













# Sprint 29

## Design and UX Research

 Metric	 Latest snapshot (AS IS)	 Problem/Hypothesis	 Objectives	 Expected KRs (TO BE)	 Initiatives	 Category	 Status
 <u>MAU view rate</u> <u>#1on1MentoringSession</u>	Stabilize Registration Drop Rate 82% 0% of MAU complete their profile	How might we capture more information of user so that we can provide a more relevant values (content, mentoring & networking) to them?	Know better about our users so we can improve our recommendations, networking & mentoring. Will be the hosting page for future gamifications (milestone, challenges, badges & certificates)	Stabilize Registration Drop Rate 85% 40% of MAU complete their profile	User Profile	<div>Community</div> <div>Content</div> <div>Mentoring</div>	Done
<u>#1on1MentoringSession</u>			UI iteration based on UT		Mentor Booking v0.2	Mentoring	In Progress
 <u>MAU view rate</u>		Not only "start learning" button, new users find it hard to differentiate type of contents from feed page. Module card and video card are too similar	UI iteration based on concept test		Feed v1.2	Content	In Progress
:		Strengthening understanding of our basic gamification so we can add more gamification elements			Gamification v1.4	Gamification	Not Started
:		No workflow	Design the initial process in building visual components between Designers and FE Engineer.		Design System Workflow	Design Ops	In Progress
:			To identify how fixed learning plan is perceived from each persona		Understanding user acceptance on fixed learning plan	Content	In Progress

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:		Current assumption is that Mentee will be able to see the learning progression and felt that Kuncie has contributed to improve their knowledge in the specific field they are pursuing in the app. On the other hand, by knowing the Mentee's progression, Mentors will be able to fill the gaps in the Kuncie users (Mentee) learning experience.	Identify what kind of information that both mentors and mentees need to be able to track their progress and how this can bring values to their experience		Research learning progress tracker	Mentoring	In Progress
:			Collaborative desk research to create initial hypothesis for future research / experiment		Cohort Based Course	Content	Done
<u>Untitled</u>		1. too many spam messages 2. same interest users in a same room will increase quality of conversation	Increase the quality of conversation in chat room		Chat Room Requirement	Community	Done

#### Product & Engineering

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status
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Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status
★ MAU view rate	<p><b>Before Sprint:</b> - Latest version (first time): 38.4% (+7p WoW) - Latest version (existing): 60.5% (-4p WoW) - All users: 35.4% (-1p WoW)</p> <p><b>Mid-Sprint</b> - Latest version (first time): 40.8% - Latest version (existing): 58.7% - All users: 35.7%</p>	Based on user research and data, our search conversion to view is currently quite low	Improve search result conversion	$\geq 50\%$	<ul style="list-style-type: none"> <li>- Transcription search</li> <li>- Reorder search result priority - Transcription based relevancy</li> </ul>	Content	In Progress
Weekly avg. viewed per user	<p><b>Before Sprint:</b> - Latest version (existing): 16 (-4p WoW) - Latest version (first time): 8.9 (+0.3 WoW) - All users: 9.4 (+3 WoW)</p> <p><b>Mid-Sprint</b> - Latest version (existing): 16.7 - Latest version (first time): 9.5 - All users: 10</p>	Based on users research, video content alone won't keep users coming back. Supplementary supplement will help users take a next actions on their learning Notes: on mid sprint, the existing users seems to be correcting to real number as the adoption reach more users with variety of active users and more number in denominator	Improve app usage frequency	$\geq 10$	<ul style="list-style-type: none"> <li>- Start developing on learning resources - Finishing video before accessing learning resources</li> </ul>	Content	In Progress

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status
<u>Median session length</u>	<p><b>Before Sprint:</b> - Latest version (first time): 4.9min (-6% WoW) - Latest version (existing): 5.7min (-9% WoW) - All users: 5min (-4.14 WoW)</p> <p><b>Mid-Sprint:</b> - Latest version (first time): 4.6min (-0.3p WoW) - Latest version (existing): 5.3min (-0.2p) - All users: 4.6 (-0.4)</p>	Based on user research, user's perceived our gamification (3 keys) a day are limiting for exploration or because they're not aware of it	Improve gamification mechanics	$\geq 7$ min	<ul style="list-style-type: none"> <li>- exit video confirmation interface</li> <li>- Initial points reward for first time user</li> </ul>	Content	In Progress
<u>Lead time to book mentor</u>	2 days	The mentoring booking process right now is barebone and manual	Improve the mentor booking process and operational efficiency	less than 1 hour	Mentor SaaS integration development @Muhammad Hilman to update: 1. FE is finishing up the development for Automated Mentor Booking (Happy Flow) according to the new design submitted by design team based on Usability Testing conducted 2. BE development for Automated Mentor Booking (Happy Flow) has reached more than 80% of the total expected BE development 3. BE and FE will start integration process between the two and starting the testing process.	Mentoring Platform	In Progress

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status
<a href="#">Supporting GTM metric on acquisition</a>	Refer to correspondent stream	refer to correspondent stream	Leverage Telkomsel channel and assets to help meets the acquisition target by the end of the year	39K users/month - 97K users/month	Telkomsel data bundling: Automatic points injection	Acquisition Partnership	In Progress
<a href="#">Supporting Content and GTM metric (e.g Weekly watched rate and Weekly Active Viewers/learners)</a>	Refer to correspondent stream	refer to correspondent stream	Acquire quality leads from partnership channel	20K new users with $\geq 40\%$ Watched rate	1000Startup integration The partnership API already sent to 1000 startup, waiting for their respond to test — will follow up today	Acquisition Content Partnership	In Progress
<a href="#">Retention</a>	<b>Not in Watched <math>\geq 1</math> video</b> - Latest version D1: 6.71% D7: 2.58% D28: 0% - Previous version D1: 5.52% D7: 1.83% D28: 0% <b>Watched <math>\geq 1</math> video</b> - Latest version D1: 30.82% D7: 17.4% D28: 6.11% - Previous version D1: 23.41% D7: 9.62% D28: 1.43%	All users: D1 and D7 still declining Latest version: Existing users stays strong well the latest version is stagnant	Remind users to comeback to app at D7 and D30	Double the retention for first time users on D1-D30	- Scheduled content push notification on D7 and D30 - Sent push notification to all users to update	Content Platform	In Progress

## Engineering

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<a href="#">Service Uptime</a>	Still building the service monitoring		Ensure Operational Excellence of Engineering	99.9% service uptime		Backend			
<a href="#">Prio-1 Bug Mean Time To Resolve</a>	TBD		Ensure Operational Excellence of Engineering	4 hour MTTR for Prio-1 Bug		Backend Frontend			

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<u>App Crash Free Sessions</u>	99.471%		Ensure Operational Excellence of Engineering	99.9% app crash free rate		Backend Frontend QA			
<u>Test Coverage</u>	26%		Ensure Operational Excellence of Engineering	60% test coverage		Backend Frontend QA			

## Content

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	End m ir d
<u>★ Watched rate</u>	Sep 27th 2021 - Latest version (first time): 34.4% (+2p) - Latest version (existing): 38% (+0p) - All users: 35% (+2p) Oct 4th 2021 - Latest version (first time): 35.9% (+2p) - Latest version (existing): 40.7% (+2p) - All users: 36.9% (+2p)		Provide A-Z module that could possibly cater the needs of users in all business stage	5% in end of Q4 (shared with other initiatives)	Hero Module Update: - Freelancer onboarded	Content	In Progress	@November 1, 2021	

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	E m ir d
★ <u>Watched rate</u>	<p>Sep 27th 2021 - Latest version (first time): 34.4% (+2p) - Latest version (existing): 38% (+0p) - All users: 35% (+2p) Oct 4th 2021 - Latest version (first time): 35.9% (+2p) - Latest version (existing): 40.7% (+2p) - All users: 36.9% (+2p)</p>		Give more awareness to other modules to boost watched rate	5% in end of Q4 (shared with other initiatives)	Rotate featured modules list with other set of modules (max 2 modules)	Content	In Review		

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	E m ir d
★ <u>Watched rate</u>	Sep 27th 2021 - Latest version (first time): 34.4% (+2p) - Latest version (existing): 38% (+0p) - All users: 35% (+2p) Oct 4th 2021 - Latest version (first time): 35.9% (+2p) - Latest version (existing): 40.7% (+2p) - All users: 36.9% (+2p)		Give more awareness to other mentors to boost watched rate	5% in end of Q4 (shared with other initiatives)	Rotate featured mentor with other mentors (max 2 mentors)	Content	In Review		



Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	E m ir d
<u>Avg number of videos watched/user</u>	<p>Sep 27th 2021 - Latest version (first time): 10 (-0.6) - Latest version (existing): 16 (-0.2) - All users: 10 (+0.8)</p> <p>Oct 4th 2021 - Latest version (first time): 6.7 (-3.3) - Latest version (existing): 15.4 (-0.6) - All users: 7.5 (-2.5)</p>	Users will excited to view more videos if we give them reward	Boost watched rate even from dormant users	10 videos for all users	Create social media competition to boost viewership	Content	In Progress		

 Metric	 Latest snapshot (AS IS)	 Problem/Hypothesis	 Objectives	 Expected KRs (TO BE)	 Initiatives	 Category	 Status	 Expected delivery	 Mirror
<u>Median session length</u>	Sep 13th 2021 - Latest version (first time): 4.9 m (-0.4 m) - Latest version (existing): 5.5 m (-0.8 m) - All users: 4.9 m (+0 m) - Watched users: 9.1 m (-0.2 m) Oct 4th 2021 - Latest version (first time): 4.6 m (-0.3 m) - Latest version (existing): 5.3 m (-0.2 m) - All users: 4.6 m (-0.3 m) - Watched users: 8.5 m (-0.6 m)		To boost stickiness and engagement from users	5 minutes for all users	Workbook & Summary Update: - Finalized 4 workbooks - Target to have 2-3 more workbooks this sprint	Content	In Progress		
<u># of mentors</u>			To fulfil Q3 mentor target		Scout 1 more Industry guru Update: - Approaching Brodo	Content	In Review		
<u>Untitled</u>									

Customer

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<u>Untitled</u>						Research	In Progress		
<u>Untitled</u>						Acquisition Content Marketing	In Progress		
<u>Untitled</u>									

## GTM

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
★ <u>Weekly Active Viewers</u>	26,949 Sprint 28 Target EOS = 29,644 W1 = 8,205 <b>W2 = 21,439</b>	Number of video view users decrease 48.09% from sprint 27 to sprint 28	Increase number of video view user by 10% end of sprint 29	29,644 on end of the sprint 29	<b>- Paid Media -</b> Create more module ads kv - <b>- Non-Paid Media -</b> Create more module organic content - Data reward Campaign - Juru Kuncie Campaign	Acquisition	In Progress		
<u>Cost per view</u>	\$4,28 Sprint 28 Target = \$4.00 W1 = \$3.59	CPVV increase \$1.56 from sprint 27 to sprint 28	Decrease CPVV \$0.28 by end of sprint 29	\$4.00 on end of the sprint 29	Maintain VV% on 43% Programmatic CPPV	Acquisition	In Progress		

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<u>Weekly Registered User</u>	69,018 registered users on the end of sprint 28 Target EOS = 50,000 W1 = 17,131 <b>W2 = 32,869</b>	Number of registered users decrease 25.65% from sprint 27 to sprint 28	Increase number of register user by 10% end of sprint 29	50,000 on end of the sprint 29	<b>- Paid Media</b> 80% Registered User - Spend more on register campaign (Google) - Create LookaLike Registered User Sept and running the campaign LookAlike ( FB & IG ) - CDP FB Ads ( FB & IG ) - Module campaign (Tiktok) - Spend more on higher R% <b>Non-Paid Media</b> 20% Registered User - Add more referral traffic ( MicroMentor by Mercy Corp) - Prepare Offline Acquisition - Increase SEO & YT optimization	Acquisition Marketing	In Progress		
<u>Cost per registered</u>	\$1.72 CPR on the end of sprint 28 Target = \$1.62 W1 = \$1.73	CPR increase \$0.19 from sprint 27 to sprint 28	Decrease CPR \$0.10 by end of sprint 29	\$1.62 on end of the sprint 29	Maintain R% on 64%	Acquisition	In Progress		
<u>Untitled</u>									
<u>Untitled</u>									

#### Talent & Hiring

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
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Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<u>Time to hire/ per hire</u>	Average ~78 days/per hire	CEO role takes the longest SLA	Improve overall time to hire	Gradually improve the time to hire, for accumulative should be ~45 days, for per hire should not take than ~ 30 days	For New Roles - Improve and aim time to hire to 14 days - Book time for interviewers candidates prior to the session				
<u>Conversion Rate (Pipeline History and Pass through rates)</u>	Application - Assessment = 58% Assessment - Interview = 71% Interview - Offer = 19% Offer - Hired = 65%	Low conversion from interview to offer compared to other pass through rates	Increase the Interview - Offer conversion	Ideally improve Interview - Offer Rate >50%	Candidates Side - Brief and prep before the interview - Ensure the candidates who go through interview stages are prepared - Great candidate management				
<u>Offer Acceptance Rate</u>	65%	2-3 Offers handled by the agency	Increase the number of acceptance rate	Offer Acceptance Rate ideally < 80%	- Involve in the offer discussion - Offer the candidate directly, not through agency				
<u>Candidate Survey</u>	7% completed from 45 candidates sent	Low completion for candidate survey	Achieve Customer Average: 17%	Achieve Standard Customer Average: 17%	- Resend the candidate survey to improve survey completion				