

Research Report – April 2024

# MyTelkomsel – UT PSB Indihome



# What we are covering today

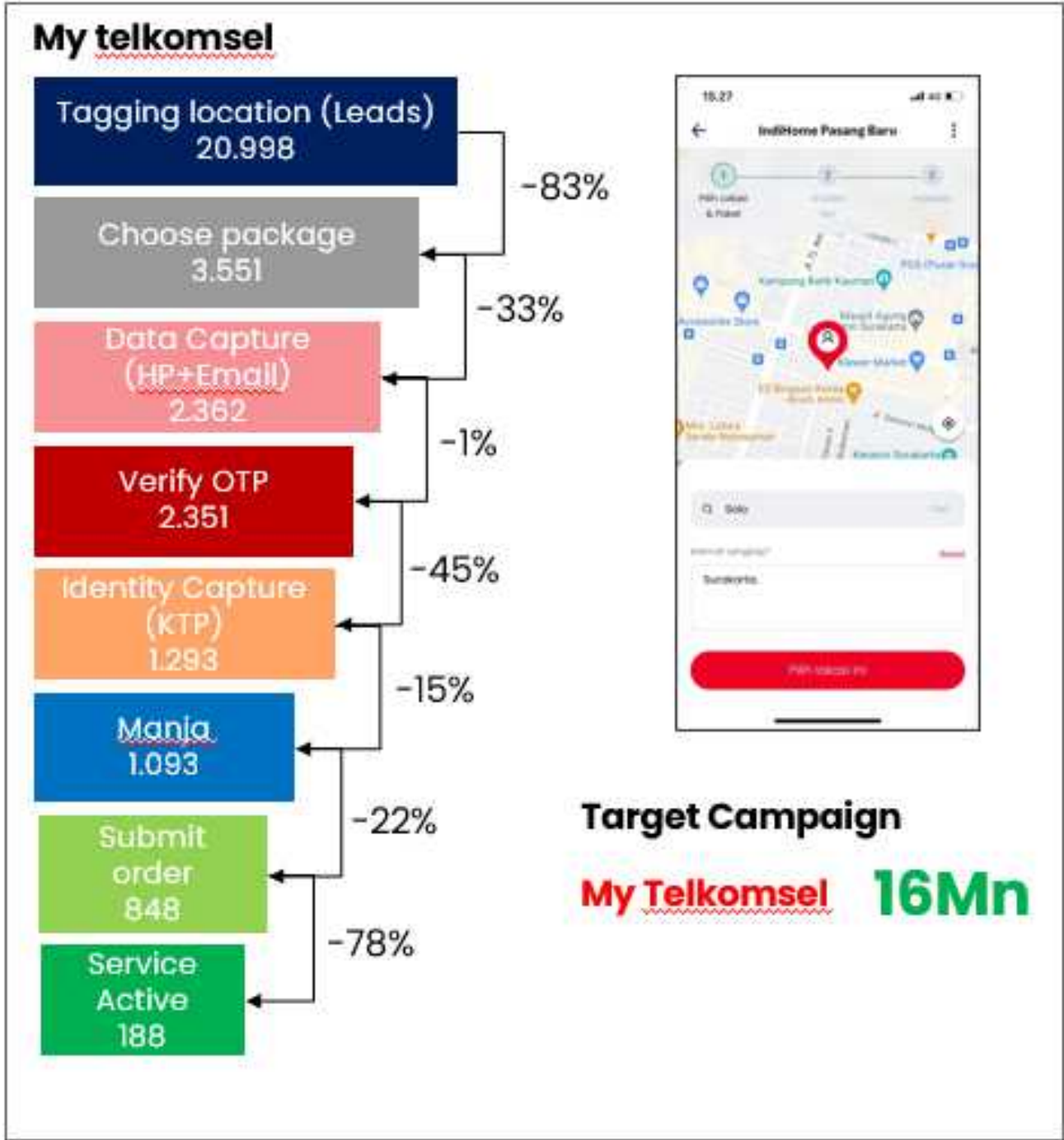
- Part 1. **Research Foundations**
- Part 2. **UT Result: Existing Journey**
- Part 3. **Concept & UT result: New Proposed Journey**
- Part 4. **Improvement Areas**

Part 1.







# Research Foundation

# Research Background

MyTelkomsel app provides entry point to register the Indihome installation. After tech improvement on tagging location, it was still found from the data funneling per 8-12 Mar 2024, the overall registration journey has massive drop rate. The biggest drop rate is from Tagging Location Page to Choose Package (-83%).



Some issues/reasons why users dropped that were gathered through quick call by Indihome team, are:

-  Users merely want to see the package options.
-  Tagging location hinder users who merely wants to see the package options.
-  Users cannot find their address on the tagging location page.
-  Product pricing is perceived to be too expensive.
-  User did not notice the OTP was sent via SMS.
-  Rp 1 mio penalty in contract agreement is concerning for users.

From these findings, we want to evaluate the current Indihome registration journey on MyTelkomsel app, to understand why users dropped, and to uncover areas of improvement from the new proposed Indihome journey on MyTelkomsel app.



## Research Objectives

1. Evaluate how users experience the Indihome registration journey on MyTelkomsel app.
  - a. Understand users' experience, and expectation towards current Indihome registration journey.
  - b. Discover users' gain and pain points from current Indihome registration journey.
2. Understand users' perception and experience towards the new proposed Indihome registration journey.
  - a. Discover usability issues of the new proposed Indihome registration journey.

## Research Method

Qualitative – Moderated Concept & Usability Testing (online)

## Participant Criteria

1. Dropped User: Users who dropped from Indihome registration journey on MyTelkomsel app during 8–12 Mar 2024.
2. Success User: Users who successfully registered via Indihome registration journey on MyTelkomsel app during 8–12 Mar 2024.

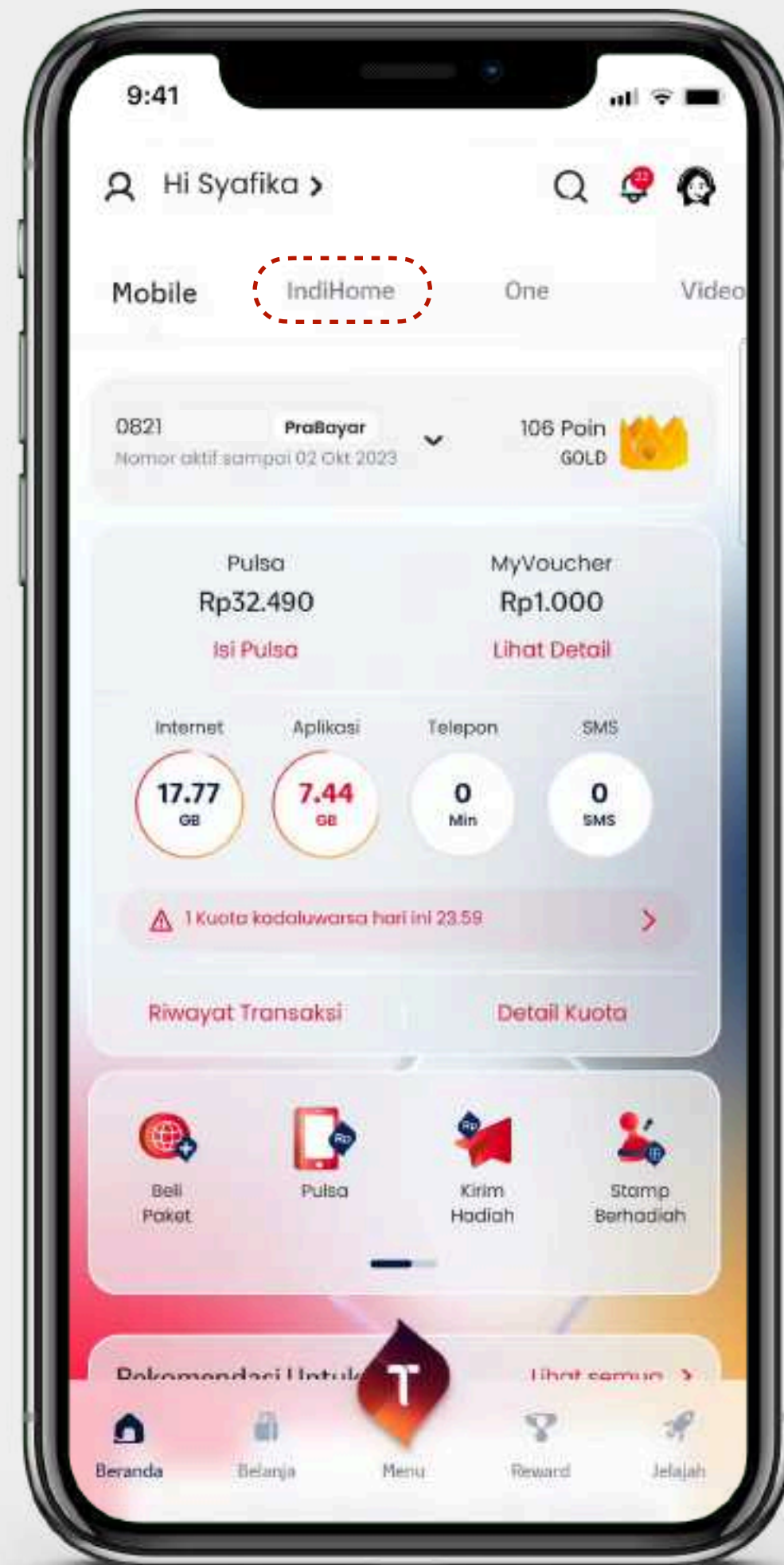
# Participant profile

Name	Bayu	Mukhlisin	Bagas	Risky Rahayu	Tamsir
Gender	Male	Male	Male	Female	Male
Age	47	33	21	18	20
Location	Solo	Bogor	Semarang	Medan	Padang
Occupation	IT Manager	Musician	Factory labor	Student	Student
Device	Android	Android	Android	iOS	Android
Whitelist	Dropped - Choose Package	Dropped - Identity Capture	Dropped - Manja	Dropped - Submit Order	Success
Drop Reason	Just curious to see the package price list again	- <i>(claimed to succeed in one try)</i>	- <i>(claimed to succeed in one try)</i>	- <i>(claimed to succeed in one try)</i>	-
Indihome Activation	Failed <i>(identified as doubled order)</i>	Activated	Activated	Activated	Activated

Part 2.

# UT Result: Existing Journey

## FINDINGS - EXISTING JOURNEY



Tab Indihome  
on MyTelkomsel app ver. 7.0

**Tab IndiHome on MyTelkomsel attract users to register via app.**

**Beforehand, they seek information about IndiHome, such as price, network coverage & testimonial via Indihome website, social media, or asking to friends.**

*"Lewat aplikasi MyTelkomsel. Taunya dari iseng-iseng dari teks Indihome, ternyata bisa daftar Indihome"*

**Tamsir, Android-Success user**

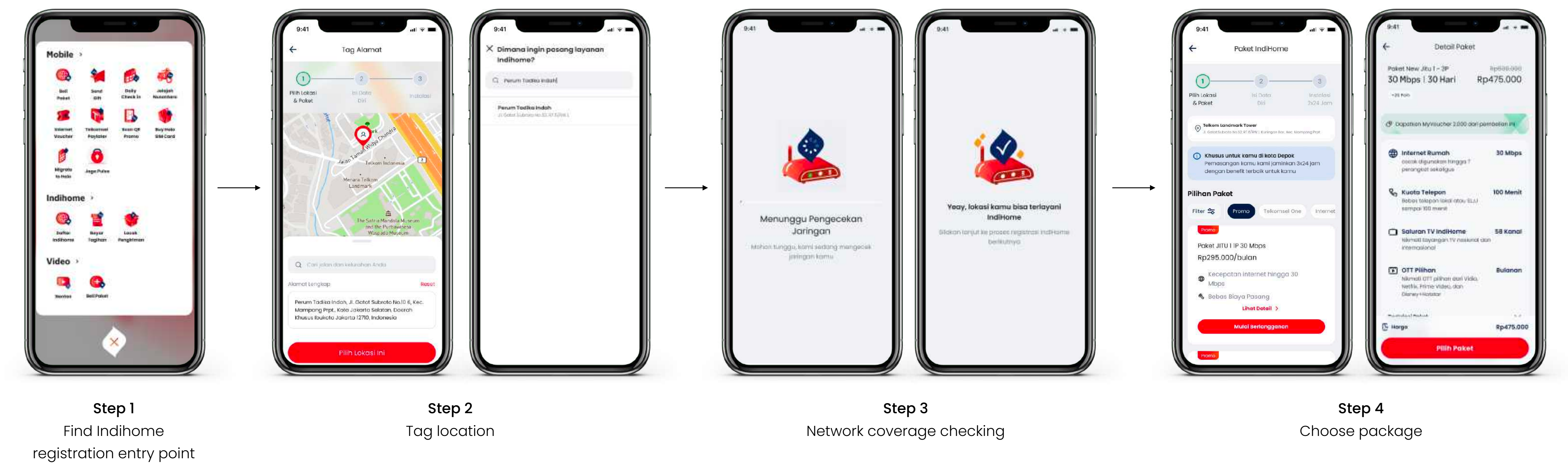
*"Nyari informasi dulu di internet, terus minat karena pemasangan gratis."*

**Mukhlisin, Android-Dropped user**



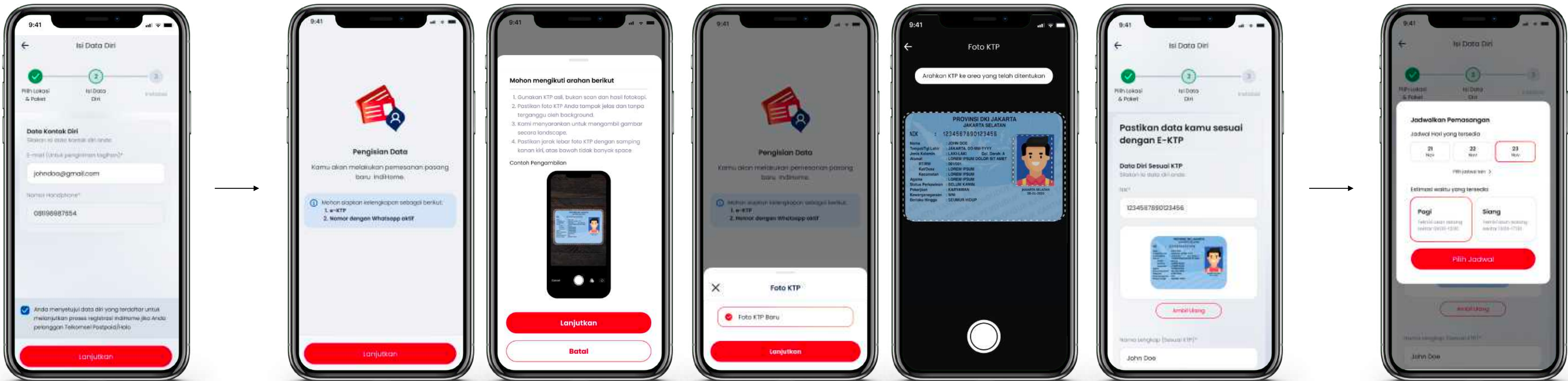
All users experienced completing the whole existing in-app registration journey. There was no crucial usability issue found that could make them to drop.

Current flow journey (1/3):



All users experienced completing the whole existing in-app registration journey. There was no crucial usability issue found that could make them to drop.

Current flow journey (2/3):



Step 5  
Fill in email & MSISDN

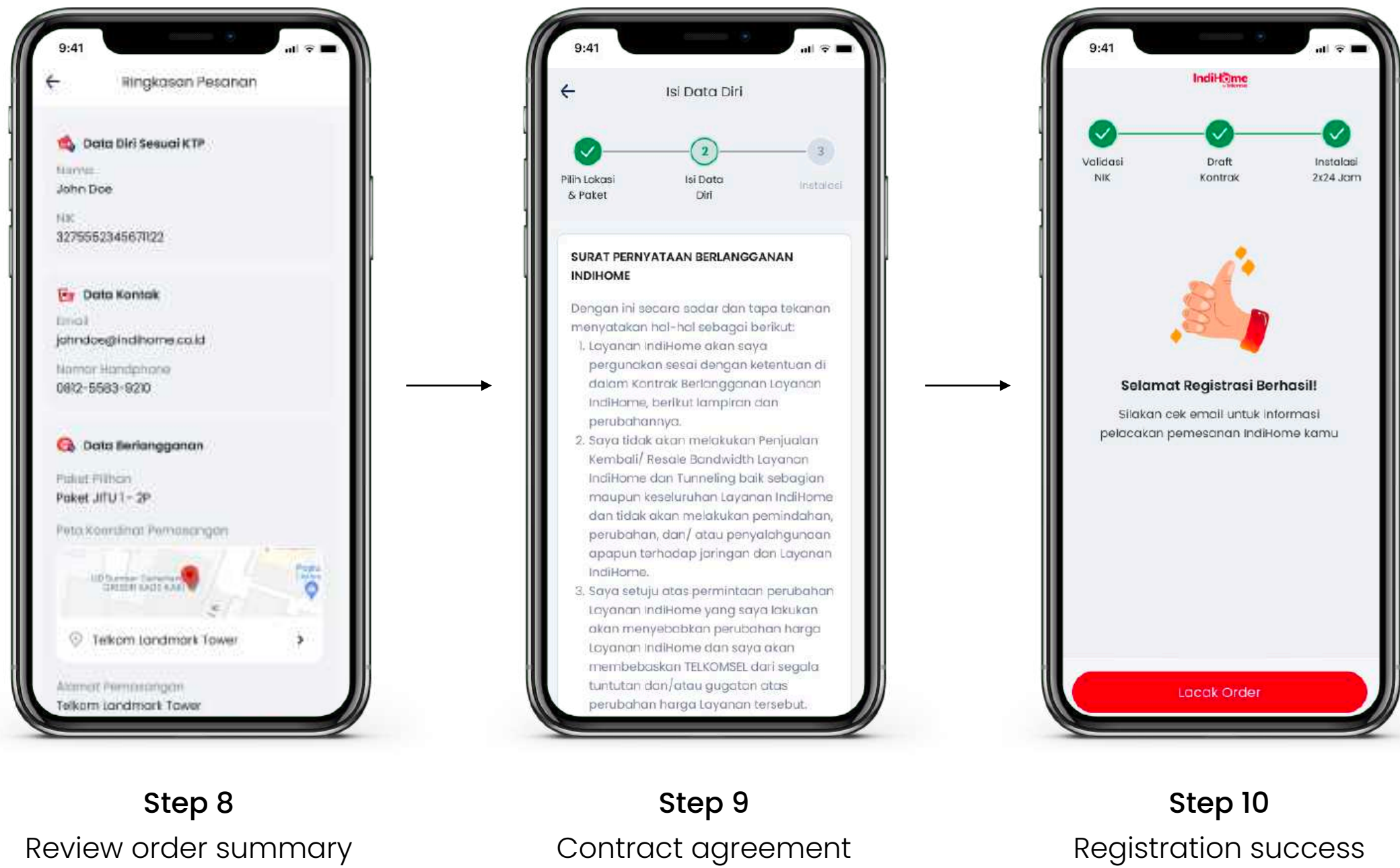
Step 6  
Upload KTP

Step 7  
Set installation schedule

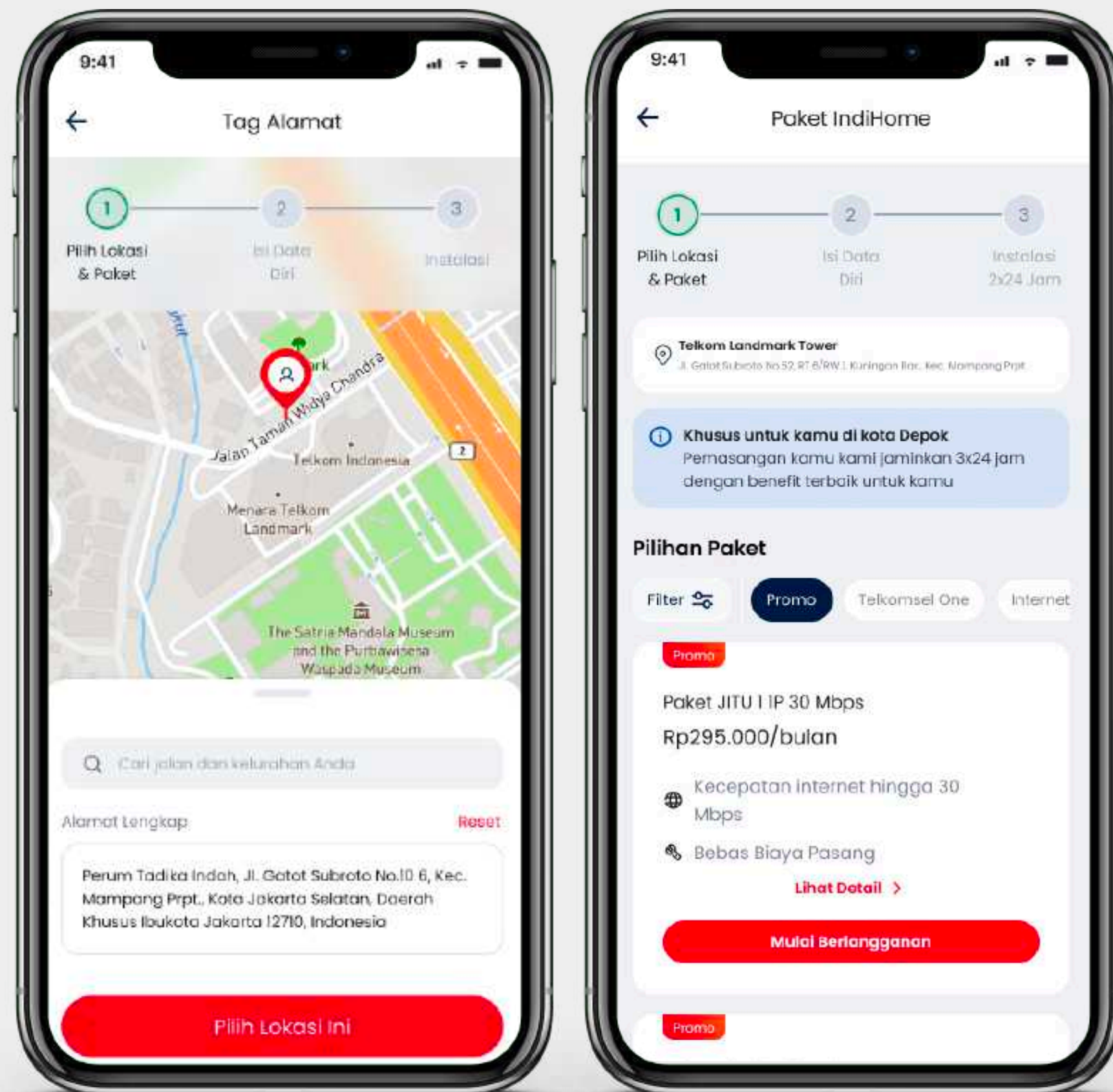


All users experienced completing the whole existing in-app registration journey. There was no crucial usability issue found that could make them to drop.

Current flow journey (3/3):



## FINDINGS - EXISTING JOURNEY



Tagging Location

Choose Package Page

Aligned with the findings from quick call, merely want to see the package price is also found as a reason why users drop from the Choose Package page.

Users could not efficiently fulfill their needs to see the package price list, because what they first saw is Tagging Location page without any information about package price list.

### Recommendation:

- To meet users' need for package prices efficiently, prioritize upfront package lists and location-based pricing information.

*"Tanggal 11 Maret saya coba daftar lagi cuma pengen tahu cek harga pakatnya"*

**Bayu, Android-Dropped user**





Upload KTP

Pain Point

User faced difficulty taking the KTP picture because it has to be landscape, but the overlay of it showing portrait.

The unmatched of instruction and UI made users confused. Meanwhile, users tend to be prompted more by the visual that they see, to take the KTP picture following the overlaid KTP frame.

Recommendation:

- Prompt users to take KTP picture based on fixed overlaid frame.

"Kemarin pas daftar sempet upload KTP-nya susah, itu ternyata harus landscape atau potrait gitu makanya gabisa."  
Risky Cahayu, iOS-Dropped user.



Contract Agreement Page

### Pain Point

Important information about the penalty was missed by some users, because they perceive the contract agreement is just like long T&C in general. They tend to skip it and just accept it anyway.

### Recommendation:

- Highlight important information of the contract agreement to be paid attention by users.

"Ga baca ketentuan berlangganan, langsung disetujui aja. Karena biasanya yang penting setuju udah bisa lanjut. Pas awal daftar gatau informasi ini (denda) dan pas teknisi datang juga ga di kasih tau."

**Risky Cahayu, iOS-Dropped user**

"Info denda lumayan memberatkan. Pada saat daftar sebelumnya juga sudah baca tapi ga semua, cuma diawal awal aja karena udah percaya dengan ketentuan Indihome-nya."

**Tamsir, Android-Success user**



Registration Success Page

### Pain Point

**Even though they succeeded to register, they faced difficulty when tracking order. Their Lacak Order page was not showing anything and there was no follow up information received.**

*"Di bagian lacak order gabisa dibuka. Dicoba berkala tetep gabisa sampe pemasangan juga gabisa. Jadinya nanya lewat teknisi, dan dikabari lewat WA"*

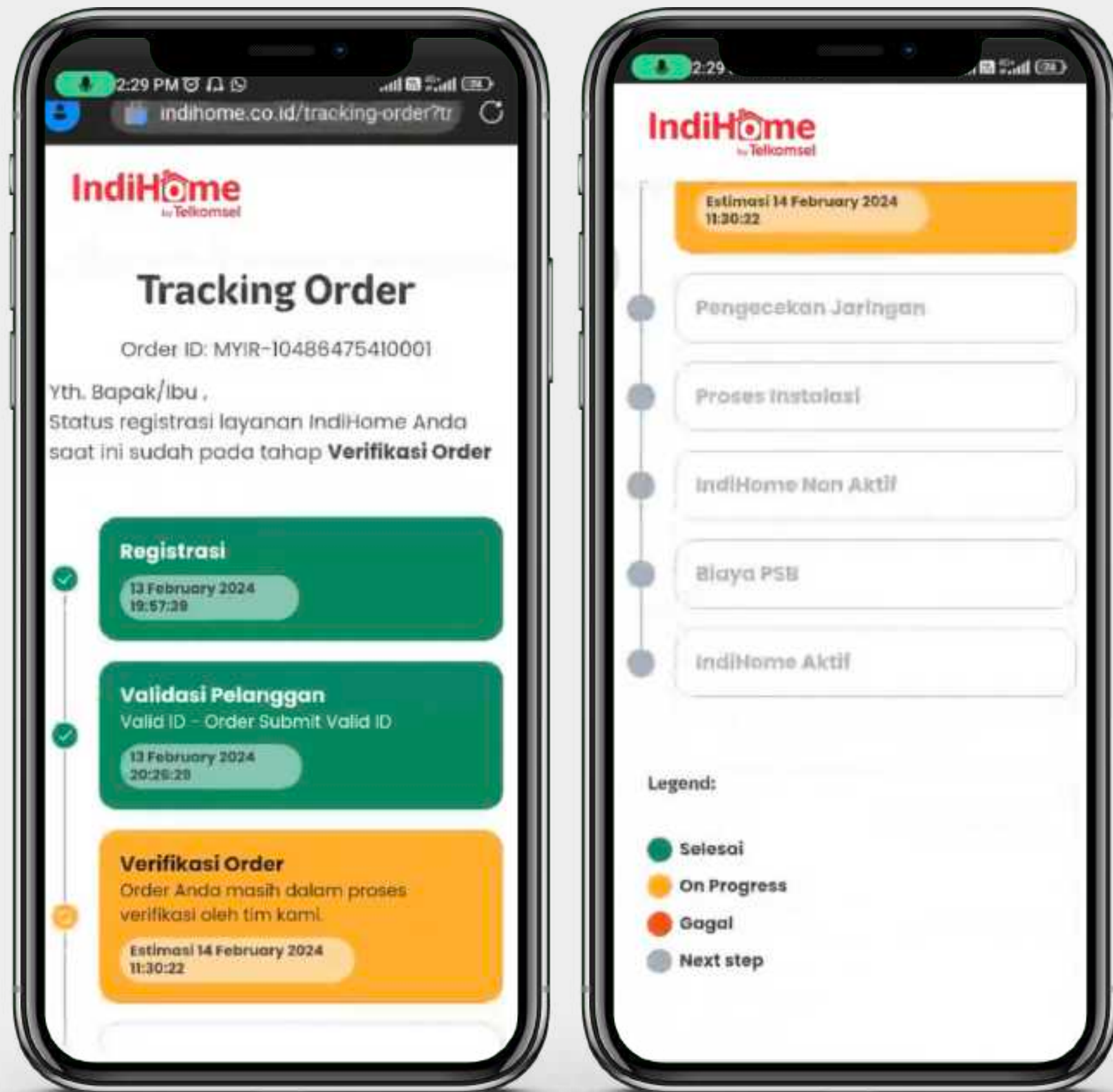
**Mukhlisin, Android-Dropped user**

*"Nunggu instalasinya, pas dibuka di aplikasi eror gitu. Abis dari daftar nunggu 2-3 hari ga datang teknisinya, trus mama ketemu sama teknisi yang lagi masang baru Indihome, trus akhirnya nanya apakah punya kami jadi dipasang atau ngga. Akhirnya dicek sama teknisi dan ternyata ada, tapi belum giliran kami karena teknisinya sedikit. Sebenarnya gapapa, tapi karena gatau progressnya jadinya bingung. Gaada dihubungi lewat whatsapp."*

**Risky Cahayu, iOS-Dropped user**



## FINDINGS - EXISTING JOURNEY



User's Tracking Order  
(Accessed on 3 April 2024)

### Pain Point

#### Additional Findings:

**There was a case which user's order was identified as a doubled-order after the registration success. He was unable to cancel any order, and also Indihome unable to cancel the order online.**

#### Recommendation:

- Enable users to cancel their order process via online, before getting verified by Indihome.
- Provide contact information to help users when their order has trouble.

*"Coba daftar lagi februari lalu pakai data istri, tapi 6x24 jam sampe skrg gaada kabar, track ordernya juga tidak update yang di email. Terus coba lagi, pake HP istri saya kemudian ada email malah disuruh menyelesaikan order yang lama dan tidak ada contact yang direkomendasikan."*

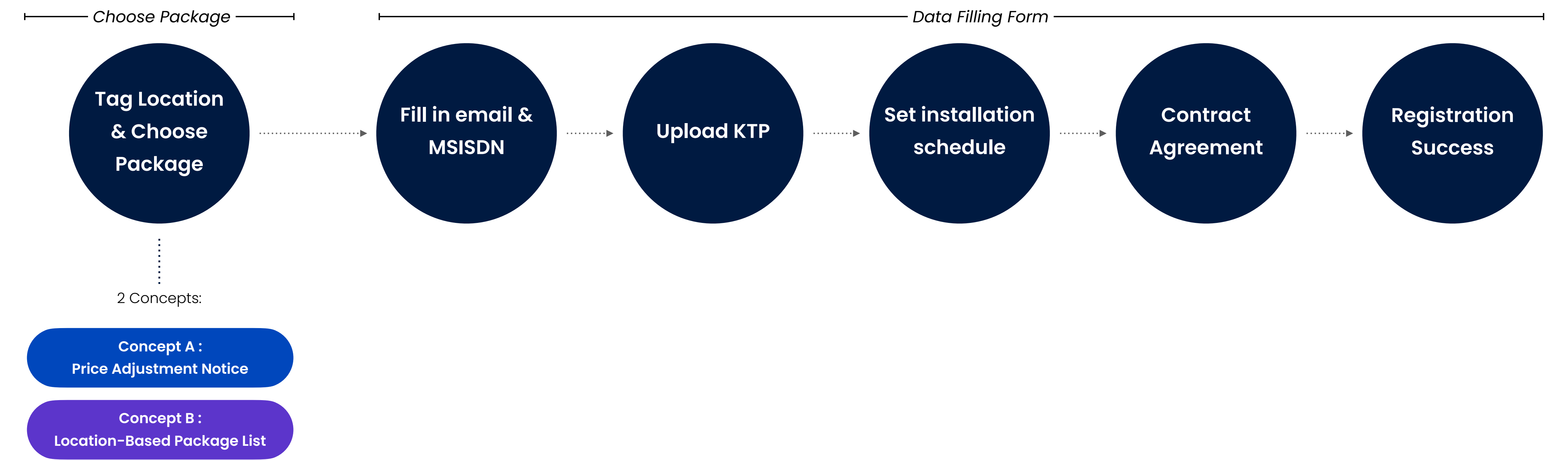
**Bayu, Android-Dropped user**



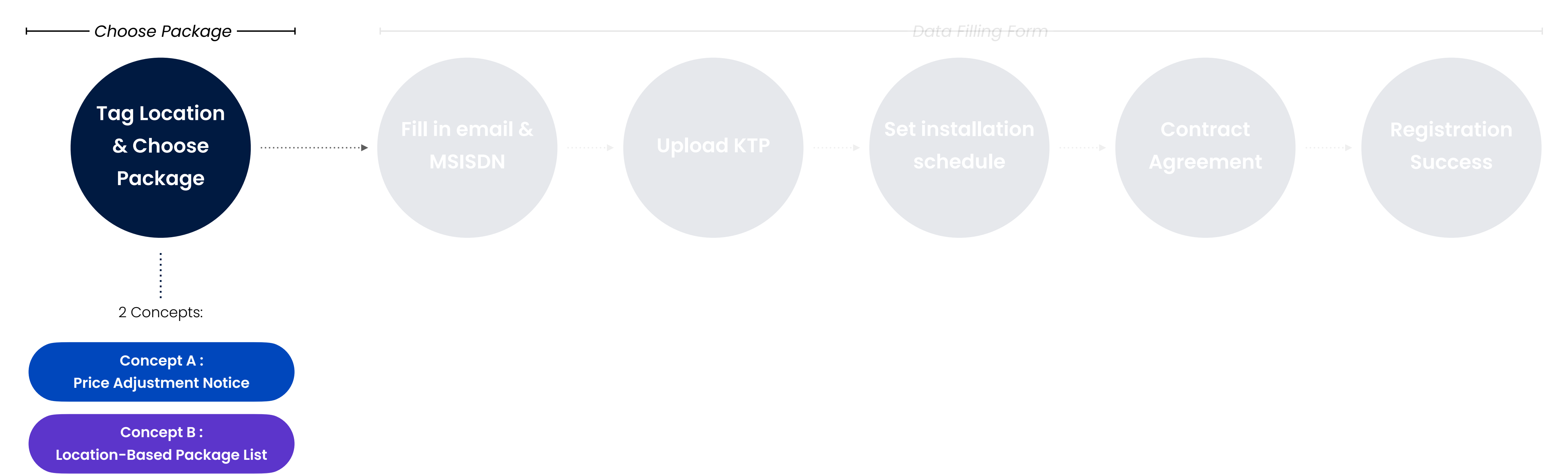
Part 3.

# **Concept & UT Result: New Proposed Journey**

We came up with 2 concepts to refine the existing journey where the Tag Location & Choose Package has the highest drop rate. We tested both concepts to all users with this flow:

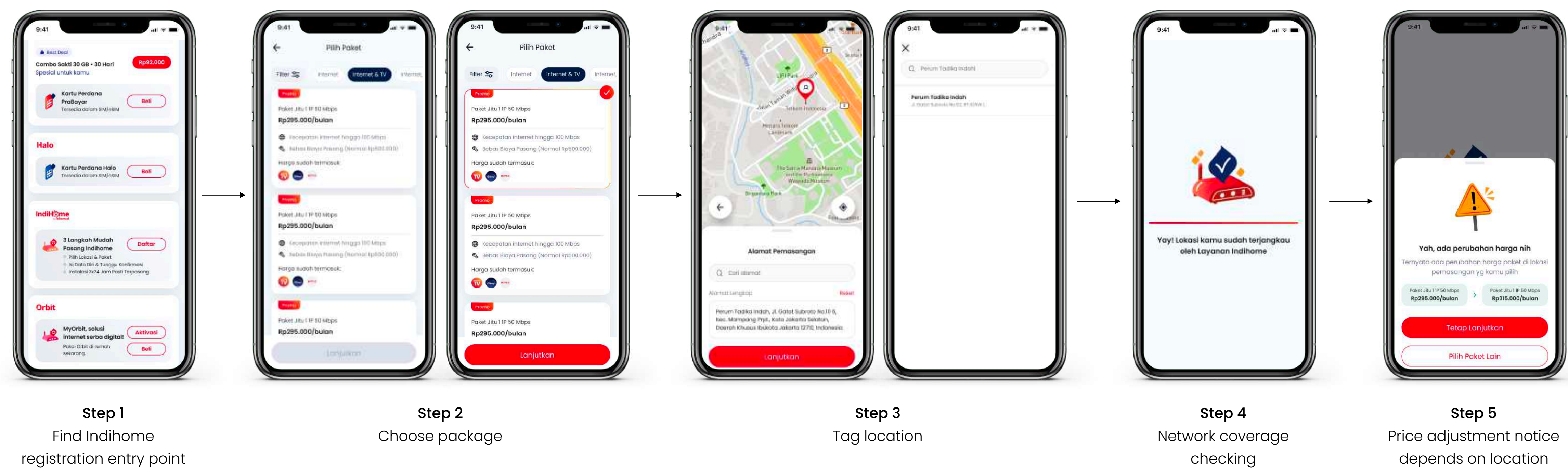


Concept & UT Result:  
Choose Package



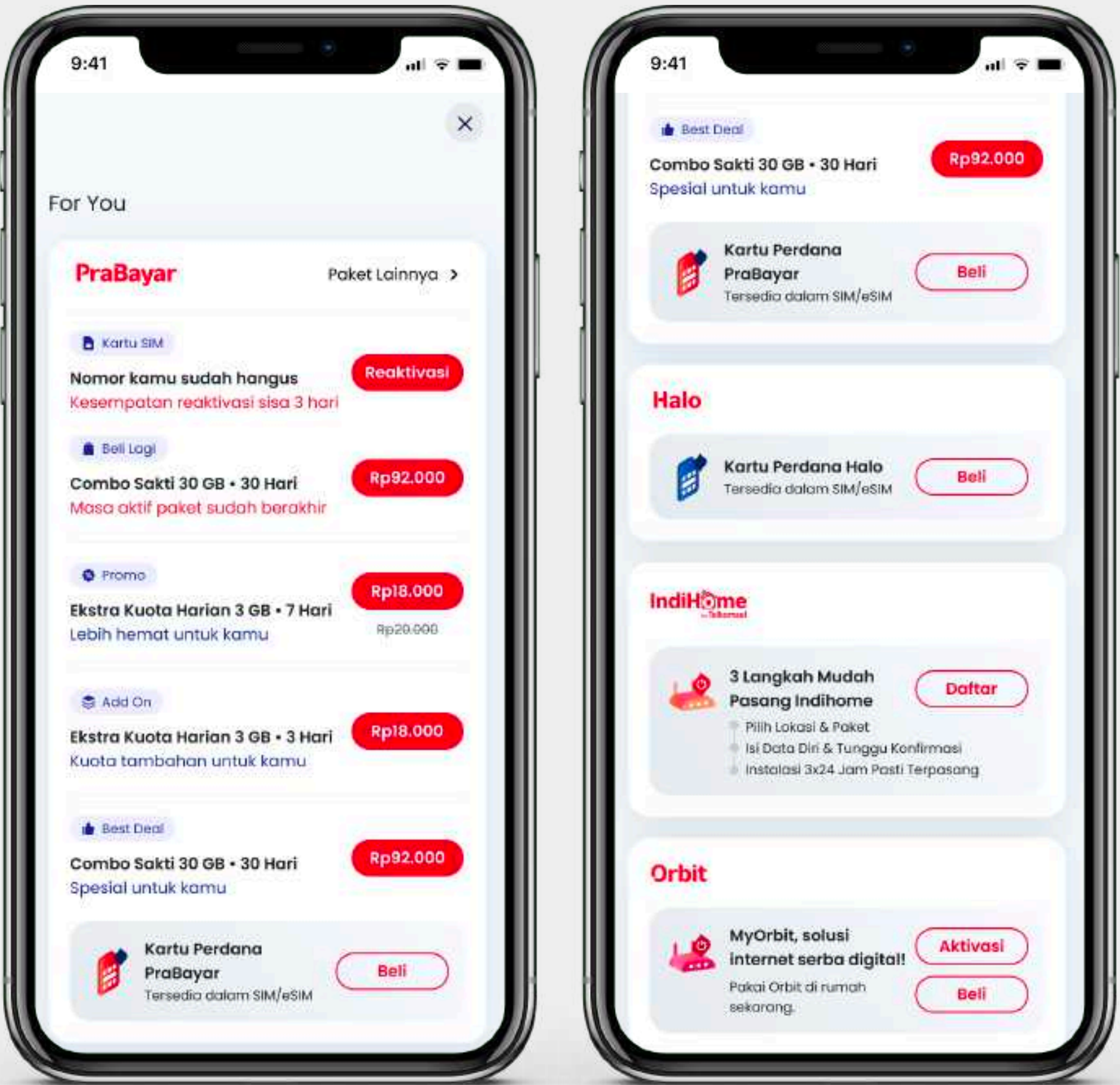
Concept A : Price Adjustment Notice

User flow:





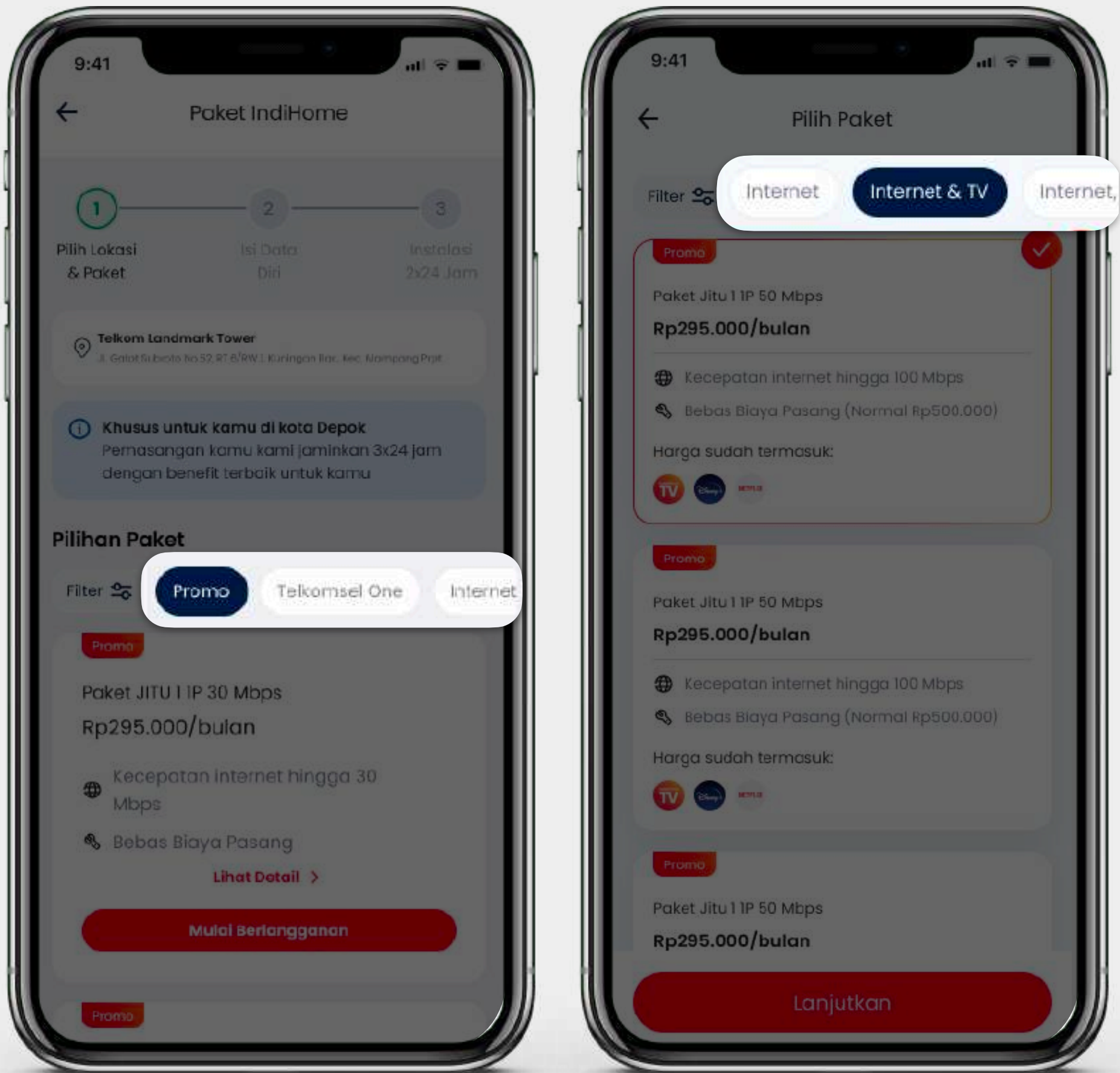
FINDINGS



For You Page MyTelkomsel ver. 8.0

All users were able to find Indihome registration entry point from the new For You page, and successfully complete their registration journey.

FINDINGS



Existing Choose Package Page  
Tab category based on package  
name

Proposed Choose Package Page  
Tab category based on package  
item

Gain Point

Besides price and Mbps speed, most users prioritize internet-only packages. The new package categorization helps users in finding their preferred package based on its included items.

Recommendation:

Include details about the maximum number of connected devices based on Mbps speed, as users consider this alongside the Mbps speed when selecting the most suitable package.

“Dulu belinya internet saja. Saya akan lihat dibagian internet aja. Bagian internet & TV, dll palingan cuma ngecek-ngecek aja.”

Bagas, Android-Dropped user

“(Pilih) Paket 100 mbps, karena saya senang di speednya, saya butuh banget speed yang kencang buat streaming dan download. Pemakaian juga buat 5 orang, jadi butuh yg lebih cepat.”

Mukhlisin, Android-Dropped user



Price Adjustment Notice

**Pain Point**

**Even though users understand that price could be different based on how remote the location is, price increment notice could make users drop from the journey.**

When they see the notice, they perceive the whole package price list will also change. So they need to go back and re-find their preferred package.

*"Kalau pilih paket trus baru isi alamat, trus tiba-tiba ada perubahan harga jadi buang-buang waktu"*

**Mukhlisin, Android-Dropped user**

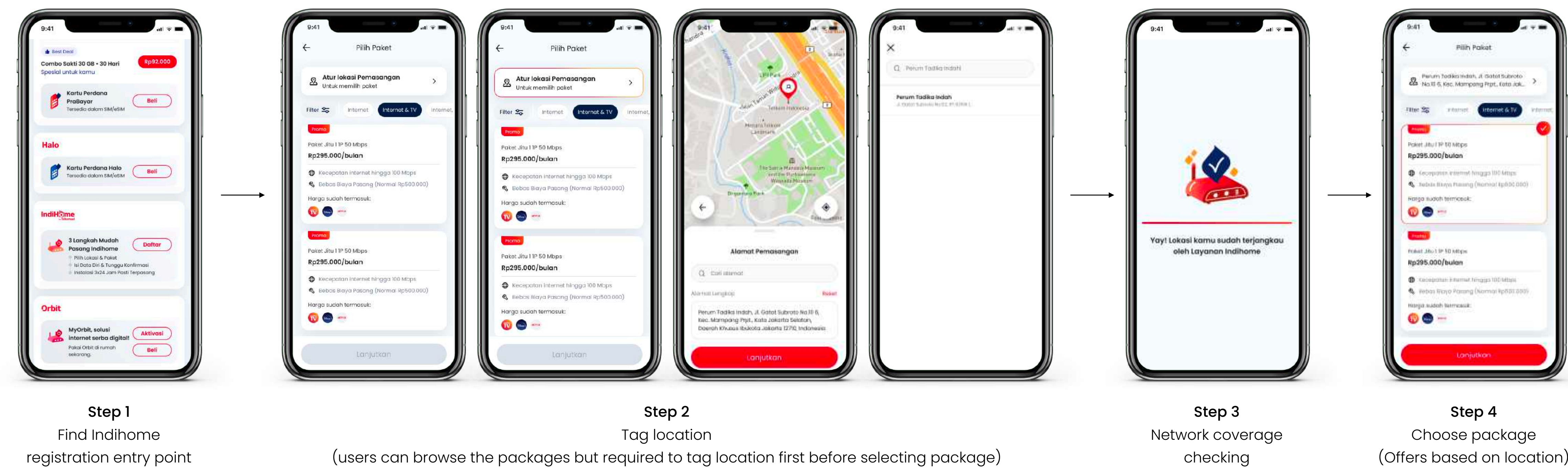
*"Ya gapapa juga sihh, karena tergantung lokasi. Mungkin dapetin tiang jaringannya agak susah, jadi ga masalah. Malah lebih bagus cek lokasi dulu"*

**Risky Cahayu, iOS-Success user**



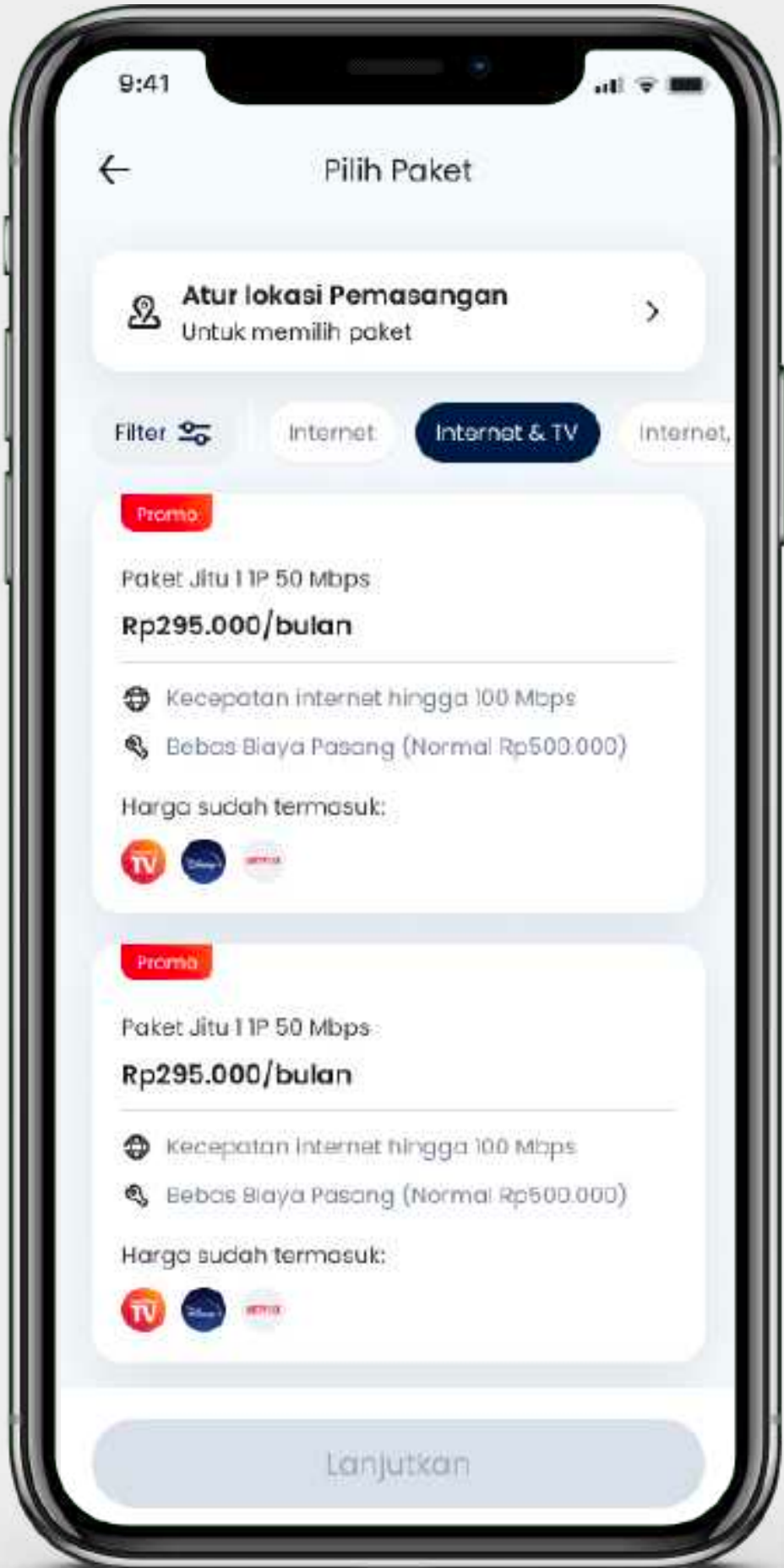
Concept B : Location-Based Package

User flow:

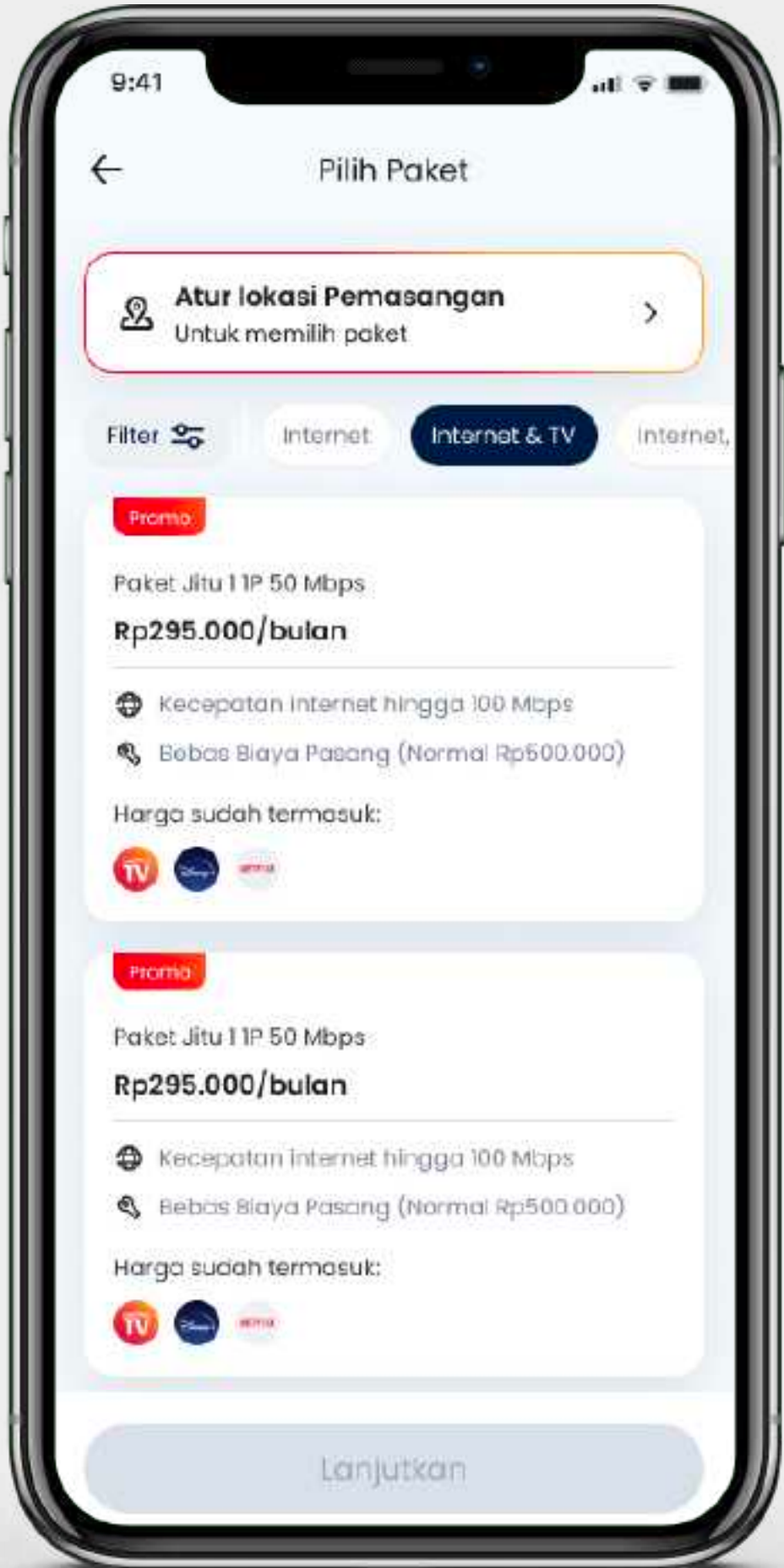




FINDINGS - CONCEPT B



Users can browse packages without tagging location first



Tag Location card is red-outlined when users click the package

Pain Point

As package is the main product that they will purchase, users' attention are more drawn to browse package first and hardly notice to tag location first.

Users take time browsing packages. When they try to select a package and the location tag turns red, it's hard to notice due to minimal visual difference and the prototype's inability to vibrate. Moreover, after successfully tagging the location and location-based package list are showing, they must repeat the process, spending more time to find their preferred package again.

Recommendation:

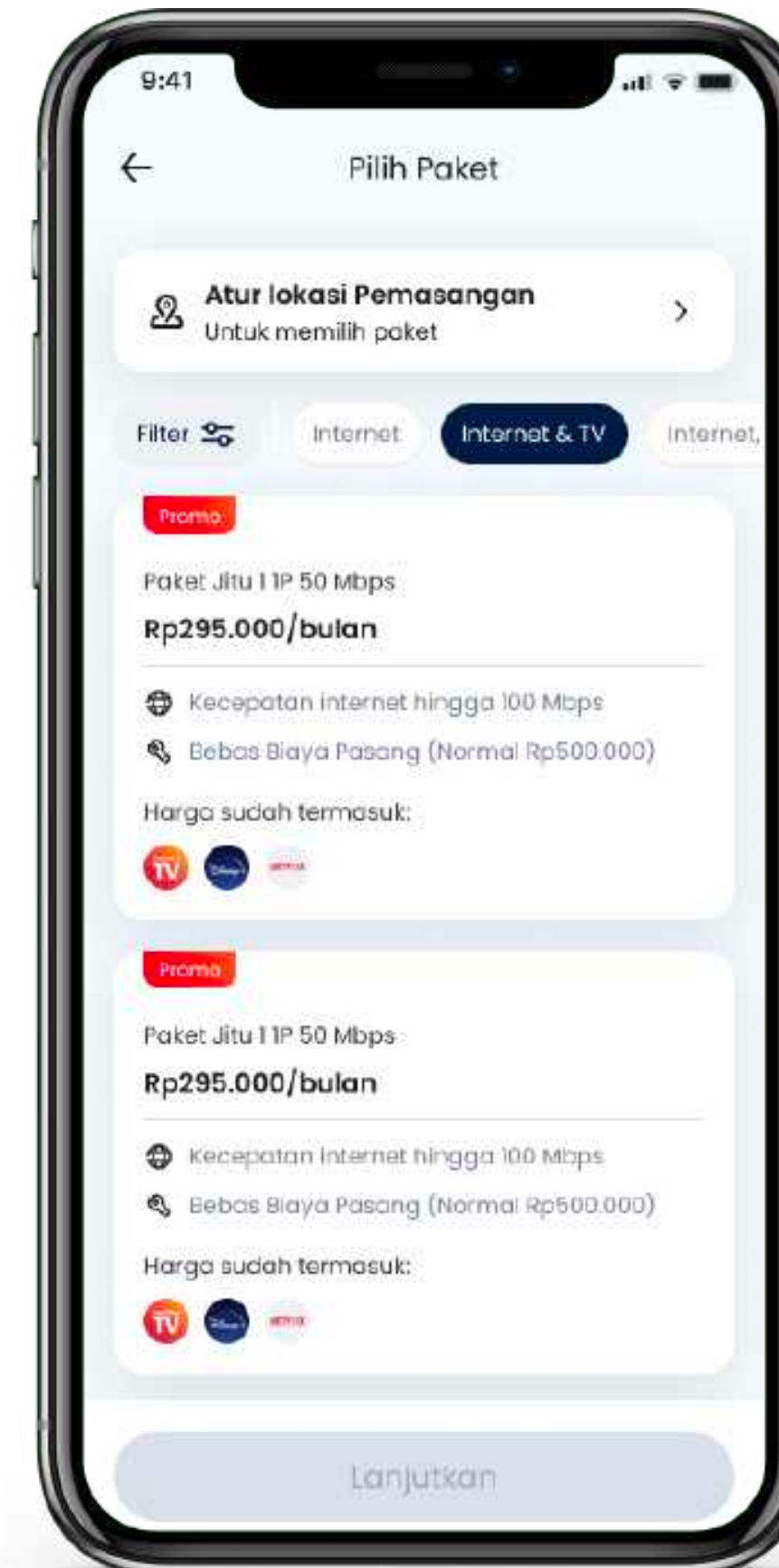
Prompt users to tag location first to browse & choose package with price based on their location.

## FINDINGS - CHOOSE PACKAGE

While some users understand that Indihome package prices may vary depending on location, others simply want to view the package list. Placing the tagging location page upfront could hinder users who only seek to see the packages.

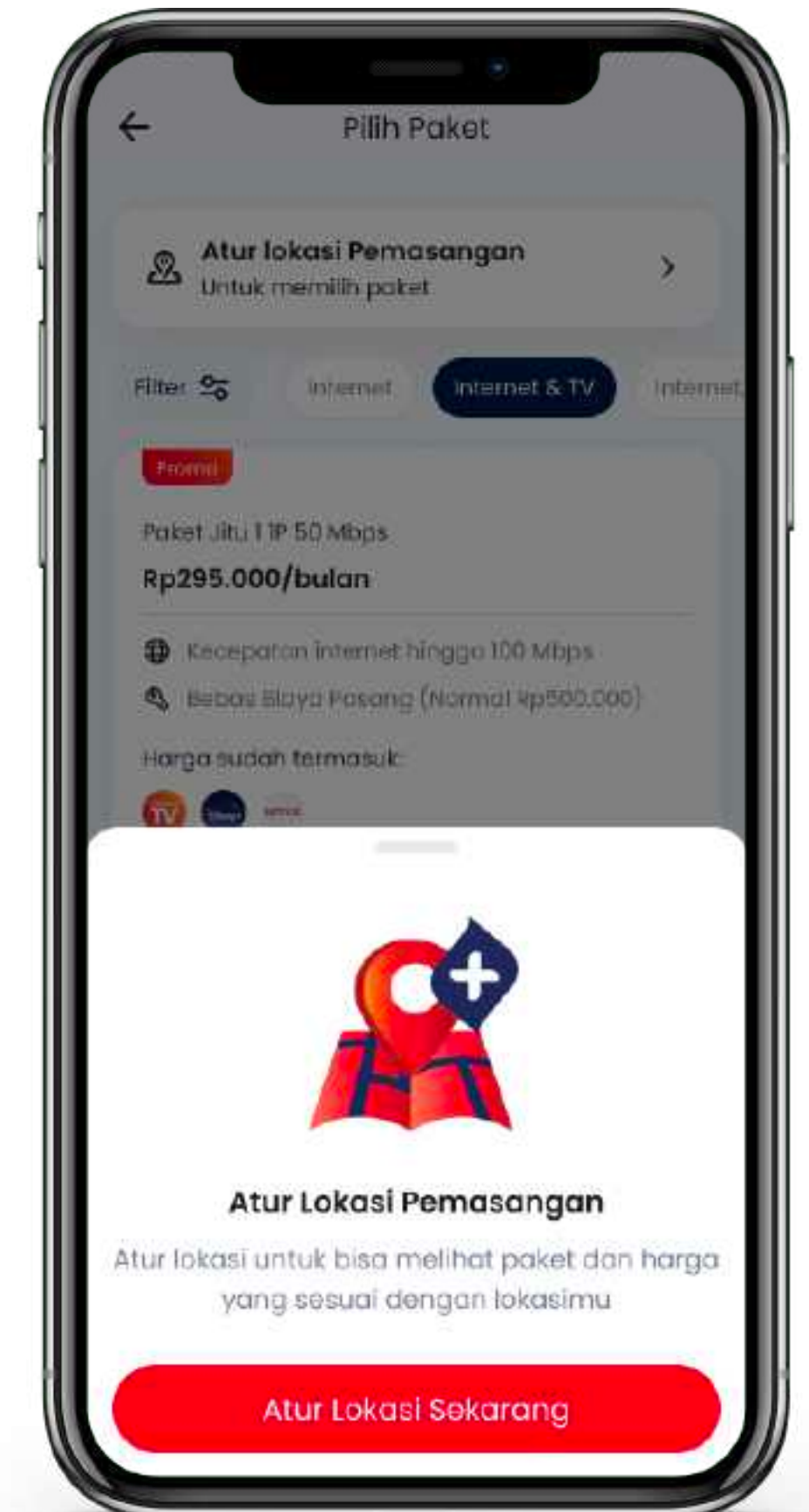
**Therefore, users should be prompted more to tag their location first, as package prices depend on the location. Informing users about location-based pricing will increase awareness and reduce reluctance to tag their location before choosing a package.**

Initial Design



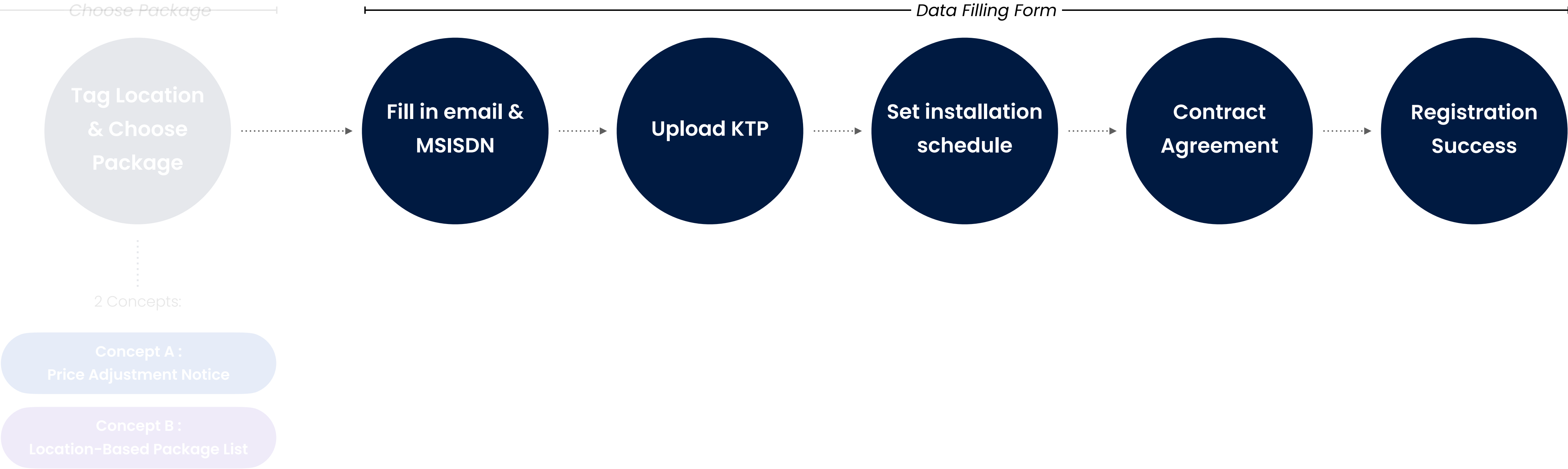
Users are more drawn to browse packages without noticing the tag location.

Iterated Design



Prompt users to tag their location first, while they also have an option to browse the default package price list.

Concept & UT Result:  
Data Filling Form





Overall users succeeded to complete all the data filling sections without any issues, as the data needed and journey is similar with the existing journey.

User flow (1/2):



Step 5  
Fill in email & MSISDN

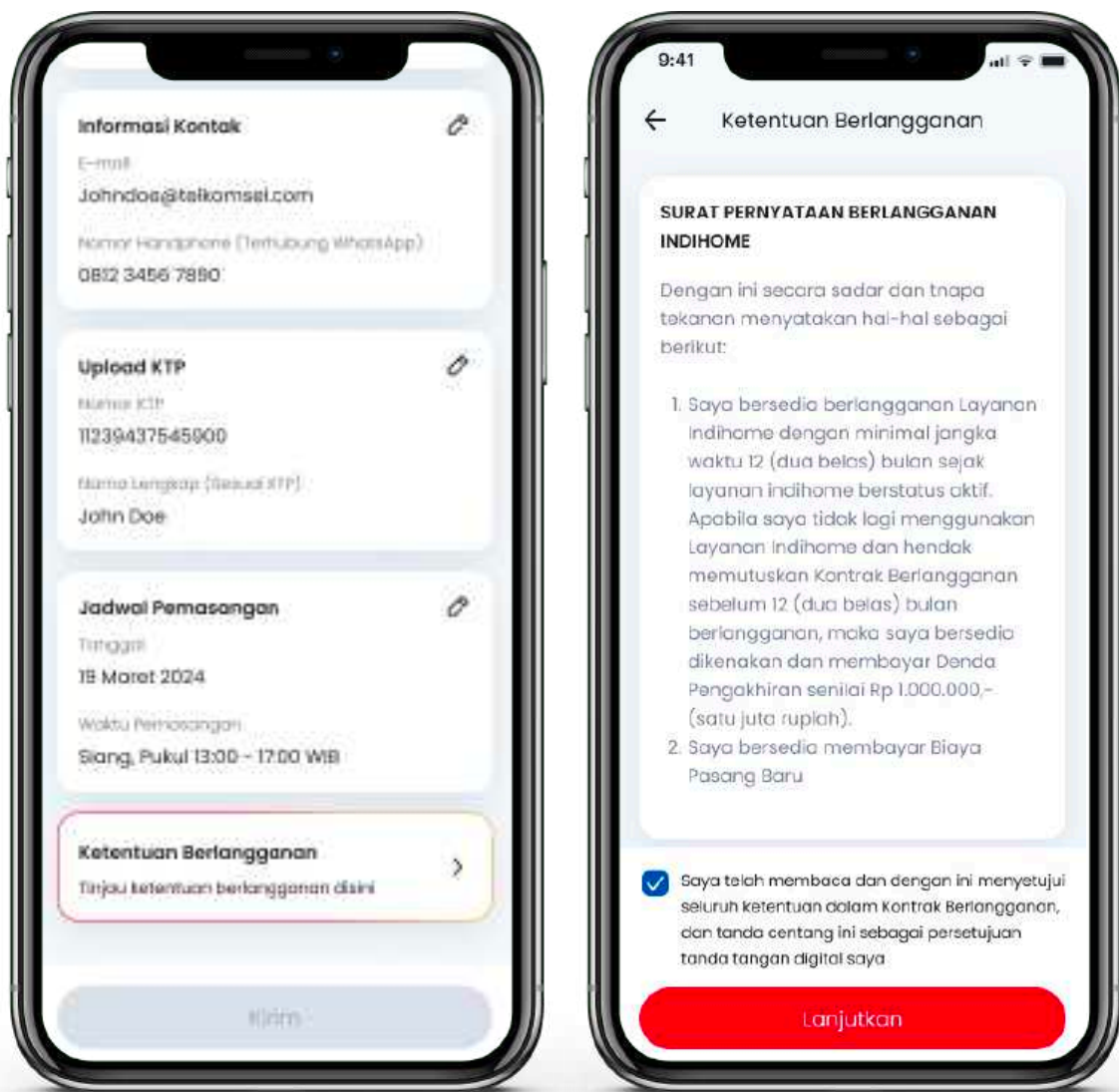
Step 6  
Upload KTP

Step 7  
Set installation schedule



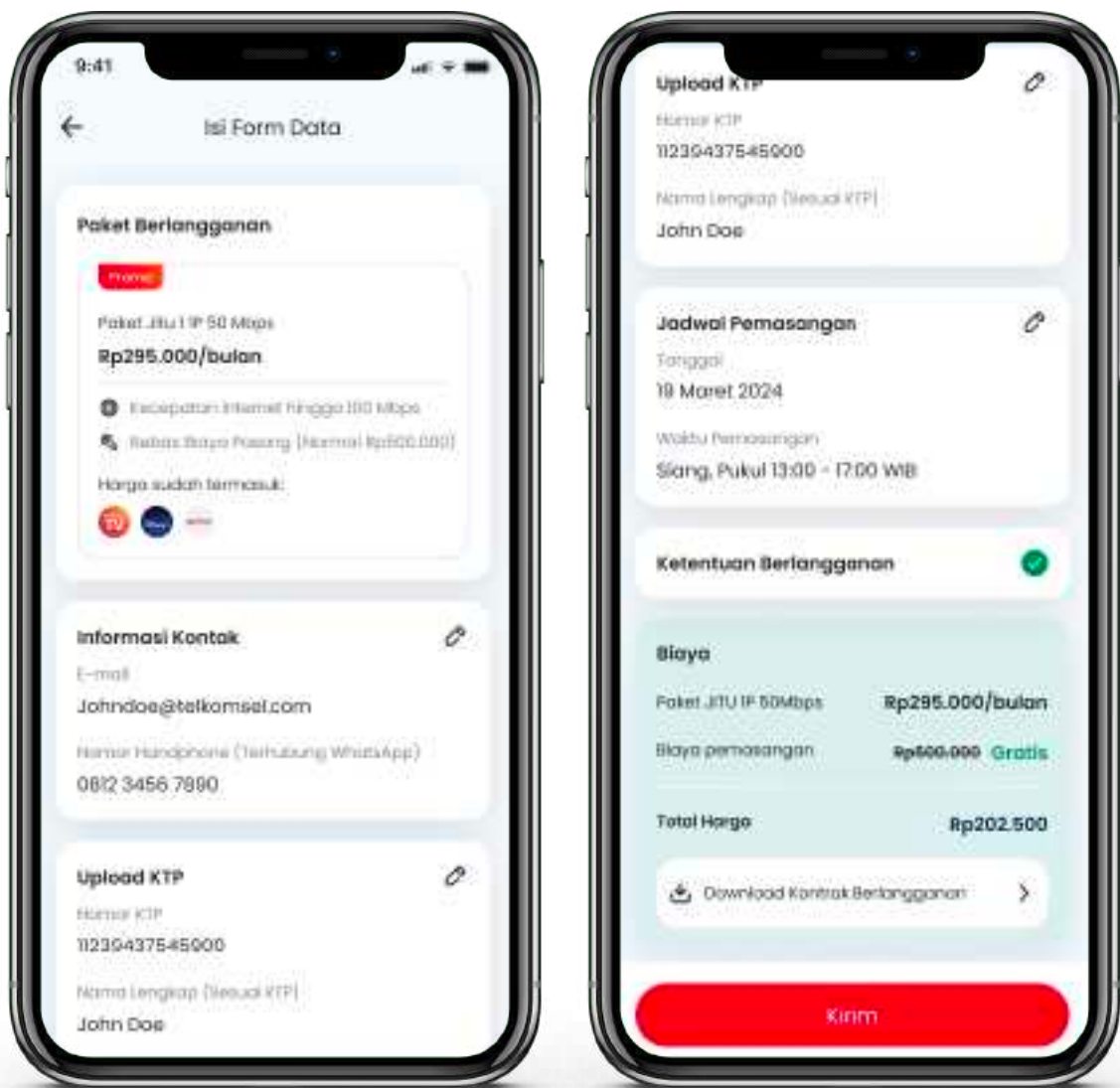
Overall users succeeded to complete all the data filling sections without any issues, as the data needed and journey is similar with the existing journey.

User flow (2/2):



Step 8

Read & accept the contract agreement



Step 9

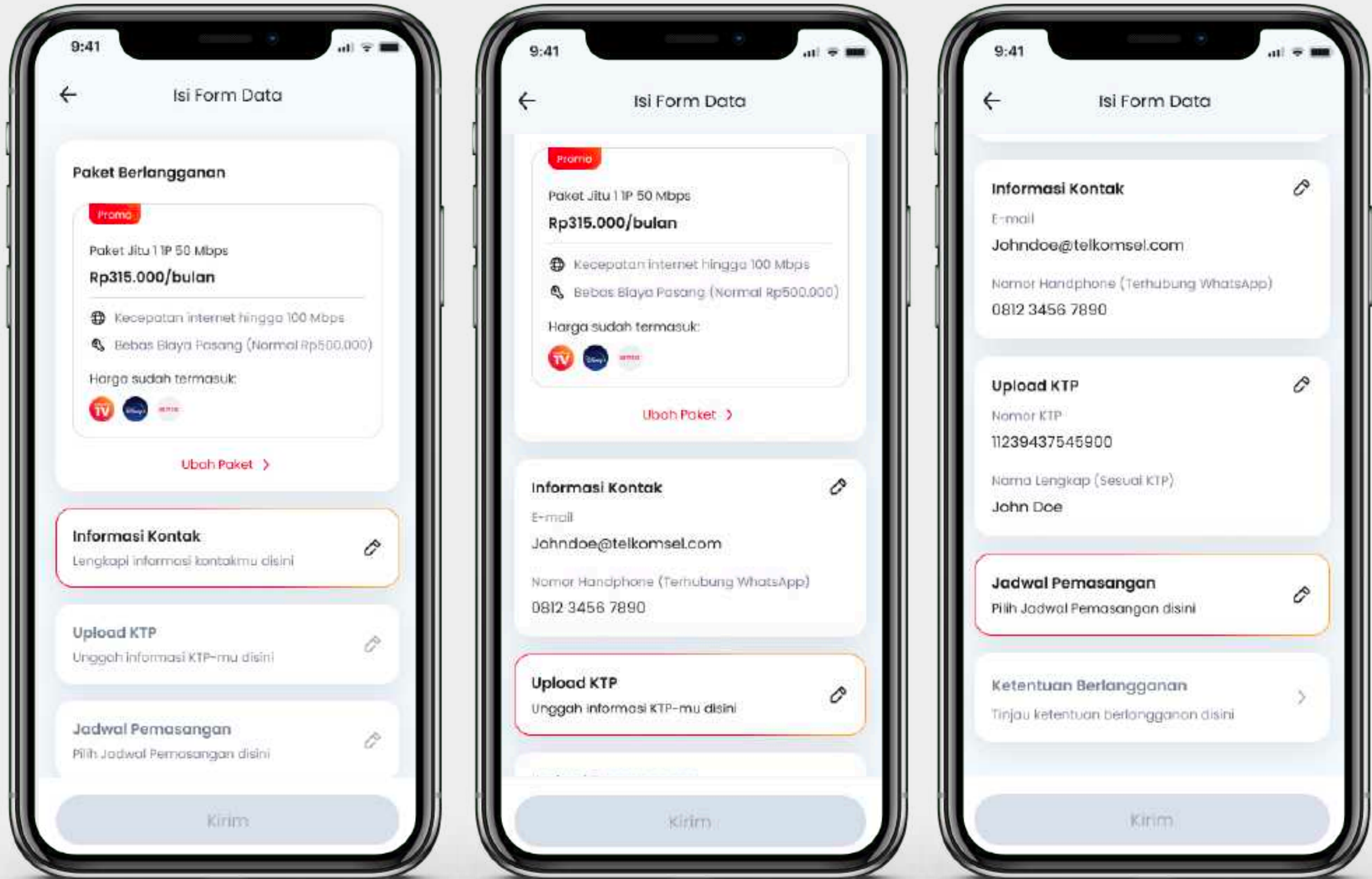
Review the order summary



Step 10

Registration success

FINDINGS - DATA FILLING FORM



Data filling form

Gain Point

Data filling form in one page makes users easier to look back the previous data they have filled in, while also know what data they should fill next.

*"Simpel, langsung selesai. Ngisi datanya semua dijadikan 1 bagian, gak rancu ke beberapa sesi pengisian"*  
**Bagas, Android-Dropped user**





Contract Agreement

#### Gain Point

**More concise information make users easier to understand the important points of the contract agreement, especially about the penalty.**

**Nevertheless, they have no objection against the contract, because they already trust Indihome.**

*"Dulu tau, baca juga terkait denda. Yang disini lebih sedikit sih dibandingkan yang sebelumnya. Ini cuma 2, lebih mudah memahami dan simpel sih, gak banyak. Poin-poin pentingnya udah masuk"*

**Bagas, Android-Dropped user**





Registration Success Page

#### Gain Point

**Clear estimated validation time helps users feel more at ease about when they can get the follow up information.**

Based on their experience, they expect the same experience which the follow up information will be informed via WhatsApp and email. It is also their communication platforms that they use regularly.

*"Informasinya jelas sedang masuk proses validasi, dan ada estimasinya. Estimasi waktu dihubungi untuk jadwal pemasangan"*

**Mukhlisin, Android-Dropped user**

Part 4.

# Improvement Areas

## Improvement Areas:



### Focused Action

Make users focus on which action they should do first, with more focused and direct instructions.



### Enhance Post-Registration Experience

- Ensure the Lacak Order page is performing and providing informative order tracking progress information.
- Ensure all users get updated follow up information regarding their order via WhatsApp or email.
- Provide solution options for users take action when their order has trouble (e.g. canceling order, place contact information, etc.)