

PRODUCT INITIATIVE

FOR RUMAH SIAP KERJA
PLATFORM PURPOSES



DEVELOPED BY : FURY OKTRIA PUTRA





FURY OKTRIA PUTRA

BACHELOR DEGREE

INDUSTRIAL ENGINEERING, UNIVERSITAS GADJAH MADA,
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BASED IN GREATER JAKARTA
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EXPERIENCE TO DEVELOP DIGITAL PRODUCT ON B2B AND B2C PLATFORM



PRODUCT MANAGEMENT | PROJECT MANAGEMENT | STRATEGY | COMMERCIAL

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ASSESSMENT ENVIRONMENT



DESKTOP VERSION

DEVICE - LAPTOP

HP Model I4s-dk0024AU

OPERATING SYSTEM

Windows 10 Home 64 Bit

WEB BROWSER

Google Chrome
Version 86.0.4240.111



MOBILE VERSION

DEVICE - HP

Huawei Nova 5T

OPERATING SYSTEM

Android 10 [EMUI 10.1.0]

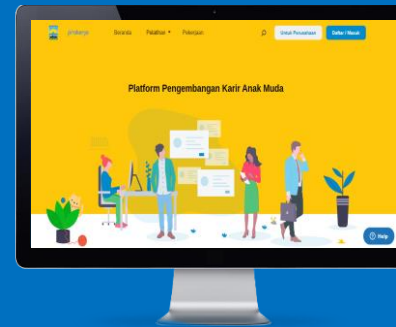
WEB BROWSER

Google Chrome
Version 86.0.4240.110

MOBILE VIEW



DESKTOP VIEW



RUMAH SIAP KERJA
REVIEWED PLATFORM
www.rumahsiapkerja.com

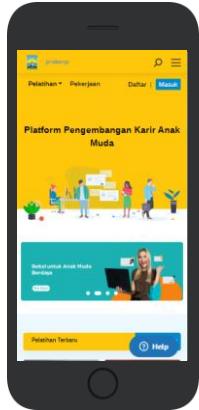
ASSESSMENT DATE
30 October 2020



PLATFORM CHALLENGES



MOBILE VIEW



DESKTOP VIEW



RUMAH SIAP KERJA EXISTING PLATFORM

To assess the user experience of Rumah Siap Kerja platform by using **heuristic evaluation**

(approaches by **Jacob Nielsen**):

1. Visibility of system status
2. Match between system and real world.
3. User control and freedom
4. Consistency and standard
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose and recover from error
10. Help and documentation

RUMAH SIAP KERJA IN NUMBERS

14 & 33

**Pagespeed Insight
Assesment Total Score,**
13 for mobile view and 32
for desktop view [0-100
score scale

**3.4
Sec & 6.2
Sec**

**For First Contentful
Paint.**
3.4 Second for desktop
view and 6.3 Second for
mobile view.

**8.38
MB**

**For Total
Webpage Size**

HEURISTIC EVALUATION RESULT

1. Visibility of system status

There is no information how long the website will done during loading session. Then , there is no error message when getting trouble during fulfill a journey [e.g login via google account]

2. Match between system and real world

Order ID when apply for “Pelatihan” shown random code instead of the real headline of “Pelatihan” that I select.

3. User control and freedom

There is no “undo” or “redo” During users journey when apply for a “Pelatihan”. Minim “sort-by” feature on “Pelatihan”

4. Consistency and standard

Too many language inconsistency (mixed language both of English and Indonesia).

5. Error prevention

There is no pop-up message for the important step on journey. (“Pelatihan selection”, Payment Process)

6. Recognition rather than recall

There is no milestone journey appear for every steps in “Pelatihan” and “Pekerjaan”

7. Flexibility and efficiency of use

Heavy load of webpage, getting frustrated because takes too long time when open the website for the first time.

8. Aesthetic and minimalist design

The platform color, layout and web design is too “weird” it doesn’t meet with the target of users.

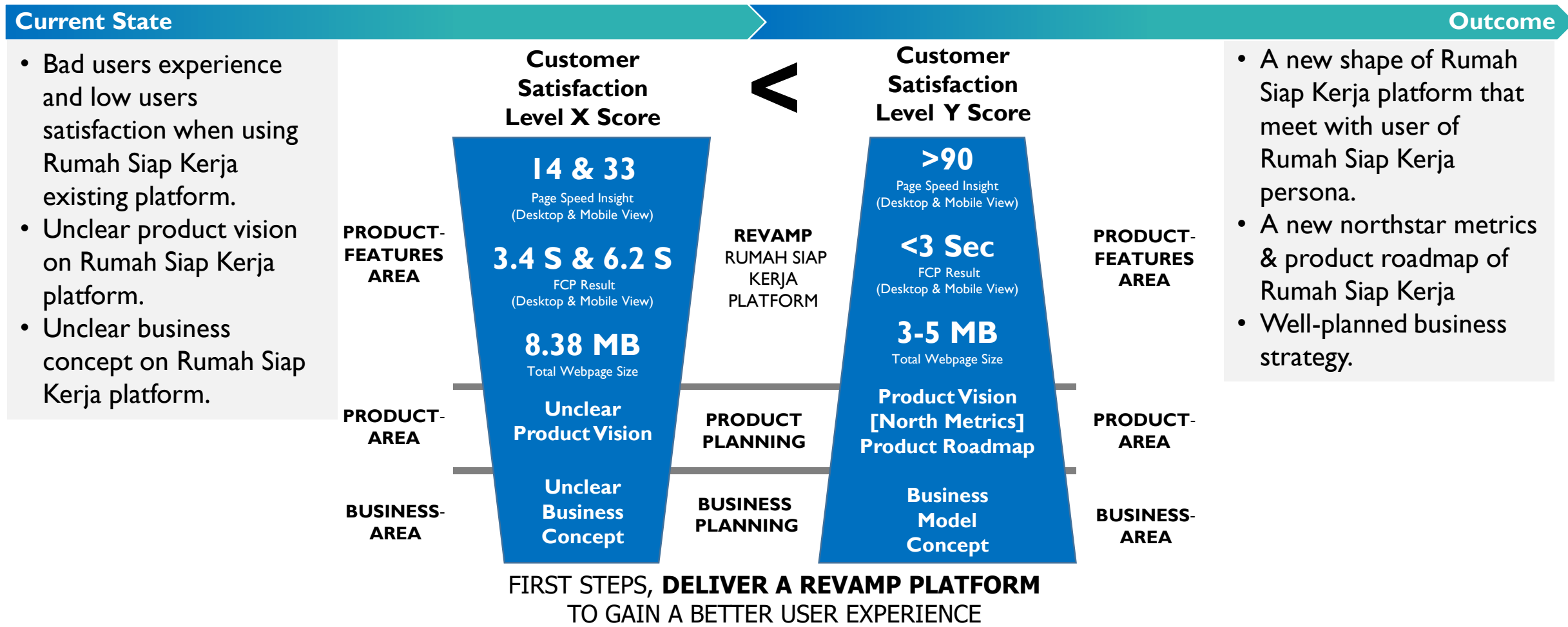
9. Help users recognize, diagnose and recover from error.

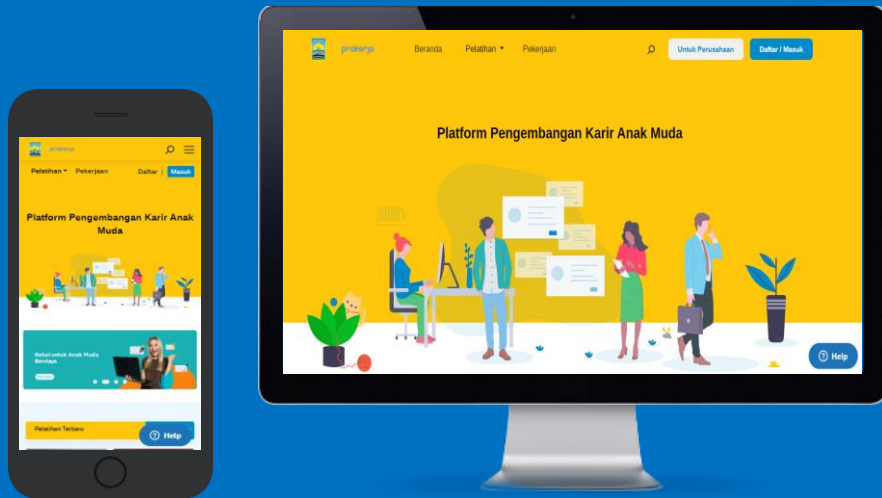
When access a broken link, there is no informative error message instead showing of 404 message only.

10. Help and documentation

There is no guidance or FAQ that explain the common flow and problem that appear on Rumah Siap Kerja Platform.

OPPORTUNITY TO INCREASE NUMBER OF USER'S ACTIVATION AND RETENTION ON PLATFORM WITH A PRODUCT AND BUSINESS VISION TO LEADS A SIGNIFICANT GROWTH REVENUE





www.rumahsiapkerja.com

OBJECTIVE OF PROJECT

REVAMP – RUMAH SIAP KERJA PLATFORM [DESKTOP AND MOBILE VIEW] FOR BETTER USER EXPERIENCE AND SATISFACTION

SUCCESSFUL METRICS

1. Page speed insight total score >90
2. Total time for website load <3 Second
3. Webpage size in a range of 3-5 Megabytes

REVAMP OBJECT

Desktop Web-Version and
Mobile Web-Version

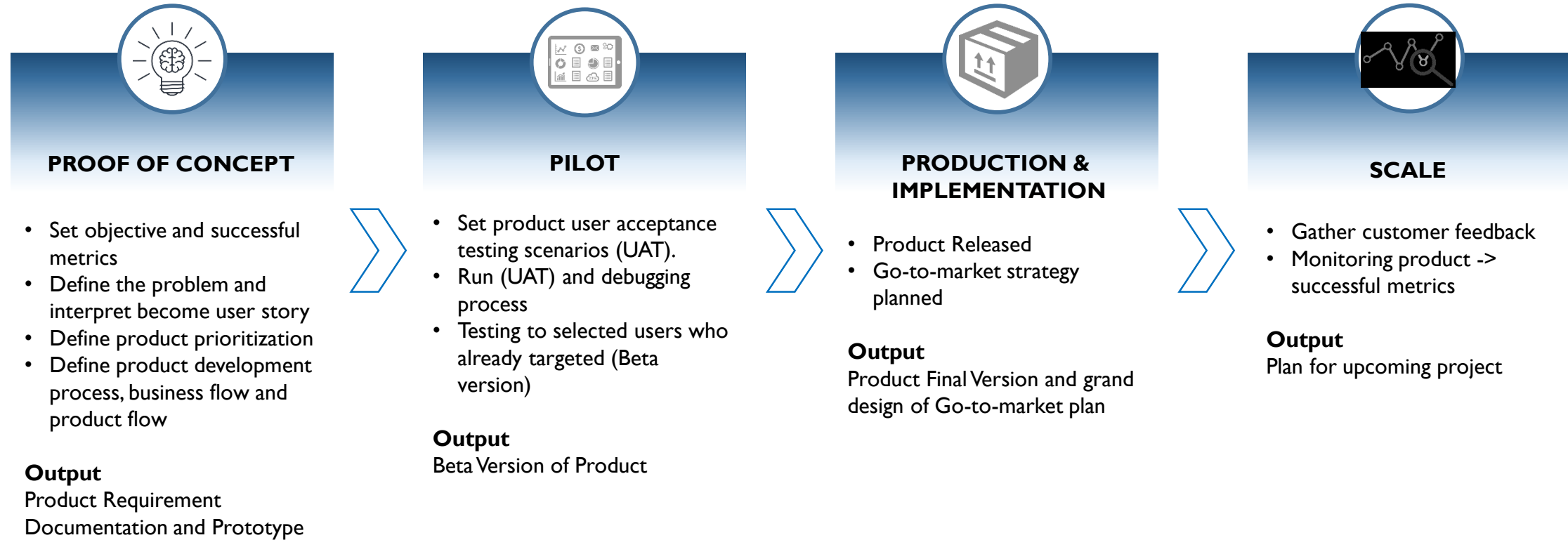


SOLUTIONS

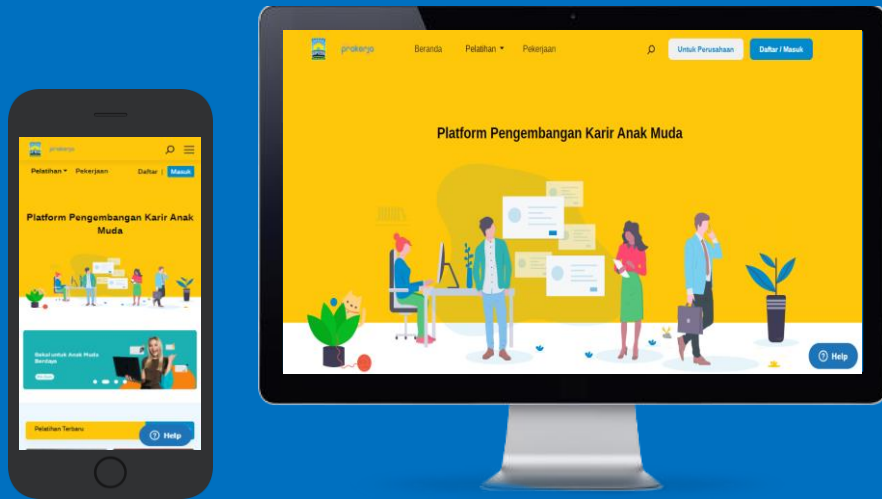


AN AGILE APPROACH ALLOWS QUICK REALIZATION OF PRODUCT DELIVERABLES AND SCALEABILITY

DEPLOYMENT JOURNEY



Developed process using **sprint (per 2 weeks)** for better tracking progress of deliverables



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For a drill-down explanation about Revamp Rumah Siap Kerja Project, we put in separate document called Product Requirement Documentation

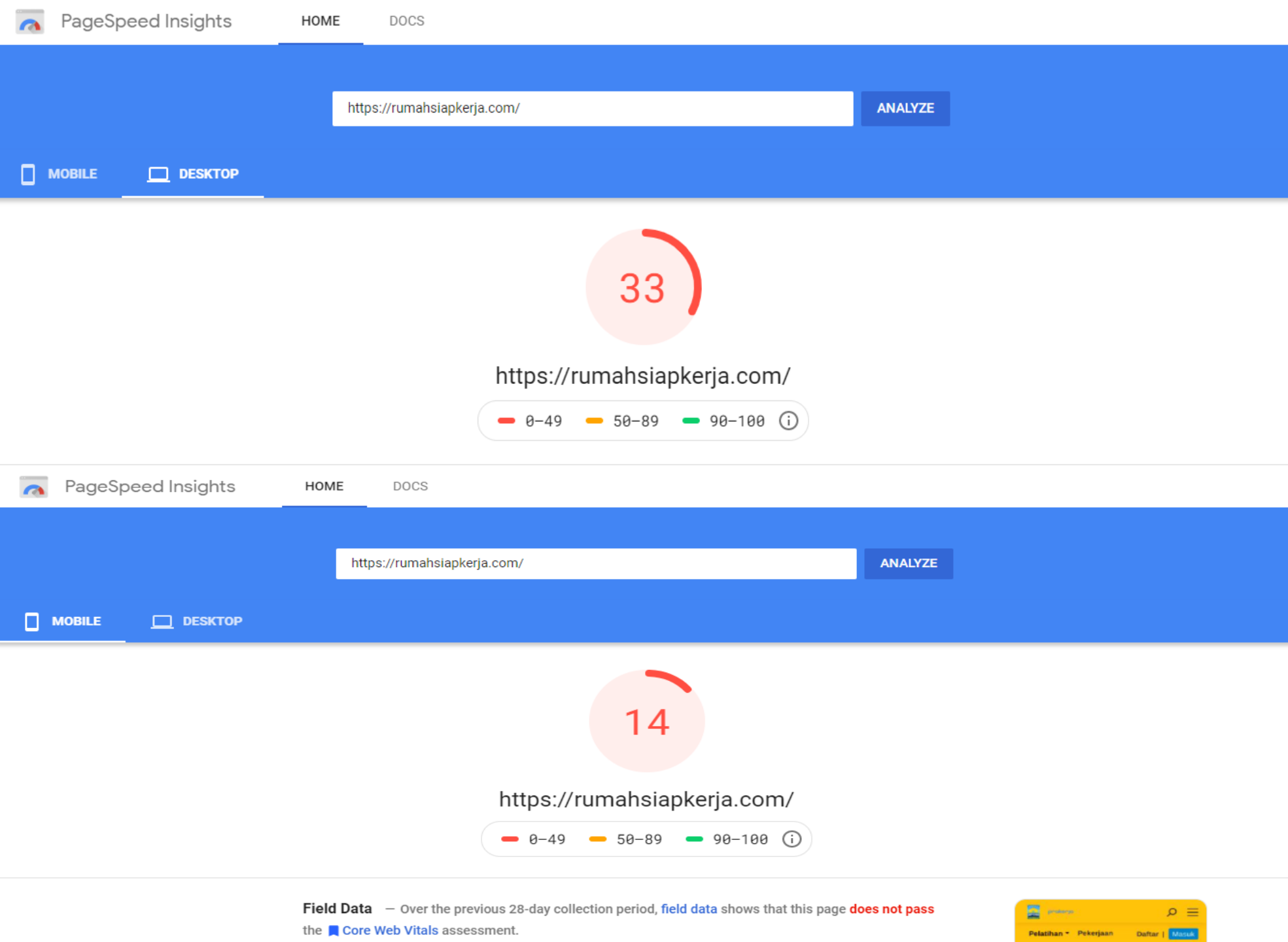
Thank You!



APPENDIX



PAGESPEED INSIGHT TEST

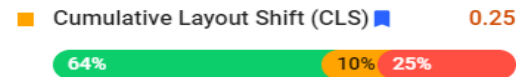
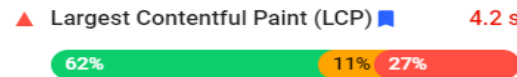
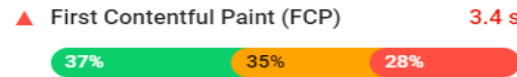




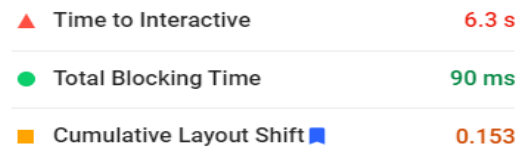
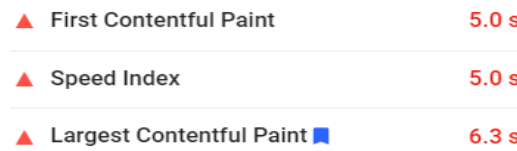
MOBILE



DESKTOP

[Show Origin Summary](#)

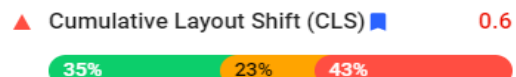
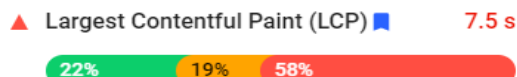
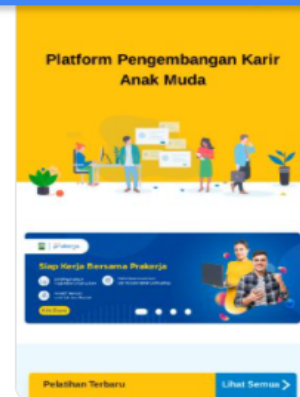
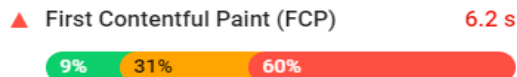
Lab Data



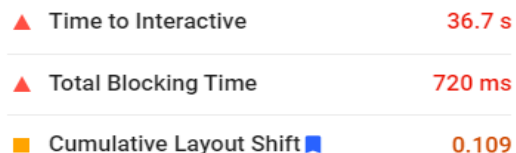
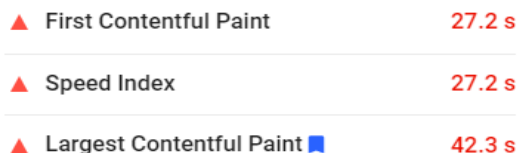
MOBILE



DESKTOP

[Show Origin Summary](#)

Lab Data



PAGESPEED INSIGHT TEST




Latest Performance Report for:

<https://rumahsiapkerja.com/>

Report generated: Sat, Oct 31, 2020 3:24 PM -0700

Test Server Region:  Vancouver, Canada

Using:  Chrome (Desktop) 75.0.3770.100,
PageSpeed 1.15-gt1.3, YSlow 3.1.8



Looks like you might not be using a CDN
[Why should I use a CDN? »](#)

Performance Scores

PageSpeed Score

F (15%) ▼

YSlow Score

C (73%) ◆

Page Details

Fully Loaded Time

9.6s ▼

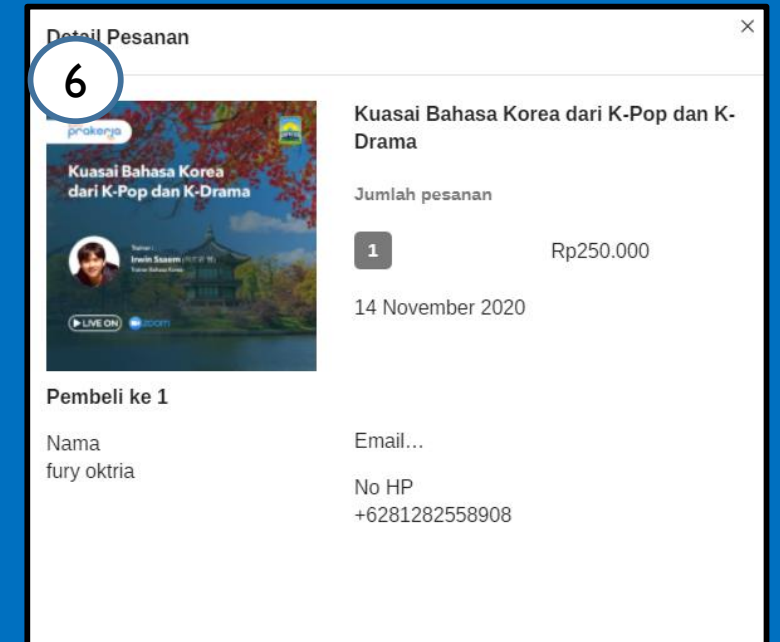
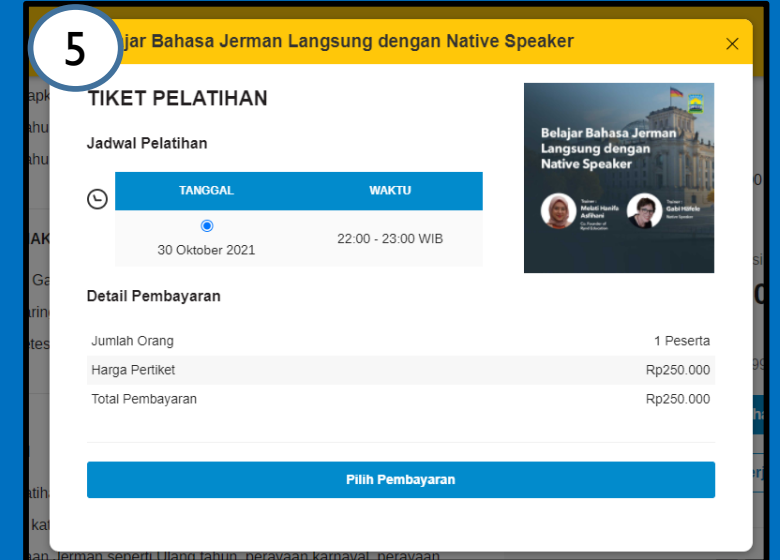
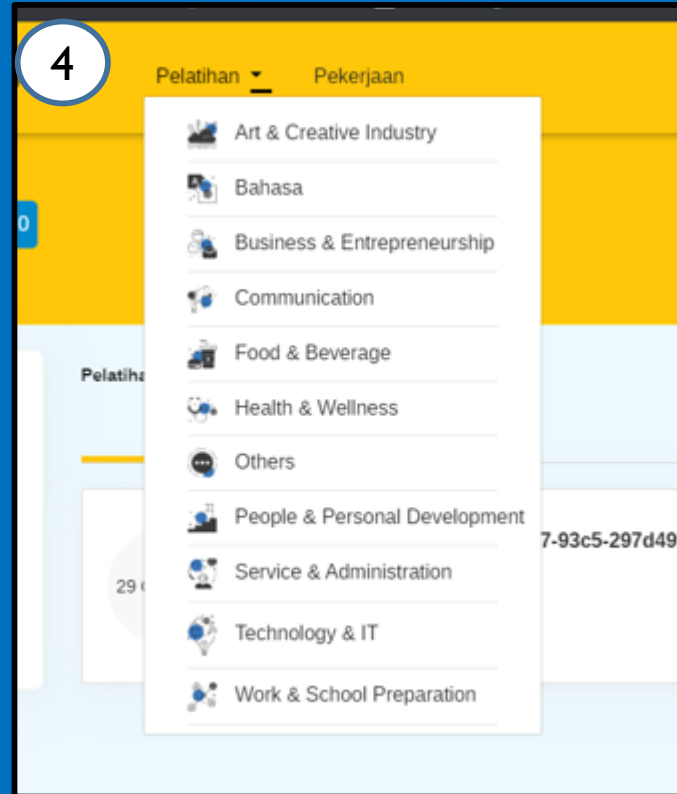
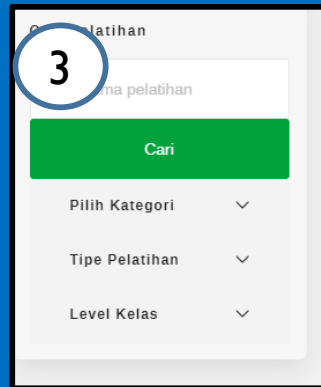
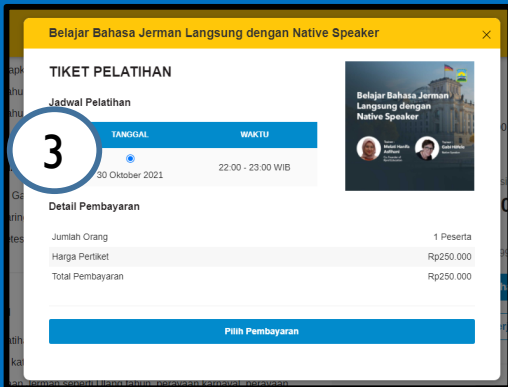
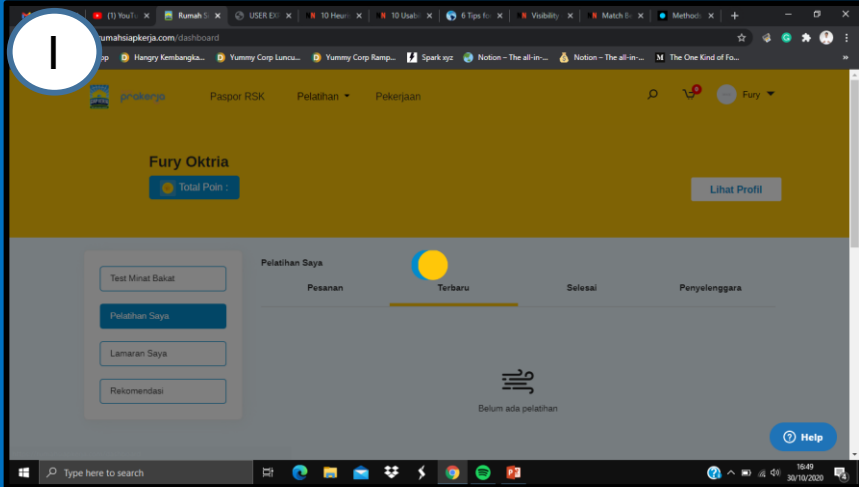
Total Page Size

8.38MB ▼

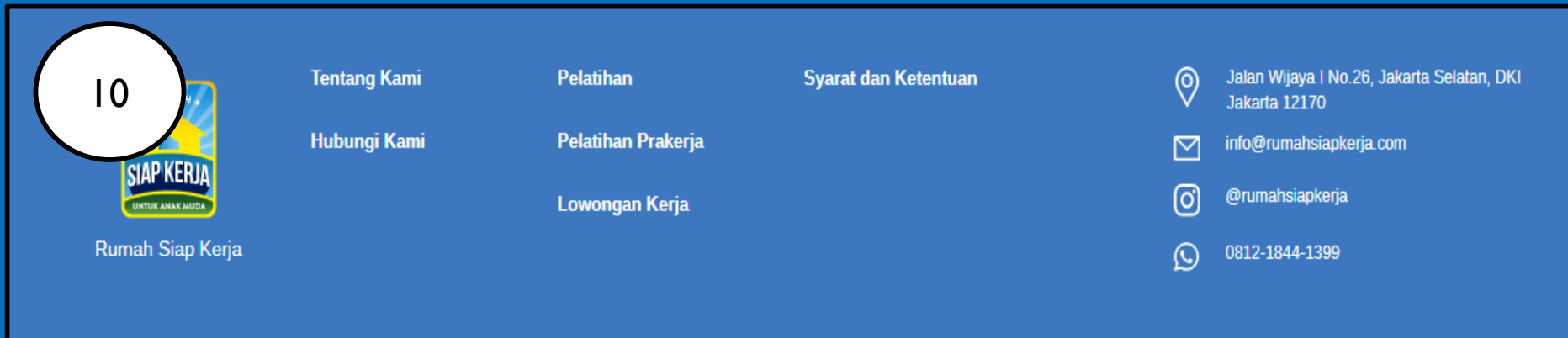
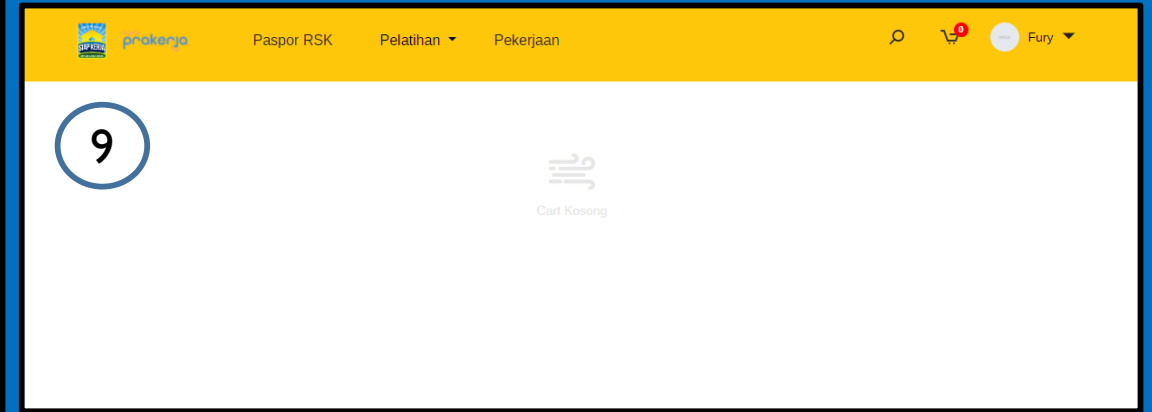
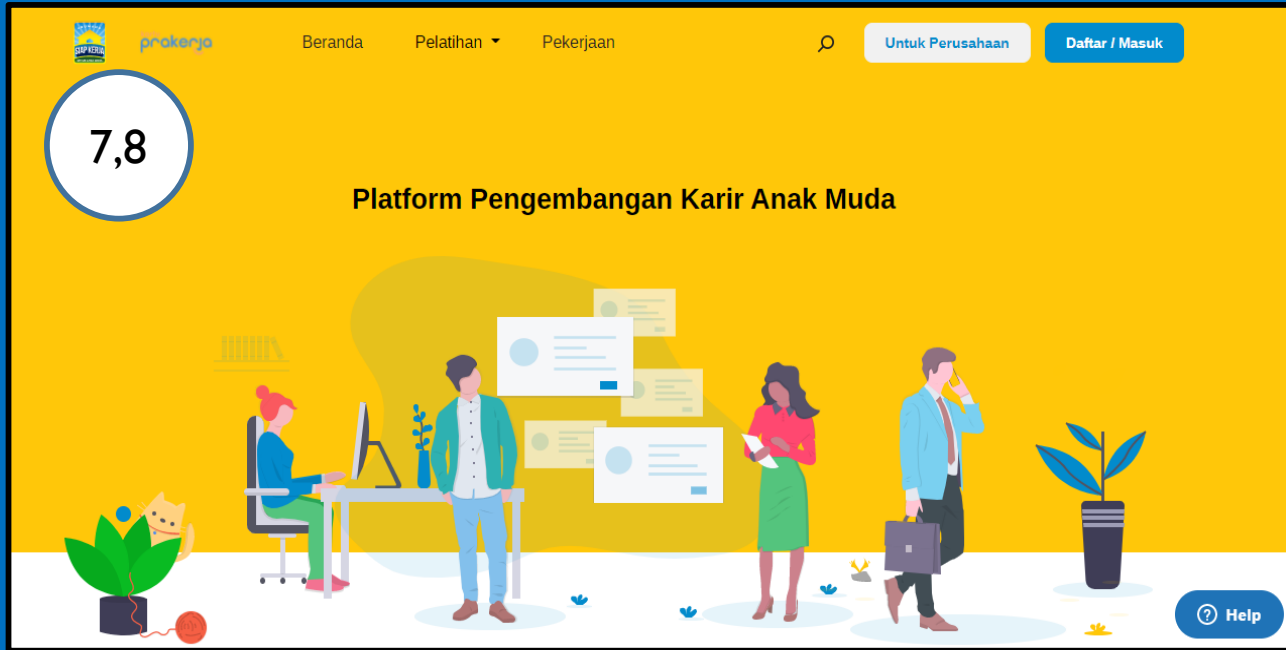
Requests

71 ▲

Heuristic Evaluation Evidence Part 1



Heuristic Evaluation Evidence Part 2



Reference

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<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Frumahsiapkerja.com%2F&tab=desktop>