The Research of Platform with a Case Study in the Hair Salon Market through Website Design

106034537 丁韋如

Outline

- Introduction

- Demonstration

- Future work

Introduction

- Nowadays, it is common for everyone to make themselves more beautiful or decent. Besides makeup, hair is the most noticeable part of people's looking. Also, it can make you look professional and capable.

- Access information easily.

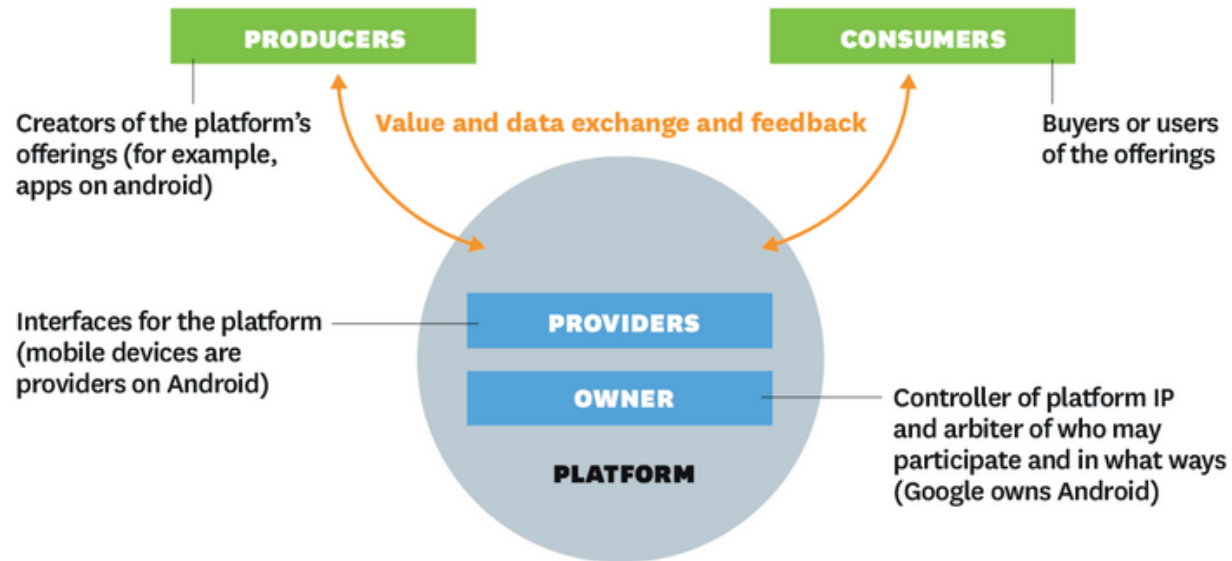- Filter information is time-consuming

- Avoid regrets

Introduction

- How to solve it?
  - Provide a platform

- Where?
  - Everywhere

- When?
  - At any time

What is the platform?

The Players in a Platform Ecosystem

A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers. The players in the ecosystem fill four main roles but may shift rapidly from one role to another. Understanding the relationships both within and outside the ecosystem is central to platform strategy.

PRODUCERS

CONSUMERS

Creators of the platform's offerings (for example, apps on android)

Value and data exchange and feedback

Buyers or users of the offerings

Interfaces for the platform (mobile devices are providers on Android)

PROVIDERS

OWNER

PLATFORM

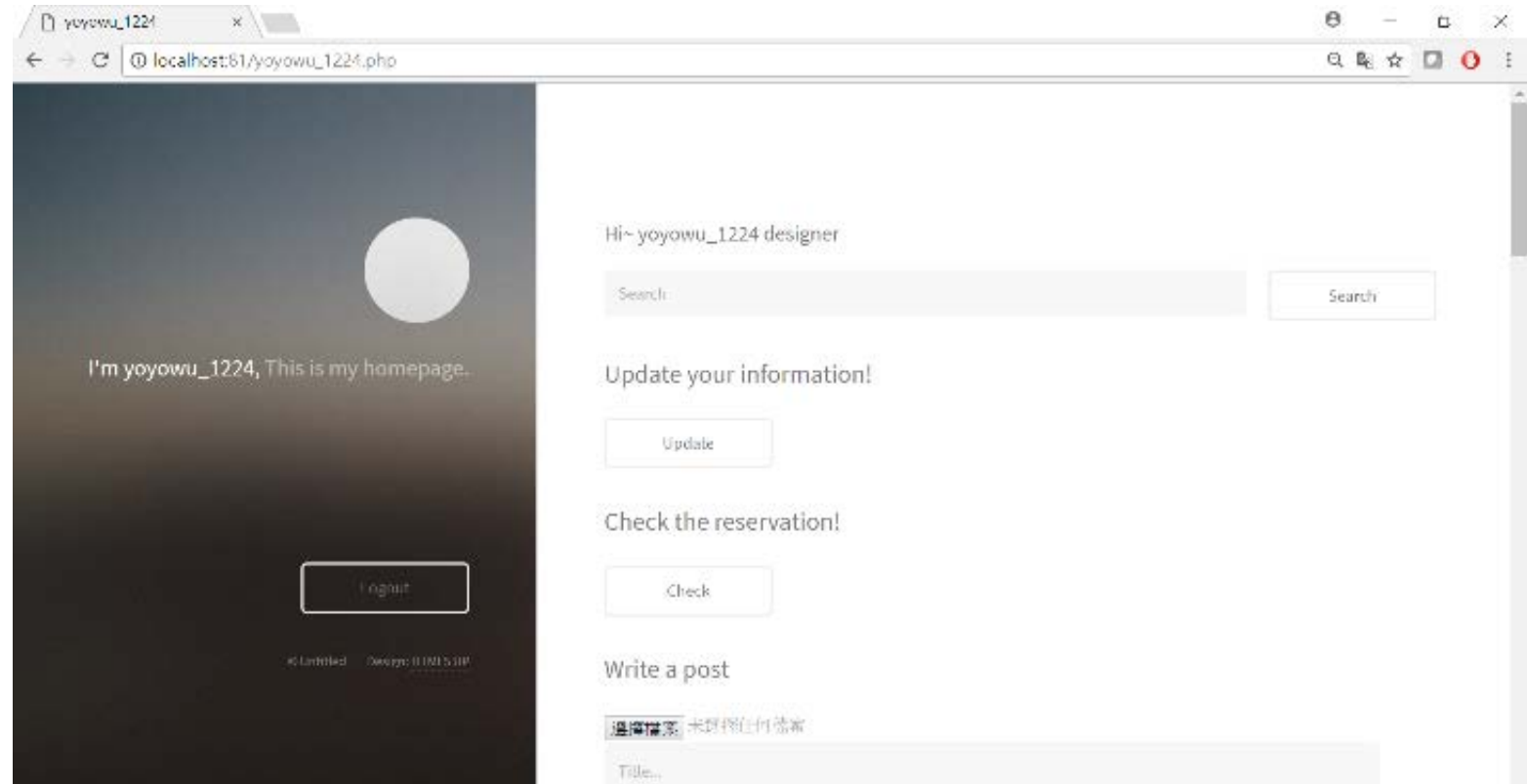Controller of platform IP and arbiter of who may participate and in what ways (Google owns Android)

What is the platform?

- Innovation platforms: Attract a large amount of innovators who come from everywhere and serves as the foundation which innovators offer products and services, such as google android play store.

- transaction platforms: Facilitate different entities have good interaction and commercial transactions, like Amazon.

- Integration Platforms: Offer the capabilities of both innovation and transaction platforms for their developer, like Apple and Google.

- Investment platforms: Allow users to buy and sell shares and funds and see all their assets in one place.

Demonstration

- User type
  - Designer
  - Customer

- Homepage

- Update

- Reservation

- Search

- Leave messages

Future work

- More selection criteria
  - Rank
  - Location
  - Price

- Consider the user's history

- Cooperate with the online payments solution

- Develop app