ABSTRACT

Hi City, is an application that provides travel information in major cities of Indonesia. Recommended lodgings, attractions, dining and recreation is an example of the information offered by the application Hi City.

An obstacle happens is the targeted number of downloads is difficult to achieve and it's impact on revenue slightly.

This study did an analysis of relevant structured business model that is going on, and accuracy of business models to consumers. The goal is to figure out the problem and provide solutions as the design of new business models. Business model of canvas used in this study to present a complete business models, structured and attractive. Besides that the research tools and SWOT empathy map will be used to design a new business model canvas.

Keywords: Applications, Business Model Canvas, The Empathy Map, SWOT.