

Andreas Hanaekan

Work showcase / Product

Expertise

I have more than 6 years of experience developing products in different industries ranging from airline, logistics, drone and quick-commerce.

DESIGN THINKING + BUSINESS MODEL CANVAS

The above concepts are critical in shaping my thinking framework throughout my professional journey in developing impactful products.

IDEA VALIDATION

When I worked on the Haalo and re/TAIL project, validating our ideas and assumptions multiple times were playing an integral part to help me win the Grand Challenge Prize 2021 and IDEO London Design Thinking Method Prize 2021.

Andreas Hanaekan showcase

Product Operations Associate | **Zapp** (*London-based quick commerce start-up*)

- Expanded product assortment by 33% over six months by designing & executing 2,000+ products' full life cycle (selection, creation, activation & depletion stages) harnessing Saleor to keep up with the customers' latest trend
- Increased sales performance by 13% WoW by creating trending products carousel and seasonal banners which aligned with customers' behavior to stimulate customers traction growth
- Increased product categories collection by 23% over nine months by designing catalogue structure and assortment to provide an intuitive product search & recommendation experience

Co-founder | **Haalo** (*Drone-based start-up company*)

- Led 21 interviews to validate our key assumptions and value propositions by 6 months by approaching potential clients through the LinkedIn, Logistic Society, Pharmacy Practitioners, Facebook Groups & SAR Organizations
- Won Imperial's Grand Challenge Prize 2021 worth £1,500 by discovering our niche market segment in the drone industry, building our 5-minutes pitch deck and presenting it in front of professional investors

Product Owner | **KirimAja** (*Garuda Indonesia's Logistic Start-Up*)

- Increased Android App downloaders by 100% over three months by discovering & interpreting user needs and formulating them into new features as solutions to resolve customer's pain points
- Grew company's revenue by 7.5% QoQ by initiating mobile app's & website's design revamp, performing A/B testing and launching them as solutions to both B2C and B2B customers

Product Marketing Manager | **Garuda Indonesia** (*Indonesian Airline*)

- Increased company's retail mobile app (GIA Mobile 5.0 version) downloaders by 5% YoY by revamping features to improve 1 million+ user experience worldwide with the company's latest product
- Improved three B2B and two B2C distribution channel's sales by 12% YoY by initiating & implementing sales tactical programs contributing to 31% of the company's annual sales
- Enhanced Medan Sales Office revenue by 7% QoQ by developing and launching three innovative digital programs partnering with Citibank, ANZ and Kesles (Indonesia's lifestyle and payment start-up company)

Winner of **IDEO London** Design Thinking Method Prize 2021

- Using Design Thinking Method, we developed a business concept (re/TAIL) which provided a system for people in wheelchairs that exclude them from what mainstream fashion provides.
- Presented the concept and was assessed by Design Thinking leading organization: IDEO.

Zapp: Building a prominent quick-commerce service for London



Overview Zapp mobile app was released in Jan 2021 as a solution to deliver daily essential items in less than 20 minutes.

As a Product Operations Associate, my main responsibility is to manage the lifecycle of 2,000+ products (selection, creation, activation & depletion stages).

I ensure & maintain all products consistency by arranging the catalogue structure, product position, product name, description, image, search tag and stores assignment.

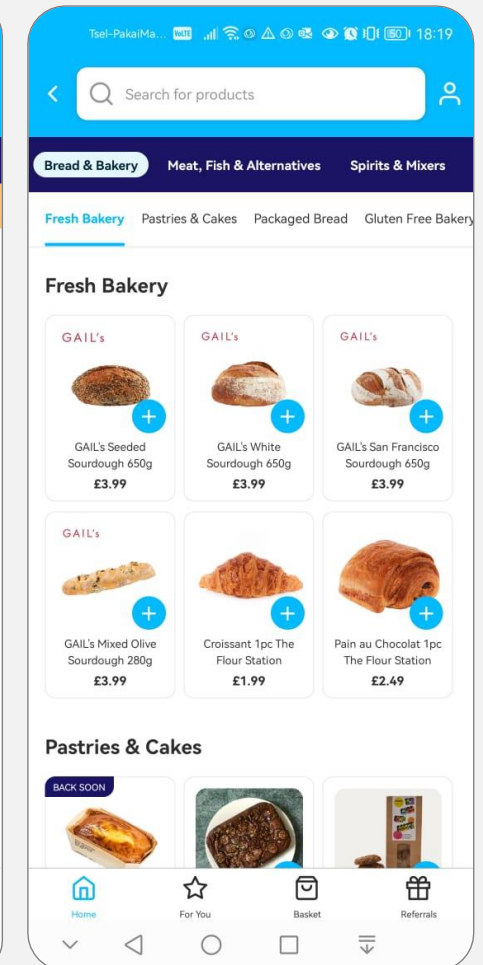
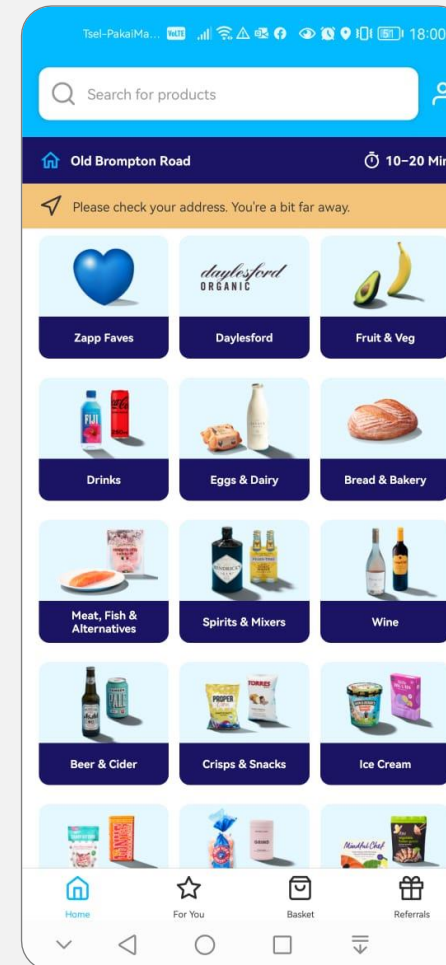
I work collaboratively with the tech team, local stores, product designers, distribution centre, buyers and replenishment team on daily basis.

Problem, Solution & Outcome

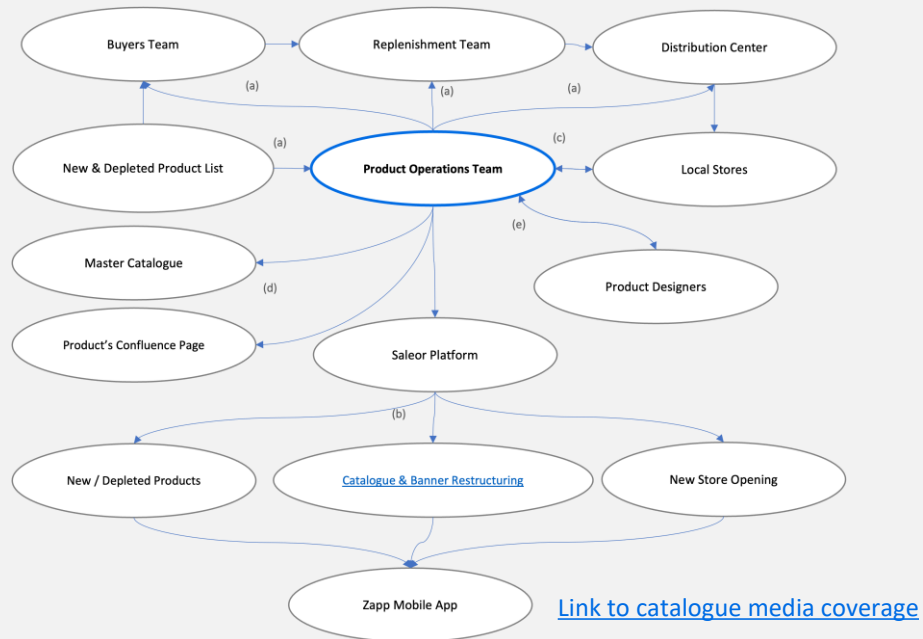
Zapp was expanding its presence massively not only in the UK but also in the Netherlands and France. However, when I joined in June 2021, no master catalogue to support this rapid expansion. Consequently, product cataloguing was done manually for every new store.

My first capstone project was preparing the master catalogue for the UK stores, which was then rolled out and replicated by the NL and FR team to be implemented on their end.

Upon the completion of the master catalogue, the next challenge is to grow the product assortment, ensure product consistency, and reduce out-of-stock product visibility.

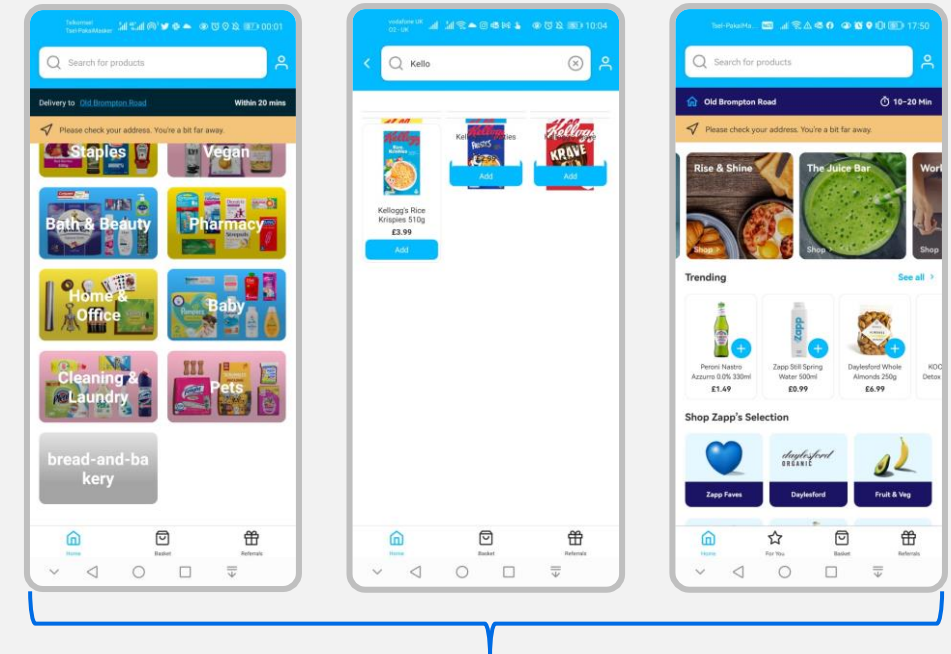


Zapp



Action items

- Setting up the product in Saleor, whenever I receive a new or depleted product list. (a)
- Then I reassure the order status starting from the buyers' team until it is received by the local stores before releasing it to the app. (a)
- Saleor is the main platform to manage all products and catalogue structure-related setup. (b)
- Solving all product-related issues reported by the local stores. (c)
- Establishing & maintaining the product's confluence page and serving as subject matter expert (d)
- Liaising with product designers for every new feature rollout and possible new feature development based on daily issues encountered in managing Zapp's products. (e)



Product Ops Responsibility

Outcomes

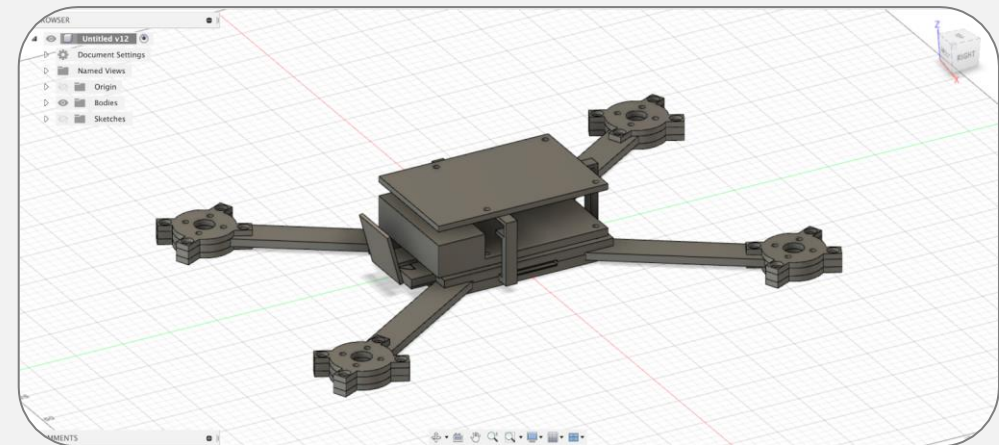
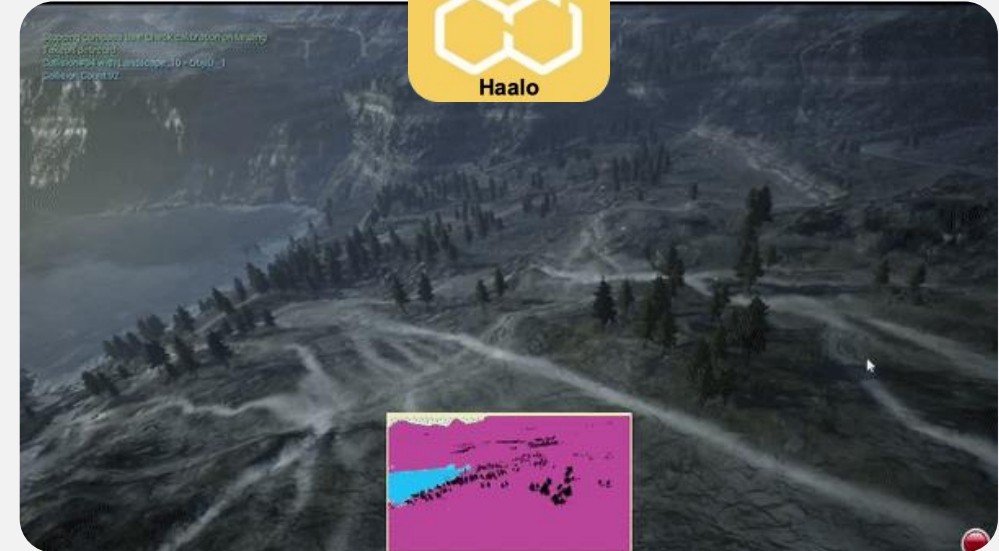
- **Developed** the UK's product master catalogue that contains **2,236 unique product codes** over one month by **analyzing & restructuring 67,000+ products** from **30 stores** across England
- **Expanded** product assortment by **33% over six months** by designing & executing **2,000+ products'** full life cycle
- **Increased sales performance by 13% WoW** by creating trending products carousel and seasonal banners which aligned with customers' behavior to stimulate customers' traction growth
- **Reduced** out-of-stock products visibility by **20% over six months**
- **Diminished** catalogue-related issues in **31 service areas** by **45% QoQ** by troubleshooting operational problems on all product-related issues

Haalo: Solving Search in Search and Rescue

Overview I worked with three Imperial MBA students and we shared one interest: we all believe that drone is the solution for people who live in rural areas to deliver their daily essential items. We worked on the idea for 6 months and competed in Imperial MBA Entrepreneurial Journey 2021.

Discovery phase Our first step for this project is to validate our key assumptions and value propositions, before deciding our final problem statement.

- Research actions**
- **Finding rural community.** They were our initial target users.
 - **In-depth interviews** with with people who live in the Highland (Scotland), Northumberland (England), Devon (England) and Peak District Area.
 - **Insight gathering.** Our key assumptions were **wrong**. Majority of interviewees agree that Amazon, Royal Mail and other delivery companies help them with their daily needs.
 - **Deduce other opportunity areas.** We **pivot** our idea 3 times and to intercity delivery for pharmaceutical/health industry.
 - **Redefining our market target.**



Haalo

The problems

Search and rescue is **a life and death matter**. It's like finding a needle in a haystack, with a life on the line

- William Gold, Beacon Mountain rescue

On average it takes **42 hours** for an SAR to resolve a callout.

35% SAR call-outs involve a **death or life-threatening injury**.

Organisations spoken to



13 UK Search and rescue organisations interviewed.

92% said they need to find people faster

85% said they are ill-equipped

4 currently use drones – all of whom say that current drones are extremely limited

89% of those who don't use drones would consider using them

Haalo

Customers feedback: the same problems repeated and again

*"Search and rescue is **a life and death matter**. It's like finding a needle in a haystack, with a life on the line"*

- William Gold, Team Lead Beacon Mountain rescue

*"Current drones **can't fly in bad weather** which is when people get lost"*

- Mark Jones, Drone Lead Brecon Search & Rescue – Mountain Rescue

*"People are the main resource but we see **drones as part of the future**"*

- Tom Nash, Chair Search and Aerial Association - Scotland

*"With just drones cameras and the human eye, it **can be hard to spot someone**"*

- Tom Nash, Chair Search and Aerial Association - Scotland

Current Drone Solutions

Our conclusion: current drones offerings don't answer customer needs.

Features	Most used drones for Search and Rescue				
	Rega	Flyability	DJI Mavic Air	DJI Mavic 2 Enterprise	DJI Matrice 300
Weather resistant	✓				
Image recognition					
Longer flight time (>30min)	✓	✓		✓	✓
Dedicated for SAR	✓				
Affordable cost (£5-10k)			✓	✓	✓

Haalo

Our features

Concluded by identifying current market gap.

Customer problems	Haalo features
Most SAR operations happen in adverse weather conditions	Weather resistant
Difficult to find people in vast, rugged terrain speedily	Smart Image recognition
Long search time, averaging 42h	Longer flight time (>30min)
No drone technology dedicated to SAR needs	Dedicated for SAR
It takes at least two people to use a drone for SAR - one to fly and one to search	Needs minimal human intervention using autonomous flight and smart image recognition

MVP & Winner
Announcement Letter

EJ 2021 Prize Winners

Flag for follow up.

van Wessem, Juliette M L
To: Pipitvej, Nitthan; Sirirangkamanont, Natcha; Rabruen, Pongtam; Lindsay, Luke; Saxena, Jeevantika; Kim, Jon; Santhirapala, Vatshalan; Harmitt, Donald; Bugnar, Andrei-Alex; Samplawski, Krzysztof; Tsafandakis, George; Lciobanu@mailfence.com; Rayner, Lloyd; Meerstadt, Thomas; Hanaekan, Andreas Yanuar; Fang, Ying-chieh
Cc: Noorkhan, Nazila B; Anand, Sonal; Perkmann, Markus; Criscuolo, Paola; Davies, Emma V

Expense claim form.xls
109 KB

Dear EJ Winners,

First of all many congratulations on winning one of this year's EJ Main or Grand Challenge Prizes!! It's a huge achievement and you should be so proud. I am very excited to see where your ventures will take you (and expect updates).

To claim the cash, please submit an expense claim form (either 1 on behalf of the team, or you can claim individually for your share of the prize money). Please send this to askFTMBA@imperial.ac.uk or askWMBA@imperial.ac.uk.

If you would like to, we have a Big Cheque in the office which we can use to take a photo of your team(s). If you are keen to do this, please let us know when might be a good time so we can ensure someone is on campus to help you. Markus has asked our marketing team to cover the EJ on our website and/or social so it could be they want some photos anyway.

Best wishes,

Juliette

PS FYI:

FTMBA:

- Main Prize of £5,000 to Team 18 (Agri) Nitthan, Natcha and Pingtam
- Grand Challenge Prize of £1,500 to Team 5 (Pretm Neonatal CGM) Luke, Jeevantika, Donald, Jon & Vatshalan

E/WMBA:

- Main Prize of £5,000 to Team 13 (StarLeap) Alex, Krzysztof, George & Illie
- Grand Challenge Prize of £1,500 to Team 16 (Haalo) Lloyd, Tom, Andre & Inabelle

Juliette van Wessem
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Haalo

Trained on over 8.5k images to ensure accuracy



Haalo

Customers commitment

Not only we have built the product, but also receive **commitment from potential customers** to deploy it.

From: Mark Jones <mark.jones@breconmrt.co.uk>
Date: Tuesday, 1 June 2021 at 11:16
To: "Meerstadt, Thomas" <t.meerstadt@imperial.ac.uk>
Subject: Re: Drones in Search and Rescue

Hi Tom,

Yes, no problem. I'd be very interested in working with you.

We have 7 pilots who've just completed their A2 CofC, so we are all up to date. We will need to consider any insurance liability and adding it to our Ops Manual, but we no longer operate with a PFCO since the change in legislation this year.

Feel free to give me a call to discuss it further.

Kind regards

Mark

Mark Jones
07967 824551
Deputy Team Leader / Training Officer
Brecon Mountain Rescue Team

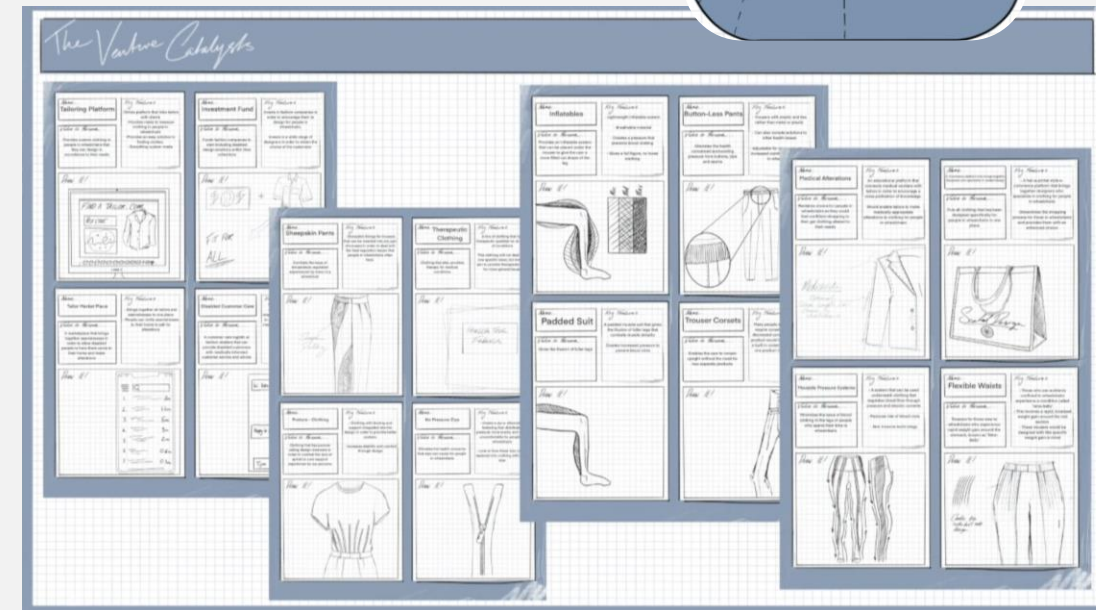
re/TAIL: Helping wheelchair users to realize their favorable fashion

Overview I worked on this group project as a part of the Design Thinking module during my study time at Imperial College London.

Goal Our main goal is we wanted to tackle a problem that would drive meaningful change so did not want to focus our efforts on an issue for which there was no real demand.

Our original problem statement came directly from a user: who is a long-time sufferer of paraplegia, so due to the lack of movement when confined to a wheelchair, over time her leg muscles have atrophied. The issue affects her confidence and self-esteem, as she is unable to wear the form-fitting trousers, skirts and dresses that she desires without standing out from able-bodied trouser-wearers.

Ideate **HMW** create a system for people in wheelchairs, who experience a change in their bodies that exclude them from what mainstream fashion provides?



re/TAIL

Result

We produced two potential ideas which are [Seated Supply](#) (A fashion logistics and production company that provides existing fashion companies with the capabilities and knowledge to design for people in wheelchairs) and [re/TAIL](#): A tailoring service that specializes in alterations for people in wheelchairs.

Then we carefully evaluated the feasibility of both ideas considering the scalability, market gap and technical complexity implementation, we eventually offered [re/TAIL](#) as our solution.

We presented this idea at the end of our module.

Our presentation was assessed by the **IDEO London (World's Design Thinking Pioneer)** and we won the **IDEO London Design Thinking Method Prize 2021**



Please watch this [video](#) to listen to our exciting journey developing this project!

KirimAja: Powered by Garuda Indonesia to disrupt the country's logistic business landscape

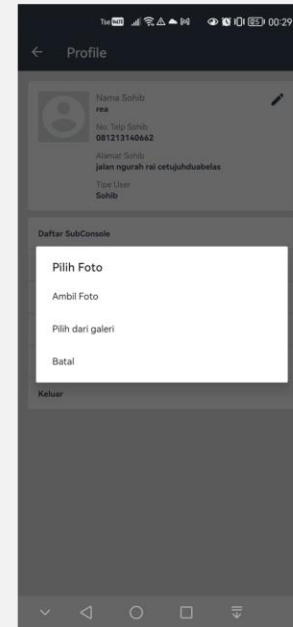
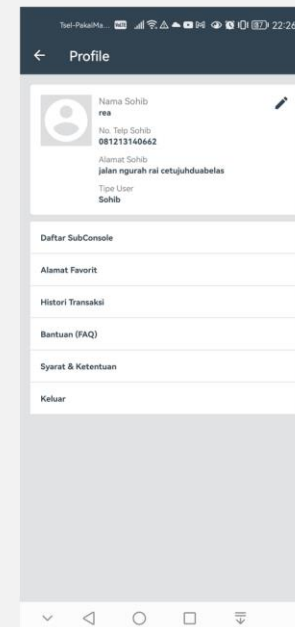
Overview	KirimAja was initiated by Garuda Indonesia Group as a business strategy to respond to the massive drop in passenger reservations during the pandemic situation. As people were reluctant to fly in that period, the initiative tried to capture the rising demand for goods / cargo delivery.
Role	I worked as a Product Owner at KirimAja from Mar – Sep 2020 and I was responsible for the Android app version.
Objective	The ultimate goal for me as a Product Owner is to reduce the time needed to create an order from 5 minutes to 2.5 minutes to boost the number of active users and orders created.
Action items	<ul style="list-style-type: none">• Identified user pain points on existing KirimAja (1.2) order creation to checkout journey.• Gathered user insights for the next improvement• Led sprint grooming and planning for android version 1.3• Performed UAT and A/B Testing before releasing the new app to the Google Play Store



KirimAja

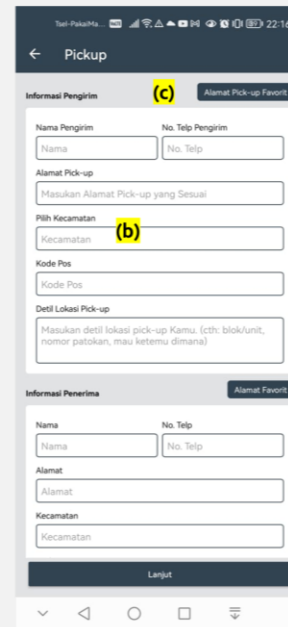
Results From previous pain points of three main flow: registration flows, booking creation flow and finding recent transactions, post-launch achievement:

- Managed to reduce the time needed to make an order from **5 minutes to 2.5 minutes.**
- Post-launched user interview** results show that users were satisfied with the improvement on our registration page, homepage and navigating through previous transactions.
- We experienced **100% growth** of Android app downloaders from **5k+ to 10k+.**



Improving homepage by adding a recent order and cart section (a)

Simplifying profile edit section to avoid bad experience for the first-time user



Adding auto-populate function on kecamatan (district) field (b) and user's favorite address (c) to reduce time needed to make an order

Providing recent order section to help user find the status of their order

Overcoming financial obstacle by partnering with a start-up to initiate an impactful program

[News link](#)

- Overview** When I worked at Garuda Indonesia Airline (GA) as a Product Marketing Manager in Medan, I created the first ever free business class upgrade program that existed in GA.
- Goal** Back in 2016, my manager challenged me to develop an impactful program with zero budget allocation. He gave that challenge due to the company's financial struggle back then.
- Strategy** I connected with a lifestyle-startup company named Kesles. The reason I chose them is because they were a start-up that wanted to grow its brand awareness, and they were happy partnering with GA to do that.
- Results**
- Kesles agreed to give a **free business class upgrade ticket** for the highest tier of economy class passenger. This program applied only to the best flight route in Western Indonesia, which is the Jakarta-Medan-Jakarta route. Kesles agreed to pay the upgrade fee which is equal to **IDR 700,000 or \$47 per passenger**.
 - From this program, I managed to **increase business class sales by 7% QoQ**.

The advertisement features the Garuda Indonesia logo at the top left, with the tagline 'The Airline of Indonesia'. To the right is the KESLES logo, a red circle with a white geometric pattern. The main headline reads 'Upgrade ke Business Class dengan KESLES*'. Below this, the text states: 'Nikmati upgrade tiket Ekonomi ke Business Class untuk setiap transaksi menggunakan aplikasi KESLES. Promo berlaku hingga 10 Mei 2016.' The background image shows a man and a woman in airplane seats, both wearing headsets and looking at a tablet. At the bottom left is a '5-STAR AIRLINE' award seal. At the bottom right are social media handles for Kesles (Facebook, Twitter, Instagram) and the website 'www.kesles.com'. Below these are the 'Available on the App Store' and 'GET IT ON Google play' logos. A small disclaimer at the bottom left reads '*Syarat & ketentuan berlaku'.

Let's connect

I'm currently looking for an opportunity to be a part of a product management team whether it is a product operation, product manager, product owner, or product specialist role.

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