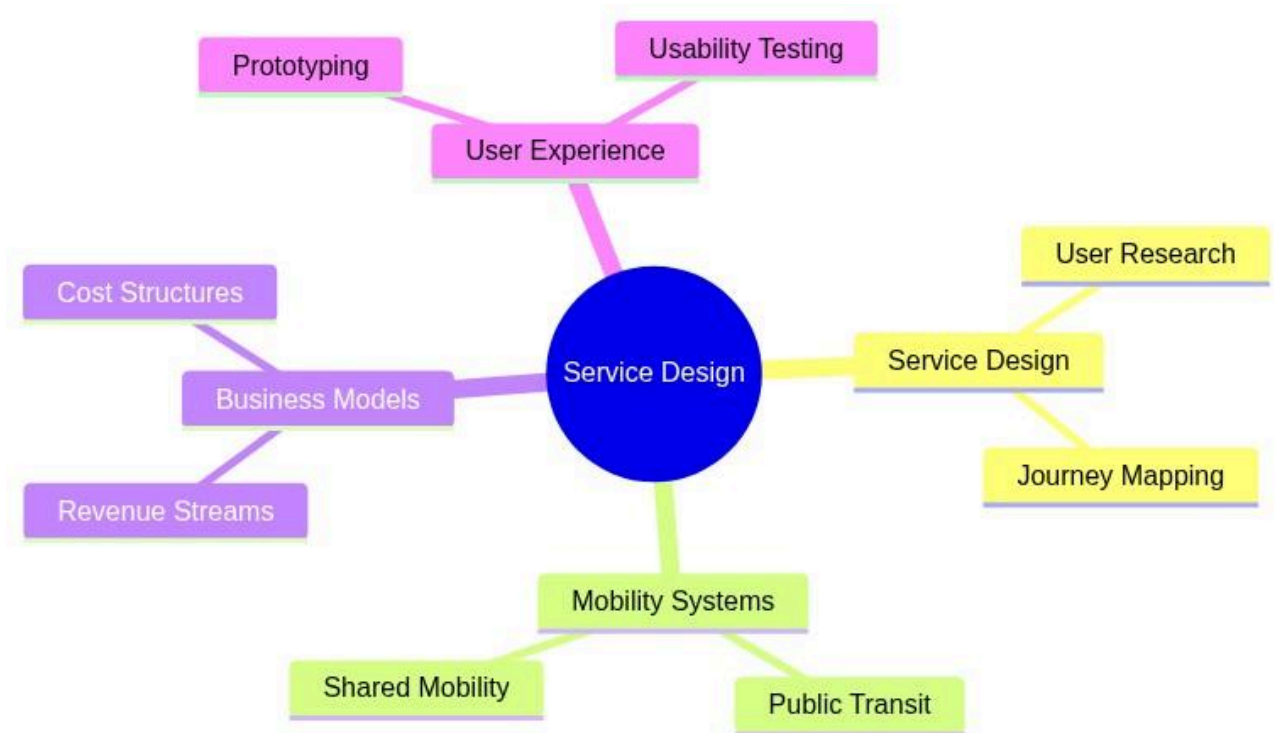


Mobility-as-a-service Business Models

Service Design



mindmap

```

    root((Service Design))
      Service Design
        User Research
        Journey Mapping
      Mobility Systems
        Public Transit
        Shared Mobility
      Business Models
        Revenue Streams
        Cost Structures
      User Experience
        Prototyping
        Usability Testing
  
```