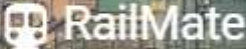


Business Model Canvas

<div>Key Partnerships</div> <div><ul style="list-style-type: none">- mumbai metro- delhi metro- patna metro- hyderabad metro- gurugram metro- benguluru metro- noida metro- kolkata metro- jaipur metro- nagpur metro- Bharat Electronics- Ircon International- L2M Rail- Alstom- amadeus- saraca- WAGO</div>	<div>Key Activities</div> <div><ul style="list-style-type: none">- App Development- Customer Support- Data Collection & Analysis- Marketing and Promotion- User Education</div>	<div>Value Propositions</div> <div><ul style="list-style-type: none">- Convenience- Time Savings- Real-Time Information- Sustainability- Personalization</div>	<div>Customer Relationships</div> <div><ul style="list-style-type: none">- Customer Support Channels- Loyalty Programs- Community Engagement- Personalized Notifications</div>	<div>Customer Segments</div> <div><ul style="list-style-type: none">- Daily Commuters- Occasional Travelers- Tourists/Visitors- Corporate Travel Programs- Tech-Savvy Individuals</div>
	<div>Key Resources</div> <div><ul style="list-style-type: none">- Development Team- User Data- Technology Infrastructure- Brand Reputation- Legal/Compliance</div>		<div>Channels</div> <div><ul style="list-style-type: none">- Mobile App- Website- Social Media- Push Notifications</div>	
<div>Cost Structure</div> <div><ul style="list-style-type: none">- App Development & Maintenance- Marketing and Customer Acquisition- Payment Gateway Fees- Operational Costs- Research & Development</div>			<div>Revenue Streams</div> <div><ul style="list-style-type: none">- Ticket Sales- Subscription Plans- Advertising Revenue- Data Insights- Loyalty Partnerships</div>	



Login

and

New to MetroExpress?

Create an Account

Book Your Ticket

Destination:

Enter destination

Date:

Select date

Time:

Select time

Ticket Type:

One Way

Return

Ticket Summary

Destination: kphb

Date: 22th Nov 2024

Time: 10:00 AM

Ticket Type: One Way

Fare: 100/-

Payment Options

Card Number:

Enter card number

Expiry Date:

MM/YY

CVV:

CVV

PAY NOW

Boarding Pass

Departure: 10:00 AM

Seat: 14A

Arrival: 10:30 AM

Class: Business



Settings

Support

Customer Journey Mapping for Metro Rail Booking App

This guide provides an analysis of the customer journey for a metro rail booking app, specifically tailored for a student project. The goal is to understand the customer's experience from the initial login to receiving the boarding pass.

Login or Create Account

The journey starts with the user either logging into an existing account or creating a new one.

User opens the app and sees the login page.

User chooses to log in with existing credentials or create a new account.

Enter Trip Details

On the next page, the user enters the travel details including destination, date, time, and ticket type.

User selects destination from a dropdown or search bar.

User selects ticket type: one way or round trip.

User chooses the date and time of travel.

Payment

Once the trip details are confirmed, the user proceeds to the payment page.

User is presented with payment options: credit card, debit card, or digital wallet.

User enters payment details and confirms the payment.

Boarding Pass

After successful payment, the user receives a digital boarding pass.

User sees the boarding pass on the screen with a QR code.

User has the option to download or print the boarding pass.