

# CASE STUDY ON UI/UX DESIGN OF MAKE MY TRIP (MMT)

### Introduction

MakeMyTrip Limited is India's largest online travel company. The online travel sector started gaining momentum in early 2000, as consumers started getting attracted to the more convenient option of checking confirmation of railway and air tickets online, rather than standing in long queues. The Indian online travel space witnessed an upward trend. The space exhibited a year-on-year growth of 17 per cent in the online booking of railway tickets, while online booking of air tickets grew from 1.45 million bookings in 2012 to 1.70 million bookings in 2013.

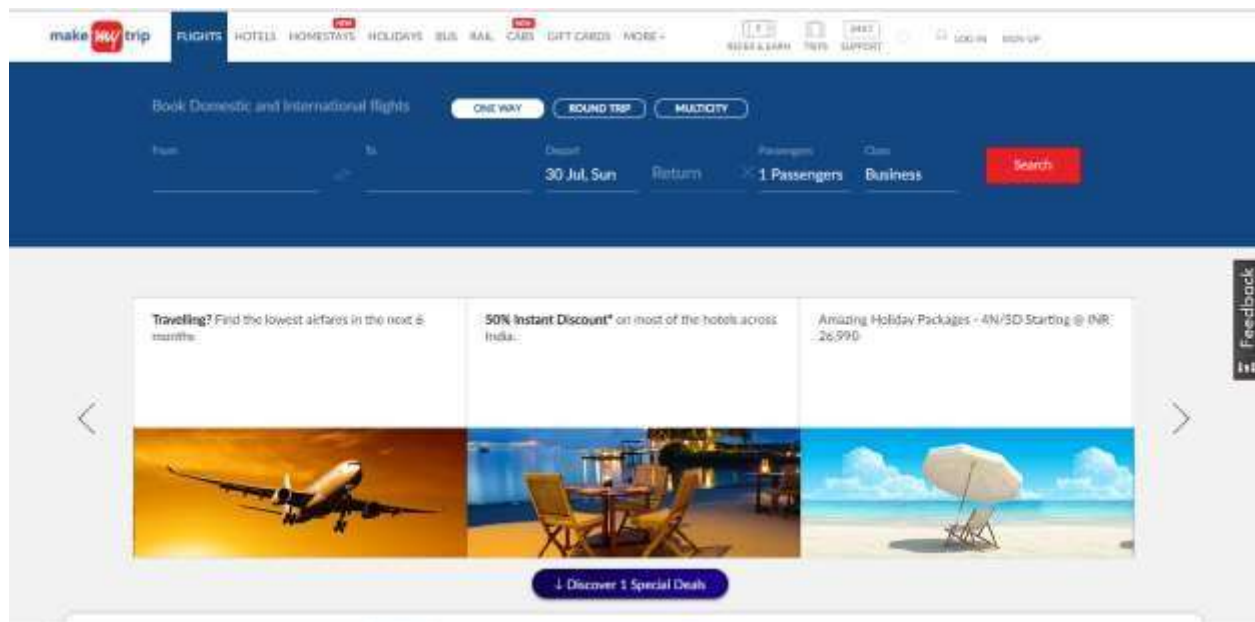


Figure 1: MMT Action Page

Founded by Deep Kalra in the year 2000 in US and then extended in India in 2005, MakeMyTrip is the largest online travel company in India and is second largest most visited travel website after IRCTC. MakeMyTrip is a well-known name for providing services in luxurious tours and hotel booking websites. The company has branched after its inception through a series of small acquisitions. MakeMyTrip has its seventh acquisition as Mygola. MakeMyTrip has acquired Mygola as third takeover of an Indian company. The site, Mygola.com covers more than 20,000 destinations worldwide, with half a million organic visitors a month.

## MAKE MY TRIP

Mygola said that its app is present in 16 cities across the world which has more than 5000 installs from Google Playstore on android. The app enables the user to create custom trips in just 15 minutes.

## Operational Design

In 2012, MakeMyTrip launched travel-centric mobile applications (Apps) for iPhone, Android, Blackberry and other types of basic phones (Gupta, 2012). The company is affiliated with USTOA (United States Tour Operator Association), IATA (The International Airlines Travel Agent Network), ASTA (the American Society of Travel Agents), recognized by Ministry of Tourism, Government of India. MakeMyTrip commands a market share of 48%, followed by Yatra at 24% and Cleartrip at 18%, based on gross bookings for 2009.

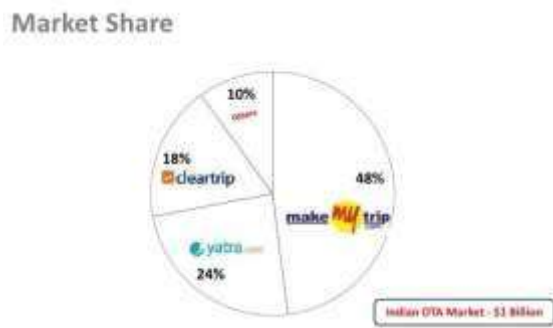


Figure 2: MMT Market Share

## Filters In MMT To Save Your Time

Lot of clutter when compared to other sites, 2 things that block the view from showing more results – “Please tell us your preferred hotel category” section & “My trip rewards” section both of which are an additional load on user’s brain. The user is here to just see hotels/ book tickets. These 2 sections can be completely depreciated. So thus to make this layout, interaction, feature a better & portability MMT introduce new concept called as “Filter” option which is anyway present on the left & the latter – something to make users login to save points which 80% users don’t care. So it can be at a later stage & thus this feature enable many live facilities such as places, categories, dates etc which makes easy to use & find user’s requirement very easily & in an adaptive way.

## MAKE MY TRIP



Figure 3: Filters in MMT to Save Your Time

## Weekend Getaways

The challenge was to create an experience that gives people a reason to get away on weekends. The solution - a portal for curated destinations, personalized suggestions and convenient escapes, presented in an inspiring fashion that encourages people to get away.

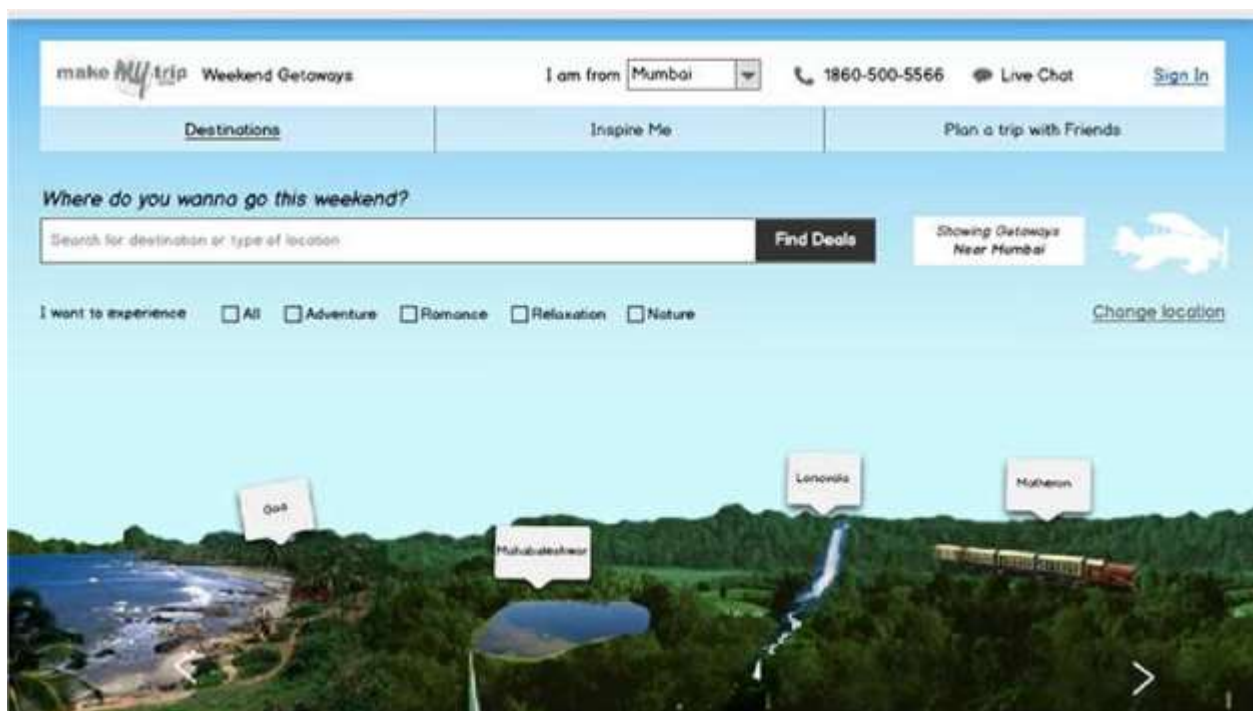


Figure 4: Weekend Getaways

### Summary

This case is a depiction of a truly unique company, which pioneered and changed the course of the travel industry in the country. The company's main motto is to focus always on the user experience & interaction design on various interaction models. This is a truly marvelous & dynamic business enterprise & reflects how strategic UI/UX can be implemented to create business sustainability with the help of people as drivers of organizational goal in a dynamic and challenging business environment.

### References

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