## Platform Management Tool Dimension One: End-user Canvas



Interface

End user: (1) client acting as an intermediary, or (2) end users of products, services and/or technologies developed using the platform

1. Visual aspects

4. User comments

3. Pricing

factors

Design

2. Level of exposure

5. Other marketplace-related

## **Focus Areas**

## (1) Pricing; Value Creation; Product Specifications

Key:
Clients
App end-users

(2) Usability; Competition; Satisfaction; Feedback

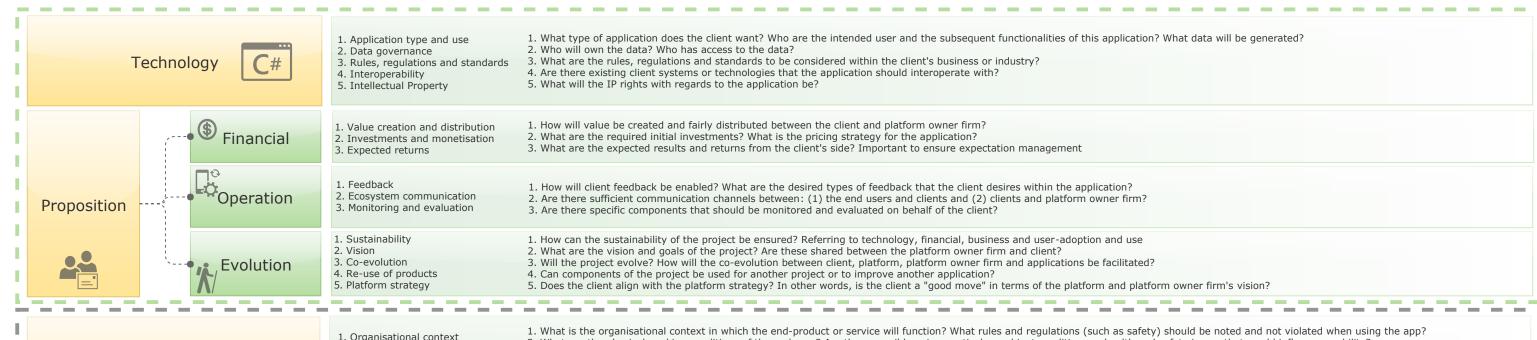
1. What will the app icon look like? What will be the visual layout of the app interface entail? Will this be a selling point of the app and encourage adoption? What is the envisaged user experience? How can

2. How popular is the app or the platform amongst the end users? Has the app been successfully implemented in other countries, industries? Popularity has an effect on further adoption

3. How does the end-user target-market influence the pricing of the app? Will the platform owner provide guidelines regarding app pricing? What will the cost of access to the app be?

4. Is there an option for end users to give feedback on the app? Specifically regarding crashes, speed, difficulty of use, unnecessary features, etc.

5. Should the app comply with specific marketplace requirements? Apple for example removing apps not built on 64-bit architecture





the use of colours and fonts aid in the best possible user experience?