



Product Dissection for MakeMyTrip

Company Overview:

MakeMyTrip is a leading online travel platform based in India that facilitates seamless travel planning and bookings. Founded in 2000 by Deep Kalra, the platform has been instrumental in transforming the way individuals book and experience travel. With its user-friendly interface, MakeMyTrip integrates various travel services, including flights, hotels, buses, trains, and car rentals, offering users a comprehensive solution for their travel needs. The platform's commitment to transparency, competitive pricing, and a robust review system has made it a trusted choice for millions of travellers. Operating since its inception in 2000, MakeMyTrip continues to be a pioneering force in the online travel industry, providing a convenient and reliable platform for users to plan and book their journeys.

Product Dissection and Real-World Problems Solved by MakeMyTrip:

MakeMyTrip is one of the leading online travel agencies (OTA) based in India. It was founded in 2000 by Deep Kalra and initially focused on providing online travel services for the Indian market. Over the years, MakeMyTrip has expanded its services and become a comprehensive platform offering a wide range of travel-related services. Here's an overview of MakeMyTrip:

Services:

- **Flight Bookings:** MakeMyTrip allows users to search, compare, and book domestic and international flights. Users can find a variety of options based on preferences such as airlines, timings, and prices.
- **Hotel Reservations:** The platform offers a vast inventory of hotels worldwide, catering to different budgets and preferences. Users can book accommodations ranging from budget hotels to luxury resorts.
- **Holiday Packages:** MakeMyTrip provides pre-planned holiday packages that include flights, hotels, and sometimes local activities. Users can also customise these packages according to their preferences.

- **Bus and Train Tickets:** In addition to flights, MakeMyTrip facilitates the booking of bus and train tickets, making it a comprehensive travel booking platform.
- **Car Rentals:** Users can hire cars for local transportation through the platform, offering convenience for travellers exploring new destinations.

Mobile App:

- MakeMyTrip has a user-friendly mobile app available for both iOS and Android platforms. The app allows users to book and manage their travel plans on the go, providing a seamless and convenient experience.

Deals and Discounts:

- MakeMyTrip regularly offers deals, discounts, and promotional offers on flights, hotels, and holiday packages, making travel more affordable for users.
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User Reviews and Ratings:

- The platform includes user-generated reviews and ratings for hotels and other services, helping travellers make informed decisions based on the experiences of others.

Customer Support:

- MakeMyTrip provides customer support services to assist users with booking-related queries, changes, cancellations, and other issues.

International Presence:

- While MakeMyTrip originated in India, it has expanded its services to cater to the international market, offering bookings for flights, hotels, and holiday packages globally.

Technology and Innovation:

- MakeMyTrip has been at the forefront of leveraging technology to enhance the user experience. This includes the use of AI and data analytics to provide personalised recommendations and improve overall service efficiency.

Partnerships:

- MakeMyTrip collaborates with various airlines, hotels, and other travel service providers to offer a diverse range of options to its users.

Case Study: Real-World Problems and Make My Trip's Innovative Solutions

MakeMyTrip, a top online travel platform, has transformed travel planning by integrating flights, hotels, buses, trains, and cars in one place. With clear pricing and a user-friendly design, it simplifies the booking process and saves time. The platform's community reviews provide reliable insights, making travel decisions easier. MakeMyTrip is a user-centric solution, redefining travel for everyone.

1. Problem: Limited Availability of Travel Options

- **Problem Statement:** Travellers often face challenges in finding suitable travel options, especially during peak seasons or for popular destinations.

- **MakeMyTrip Solution:**

MakeMyTrip aggregates a vast array of travel options, including flights, hotels, buses, trains, and car rentals. The platform collaborates with numerous service providers, offering users an extensive selection of choices. This ensures that even during peak times, users can find and book suitable travel options that match their preferences and budget.

2. Problem: Last-Minute Booking Hassles

- **Problem Statement:** Last-minute travel plans can be stressful, with limited availability and higher prices for accommodations and transportation.

- **MakeMyTrip Solution:**

MakeMyTrip provides a user-friendly platform for spontaneous travellers. The platform's real-time updates and instant booking features allow users to secure last-minute deals on flights, hotels, and other services. This not only reduces the stress associated with impromptu travel but also ensures that users can access available options efficiently.

3. Problem: Lack of Local Insights and Recommendations

- **Problem Statement:** Travellers often struggle to discover local insights, recommendations, and hidden gems at their travel destinations.

- **MakeMyTrip Solution:**

MakeMyTrip's user review and rating system provides valuable insights from fellow travellers who have visited specific locations. Users can read reviews and recommendations, gaining local insights into accommodations, attractions, and activities. This community-driven approach enhances the travel experience by allowing users to make informed decisions based on real experiences.

4. Problem: Currency and Language Barriers

- **Problem Statement:** Travelling to foreign countries can pose challenges related to currency conversion, language barriers, and understanding local prices.

- **MakeMyTrip Solution:**

MakeMyTrip addresses currency and language barriers by providing a multi-currency platform and support for multiple languages. Users can view prices in their preferred currency, and the platform is accessible in various languages, making it more user-friendly and inclusive for international travellers.

5. Problem: Complex Itinerary Management

- **Problem Statement:** Managing multiple bookings for flights, hotels, and other services in a single itinerary can be challenging and prone to errors.

- **MakeMyTrip Solution:**

MakeMyTrip offers a comprehensive itinerary management system. Users can view and manage all their bookings in one place, ensuring a seamless travel experience. This feature simplifies coordination and reduces the risk of oversight, allowing users to have a well-organised itinerary for their entire trip.

6. Problem: Uncertainty During Travel Disruptions

- **Problem Statement:** Travel disruptions such as flight delays or cancellations can lead to uncertainty and inconvenience for travellers.

- **MakeMyTrip Solution:**

MakeMyTrip's platform provides real-time updates on flight statuses, helping users stay informed about any disruptions. In case of changes or cancellations, MakeMyTrip's customer support team is readily available to assist users with rebooking or providing necessary information, minimising the impact of travel disruptions.

Top Features:

MakeMyTrip, as a comprehensive online travel platform, offers a range of features that cater to real-world travel scenarios. Here are some top features based on real-world scenarios:

Multi-Modal Travel Options:

- **Scenario:** Travellers often need to combine various modes of transportation.
- **Feature:** MakeMyTrip provides a single platform for flights, hotels, buses, trains, and car rentals, allowing users to seamlessly plan and book multi-modal journeys.

Real-Time Price Comparison:

- **Scenario:** Users want to ensure they get the best deals on travel services.
- **Feature:** MakeMyTrip allows users to compare real-time prices for flights, hotels, and other services, ensuring they make cost-effective decisions.

Flexible Date Search:

- **Scenario:** Travel plans may be flexible, and users want to explore different date options.
- **Feature:** MakeMyTrip's flexible date search enables users to find the most affordable travel options by adjusting their travel dates.

Transparent Pricing and Fees:

- **Scenario:** Hidden fees and unclear pricing structures can lead to dissatisfaction.
- **Feature:** MakeMyTrip provides transparent pricing, breaking down costs to include base fares, taxes, and additional fees, ensuring users have a clear understanding of the total expenses.

User Reviews and Ratings:

- **Scenario:** Travellers seek authentic feedback and recommendations.
- **Feature:** MakeMyTrip's robust user review and rating system enables users to make informed decisions based on the experiences and insights of fellow travellers.

Itinerary Management:

- **Scenario:** Coordinating multiple bookings for a trip can be challenging.

- **Feature:** MakeMyTrip offers a comprehensive itinerary management system, allowing users to view and manage all their bookings in one place.

Real-Time Updates and Notifications:

- **Scenario:** Travel disruptions and changes require timely information.
- **Feature:** MakeMyTrip provides real-time updates on flight statuses, hotel availability, and transportation options, ensuring users stay informed during their journeys.

Secure and Convenient Payments:

- **Scenario:** Users require secure and hassle-free payment options.
- **Feature:** MakeMyTrip offers multiple secure payment options, including credit/debit cards, net banking, and digital wallets, ensuring a convenient and secure booking experience.

Customer Support:

- **Scenario:** Users may need assistance with bookings, changes, or cancellations.
- **Feature:** MakeMyTrip's dedicated customer support team provides assistance through various channels, including phone, email, and chat, addressing user queries promptly and efficiently.

Exclusive Deals and Offers:

- **Scenario:** Users want access to special deals and discounts.
- **Feature:** MakeMyTrip regularly offers exclusive deals and discounts, allowing users to save on their travel expenses and avail of special promotions.

These features collectively make MakeMyTrip a user-centric platform that addresses various real-world travel scenarios, providing a seamless and enjoyable experience for travellers.

Schema Description:

The schema for MakeMyTrip encompasses various entities that capture the essential components of an online travel booking platform. The primary entities include Users, Bookings, Flights, Hotels, Buses, Trains,

CarRentals, and Reviews. Each entity is characterised by specific attributes that capture relevant information.

- **Users:** This entity represents individuals who use the MakeMyTrip platform. User attributes include UserID, FirstName, LastName, Email, Password, PhoneNumber, and RegistrationDate.
- **Bookings:** The Booking entity manages the overall travel bookings made by users. It includes BookingID as the primary key, UserID (foreign key referencing Users), BookingDateTime, TotalPrice, and a Status field to indicate the booking status (e.g., Confirmed, Pending, Cancelled).
- **Flights, Hotels, Buses, Trains, CarRentals:** These entities represent the various travel services available on MakeMyTrip. Each entity has attributes such as FlightID, HotelID, BusID, TrainID, and CarRentalID, respectively, along with details like provider information, locations, date and time, pricing, and availability.
- **FlightBooking, HotelBooking, BusBooking, TrainBooking, CarRentalBooking:** These entities are associated with specific bookings and the corresponding travel services. They include attributes like BookingID (foreign key referencing Bookings), along with service-specific details such as Passengers for flights, NumberOfRooms for hotels, and so on.
- **Payment Entity:** The Payment entity manages payment details associated with bookings on MakeMyTrip. It serves as a crucial component in tracking financial transactions related to reservations. The attributes of the Payment entity include
- **DiscountCoupon Entity:** The DiscountCoupon entity contains details about discount coupons available on MakeMyTrip. It plays a significant role in offering users cost-saving opportunities during their bookings. The attributes of the DiscountCoupon entity include:
- **Reviews:** The Reviews entity captures user feedback on their travel experiences. It includes ReviewID as the primary key, UserID (foreign key referencing Users), BookingID (foreign key referencing Bookings), Rating, Comment, and ReviewDate.

The relationships in the schema are defined by foreign key constraints, linking entities such as Users, Bookings, and various travel services. This schema design allows MakeMyTrip to efficiently manage user information, bookings, and feedback while providing a comprehensive structure for handling diverse travel services.

Schema Design:

UserInfo Entity:

The User entity serves as the core of MakeMyTrip, containing essential information about each user. It includes a unique identifier (UserID), personal details such as first name, last name, email, and phone number, as well as security-related information like the user's password. The RegistrationDate attribute captures the date when a user registers on the platform.:

- **UserID (Primary Key):** Unique identifier for each user.
- **FirstName:** First name of the user.
- **LastName:** Last name of the user.
- **Email:** Email address of the user.
- **Password:** Securely stored password for user authentication.
- **PhoneNumber:** Contact phone number of the user.
- **RegistrationDate:** The date when the user registered on MakeMyTrip.

Booking Entity:

The Booking entity is pivotal for tracking and managing reservations on MakeMyTrip. It includes a unique identifier (BookingID) and establishes a relationship with the User entity through the UserID foreign key. The BookingDateTime records the date and time when a booking is made, while TotalPrice indicates the overall cost of the booking. The Status attribute reflects the current status of the booking, whether it is confirmed, pending, or cancelled:

- **BookingID (Primary Key):** Unique identifier for each booking.
- **UserID (Foreign Key referencing User.UserID):** Links to the User entity, indicating the user who made the booking.
- **BookingDateTime:** Date and time when the booking was made.
- **TotalPrice:** Total cost of the booking.
- **Status:** Indicates the status of the booking (e.g., Confirmed, Pending, Cancelled).
- **BookingType:** Type of bookings like one way trip, round trip, multicity and vacation.

Flight Entity:

The Flight entity provides comprehensive details about flights available on MakeMyTrip. It is identified by a unique FlightID and includes information such as the airline, departure and arrival airports, departure and arrival date and time, price, and the number of available seats:

- **FlightID (Primary Key):** Unique identifier for each flight.

- **Airline:** Name of the airline operating the flight.
- **Departure Airport:** Departure airport for the flight.
- **Arrival Airport:** Arrival airport for the flight.
- **DepartureDateTime:** Date and time of flight departure.
- **ArrivalDateTime:** Date and time of flight arrival.
- **Price:** Price for the flight.
- **AvailableSeats:** Number of available seats on the flight.

Hotel Entity:

The Hotel entity encapsulates information about the hotels listed on MakeMyTrip. It is identified by a unique HotelID and includes details like the hotel name, location, check-in and check-out date and time, price per night, and the number of available rooms:

- **HotelID (Primary Key):** Unique identifier for each hotel.
- **Name:** Name of the hotel.
- **Location:** Location of the hotel.
- **CheckInDateTime:** Date and time for hotel check-in.
- **CheckOutDateTime:** Date and time for hotel check-out.
- **PricePerNight:** Price per night for the hotel.
- **Available Rooms:** Number of available rooms in the hotel.

Bus Entity:

The Bus entity captures information about bus services available for booking on MakeMyTrip. It is identified by a unique BusID and includes details such as the operator, departure and arrival locations, departure and arrival date and time, price, and the number of available seats:

- **BusID (Primary Key):** Unique identifier for each bus.
- **Operator:** Operator or company providing the bus service.
- **DepartureLocation:** Departure location for the bus.
- **ArrivalLocation:** Arrival location for the bus.
- **DepartureDateTime:** Date and time of bus departure.
- **ArrivalDateTime:** Date and time of bus arrival.
- **Price:** Price for the bus service.
- **AvailableSeats:** Number of available seats on the bus.

Train Entity:

The Train entity provides details about train services available for booking. It is identified by a unique TrainID and includes information such as the operator, departure and arrival stations, departure and arrival date and time, price, and the number of available seats:

- **TrainID (Primary Key):** Unique identifier for each train.

- **Operator:** Operator or company providing the train service.
- **Departure station:** Departure station for the train.
- **ArrivalStation:** Arrival station for the train.
- **DepartureDateTime:** Date and time of train departure.
- **ArrivalDateTime:** Date and time of train arrival.
- **Price:** Price for the train service.
- **Available seats:** Number of available seats on the train.

CarRental Entity:

The CarRental entity holds information about car rental services available on MakeMyTrip. It is identified by a unique CarRentalID and includes details such as the car type, pickup and drop-off locations, pickup and drop-off date and time, and the rental price:

- **CarRentalID (Primary Key):** Unique identifier for each car rental.
- **CarType:** Type or model of the rental car.
- **PickupLocation:** Pickup location for the rental car.
- **DropOffLocation:** Drop-off location for the rental car.
- **PickupDateTime:** Date and time of car pickup.
- **DropOffDateTime:** Date and time of car drop-off.
- **Price:** Price for the car rental.

FlightBooking Entity:

The FlightBooking entity establishes a connection between bookings and flights. It includes a unique identifier (FlightBookingID) and references both the Booking and Flight entities. The Passengers attribute indicates the number of passengers associated with a particular flight booking:

- **FlightBookingID (Primary Key):** Unique identifier for each flight booking.
- **BookingID (Foreign Key referencing Booking.BookingID):** Links to the Booking entity, indicating the booking to which the flight is associated.
- **FlightID (Foreign Key referencing Flight.FlightID):** Links to the Flight entity, indicating the flight booked.
- **Passengers:** Number of passengers associated with the flight booking.

HotelBooking Entity:

The HotelBooking entity establishes a link between bookings and hotels. It includes a unique identifier (HotelBookingID) and references both the Booking and Hotel entities. The NumberOfRooms attribute indicates the number of rooms associated with a particular hotel booking:

- **HotelBookingID (Primary Key):** Unique identifier for each hotel booking.
- **BookingID (Foreign Key referencing Booking.BookingID):** Links to the Booking entity, indicating the booking to which the hotel stay is associated.

- **HotelID (Foreign Key referencing Hotel.HotelID):** Links to the Hotel entity, indicating the hotel booked.
- **NumberOfRooms:** Number of rooms associated with the hotel booking.

BusBooking Entity:

The BusBooking entity establishes a relationship between bookings and bus services. It includes a unique identifier (BusBookingID) and references both the Booking and Bus entities. The Passengers attribute indicates the number of passengers associated with a particular bus booking:

- **BusBookingID (Primary Key):** Unique identifier for each bus booking.
- **BookingID (Foreign Key referencing Booking.BookingID):** Links to the Booking entity, indicating the booking to which the bus service is associated.
- **BusID (Foreign Key referencing Bus.BusID):** Links to the Bus entity, indicating the bus booked.
- **Passengers:** Number of passengers associated with the bus booking.

TrainBooking Entity:

The TrainBooking entity establishes a connection between bookings and train services. It includes a unique identifier (TrainBookingID) and references both the Booking and Train entities. The Passengers attribute indicates the number of passengers associated with a particular train booking:

- **TrainBookingID (Primary Key):** Unique identifier for each train booking.
- **BookingID (Foreign Key referencing Booking.BookingID):** Links to the Booking entity, indicating the booking to which the train service is associated.
- **TrainID (Foreign Key referencing Train.TrainID):** Links to the Train entity, indicating the train booked.
- **Passengers:** Number of passengers associated with the train booking.

CarRentalBooking Entity:

The CarRentalBooking entity establishes a link between bookings and car rentals. It includes a unique identifier (CarRentalBookingID) and references both the Booking and CarRental entities:

- **CarRentalBookingID (Primary Key):** Unique identifier for each car rental booking.
- **BookingID (Foreign Key referencing Booking.BookingID):** Links to the Booking entity, indicating the booking to which the car rental is associated.
- **CarRentalID (Foreign Key referencing CarRental.CarRentalID):** Links to the CarRental entity, indicating the car rental booked.

Payment Entity:

The Payment entity manages payment details associated with bookings on MakeMyTrip. It serves as a crucial component in tracking financial transactions related to reservations. The attributes of the Payment entity include:

- **PaymentID (Primary Key):** A unique identifier assigned to each payment transaction.
- **BookingID (Foreign Key to Booking):** Establishes a link to the Booking entity, indicating the booking for which the payment is made.
- **PaymentType:** Represents the method of payment used, such as credit card, debit card, net banking, or other forms of payment.
- **PaymentDate:** Records the date when the payment was made.
- **PaymentAmount:** Specifies the amount paid for the booking.

DiscountCoupon Entity:

The DiscountCoupon entity contains details about discount coupons available on MakeMyTrip. It plays a significant role in offering users cost-saving opportunities during their bookings. The attributes of the DiscountCoupon entity include:

- **CouponID (Primary Key):** A unique identifier assigned to each discount coupon.
- **Code:** The alphanumeric code associated with the coupon for user application.
- **DiscountPercent:** Represents the percentage discount offered by the coupon.
- **MinimumOrderValue:** Specifies the minimum order amount required for the coupon to be valid.
- **ExpiryDate:** Indicates the expiry date of the coupon, after which it is no longer applicable for use.
- **BookingID (Foreign Key to Booking):** Links to booking for which the coupon is applied.

Review Entity:

The Review entity captures user reviews associated with bookings on MakeMyTrip. It includes a unique identifier (ReviewID) and establishes relationships with the User, Booking, and Review entities. The Rating attribute reflects the user's rating, and the Comment attribute contains the user's comments or feedback. The ReviewDate attribute records the date when the review was submitted:

- **ReviewID (Primary Key):** Unique identifier for each review.
- **UserID (Foreign Key referencing User.UserID):** Links to the User entity, indicating the user who provided the review.
- **BookingID (Foreign Key referencing Booking.BookingID):** Links to the Booking entity, indicating the booking to which the review is associated.
- **Rating:** Rating given by the user in the review.
- **Comment:** User's comments or feedback.
- **ReviewDate:** Date when the review was submitted.

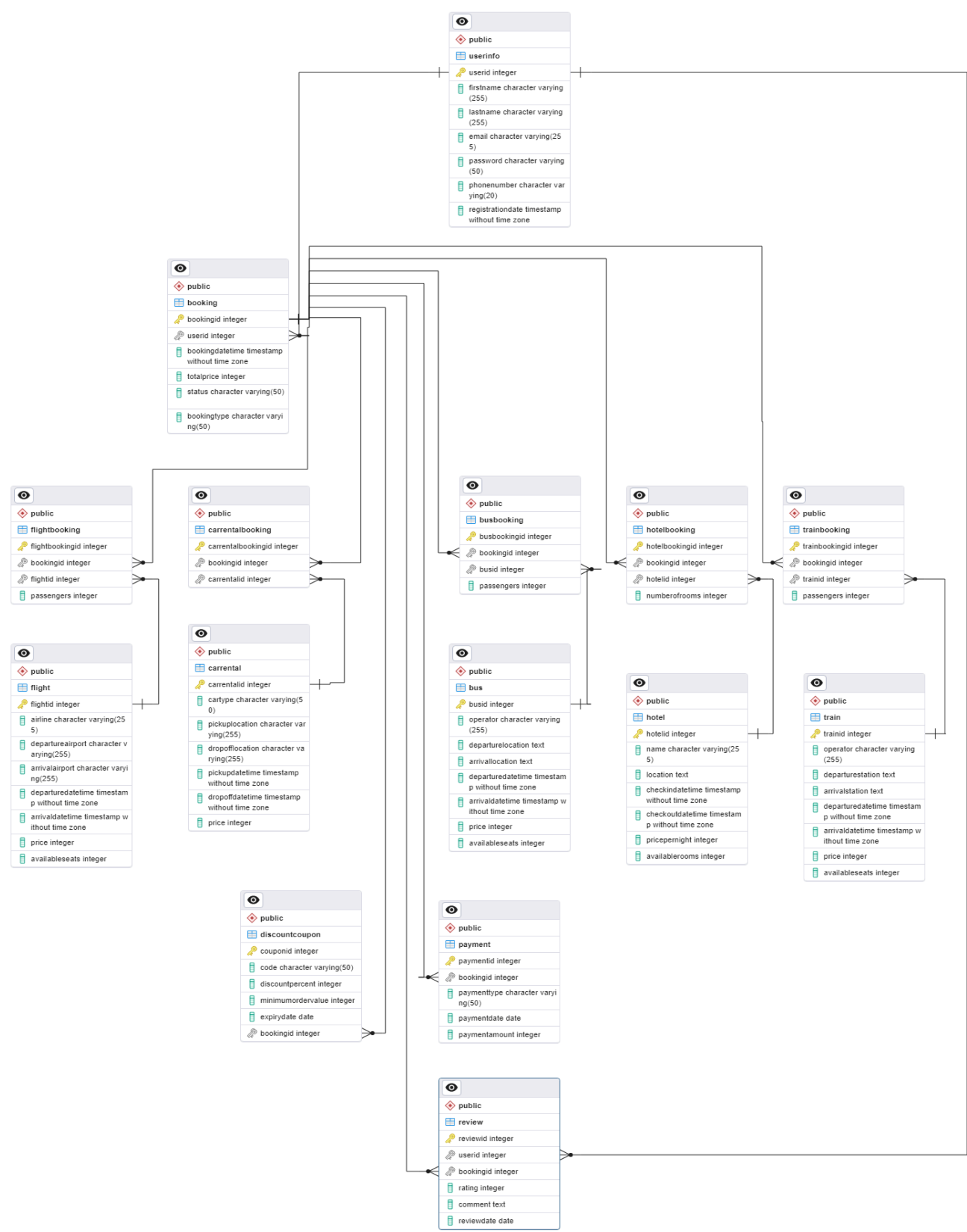
Relationships:

- **One-to-Many** relationship between User and Booking.
- **One-to-Many** relationship between Booking and FlightBooking, HotelBooking, BusBooking, TrainBooking, and CarRentalBooking.
- **One-to-One** relationship between FlightBooking, HotelBooking, BusBooking, TrainBooking, CarRentalBooking, and their respective entities (Flight, Hotel, Bus, Train, CarRental).
- **One-to-Many** relationship between User and Review.
- **One-to-Many** relationship between Booking and Review.

This simplified ER diagram captures the basic structure and relationships within MakeMyTrip. In a real-world scenario, additional entities, attributes, and relationships would be necessary to accommodate the full range of features and business logic.

ER Diagram:

Let's construct an Entity-Relationship (ER) diagram to provide a visual representation of the interconnected elements within the MakeMyTrip database structure.



Conclusion:

In the course of this product dissection project, we explored the intricacies of MakeMyTrip's schema and Entity-Relationship diagram. MakeMyTrip has transformed the travel industry by offering a comprehensive online platform that integrates various travel services seamlessly. The platform's well-designed data model encompasses entities like users, bookings, flights, hotels, buses, trains, and car rentals, forming the backbone of its efficient functionality. This schema provides valuable insights into how MakeMyTrip adeptly manages the complexities of travel planning, booking, and user interactions, contributing to its position as a prominent and user-friendly online travel solution that has redefined the travel experience for users worldwide.

Link To Video:

Link To Technical Documentation:

 [Technical-Documentation-Product-Dissection-for-MakeMyTrip](#)

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