MOTIVATION

What is the main motivation of the stakeholder to join the ecosystem?

(for deeper analysis, please use the Platform Stakeholder Persona Canvas)

ATTRACT

How do you attract the stakeholder to get aware of the ecosystem and the benefits?

Advertisement
Public Relations
Sales Channels
Word-of-mouth

ALTERNATIVES

Which experiences does the stakeholder have with alternative / similar platforms / ecosystems?

If there are no other platform alternatives, what are the experiences on existing solutions?

PLATFORM EXPERIENCE

TOUCH POINTS

SERVICES / ACTIONS

ONBOARD
MATCH
TRANSACT
ENGAGE

STAKEHOLDER

KEY INSIGHTS

What are data points and insights you gain from the stakeholder while he is using your platform / is part of the ecosystem?

KEY RESOURCES

What are key resources you need to enable and fulfill all the required services?

CUSTOMER RELATIONSHIP MANAGEMENT

How do you stay in contact and follow-up with the stakeholder?

KEY EXPECTATIONS

What are the main expectations the stakeholder has regarding the services of the platform and to other stakeholders incl. you?

SATISFACTION DRIVERS

BASIC ←---→ DELIGHT

SUCCESS FACTORS

What are key success factors to convince the stakeholder to join and to stay on your platform?

SERVICES
ENG

PLATFORM EXPERIENCE v5.0

TITLE