ADDRESSABLE PROBLEM
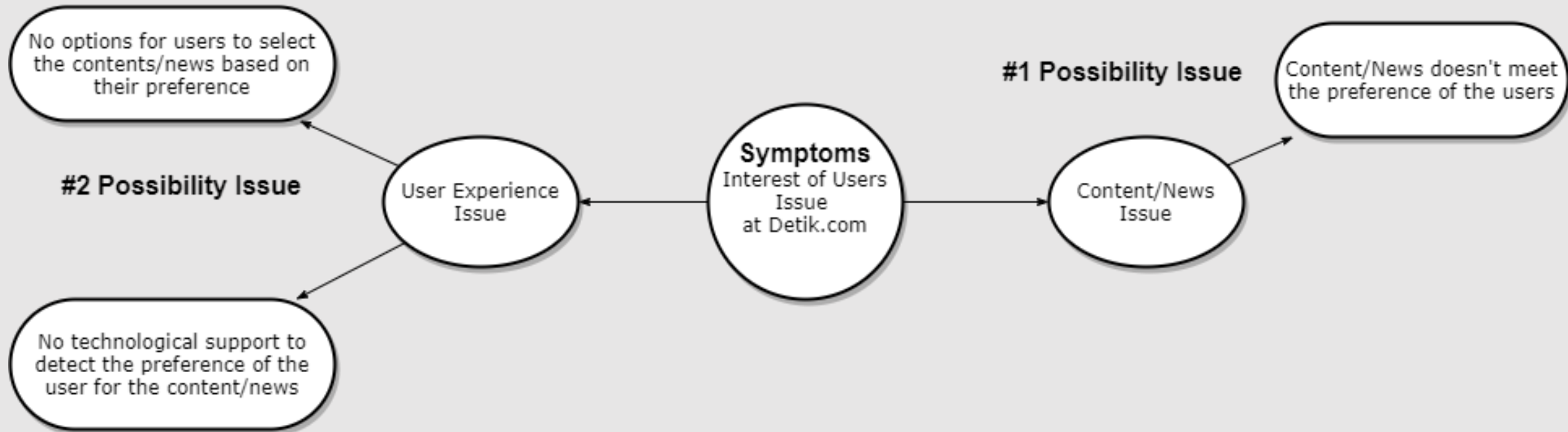
When the content and news updated massively for each day, How to accommodate the content or news that appear on the user apps and meet with their interest?

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PROBLEM MAPPING

No options for users to select the contents/news based on their preference

Content/News doesn't meet the preference of the users

#1 Possibility Issue

#2 Possibility Issue

User Experience Issue

Symptoms
Interest of Users Issue
at Detik.com

Content/News Issue

No technological support to detect the preference of the user for the content/news

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OBJECTIVE OF THE PROJECT

Deliver feature or product or strategy that could to increase the interest of detik.com users

SUCCESSFUL METRICS

Growth of accessibility for each category [category is already determine before] based on:

1. **Average time duration** when access for each category **[duration/each access]**

2. **Number of users** who access for each category in a certain research period **[users/duration]**

3. **% accessed by users** for each category compared with total category **[by time and users]**

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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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LIST OF POSSIBILITIES SOLUTION

Area Of Issue	Issue That Happen In That Area	Possibilities Solutions
User Experience Issue	1. No option for customers to choose the news. 2. No technological support to detect the preference of the user for the content and the news.	• Users could set the preference since the early stage (revamp the onboarding journey) • Users could set the preference when already onboard in the application (new customisation features) • System could detect the news or contents that appear in the homepage based on typical contents or news that is frequently accessed by users(Implementation Machine Learning for get better understanding the preference of users (additional features using AI for in-apps promotions to personalize messages)
Contents of Application	Credibility issue (of the contents)	Improve the content quality. Coordinating with news reporters and editors.

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R.I.C.E PARAMETER

REACH

ACTIVE USERS : 2 MILLION
POTENTIAL USERS : 400K

IMPACT

| 1 | | 3 | | 5 |

LEAST IMPACT ●———●———●———●———● MOST IMPACT

| 2 | | 4 |

CONFIDENCE

| 0% | | 50% | | 100% |

LEAST CONFIDENCE ●———●———●———●———● MOST CONFIDENCE

| 25% | | 75% |
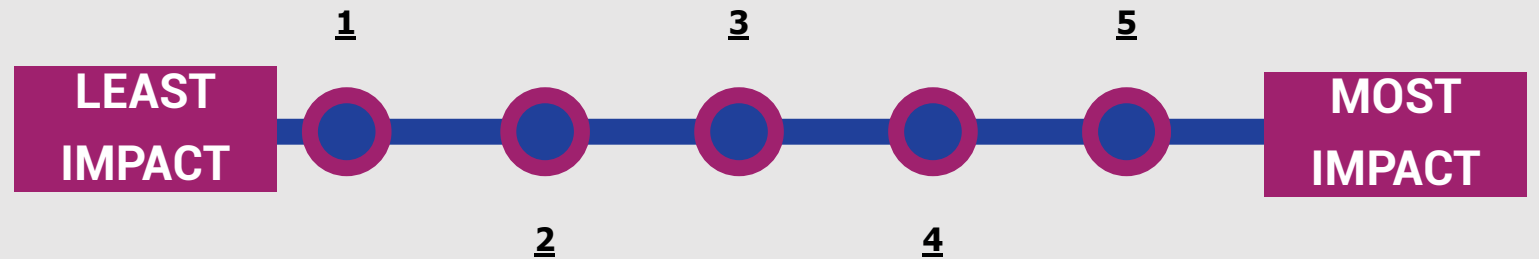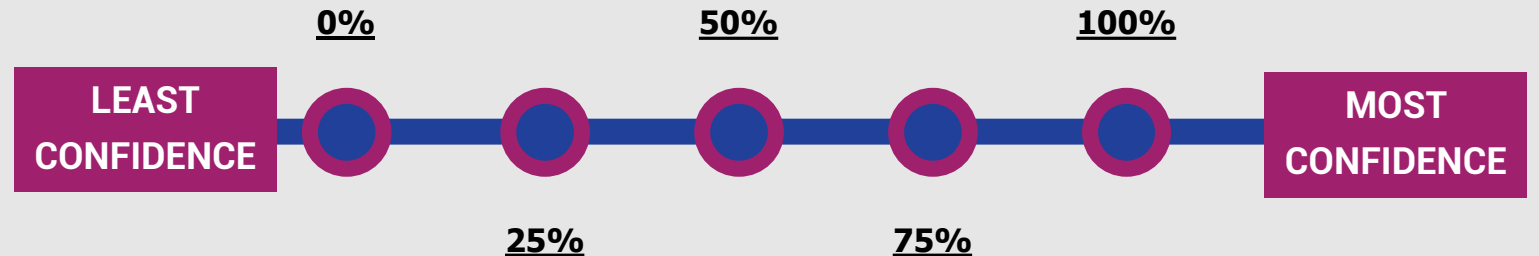
EFFORT

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

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PRIORITIZATION TO DELIVERABLES

Story Title	User Story	Prioritization Project						PIC
		Reach	Impact	Confidence	Effort	RICE Score	Prioritize to deliver	
[Revamp] Onboarding Journey	As an user, I could to choose manually content or news preference before I am onboard for the first time in the homepage of the detik.com platform.	400000	3	100%	2	600000	4	Product
[New Feature] Customisation on Detik.com	As an user, I could to choose manually content or news preference after I have already onboard in homepage of the detik.com platform.	2000000	4	100%	4	2000000	2	Product
[Implementation] Machine Learning in the detik.com homepage	As an user, the detik.com platform will shown the related news based on my behavior when I access the platform	2000000	5	50%	6	833333.3333	3	Product
[Improvement] Content Quality	As an user, I could to get a very clear news, and very independent content and could to enrich my knowledge significantly.	2000000	5	100%	2	12M	1	Reporter/ News Team

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 Customisation Project for a deep explanation

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