IRCTC Rail Connect

- Product Teardown

-Aaditya Thacker

IRCTC Rail Connect

- Online Travel Booking (Railways, specifically in India).
- Developed by the Indian Railway Catering and Tourism Corporation (IRCTC).
- Supports various ticket quotas, including Ladies, Tatkal, and Premium-Tatkal, and allows users to register, book, reserve, and cancel tickets directly through the app.
- It is created and developed by IRCTC.
- Dominates rail booking with over 70% share.

Competitors:

ixigo Trains

RailYatri

ConfirmTkt

redBus(redRail)

App	Estimated Market Share	Notes
IRCTC Rail Connect	70–80%	Official Indian Railways app; dominant in online reserved ticket bookings.
ixigo Trains	~10–12%	IRCTC-authorized partner; offers additional features like train status and PNR updates.
ConfirmTkt	~5–7%	IRCTC-authorized partner; known for predicting ticket confirmations and alternative options.
RailYatri	~3–5%	Provides train schedules, live status, and ticket bookings.
redBus (redRail)	~2–3%	Primarily a bus booking platform; also offers train ticket bookings via IRCTC integration.
Others	~2–3%	Includes apps like MakeMyTrip, Yatra, Cleartrip, and Paytm.

User Persona

Manisha

Age - 38
Sales Representative
Travels weekly
Prefered - Tatkal booking

Pain points -
- The app is slow and often crashes.
- Hard to book tickets.
- Difficult to book during the Tatkla hour.
- Too many ads in the app

Rohan

Age - 45
Tour guide
Group journeys every month
Prefered - large amount of ticket bookings together

Pain points -
- UI complexity
- Transparent ticket availability
- Needs better support for seniors/handicapped.
- No proper tracking of train

Yamal

Age - 22
College student
Travels every 3 months
Preferred - Confirmed tickets with tracking, smooth digital experience

Pain points -
- Hard to see the booked tickets
- Hate the UI
- Transaction errors
- Server down most of the time

proposed solution :

- **Server maintenance:** As a lot of complaints are about the server being down, users can't access the app when required.

- **Easy access to Booked tickets offline:** Can directly access the booked tickets offline from the homepage.

- **Streamline booking process:** Maximum 5 steps to book a ticket.

- **Multilingual chatbot assistant.**

- **Subscription model for frequent travelers.**

- **Upgrade UI/UX**: creating a easy to understand UI for all ages people.

- **Payment issue:** Handling payment servers.

Using RICE method for prioritization

Features	Reach	Impact	Confidence	Efforts	RICE score
Server maintainance	9	10	10	9	90
Easy access to booked ticktes offline	8	7	8	8	64
Streamline booking process	9	9	9	8	91
Multilingual chatbot assistant	6	5	6	8	23
Subscription model for frequent travelers	6	7	7	7	42
Upgrade UI/UX	8	8	9	8	72
Handling payment servers	9	9	9	9	81

Go To Market strategy :

- Referral Program (Free platform ticket for sharing the app)

- Loyalty Rewards (IRCTC points redeemable for meals or upgrades)

- Localized Push Notifications in regional languages.

- Highlight app updates via social media & SMS campaigns.

- Partner with Paytm, GPay for travel rewards.

- Special discount for 1st time travelers.

- Hiring social media influencers to promote.

Metrices to track :

- North Star Metric: #no. of successful tickets booked / MAU

KPIs :

#DAU / MAU   #churn rate.

#average ticket booking time.   #Server issues
                                                           complaints

%referrals sent.

#app store rating.

Thank You