

CSC 455: Assignment 3

You are required to research on and understand what the following key terms and concepts.

- **Digital ecosystem, platform economy, digital platforms**
- **Challenges organizations may face in attempts to create own platforms or considerations to join existing platforms**

2. Select an example of a digital ecosystem platform, e.g. B2B platforms, payment platforms, or platforms in sectors like health, hospitality, education, retailers, financial etc (Note: **Social Media platforms not acceptable, covered in Assignment 1**).

3. Carry out extensive research on the selected ecosystem platform

In not more than 5 pages, explain the following

- a) Describe the digital ecosystem of the selected platform as well as the services offered by the participants of the ecosystem. You may use a diagram to illustrate the digital ecosystem
- b) What is the business model of the selected solution and what is the value created for the end user?? Illustrate the business model using a diagram that shows how the end user interacts to get services. You may use a single customer use case.
- c) What are the challenges that organizations would need to overcome to move towards platform models for their businesses?
- d) Describe at least 5 factors that should inform an organization when selecting an e-commerce platform

This assignment carries 20 marks

Submission by end of Wednesday, 8th May, 2025