Company Overview

- Cleartrip is a leading Indian online travel platform.
- Founded in **2006**.
- Acquired by **Flipkart in 2021**.
- Offers **flights, hotels, trains, buses, and curated travel experiences**.
- Second largest Online Travel Agency in India

Market Overview

- Online travel market in India is growing rapidly.
- Increasing adoption of mobile bookings.
- Customers expect **transparency, speed, and secure payments**.
- High competition from platforms offering **discounts, rewards, and loyalty programs**.
- Post-pandemic recovery boosted domestic travel.

Competitor Landscape

MakeMyTrip

Largest inventory with strong hotel offerings and loyalty program.

Weakness: cluttered user interface

Ixigo

Best platform for trains and buses.

Weakness: weaker flight and hotel offerings compared to competitors

EaseMyTrip

Competitive advantage with low convenience fees.

Weakness: weaker brand trust in the market

Target Users

1. Working professionals / frequently business travellers
2. Budget travellers (students, early career)
3. Families and occasional travellers
4. Experience-seekers (activities, packages)

Personas

Riya – Frequent business traveller

Age: 30 years
Travels frequently to different cities and countries for business and work purpose

Amit - Budget Traveller

Age: 20 years
A student who travel to other cities on budget for study and project purpose

Rao Family & Occasional Travellers

Age: 35 years
Travels with family occasionally for holidays or on a vacation to different cities

User Journey (Flight booking)

Search
Enter route and dates

Compare
View results, compare flights, check rules

Select, Book & pay
Choose flight, enter details, book, complete payment

Post-booking
Receive confirmation; check-in, cancellations, refunds

User Journey (Hotel booking)

Search
Enter hotels with checkin and checkout dates

Compare
View results, compare prices, location , look for reviews and rating, check other applicable rules
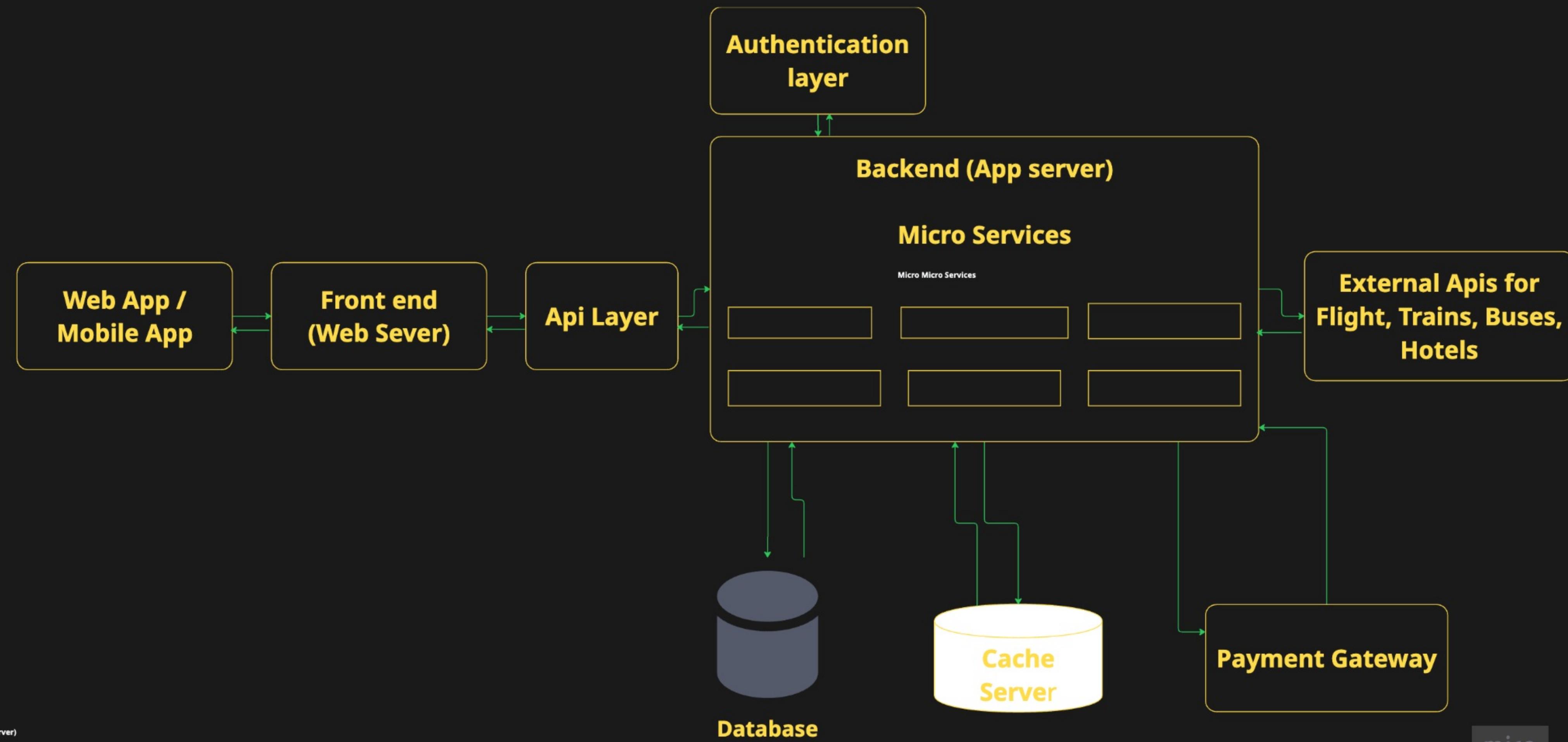
Select, Book & pay
Choose hotel, select room types enter details, book,complete payment
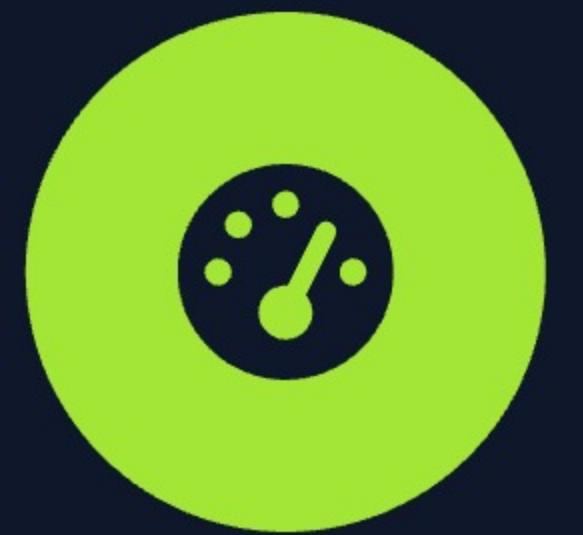
Post-booking
Receive confirmation; bookingid,check-in, details

High level system Archtecture

Authentication layer

Backend (App server)

Micro Services

Micro Micro Services

Web App / Mobile App

Front end (Web Sever)

Api Layer

External Apis for Flight, Trains, Buses, Hotels

Database

Cache Server

Payment Gateway

Backend (App server)

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Value Propotion

- Offers single platform for booking flights, hotels, trains and buses.
- lots of best deals on hotel to choose
- Provides a whole tour packages to plan easily for vacation
- Reduces traditional one by one cumbersome booking process
- Help travellers to explore unknown places
- Enables multi mode travelling easy

Product Metrics

North Star Metrics - successful trip completion

Business Metrics

- Gross Booking Value
- Increase in trip booking Rate
- Revenue per Booking,
- Booking across different category of travellers
- Increase in overall revenue

Product Metrics

- Search-to-booking conversion,
- Funnel drop-off rate
- Checkout success rate,
- Decrease in cancellation and refund time
- Track of different features

User Metrics

- NPS
- Increase in retention rate,
- CSAT
- App load & latency
- Increase in review & rating of the users

User Pain points

Riya – Frequent business traveller
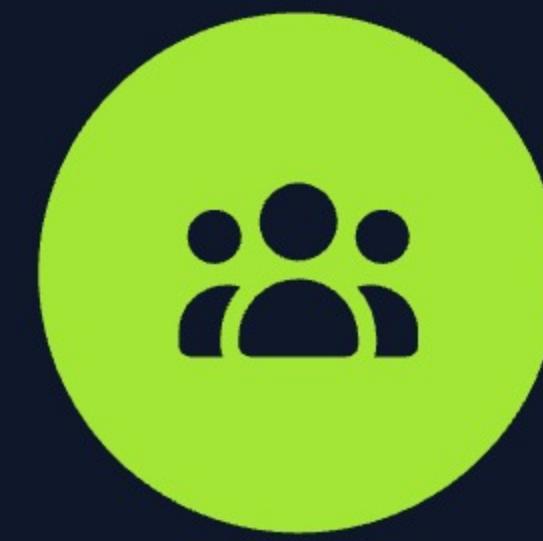
Pain Points
- Frustrated by hidden fees.
- Refund delays.
- No clear refund policies.
- too many options.

Amit – Budget Traveller

Pain Points
- Struggles with frequent price changes.
- No listing of cheapest option.
- No quick search option available.
- no extra bed option when with friends

Rao Family – Occasional Travellers

Pain Point
- Overwhelmed by too many choices.
- No Personalised recommendations.
- no extra beds for kids in single room

Features

Impact vs effort prioritization. High priority items balance impact and feasibility based on current capabilities and user needs.

- **Refund tracker** - quick and transparent refund option and policies
- **Price lock** - users can lock price today and book for future date
- **Unified deals engine** -shows all types of deals, offers, discounts, and promotions in one place for easy decision
- **Personalised home page** - user preferred page based on users previous booking
- **Multi-modal booking** - booking a trip that uses more than one type of transportation in a single journey
- **Review enhancement** - clear and genuine hotel reviews for user decision making

Feature Prioritization

	Feature	# Reach (1-10)	# Impact (1-5)	# Confidence...	# EFFORT...	# RICE Score	+
1	Refund Tracker	8	4	90%	3	9.6	
2	price lock	7	5	80%	6	4.7	
3	Unified Deals engine	8	3	85%	3	6.8	
4	personalised home page	9	5	85%	5	7.7	
5	muli - model booking	9	5	70%	9	3.5	
6	Review enhancement	7	3	80%	6	2.8	

PM Recommendation

- **Refund tracker** (High impack with less effort) - clear refund policies and quick refund - build and trust and satisfcation of the users

- **Personalised Home page** (High impack with medium effort) - will make users finalise their plan faster, help in retention of the users

- **Unified deals engine** (good impact and less effort) - all factors needs to finalise the trip paln in one place will help user make quick decisions reduce session duration and increase satisfaction level

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