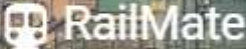


# Business Model Canvas

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

MetroExpress

Boarding Pass

Departure: 10:00 AM

Arrival: 10:30 AM

Seat: 14A

Class: Business

boarding

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.