

Document Version	1.0.0	
Project Name	Improve Quality Contents on Detik.com	
Document Owner	furyoktriaputra@gmail.com	
Document Purpose	Detik.com Product Manager - Test Case	

BACKGROUND & GOAL	Background of the initiatives Bad reviews that captured in Playstore reviews.
	I used to get all my news here, since this site used to be the most credible. But, nowadays not so much too many narratives pushed, and clickbait titles which annoy me so. i don't mind the ads, but the quality has turned so bad that I am seriously considering uninstalling Was this review helpful? Yes No
	Goal
	Improve Content Quality of Detik.com
WHO'S IT FOR?	Primary target, for users
WHAT IS IT?	Make a standard for deliver every single content in Detik.com
BRAINSTORM IDEAS	Cross collaboration with stakeholders to define: 1. Content Standard for each article. 2. Minimize click-baik 3. Selecting advertising that come to detik.com