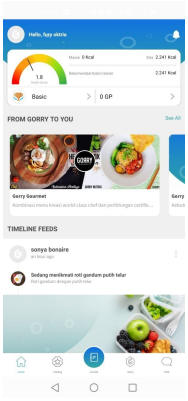
Document Version	**1.0.0**
Project Name	[New Project] FAQ Project - Gorry Gourmet
Document Owner	furyoktriaputra@gmail.com
Document Purpose	Product Manager Test Case - Gorry Well

OBJECT TO BE REVIEWED

Table 1. Object to be Reviewed

Application Screen	Explanation
	Application Name : Gorry Well Solusi Gizi dan Gaya Hidup Sehat Digital
	Application Version : 4.1.1
	Application Type : Android Apps
	Device : Huawei Nova 5T Android version : Android 10 EMUI : 10.1.0

BACKGROUND & GOAL

Background of the initiatives:

There is no proper FAQ or Guidance to explain several issue like:

1. Brief about the application, features and the company.
2. Channel for complaining about the issue on apps.
3. Common flow to how to use several features in the application.
4. How to subscribe to the apps and how the payment scheme works.
5. Many more.

WHO'S IT FOR?

Table 2. Target User

Target	Explanation
Primary	First touch users (novice user) who have never used the Gorry Well Application before (activation funnel).
Secondary	For users who already use the apps more than one time and want to explore another features in the apps (retention funnel)

WHAT IS IT?

Deliver a new feature in the apps that contains several menus inside the features. The name of this feature is Ask Gorry and contains FAQ, about us and chat us menu. The explanation for each menu will be explained below.

Table 3. Ask Gorry Menu

Menu	Explanation
FAQ	On FAQ Menu, we put several information in this area: 1. How to subscribe Gorry Well application 2. How to order Gorry Mart 3. The explanation for each Gorry product (Journal, Blogs, Gorry Gourmet, and many more).
About Us	The About Us section explains about the Gorry Holdings Company and the apps, and the story why the application is released and the versioning of the apps. The users also could update the apps through this section.
Chat Us	Chat us as the medium for the users to asking the Gorry Well team if the information is not available on FAQ through several channel: 1. Whatsapp 2. Email 3. Chat directly through our platform

Beneficial of the feature of Ask Gorry:

1. **Improve the user experience and correlate to increase the customer satisfaction level**.

   When this customer is very satisfied with the application because all of the information is already provided in the apps and the quick response when customers create a report or complaint related with the apps and Gorry Well team give a quick response to solve their problems. This condition would bring the customer a reference to other people for using

Gorry apps (Growth Hacking -> Awareness, Activation, Retention, Referral, Revenue funnels).

2. **The ask Gorry section might be saving the support operational cost.**
   When the FAQ provides all of the information that customer needs, the company would not have too much support team to handle the issue and is correlated to reduce the company cost.

BRAINSTORM IDEAS

Discuss with our internal stakeholders

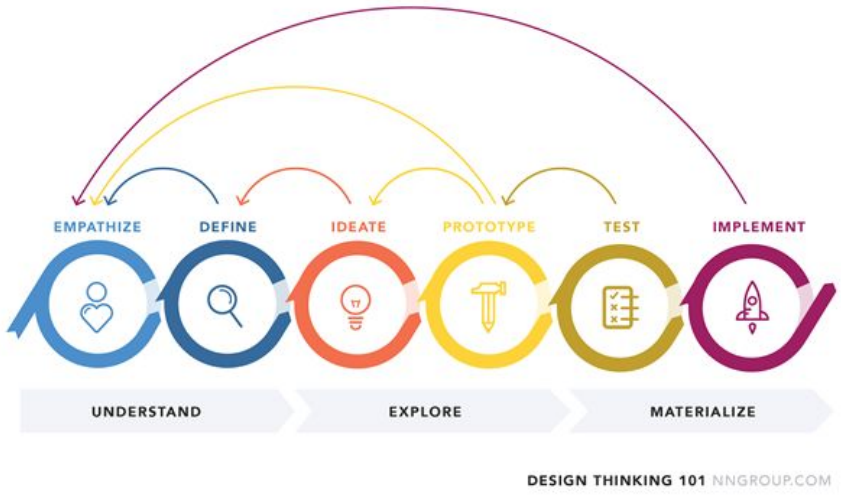
1. User Experience Research
   Lead by UX Researchers, firstly, we should make some research related with some issue for the design like;
   a. User Persona Research : to generate a well-understanding of the perspective of the customer side (their apps, their needs, expectations, goals to using the apps, the mechanism they often use when they want to complain in other apps and many more),
   b. Position of the Ask Gorry icon (At the top of the home, or in the mid area, etc.),
   c. Shape of the icon,
   d. How many possible menus and the information that could be put in one area,
   e. Many more.
2. Product Development Process
   The product development process divided into several teams:
   a. UI/UX Designer -> Interpret the result of the research into the prototype (High Fidelity Prototype).
   b. Engineers -> Make the button actionable.
   c. Quality Assurance -> test will provide many scenarios (could using automation testing).
3. Product Released
   Marketing team -> promotions, post launched strategy.
   Operations/Support team ->We have this team in the company or not? We could try to create the teams, and the SOP or Operating flow of handling complaints and the flow of how customers complain to Gorry Well.

Discussion with external stakeholders

Ask our users who are classified as the loyal users and get their feedback before developing this product and for the next improvement.

PRODUCT DEVELOPMENT WORKFLOW

One of the approaches that we could use to run the project by using the Design Thinking Scheme.



Pict 1. Design Thinking Scheme

Understand Phase

After we get the problem, this phase is led by UX Researcher to gather some customer problems (Identification the customer needs) and they produce a document called user persona.

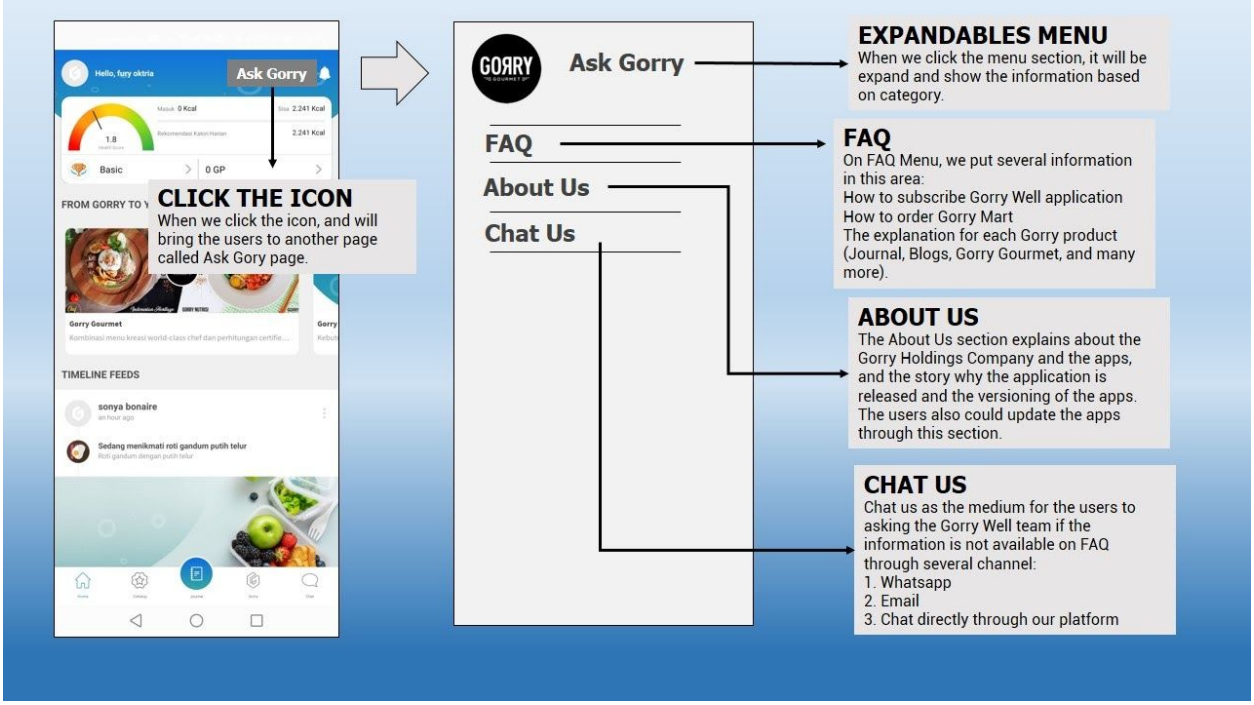
Pict 2. User Persona Example

Source: https://venngage.com/blog/user-persona-examples/

The user persona documentation is the important document to guide the engineers and the designer develop the product easily.

Explore Phase

The possible product workflow shown below.



Pict 3. Lo-Fi Prototype of Ask Gorry Menu.

Especially for engineers, don't forget to put an application tracker on to understand the customer behavior better.

Materialize Phase

The key point is to provide many test case scenarios before the product is released related with the:

1. Layout consistency
2. Customer Journey
3. Actionable button
4. Language and terms consistency
5. Etc.

And once the test case is passed, then just release it.

EXPECTED TIMELINE

Table 4. Expected Timeline

Events	Time & Duration
Kick-off meeting with Internal Stakeholder	3 August 2020
Communication and research to external stakeholders (customer research)	3 August 2020 - 14 August 2020
Research by Internal Stakeholders and developed High Fidelity Prototype using Design Thinking Approach.	3 August 2020 - 21 August 2020
Start kick-off development process	24 August 2020
Development process (using sprint / 2 weeks) included scenario testing from the QA team.	24 August 2020 - 4 September 2020
Product Released	7 September 2020
Press Release	7 September 2020

TECH NOTES

1. Research first when you will start to develop the product. Understand the business logic
2. Using Scrum Method to understand the progress of the engineers' work easily.
3. Using Project Management Platform (Like ASANA, JIRA) as the virtual working collaboration place.

GO TO MARKET STRATEGY

1. Press Release.
2. Advertise the product using ATL and BTL methods.
3. Blast an e-mail/form to the users and ask for their feedback related with the product.

POST LAUNCHED STRATEGY

1. Gain perspective from users from several streams, (social media, questionnaire, etc) asking the customer service team to help us capture the issues.
2. Discuss to stakeholders for the next improvement.