

THE ECOSYSTEM CANVAS
PLATFORM DESIGN TOOLKIT 2.0

EXTERNAL
STAKEHOLDERS

Uber eats

Entities that have a specific interest in the platform success or failure, in controlling platform externalities and outcomes, in regulating it or in exercising rights in the platform governance, public actors or bodies dealing with regulation and control of platforms on a local basis, representatives of communities of peers and partners involved in the value creation, pre-existing institutions.

city
take away service
home delivery service
food producer.

drivers.

customers
of the restaurant

restaurant
Google map.

Uber

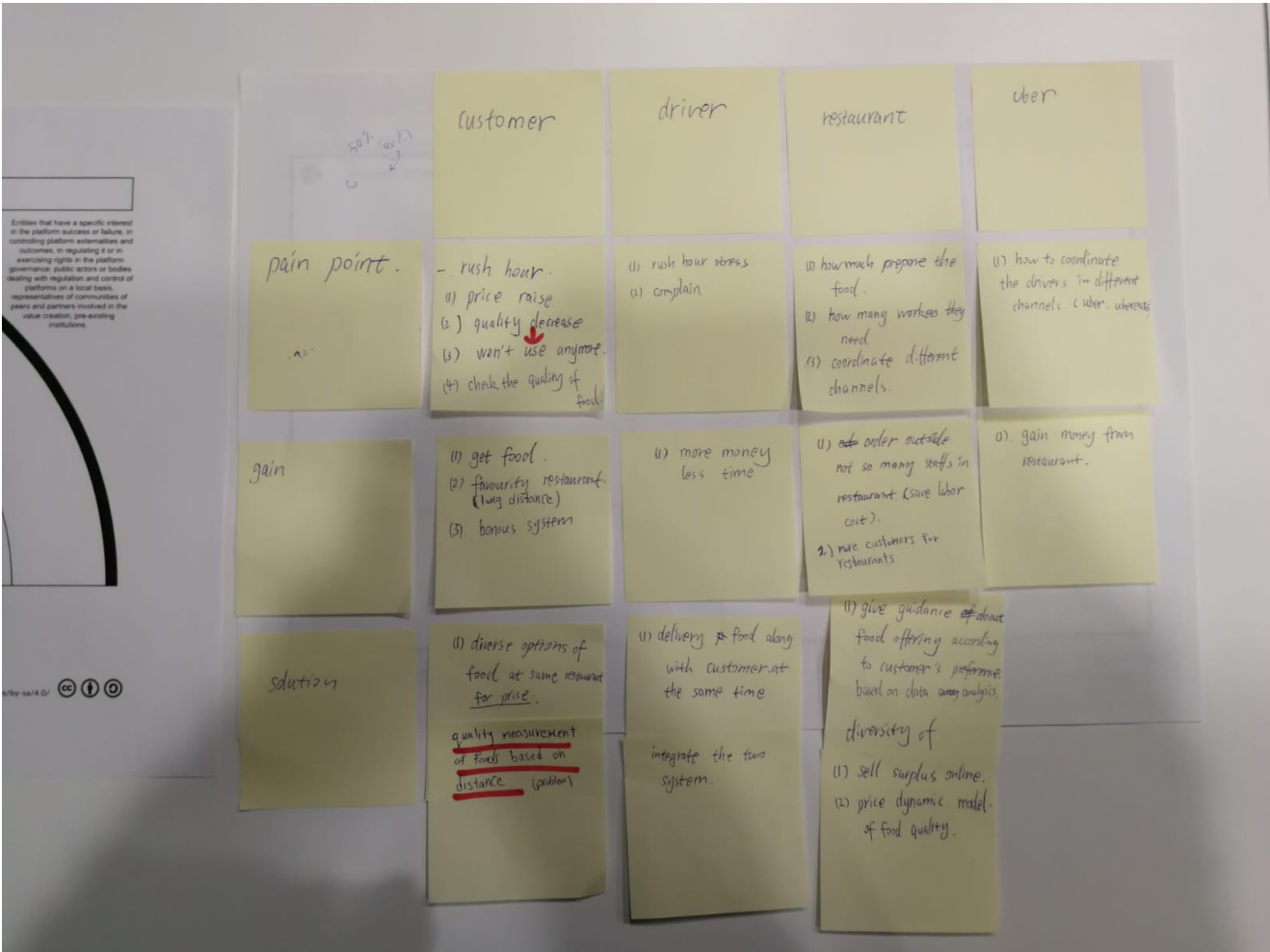
Entities interested in providing value on the supply side of the ecosystem/marketplace, seeking for opportunities to improve their professionalism and honing their capabilities towards better performance.

Entities that own the vision behind the platform.

Entities that provide value creation services. Partially productivity.

pain

gain



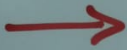
UBER EATS

1 quality of food delivered → because of long distances → measuring the food quality

2 Leftovers → sell surplus online for discount → delivery system for surplus food

3 feedback system for restaurants → give guidance about customer behavior → expand the variety of food offerings

quality of food



how to measure quality of food from restaurants a to the customers?

quality measurement of foods

what aspects affect the quality?

Time/distance
temperature
professional drivers

