



TRACKING APP JOURNEY AND IT'S METRIC

Week 1 Advanced Assignment

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01

BUSINESS PRBOLEM OVERVIEW

Background of Business Problems

02

THINGS TO-DO

List of What To-Do to explain the problems

03

TRACKING APP JOURNEY

Step by step on Tracking an App, in this case we are using Gojek App.

04

CONCLUSION

LIST OF CONTENT PRESENTATION





BUSINESS PROBLEM OVERVIEW

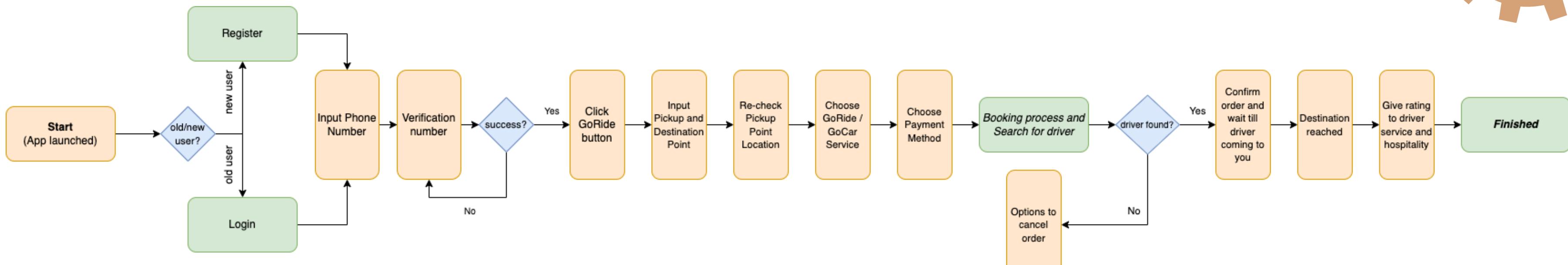
I've been hired to be a Data Analyst in a ride-hailing company, Gojek. As an Data Analyst, I will collaborate with a product or business team to define the right metrics for experimentation. Manager requests to dissect the metrics from the app event.



THINGS TO-DO

- 1. TAKE A LOOK AT THE UI/UX AND CUSTOMER JOURNEY OF THE GOJEK APP.**
- 2. FOCUS ON ONE CUSTOMER JOURNEY (GO-RIDE SERVICE)**
- 3. TAKING A SCREENSHOT OF JOURNEY AS A CUSTOMER**
- 4. DEFINE EVENT NAME, METRICS/DATA, AND EXAMPLE VALUES ON IT**

TRACKING APP JOURNEY OVERVIEW



APP LAUNCHED



TRIGGER WHEN : **USER OPEN THE APP**

EVENT NAME : **APP_LAUNCHED**

TRACKED METRICS :
#INSTALL_DATE
#LAUNCH_DATE

"USER SUCCESSFULLY LAUNCHED THE APP FOR THE FIRST TIME

LOGIN & REGISTER PAGE



Selamat datang di Gojek!
Aplikasi yang buat hidupmu lebih nyaman. Siap bantu kebutuhanmu, kapan pun, di mana pun.

● ● ● ● ● ●

Masuk

Belum ada akun? Daftar dulu

Dengan masuk atau mendaftar, kamu menyetujui [Ketentuan layanan](#) dan [Kebijakan privasi](#).

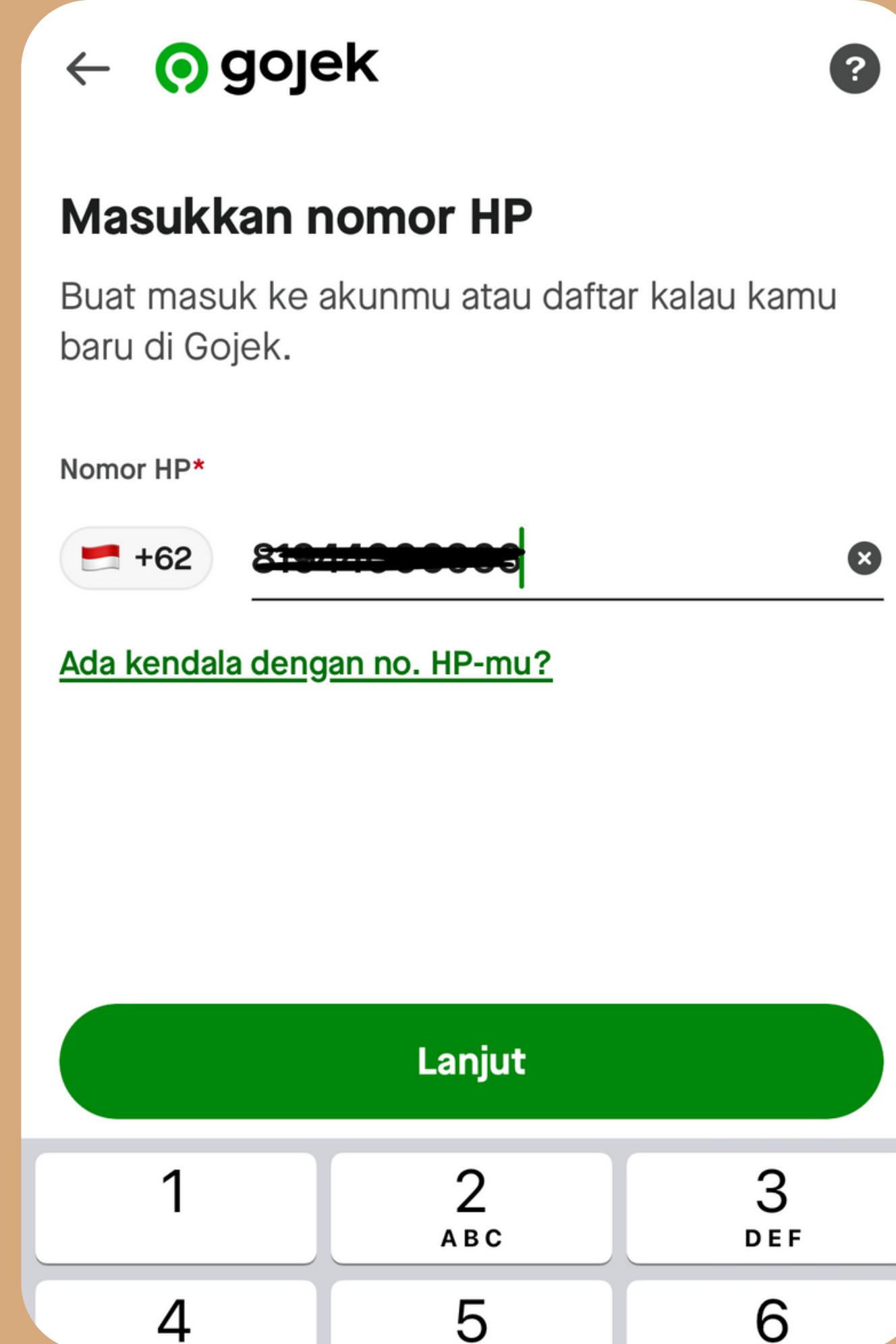
TRIGGER WHEN : **USER OPEN THE APP**

EVENT NAME : **SIGNUP/LOGIN PAGE**

TRACKED METRICS :
#SIGNUP_METHOD
#LOGIN_METHOD
#APP_LOADTIME

"USER SUCCESSFULLY LANDED ON THE LOGIN/REGISTER PAGE"

LOGIN & REGISTER PROCESS



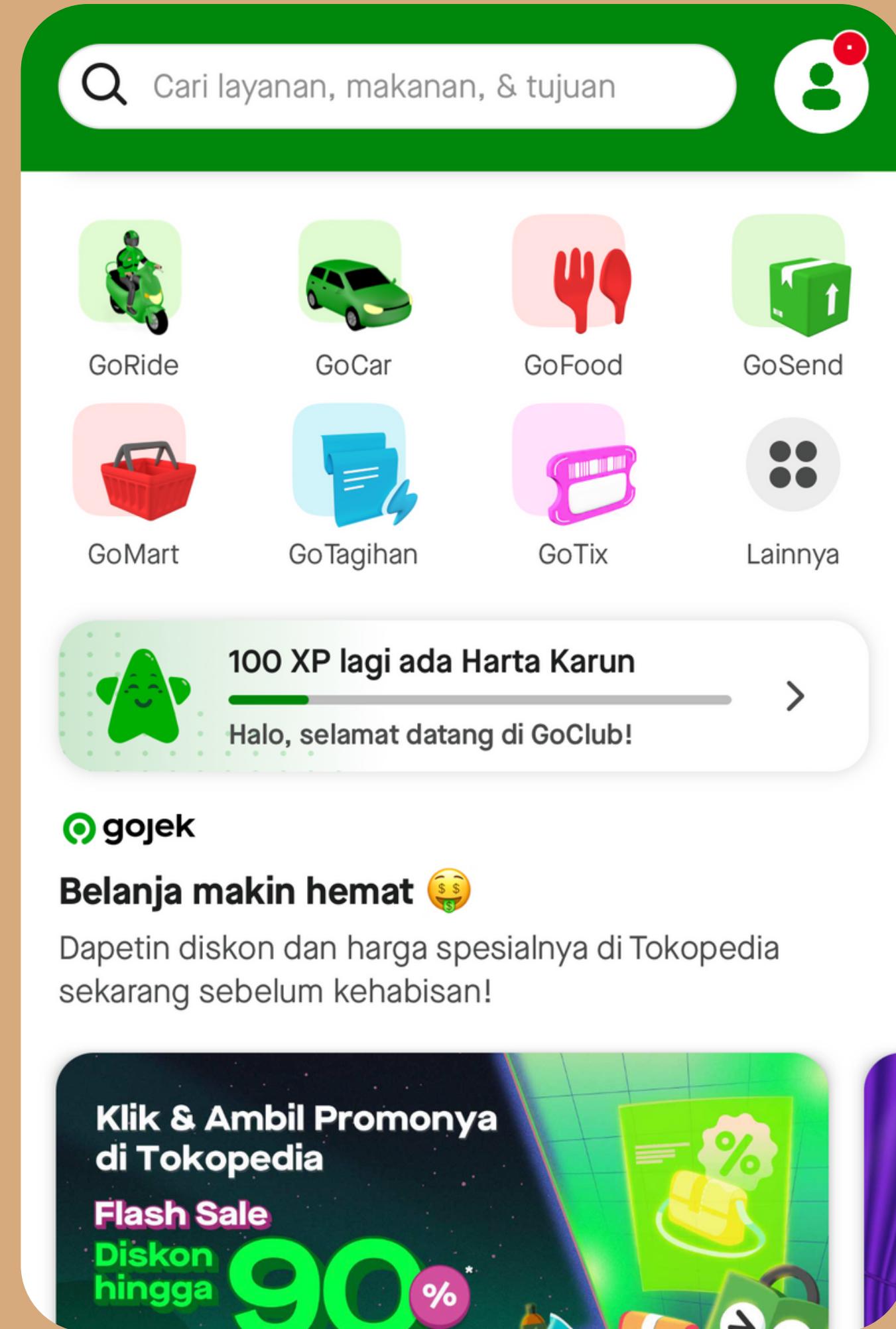
TRIGGER WHEN : **USER CLICK LOGIN/REGISTER BUTTON**

EVENT NAME : **LOGIN/REG PROCESS**

TRACKED METRICS :
#BUTTON_CLICK
#EXISTING_USER
#NEW_USER
#EXIT_RATE

"REGISTER/LOGIN USING USER PHONE NUMBER"

Homepage



TRIGGER WHEN : **USER SUCCESSFULLY LOGIN**

EVENT NAME : **HOMEPAGE LANDING**

TRACKED METRICS :
#PHONE_NUMBER
#USER_LOCATION
#DAILY_ACTIVE_USER
#MONTHLY_ACTIVE_USER

"**USER LANDED ON APP HOMEPAGE**"

ORDER PROCESS (1)



TRIGGER WHEN :

**USER CHOOSES SERVICE
(GO-RIDE)**

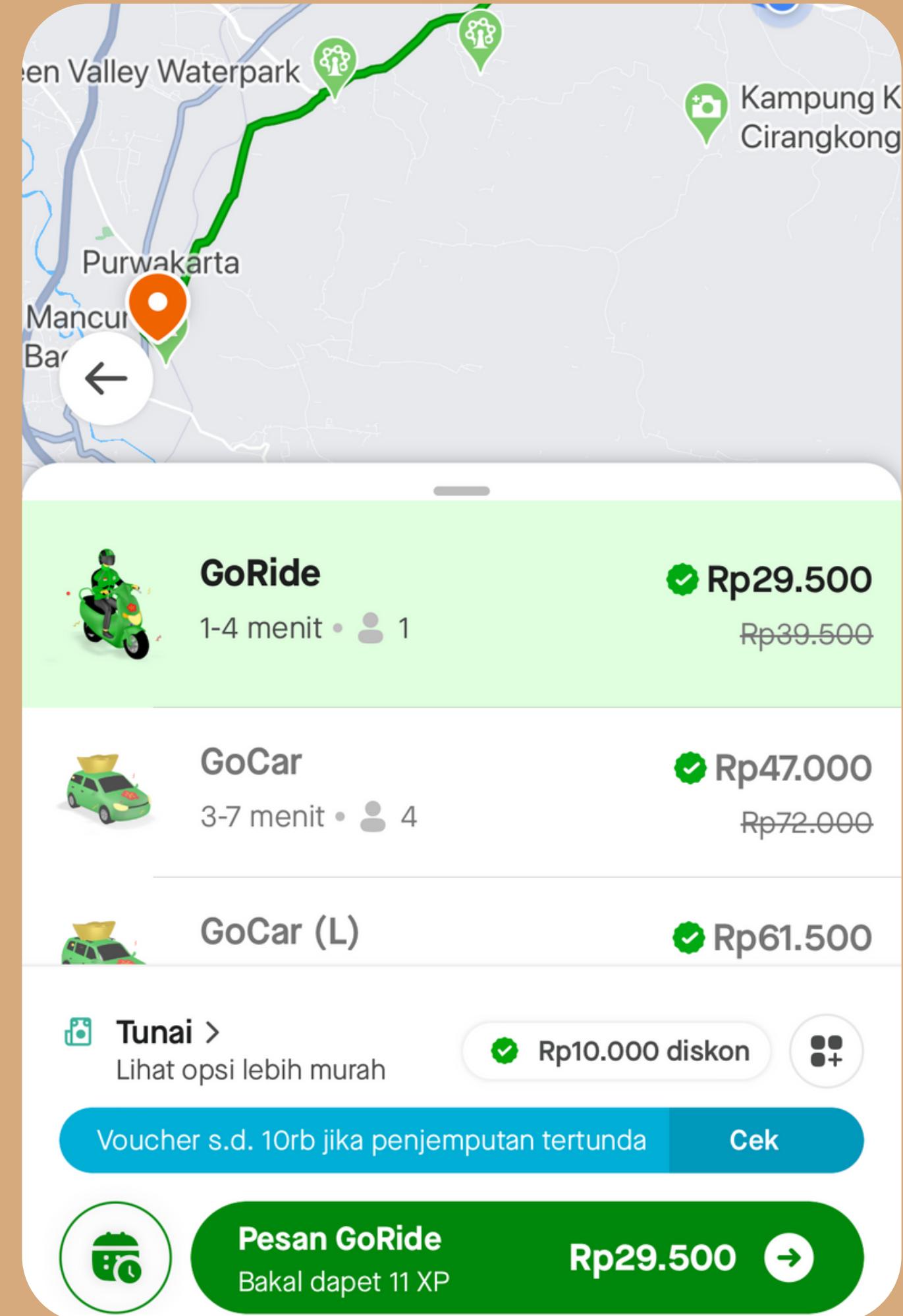
EVENT NAME :

INITIALIZATION ORDER

TRACKED METRICS : #BUTTON_SERVICES_CLICK
#USER_LOCATION
#INPUT_METHOD

"USER STARTING TO MAKE AN ORDER"

ORDER PROCESS (2)



TRIGGER WHEN : **USER SET DESTINATION & PICKUP LOCATION**

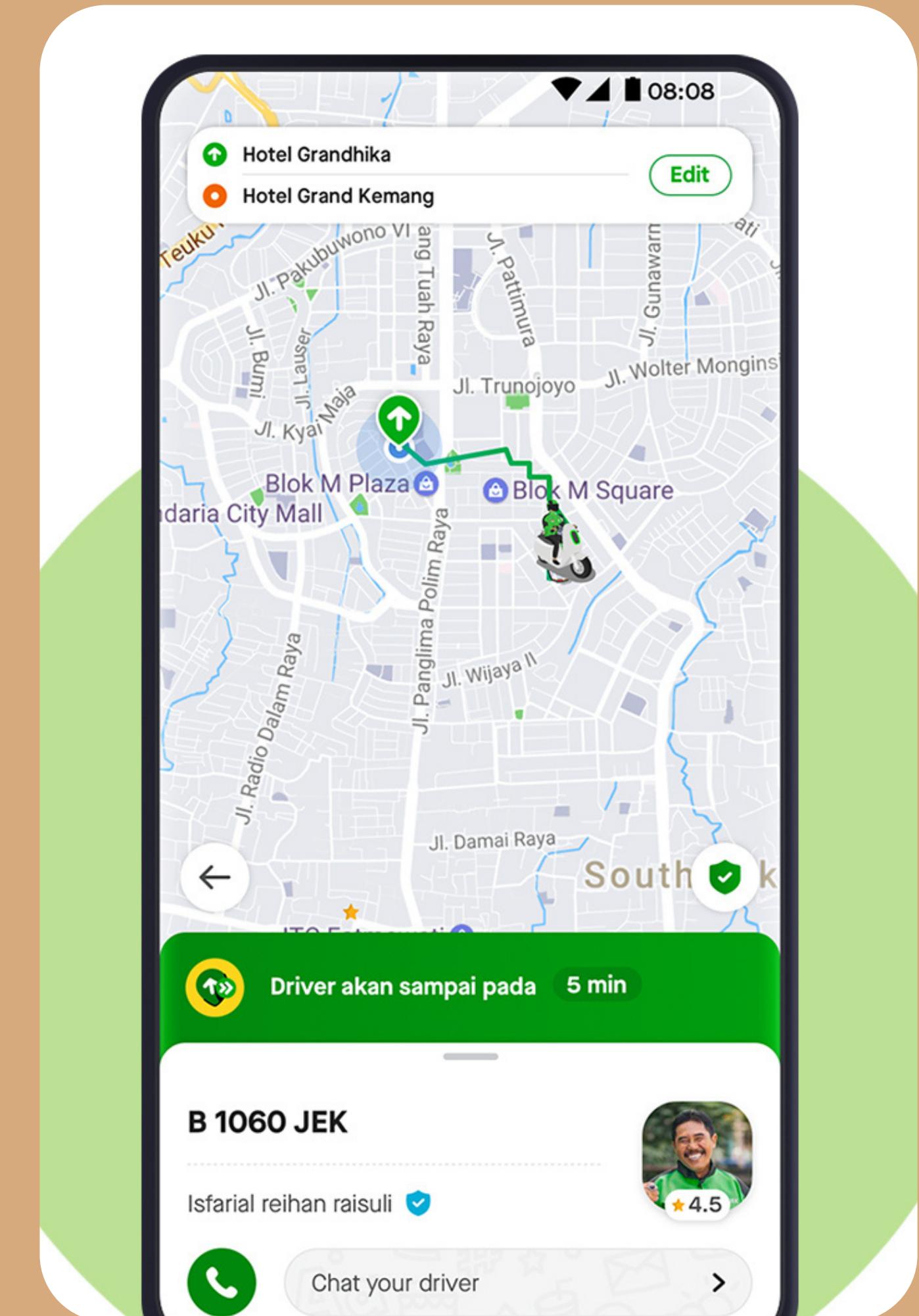
EVENT NAME : **CHOOSING RIDE SERVICES**

TRACKED METRICS : **#USER_CURRENT_LOCATION**
#LATITUDE_LONGITUDE

#INPUT_METHOD

"USER CHOOSING AVAILABLE RIDE SERVICES"

ORDER PROCESS (3)



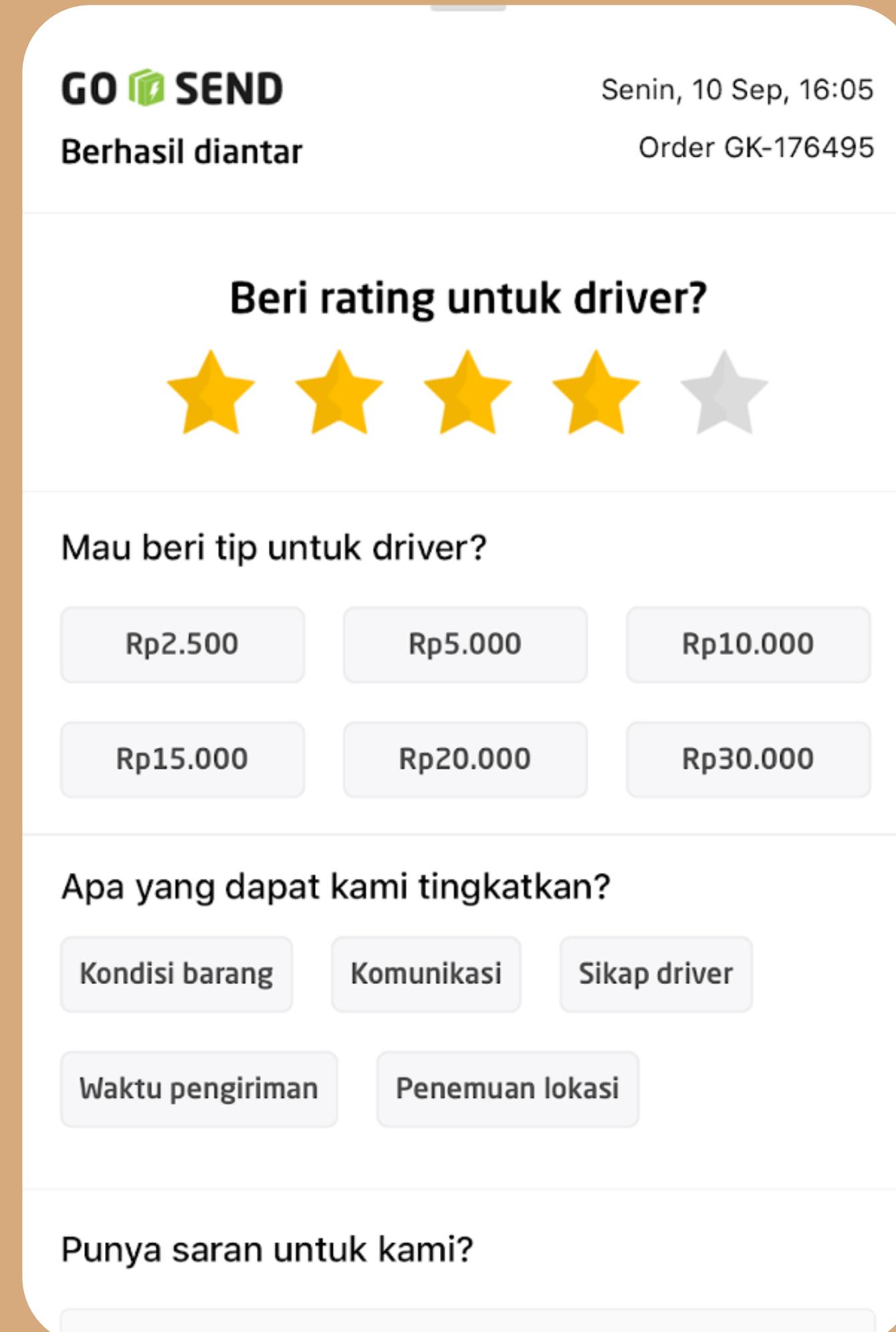
TRIGGER WHEN : USER CHOOSE GO-RIDE SERVICES

EVENT NAME : FINDING DRIVER AND DRIVER ARRIVALS

TRACKED METRICS : #SELECTED_SERVICES
#PAYMENT_METHOD
#DISC_VOUCHER

"USER WAITING FOR DRIVER ARRIVALS TO PICKUP LOCATION"

ORDER COMPLETED



TRIGGER WHEN : USER HAS ARRIVED AT DESTINATION LOCATION

EVENT NAME : COMPLETE THE ORDER

TRACKED METRICS : #DRIVER_LOCATION
#DRIVER_NAME
#DRIVER_RATING
#DRIVER_PICTURE
#LICENSE_PLATE
#ESTIMATION_DRIVER_ARRIVALS

"USER HAS ARRIVED AT DESTINATION LOCATION AND
COMPLETE THE ORDER"



THANK YOU

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