

THE PLATFORM EXPERIENCE CANVAS

PLATFORM DESIGN TOOLKIT 2.2

notes

channel / touchpoint								EXPERIENCE NAME		
channel / touchpoint								INVOLVED ROLES		
channel / touchpoint								A - Core role	B - Other role	C - Other role
channel / touchpoint									D - Other role	E - Other role
channel / touchpoint								Value Proposition for Core Role		
channel / touchpoint										
channel / touchpoint								BUSINESS MODEL ELEMENTS		
channel / touchpoint								Platform Activities	Platform Resources / Components	
channel / touchpoint										
channel / touchpoint								Value Provided / Cost		
channel / touchpoint								Value Captured / Revenues		