**The Business Model Canvas**

*Designed for:*

*JSPHDEV - 18641*

*Team Nomads*

*2.0*

*07th August2015*

*Designed by: Date: Version:*

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| --- | --- | --- | --- | --- | --- |
| Key Partners  Travel agencies like expedia, tripadvisor, booking.com etc.  The agencies will be able update and provide the relevant offers being provided by them in tickets and hotel reservations.  The application users (tourists, individual persons and travel agencies) will provide feedback to the system, thus interacting with it to work as a significant user group.  The application moderator will have access to relevant functionalities for proper functioning of the application. | Key Activities  Displaying the most famous places of visit/ most frequent tourist spot on a regular basis along with on-going special offers  Relevant information about the places of visit  Highlights of all special offers in travel and stay for that place  Preview of previous feedbacks/ratings | Value Propositions  Travel-aid - Assist tourists in planning and finding people for visiting a particular place based on user input and proximity  Saves money - The summary of special offers will encourage the user to save some money  Saves time – Saves time as the users get all the necessary details at a single place through the app. | | Customer Relationships  Summary of relevant discount offers/deals in hotels and travels available for the place  Functionality to provide suggested places to visit based on specific trends i.e. frequent tourist spots etc.  The user will be able to provide feedback in the form of rating and/or written comments | Customer Segments  Visitors traveling to different tourist attraction venues in a particular location  Globetrotters; i.e. people travelling widely to different places in the world  Individuals interested in visiting a place and lacking a group to visit it. |
| Key Resources  Participating individuals interested in finding people to visit a tourist spot  Tourists  Moderator (for managing the functionalities and maintaining the details about the updated places and user feedback) | Channels  Android Playstore  Available through subscription to private portals and communities like universities , campuses etc. |
| Cost Structure  Central Server maintenance  Marketing Promotions and communications | | | Revenue Streams  Agencies like tripadvisor, airline companies, holiday planers which have their major revenue coming from the tourism. | | |

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**DesigneD by:** Strategyzer AG

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