Business Model Canvas

Key Partnerships
- Metro Operators: Collaborating with metro authorities for data sharing and integration.
- Payment Gateways: Partnering with secure payment providers.
- Advertising Partners: Collaborating with advertisers for targeted campaigns.

Key Activities
- App Development: Continuous development and improvement of the app features.
- Marketing & Promotion: Creating awareness and attracting users.
- Customer Support: Providing efficient and effective customer assistance.

Key Resources
- Technology Infrastructure: Mobile app development, servers, and data storage.
- Partnerships: Collaboration with metro operators and payment gateways.
- Human Resources: Development team, customer support, and marketing personnel.

Value Propositions
- Enhanced Convenience: Easy, online ticket booking without the need for physical tickets orqueuing at ticket counters.
- Faster Boarding: Quick QR code scanning at entry gates, reducing wait times.
- Real-time Information: Access to real-time train schedules, delays, and disruptions.
- Personalized Experience: Tailored recommendations for routes, fares, and travel options.

Customer Relationships
- Personalized Support: Dedicated customer support channels (chat, email, phone) forassistance.
- Proactive Communication: Regular updates on service changes, disruptions, and promotions.
- Community Building: Engaging with users through social media and feedback mechanisms.

Channels
- Mobile App: The primary channel for e-ticket booking, real-time updates, and personalized services.
- Website: Supplementary channel for ticket booking and information access.
- Social Media: For customer engagement, feedback, and promotions.

Customer Segments
- Commuters: Regular metro users who value convenience, efficiency, and a seamless travelexperience.
- Occasional Users: Individuals who use the metro occasionally and prefer a user-friendly,hassle-free booking process.

Cost Structure
- Development Costs: App development, maintenance, and updates.
- Marketing Costs: Advertising, promotions, and user acquisition.
- Infrastructure Costs: Server costs, data storage, and security measures.
- Personnel Costs: Salaries for developers, support staff, and marketers.

Revenue Streams
- Ticket Sales: Revenue from e-ticket sales.
- Advertising: Displaying targeted ads within the app.
- Partnerships: Collaborating with local businesses for in-app offers and promotions.