

Tokopedia Product Case Competition Case: PRD

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Data Driven & Research

The data that I gathered is from user reviews. The sources come from the rating for the apps from Google Play and directly ask the seller that uses Tokopedia Seller apps.

After I summarize the seller feedback, there's quite a several feedback come from the notification section. There is a lot of notification that sellers will receive from their apps. The notification is helpful but annoying at the same time. The toggle to turn off each notification is already there, but there is one notification, *waktunya ajak pembeli memberikan ulasan*, that don't have the toggle. the notification is sometimes unnecessary because:

1. The feature to notify the buyer is there already, so it doesn't need to notify the seller to inform the buyer to give the rating.
2. the notification can break the seller concentration during peak order because they thought it was a new chat from buyers, but then that is just a reminder to encourage the buyer to give feedback. Besides, they will do that in their spare time when a load of a buyer is not high.

Strategy/Roadmap

Based on the information above, I will focus on Tokopedia Seller apps to build an additional toggle to turn on/off notifications that notify the seller to their buyer to give the feedback after the buyer complete the order.

Design/Customer

Customer Journey Map

PROCESS	AWARENESS	RESEARCH	CONSIDERATION	LOYALTY/ADVOCACY
GOALS	Get customer notice about the latest feature	Provide information on how to use the latest feature.	Prove that this feature can help customer	Create smooth in seller platform in term of handling buyer.
TOUCHPOINTS	Word of mouth, direct mail, Tokopedia seller Youtube channel	Website, blog, customer reviews	Case studies, presentations, testimonials	Customer support
PAIN POINTS	Interested, curious	Requires effort but exited	exited	satisfied

Planning

The MPV is needed for this feature by creating looks like an actual product and then giving it to the selected user to do a test, try and provide feedback.

Phase 2: Design UI/UX and create wireframes

This phase focuses on the product's look & feel. It includes:

- The overall visual design, style guide, and UI kit. These are created by a graphics designer, they are aligned with the overall company brand, and they convey the product's character.
- The UX, UI, and layout design along with wireframes of appropriate fidelity. These are created by a UX/UI designer and they capture the way the product/app will look and operate across different platforms (web, tablet, phone etc).
- Updated user flows, usually created automatically by the wireframing tool.

Phase 3: Build the product (development and deployment)

In this phase the process moves to engineering and includes deployment of the product and all related DevOps activities.

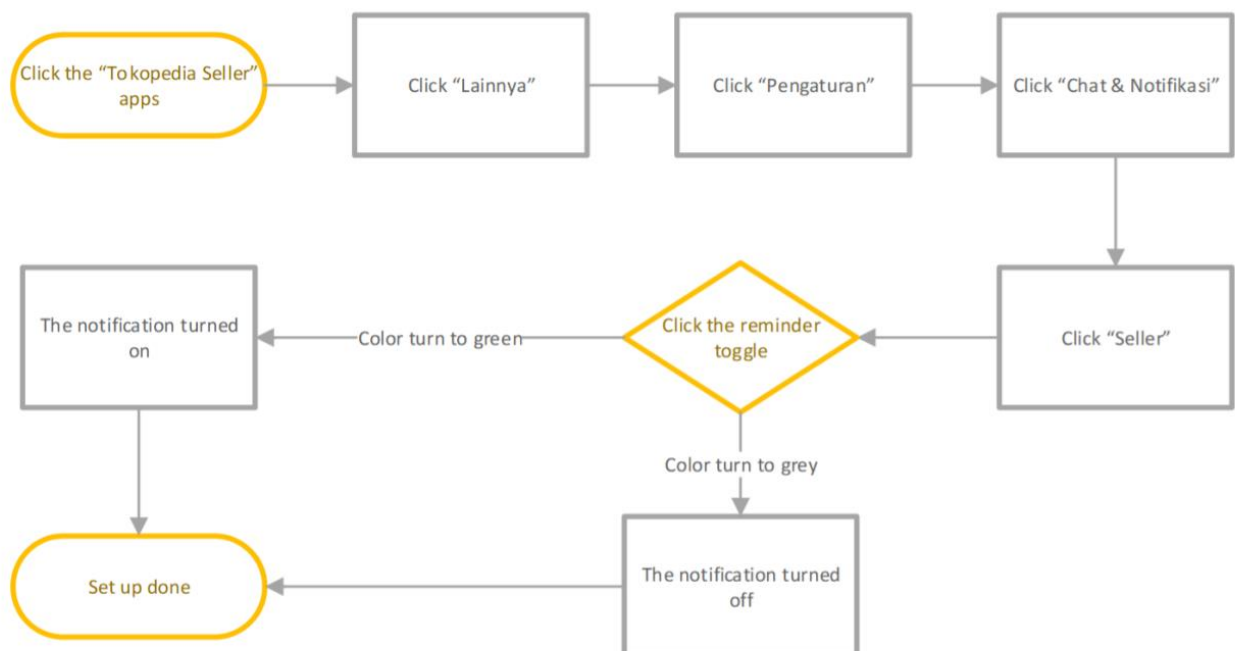
Phase 3 includes:

- User Story writing and estimating
- Final technology decisions (structure, technology selection, tools)
- Prioritization and Sprint planning
- Development and Testing/QA
- Deployment

This planning objective is to save time and effort by evaluating how the market responds to your concept before developing the full product. Validate assumptions about product ideas with real-world data. Reduce the time it takes for new feature releases to reach the market.

Technical

Below the flowchart of how the product would interact in the system:



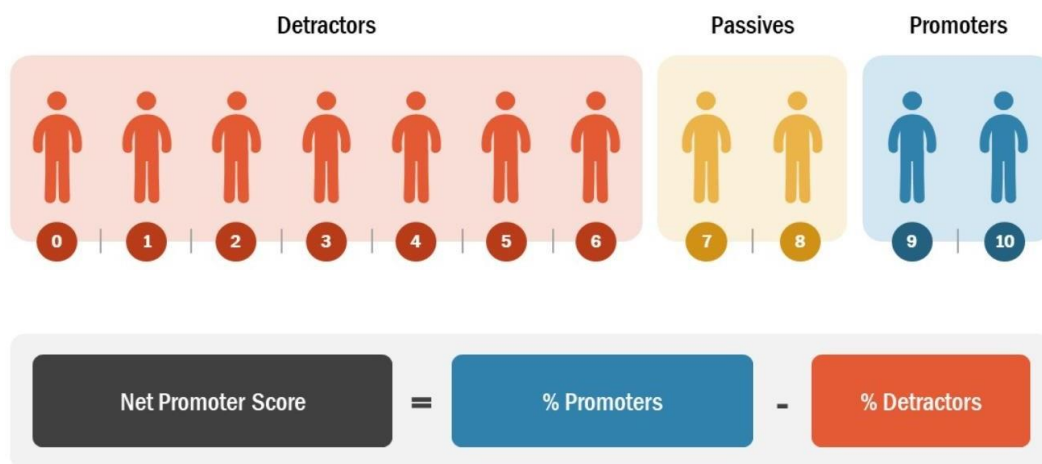
Data Driven/Success Metrics

The measure of success can be measured by Customer Satisfaction Survey (CSAT). CSAT surveys measure how satisfied a customer is with specific areas, for this case, is the toggle feature to control the notification.

And here is how you calculate Customer Satisfaction Survey:

$$\text{Number of Happy Users} / \text{Total Users} = \text{CSAT Score}$$

Another measurement is to measure the satisfaction of customer by using Net Promoter Score (NPS). NPS is a tool for measuring customer loyalty. Companies get their NPS by sending customers a one-question survey and asking how likely they are to recommend their product to other people.



People who respond with a low score are classified as “detractors,” while those in the midrange are “passives,” and customers at the top are “promoters.” The aggregated results are converted into a company’s overall NPS score.

Communication

I want to build this product/feature to give more focus on the seller when handling the order, especially during peak time. The seller realizes that informing the buyer to provide a rating after buying their item is essential to do that even without notification from the system. That's why the toggle to turn on/off the notification is needed.