

Document Version	1.0.0
Project Name	Sidebar Project - Lion Parcel Platform
Document Owner	furyoktriaputra@gmail.com
Document Purpose	APM Test - Fury Oktria Putra

BACKGROUND & GOAL

Background of the initiatives

- Based on discussion and agreement with related stakeholders, we should deliver a sidebar in the homepage of the products to increase customer satisfaction.
- Customer satisfaction level in Google Playstore currently in 3.7 (Captured in 22 October 2020) from 1K reviewers.

Goal

Deliver sidebar features to increase customer level satisfaction in Google Playstore up to 4.0 at the end of 2021

WHO'S IT FOR?

This project has the primary objective to bring this feature for our active users who already sign-up to our platform.

Table 1. **List of Target Users**

Level of Priority	Users Type	Target Number (User Numbers)
High	All Downloaders in Google Playstore	100K
Low	Potential on-board users that targeted until 2021 (20% from existing downloaders).	20K

WHAT IS IT?

Features name : **Lion Parcel Sidebar**

Deliver a sidebar users could access a list of accessed menus easily.

BRAINSTORM IDEAS

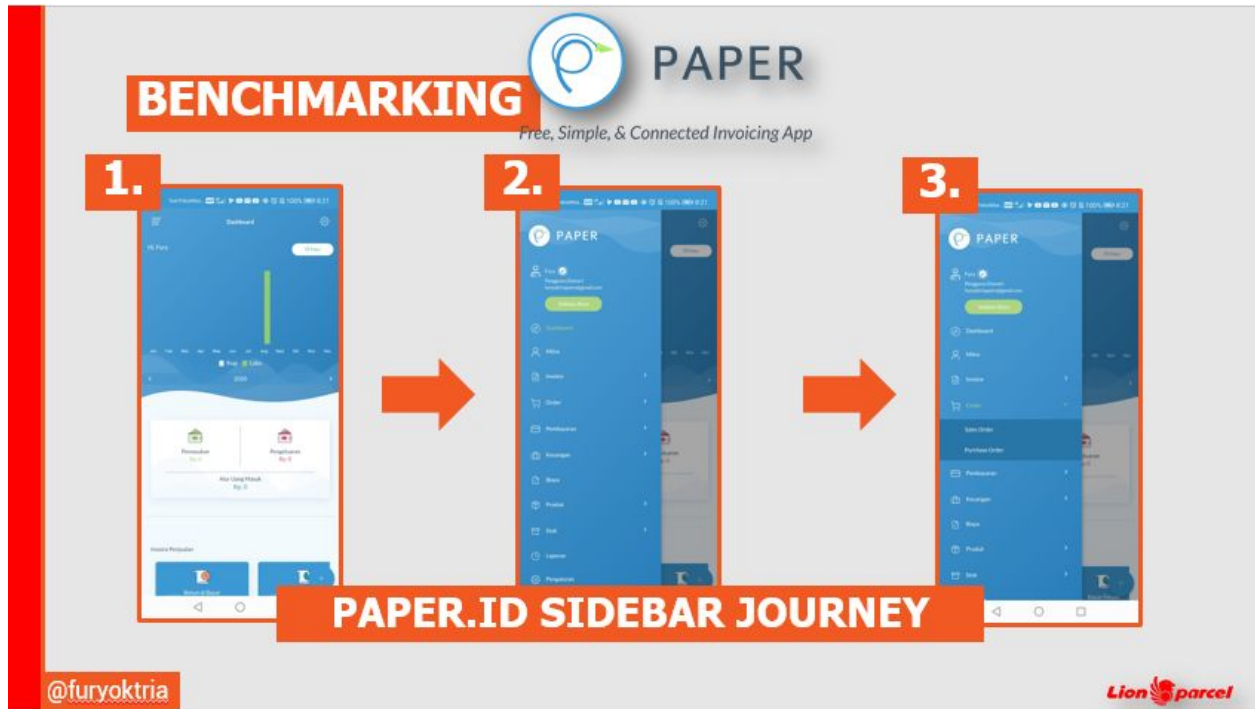
Table 2. **Brainstorm ideation for discuss with internal stakeholders**

Stakeholders	Concern
Marketing Team	<ol style="list-style-type: none">1. Determine the Go-to-Market strategy after the feature is released and implement the strategy.2. Working closely with the Growth and Data team to get feedback for the customer satisfaction level is growing up or not based on mandatory metrics that we have already mentioned before
UI & UX Team	<ol style="list-style-type: none">1. User Persona Research : to generate a well-understanding of the perspective of the customer side (their pain point and needs, expectations, the response when Lion Parcel Sidebar is applied, and many more).2. Working closely with the product team, marketing team, and content team to determine the list of news or content categories that we want to put to this feature.3. Develop the High-Fidelity prototype before the engineer team develops the engine process.4. Research the many typical Apps in the market to get a better understanding.
Engineer Team	<ol style="list-style-type: none">1. Implement the apps for tracking the customer behavior.2. Backend system could understand and run the menu process.
Data Team	Working closely with growth, marketing and engineer team to get data about the customer behavior after the features is released
Quality Engineer Team	Define and provide many scenarios (could using automation testing).

COMPETITOR BENCHMARKING

Competitor Benchmarking

This benchmarking to get a concept of the existing product condition in the for inspiration of us when we develop sidebar product.



Pict 1. Benchmarking - Paper.id

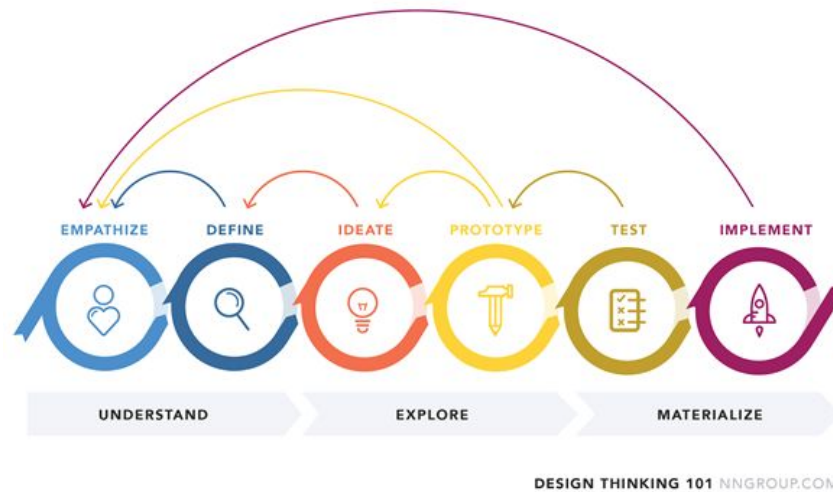
Paper.id benchmarking explanation:

With ++100K downloaders they could reach 4.8 rating from 1K reviewers

1. The sidebar is appear on left-up corner (sidebar icon)
2. When we click the icon, will appear the sidebar.
3. Sidebar also has several sub-menus.

PRODUCT DEVELOPMENT WORKFLOW

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



Pict 2. Design Thinking Scheme

Understand Phase

After we understand the product direction, this phase is led by UX Researcher to gather some customer needs (Identification the customer needs) and they produce a document called user persona and help to develop a better UX and scheme for Lion Parcel sidebar feature.

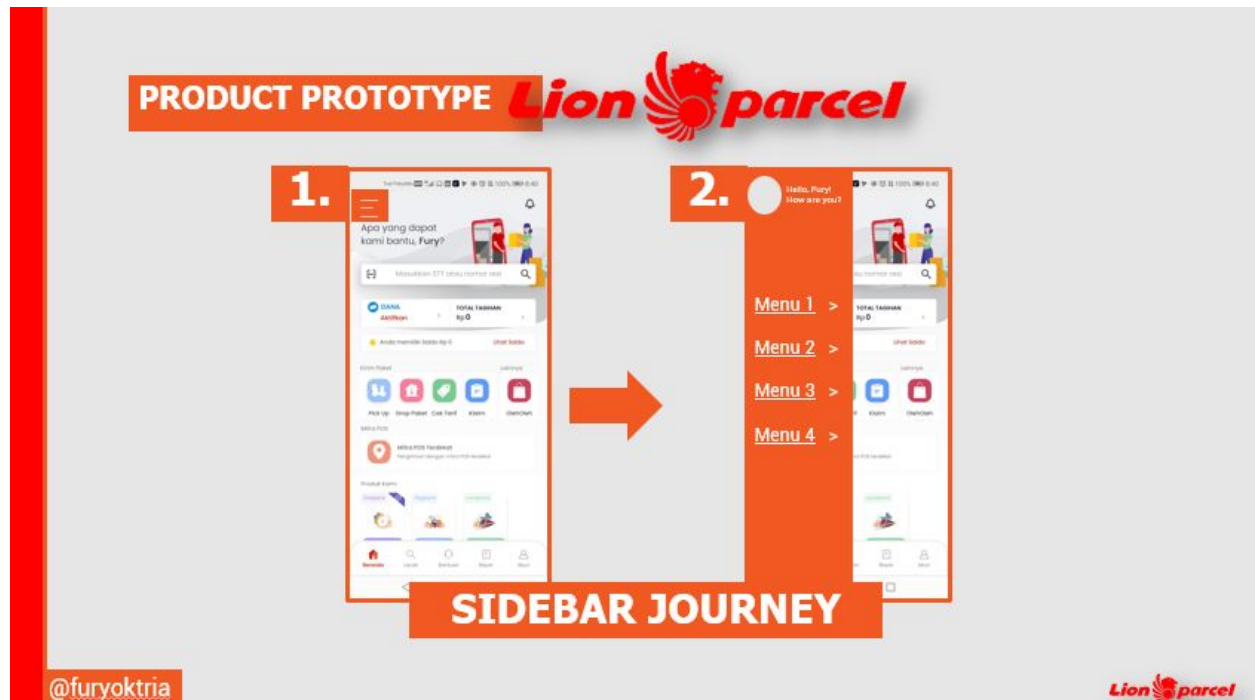


Pict 3. User Persona Example

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 4. Product Prototype of Sidebar Journey

Product Prototype Explanation

1. When opening the Lion Parcel homepage, we put an icon to appear on the sidebar menu (Up-left-corner side).
2. When the icon is clicked, then the sidebar menu will appear.

List of Menu of Sidebar

We should make a comparison research between the existing categories that appears on homepage or we will bring a new one that might be met with a user persona. We should cross collaborate with many stakeholders on it (content team, UI UX team, product team, marketing team).

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

Materialize Phase

List of potential user acceptance criteria

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

We expect we could to deliver this feature with 4 Sprints [8 weeks]

Table 4. Expected Timeline

Events	Time & Duration
1st Sprints	<ol style="list-style-type: none">1. Initial meeting2. Research cross-collaboration
2nd Sprints	Hi-fi prototype developing with preparation the backend logic
3rd Sprints	Developing time
4th Sprints	Testing, and released.
Certain Period	Review frequently about growth of customer satisfaction level.
At the end of 2021	Project Evaluation

GO TO MARKET STRATEGY

- Press Release.
- Advertise the product using ATL and BTL methods (one of the important keys is in-apps promotions massively and scheduled) and using a personalized message approach for every single channel that we use for e.g mention the name when they don't use our new features or a reminder messages
- Blast an e-mail to the users and ask for their feedback related with the product.

POST LAUNCHED STRATEGY

General Activity

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

Upcoming Project

- Revamp the whole UI-UX of Lion Parcel platform that will meet with the user persona of Lion Parcel users.