

Business Model Canvas

Created by **CV-Group-3**

Designed via [AltexSoft BMC Tool](#)

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| <div>Key Partnerships</div> <div><ul style="list-style-type: none">- Metro Rail Authorities- Payment gateway providers (Razorpay, Paytm, UPI, etc.)- Telecom companies(for OTP, alerts)- cloud service providers(AWS, Google Cloud, etc.)- Local businesses for rewards/offers</div> | <div>Key Activities</div> <div><ul style="list-style-type: none">- Designing user-friendly mobile UI/UX- Developing and maintaining the app- Integrating payment gateways & metro APIs- Ensuring data security and privacy- Marketing and onboarding users- Collecting user feedback for continuous improvement</div> | <div>Value Propositions</div> <div><ul style="list-style-type: none">- Seamless e-ticket booking without standing in long queues- Faster boarding through QR code/NFC-based entry- Real-time train updates, platform info& seat availability- Integration with payment wallets, travel cards , and UPI- Personalized journey suggestions and alerts- Eco-friendly, paperless ticketing system</div> | <div>Customer Relationships</div> <div><ul style="list-style-type: none">- In-app customer support(chatbots, live agents)- Feedback and rating system- Loyalty/reward points for frequent users- Regular updates and feature rollouts based on user feedback</div> | <div>Customer Segments</div> <div><ul style="list-style-type: none">- Daily metro commuters- Occasional metro users (tourists,visitors)- office workers and students- Elderly and differently-abled passengers- Tech-savvy urban population</div> |
| | <div>Key Resources</div> <div><ul style="list-style-type: none">- Skilled development team (UI/UX designers, developers, testers)- metro authority data & API access- Servers and cloud infrastructure- Customer support staff- Marketing and partnership teams</div> | | <div>Channels</div> <div><ul style="list-style-type: none">- Mobile application (Android & IOS)- Metro websites(for link access and downloads)- In-app notifications and alerts- QR/NFC scanners at metro stations</div> | |
| <div>Cost Structure</div> <div><ul style="list-style-type: none">- App development and maintenance coasts- Server hosting and cloud storage- Marketing and promotions- Customer service and support- Licensing& integration fees with metro data systems</div> | | | <div>Revenue Streams</div> <div><ul style="list-style-type: none">- Commission from ticket sales- In- app advertisements (minimal and relevant)- Premium features(e.g., journey planner, seat alerts)- Partnerships with brands for offers and cashback deals- API access for third- party integration (travel planners, aggergators)</div> | |