

# Lean Canvas

Created by **BUSSINESS MODEL CANVAS**

Designed via [Altexsoft Lean Canvas Tool](#)

<div>Problems</div> <div>- Long queues and delays at ticket <b>counters</b>. <b>Inconvenience</b> of handling physical tickets or exact cash. Limited or outdated ticketing options in metro systems. Lack of integration with other modes of transport (last-mile connectivity). No easy way to track expenses or manage multiple trips.</div>	<div>Solution</div> <div>- Mobile app for purchasing tickets with QR code functionality.Multiple payment options (e-wallets, UPI, cards, and net banking).Integration with other transportation options like buses or ride-hailing services.User-friendly interface with features like trip history, expense tracking, and fare estimation.Dynamic ticket pricing based on peak and off-peak hours.Seamless refunds or ticket modifications for canceled trips.</div>	<div>Unique Value Propositions</div> <div>- Convenience: Skip queues with instant mobile ticketing. Real-Time Info: Get live updates on train schedules, delays, and routes. Integrated Transport: Plan end-to-end journeys with metro and other modes of transport. Eco-Friendly: Paperless ticketing to reduce environmental impact. Personalization: Personalized trip suggestions, fare discounts, and loyalty rewards.</div>	<div>Unfair Advantage</div> <div>- Proprietary integration with metro systems for seamless e-ticketing. Exclusive partnerships with transportation authorities and local services.AI-driven user personalization and predictive analytics for better user experience. Early mover advantage in metro e-ticketing for a specific region.</div>	<div>Customer Segments</div> <div>- Daily commuters (students, office workers). Tourists and infrequent travelers. Tech-savvy individuals who prefer digital solutions. Senior citizens and people with accessibility needs.</div>
	<div>Key Metrics</div> <div>- Number of active app users.Percentage of metro travelers using the app.Revenue from ticket sales and service fees.User retention rate and frequency of app usage.Customer satisfaction scores (via in-app surveys).Volume of transactions processed daily.</div>		<div>Channels</div> <div>- App Stores: Available for download on iOS and Android platforms. Marketing: Social media ads, in-metro announcements, posters, and email campaigns. Partnerships: Collaborations with public transport authorities and private ride-hailing services. Referral Programs: Encourage users to share the app through incentives.</div>	
<div>Existing Alternatives</div> <div>Proactive support (regular maintenance and updates)24/7 technical assistance.</div>	<div>High-Level Concept</div> <div>- providing a seamless, convenient, and efficient way to manage metro travel through a single digital platform.</div>			
<div>Cost Structure</div> <div>- App development and maintenance. Cloud storage and data infrastructure. Payment gateway fees for transactions. Customer support team for troubleshooting. Marketing and promotional campaigns. Integration with metro systems and transport authorities.</div>			<div>Revenue Streams</div> <div>- Ticket Sales: Revenue share or commission from ticket transactions. Premium Features: Subscription for additional services (e.g., travel analytics, premium support). Advertisements: In-app ads from local businesses, eateries, or retail stores near metro stations. Partnerships: Revenue from collaborations with other transport services or retailers.</div>	