

Business Model Canvas

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Designed via [AltexSoft BMC Tool](#)

<div>Key Partnerships</div> <div>- Metro Rail Authorities: For integration and collaboration on services.Payment Processors: To facilitate secure transactions.Local Businesses: For advertising and promotional partnerships.Technology Providers: For app development and maintenance</div>	<div>Key Activities</div> <div>- App Development: Continuous improvement and updates to the mobile application.Marketing and Promotion: Strategies to attract users and increase app downloads.Customer Support: Providing assistance and resolving user issues.Partnership Management: Building and maintaining relationships with metro authorities and other partners</div>	<div>Value Propositions</div> <div>- Convenience: Easy e-ticket booking through a user-friendly interface.Time-Saving: Faster boarding processes through features like QR code scanning.Real-Time Updates: Notifications about train schedules, delays, and platform changes.Loyalty Programs: Rewards for frequent users to encourage repeat usage.Accessibility Features: Options for users with disabilities to enhance their travel experience.</div>	<div>Customer Relationships</div> <div>- Self-Service: Users can manage their bookings and preferences through the app.Customer Support: In-app chat or helpline for assistance.Feedback Mechanism: Allow users to provide feedback to improve services.Community Engagement: Building a community around metro travel through forums or social media.</div>	<div>Customer Segments</div> <div>- Daily Commuters: Regular users of metro rail services.Tourists: Visitors who need easy access to metro services.Occasional Travelers: People who use metro services infrequently.Metro Authorities: Organizations that manage metro services and may benefit from improved customer experience.</div>
	<div>Key Resources</div> <div>- Technology: The mobile application and backend infrastructure.Partnerships: Collaborations with metro authorities and payment gateways.Human Resources: Development team, customer support, and marketing personnel.Data: User data for improving services and personalizing experiences</div>		<div>Channels</div> <div>- Mobile Application: The primary platform for users to book tickets and access services.Website: An additional platform for information and ticket booking.Social Media: For marketing, customer engagement, and updates.Partnerships with Metro Authorities: Collaborations for integrated services.</div>	
<div>Cost Structure</div>			<div>Revenue Streams</div> <div>- Transaction Fees: A small fee for each ticket booked through the app.Subscription Model: Monthly or yearly subscriptions for frequent travelers with added benefits.Advertising: Partnering with local businesses for ads within the app.Data Analytics Services: Selling anonymized data insights to metro authorities for service improvements.</div>	



Welcome Back

Email

Password

Sign In

Create Account



Leak Detected

10:30 AM

Location: North Pipeline Sector 3

Severity: High

[View Details](#)

Leak Detected

9:15 AM

Location: East Pipeline Sector 5

Severity: Medium

[View Details](#)

Leak Detected

8:05 AM

Location: South Pipeline Sector 1

Severity: Low

[View Details](#)



Settings

Notification Settings

Enable Alerts

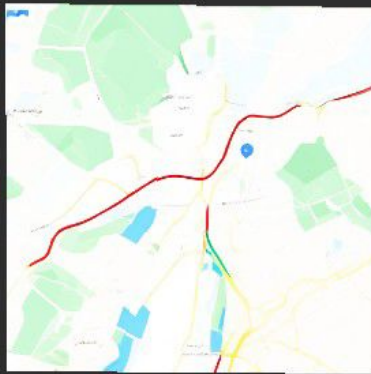


Alert Volume



Location Tracking

Enable Location



Account Information

Username

JohnDoe123

Email

johndoe@example.com

Password

.....

Save Changes





Alerts



10:03 AM

Current Date



Report



Alert



Emergenc



Status



Stage	User Action/Goal	App Features	Emotions/Experience	Pain Points/Challenges	Opportunities for Improvement
1. Pre-Travel	Plan the trip and purchase a ticket	- Search for routes and schedule	- Feeling excited about travel	- Long wait times to buy tickets	- Quick route search & schedule display
	- Check route and schedule	- View station locations and maps	- Eager to know the best route	- Difficulty in navigating route planner	- Personalized recommendations based on user history
	- Book an e-ticket	- Book e-ticket with payment integration (Credit/Debit/Wallet)	- Confident about convenience	- Uncertainty regarding payment methods	- Simplified, secure payment process
2. Before Boarding	Arrive at the station	- Display station information (location, nearest entry point)	- Optimistic but may feel rushed	- Unclear entry points at stations	- Clear station maps with "Entry/Exit" indicators
	Scan QR code for ticket entry	- Ticket QR code display on the app (valid for entry)	- Relief from seamless entry process	- QR code scanner failure in busy environments	- Fast, accurate QR scanner with ambient lighting

3. At the Station	Enter the station & navigate to the platform	- Display of live station information: delays, platform info	- Curious but often a bit anxious	- Lack of real-time platform info and delays	- Real-time updates, platform changes on the app
	Get real-time updates on train arrivals	- Live train arrival & departure times, status updates	- Hopeful for an on-time train	- No clear visibility on train arrival times	- Integrate live tracking of trains
4. Boarding	Board the train without delays	- Quick e-ticket validation at gates (QR/NFC)	- Calm, smooth boarding experience	- Long lines at the gate or ticket validation points	- Speed up ticket validation, perhaps with NFC readers
	Ensure seat availability	- Seat availability based on real-time data	- Reassurance about comfort	- Overcrowded trains, difficulty finding a seat	- Seat reservations via the app

5. In-Transit	Track journey progress and remaining stops	- View journey map, live tracking of train position	- Engaged, confident in arrival time	- Anxiety about how many stops left, time estimation	- Display real-time estimated time to destination
	Receive notifications for upcoming stations	- Push notifications for upcoming stops and reminders	- Aware, alert	- Risk of missing the stop	- Timely notifications for exits and connections
6. Post-Travel	Disembark at the station and plan next steps	- Display nearest exits, connecting transport info (bus/taxi)	- Satisfied and prepared for the next step	- Confusion over connections after exiting the train	- Information on connecting transport options
	Provide feedback on the journey	- Prompt for feedback/suggestions on the app	- Reflective on the travel experience	- Not enough incentive to leave feedback	- Reward system for feedback (discounts, points)

Details of the Features in the Journey Map

1. Route and Schedule Information:

- The app should provide users with a simple interface to enter their departure and destination stations, view available routes, and check the live schedule. This ensures the commuter knows exactly when and where to board.

2. E-Ticket Booking:

- The ability to buy tickets directly from the app, using a variety of payment methods (credit cards, wallets, UPI). Once the ticket is booked, the app generates a digital QR code or NFC-based ticket for easy validation at the gates.

3. Real-Time Updates:

- The app should provide real-time updates regarding train arrivals, departures, delays, and platform changes. This can be implemented through integration with the metro's control systems to give commuters up-to-date information.

4. Quick Boarding Process:

- QR codes or NFC technology should be used for quick validation at entry gates. This can help reduce long queues and waiting times, ensuring smooth boarding.

5. Journey Tracking:

- The app should show live progress of the user's journey, including upcoming stops and estimated time to destination. Push notifications can alert users when their destination is approaching.

6. Post-Travel Assistance:

- Upon arrival, the app could display nearest exits, connecting buses, or taxis to make the transition to the next leg of the journey seamless. It can also encourage users to provide feedback on their experience for continuous improvement.

7. User Engagement and Feedback:

- After the journey, the app can prompt users for feedback and offer rewards like discounts or loyalty points for future rides to increase user engagement.

Potential Challenges and Solutions

- **User Interface Complexity:** The app must have a simple and intuitive interface to avoid confusion, especially for first-time users or elderly passengers.
- **Connectivity Issues:** Some areas of the metro might lack strong connectivity. To address this, the app should have offline functionalities, such as saved tickets or offline maps.
- **Real-Time Data Accuracy:** Ensuring that real-time updates are accurate and timely is crucial for the app's effectiveness. Integration with the metro's live tracking system is essential for this.
- **User Security and Payment:** The app must have secure payment gateways and ensure user data privacy through encryption, especially when handling sensitive information like payment details.