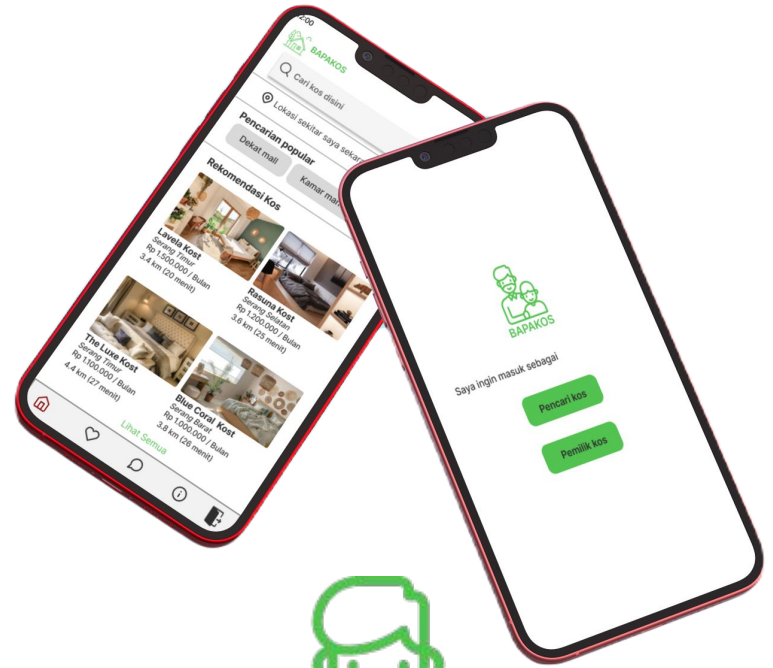BAPAKOS

Chapter 7
Challenge

Find your comfort stay here
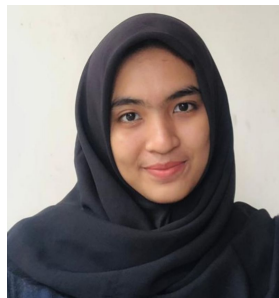
Meet our team

Rani

Wily

Alfi

PM

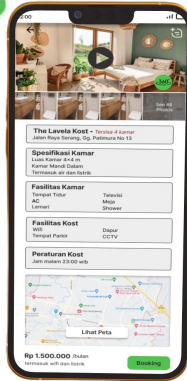**UI/UX**

Kana
UI Designer

Nazaret
UX Research

Hardi
UI Designer

Introduction of BAPAKOS

BAPAKOS is a booking platform to meet accommodation needs such as boarding houses (dorms or flats) and apartments. BAPAKOS provides a sense of trust, security and comfort in the process of finding and booking through the application. With BAPAKOS, customers can get complete information remotely about existing facilities without having to bother with on-site surveys.

Table of Contents

Business Canvas

Key Partners

- Accomodations (kost, apartments)
- Investors
- Payment gateways
- Credit providers

Key Activities

- Customer Support
- Platform development
- Advertising
- Promotion
- Partnership

Key Resources

- BapaKos App
- IT Developer
- Human Resources
- Project Management
- Operations

Value Propositions

- Provides complete information about the accommodation
- Provides security in terms of details information about the accommodation
- Easy to find an accommodation

Customer Relationships

- Social media
- Customer support
- Mobile app

Channels

- Mobile app
- Email
- Social media (instagram, Twitter, Tiktok, Facebook, LinkedIn)
- Search Engine
- News platform

Customer Segments

- Employee
- College student
- People with high mobility
- People who don't have time to survey the accommodations
- People whose homes are far from their hometowns

Cost Structures

- IT Development cost
- Product development cost
- Legal cost
- Sales and marketing cost
- Customer operations cost
- Owner operations cot

Revenue Streams

- Booking charge
- Advertising

User Persona

Hi, meet Helena

25 y.o

Helena is an employee who gets a job far from her hometown, so she wants to rent a place to live close to the location where she works. Helena needs specific and updated information about a place to live that she can rent without having to survey the location directly.

Needs:
1. Residential information close to where she works
2. Accurate and information detail about the facility, vibes, environment of house rental
3. List of accomodation that near the rental place

Like:
1. Likes information that is clear and to the point.
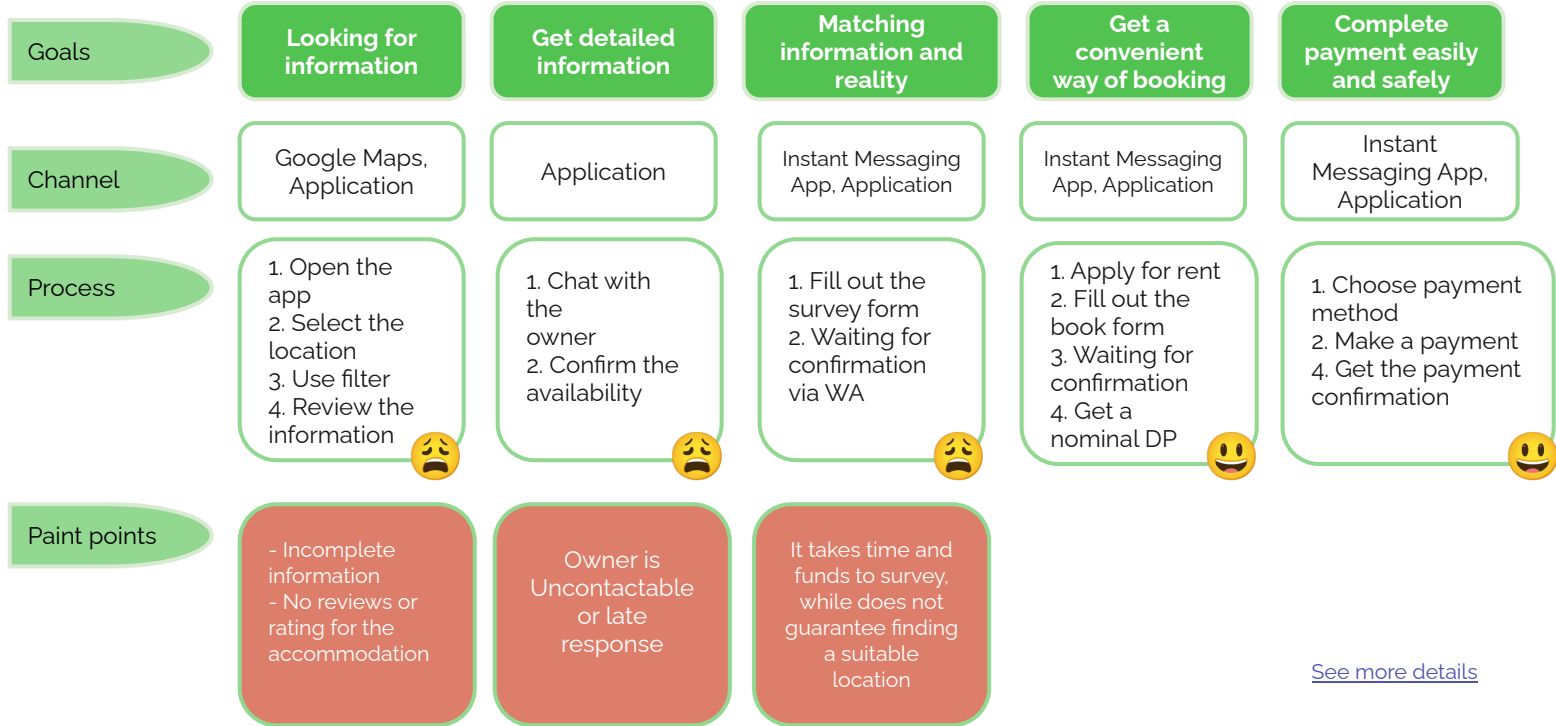2. Like promos and offers
3. Digital payment system

Frustration:
1. Have no friends or family living in the area yet
2. When surveying the location of the boarding house, Helena spent time, effort and money.
3. The picture in the apps don't represent the actual condition

Dislike:
1. All of rental house information that is different on the website versus the actual one
2. The facilities contained in the description do not match the actual ones

Customer Journey Map

Goals	Looking for information	Get detailed information	Matching information and reality	Get a convenient way of booking	Complete payment easily and safely
Channel	Google Maps, Application	Application	Instant Messaging App, Application	Instant Messaging App, Application	Instant Messaging App, Application
Process	1. Open the app 2. Select the location 3. Use filter 4. Review the information 😫	1. Chat with the owner 2. Confirm the availability 😩	1. Fill out the survey form 2. Waiting for confirmation via WA 😩	1. Apply for rent 2. Fill out the book form 3. Waiting for confirmation 4. Get a nominal DP 😃	1. Choose payment method 2. Make a payment 3. Get the payment confirmation 😃
Paint points	- Incomplete information - No reviews or rating for the accommodation	Owner is Uncontactable or late response	It takes time and funds to survey, while does not guarantee finding a suitable location		

See more details

Eisenhower Matrix - Research Background

	Urgent	**Not Urgent**
Important	It takes time and funds to survey, while does not guarantee finding a suitable location	- Incomplete information - No reviews or rating for the accommodation
Not Important	Owner is Uncontactable or late response	n/a

Research Plan

Goals — Validate most needs for people who searched for accommodation in their work location

Method — Qualitative with direct interview

Participant
- Age : 21-30 y.o
- Occupation : employee, college student
- Gender : Male or female

Research Results in Affinity Map

Problem

there is no online rental place information in the village

Doesn't has family or friends in the new place to search rental place

Has limited transportation access to find rental place

Needs

Apps that help me to find rental place easier than surveying

With apps, I could save money, time, and energy to find rental places.

Weakness

The information is not up to date

The information versus actual is not accurate

The rental place description is not always match with the actual

In apps, the landlord just post a picture that sometimes not match in reality

Feature

User can open maps that automaticly connect with gmaps

The video can verify the actual facility that landlord offered

The content in the video can represent the actual condition of rental place

The app has payment feature

The video can represent the environtment around the rental place

The app has review feature

Problem Statement

People who come from out of town where they **work and study**, **need a specific**, **complete,** and **accurate information** on accommodation rentals so that they can get a place to live according to their wishes and criteria without having to survey the location.
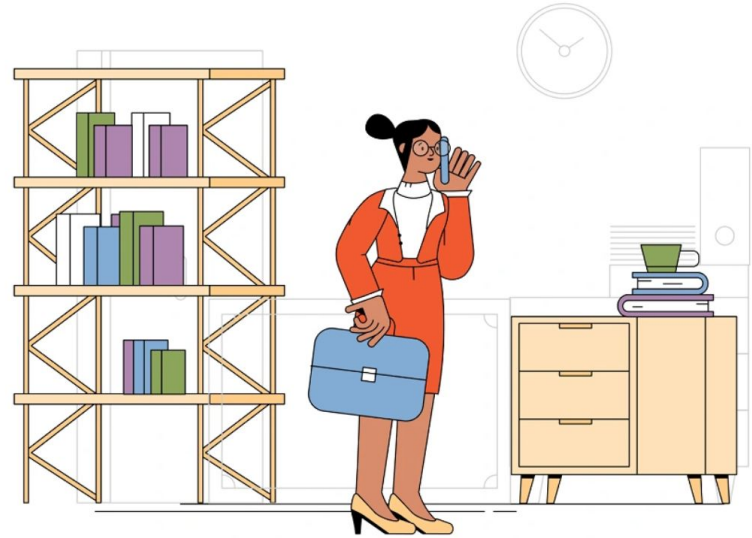
OKR - Initiatives

Objectives

Providing the best accommodation booking platform experience that is trusted and reliable.

Key Results

1. 60000 MAU
2. 80% success rate of booking order

Initiatives

1. Added virtual tour feature (2D, 360 degree)
2. Added review column, rating from previous users
3. Displays the results of reviews and ratings from users
4. There are maps and nearby public facilities
5. Maps integration with the Google Maps application

Competitor Analysis

Features	travelio.com	mamikos	rukita	BAPAKOS
Search/Filter	✅	✅	❌	✅
Chat box	✅	✅	✅	✅
Booking	✅	✅	✅	✅
Integrated Maps	❌	❌	✅	✅
Review column	✅	✅	❌	✅
Virtual Tour	❌	❌	❌	✅
Wishlist	✅	✅	✅	✅
Security System	❌	❌	❌	✅
Advertising	✅	✅	✅	✅
Nearby Facility	✅	❌	✅	✅

Competitor Analysis

travelio.com

Rating 4.5/5 (AppStore)

Cons:

1. Deposit systems, unclear invoices, and inaccurate financial systems.
2. Service is slow and does not maintain customer satisfaction
3. Mismatch of accommodation on the application with the actual accommodation.

mamikos

Rating 4.6/5 (AppStore)

Cons:

1. The application often crashes when the user uses the search feature.
2. The application says the rooms are still available, but in fact the rooms are full, the booking system is not clear, the owner is not responsive.
3. The chat feature is restricted for use, the automatic response system is removed, and the chat feature is paid.
4. There are no block features and user reports in the event of fraud.

Competitor Analysis

Rating 3.5/5 (AppStore)

Cons:
1. Features are not user friendly
2. Mismatch between the conditions of accommodation in the application and the actual conditions.
3. The deposit system, invoices are not clear, and the financial payment system is not accurate.

Solution

MVP

Epic	Feature	User Story	Acceptance Criteria
Virtual Tour	- 3D mapping (AR) - Video (room tour) - Detailed room photos	- As a **user**, I can **see the details of the room** so that I can **receive the detailed information inside the room.** - As an **user**, I can **see the 3D Virtual tour** so that **I knew the detail of the location inside and outside the places.**	**Empty state** Given to **Property Owner.** If owner doesn't fulfill the virtual tour video, and detail photo, owner **does not receive "Virtual tour"** badge **Success state** When the sub menu virtual tour click by the user, user can see the **video of the room tour, property photos, and also 3D mapping property.** **Error State** When the user click the Virtual Tour Sub menu, **"no image / no video"** wording appear.

Solution

MVP

Epic	Feature	User Story	Acceptance Criteria
Review page	- Rating - Comment - Photo/Video - Room order history and duration stay	- As an **user**, I can see the **review page** so that I knew **the real experience from past customer** - As an **user**, I can see the **review page** and **detailed photos from past customers** so that I knew **the exact and latest photo details of the place.**	**Empty state** When the **review is still empty**, it will appear **no review** yet. And the **button add review still enable.** **Success state** When the user click the sub menu review, user **can add** new review / comment, **can give rating**, and **can see the latest review within booking time.** **Error State** When the user click the sub menu review, user **can not see and give** - Comment / review - Rating -. Latest booking historical.

Solution

MVP

Epic	Feature	User Story	Acceptance Criteria
Nearby places	- Maps attached (redirect to Google Maps App) - Lists of nearby public facility (mall, supermarket, salon, etc) - Lists of nearby public transport (KRL station and bus stop)	- As an **user**, I can **click the maps button** so that **I knew the detail of the place from the google maps and knew the point of the place.** - As an **user**, I can **see the public transportation list nearby the place** so that **I can easily knew how to commute from the place.** - As an **user**, I can **see the list of malls, convenience store, public nearby** so that **I can fulfilled knew where to find my daily needs.**	**Empty state** When the owner **doesn't fulfill** the Maps directory registration, nearby place information, **owner can not register the property.** **Success state** When the nearby places sub menu click, user can choose to see the maps of the property, **list of nearby places, and list of nearby transportation.** **Error State** When the user click the maps, the maps just appear the general maps image, **not the correct point**, and the list of nearby places and transportation **doesn't appear.**

Prioritization

Feature	R	I	C	E	Score	Priority
Virtual tour page (photos and videos)	4	4	80%	0.5	25,6	1
Read and view user reviews and ratings	4	2	80%	0.5	12,8	2
Maps and nearby public facilities	4	4	80%	1	12.8	2
Maps integration with the Google Maps application	4	2	80%	0.5	12.8	2
3D (AR) virtual tour page	4	4	80%	2	6,4	3

Prioritization X OKR

Prio X OKR	Virtual tour page (photos and videos)
60000 MAU	One of biggest competitor has 6M MAU, we can **touch 1%** by solving the problems that have been listed in the rating in competitor analysis.
80% success rate of booking order	Mostly cons from competitor are mismatch between in app and reality when on-site survey. So virtual tour would solve the problem

Timeline

	Week 1	Week 2

Timeline chart:

- **PM 1 / PM 2 / PM 3 / UI/UX Designer 1 / UI/ UX Designer 2 / UX Researcher** (rows)

- **Kickoff** (Week 1 – spanning PM through UX Researcher)
- **PM Task : OKR MVP User Story & Acceptance Criteria** (Week 2 – PM rows)
- **PPT** (Week 2 – PM rows)
- **Sprint Review** (Week 2 – all rows)
- **-Prototyping -UT - PT Feedback** (Week 2 – Designer/Researcher rows)
- **Data Research** (Week 2 – UX Researcher row)

Timeline

	Week 3	Week 4
PM	Handover to Engineer	
Back End		Ceate API feature
Front End		- Create UI feature - Create mockup feature
QA		1.. Create testing scenario 2. Do testing 3. Share result to engineer team & PM

Testing Query

Timeline

	Week 5	Week 6
QA	Setting Live 1. Copy source testing to production server 2. Create manual book 3. Submit to Store	
PM	Go Live	Monitoring Performance

Design System

FONT

Display
Inter-Medium size: 28

Heading
Inter-Bold size: 16

Body
Inter-Medium size: 12

COLOR PALETTE
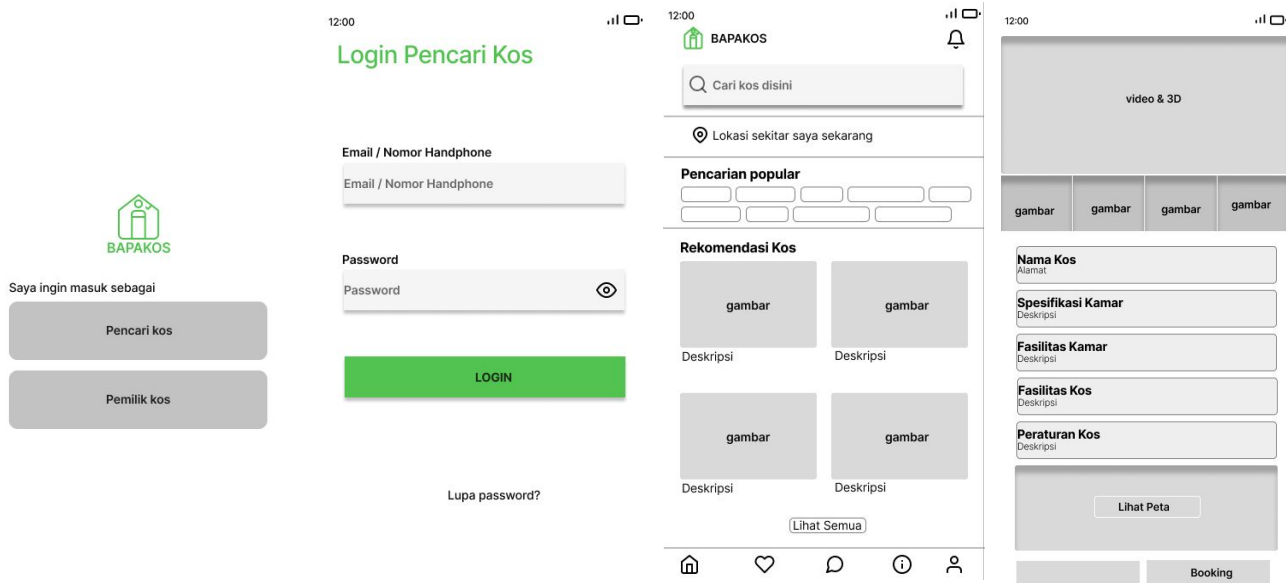
#52C250   #F2F2F2   #C2C2C2

Symbols

Buttons

DAFTAR

CARI KOS

TV
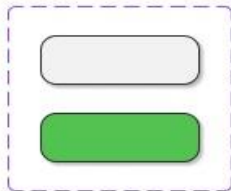
Email / Nomor Handphone

Cari kos disini

Rp

Design Prototype

Low Fidelity

BAPAKOS

Saya ingin masuk sebagai

Pencari kos

Pemilik kos

12:00

Login Pencari Kos

Email / Nomor Handphone

Email / Nomor Handphone

Password

Password

LOGIN

Lupa password?

12:00

BAPAKOS

Cari kos disini

Lokasi sekitar saya sekarang

Pencarian popular

Rekomendasi Kos

gambar

gambar

Deskripsi

Deskripsi

gambar

gambar

Deskripsi

Deskripsi

Lihat Semua

12:00

video & 3D

gambar gambar gambar gambar

Nama Kos
Alamat

Spesifikasi Kamar
Deskripsi

Fasilitas Kamar
Deskripsi

Fasilitas Kos
Deskripsi

Peraturan Kos
Deskripsi

Lihat Peta

Booking

Design Prototype

High Fidelity

Link Figma

Login Pencari Kos

BAPAKOS

Saya ingin masuk sebagai

Pencari kos

Pemilik kos

Email / Nomor Handphone

Email / Nomor Handphone

Password

Password

Lupa password?

LOGIN

Belum Punya Akun? Daftar Sekarang

BAPAKOS

Cari kos disini

Lokasi sekitar saya sekarang

Pencarian popular

Dekat mall   Kamar mandi dalam

Rekomendasi Kos

Lavela Kost
Serang Timur
Rp 1.500.000 / Bulan
3.4 km (20 menit)

Rasuna Kost
Serang Selatan
Rp 1.200.000 / Bulan
3.6 km (25 menit)

The Luxe Kost
Serang Timur
Rp 1.100.000 / Bulan
4.4 km (27 menit)

Blue Coral Kost
Serang Barat
Rp 1.000.000 / Bulan
3.8 km (26 menit)

Lihat Semua

See All Photos
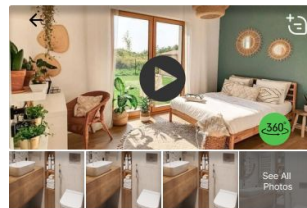
The Lavela Kost - *Tersisa 4 kamar*
Jalan Raya Serang, Gg. Patimura No 13

Spesifikasi Kamar
Luas Kamar 4×4 m
Kamar Mandi Dalam
Termasuk air dan listrik

Fasilitas Kamar
Tempat Tidur   Televisi
AC   Meja
Lemari   Shower

Fasilitas Kost
Wifi   Dapur
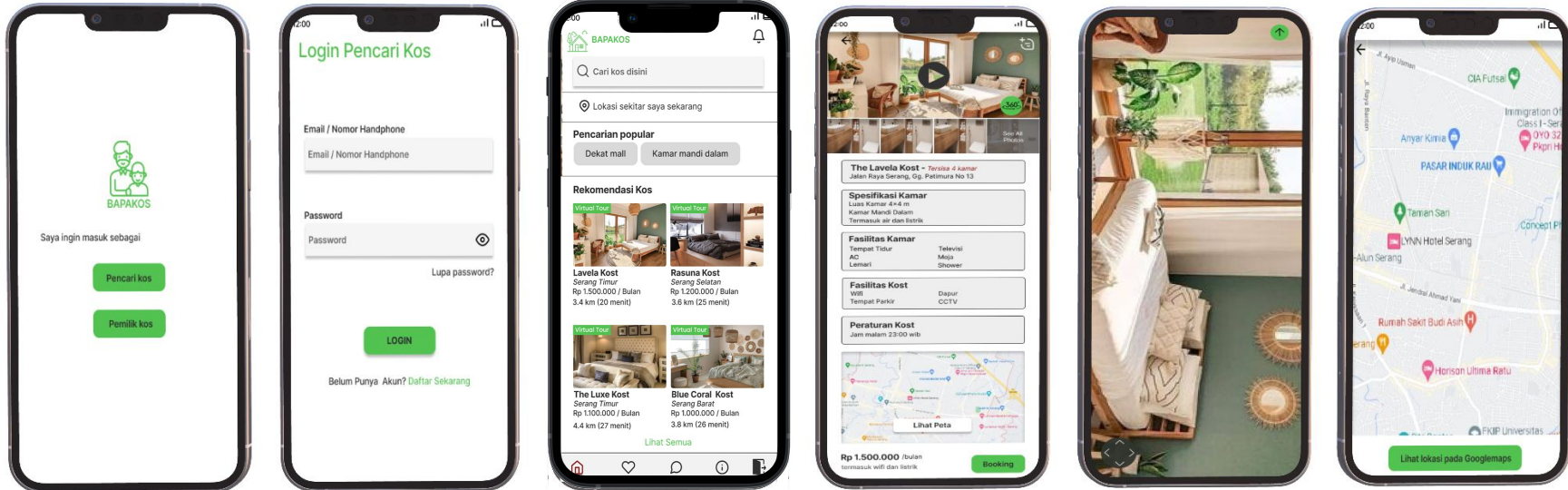Tempat Parkir   CCTV

Peraturan Kost
Jam malam 23:00 wib

Lihat Peta

Rp 1.500.000 /bulan
termasuk wifi dan listrik

Booking

Final Prototype

Usability Testing

Scenario Plan

| Date	Method & Tools	Sample
20-21 Jan 2023	Method : System Usability Scale (SUS) Tools : Maze and Google meet.	Active employee and students age 20-30s. Location : Indonesia Target : 3 people

Questions:
1. I will often use the virtual tour system in the BAPAKOS application
2. I found the complex unnecessary on the virtual tour
3. BAPAKOS is an easy-to-use application
4. Technical support is needed in using the BAPAKOS application
5. Various functions in the BAPAKOS application work properly
6. I found a lot of inconsistencies in the BAPAKOS Virtual tour application feature
7. Many people will later use the BAPAKOS application's Virtual tour feature
8. Virtual tour features The BAPAKOS application is complicated to use
9. I feel confident using the BAPAKOS application's Virtual tour feature
10. I need to learn many things before using the BAPAKOS application

Usability Testing

Task

1. User can easily access the prototype until the virtual tour page
2. All features in Bapakos App is well functioned
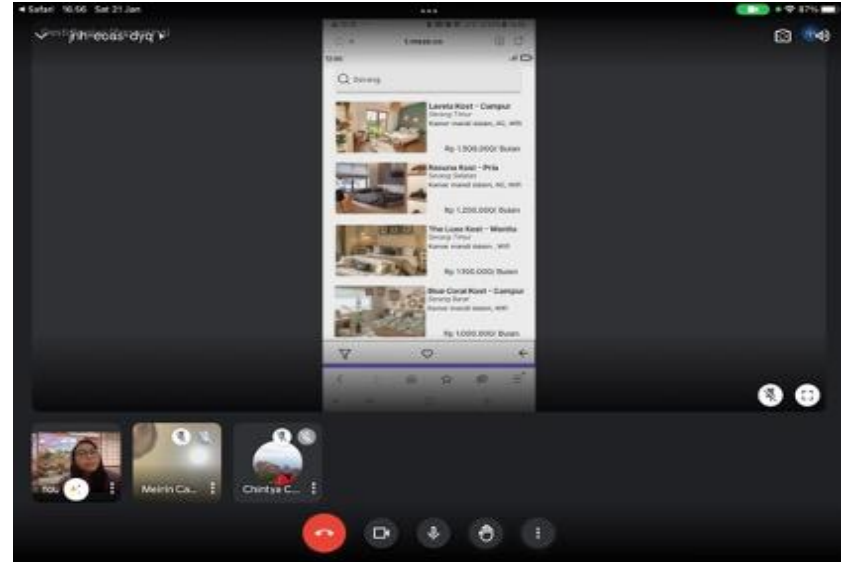3. User can use **virtual tour** feature
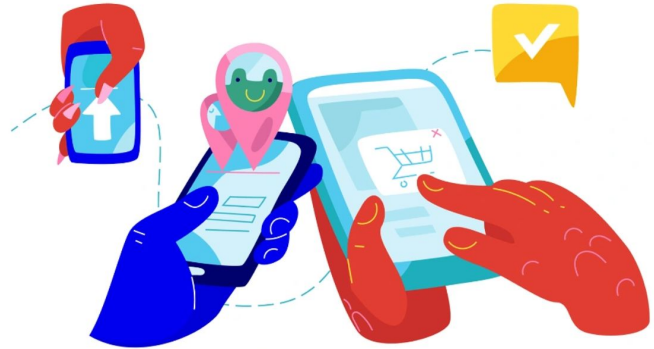
Usability Testing : Result & Documentation

Sus Score	Grade	Adjective Rating
>80,3	A	Excellent
68-80,3	B	Good
68	C	Okay
51-68	D	Poor
<51	F	Awful

Overall score :
85,75 (A)

Usability Testing : Feedback

Helpful features

Overall application easy to use

There are virtual tour feature

Good App name

Neat and simple design

User feel helped by using this application

What can we improve

Add review column features

Add nearby accommodation from exact point

Add nearby public facility lists

Make the virtual tour 3D

Incomprehensible features

There is a wishlist feature in the prototype design, but when you click on it, the feature page isn't available and you can't return

New idea to consider

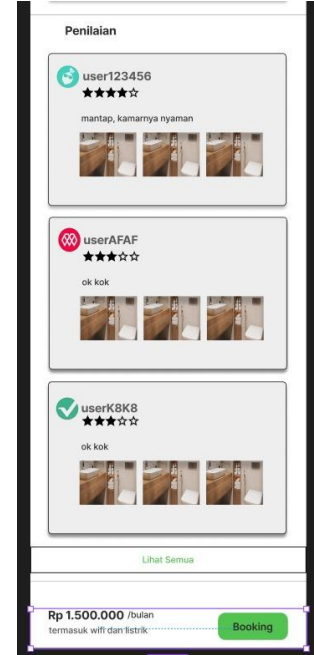Add payment gateway features for user's history order and payment

Feedback UT : Review & Rating
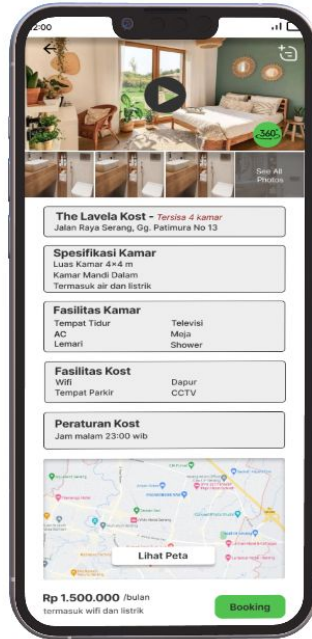
Before
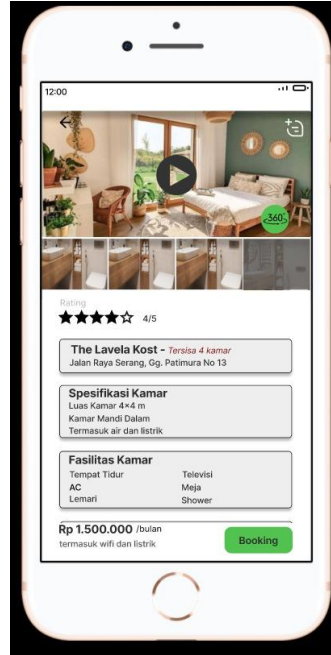
After

After

PRD - Objective

Banakos	
Vision	*Become the best seamless property booking that is trusted and reliable*
Description	*We give solution for persons who wants to looking for rooms for stay without need to do onsite survey*
Timing	6 weeks., Due date 4 Mar 2023
Status	On track
Team	*Product manager, development team, UI, UX*
Background	*Frustration on searching a room that is safety, clean, near to public area, office, detail information about the property, and the neighborhood to stay.*
	Frustration on site survey that need much time, cost, and also energy.
Initiatives	*Provides services to find and book accommodation with reviews and descriptions of accommodation buildings that suit customer needs.*
	- Search
	- Booking
	- Virtual Tour
	- Review and comment

Metrics	1. *Number of New user*
	2. *Number of booking*
	3. *Number of active user*
	4. Number of virtual tour feature visit
	5. Number of review feature visit
Personas	*Helena, 25 y.o., who starts works at urban area, and don't have anyone at that area, need a place/ room to stay, which is near from office.*
	And Helena don't have anyone and don't know the area, so she quite difficult to search and doing on site survey to that place.
Assumptions	*By using this apps, Helena don't need much effort on doing survey, and can search the room for rent to stay.*
	Helena just search base on the area, and there will be some recommendations from our system. Helena also can review the comment from existing user
	After that Helena just view each of room / properties by using virtual tour, and see the detail on the description.
	Once she already choose, just book that room by using this apps also.

PRD - Release & EPIC

Banakos - Release

Release	*Epic* create virtual tour Ep1
Date	4 Mar 2023
Features	Virtual tour page
Milestones	Virtual tour page 4 Mar 2023
Dependencies	*UI/UX designer, FE, BE*

Banakos - Release

Release	*Epic* create review Ep1
Date	4 Mar 2023
Features	- Read and see review rating - Write review or rating
Milestones	Virtual tour page 4 Mar 2023
Dependencies	*UI/UX designer, FE, BE*

Assumptions *The search, booking, virtual tour, and review will increase user acquisition and reach 5000 Active user and reach 80% success rate of booking order.*

| Epic	Feature	User Story	Acceptance Criteria
Virtual Tour	• 3D mapping (AR) • Video (room tour) • Detailed room photos	• As a **user**, I can **see the details of the room** so that I can **receive the detailed information inside the room.** • As an **user**, I can **see the 3D Virtual tour** so that I knew the detail of the location inside and outside the places.	**Empty state** Given to Boarding House Owner. If owner doesn't fulfill the virtual tour video, and detail photo, owner does not receive "Recommended badge" **Success state** When the sub menu virtual tour click by the user, user can see the video of the room tour, property photos, and also 3D mapping property. **Error State** When the user click the Virtual Tour Sub menu, "no image / no video" wording appear.

PRD - Epic and Analytics

Epic	Feature	User Story	Acceptance Criteria
Review page	• Rating • Comment • Photo/Video • Room order history and duration stay	• As an user, I can see the **review page** so that I knew **the real experience from past customer** • As an user, I can see the **review page** and **detailed photos from past customers** so that I knew **the exact and latest photo details of the place.**	**Empty state** When the review is still empty, it will appear no review yet. And the button add review still enable. **Success state** When the user click the sub menu review, user can add new review / comment, can give rating, and can see the latest booking time. **Error State** When the user click the sub menu review, user can not see and give -. Comment / review -. Rating -. Latest booking historical.

KPI's	Baseline	Target	Timeframe
New user	Reached 10.000 new users	Reached 20.000 new users	3 month
Booking order	Reached 3.000 booking orders	Reached 8.000 booking orders	3 month
Active user	Reached 1.000 active user	Reached 5.000 active user	3 month
Average % of virtual tour page visit	50% of users who open the accommodation page open the virtual tour page	80% of users who open the accommodation page open the virtual tour page	3 month
% number of reviews	20% of the total bookings that successfully provide a review	50% of the total bookings that successfully provide a review	3 month

PRD - User flow
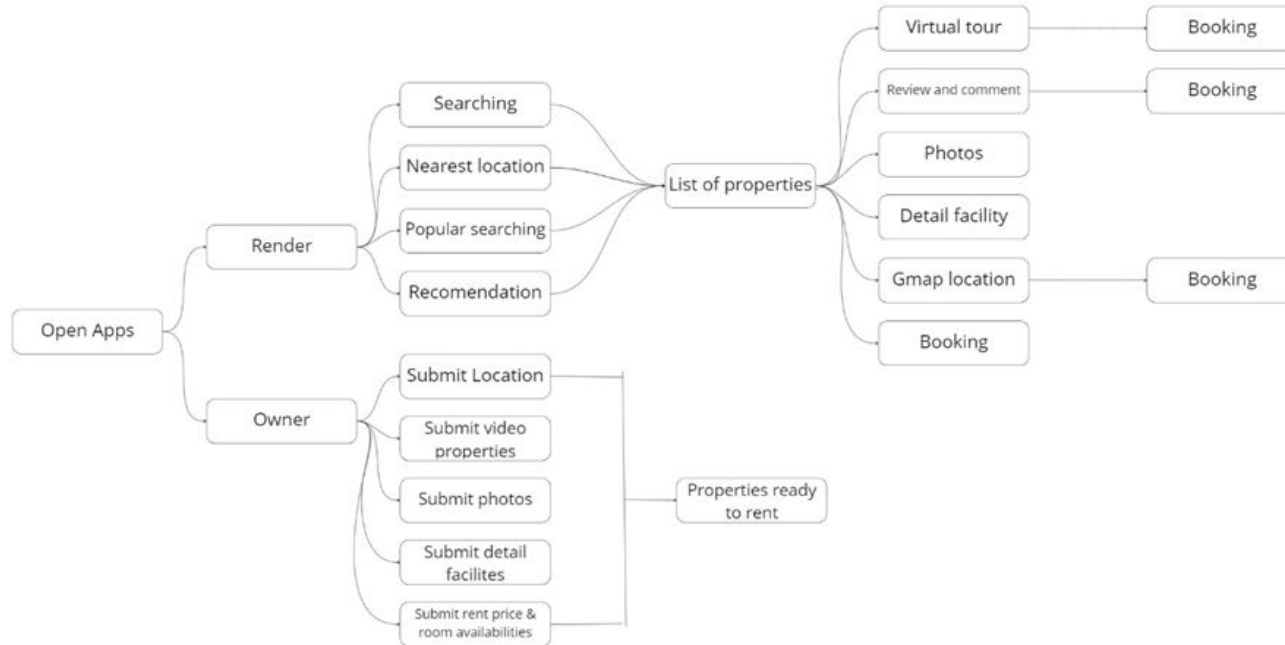
PRD – Virtual tour flow
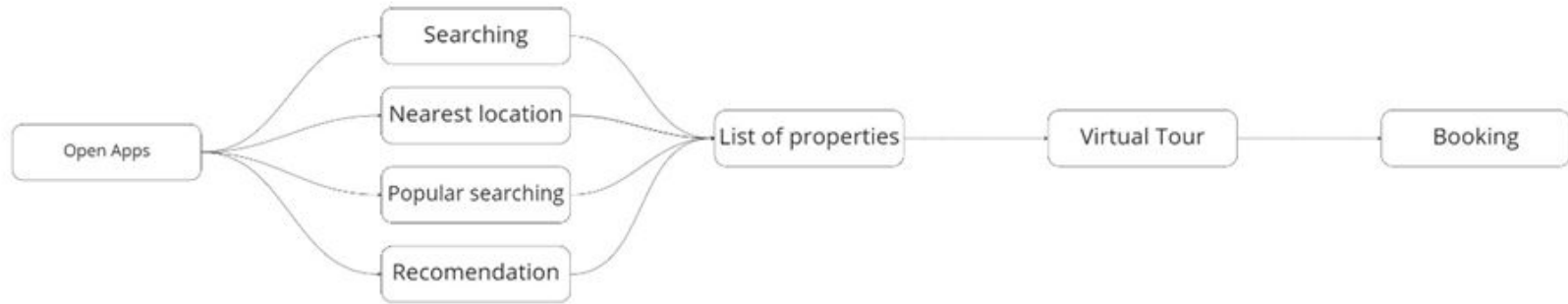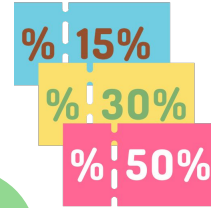
PRD -Insert Review flow

miro

Marketing Strategy

Product

- Price Location
- 360 virtual tour
- Complete Information

Price

- Same price without additional administration price
- Referral code
- Bigger discount for longterm rent
- Lower deposit fund
- Discount for first timer

15% 30% 50%

Place

- Playstore & Appstore
- Email Blast
- Social media (IG, Facebook, Twitter, GameAds)
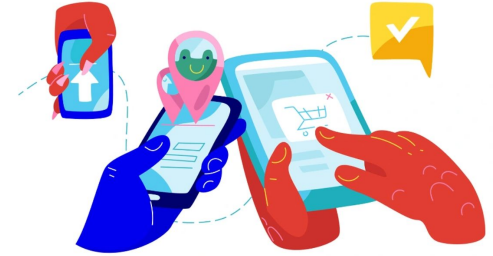- Offline event (corporate & universities

Promotion

- Digital Ads
- Physical Ads
- Offline event
- KOL (Influencer)

4P

Why 🧑‍🦱👦 ?

BAPAKOS

Customer Focused	We put our customer first, provide every information needed on every aspects.
Growth	We constantly and continuously growing in order to stay relevant, accepting real-time feedbacks from our customers.
User Friendly	We develop a one-stop-solution for the best experience towards our customer, all service only in one-hand.

Thank you!

BAPAKOS

Challenge Chapter 7 Platinum PM x UI/UX