| Startup Website: | Gojek | | | | |
|--|-------------------------------------|---------------------------------|---|---|--|
| UI/UX Screen | Triggers when | Event Name | Metrics/Data that will be tracked | Example Property Values | Notes & Detail |
| © gojek Batasa Indonesia | | | Source | PlayStore AppStore Ads | |
| | User want to log in / sign up | Get Started to log in / sign up | %login rate | % | This property tell us how the users come (organic or ads) and also to know log in/sign up rate and bounce rate |
| Selamat datang di Gojek! Apikasi yarap zuh falopra leh nyaman. Silap bantu kebutuharmu, kapan pun, di mana pun. | dp | | %sign up rate | % | also to know log myorgh up rate and bounde rate |
| Measuk Belum ada akun? Daftar dulu Dargan maka itau mendittik samu menyelujal Kentilan ligenori delikipalan prindir. | | | %bounce rate | % | |
| © gojek Massidan nomor IP The small is alread and offer field in larea, beautiful. | | | | Phone number | |
| in any of the state of the stat | User select log in/sign up method | Log in menu | Login method | FaceID | This property tell us how user log in to the app |
| 1 2: 3: 1.1. 1.1. 1.1. 1.1. 1.1. 1.1. 1.1. | | | | Fingerprints | |
| Q Cari layanan, makanan, & tujuan | | | Login date YYYY-MM-DD HH:MM: SS Attach the property to the user's profile as a date | | |
| Byar pake GoPay | | | Login location | xxxx | This property tell us user's location when user login |
| lebih praktis! Isi Saldo Bayar Lainnya | | | Amount of gopay/gopay coins | Rp | This property tell us the options for using Gopay/gopay coins |
| GoRide GoCar GoFood GoSend GoMart GoTagihan GoTix Lainnya 8 XP lagi ada Harta Karun 1 voucher akan hangus Pakai sebelum 14 Jan 2023 Restoran terdekat Amu punya vou | User has successfully authenticated | Log in/sign up succesfuly | Service menu | GoRide GoCar GoFood GoSend GoMart GoTagihan GoTix More | This property tell us the service menu in the Gojek apps |
| © gojek Belanja makin hemat 🚇 Beranda Promo Pesanan Chat | | | Tab menu | Home Promos Orders Chat | This property tell us what screen the user is on when they open the Gojek app |

| Startup Website: | Gojek | | | | |
|---|----------------------------------|--------------------------|-----------------------------------|---|---|
| UI/UX Screen | Triggers when | Event Name | Metrics/Data that will be tracked | Example Property Values | Notes & Detail |
| Lokasi kamu | | | Location | Jalan XXXX | This property tell us where the location selected to create an order |
| Diskon | | | Search | [insert food/merchant name] | This property tell us what food/merchant the user search |
| 40 | | | Promo banner | Banner 1 Banner 2 | This property tells us information related to food that is being promoted |
| 0 • 0 | Users click the "GoFood" | CoFood many | Promo voucher | Promo Voucher | This property tells us informationsbput vouchers that are available |
| Ada 2 promo nganggur | icon on the service menu section | GoFood menu | GoFoodFeatures | Near Me Promotion Most Favorite Healthy Menu More | This property tells us information related to food that is near the user, food that being promoted, most favorite food, etc |
| Terdekat Promosi Terfavorit Menu Q Q Q G Eksplor Pickup Pencarian Promo Riwayat | | | Tab menu | Explore Pickup Search Promos History | This property tell us what screen the user is on when they open the Gojek app |
| ← Resto yang ada tteok Q, tteok ₹ Terdekat ★ Bintang 4.5 * ZAHRA SNACK, JI. Sunan Am dijunin, Minurun, Bisil 1 * Coeff Opinion A. (60 + 4 shata cariback | | | Filter | Near Rating Price Promo Open now Self pickup | This property makes it easy for users to filter the orders - based on rating, price, promo, etc |
| ₩ Ketemu 1 menu | User type the [food | Manakantaanahad | Merchant name | [merchant name] | This property tells us the merchant name |
| Koreanfood Kedal Gamsa, Pe 850: Vernam, Jam Botok, Fores 4.4.0 Olarian Botok, Fores Olarian Botok, Fores Olarian Botok, Fores Olarian Botok, Fores | name] on the GoFood | GoFood Merchant searched | Tab menu | Explore Pickup Search Promos History | This property tell us what screen the user is on when they open the Gojek app |
| Busplor Pickup Pencarian Promo Reveyet | | | Event scroll | HH:MM:SS | This property tells us how long the user has been scrolling/spending on the page |
| ← Annyeong Korsan Q, ♥ < Philip Islau Ramyeon Islamyeon Original Islament Trial Stary 2000 | User add dish to cart | What you want to eat | Add dish | Add dish 1 Add dish 2 | This property will tell us which dishes were added by the user |
| Extraport Surfood Sources Torque Topogo Usbarg Source | | | Menu | [Food menu] | The property will tell us what menu from the restaurant can we order |
| Burreyous Sparry The American Spa Sparry Burreyous Sparry Barryous Spa Sparry Barryous Spa Sparry Trains | | | Event scroll | HH:MM:SS | This property tells us how long the user has been scrolling/spending on the page |
| ← Annyeong Korean Cafe Kadiri, Joyobo 💍 | | | Promos | Promo 1 | The property will tell us what promo can be used |

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|--|--|---|--|---|---|
| UI/UX Screen | Triggers when | Event Name | Metrics/Data that will be tracked | Example Property Values | Notes & Detail |
| From the terpesang From terpesang Kanu haird approx contribute 8 000 Goffey Coles solido). Journal of the solido | An order has been added | Dish added to order | Order invoice | Price Delivery fee Service and other fees Total payment Details | The property will tell us the detail of user's order invoice |
| Cropie: 8,000 7000 Bisys layran in Simnya © A000 Tetal prendeparen 38,000 Lihar detail Simnya 9000 Petan den setar sakarang Bod oper 3179 Typt Kana herea 4,000 graba pesana in A | An order has been added | Dish added to order | Payment method | GoPay GoPay Coins Credit card or debit LinkAja Jago Pockets Cash | This is how we'll know what payment method user use |
| Bank Mandri Kediri 💝 🐼 Salami Brokulana Salami Servica Center A Dandangan Op 10 💆 | | | Location Restaurant location Point delivery To details where is the restaurant location and point delivery Processing order Confirming order Preparing Orde | To details where is the restaurant location and point delivery | |
| ediri A. Alpasa _{lamo 1} Radiri Mall W Holland Balery Cabang Ulama Kediri O Hok Drosepra mal Transmart Kediri Mall Bubur | User click "place delivery order" and the order will | Processing your order | | Update the user's order status | |
| Lagi memproses pesananmu Kami segera sampaikan ke resto | processed | | Order date | YYYY-MM-DD | The property tells the date of the user's order |
| Resto siapin pesanan | | | Order time | HH:MM:SS | The property tells the time of the user's order |
| Pesenanmu diantar Batalkan pesanan | | | Refuse rate | % | The property tell the user when they refuse the user's order |
| on Telat - Pengantaran dalam 12 menit Reato telat karena sedang banyak pesanan artasi Park Redir Mali Park Red | The driver is on the way | Driver's name Driver's vehicle ID Driver's photo Driver's status (vaccine, body temperature) Message driver Call driver | To details who is driver and easy to contact the driver | | |
| IAIN Kediri Pasar Nr 90 Kediri | to the user's location | Driver is on the way | Tip | Rp | The property tell us how much tip the user want to give to the driver |
| Makanan udah di jalan Bentar lagi makanan udah di jalan | | | Location | Restaurant location Point delivery Driver realtime location | To tracking location the driver who delivered the order |
| ₹ 10 © © | | | Delivery time | HH:MM:SS | To estimate the delivery time of food to the user |
| Rangkuman pesanan Grood June, Dian, Man Malanan sudah diantar Prozenti-98250689 | | | Delivery status | Order ID Status order | The property tell us about the status of delivery |

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|--|-----------------|------------------|-----------------------------------|-------------------------|---|
| UI/UX Screen | Triggers when | Event Name | Metrics/Data that will be tracked | Example Property Values | Notes & Detail |
| Kasih rating ke driver? (1 mengecewakan, 5 mantap!) | | | Delivery date | MM-DD HH:MM | The property tell us the date and time of the user's order already come to the user sucessfully |
| | The food coming | Order successful | Driver rating | 1-5 stars | How satisfied with the level of driver service |
| r gochub Karru diget 31 EP | | | Order review | Item condition | The property tell us what experiences of the service order |
| Harta karan voucher & cashback menunggumu! | | | | Driver's attitude | |
| Detail peopleman | | | | Delivery time | |
| Bantuan Download bukti | | | | Finding location | |