RedDoorz

PRODUCT CHALLENGE

CREATED BY
FURY OKTRIA PUTRA

PROFILE & EXPERIENCE

Ralali.com

Handling Financial and Marketing area for 80% of Ralali.com total product

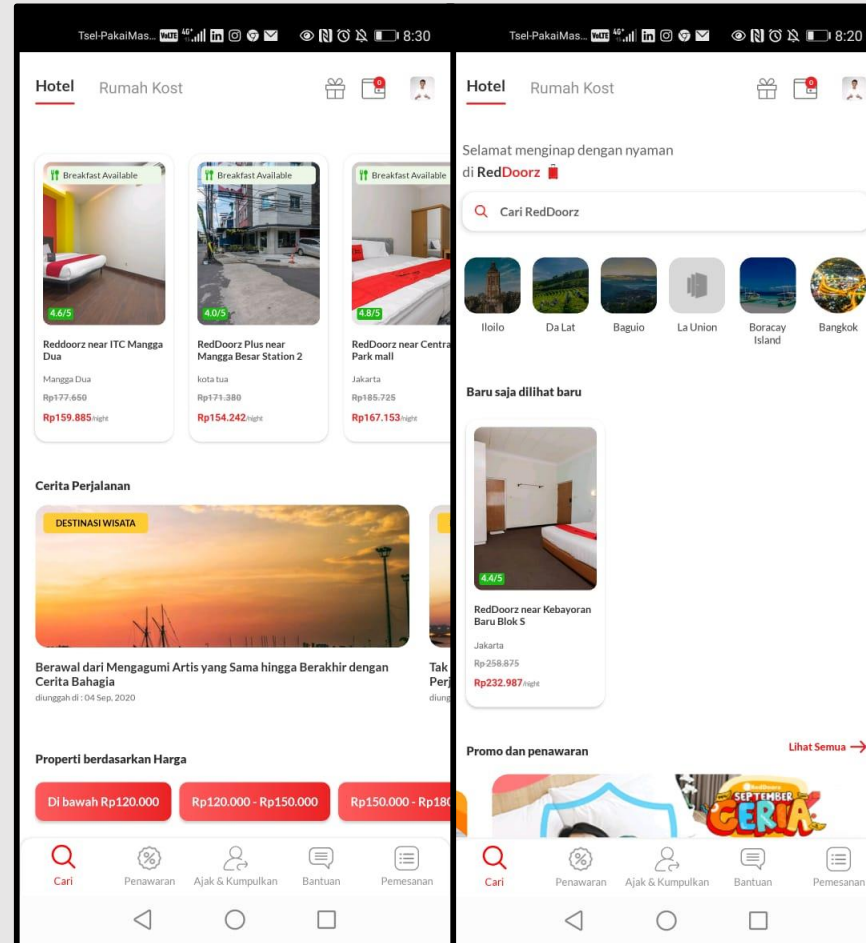**PAYFAZZ AGEN**

Maintain >70% of Payfazz GMV on Top-up Area

alterra

Serving >70 PDAM across Indonesia through ERP

FURY OKTRIA PUTRA

LinkedIn
https://www.linkedin.com/in/furyoktria/
Portfolio
https://bit.ly/PortofolioFury

EXPERIENCE TO DEVELOP DIGITAL PRODUCT ON B2B AND B2C PLATFORM

RedDoorz

OBJECT TO REVIEWED

RedDoorz

MOBILE APPLICATION

APPLICATION TYPE
Android Application

VERSION
1.7.8

LAST UPDATE
14 Aug 2020

ANDROID TYPE
EMUI 10.0.0.197 (Android 10)

DEVICE
HUAWEI NOVA 5T (2019)

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TEST CASE NO. 1

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#1 ADDRESSABLE PROBLEM

To become more relevant for the customers, RedDoorz is moving towards personalization of the app based on the user behavior. As product owner of android app, please **define a detailed strategy to personalize the app for a repeat customer launching android app, having done 2+ transactions in the last 90 days but 0 transactions in the last 15 days**.

(Please take suitable assumptions while defining the strategy. Please also assume that any data that is required for the execution for strategies is available for front end to utilize)

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OBJECTIVE OF THE PROJECT

[Revamp Project]

Deliver a new appearance on the Reddoorz Application (Android Apps) to **provide personalization menu** and **increase the repeat customer 100%** compared with the existing condition (at the same duration comparison)
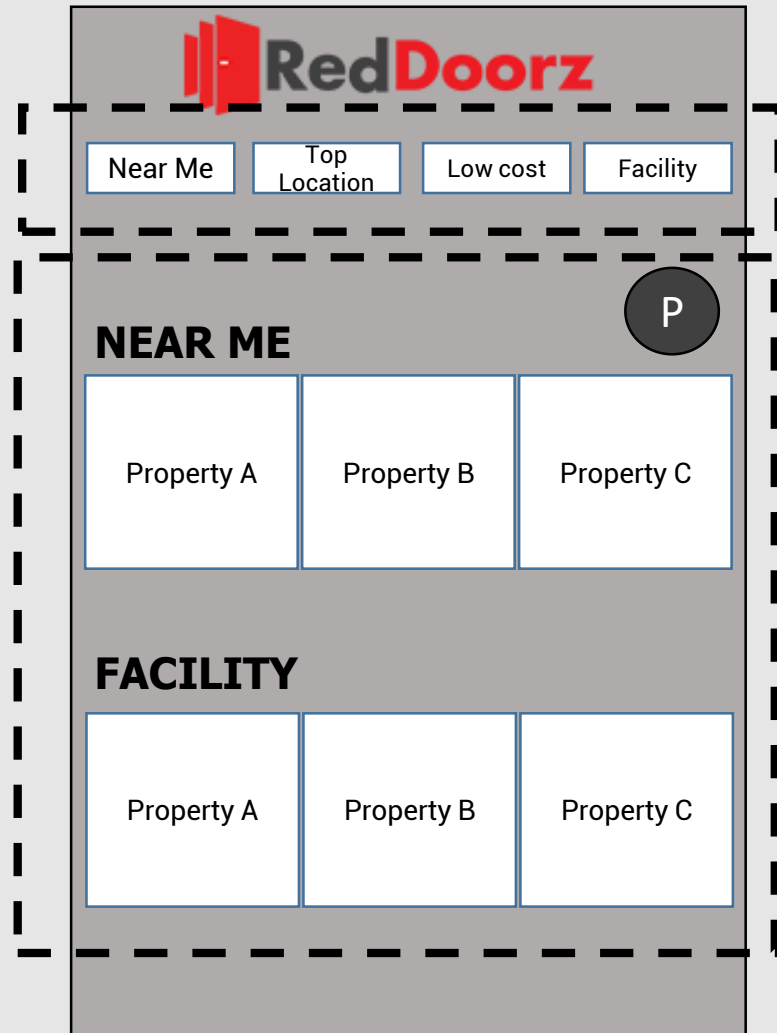
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CUSTOMER TARGET

Product	Primary Target	Secondary Target
Personalization Section	**Repeat Customer-** Having done 2+ transactions in the last 90 days but 0 transactions in the last 15 days.	**New Customer -** First experience to use the Reddoorz apps (New Onboard)

DELIVERABLE PRODUCT

HOT PICKS
The list of menu that shown is based on most frequently users chosen, and this area could be fix (change by hardcode) or adaptive (AI and ML approach).
And the journey will bring you to the customer journey booking.

SHUFFLE MENU
The menu and the card that shown is based on most frequently users chosen, and this area could be fix (change by hardcode) or adaptive (AI and ML approach).
If we choose fix category, so we could provide additional journey to pick the preference of category property by user-self (P button).
And the journey will bring you to the customer journey booking.

GO-TO MARKET STRATEGY

- Press Release.

- Advertise the product using ATL and BTL methods.

- Blast an e-mail to the users and ask for their feedback related with the product.

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TEST CASE NO. 2

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#2 ADDRESSABLE PROBLEM

RedDoorz has a 3 months membership program to drive loyalty among its customers. Customers pay a fee for this membership program to avail extra benefits (12% extra discount on every booking, 1 Free breakfast per month, 1 Free early check-in at hotel per month, 1 Free late check-out at hotel per month, 1 Free room upgrade per month).

RedDoorz wants to increase its renewal rate and reduce customer churn. Please develop a strategy to:

(i) Reduce the number of users dropping from subscription when the renewal is due
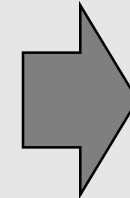
(ii) Win back customers who didn't renew

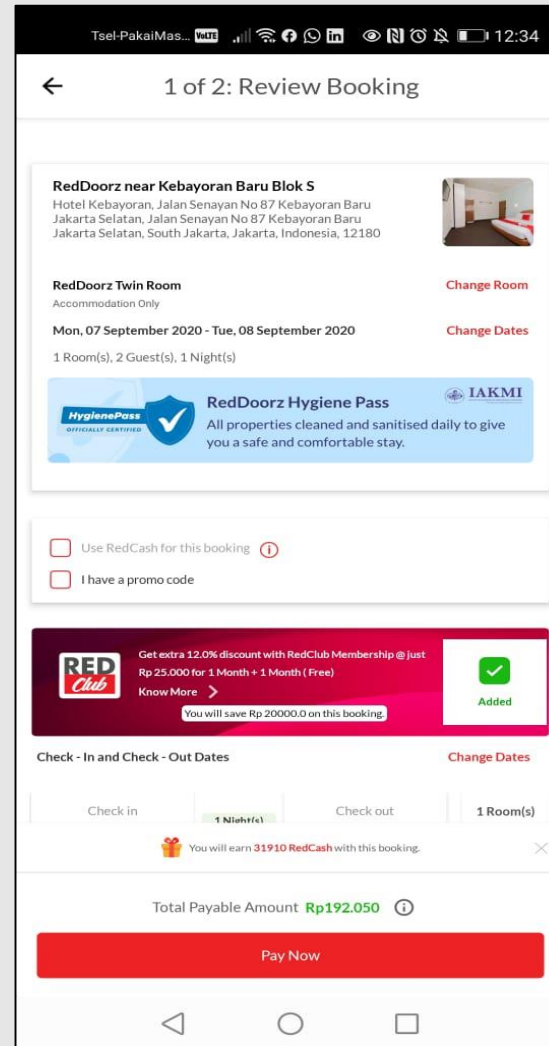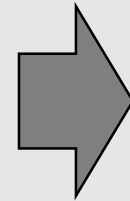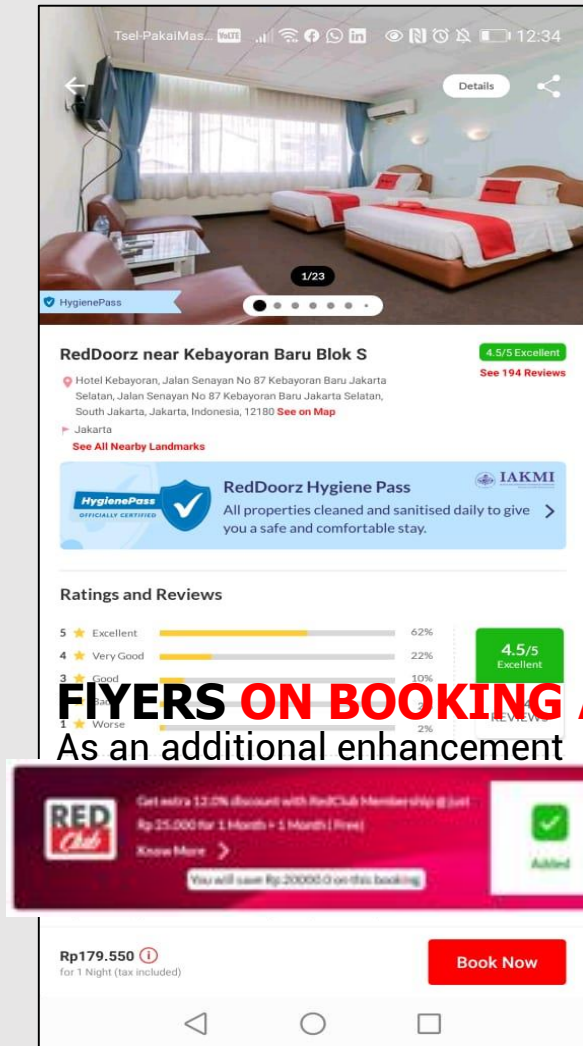**RedDoorz**

STRATEGY PLAN OF THE PROJECT

1. Customer Journey Enhancement -> Customer Booking Journey
2. Put the Red Club section on Homepage of Reddoorz
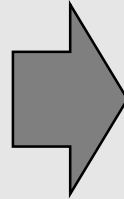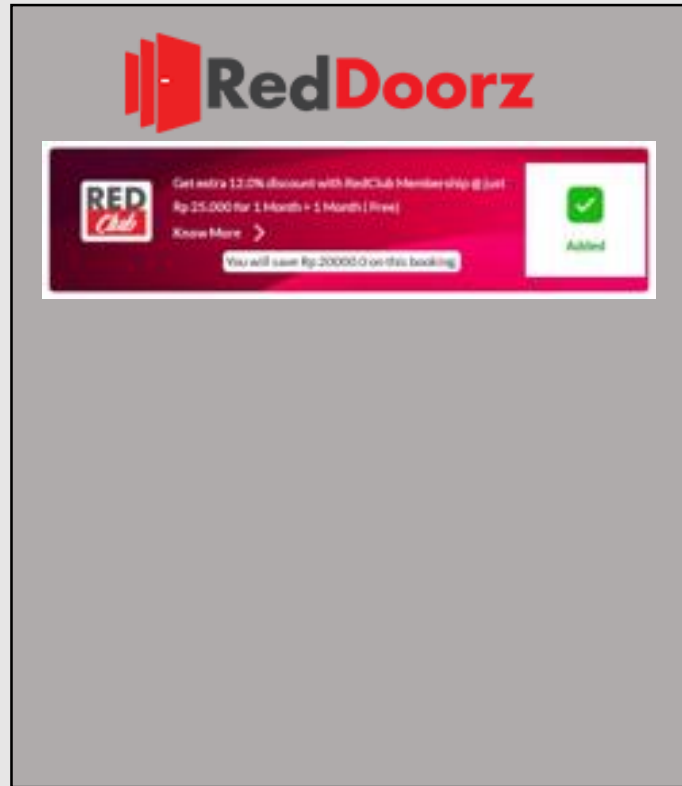3. Marketing Promotions Strategy

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DELIVERABLE PRODUCT

FIYERS ON BOOKING AREA
As an additional enhancement

FIYERS ON PAYMENT SCHEME
As an additional enhancement
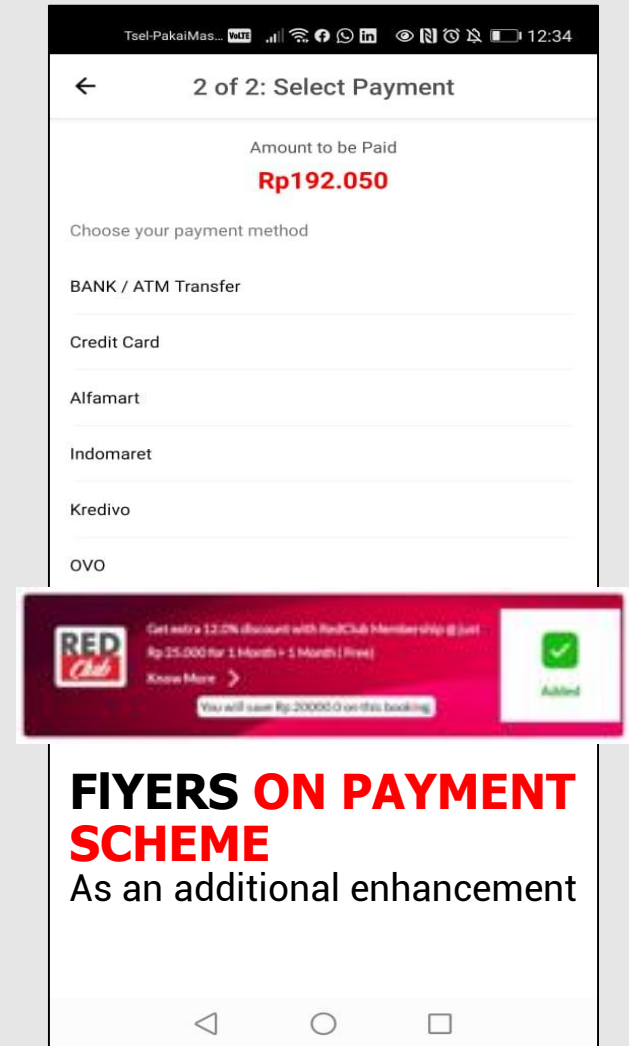
Customer Journey Enhancement of Reddoorz

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DELIVERABLE PRODUCT

PUT FLYERS ON THE TOP LAYOUT OF HOMEPAGE

Flyer of Redclub on the homepage of Reddoorz

MARKETING PROMOTION STRATEGY

The promotions strategy should be breakdown on several strategy:

- In-apps promotions -> Push the notification frequently to remind the customer who the subscription time is near the due date, and to introduce it to the customer who is never using the Redclub program to try the program.

- ATL strategy -> Put the advertising on several channels like Radio, Billboard, TV, and many kinds of it.

- BTL strategy -> Give some price promo for a certain moment.

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THANK YOU!

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