Document Version	1.0.0
Project Name	**Customisation on Detik.com**
Document Owner	furyoktriaputra@gmail.com
Document Purpose	Detik.com Product Manager - Test Case

BACKGROUND & GOAL

Background of the initiatives

1. Based on research by Fray, Molitorisz & Marshall in 2018 in Australia said that news consumers in Sydney and Tamworth consistently admitted to feeling 'overwhelmed' and 'bombarded' by the news media landscape.
2. Customisation section becomes important since to optimise the user engagement by increasing news items per users with reducing the diversity of news to sort through the abundance of news content and to recommend news content that users will consume to keep them engaged with the platform (Thurman & Schifferes 2012, p. 776).
3. In the AARRR (Awareness, Activation, Retention, Revenue, Referral) funnels for growth hacks, customisation as the initiative to increase user engagement and this is part of retention strategy.

Goal

Deliver personalization feature on detik.com and increase interest of product at the end of 2021. Successful Metrics is several positive growth of:

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

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 Untukmu**

Deliver a customisation feature on detik.com that users could:

1. Select their news section interest based on availability category easily after they have already on-board in our platform.
2. Only users who have already registered to our platform that could use our features.

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 determine the list of news or content categories that we want to put to this feature.
Marketing Team	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
UI & UX Team	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 detik interest is applied, and many more). 2. Working closely with the product team, marketing team, and

Document Creator : Fury Oktria Putra (furyoktriaputra@gmail.com)

	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	1. Implement the apps for tracking the customer behavior. 2. Backend system could understand and filtering the content based on the selected topic.
Data Team	Working closely with growth, marketing and engineer team to get data about the customer behavior after the features is released
Quality Engineer Team	Define and provide many scenarios (could using automation testing).

COMPETITOR BENCHMARKING

Competitor Benchmarking

This benchmarking to get a concept how the existing product condition in the same market actually for inspiration of us when we create our customisation section.
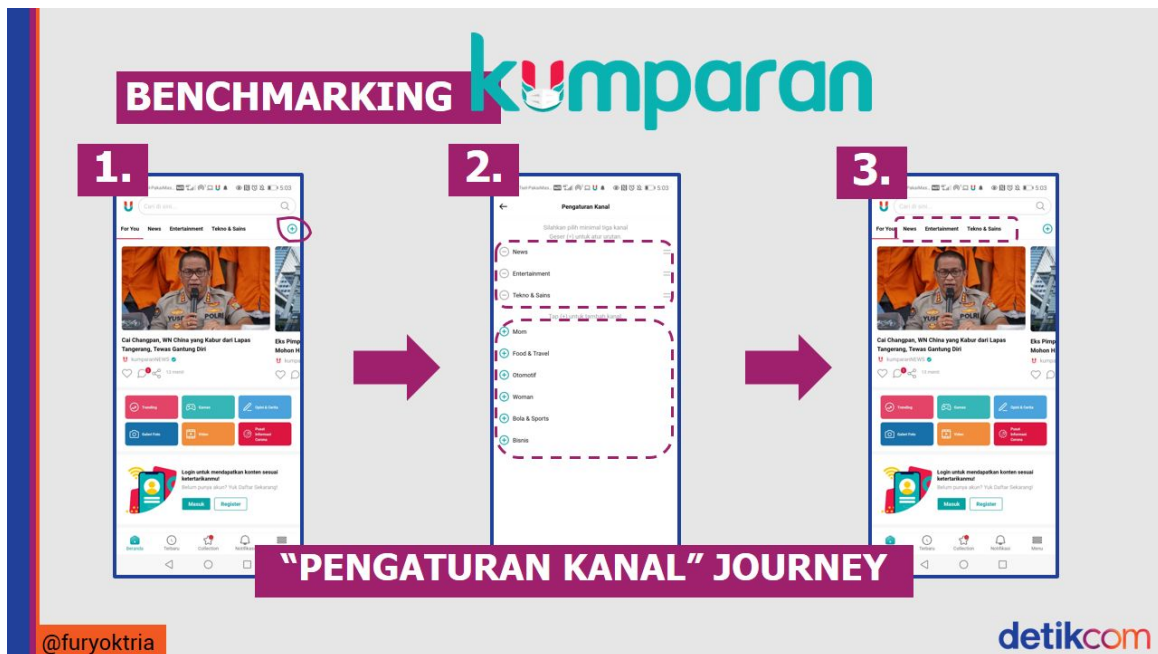
Pict 1. **Benchmarking - Kumparan**

Kumparan benchmarking explanation:

1. When opening the Kumparan Homepage, we click the + icon in the menu section that is located on the right corner, below the search column.
2. Will bring us to another page, called "Pengaturan Kanal" that giving us an authority to:
   a. Drag and put your choices based on the priority.
   b. Select the news category (minimum is 3 categories)
3. When we push the back button, then will bring us again to the homepage, and see the highlight of our choices on menu areas. We could access the content of news for each category that we were already selected.


Pict 2. **Benchmarking - IDN Media**

IDN benchmarking explanation:

1. When opening the IDN Homepage, we click the explore icon in the menu section below of the screen.
2. Will bring us to another page, called "Topik Page" that gives us an authority to select our interest topic with clicking this icon (highlighted icon).
3. a. This "topik pilihanmu" showed our selected topic from "topic lainnya" section. If you want to remove the topic, just click x in the corner of the topic list.

   b. This "topic lainnya" showed a list of possible topics that you could select. Just click +
   in the corner of the topic list.

   c. If we are already sure with our choices, just click save.

4. When you are already saved, and push the home button, you will find your selected topic
   by shuffle this card and choose the "Untukmu" icon.

PRODUCT DEVELOPMENT WORKFLOW

One of the approaches that we could use to run the project by using the Design Thinking
Scheme.
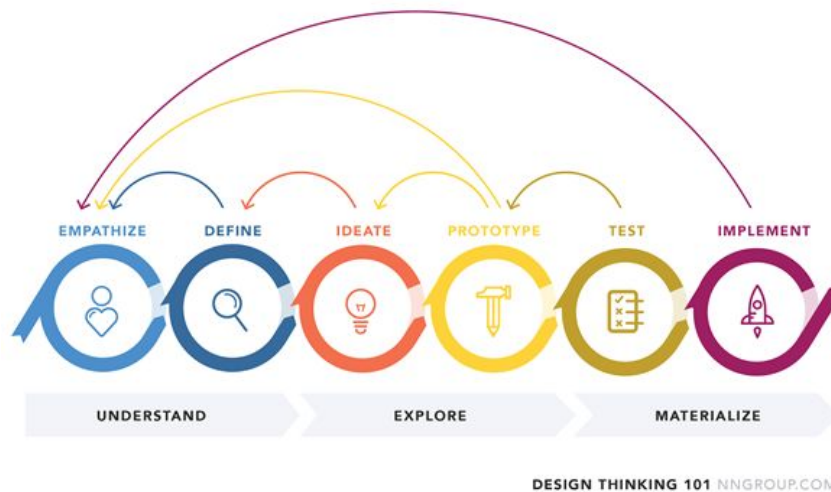
Pict 3. **Design Thinking Scheme**

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 detik untukmu feature.
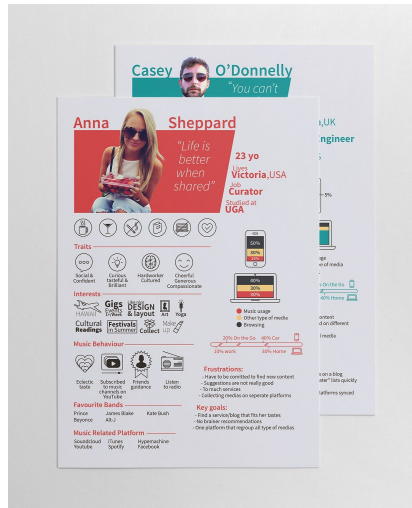
Pict 4. **User Persona Example**

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 5. **Product Prototype of Customisation Feature**

Product Prototype Explanation

1. When opening the detik.com Homepage, we click the category menu on below and will bring us to the category page. Click "Ubah" button to select the interest topics
2. After we click the "Ubah" button, the appearance will look a little bit different. Click "+" to add our other interest topic, and click "-" when you will take down your selected topic. After that, click the "Simpan" button.
3. The appearance will be like the first step with our selected topic. Go-back to the homepage.
4. Another Menu shown in the homepage, below the detik.com logo, known as "Detik Untukmu" menu that contains topics or content that we have already selected before.

List of Topic

Currently we have fourteen (14) news categories based on existing conditions. We should make a comparison research between the existing categories or we will bring a new one that might be met with a user persona. We should cross collaborate with many stakeholders on it (content team, UI UX team, product team, marketing team).

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 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 2 Sprints [4 weeks]

Table 4. Expected Timeline

Events	Time & Duration
1st Week	1. Initial meeting 2. Research cross-collaboration
2nd Weeks	Hi-fi prototype developing with preparation the backend logic
3rd Weeks	Developing time
4th Weeks	Testing, and released.
Certain Period	Review frequently about growth of user's interest.
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 messages
- Blast an e-mail to the users and ask for their feedback related with the product.

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

List of Potential Improvement

- Put a sub-feature that users could block the news or content that contains words that they already set-up before.

Upcoming Project

- Prepare about a revamp on-boarding journey 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
   https://www.figma.com/file/L0jyN9s1ARFBPrFi07kJpC/Customisation-Project?node-id=0%3A1
3. Communication Material Document

Document Creator : Fury Oktria Putra (furyoktriaputra@gmail.com)