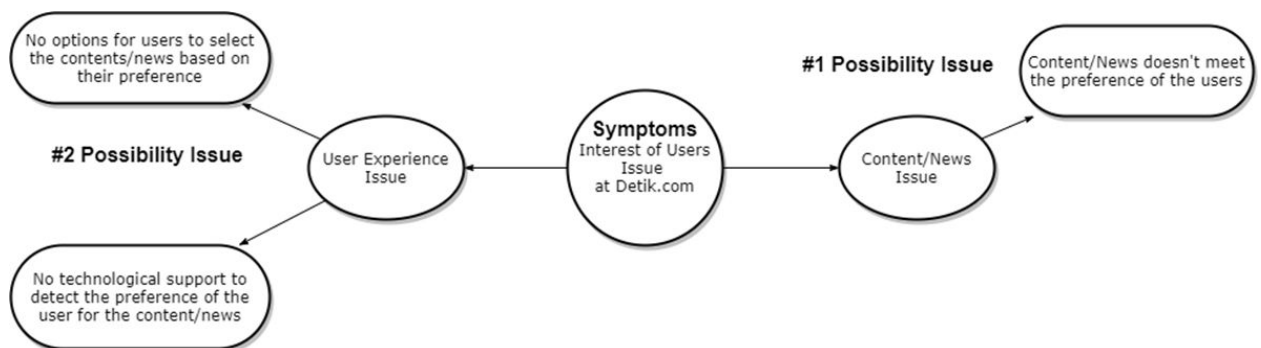


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BACKGROUND & GOAL

Background of the initiatives

- One of the users feedback when using detik.com mobile application (Android Apps) is the content doesn't meet with users expectations. Because content is massively updated for every day.
- We should accommodate content or news that appears on our platform based on their preferences.
- From this case, we do a mind-mapping to mapping the possibility root-cause why our platform has not already solved the pain-point (regarding the interest issue) with our users.



Pict 1. Problem Mapping [Detik.com Interest of Users Issue]

Goal

Deliver feature or product or strategy that could to increase the interest of detik.com users with successful metrics is the growth of accessibility for each category [category is already determine before] based on:

- Session length when access for each category [duration/each access].
- Number of users who access for each category in a certain research period [Daily Active Users, Weekly Access Users and Monthly Access Users]
- Percentage (%) accessed by users for each category compared with total category [by time and users].

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 1. **List of Target Users**

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

Specifically to determine the target number of user:

- For active users is gained from total downloaders of android application (10 Million Downloaders) and 20% [assumption parameter] of them are known as the Active Users.
- From 2 Million users, we have a long term target (1 year since the product or the feature is released] could reach 20% of existing active users which means 400K users acquired as the new on-board users.

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 is shown below.

Table 2. **Possibilities Solutions**

Area of Issue	Issue that happen in that Area	Possibilities Solutions
User Experience of Application	<ul style="list-style-type: none"> No option for customers to choose the news. No technological support to detect the preference of the user for the content and the news. 	<ul style="list-style-type: none"> 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.

BRAINSTORM IDEAS

Project Prioritization

After we list down the possibilities of who could increase the interest of detik.com users, then we do a prioritization to understand the level of importance and urgency for each project that we want to deliver. In this case, we use the RICE framework to determine which one of the projects we should deliver first. For the first step, we should determine for the parameter to fulfill the data.

Table 3. **RICE Parameter**

Components	Explanation
Reach	The parameter to determine how many numbers that will be impacted by this project. In this case we determine: <ol style="list-style-type: none"> 1. 2 Million users as the active users and, 2. 400K as the potential users
Impact	Classified by range number 1 [Least impact to increase the interest users] - 5 [Most impact to increase the interest users]
Confidence	Related with ability internal team to deliver the project: <ol style="list-style-type: none"> 1. 100% : Very confident, all of team members are able to deliver the project on-time. 2. 75% : Confident, most team members believe in delivering the project on-time. 3. 50% : Neutral, team members not fully committed to deliver the project on-time. 4. 25 % : Neutral, team members need exploration to understand the project. 5. 0% : Not confident, lack of ability of team members
Effort	Defined by sprint [for each 2 weeks] the ability of all team members could deliver a project within a certain duration.

From the parameters that we have already determined, then we prioritize the project based on the RICE framework.

Table 4. **Project Prioritization**

Story Title	User Story	Prioritization Project						PIC
		R	I	C	E	RICE Score	Prioritize to deliver	
[Revamp] Onboarding Journey	As the users, I could to choose manually content or news preference before I am onboard for the first time in the homepage of detik.com	400000	3	100%	2	600000	4	Product
[New Feature] Customisation on Detik.com	As the users, I could to choose manually content or news preference after I have already onboard in the detik.com platform	2000000	4	100%	4	2000000	2	Product
[Implementation] Machine Learning in the detik.com homepage	As the users, the platform will shown the related news based on my behavior when I access the platform	2000000	5	50%	6	833333.333	3	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	2400000	5	100%	2	12M	1	Reporter/ News Team

Additional Information:

- If the team could execute in a parallel way, execute it.
- Otherwise, we could execute based on RICE rank (which means Improve Content Quality as the first rank) but don't forget to delegate the issue to the related team since the issue is actually not directly the responsibility of Product Manager areas.
- Focus to deliver the areas as the Product Manager responsibility with execution based on the next RICE rank.

For the prioritization, we would like to deliver Customisation on Detik.com project as the first priority on the product area.