

<div><b>Key Partnerships</b></div> <div>- Metro Rail Authorities: Collaborate for access to ticketing systems, train schedules, and real-time data integration. Payment Processors: Collaborate with banks or third-party services to handle secure transactions (e.g., Stripe, PayPal).Cloud Service Providers: AWS, Google Cloud, or other platforms for hosting the app and data storage. Advertisers and Local Businesses: Collaborations for in-app ads or promotions targeting metro users.</div>	<div><b>Key Activities</b></div> <div>- App Development &amp; Maintenance: Continuous updates, improvements, and bug fixes to ensure smooth operation. System Integration: Work with metro authorities to integrate ticketing systems, QR scanners, and real-time data feeds. User Testing: Conduct regular usability tests to gather feedback and improve the user experience.</div>	<div><b>Value Propositions</b></div> <div>- Faster Boarding: Streamlined entry through QR codes, reducing wait times and long queues.Convenience of E-Ticketing: Book tickets digitally and avoid physical tickets or tokens, saving time.User-Friendly Interface: Easy navigation for both regular commuters and new users, making the process stress-free.Real-Time Updates: Notifications about train arrivals, delays, and platform changes, ensuring commuters stay informed.</div>	<div><b>Customer Relationships</b></div> <div>- Personalized Experience: Tailored recommendations based on user behavior (e.g., frequent routes, ticket preferences).Push Notifications: Real-time updates regarding metro schedules, promotions, or system changes. Customer Support: 24/7 online assistance for ticket issues, technical support, or general inquiries.</div>	<div><b>Customer Segments</b></div> <div>- Metro Commuters: Daily or occasional passengers who use metro systems. Tech-Savvy Travelers: People who prefer digital solutions and convenience. Commuters in High-Traffic Areas: Users in densely populated cities where time and efficiency are critical. Tourists &amp; First-Time Users: Visitors unfamiliar with local metro systems.</div>
	<div><b>Key Resources</b></div> <div>- App Development Team: Developers, UX/UI designers, and testers to create and maintain the mobile app. Payment Gateway Providers: Integration of secure digital payment methods. Partnerships with Metro Rail Systems: Collaborating with metro authorities for system integration and access to real-time data.</div>		<div><b>Channels</b></div> <div>- Mobile Application (App Store, Google Play Store): Main channel for app distribution. Online Marketing: Targeted ads on social media, search engines, and public transport websites In-Stations Advertising: QR codes on metro stations, posters, and digital billboards that promote the app. Metro Rail Website: Integration with official metro websites where passengers can learn about the app.</div>	
<div><b>Cost Structure</b></div> <div>- App Development &amp; Maintenance: Costs related to initial development, ongoing updates, and bug fixing. System Integration Costs: Connecting with metro systems, integrating payment gateways, and ensuring compatibility. Marketing &amp; Customer Acquisition: Budget for digital ads, partnerships, and in-station promotions. Customer Support Operations: Salaries and software for managing customer service teams. Data Hosting &amp; Cloud Services: Infrastructure costs for hosting user data, ensuring app performance, and scalability.</div>			<div><b>Revenue Streams</b></div>	