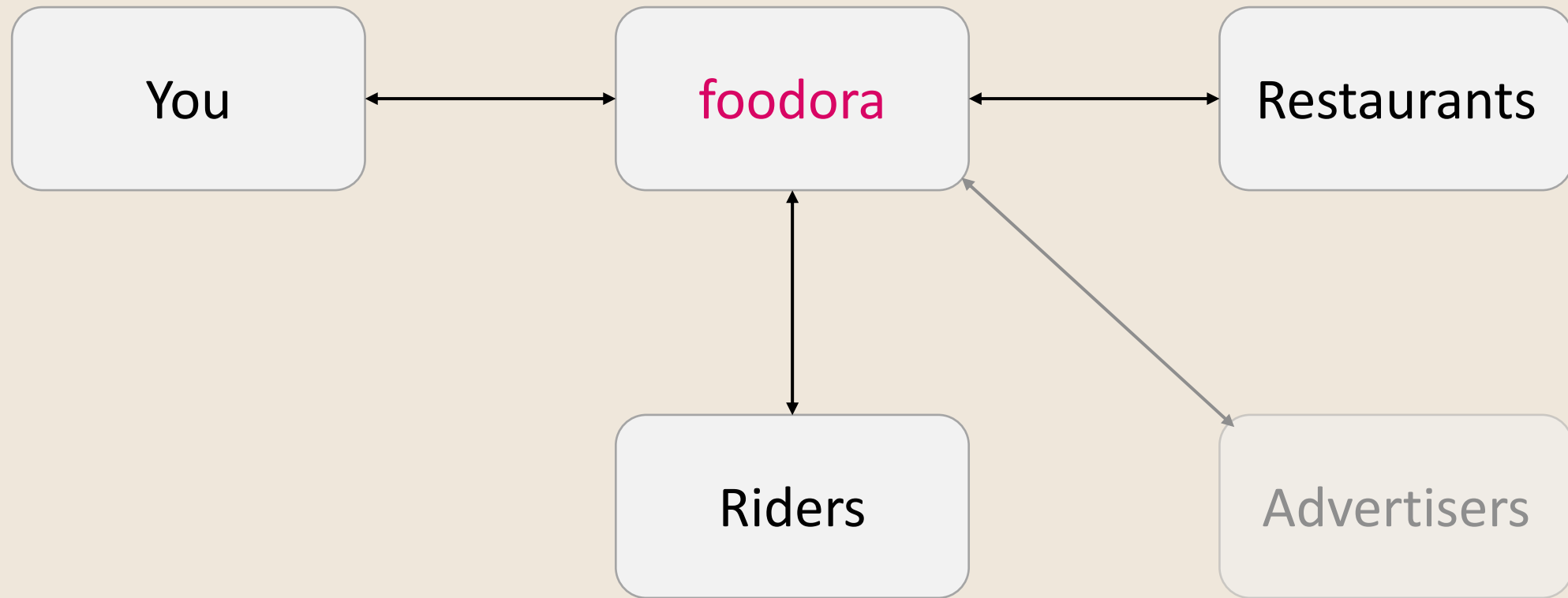


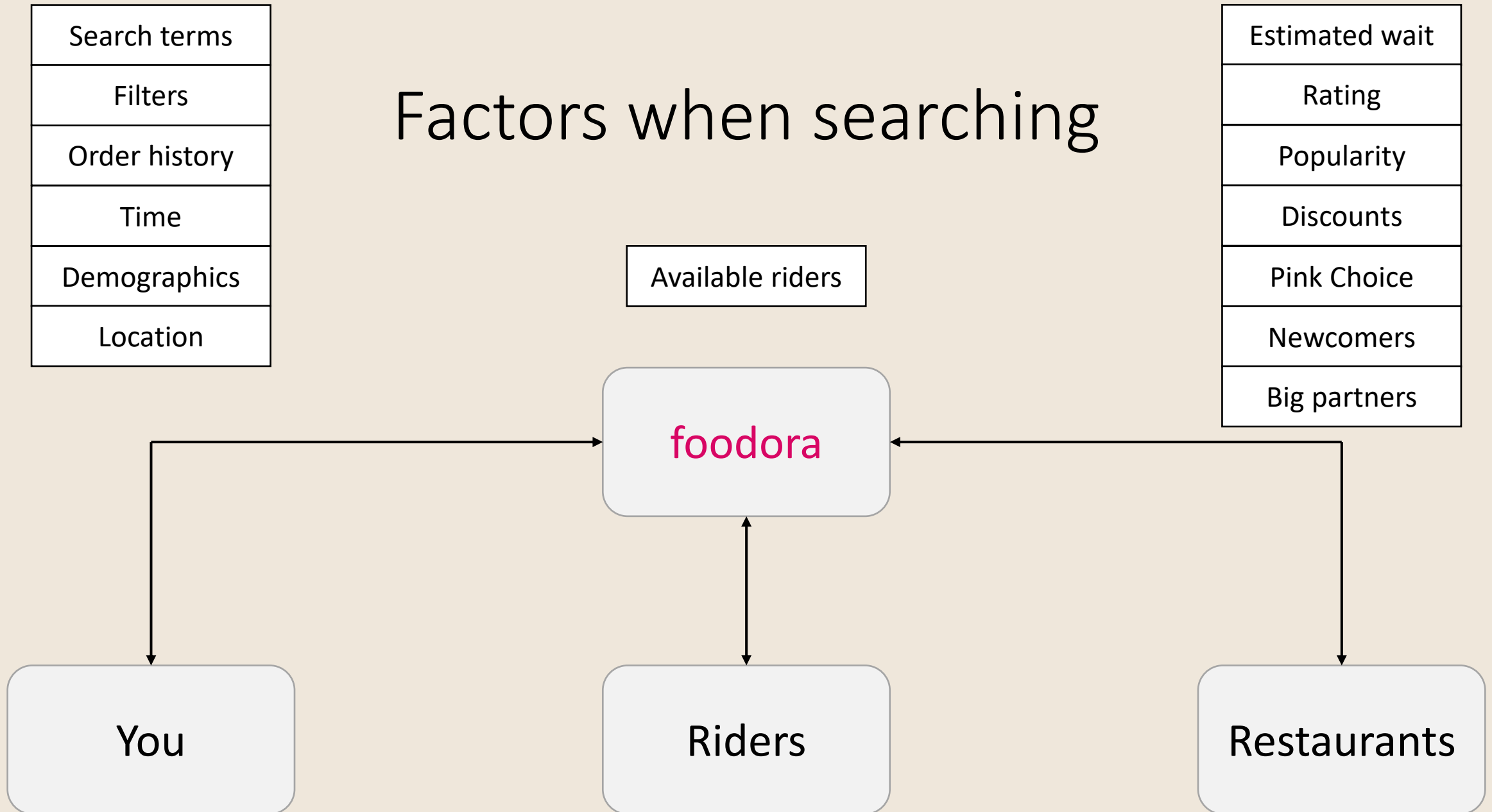
# Strategic Considerations for the Design of Search Systems in Multi-Sided Platforms:

A Case Study of Foodora

# Foodora: a multi-sided platform



# Factors when searching



## Contributing

Demographics

Discounts

Estimated wait

Order history

Popularity

Rating

Easy

## Constraining

Available riders

Filters

Location

Search terms

Time

Easy

## Conflicting

Big partners

Newcomers

Pink Choice

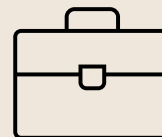
Hard

Newcomers

How new  
is “new”?

How big boost?

How many  
newcomers?



How big boost?

How many  
boosts?

Big partners

Who is a “big partner”?

Show how  
many?

How big boost?

Pink Choice

# Sources

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