Document Version	**1.0.0**
Project Name	**Reddoorz#1 - [Revamp] Home Appearance for Personalization Section**
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Document Purpose	Reddoorz Case Study - Product Manager

BACKGROUND & GOAL

Background of the initiatives

To become more relevant for the customers, RedDoorz is moving towards personalization of the app based on the user behavior.

Goal

[Revamp Project] - Deliver a new experience in the Reddoorz Application (Android Apps) to provide a personalization appearance through a shuffle mechanism and increase the repeat customer 100% compared with the existing condition (at the same duration comparison).

WHO'S IT FOR?

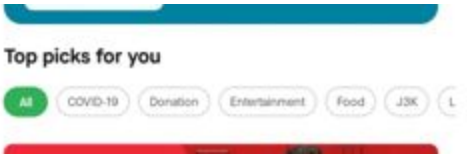
Tabel 1. Customer Target

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)

WHAT IS IT?

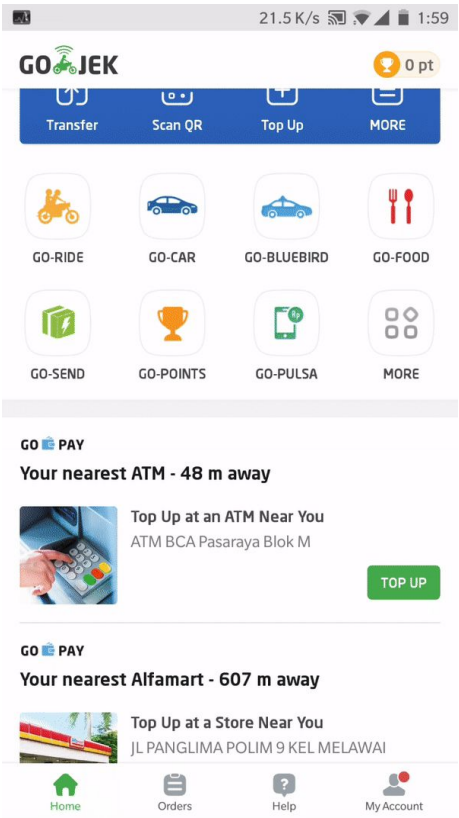
Deliver a new experience, on the homepage of Reddoorz Apps (Android Apps)

- **Hot Picks**
  A list of the top category of property that is shown based on rank of the most booked by specific preference from average Reddoorz users (action button).



Pict 1. Example of Hot Picks - Gojek Apps

- **Shuffle Menu**
  A card list of top property that is shown based on rank of the most booked by specific preference from average Reddoorz users (List menu)



Pict 2. Example of Shuffle Menu - Gojek Apps

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, and many more).

b. Position of the Hot Picks Menu (At the top of the layout, or in the mid area, etc.) and Shuffle Menu Layout
c. Shape of the action button and the card of shuffle menu.
d. How many possible buttons could we put in one area.
e. The list menu is fixed (based on the most category that is chosen by users) or liquid (could change based on the situation, using AI and Machine Learning approach). The list menu that we could propose like near me, specific location (Yogyakarta, Jakarta, Malang), low price property, type of the property (Apartment, hostel, guest house), class of the property (5 stars, etc), The facilities, and many more
f. etc.

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. Backend Engineer -> Implement the AI and ML logic based on the users preference (the most frequently chosen), put the tracker apps for capturing the activity for each user on the apps.
   c. Front End -> Make the button is actionable
   d. Quality Assurance -> test will provide many scenarios (could using automation testing).

3. Product Released
   a. Marketing team -> promotions, post launched strategy.

- Discussion with external stakeholders:
  Lead by UX Researcher team to perform some user testing to the real users.

COMPETITOR BENCHMARKING AND INSPIRATION

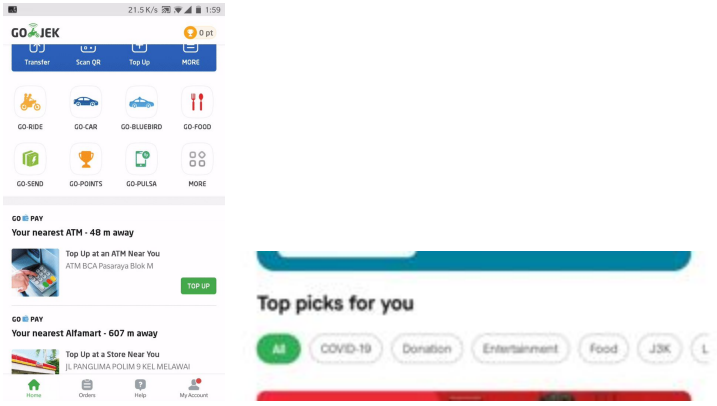
Competitor Benchmarking

Table 2. Competitor Benchmarking

Product Name	**Hot Picks Menu Availability**	**Shuffle Menu Availability**
Gojek	Yes	Yes
Traveloka	No	Yes
Reddoorz	Yes	Yes

Inspiration

GO-JEK Product



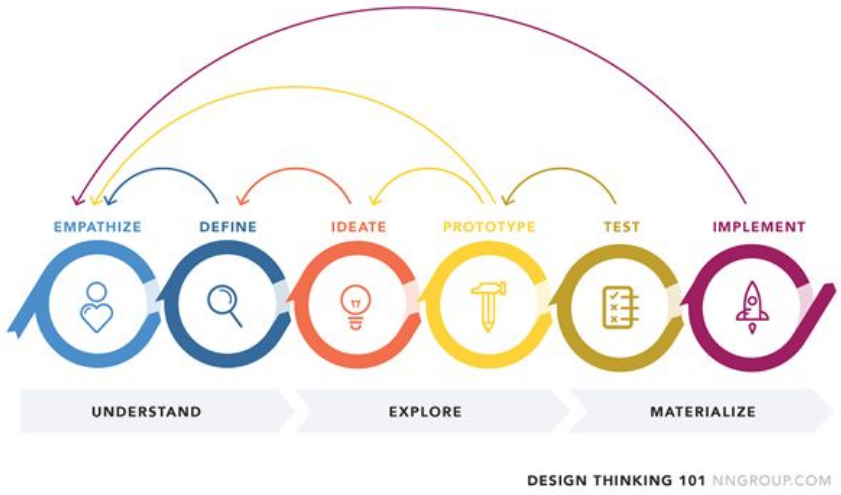
Pict 3. GO-JEK Product

Source : https://blog.gojekengineering.com/introducing-go-jeks-card-personalization-engine-project-shuffle-7c4b9404d5f2

- How do Gojek ensure all users get their own cards with a reasonable SLA? There may well be a whole bunch of cards they would want to show. If they were to wait for all cards before they display them to the user, they would be limiting themselves before the slowest card appears.
- How do they scale across our many services? Since GO-JEK is more like a bunch of apps within a larger app, since each service would have their own card to show to the user.
- How can they ensure a consistent format for the cards shown to the user? Building on the previous point, they had to ensure each card has its own unique content while keeping the UI clean and consistent.
- How can the card providing services be developed independently of the system? This meant it should be easy to develop and deploy services that could deliver their own cards to the user.
- How can they rank all cards coming from different services? Comparing the value of taking a GO-RIDE, to ordering food on GO-FOOD.

PRODUCT DEVELOPMENT WORKFLOW

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



Pict 4. 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.

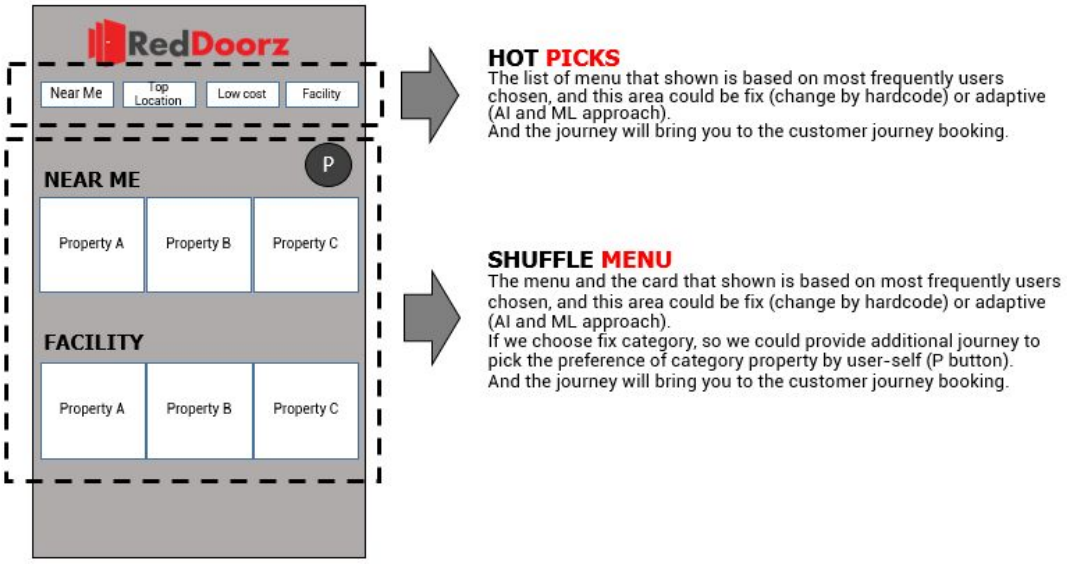
Pict 5. User Persona Example

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

Then we separate the team that focuses on Hot Picks development product and the Shuffle menu. The possible product workflow shown below.



Pict 6. Lo-Fi Homepage New Experience of Reddoorz

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. Tracking apps issue
5. Etc.

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

EXPECTED TIMELINE

Table 3. Expected Timeline

Events	**Time & Duration**
Kick-off meeting with Internal Stakeholder	1 August 2020
Communication and research to external stakeholders (customer research)	2 August 2020 - 30 August 2020
Research by Internal Stakeholders and developed High Fidelity Prototype using Design Thinking Approach.	2 August 2020 - 30 August 2020
Start kick-off development process	1 September 2020
Development process (using sprint / 4 weeks) included scenario testing from the QA team.	1 September 2020 - 30 November 2020
Product Released	1 December 2020
Press Release	2 December 2020

TECH NOTES

1. Application tracking issue
2. Ability to put AI and Machine Learning (If required).
3. Making a Database dictionary for understanding the whole created table easily.
4. Research first when you will start to develop the product. Understand the business logic
5. Using Scrum Method to understand the progress of the engineers' work easily.
6. Using Project Management Platform (Like ASANA, JIRA) as the virtual working collaboration place.

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.

POST LAUNCHED STRATEGY

- Gain perspective from users from several streams, (social media, questionnaire, etc) asking the customer service team to help us capture the issues.

- Request to the QA team to maintain the product, if the product has bugs or not?
- Discuss to stakeholders for the next improvement.