



detikcom

PRODUCT MANAGER TEST CASE

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EXPERIENCE TO DEVELOP DIGITAL PRODUCT ON B2B AND B2C PLATFORM



PRODUCT MANAGEMENT | PROJECT MANAGEMENT | STRATEGY | COMMERCIAL

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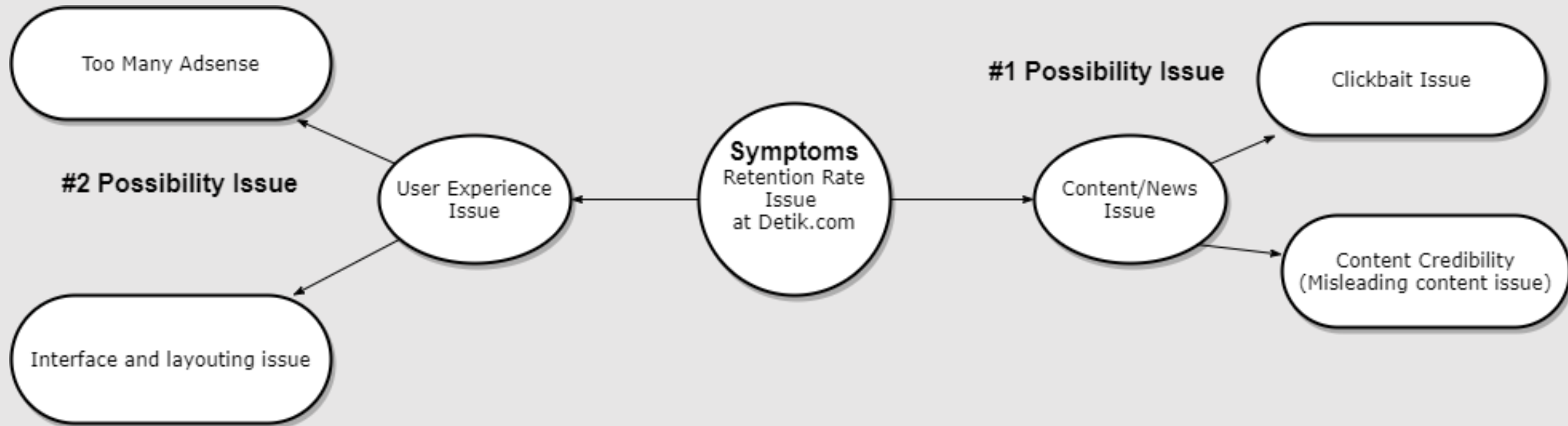
PROBLEM



ADDRESSABLE PROBLEM

We have a churn rate in our application is 1-2% monthly basis, how we could to manage this issue? [Retention Issue]

PROBLEM MAPPING



OBJECTIVE OF THE PROJECT

Deliver feature or product or strategy that could to increase the retention rate of users

SUCCESSFUL METRICS

- Increase customer level satisfaction on rating apps on Google Playstore into 4.00 at the end of 2021.
- Gross profit of detik.com business not in negative numbers at the end of 2021.
- Drop the churn rate into the lowest level.

USER TARGET

Level of Priority	Users Type	Target Number (User Numbers)
High	Active users : users who already sign-up to detikcom platform.	2 Million Users
Low	Potential on-board users : users who already use our platform, but not registered their profile	400K Users



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SOLUTIONS



SOLUTION FRAMEWORK

List down
many
possibilities
solutions for
each problem

Execute
based on
prioritize

Go-to-
Market
Strategy

Achieve the
objective based
on the successful
metrics

Prioritize
the
solution

Release

Post
Launched
Strategy

LIST OF POSSIBILITIES SOLUTION

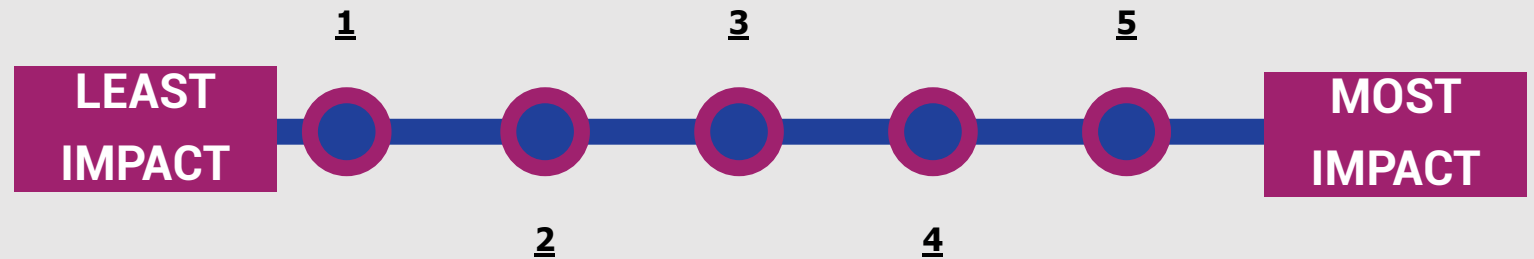
Area Of Issue	Issue That Happen In That Area	Possibilities Solutions
User Experience of Application	<ul style="list-style-type: none">•Too many adsense•Interface and layouting issue	<ul style="list-style-type: none">•Users feel safe when accessing our platform with new-fresh design and layouting [Revamp UI-UX detik.com project].•Deliver a new freemium approach in application to read better content, videos without adsense [Freemium Project].
Contents of Application	<ul style="list-style-type: none">•Click bait issue•Credibility issue (of the contents)	<ul style="list-style-type: none">•Improve the content quality. Coordinating with news reporters and editors.•Deliver a new freemium approach in application to read better content, videos without adsense [Freemium Project].

R.I.C.E PARAMETER

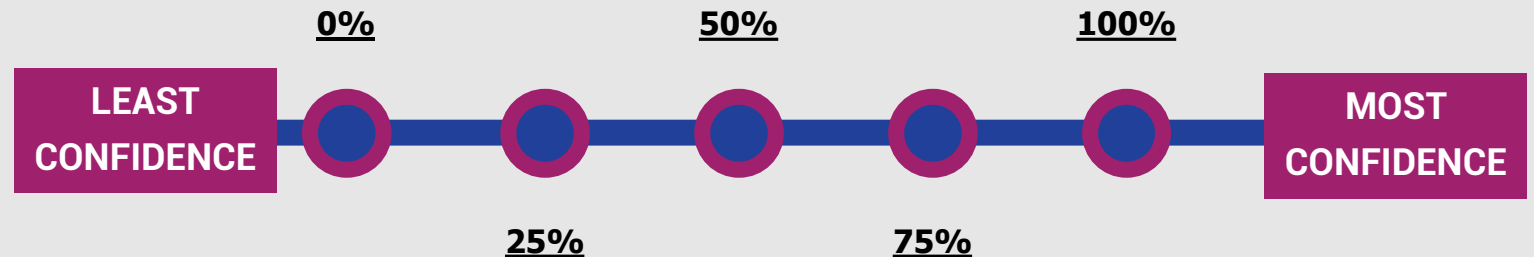
REACH

ACTIVE USERS : 2 MILLION
POTENTIAL USERS : 400K

IMPACT



CONFIDENCE



EFFORT

SPRINT ESTIMATION TO DELIVER THE PROJECT WITH
WHOLE TEAM THAT INVOLVED [EVERY 2 WEEKS]

PRIORITIZATION TO DELIVERABLES

Story Title	User Story	Prioritization Project						PIC
		Reach	Impact	Confidence	Effort	RICE Score	Prioritize to deliver	
[Revamp] Detik.com UI-UX	As the user, I feel safe when accessing detik.com platform with new-fresh design and layouting	2400000	3	100%	8	900000	3	Product
[A New Revenue Stream] Freemium Detik.com Project	As the user, I could to access the application and read better content, videos without adsense	2000000	5	100%	6	1666666.667	2	Product
[Improvement] Content Quality	As the users, I could to get a very clear news, and very independent content and could to enrich my knowledge significantly	2000000	5	100%	2	12000000	1	News/Reporter

PRIORITIZATION TO DELIVERABLES

1. If the team could execute in a parallel way, execute it!
2. Otherwise, we could to execute based on RICE rank (which means Improve Content Quality as the first rank) but don't forget to delegate the issue to related team since the issue actually not directly as the responsibility of Product Manager areas.
3. Focus to deliver the areas as the Product Manager responsibility with execute based on the next RICE rank.
4. See the PRD of Freemium Project for a deep explanation



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THANK YOU

