

# INTERESSE

AUDIO BOOK

EDUCATION

E-BOOK

# Group:

- JONATHAN TUAHTA\_2502044724
- RAKHA RAFIF FULVIAN\_2502050720
- SAMMODAKA WIJAYA\_2502030145
- MATTHEW JUSUF\_2501998946
- VINCENTINUS KENNEDY WALLA\_2540117773

# MAIN PROBLEM

"Menurut data UNESCO, minat baca masyarakat Indonesia sangat memprihatinkan, hanya 0,001%. Artinya, dari 1,000 orang Indonesia, cuma 1 orang yang rajin membaca!"  
reference : Kementerian Komunikasi dan Informatika (kominfo.go.id)



## Mahalnya Harga Buku dan Politik Toko Buku

Sebuah penelitian baru-baru ini mengungkapkan sekitar 70-80% masyarakat Indonesia senang membaca buku. Tentu saja sesuatu yang menggembirakan. Ada sec

KOMPASIANA / Jul 7, 2011

Sebagai industri, dunia perbukuan banyak dikenai pajak. Tengok saja berbagai jenis pajak yang dikenakan pada industri perbukuan: pajak kertas, pajak percetakan, pajak tinta percetakan, pajak buku, pajak terhadap penerbit, pajak penjualan, pajak **toko buku**, dan lain sebagainya. Inilah yang membuat harga buku menjadi mahal karena menerbit harus menaikkan harga buku. Pada akhirnya semua beban pajak tersebut kemudian dibebankan pada pembeli buku.



## 3 Hal Ini Jadi Penyebab Rendahnya Minat Baca Anak Indonesia Halaman all

Orangtua bisa melakukan beberapa hal untuk menumbuhkan minat baca kepada anak. Simak caranya berikut ini. Halaman all

2. Perpustakaan sekolah menyediakan **buku** yang kurang menarik bagi anak-anak. **Buku** yang menarik bagi anak ialah yang mempunyai tampilan warna-warni dan beraneka macam gambar.

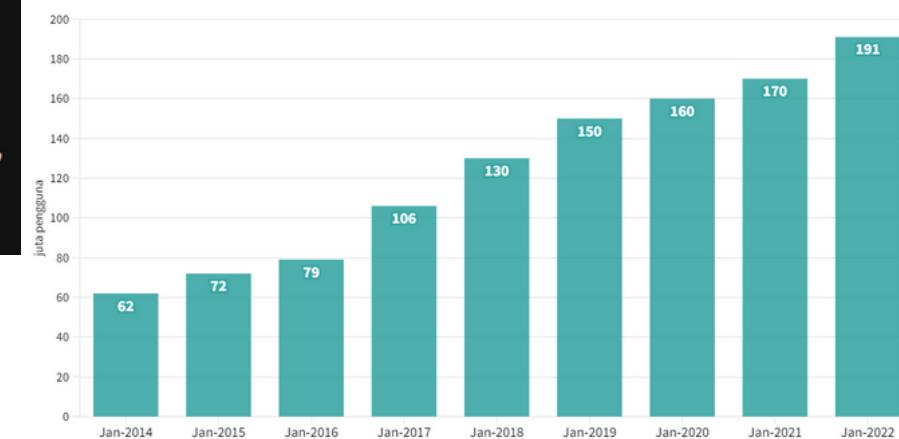
Sementara itu, buku yang tersedia di perpustakaan sebagian besar telah usang, jenis tulisannya kecil, tidak terdapat gambar, dan hanya berupa narasi yang membosankan bagi anak.



## Pengguna Media Sosial di Indonesia Capai 191 Juta pada 2022

Jumlah pengguna aktif media sosial di Indonesia mencapai 191 juta orang pada Januari 2022. Jumlah itu naik 12,35% dibandingkan pada tahun sebelumnya

Jumlah Pengguna Aktif Media Sosial di Indonesia  
(2015-2022)



## Begini Sulitnya Kondisi Penulis dan Penerbit di Indonesia

Melansir dari situs Kemendagri, Indonesia menempati posisi ke-62 dari 70 negara yang disurvei oleh PISA

"Kami melihat di Indonesia untuk bisa jadi penerbit keuntungannya hanya 10-15 persen. Untuk jadi penulis, keuntungannya lebih sedikit lagi dari buku yang terjual, yaitu 10 persen," tuturnya dalam webinar Perpusnas RI, Kamis (1/7/2021).

Minimnya profit yang didapatkan penerbit dan penulis salah satunya karena sebagian besar hasil keuntungan buku diberikan kepada distributor dan toko buku. Berdasarkan estimasi Brilliant, keuntungan distributor dan toko buku mencakup 55 persen dari hasil penjualan buku.

Kemudian, masalah lain yang dihadapi penerbit adalah minimnya informasi mengenai selera pasar sehingga penerbit kesulitan menentukan jenis konten yang akan terjual laris di pasaran. Sementara dari sisi penulis, masalah yang juga dihadapi adalah lamanya proses penerbitan buku. Brilliant mengungkapkan, penulis bisa jadi menunggu 6-12 bulan sampai bukunya terpajang di rak toko buku.

"Dari penulis, income-nya kecil apalagi kalau bukan *best seller*. Terus nunggunya lama sampai (bukunya) di-publish," jelasnya.

# EXPLANATION

Based on the data that has been obtained, there are several factors that make people's interest in reading in Indonesia not increase which based on the data is only about 0.001% of 1000 Indonesian people who diligently read.

Various factors of course drive this

- The first factor starts with the price of books which can be considered expensive and when compared to basic needs, of course, the price can be more expensive.
- The second factor is that the library at school is minimal with the latest books and is fairly old and unattractive
- The third factor is the widespread use of social media to be more interesting than reading books.
- The fourth factor is the lack of appreciation of the book's author, which can not be used as a promising job. because there are fewer authors, of course, the books offered are not too varied



# OPPORTUNITY

After observing the existing data, the number of internet users in Indonesia is very large, starting from social media and other behaviours, with this new normal there is an opportunity for our business model to enter the digital market. by utilizing people's behaviour in using the internet we innovate and we call it "INTRESSE"

Based on the existing problems we decided to create an application that educates the public about reading and provides opportunities for writers with their books.

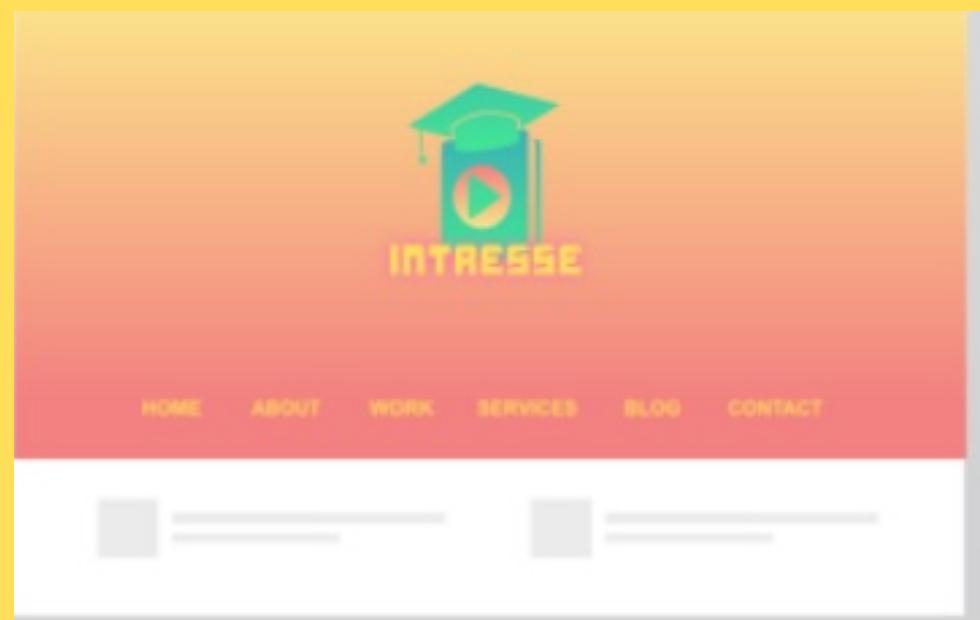
With this application, we want to create new opportunities such as:

- the creation of a new reading culture in the community
- increasing people's interest in reading
- availability of facilities to access books
- create a new social ecosystem in reading books
- create quality new writers

# ABOUT INTRESSE

INTRESSE is a digital platform that provides a variety of digital content that is certainly educational. but how can a platform educate? of course by providing various educational books, such as books about training that can be read, digitally or investment books, financial management or books on mindset development.

INTRESSE itself is an application that consists of Audio Books and Books. where users can select all books to be listened to or read alone



# IMPORTANT QUESTION

How our projects make money ?

- First by inserting an advertisement in the audio that is being listened to at the beginning and end of the audio or on the book page (not in the form of a pop-up)
- Second using "INTRESSE PREMIUM" offers ad-free without pause

How do we market our project ?

- First, We do endorsements through several celebgrams or public figures
- Second Making exclusive content that only exists on our platform, in the form of books. such as novels, study books, or investment books. This allows book writers to earn a better income because apart from royalties from physical books, they also get income from ads included in the content of the e-book.

# THE CONTENT IS MADE BY WHO?

People who can upload content are certain people who have partnered with the "INTRESSE" application. to avoid content re-upload and to protect copyright, apart from "INTRESSE" Partners, there are also "INTRESSE" teams themselves



# Product Backlog

ID	Story	Estimation	priority
001	As a new user, i want to create a new account	2	1
002	As a user, I want to login to my account	2	2
003	As user I want to find the content that is appropriate to me	5	3
004	As a user I want to share content	6	5
005	As a user I want to ban the content that not appropriate for me	1	4

006	As a user I want to know what my friend is listening lately	4	6
007	As a user I want to logout of my account	8	7
008	As a user I want to add interesting content to "my favourites"	5	10
009	As a user I want to recommend to apply the book should be on the apps	3	9
010	As a user I want to listen offline	5	8
011	"INTERESSE" Administrator make only partner that can upload the content	2	11

012	As an administrator I want to make sure there are no robot	2	13
013	As an administrato i want to make sure there's no reuploader, and the content should be original	10	12
014	As a user I want to see "My Favourites"	5	15
015	As an authorised user I want to upload the content in my page	3	14

## Introducing Background

Intresse is a business idea that is passionate about education, which provides education in the form of e-books and audio books. Intresse is a digital platform that can provide various variants of books and audio books that are more relevant than other platforms, and our target market is teenagers, who want to increase non-formal knowledge

## Business Objective

Intresse business objectives and goals are ensuring that the business is progressing and improving in a profitable operation, which typically means increasing revenue while limiting the expenses. Moreover, to meet our customer service goals, we would hire a few customer service staff or implement a policy where the customers are guaranteed to receive the solution to their problem at the end of the business day. On the other hand, to improve our efficiency on the business operation, we would cooperate with a few companies to ensure that our content is always up to date and provide high quality content.

## Current Situation and Problem Opportunity

INTRESSE has a system that can monitor the amount of online users. The purpose of this system is to create an algorithm that provides reading interest for each user, calculating the amount of online users, and make the popular product by the average number of users that consume the product. The opportunity of this algorithm is to give users new experience for searching references for e-book or audio book genres. We also make sure the content from our apps is high quality without removing the educational and entertainment element for each content by using the system that can control our standard.

# BUSINESS CASE

## Critical Assumption and constraints

Assumptions	Constraints
The number of partners and vendors are limited.	The funding of the company must be detailed

## Analysis of options and recommendation

There are three opinion for addressing this opportunity:

1. Recommendation system to develop more interesting digital book applications.
2. Increasing day by day in various digital book systems.
3. The application will apply adjustments to the user needs.

Based on the discussion, we believe that option 3 is the best

## Preliminary project Requirements

The main feature of the project

1. Listens to audio books well without any lagging in audio.  
Audio quality is the most important thing, the audio quality offered must have a standard and standardized sound size so that there is no need to adjust the volume when changing to another audio book.
2. Listening to audio books that are relevant to the times  
Audio books offered by other applications, are less relevant to the times. with this feature it is hoped that the books in the application can keep up with the times and can be read and listened to legally
3. Listening to audio books in Indonesian and English  
Users are usually difficult to listen to or read books from abroad, in this feature the application provides the option to listen in English and Indonesian. and can help users in growing the habit of listening to English
4. Read e-books legally  
Usually books on the Internet tend to be illegal and detrimental to the author, through this feature reading e-books is easy
5. Intellectual property protection technology well  
Because this application puts forward audiobook features, as well as e-books which of course have intellectual rights. making the security of these rights one of the concerns of the "Intresse" team

# BUSINESS CASE



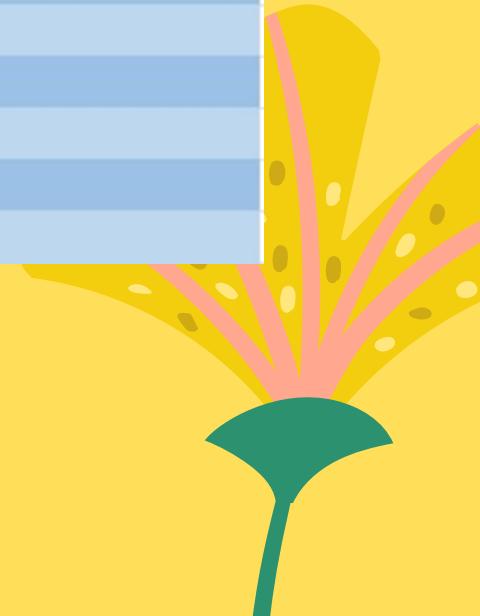
## Schedule Estimate

The investors would like to see the final application complete in 8 month from the day we work, but we do not want to finish it in a hurry and leave a lot of bugs when launching . However, the project estimate finished in 12 month with all features, system requirements, and bugs repaired. We also assume the system has a working period of at least 2 years.

## Potential Risk

1. Dictionary Attack
2. Broken Access Control
3. Exposure Source
4. Technical Funding

Discount rate	8%				
Assume the project is done in about 6 months	Year				
	0	1	2	3	Total
cost	300.000	60.000	60.000	60.000	
Discount factor	1	0,93	0,86	0,79	
Discounted costs	300.000	57.037	54.294	51.753	463.084
Benefits	0	220.000	220.000	220.000	
Discount factor	1	0,93	0,86	0,79	
Discounted costs	0	206.185	161.648	178.766	546.599
Discounted benefits - costs	300.000	308.148	297.174	287.013	
Cumulative benefits - costs		8.148	305.322	435.336	NPV
Payback In Year 1					
Discounted life cycle ROI----->	112%				
Assumptions					
Costs	# hours				
PM(600 hour, \$100/hour)	60.000				
Staff(600 hour, \$100/hour)	200.000				
Outsourced software and service	40.000				
Total project costs (all applied in year 0)	300.000				
Benefits					
# consultants	500				
Hours saved	50				
\$/hour profit	20				
Benefits from saving time	170.000				
Benefits from saving 1% increase in profits	50.000				
Total annual projected benefits	220.000				



- Project Title : "Intresse" Audio Book and E-book Platform
- Project Start : 20 October 2022
- Project Finish Date : 20 October 2023
- Budget Information

The budget we use is the investor's budget, which allocates \$300,000 or around 4.2 billion rupiah for the start project, and the allocation will be used to carry out the application development process that requires about 10 application engineers, as well as servers and databases. for the marketing budget and dealing with the author will use a different budget.

#### ● Project Manager

Vincentinus Kennedy Walla, (62) 08128827528, vincentken@interessconsulting.com

#### ● Project Objectives

The objective of this project is to increase the customer's satisfaction and experience within the website. We will build the website to meet the team's and user standards that will be thoroughly tested and reviewed by experts and is deployed by June 2023. How? By developing a platform that allows users to access information, education and entertainment books, by giving users the ability to rent and buy e-book with ease and peace of mind. The site will include several features that increase the user experience, such features include but not limited to; suggestion algorithm, simple UI design, variety of payment method, and more.

#### ● Main Project Success Criterion

There are several criteria for this kind of project to be declared the successful project.

1. The project should be able to pay for itself in about 1.5 years.
2. The Project should get 10 million downloaders in 8 Months



- Approach
  1. Review all features in the application to reduce bugs
  2. Develop beta server and conduct surveys through people around
  3. Review all internal and external documents to ensure all features function smoothly and are able to achieve project objectives
  4. Develop security to protect intellectual property and reduce hijacking or hack/virus on
- Roles and Responsible

Name	Role	Position	Contact Information
Sammodaka Wijaya	Sponsor	Intresse Project CEO	Sammodaka.Wijaya@binus.ac.id
Rakha Rafif Fulvian	Project Manager	Intresse Senior Manager	Rakha.Rafif2@binus.ac.id
Matthew Jusuf	Team Member	Intresse Senior Consultant	Matthew.Jusuf@binus.ac.id
Jonathan Tuahta	Team Member	Intresse IT departement	Jonathan.tuahta@binus.ac.id
Vincentinus Kennedy Walla	Advisor	Client Representative	Vincentinus.Kennedy@binus.ac.id

#### ● Sign Off

(Matthew Jusuf)

(Jonathan Tuahta)

(Rakha Rafif Fulvian)

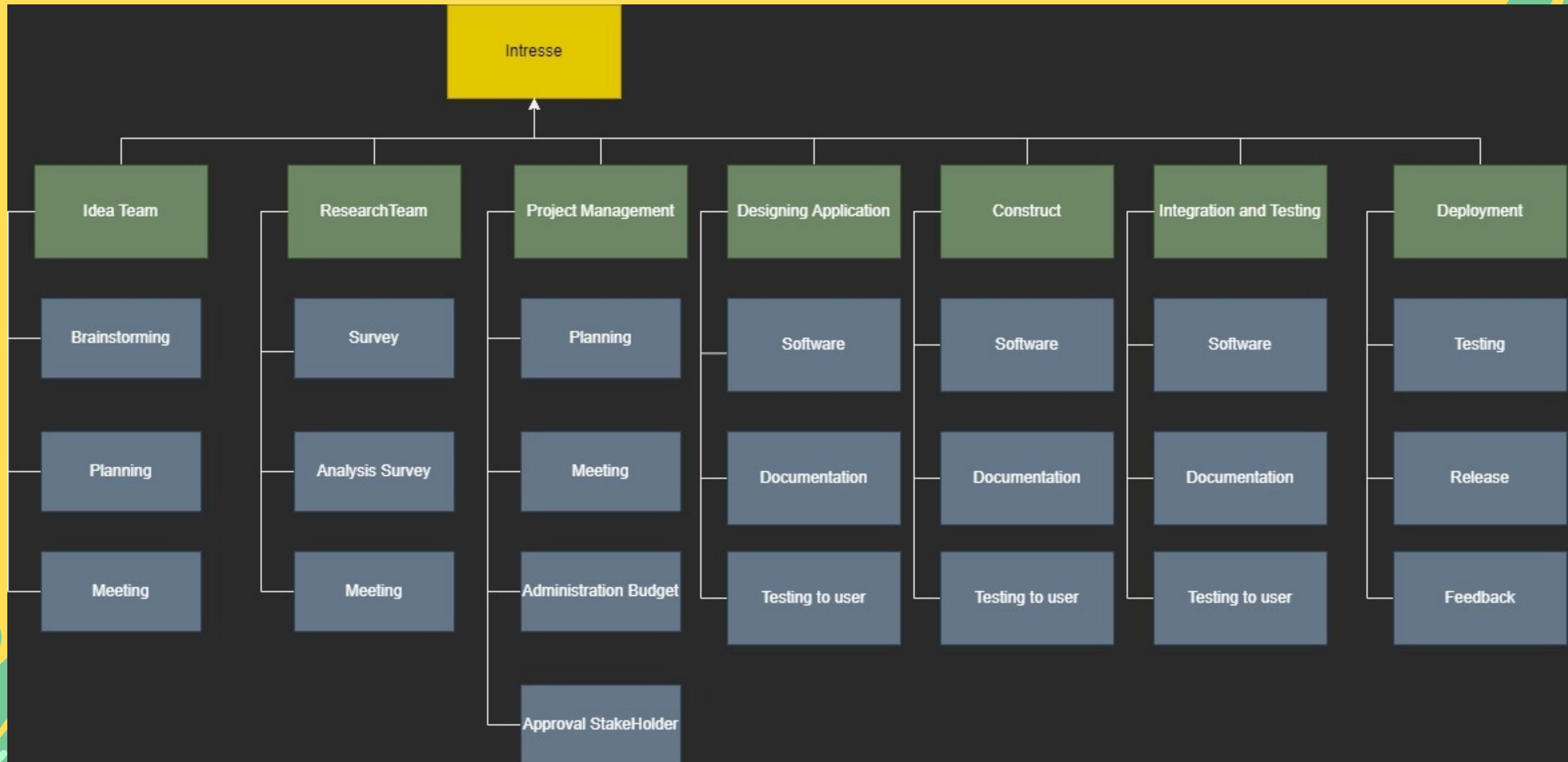
(Vincentinus Kennedy Walla )

#### ● Comments

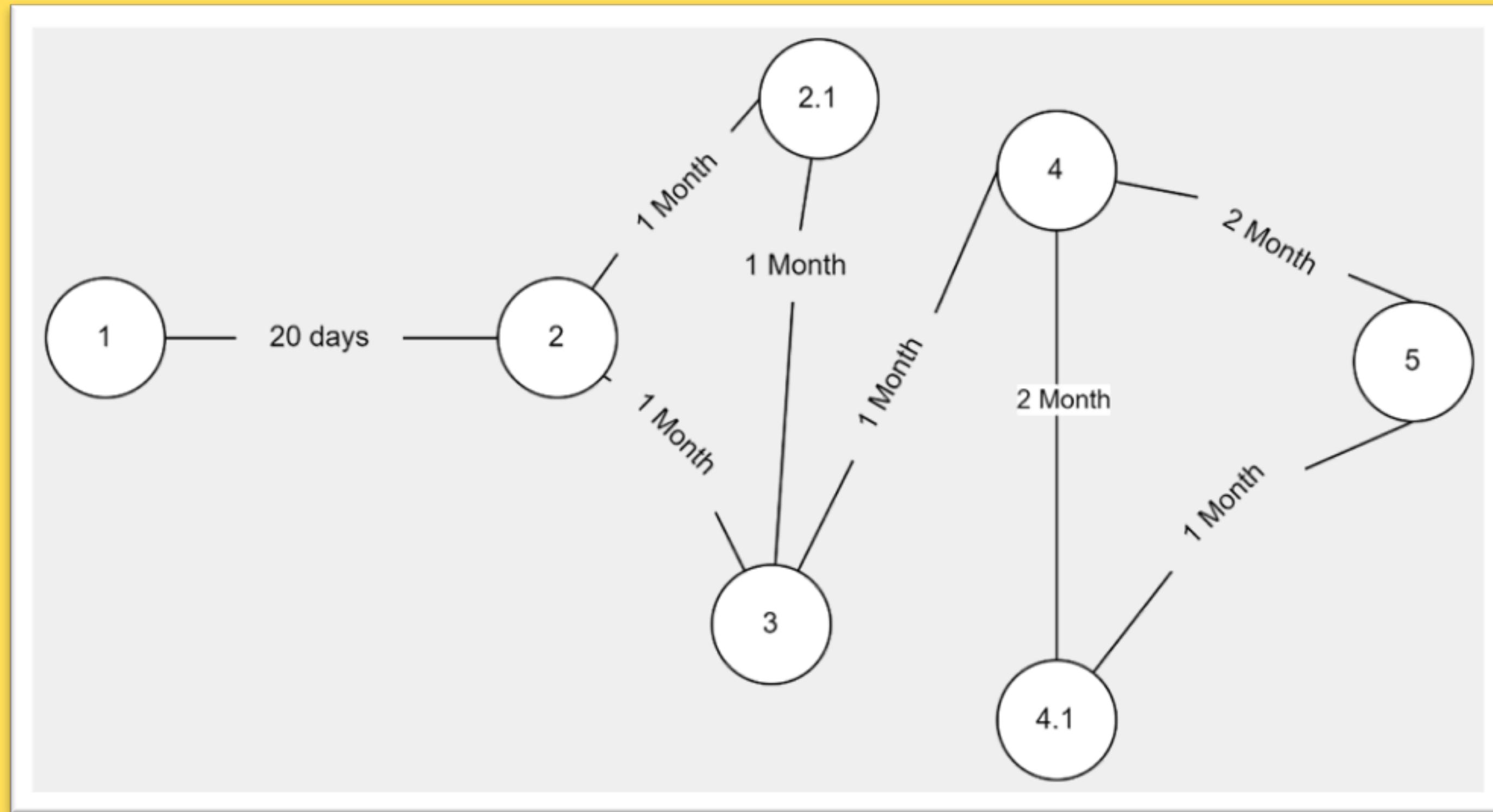
"I as a stakeholder hope that this project will go well, and achieve our goals" ~Kennedy  
 "I hope this project can help a lot of people" ~Jonathan  
 "I hope this project can help writer to grow their income" ~ Sammodaka

# PROJECT CHARTER

# WBS



# CRITICAL PATH



# CRITICAL PATH

Team	Project	Time	Q1			Q2			Q3			Q4		
			Jan	Feb	Mar	April	May	June	July	Aug	Sept	Okt	Nov	Dec
Idea Team	Brainstorming	20		■										
Research Team	Survey	30		■	■■■									
	Analysis Survey	30				■■■								
Project Management	Approval	30					■■■							
Integration	Designing Apps	60						■■■■■■						
	Testing	60								■■■■■■				
Deployment	Deployment and Feedback	30									■■■■■■			



# GANT PATH

Team	Project	Time	Q1			Q2			Q3			Q4		
			Jan	Feb	Mar	April	May	June	July	Aug	Sept	Okt	Nov	Dec
Idea Team	Brainstorming	20	<div style="width: 20%;"></div>											
Research Team	Survey	30		<div style="width: 30%;"></div>										
	Analysis Survey	30			<div style="width: 30%;"></div>									
Project Management	Approval	30				<div style="width: 30%;"></div>								
Integration	Designing Apps	60					<div style="width: 60%;"></div>							
	Testing	60						<div style="width: 60%;"></div>						
Deployment	Deployment and Feedback	30							<div style="width: 30%;"></div>	<div style="width: 30%;"></div>				

# RACI CHART

Project Deliverable for activity	Idea Team	Research Team	Project Manager	Team Design	Team Deployment (Programming)	Team Testing
Brainstorming	R	A	C	C	R	I
Survey	I	R	A	C	C	I
Analysis Survey	C	R	C	C	C	I
Approval	I	I	R	I	I	I
Designing Apps	I	I	C	R	C	I
Testing Project	I	C	C	R	C	R
Deployment and Feedback	I	I	C	I	C	R

# TESTING QUESTION

- **How are you going to do the 4 testing for your project? Who going to do it? And what is the reason you choose those people?**
- The testing process is a process that can be considered very important. This process can be used as a separate assessment in the process of making the project, whether the project being implemented can meet its initial goals or not. because of that, our group will ask a company that specializes in testing to test our project, to make sure all the to-do lists in our application can be run properly, another reason why we sent another company is to be free from internal pressure to minimize this pressure.

# PLANNING COMMUNICATION

StakeHolders	DocumentsName	DocumentFormat	ContactPerson	Due
Head Finance Officer	Monthly Financial Report	Hard Copy and Meeting	Rudy Mahayadi	First of month
Customer Management	Number of monthly User	Hard Copy and Meeting	Steven Wijaya	First of Month
Data Analyst	Number of monthly User	Email	Steven Wijaya	First of Month
Head of Human Resource	Monthly performance report	Email	PIC every division	Mar-01
Project Manager Officer	Testing Bug Report	Email	John Liu	Feb-17
Head of Software Engineer	Software implementation plan	Hard Copy and Meeting	Matthew Jusuf	Mar-01
Head of Software Engineer	Monthy Report Bug	SoftCopy and Meeting	Alexander Grant	First of month
Testing Subcontractor	Fix Bug Report	Email	Alexander Grant	Mar-10
Head of Marketing	Monthly Marketing Report	Email	Najwa Silva	First of month
Customer Management	Monthly status report	Email	Andrew panjaitan	First of month
Customer Business Staff	Monthly status report	Email	Andrew panjaitan	First of month
Customer Technical Staff	Monthly status report	Email	Andrew panjaitan	First of month

# PLANNING RISK MANAGEMENT

Planning Risk Management	
Topic	Questions to Answer
Methodology	<p>First of all we would like to do some testing to the whole project regarding about security, bug and other feature that can cause a leak or a negative risk. The feature and data that can be use is the testing data team. After we do fully testing we have documentation about how the bug can appear, how the security can be broken down.</p> <p>How we manage the risk by using the PIC of the project to calculate the priority of the risk it self. The data using documentation testing team</p>
Roles and Responsibilities	<p>First of all, all the team is responsible to minimize the risk it self. But who responsible and who doing the all action is one of them is project manager, project manager is responsible to deliver the risk to share holder and to stakeholder it self, and the other person who responsible to this project is the each division</p>
Budget and Schedule	<p>for the money needed to ensure that this risk can be managed properly, there is a budget of around 100 million.</p> <p>This budget will be used for various processes involving external parties such as for example, team testing. even though in our company we have a testing team, we will test it with third parties to minimize risks that arise in the future. the schedule that is estimated to be included in the calculation is at 3-4 months for this process. This 3-4 month process includes submitting the project to an external team for testing, as well as carrying out supervision and testing to the stage where risks can be handled properly</p>

Risk Categories	<p>For the basic risk that we already discuss is always about personal data. We dont want outsiders can access about our customer personal data, another thing about that we also</p>
	<p>think about copy right from our original content. "Intresse" is a platform that only person that have authority can upload data so copyright is an big issue when we talking about risk in this company.</p>
Risk Probability and Impact	<p>We calculate all the risk using result of testing. We analyze the result of the documentation team and decide which one is the priority. We calculate by using this kind of formula (Risk = consequences x probability).</p>
Revised Stakeholders' Tolerances	<p>We as stakeholders and share holders think that every decision that our team made is base on the long time analyze. So we as a team will tell the stake holders, what is the problem, how this risk can appear, what kind of decision that we already made, how we can fix, lastly we need to tell them what we need if is this about financial or others thing.</p>

# PLANNING RISK MANAGEMENT

Tracking	<p>We need to make a new team to track all the risk, we can't use the same person, the person who made the project also did the testing. So first we need make a new team seperated from project maker and team testing</p> <p>The lessons that already learned will shared by using soft copy to one to other division to make sure everybody knows what the risk.</p> <p>For all the audit things, we decide to call other company to make sure there is no fraud, in every decision (team it, financial, etc)</p>
Risk Documentation	<p>For the risk itself, we decide to using 2 type of documents for report to stake holders and share holders we make a hardcopy to make sure all the report delivered and received by by authority person.</p>

# THE RISK REGISTER

No	Rank	Risk	Description	Category	Root Cause	Triggers	Potential	Risk Owner	Probability	Impact	Status
R44	4	Personal Data Testing Delayed	The launch of the application is around the corner, and the security of personal data can be access by outsider	Technology Risk	Decision from stakeholders make a big different process	We open beta server and there is a black hacker that trying to get our data.	By this time we suggest to using external company to do the testing process to make sure all the risk got	Developer Project	5 the reason why this probability is 5 is because the process security is already hijack	5	On Process
R21	2	Schedule Launching Delay	The PIC of the project resign and the whole project got delayed	Process Risk	PIC having a personal issue	Because PIC is leaving the company because personal issue	By this time we suggest to choose a several candidate as soon as possible	Stake Holdres	8 the reason why this probability is 8 because if this project doesnt have PIC. The project will affect all stuff like financial	5	Open
R7	3	Design Delay	The design staff is overworked, which can cause a timeline delay.	Process Risk	Design staff overloaded with work	In the design phase, there are a lot of things to be managed and there is lack of personnel for the design phase	By this time we suggest to hire a freelancer that could help our staff for the design	Project Manager	7 because this project needs more staff for the design phase otherwise it will get delayed	3	On Process
R89	6	Communication	Lack of communication causes a lot of issues and confusion	People Risk	the team members were lacking in understanding the expectation of the project	The entire team doesn't clearly understand the scope and goals of the project	We suggest to create a proper communication plan and have it followed by the team members seamlessly	Project Manager	5 because if communication is lacking between the team members while working on the project, the scope and goals of the project would have a high probability of failure	4	On process

# THE RISK REGISTER

R12	5	bug report delay	the project manager cannot finalize bug report	people risk	the testing team cannot finish the bug summary	team cannot clearly scanning bug in the system	we suggest to impotve the team performance by restructure the working process	Developer Project	5 because this might be happened when too much bug found in the system	4	On Process
R45	1	Techical delay	project system have several problems	technical risk	system malfunction that makes project system delay	project system cannot handle too much process	we suggest to enlarge database system	Developer project	8 because the project needs to process by system	1	on process
R57	3	Bugs in system update	Project system update may not fully accomlished	process risk	an error accoured in the system making	team not review the update fully	we suggest to improve the review and the system making	Project Manager	8 because when a new update made sometimes a part of the system also changed	4	on process
R32	1	Copyright infringement	The design or layout of the application simmilar with others	technical risk	simmiliarity between other apps that reported	team try to make the design easy to use for user	we suggest to make a diffrences layout that new	Project risk	1 because its rarely happened to an app	5	on process

Gracias

Xie Xie

Kamsiah

Terima Kasih

Thank You

Danke

Kamshamida

Arigato

