

# **THEMATIC ANALYSIS ON “IXIGO: FLIGHT AND HOTEL BOOKING” APPLICATION**

## **Group Members**

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### **1. Introduction**

(a) “Ixigo: Flight and Hotel Booking” is a travel app that is predominantly used for flight booking. The app is popular among frequent air travellers as it offers an easy and hassle free booking services for flights. The app is also used for hotel booking to a limited extend. The app is available in Google Play store.

(b) A thorough thematic analysis of this app has been carried out especially with respect to flight booking and this report gives all the relevant details.

### **2. Research Questions**

The following are few research questions that we would like to answer and the thematic analysis is also carried out in this context.

(a) How does the app handle fluctuating airfares and attract the users for using their app for booking flight?

(b) What is the quality of customer support provided by the app?

(c) How does the app handle technical issues faced by the user (if any)?

### **3. Sampling Strategy**

(a) “**Purposive Sampling**” is the sampling strategy that has been chosen for this thematic analysis.

(b) **Justification.** This sampling is used when we have a specific purpose thematically analysing the app. Here, we have few research questions that we would like to answer. To ensure that we are driven in this direction, we use purposive sampling so that the end objective is met and we can draw meaningful conclusions as per our requirement.

(c) A total of 30 reviews have been sampled based on the above sampling strategy from Google Play store. The reviews along with the name of the user and the theme under which it is classified has been given in the spreadsheet link given below:-

[https://docs.google.com/spreadsheets/d/1MuS9ELAxjwkfUb8RbAqjb7TRcoNCIO1g/edit?usp=drive\\_link&oid=102835960145221802220&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1MuS9ELAxjwkfUb8RbAqjb7TRcoNCIO1g/edit?usp=drive_link&oid=102835960145221802220&rtpof=true&sd=true)

#### 4. **Theme Identification**

The following themes have been identified and the reviews have been sorted according to them.

- (a) Provides good user interface.
- (b) Competitive pricing and provides offers/ discounts.
- (c) Poor Customer support.
- (d) Refund was denied or delayed.
- (e) Technical issues while using the app.
- (f) Sudden surge in price during final payment process.
- (g) Good hotel booking experience

#### 5. **Analysis of the themes**

The selected themes have been individually analysed based on various criteria as follows:-

##### **(a) Provides good user interface (14/30)**

This theme has occurred 14 out of 30 times in the sampled reviews and the users have a very good experience while using this app in the interface point of view. Moreover, this theme is very important when it comes to any app. This is a positive aspect and speaks the strength of the app.

##### **(b) Competitive pricing and provides offers/ discounts (6/ 30)**

The theme has occurred 6 out of 30 times in the sampled reviews. In general the users have supported the fact that the app provides offers and discounts and the price is also very competitive. This is also a positive aspect of the app that attracts customers.

##### **(c) Poor Customer support (8/ 30)**

The theme has a frequency of 8 out of 30 times in the sampled reviews. The customers had a bitter experience when it comes to the response from customer care. This reflects the downside of the app in handling customer grievances.

##### **(d) Refund was denied or delayed (5/ 30)**

The theme has occurred 5 out of 30 times. Handling refund process is a crucial aspect of any flight booking app as the price involved in air travel is generally higher. This theme is also a negative aspect of the app even though its frequency of occurrence in the review is quite less.

##### **(e) Technical issues while using the app (8/ 30)**

The theme has a frequency of 8 in the sampled reviews. Software applications are prone to technical glitches. But it is very important for such travel apps to be more robust to such issues. The users had a considerable number of instances when they had faced technical issues while using the app. This is another pitfall in the user point of view.

**(f) Sudden surge in price during the final payment process (4/ 30)**

The theme has occurred 4 out of 30 times. The biggest caveat of flight booking process is the unstable price that is displayed. The users have faced this issue in this app but in a slight variant in which the price surges when they reach the payment gateway (just prior to payment). This is way of misleading the customers and remains as a negative aspect.

**(g) Good hotel booking experience (3/ 30)**

The theme has occurred 3 out of 30 times. Although the app is primarily used for flight booking, the users also have hotel booking experience which they have found to be good. So, this adds up to the strength of the app.

**6. Further analysis of the themes**

All the themes mentioned in para 5 could be broadly classified into “Positive” and “Negative”. These are categorised as follows:-

Positive	Negative
Provides good user interface (14/30)	Poor Customer support (8/30)
Competitive pricing and provides offers/ discounts (6/30)	Sudden surge in price during final payment process (4/30)
Good hotel booking experience (3/30)	Refund was denied or delayed (5/30)
	Technical issues while using the app (8/30)

**7. Conclusion**

The thematic analysis of the “Ixigo: Flight and Hotel Booking” app was carried out exhaustively with all supporting arguments. The analysis gave a detailed aspects of the app under the chosen themes