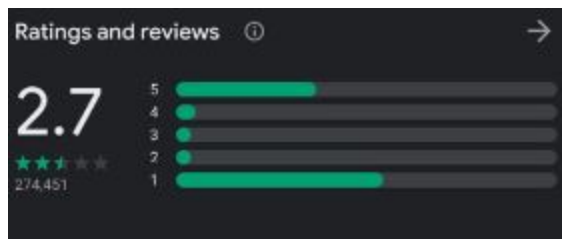


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Project Name	Increase Retention Rate Project on Detik.com
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BACKGROUND & GOAL

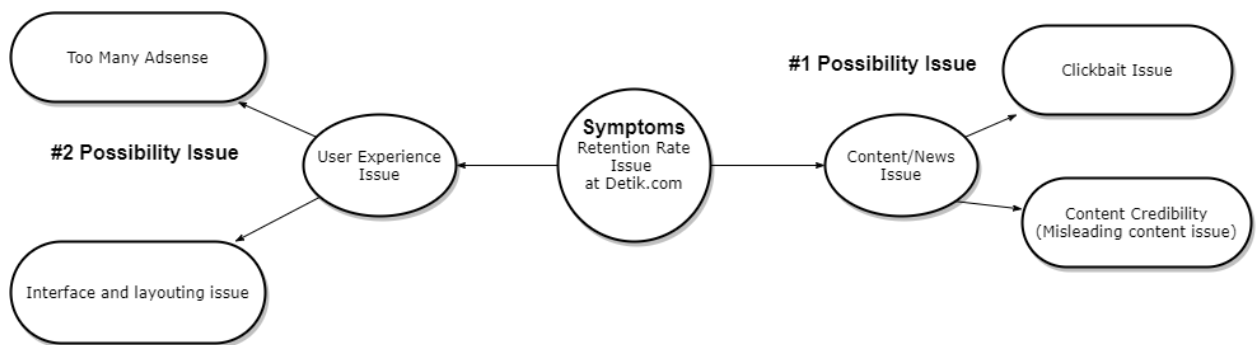
Background of the initiatives

- Monthly Active Users of Detik.com (MAU) always churn on 1-2% monthly basis.
- Low customer satisfaction, shown in Google Playstore rating, detik.com application only gets 2.7 from 5 (even below of the median range).



Pict 1. Detik.com Existing Google Playstore Rating [Captured: 19 Oct 2020]

- 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 2. Problem Mapping [Detik.com Churn of Users Issue]

Goal

Deliver feature or product or strategy that could to increase the retention rate of users with successful metrics is:

1. Increase customer level satisfaction on rating apps on Google Playstore into 4.00 at the end of 2021.
2. Gross profit of detik.com business not in negative numbers at the end of 2021.
3. Drop the churn rate into the lowest level.

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 and using our application frequently	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:

- a. 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.
- b. 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"> • Too many adsense • Interface and layouting issue 	<ul style="list-style-type: none"> • Users feel safe when accessing our platform with new-fresh design and layouting [Revamp UI-UX detik.com project]. • Deliver a new freemium approach in application to read better content, videos without adsense [Freemium Project].
Contents of Application	<ul style="list-style-type: none"> • Click bait issue • Credibility issue (of the contents) 	<ul style="list-style-type: none"> • Improve the content quality. Coordinating with news reporters and editors. • Deliver a new freemium approach in application to read better content, videos without adsense [Freemium Project].

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 of 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] Detik.com UI-UX	As the user, I feel safe when accessing detik.com platform with new-fresh design and layouting	2400000	3	100%	8	900000	3	Product
[A New Revenue Stream] Freemium Detik.com Project	As the user, I could to access the application and read better content, videos without adsense	2000000	5	100%	6	1666666.667	2	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	12000000	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 Freemium project as the first priority on the product area.