

The Business Model Canvas

Designed for:

Travel Wizard

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Iteration # 2

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Google API

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Truncate the time for users who'd like to have a trip on the selection of destination.

Provide trip scheduler function which can remind users of the plan they used to made.

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Google API to get information for weather, scenic spots, restaurants, hotels, and nearby scenic spots.

Users' records stored in our database could help us analyze users travel habits.

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Provide tourists with necessary information for them to plan their trip to hot tourist destinations.
For example: weather, restaurants, hotels, attraction introduction, and nearby attractions

And we will analyze users travel records to analyze their travel habits, and provide them with travel recommendations according to travel records of other users who are similar with them

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

For users who have signed up on the app, they could be given recommendations according to the traveling records of other users who are similar with them. And we will use some algorithm to decide who are similar. It is a free app and users do not need to pay for us.

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Mobile Web Applications for common people.

Public the App to android store and users can download it.

Customer Segments

For whom are we creating value?
Who are our most important customers?

Travelers

Travel agency

People who are hanging out near some scenic spots

People who are searching for information of tourist attractions

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Cost from custom web development, web design, ecommerce development, content management systems (CMS).

Google API service

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

Advertisements profit from tourist attractions and city government.