

Document Version	1.0.0
Project Name	Freemium Project on Detik.com
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Document Purpose	Detik.com Product Manager - Test Case

BACKGROUND & GOAL

Background of the initiatives

1. Past research demonstrated that adding new, high-quality products as premium offerings can cause customers to elevate their perception of the brand overall and be more willing to pay for premium alternatives. The Wall Street Journal famously proved this strategy by expanding digital content, adding new paper sections such as Mansion, and introducing events, which created a membership experience that has quadrupled prices in less than a decade, ending the paper's previous reliance on heavy discounting [link source : <https://hbr.org/2019/03/how-companies-can-get-the-most-out-of-a-freemium-business-model>].
2. In the AARRR (Awareness, Activation, Retention, Revenue, Referral) funnels for growth hacks, the freemium approach will maximize the funnel's combination of retention areas and revenue models.
3. Existing revenue stream condition using detik.com advertising (called adsmart) and using cost per miles method for every single brand that wants to promote their brand in detik.com platform. This might have correlation for the contents section using click-bait method to attract more users to visit the content without concerning with the quality of the content itself.

Goal

Deliver Freemium Detik.com project and increase retention rate at the end of 2021.

Successful Metrics is several positive growth of:

- a. Increase customer level satisfaction on rating apps on Google Playstore into 4.00 at the end of 2021.
- b. Gross profit of detik.com business not in negative numbers at the end of 2021.

WHO'S IT FOR?

This project has the primary objective to bring this feature for our active users who already sign-up to our platform.

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

WHAT IS IT?

Features name : **DETIK X (Premium Content)**

Deliver a freemium approach as the new of revenue stream that contains several task like:

1. Only users who have already registered and paid the subscription that could access the premium content.
2. The contents provide a deep reportase, articles and a deep report content, and video or visualisation content that provide a deep knowledge.
3. Detik X activated only on detik.com platform.

BRAINSTORM IDEAS

Table 2. Brainstorm ideation for discuss with internal stakeholders

Stakeholders	Concern
Content Team	Working closely with the product team, marketing team, and UI/UX team to make a standard about the specification content that might be possible to put in Detik X features.
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 feedback for the retention rate is growing up or not based on mandatory metrics that we have already mentioned before. 3. Compared the result between the revenue stream on advertising

	<p>only, combination of adv and freemium and only freemium.</p> <p>4. Subscription Plan</p>
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 new revenue stream is, and many more). 2. Working closely with the product team, marketing team, and content team to determine the list of news or content categories that we want to put to this feature. 3. Develop the High-Fidelity prototype before the engineer team develops the engine process. 4. Research the many typical Apps in the market to get a better understanding.
Engineer Team	<ol style="list-style-type: none"> 1. Implement the apps for tracking the customer behavior. 2. Backend system could provide a premium content in detik.com platform
Data Team	<ol style="list-style-type: none"> 1. Working closely with the growth, marketing and engineering team to get data about the customer behavior after the features is released. 2. Research about existing conditions of subscription plans in the market and deliver new subscription plan prospects.
Quality Engineer Team	Define and provide many scenarios (could using automation testing).

COMPETITOR BENCHMARKING

Competitor Benchmarking

This benchmarking to get a concept of the existing product condition in the same market actually is an inspiration for us when we create a freemium concept.

BENCHMARKING PROCESS			
Collection of Information			
	TEMPO.CO	KOMPAS AMANAT HATI SURANI RAKYAT	detikcom
Revenue Approach	Freemium Application	Premium Application (Separate with Kompas.com)	Advertising
Features on Paid Product	1. Article 2. Interactive info graphics 3. Photos and videos	1. <u>Epaper of Kompas</u> 2. <u>Rekomendasi Berita</u> 3. <u>Pilihan berita</u> 4. <u>Text to speech</u> 5. <u>Baca nanti</u>	None

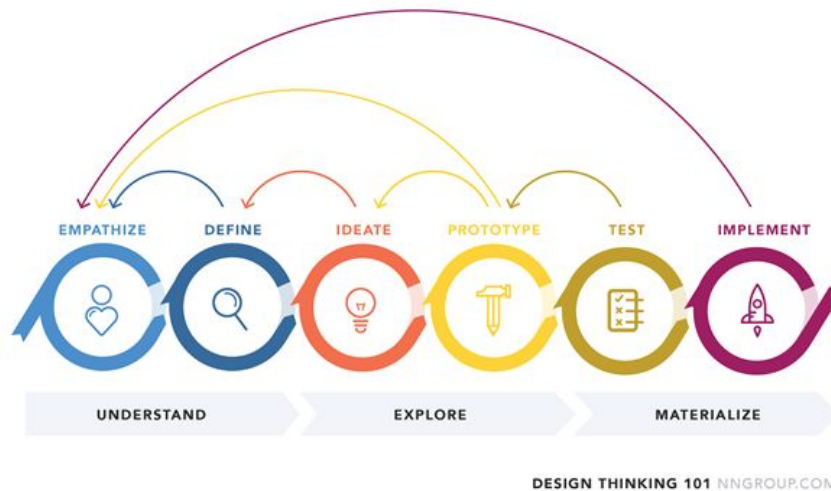
Pict 1. Benchmarking of Revenue Stream Application in the Market.

Benchmarking process explanation:

- In the existing market, tempo platforms use the mechanism of freemium to deliver better content and articles. Then for the Kompas Group, they try to digitize their newspaper and create another platform separated with the kompas.com group called kompas.id. This product contains several services like e-paper of kompas newspaper, text-to speech so the users could listen to the news and “baca nanti” features means the users could save the news and will read it later.
- Instead of that, detik still uses the advertising concept with cpm (cost per miles) approach to get more traction and traffic to the platform. This approach is one of the problems why the detik.com has a lack of retention nowadays.
- We will try to deliver a Detik X project that has a similarity concept with tempo but we could provide various contents like kompas.id since our application has the biggest downloaders in Indonesia nowadays in the news category.

PRODUCT DEVELOPMENT WORKFLOW

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



Pict 2. Design Thinking Scheme

Understand Phase

After we understand the product direction, this phase is led by UX Researcher to gather some customer needs (Identification the customer needs) and they produce a document called user persona and help to develop a better UX and scheme for detikX feature.

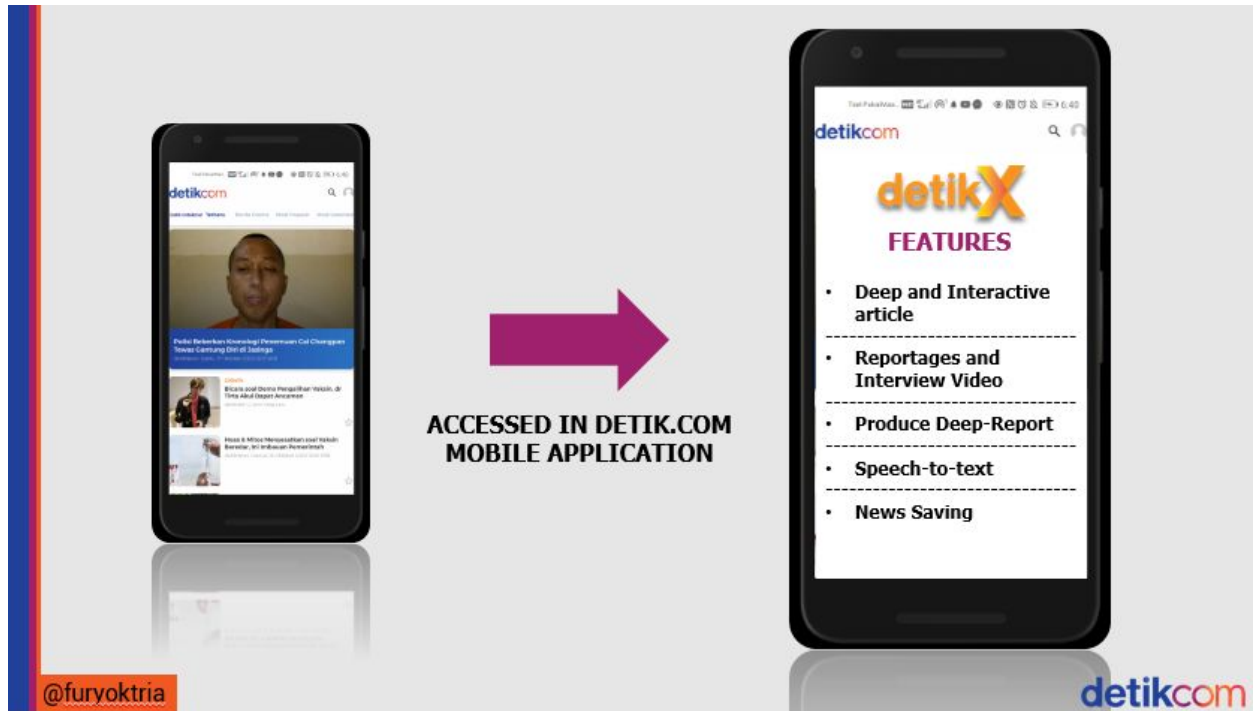


Pict 3. User Persona Example

The user persona documentation is the important document to guide the engineers and the designer develop the product easily.

Explore Phase

The possible product workflow shown below.



Pict 4. Product Prototype of DetikX

Product Prototype Explanation

1. When opening the detik.com Homepage, there is a menu that could bring us to DetikX page that could be accessed when we have already registered as the active users.
2. If we want to get access more on the DetikX platform, we should pay for the subscription plan.
3. On DetikX will provide you many contents that not shown in the detik.com apps and it will be free advertising

Especially for engineers, don't forget to put an application tracker on to understand the customer behavior better..

Materialize Phase

List of potential user acceptance criteria

1. Users who are only known as registered and paid 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.

EXPECTED TIMELINE

We expect we could to deliver this feature with 6 Sprints [12 weeks]

Table 4. Expected Timeline

Events	Time & Duration
1st Sprints	<ol style="list-style-type: none"> 1. Initial meeting 2. Research cross-collaboration
2nd Sprints	Hi-fi prototype developing with preparation the backend logic
3rd-4 Sprints	Developing time
4th Weeks	Testing, and released.
Certain Period	Review frequently about retention rate and impact to the revenue.
At the end of 2021	Project Evaluation

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 message.
- Blast an e-mail to the users and ask for their feedback related with the product.
- Giving a free on a certain period to selected user, and try our new features

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

Upcoming Project

- Revamp the whole UI-UX of detik.com platform that will meet with the user persona of detik.com users.

ADDITIONAL DOCUMENT

1. Benchmarking Document
2. Prototype Document
3. Communication Material Document