Business Model Canvas

Key Partnerships

- 1.Our main suppliers to develop a mobile application are UI/UX designer to Creates the app's design to be clear and eye-catching and Developer who Uses the latest tools to bring the design to life and Backend developer who Focuses on server-side work, such as application logic and architecture
- 2.Our motivation is to offer customers a seamless and convenient online ticket booking experience for the metro. We aim to eliminate any hassles associated with traditional ticketing methods, ensuring a smooth, quick process. By streamlining the booking system, we enable faster access to metro services, reducing waiting times.
- 3.They provide a Market Research ,Decide How to Monetize Your App, 3: Create a Business Plan, Create the App and finally Launch & Submit to App Stores.

Key Activities

- First, market research helps analyze trends and understand the needs of the target audience. App design focuses on creating a user-friendly interface and seamless experience. Defining the app's concept is essential to understand its purpose and how it solves users' problems. Testing is crucial for verifying functionality, usability, and performance across different devices and platforms. Afterward, deployment involves transferring the app to a live environment.

Key Resources

- 1.he resources required for our project include essential hardware for infrastructure and operations. We will need a robust online platform to facilitate ticket booking and provide customer support. A dedicated software development team will be crucial for building and maintaining the application.
- 2. the assets are 1.App bundles 2.Cloud delivery 3.Testing etc.

Value Propositions

- 1.We value our customers' precious time and aim to make their travel experience seamless. By providing efficient and quick ticket booking options, we eliminate the need to wait in long queues. Our goal is to offer a smooth, hassle-free journey from start to finish. With our system, customers can book tickets swiftly and get on their way faster. We prioritize convenience to ensure our customers have a stress-free metro travel experience.
- 2.The unique aspect of our product is that we offer the most affordable travel options compared to services like Ola, Rapido, and Uber. Our focus is on providing cost-effective transportation without compromising on quality or convenience. By optimizing routes and using efficient technology, we ensure customers pay less for their journey. We aim to make commuting accessible for everyone, regardless of budget. This makes our service the best choice for price-conscious travelers.

Customer Relationships

- In-App Chat Support allows customers to reach out instantly if they have any questions or run into issues. Whether it's something simple or more detailed, our live chat feature makes it easy to get real-time assistance right within the app.
- 2.Help Center / FAQs: An in-app help section with frequently asked questions (FAQs) and user guides to address common queries and issues without needing direct interaction.

Channels

- 1.We will build a centralized customer database to manage and track customer information, allowing us to send personalized updates and offers. This will help us reach customers effectively through email and push notifications about new features and promotions.
- 2.By advertising, social media, by providing best offers and discounts.
- 3.Marketing channel and digital advertising.

Customer Segments

- 1.Our main customers are riders who use the metro to travel from one place to another for various purposes, such as commuting to work, attending studies, or going shopping. These customers prioritize convenience, affordability, and efficiency in their daily journeys. By offering an easy and seamless ticket booking experience, we cater to their need for quick, reliable, and cost-effective transportation. Whether it's for daily commuting or occasional trips, our service aims to make their travel more convenient and hassle-free.
- 2.Their problems are they cannot wait in long line to buy a ticket ,where they lose a lot of time in just to book a ticket.
- 3.From age 12 to 60 like to travel in the metro, and they travel various location for thier job
- 4.Rapido , ola , uber are the competitor product they are using for travelling.

Cost Structure

- 1.The estimated cost to create and deliver our product is approximately ₹50,00,000. This includes expenses for research, development, production, logistics, and marketing. The breakdown covers raw materials, labor, transportation, and distribution. The cost estimate ensures we cover all necessary expenses while delivering the product efficiently. Proper financial planning will ensure profitability once the product reaches the market.
- 2.Our cost structure is allocated as follows:Development Costs: To build and maintain the mobile app, we estimate a budget of ₹10 to ₹30 lakhs, depending on the complexity and features required. This includes costs for software development, UI/UX design, and testing.Marketing Costs: We plan to allocate around ₹10 to ₹12 lakhs for marketing efforts, including digital campaigns, social media promotion, and partnerships to ensure visibility and user acquisition.Remaining Costs: The remaining budget will cover other essential areas such as infrastructure, operational costs, security features, and employee compensation, ensuring the app runs smoothly and securely.

Revenue Streams

- 1.The metro mobile app is monetized through Advertising in app, & providing subscription model in app which generates the revenue.
- 2.Advertising revenue model.
- 3.The pricing strategy we use for customers varies from location to location they travel.
- Metro apps use a variety of payment channels, including: UPI: You can use UPI to purchase QR tickets, recharge your metro card, or buy a metro token Credit card: You can use a credit card to purchase QR tickets, recharge your metro card, or make secure payments through the metro app Debit card: You can use a debit card to purchase QR tickets, recharge your metro card, or make secure payments through the metro app Net banking: You can use net banking to purchase QR tickets or make secure payments through the metro app Amazon Pay wallet: You can use an Amazon Pay wallet to purchase QR tickets Paytm wallet: You can use a Paytm wallet to recharge your metro card Paytm postpaid: You can use Paytm postpaid to recharge your metro card .