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**ASSIGNMENT 4.1:- Platform Business Model Map**

Platform business models have been gaining grounds lately, which started from the telephone services to operating systems such as Apple’s macOS, Microsoft Windows and other open source operating systems (Linux). However platform business models are actually a multi-peer business models that “*creates value by facilitating exchanges between two or more interdependent groups, usually consumers and producers*” (Moazed, 2016). In more light, building a better platform should involve an environment scan that understands the context of the potential market of the value creation opportunities and the weak areas in order to take the advantage to compete; value proposition; service design to match stakeholders and allow them to engage on the platform; and strategies consisting of the market strategy and others like influencers (competition, stakeholders and business drivers). The author will answer the questions (part\_1 and 2) based on the platform business model map assignment.

**Platform business model map for Android**.

Android brings together three different types of customers on its platform; handset manufacturers, handset users; and app developers.

Handset Users

Eyeballs

(security,privacy,affordable )

Mass-market and product experience

(Networking tools)

**$ Share for apps, $ android versions**

Content, apps and services

(User stickiness)

**$ Higher volume of advertising-based apps**

**Android**

**Platform**

App developers

Monetisation and user reach

(Viral loop or marketing)

Technology and design

(Customisation, multitasking and universal chargers)

Handsets

**$ brands, $universal chargers** (user stickiness)

Handset manufacturers

**Part\_1:**

**Q2.** Value each customer type received from other customers are **handsets** (Handset manufacturers), **content, apps and services** (App developer) and **eyeballs** (handset users).

**Q3.** Value each customer type receives from the platform itself are Handset manufacturers – **customisation and multitasking;** app developer - **viral loop or marketing**; and handset user – **security, privacy and affordable**.

**Q4.** Value each customer type provides to the other customers are handset manufacturers- handset, content**, apps and services** - App developer and **eyeballs** - handset users.

**Q5.** Value each customer type provides to the platform are **user stickiness** - App developer, Handset manufacturers – **brands and user stickiness** and handset user – **user stickiness**.

**Q6.** Type of customers attracted to the platform are handset users - **users**, app developers and handset manufacturers, handset manufacturers – handset users and app developers – handset users.

**Q7.** The profile of each customer type are handset users – **Linchpin** since they are vital to the android platform and always engage with the products, app developers – **payer (**always involves monetisation), handset manufacturers – **sweetener** since the appearance (**design, size and shape**) of a handset is an important factor of which users consider when buying a handset or engaging with the product.

**Part\_2:**

**Q1. Names –** the android platform is in the middle of the map and the three customers (handset users are placed directly above the android platform, the app developers are placed directly right to the android platform and the handset manufacturers are placed below the android platform)

**Q2.** The Shapes for the three customer types are in Diamond shapes.

**Q3. Attraction –** app developer (contents, apps and services), Handset manufacturers (handsets), Handset users (product experience)

**Q4.** The value received from the platform and from customers are viral loop or marketing and networking tools.

**Q5. Value provided –** share for apps, higher volume of advertising-based apps, android version, services and brands.

In conclusion, the author has answered all the required questions need to complete this assignment and also given a vivid visualisation of the platform business model for android.