

THE PLATFORM EXPERIENCE CANVAS

PLATFORM DESIGN TOOLKIT 2.2

notes

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

