

Business Model Canvas

Key Partnerships - . Who are your key partners?These are the external organizations, individuals, and entities that help you execute your business model, co-create value, or innovate solutions. End Users: The most critical partners in Design Thinking. Their involvement is essential for empathy-driven design and feedback cycles Customer Partners: Clients or users who collaborate in defining problems and testing solutions. Suppliers: Vendors providing critical materials, components, or services necessary for prototyping or developing solutions.Design Consultants or Agencies: Experts in the Design Thinking process who bring experience in ideation, prototyping, and testing.Research Institutions: Academic or industry organizations that conduct user research, usability testing, or provide data insights.	Key Activities - Prototyping and Testing: Develop and test innovative solutions (e.g., seating layouts, signage, ticketing systems) through rapid prototyping. Stakeholder nEngagement: Collaborate with urban planners, policymakers, and local communities to co-create solutions. - Digital Transformation: Build and enhance digital tools such as mobile apps for navigation, real-time updates, and ticketing.	Value Propositions - Enhanced passenger experience through user-centered designImproved accessibility and inclusivityEfficient and seamless intermodal connectionsReal-time information and reduced waiting timesSustainable and eco-friendly transport solutionsIncreased safety and security measures	Customer Relationships - Continuous feedback loops (e.g., surveys, app feedback)Social media engagement and supportDedicated customer service channelsLoyalty programs or rider incentives	Customer Segments - Daily commutersTourists and occasional ridersElderly and disabled passengersStudents and young professionalsUrban planners and city developers
	Key Resources - Skilled personnel (engineers, designers, data analysts)Advanced tools for user research and data collectionPhysical assets (stations, trains, maintenance facilities)Software platforms (for ticketing and analytics)Financial resources for R&D and prototyping		Channels - Mobile and web applicationsStation kiosks and help desksAdvertising and awareness campaignsPublic consultations and workshopsSocial media platforms	
Cost Structure - Mobile and web applicationsStation kiosks and help desksAdvertising and awareness campaignsPublic consultations and workshopsSocial media platforms expenceses for itegrating IoT sensors with the application , including both hard ware and soft ware aspects - costs for thorough testing to ensure reliability and performance ,including beta testing with real users - Budget for marketing campainfs to promote the application and drive user adoption			Revenue Streams - Fare collections - Advertising and sponsorships - Partnerships with businesses (e.g., retail outlets at stations) - Government subsidies and grants - Data monetization (aggregated ridership insights)	