🏃 Sprint 28

Design and UX Research

Aa Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery date	Exp met imp date
MAU view rate	MAU View rate 40% Time Search to value: 3-4 minutes	Based on our qualitative research, users have difficulty on finding relevant topics	-	MAU View rate ≧50% Time Search to value: <2 minutes	Search experiences v1.2	Content	In Progress		
-	-	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)	-	-	User Profile	Gamification	Not Started		
-	-	Strengthening understanding of our basic gamification so we can add more gamification elements	-	-	Gamification v1.4	Gamification	In Progress		
#MentoringSession	-	Increase design confidence before handover to engineers	-	-	Mentor Booking Moderated Usability Testing (+ learning plan flow for new user)	Mentoring	In Progress		
-	-	From GTM campaign, we have to choose metrics that need to be monitored so we can decide whether we can bring leaderboard permanently in app	-	-	Monitor leaderboard experiment	Marketing	In Progress		

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-	-	Base line for fixed learning plan	-	-	Understanding users feedback on GTM curated learning program	Content Mentoring	In Progress		

Product & Engineering

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	E
⭐ MAU view rate	**Before Sprint**: - Latest version (first time): 38% (+1p WoW) - Latest version (existing): 70% (+0p WoW) - All users: 40% (+1p WoW) **Mid-Sprint** - Latest version (first time): 30% (-8p WoW) - Latest version (existing): 63% (-7p WoW) - All users: 37% (-3p WoW)	The new design seems to only works well to exisiting users	Optimize the new feed design for the first time users	≧50%	- Quick fix: deeper conditional UI for the first time user via remote config - Long term: Optimize new design for first time user - Recommendation improvement	Content	In Progress	@O

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	E
Weekly avg. viewed per user	**Before Sprint**: - Latest version (first time): 7.1 (-1p WoW) - Latest version (existing): 30.4 (+1p WoW) - All users: 6.3 (-1p WoW) **Mid-Sprint** - Latest version (first time): 8.6 (+1.5p WoW) - Latest version (existing): 20.8 (-10p WoW) - All users: 7.5 (+1 WoW)	Based on users research, video content alone won't keeps users coming back. Supplementary supplement will help users to help users take a next actions on their learning Notes: on mid sprint, the existing users sesms 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	≧ 10	- Start developing on learning resources - Finishing video before accessing learning resources	Content	In Progress	@O
Median session length	**Before Sprint**: - Latest version (first time): 4.6min (+13% WoW) - Latest version (existing): 6.3min (+11% WoW) - All users: 3.9 (+7% WoW) **Mid-Sprint** - Latest version (first time): 5.2min - Latest version (existing): 6.6min - All users: 4.7m	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	≧7min	- exit video confirmation interface - Initial points reward for first time user	Content	In Progress	@S
Lead time to book mentor	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	Mentoring Platform	In Progress	@S

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	E
Retention	**Not in Watched ≧ 1 video** - Latest version D1: 6.42% D7: 3.7% D28: 11.54% - Previous version D1: 5.4% D7: 2.01% D28: 0.15% **Watched ≧ 1 video** - Latest version D1: 33.65% D7: 24.45% D28: 26.5% - Previous version D1: 24.5% D7: 10.54% D28: 0.61%	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	@S
Supporting GTM metric on acquisition	Refer to correspondent stream	refer to corespondent 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	@O
Supporting Content and GTM metric (e.g Weekly watched rate and Weekly Active Vieweres/learners)	Refer to correspondent stream	refer to corespondent stream	Acquire quality leads from partnership channel	20K new users with ≧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	@O
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Content

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
⭐ Watched rate	Sep 13th 2021 - Latest version (first time): 38% - Latest version (existing): 69% - All users: 40% Sep 20th 2021 - Latest version (first time): 31% - Latest version (existing): 62% - All users: 37%	Users found no interesting topics on Kuncie, as most of them still looking for business ideas instead of tips and operational 101	Provide A-Z module that could possibly cater the needs of users in all business stage	5% in end of Q3 (shared with other initiatives)	Drafting Hero Module structure Update: - Preview draft from Ayu & Arif - Freelancers has sent her hourly rate (Content team to consider)	Content	In Progress		
⭐ Watched rate	Sep 13th 2021 - Latest version (first time): 38% - Latest version (existing): 69% - All users: 40% Sep 20th 2021 - Latest version (first time): 31% - Latest version (existing): 62% - All users: 37%	Only modules located on the left side gets more click	Give more awareness to other modules to boost watched rate	5% in end of Q3 (shared with other initiatives)	Rotate featured modules list with other set of modules	Content	In Progress		

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⭐ Watched rate	Sep 13th 2021 - Latest version (first time): 38% - Latest version (existing): 69% - All users: 40% Sep 20th 2021 - Latest version (first time): 31% - Latest version (existing): 62% - All users: 37%	Only mentor located on the left side gets more click	Give more awareness to other mentors to boost watched rate	5% in end of Q3 (shared with other initiatives)	Rotate featured mentor with other mentors	Content	In Progress		
Avg number of videos watched/user	Sep 13th 2021 - Latest version (first time): 10 - Latest version (existing): 14 - All users: 8 Sep 20th 2021 - Latest version (first time): 8 - Latest version (existing): 21 - All users: 8.4	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		

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Median session length	Sep 13th 2021 - Latest version (first time): 4.6 minutes - Latest version (existing): 6.2 minutes - All users: 4.7 minutes Sep 20th 2021 - Latest version (first time): 5.2 minutes - Latest version (existing): 6.5 minutes - All users: 4.7 minutes		Provide more advanced modules from existing mentor	5 minutes for all users	Reengage mentors for course 2 - Michelle: video is on post production - Steven: Production schedule is locked	Content	In Progress		

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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# of mentors			To fulfil Q3 mentor target		Scout 1 more Industry guru Update: - Still approaching Erigo & Tahilalats	Content	In Progress		
# of modules			To fulfil Q4 mentor target		Brief CXO for Q4 target	Content	Done		
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GTM

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⭐ Weekly Active Viewers	23,623 Video View **14,357 W3 Sep (VV% decrease)**	- 43.26% Video View rate - Video view rate on Programmatic decrease week by week	Increase video view rate from 43% become 48%	**26,213 Video View**	**Paid** - Increase daily budget on Nova beyond and YeahMobi - Increase daily spend on video view campaign - Increase bid - Create install volume —> Video View - Create KV base on Module F&B, not USP - Boost Video Mentor on YT with paid media **Non-Paid** - Focus on Module post on organic	Acquisition	In Progress		
Cost per view	$2.76 W2 Sep **$4.59 W3 Sep**	Cost per view increase week by week	Decrease cost per view	**$ 2.49**	- Maintain CPR last week $1.30	Acquisition	In Progress		
Weekly Registered User	50,204 Register **42,708 Register W3 Sep (67% R%)**	- 67.03% Register rate	Increase R%	**55.000 Register 69% Registered rate**	- Monitoring programmatic and google performance	Acquisition Marketing	In Progress		
Cost per registered	$1.30 W2 Sep **$1.54 W3 Sep**	Cost per register decrease week by week	Maintain CPR	**$1.25**	- Increase install number from 1,680 become 1,800 per week	Acquisition	In Progress		
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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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Untitled		-			**Paid** - Increase daily budget on Nova beyond and YeahMobi - Increase daily spend on video view campaign - Increase bid - Create install volume —> Video View - Create KV base on Module F&B, not USP - Boost Video Mentor on YT with paid media **Non-Paid** - Focus on Module post on organic	Acquisition	In Progress		
Untitled					- Maintain CPR last week $1.30	Acquisition	In Progress		
Untitled					- Monitoring programmatic and google performance	Acquisition Marketing	In Progress		
Untitled					- Increase install number from 1,680 become 1,800 per week	Acquisition	In Progress		
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