Module Platform Business Analysis

by Gerrit Muller HSN-NISE

e-mail: gaudisite@gmail.com

www.gaudisite.nl

Abstract

This module provides an approach to analyse market and business to help in defining the platform scope.

September 5, 2020 status: planned version: 0.2



Approach to Platform Business Analysis

explore markets, customers, products and technologies

study one customer and product

make map of customers and market segments

identify product features and technology components

make maps:

market segments - customer key drivers customer key drivers - features features - products products - components

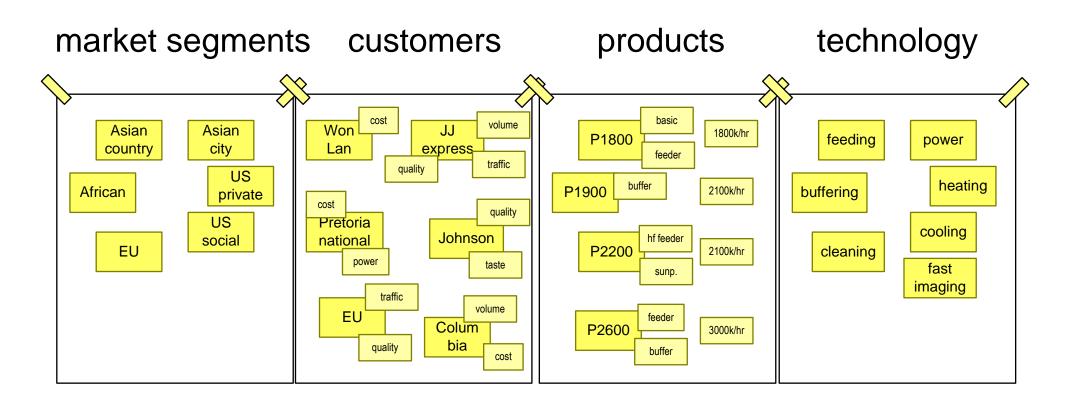
determine value of features

identify synergy and (potential) conflicts

create roadmap and short term plan



Explore Markets, Customers, Products and Technologies

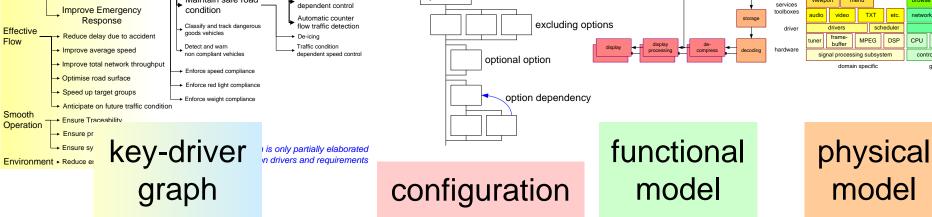


brain storm and discuss time-boxed



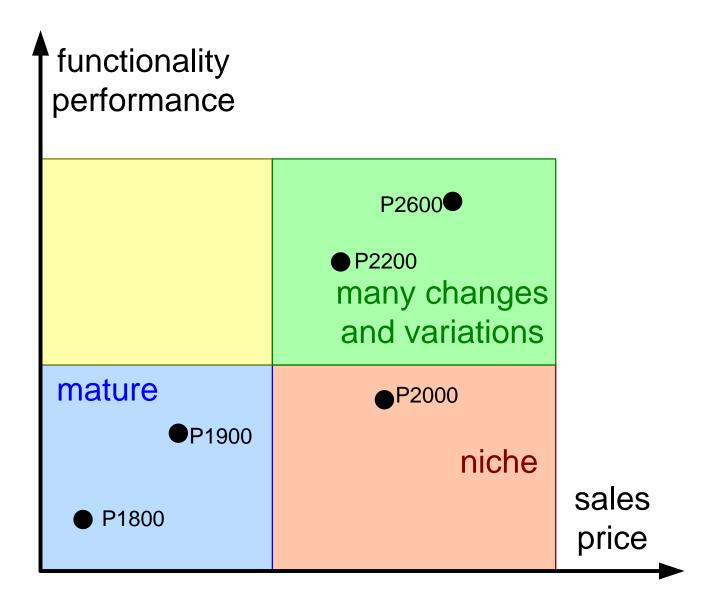
Study one Customer and Product

What does Customer need in Product and Why? **Product** How Customer Customer **Product** How What What Customer unctional Conceptual Realization **A**pplication objectives Key drivers Derived application drivers Requirements Early hazard detection Automatic upstream Reduce Accident rates basic accident detection with warning and signalling Enforce law product Weather condition Maintain safe road services dependent control condition Improve Emergency toolboxes TXT Automatic counter Response excluding options Classify and track dangerous flow traffic detection scheduler Reduce delay due to accider MPEG CPU RAM Traffic condition Detect and warn control subsysten optional option



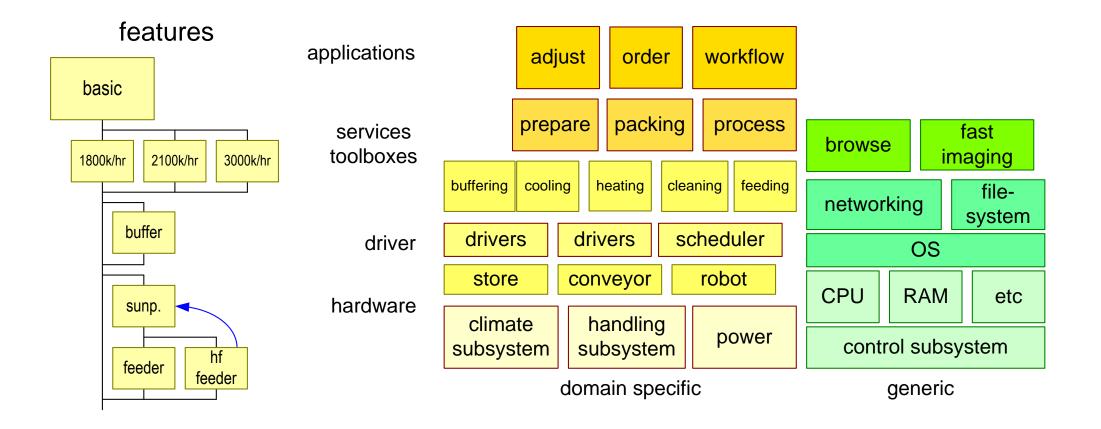


Make Map of Customers and Market Segments



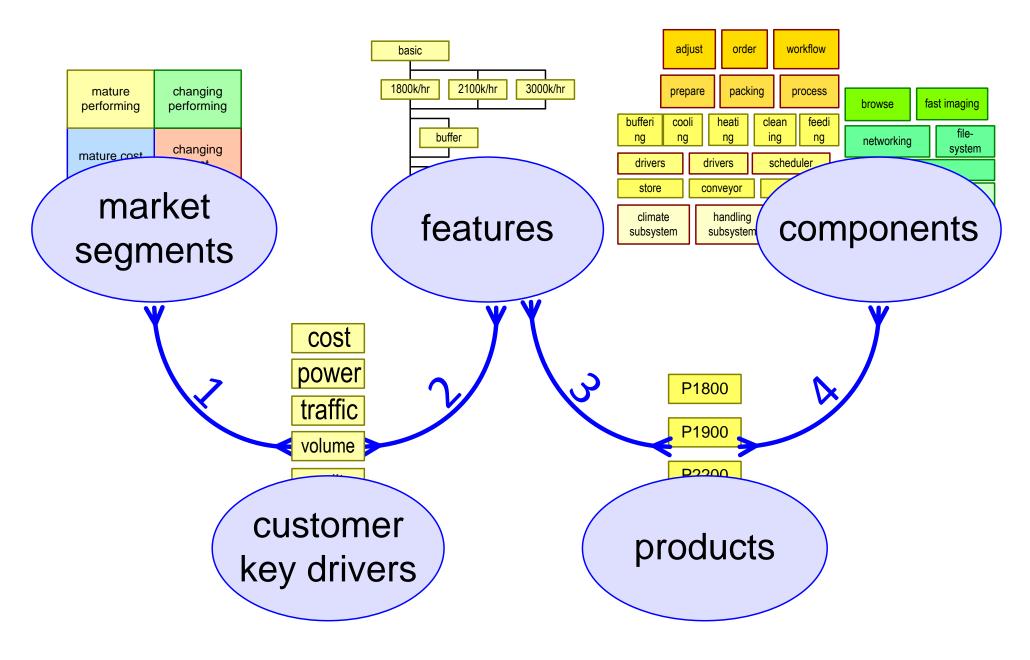


identify product features and technology components





Mapping From Markets to Components





Example Criteria for Determining Value

- Value for the customer
- (dis)satisfaction level for the customer
- Selling value (How much is the customer willing to pay?)
- Level of differentiation w.r.t. the competition
- Impact on the market share
- Impact on the profit margin

Use relative scale, e.g. 1..5 1=low value, 5 -high value

Ask several knowledgeable people to score

Discussion provides insight (don't fall in spreadsheet trap)



Determine Value of Features

						-	— р	roc	lucts	3 —
			P1800			P1900			P2200	
		satisfaction customer	sales price	market share	satisfaction customer	sales price	market share	satisfaction customer	sales price	market share
features -	feeder	1	5	4	3	4	4	4	5	5
	hf feeder buffer	4	3	4	5	3	4	4	3	4
+	sunpower	2	2	1	2	2	1	2	2	4



Example Platform Scoping

