



Document Version	1.0.0
Sprint Project	Revamp - Rumah Siap Kerja Platform
Document Owner	furyoktriaputra@gmail.com
Document Purpose	Product Manager - Rumah Siap Kerja Case

BACKGROUND & GOAL

Background of the initiatives

- Getting frustrated when accessing the platform, and leads to low user satisfaction.
- Based on heuristic assessment by Jacob Nielsen approaches (10 points), for each point of assessment, has a problem that we should solve quickly.

Table 1. **Problem Mapping using Heuristic Approach**

Heuristic Assessment Point	Captured Problem
Visibility of system status	There is no information how long the website will be done during the loading session.
	Then , there is no error message when getting trouble during fulfill a journey [e.g login via google account]
Match between system and real world	Order ID when applying for “Pelatihan” showed random code instead of the real headline of “Pelatihan” that I selected.
User control and freedom	There is no “undo” or “redo” During users journey when applying for a “Pelatihan”.
	Minim “sort-by” feature on “Pelatihan”
Consistency and standard	Too many language inconsistencies (mixed language both of English and Indonesia).
Error prevention	There is no pop-up message for the important step on journey. (“Pelatihan selection”,Payment Process)
Recognition rather than recall	There is no milestone journey appear for every steps in “Pelatihan” and “Pekerjaan”

Flexibility and efficiency of use	Heavy load of webpage, getting frustrated because it takes too long when opening the website for the first time.
Aesthetic and minimalist design	The platform color, layout and web design is too “weird” it doesn’t meet with the target of users.
Help users recognize, diagnose and recover from error.	When accessing a broken link, there is no informative error message instead showing a 404 message only.
Help and documentation	There is no guidance or FAQ that explain the common flow and problem that appear on Rumah Siap Kerja Platform.

Goal

Revamp – rumah siap kerja platform [desktop and mobile view] for better user experience and satisfaction with several successful metrics:

- Page speed insight total score >90
- Total time for website load <3 Seconds
- Web Page size in a range of 3-5 Megabytes

WHO’S IT FOR?

To achieve the goal of the projects, we should determine the target user that might be impacted when our feature or product or strategy is released.

Table 2. List of Target Users

Level of Priority	Users Type
High	Active users : users who already sign-up to our Platform
Low	Potential on-board users : users who already use our platform, but not registered their profile

WHAT IS IT?

From problem mapping, we try to find the possible solution to answer and solve pain points of users. The list of possibilities solutions that we called as stories and how the task will run is shown below.

Table 2. **Possibilities Solutions**

Area of Issue	Issue that happen in that Area	Stories	Task
Visibility of system status	There is no information how long the website will be done during the loading session.	<ol style="list-style-type: none"> 1. As the users, we have progress information during loading a page. 2. As the users, we have a time-out in a certain period when we could not try to open the page, with the informative error message that provides the info to reach another page. 	<ol style="list-style-type: none"> 1. Implement loading progress. 2. Implement time-out for every-single request by users 3. Build an informative error message.
	Then , there is no error message when getting trouble during fulfill a journey [e.g could login via google account]	As the users, we have an informative error message with the informative error message that provides the info to reach another page.	Build an informative error message.
Match between system and real world	Order ID when applying for “Pelatihan” showed random code instead of the real headline of “Pelatihan” that I selected.	As the users, I have a well-known Order-ID when I am applying for “Pelatihan”.	Change the content key of Order ID in “Pelatihan” Table.

User control and freedom	There is no “undo” or “redo” During users journey when applying for a “Pelatihan”.	As the users, I have a back button for applying “Pelatihan Journey”.	Implement back button on applying “Pelatihan” journey
	Minim “sort-by” feature on “Pelatihan”	As the users, I have a lot of possibilities list of sort-by to search my “Pelatihan” based on my needs	Put a lot of sort scenarios on “Pelatihan” search.
Consistency and standard	Too many language inconsistencies (mixed language both of English and Indonesia).	As the users, I could read the platform information totally in Bahasa Indonesia or English.	Implement Bahasa Indonesia Language and Bahasa Inggris language
Error prevention	There is no pop-up message for the important step on journey. (“Pelatihan selection”, Payment Process)	As the users, I have a pop up message that shows the information to ensure my choice.	Build an informative pop up message for the important decision.
Recognition rather than recall	There is no milestone journey appear for every steps in “Pelatihan” and “Pekerjaan”	As the users, I could to understand my journey process when applying for “Pelatihan” and “Pekerjaan”	Put milestone steps on “Pelatihan” and “Pekerjaan”.
Flexibility and efficiency of use	Heavy load of webpage, getting frustrated because it takes too long when opening the	As the users, I could access the platform as quickly as I can.	<ol style="list-style-type: none"> 1. Refactor Code (Front-end and back-end). 2. Implement Google AMP (Accelerated Mobile Pages). 3. Implement PWA for better user

	website for the first time.		experience.
Aesthetic and minimalist design	The platform color, layout and web design is too “weird” it doesn’t meet with the target of users.	As the users, I could have a platform that has a very intuitive design and meets with my personas.	Redesign of Platform.
Help users recognize, diagnose and recover from error.	When accessing a broken link, there is no informative error message instead showing a 404 message only.	As the users, we have an informative error message with the informative error message that provides the info to reach another page.	Build an informative error message.
Help and documentation	There is no guidance or FAQ that explain the common flow and problem that appear on Rumah Siap Kerja Platform.	As the users, I have guidance or FAQ to understand the whole platform.	Put guidance menu on Rumah Siap Kerja Platform



BRAINSTORM IDEAS

Project Prioritization

After we list down the possibilities of who could increase achieve the outcome, then we do a prioritization to understand the level of importance and urgency for each project that we want to deliver. We refer to the prioritization based on the successful metrics that we would like to achieve.

We determine the prioritization methods using scales:

- XL : Highly prioritize, closest ways to achieve successful metrics.
- L : High priority, near to achieve successful metrics.
- M : Medium priority, still related to achieving successful metrics.
- S : Least priority, good to deliver the project.

Table 3. **Product Prioritization**

Stories	Task	Prioritize
<ol style="list-style-type: none">1. As the users, we have progress information during loading a page.2. As the users, we have a time-out in a certain period when we could not try to open the page, with the informative error message that provides the info to reach another page.	<ol style="list-style-type: none">1. Implement loading progress.2. Implement time-out for every-single request by users3. Build an informative error message.	L
As the users, we have an informative error message with the informative error message that provides the info to reach another page.	Build an informative error message.	L
As the users, I have a well-known Order-ID when I am applying for “Pelatihan”.	Change the content key of Order ID in “Pelatihan” Table.	M
As the users, I have a back button for applying	Implement back button on applying “Pelatihan” journey	M

“Pelatihan Journey”.		
As the users, I have a lot of possibilities list of sort-by to search my “Pelatihan” based on my needs	Put a lot of sort scenarios on “Pelatihan” search.	M
As the users, I could read the platform information totally in Bahasa Indonesia or English.	Implement Bahasa Indonesia Language and Bahasa Inggris language	S
As the users, I have a pop up message that shows the information to ensure my choice.	Build an informative pop up message for the important decision.	L
As the users, I could to understand my journey process when applying for “Pelatihan” and “Pekerjaan”	Put milestone steps on “Pelatihan” and “Pekerjaan”.	L
As the users, I could access the platform as quickly as I can.	<ol style="list-style-type: none"> 4. Refactor Code (Front-end and back-end). 5. Implement Google AMP (Accelerated Mobile Pages). 6. Implement PWA for better user experience. 	XL
As the users, I could have a platform that has a very intuitive design and meets with my personas.	Redesign of Platform.	XL
As the users, we have an informative error message with the informative error message that provides the info to reach another page.	Build an informative error message.	L
As the users, I have guidance or FAQ to	Put guidance menu on Rumah Siap Kerja Platform	L



understand the whole platform.		
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From the list that showed above, we get a highest priority project to make the platform quickly accessed and redesign the platform with XL score. So, we will choose this project to deliver for the first.

Table 4. **High Priority of Project**

Stories	Task	Prioritize
As the users, I could access the platform as quickly as I can.	<ol style="list-style-type: none">1. Refactor Code (Front-end and back-end).2. Implement Google AMP (Accelerated Mobile Pages).3. Implement PWA (Progressive Web Apps) for better user experience.	XL
As the users, I could have a platform that has a very intuitive design and meets with my personas.	Redesign of Platform.	XL



PROJECT LIST

QUICK ACCESS OF THE PLATFORM

Refactor Code

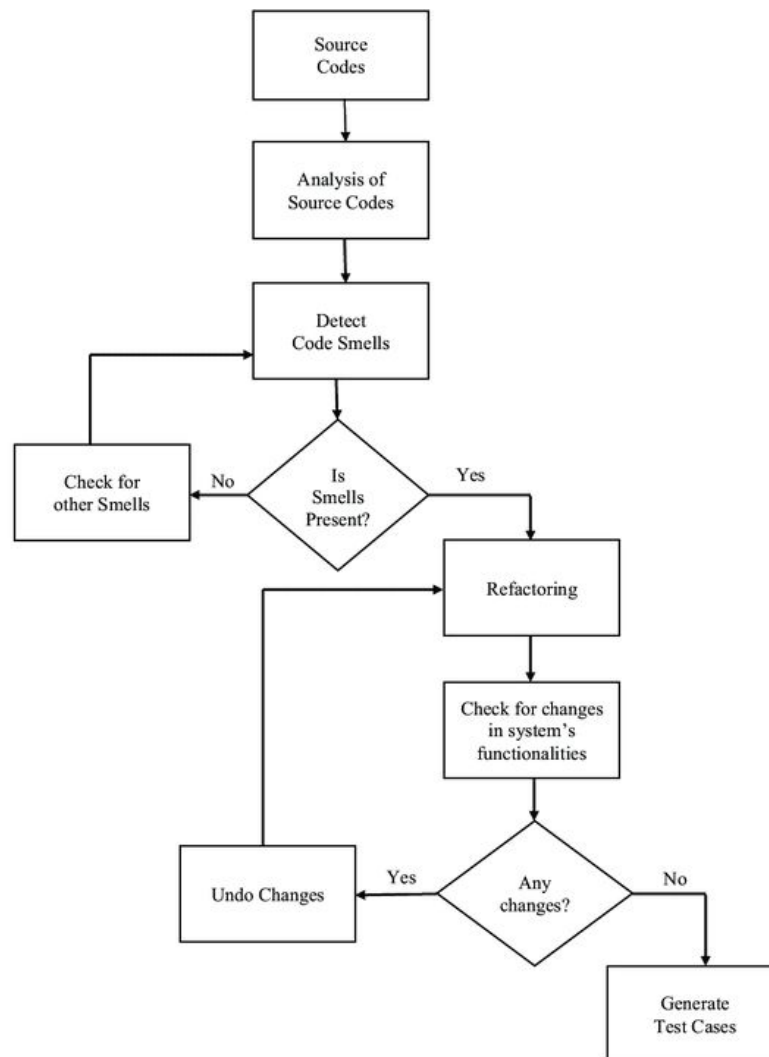
Opportunity	Estimated Savings
▲ Preload key requests	5.67 s ▾
▲ Enable text compression	3.16 s ▾
▲ Remove unused JavaScript	2 s ▾
▲ Eliminate render-blocking resources	1.23 s ▾
▲ Remove unused CSS	1.16 s ▾
■ Serve images in next-gen formats	0.6 s ▾
■ Efficiently encode images	0.52 s ▾
■ Properly size images	0.32 s ▾

Pict 1. Pagespeed Insight Result

Refactor code will be important, since the Pagespeed Insight Result shows the use-case if there is unused Javascript, and CSS in the existing platform. And also, there is no text compression logic implementation on the platform so it will take too long time to load the data. This area mostly will be handled by the front-end engineer.

For the first priority why we should do a refactor code because of preload key requests, the possibility because is inefficient logic on back-end or front-end. We should fix the issue as quickly as we can.

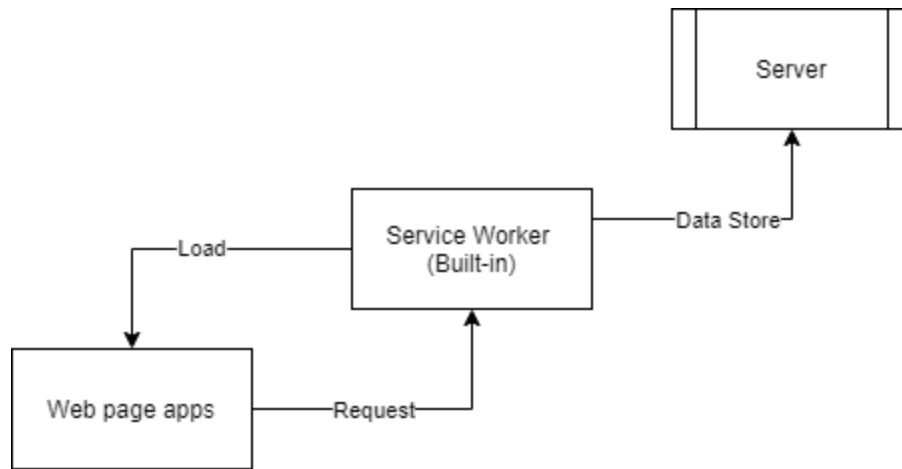
The key steps are analysis and detecting code smells. Code smells means a hypothesis for the logic or code that might be a problem.



Pict 2. Refactor Code Flow Chart

[https://www.researchgate.net/figure/Flowchart-of-the-Proposed-Approach_fig1_325919219]

Implement Progressive Web Application (PWA)



Progressive Web Apps Concept

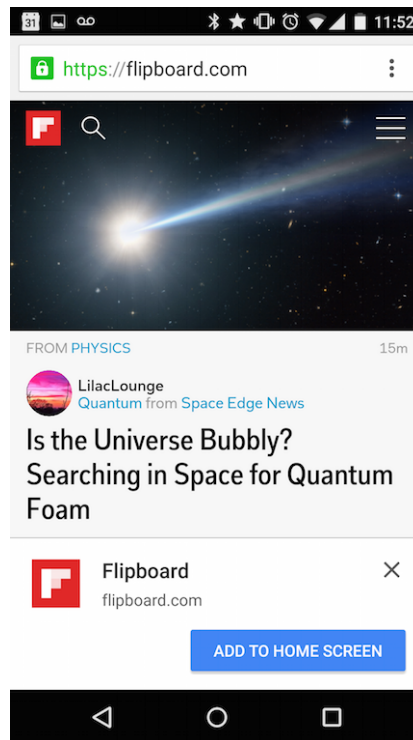
Pict 3. PWA Concepts

Progressive Web Apps are web apps that use emerging web browser APIs and features along with traditional progressive enhancement strategy to bring a native app-like user experience to cross-platform web applications [Mozilla Developer definition].

Characteristic of PWA

1. **Progressive.** By definition, a progressive web app must work on any device and enhance progressively, taking advantage of any features available on the user's device and browser.
2. **Discoverable.** Because a progressive web app is a website, it should be discoverable in search engines. This is a major advantage over native applications, which still lag behind websites in searchability.
3. **Linkable.** As another characteristic inherited from websites, a well-designed website should use the URI to indicate the current state of the application. This will enable the web app to retain or reload its state when the user bookmarks or shares the app's URL.
4. **Responsive.** A progressive web app's UI must fit the device's form factor and screen size.
5. **App-like.** A progressive web app should look like a native app and be built on the application shell model, with minimal page refreshes.
6. **Connectivity-independent.** It should work in areas of low connectivity or offline (our favorite characteristic).
7. **Re-engageable.** Mobile app users are more likely to reuse their apps, and progressive web apps are intended to achieve the same goals through features such as push notifications.
8. **Installable.** A progressive web app can be installed on the device's home screen, making it readily available.

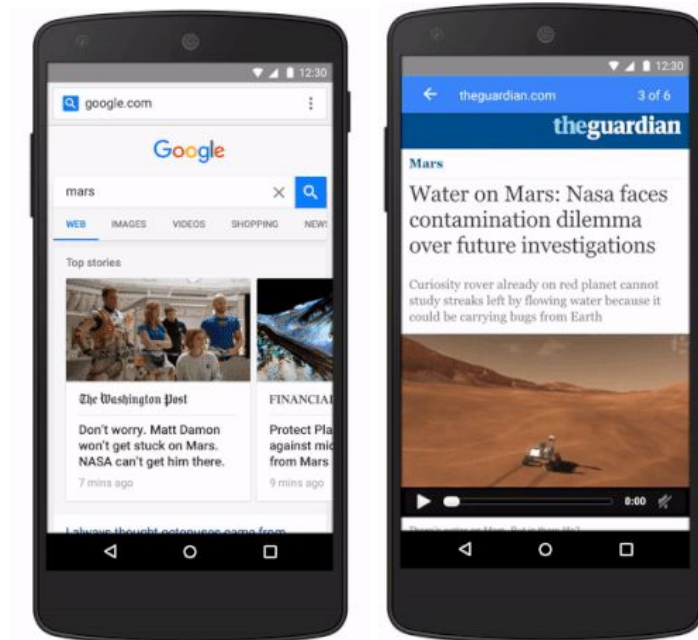
9. Fresh. When new content is published and the user is connected to the Internet, that content should be made available in the app.
10. Safe. Because a progressive web app has a more intimate user experience and because all network requests can be intercepted through service workers, it is imperative that the app be hosted over HTTPS to prevent man-in-the-middle attacks.



Pict 4. Example of PWA

Google AMP Implementation

Google Accelerated Mobile Pages (AMP) is a very accessible framework for creating fast-loading mobile web pages. The open-source initiative is designed to enable publishers to easily improve speed (and consequently, the user experience) for their mobile readership without sacrificing any ad revenue that they may rely upon.



Pict 5. Google AMP Concept

Brainstorm Ideations

Table 5. Internal Discussion for Quick Access of the Platform

Role	Explanation
Engineer Team	<ol style="list-style-type: none"> 1. Listing the code smells areas. 2. Research related with the technology (PWA and Google AMP) and make it suit with the existing logic on Rumah Siap Kerja 3. Implement the apps for tracking the customer behavior. 4. Confidence level to deliver this project.
Data Team	Working closely with the growth, marketing and engineering team to get data about the customer behavior after the feature is released.
Quality Engineer Team	Define and provide many scenarios (could using automation testing).

Project Development Process

Using SCRUM Framework, deliverables tracking for each 2 weeks (Sprint).



REDESIGN OF PLATFORM

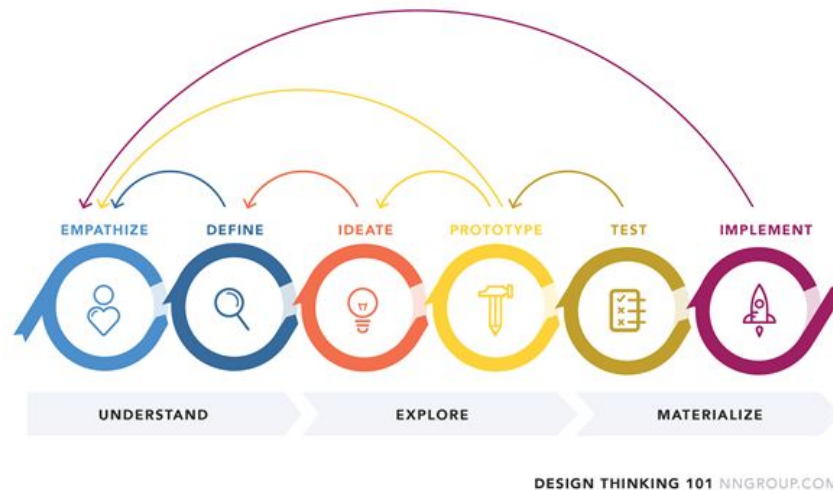
Brainstorm Ideas

Table 6. Internal Discussion for Redesign Platform

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 users feedback
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 this project is applied, and many more).2. Develop the High-Fidelity prototype before the engineer team develops the engine process.3. Research the many typical Web-Apps in the market to get a better understanding.
Engineer Team	Implement the apps for tracking the customer behavior.
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).

PRODUCT DEVELOPMENT WORKFLOW

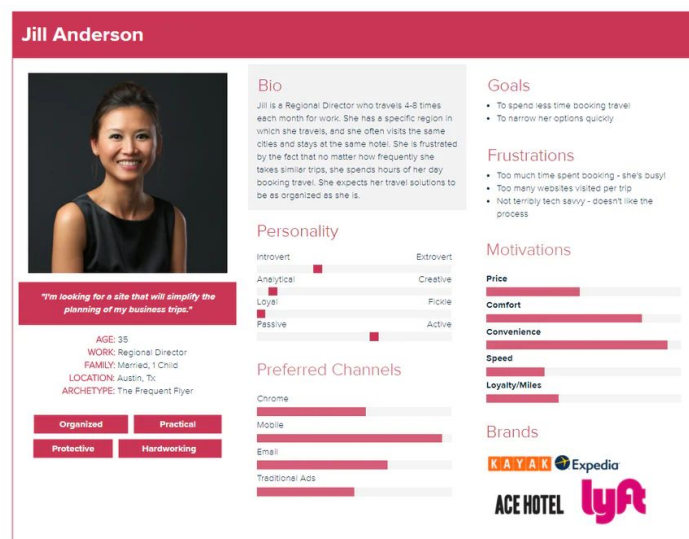
One of the approaches that we could use to run the project by using the Design Thinking Scheme.



Pict 6. Design Thinking Scheme

Understand Phase

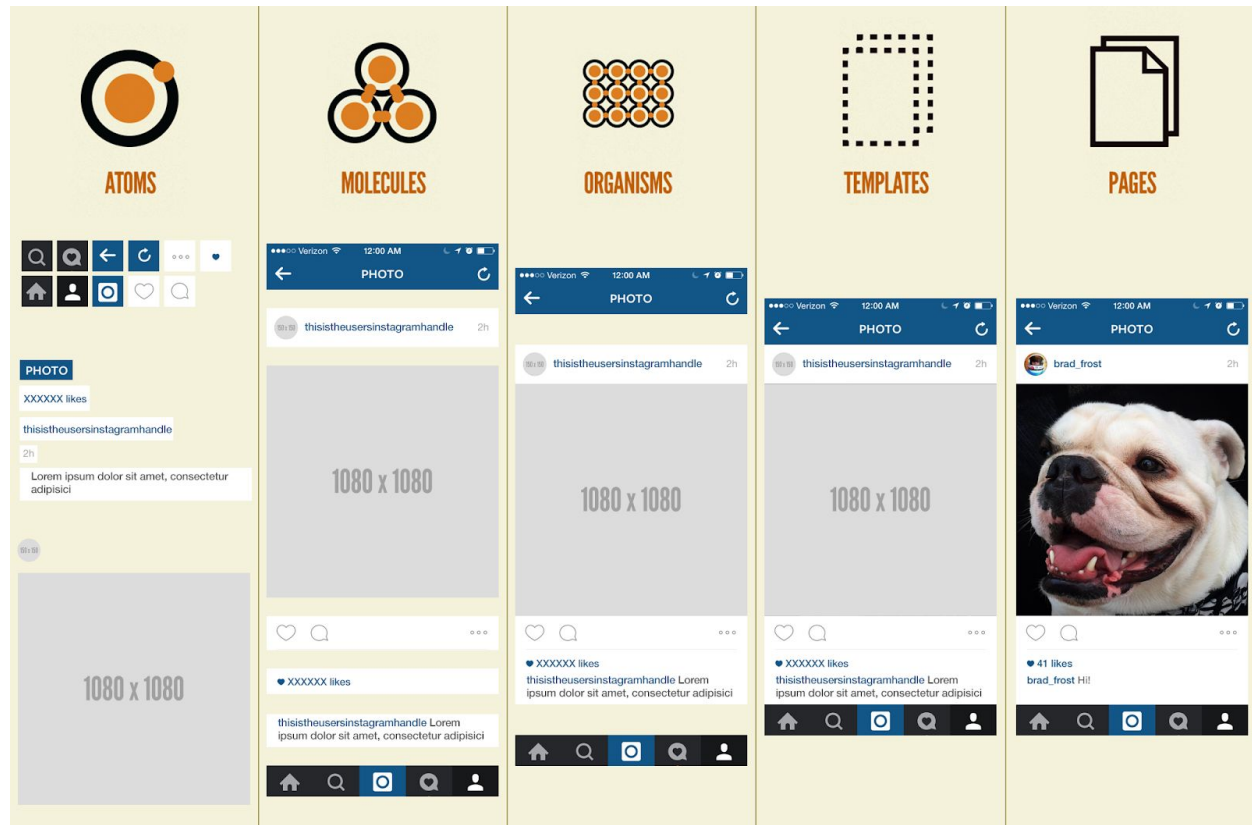
After we understand the product direction, this phase is led by UX Researcher to gather some customer needs (Identify the customer needs) and they produce a document called user persona and help to develop a better UX and scheme for the overall Rumah Siap Kerja Platform.



Pict 7. User Persona Example

Explore Phase

Do the Design Atomic Framework Approach to redesign the platform



Pict 8. Atomic Design Structure Example

Scope of Design : Whole Rumah Siap Kerja Platform.

Color Identity : Make a dominant color on Blue, Grey, Bright and White color. Well known as the brand technological color. Source:

<https://www.desantisbreindel.com/insights/b2b-tech-brand-colors/>

Materialize Phase

List of potential user acceptance criteria

1. Users who are only known as registered users could use this feature.
2. Layout consistency
3. Customer Journey
4. Actionable button
5. Tracking apps issue
6. Etc.

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



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.
- Implement the Search Engine Optimization Strategy.

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

List of Potential Improvement

- Another improvement to website optimization (technological side).

Upcoming Project

- Another list of project on this sprint planning