC loyalty program



Navigation

- All options are visible.
- Several parts are not labeled properly

The screenshot shows the IRCTC homepage. At the top, there are logos for IRCTC and the Indian Railways. The main header features a colorful banner with the Indian flag and the text "26 January Happy Republic Day". Below the banner is a navigation bar with icons for Flights, Hotels, Bus Tickets, Retiring Room, Lounge, Tour Packages, Tourist Train, Buddhist Train, Maharajas' Golden Chariot, and Cruise. A prominent search bar at the bottom is labeled "Book Bus Ticket" and includes fields for "Depart From", "Going To", "Departure Date", and a "Search Bus" button.

This screenshot shows the flight booking section of the IRCTC website. It features a large image of an airplane in flight. Below it is a row of icons for Flights, Hotels, Bus Tickets, Retiring Room, Lounge, Tour Package, Tourist Train, Buddhist Train, Maharajas' Golden Chariot, and Cruise. A "Benefits" box on the right lists perks like the lowest convenience fee and travel insurance. At the bottom, there's a search bar with fields for "Origin", "Destination", "Departure", "Return", "1 Traveller(s) Economy", and a "Search" button.



Social Media

Has a wide social media presence

The footer of the IRCTC website features a purple bar with social media icons for Facebook, YouTube, Instagram, LinkedIn, Telegram, Pinterest, Twitter, and others. Below this is a menu with several items: "IRCTC Trains", "How To", "IRCTC eWallet", "For Newly Migrated Agents", "Mobile Zone", "Policies", and "Ask Disha ChatBot". A red arrow points upwards from the "IRCTC Loyalty Program" link towards the "eWallet" section. The "eWallet" section itself has sub-links for "About IRCTC Loyalty Scheme", "Loyalty Account Linking", and "Set Transaction Password".

Source-irctc.co.in



USABILITY

2 languages for the interface are supported

The pages of different services aren't consistent

Customer Service include chat-bot/helpline No./online FAQ



Source-en.wikipedia.org

The screenshot shows the MakeMyTrip homepage with a flight search interface. The search parameters are: From - Delhi (DEL, Delhi Airport India), To - Bengaluru (BLR, Bengaluru International Airport), Departure - 27 Jan'22 (Thursday), Return - Tap to add a return date for bigger discounts, Travellers & Class - 1 Traveller (Economy/Premium Economy), Group Booking Now Available! Below the search bar, there are options for fare types: Regular Fares, Armed Forces Fares NEW, Student Fares, Senior Citizen Fares, and Double Seat Fares. A large blue 'SEARCH' button is centered. At the bottom of the search form, there are links for 'Explore More', 'Trip Ideas', 'Trip Money NEW', 'Explore International Flights Cheapest Flights to Paris, Bali, Tokyo & more', 'Nearby Getaways', and 'Gift Cards'. Below the search form, there are three callout boxes: 'Vande Bharat helpline: Call 0124-4628747 for international flight booking assistance!', 'We are now available in हिन्दी! Click here to change language', and 'Flight booking impacted due to COVID-19? Check refund status here'. At the very bottom, there's a navigation bar with 'Offers' (highlighted in blue), 'ALL OFFERS', 'BANK OFFERS', 'HOTELS', 'FLIGHTS', and 'MORE'.

Source-makemytrip.com



Visual Design

- Vibrant, Dynamic website
- Modern look with great functionality
- Cluttered with a lot of content



Content

Presentation

- Variety of basic and advanced features
- Well organized
- Contrasting colours



Membership/Wallets

- MMT DoubleBack premium membership
- MMTCash, MMT Platinum Credit Cards



Navigation

- Easy to navigate
- Proper directions for all processes have been mentioned.



Social Media

- Presence in all major platforms(not available on the website)
- MMT blogs

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Country India USA UAE

Source-makemytrip.com



USABILITY

The interface supports 3 languages

The pages of different services are consistent

Customer Service has complex procedures and chat bot is only accessible on certain pages



Source-en.wikipedia.org

A screenshot of the ixigo travel website. The header features the "ixigo" logo in orange and purple. Below the header is a navigation bar with links for Flights, Trains, Buses, and Hotels. On the right side of the header are "Offers", "Customer Service", and a user profile icon. The main background image is a photograph of the Taj Mahal in Agra, India. Overlaid on the image are search filters: "ONE WAY", "ROUND TRIP", and "EXPLORE". Below these are input fields for "From" (From city or airport) and "To" (Enter city or airport), with a placeholder "Enter city or airport" and a location pin icon. There are also fields for "Departure" (26 Jan, Wed) and "Return", and a dropdown for "Travellers | Class" set to "1 Passenger, Economy". A prominent orange "SEARCH" button is located to the right of the search fields. At the bottom left, a callout box displays the text "Fares Starting @ ₹926*" and "Travel from 11th February onwards". To the right of the callout is an illustration of a woman walking with luggage and a Go First airline plane.

Source-ixigo.com

ixigo

Visual Design

- Monochromatic, Dynamic website
- Minimalistic look with proper functionality
- Clean UI with required content



Content Presentation

- Clearly visible basic features
- Well organized
- Aesthetic color combination



Membership/Wallets

- No premium membership
- IXIGO money/wallet





Navigation

- Visible options with easy navigation
- Seamless tab switching

The screenshot shows the ixigo homepage with a purple header featuring the 'ALL OFFERS' banner. Below it, there are several promotional boxes: one for 'Fares Starting @ ₹926*' (Go First Right to Fly Sale), another for 'Get Flat ₹1000 Off On Flights With HDFC Bank Credit Cards and EMI' (HDFC BANK), and a third for 'Enjoy Zero Rescheduling Fee'. The main content area displays 'Ixigo offers | Flight, Train, Bus and Hotel deals'.

The screenshot shows the ixigo homepage with a search bar at the top. Below it, there's a large image of tea plantations. A promotional banner in the center says 'Get 5% instant off on Bus Bookings' with a 'Code BUSS' button and a small bus icon.



Social Media

Widespread social media presence

The screenshot shows the 'About ixigo' page with a dark purple background. At the bottom right, there's a white oval highlighting social media icons for Facebook, Twitter, and YouTube. The page contains text about ixigo's history and mission, along with a footer with links like 'ABOUT US', 'INVESTOR RELATIONS', 'CSR', etc., and copyright information.

Source-ixigo.com



USABILITY

No additional languages for the interface are supported

The pages of different services are consistent (hotels page is booking.com)

Customer Service includes FAQ and other resources that are not easily accessible

Features

- Cab Booking
- Hotel Booking
- VISA Booking
- Promotional Offers
- Chat Bot
- Membership
- Homestay

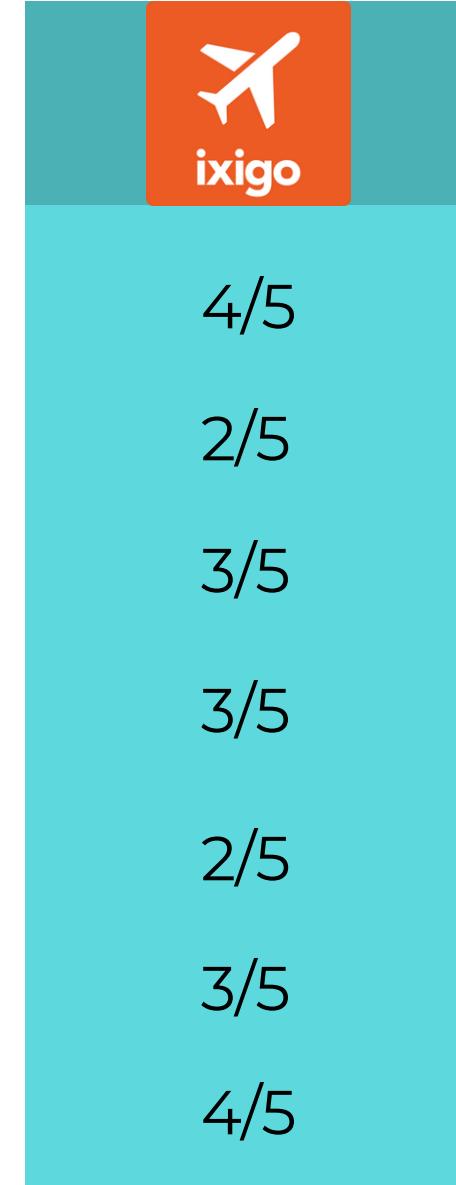
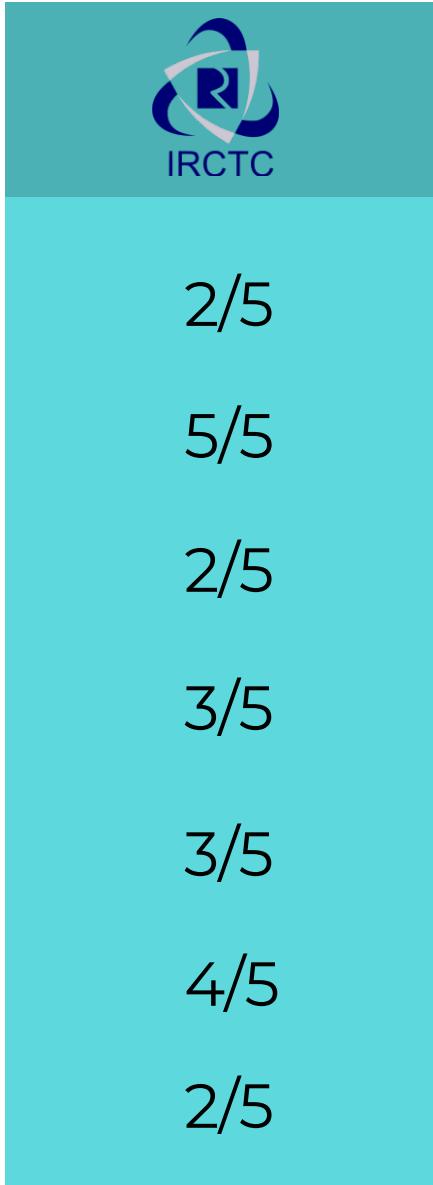
We opened websites of IRCTC, MakeMyTrip, and IXIGO parallelly to compare the following mentioned features they are providing as a standard.

	 IRCTC	 make my trip Dil toh roaming hai	 ixigo
Cab Booking	✗	✓	✗
Hotel Booking	✓	✓	✓
VISA Booking	✗	✓	✗
Promotional Offers	✗	✓	✓
Chat Bot	✓	✓	✗
Membership	✗	✓	✓
Homestay	✗	✓	✗

Features

Design	2/5
Prices	5/5
Reviews	2/5
Navigation	3/5
Social Media	3/5
Usability	4/5
Content Presentation	2/5

Based on these websites' User Interface and User Experience, we have given these websites a rating out of 5 in each mentioned category.





IRCTC

PROS

- Government owned(hence authentic)
- Subsidized Rates
- Easy to use User Interface

CONS

- Lack of accessibility options
- A Whole lot of distracting ads
- Several unnecessary details required for booking



PROS

- A wide range of relevant filters/sorting options is provided
- Special Requests like Late/early check-in, Airport transfer etc. with acknowledgement to other requests.
- All the major payment platform available.

CONS

- Complex user interface
- Payment breakdown of taxes is not provide
- Options for choosing gender other than Males and Female are not given.



PROS

- All the payment and booking details are properly mentioned
- Color coding of the price in the calendar is great
- Seamless experience with no ads.

CONS

- Support for famous wallets like Paytm, Google Pay, Freecharge are not available.
- Customer service only has FAQs
- High Prices in comparison to the competitors

FINDINGS

- As per our extensive research of the three websites:-

1. **MakeMyTrip** is the overall best. However, it's the most complex to use and difficult for new users to get a hang of it.
2. **Ixigo** has a modernistic design but lacks functionality, high prices, and bad customer service.
3. **IRCTC** has improved a lot but is very unaesthetic, and certain inconsistencies worsen the experience.

THANK YOU

Contributions:

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