



Sprint 27

Design and UX Research

 Metric	 Latest snapshot (AS IS)	 Problem/Hypothesis	 Objectives	 Expected KRs (TO BE)	 Initiatives	 Category	 Status	 Expected delivery date	 E r i c
<u>Untitled</u>		Understand why the symptom or factor could influence them to churn from Kuncie.		6/9	In Depth Interview for Churn Rate	Content	In Progress	@September 10, 2021	
<u>Untitled</u>		Based on google data studio, collected by content team, there are around 80% of our users who neither view nor watch our content. Furthermore, only approximately 10% customer who at minimum have 1 count of complete watch 1 video and the rest about 8-9% who complete watch more than 2 videos.		blasted.	Investigate low watch rate & module rate	Content	In Progress	@September 10, 2021	
<u>Untitled</u>		Prakerja Compliance (4hours learning) + Guided learning		on hold, need to research first, creating building blocks (quiz and token of completion)	Learning Plan v2	Content	Not Started		
<u>Untitled</u>		Prakerja Compliance + Active Learning			Quiz	Content	In Progress	@September 10, 2021	
<u>Untitled</u>		Prakerja Compliance + Kuncie Gamification			Token of Completion	Content	In Progress	@September 10, 2021	
<u>Untitled</u>		Improve discoverability & session length but low #1stVideoView by first time users			Feed v1.2	Content	In Progress	@September 10, 2021	

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<u>Supporting GTM</u>		Marketing activity to increase the viewrate from new users			Leaderboard kuncie.com	Marketing	In Progress	@September 10, 2021

Product & Engineering

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★ <u>MAU view rate</u>	Before Sprint: - All user: 42.78% (-2p WoW) Mid-Sprint - Latest version (first time): 37% (+14p WoW) - Latest version (existing): 70% (+2p WoW) - All users: 41.2% (-0.48p WoW)	The existing active users who update their app to the latest version increase by more than 10p at >50% But, for the first time user's it's performed below the previous version at 25% (Due to the movement of [Start] button)	Improve the MAU view rate for first time users	$\geq 50\%$	Quick fix: Remote config to differentiate journey and copy for first time and existing users Long term: Solutioning with design team to tweak the learning plan review on the new home page	Content	Done	@Septe
<u>Weekly avg. viewed per user</u>	Before Sprint: - 7.56 (+1p WoW) Mid-Sprint - Latest version (first time): 8.1 views/user - Latest version (existing): 29.4 views/user - All users: 7.1 views/user	- We've been experimenting with push notification to improve user video engagement but the conversion result has been lackluster (Open rate only ~2% at best with 0 conversion top video engagement) - the the push notification, user's require to take additional steps before watching the suggested video in a module	Increase the push notification video engagement conversion rate	10	Content byte level deeplink and fixing the existing deeplink	Content	In Progress	@Septe

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expe
<u>Weekly avg. session per user</u>	Before Sprint: 1.15 (-0.15 WoW) Mid-Sprint - Latest version (first time): 1.12 - Latest version (existing): 1.5 - All users: 1.13	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	Improve app usage frequency	≥ 3	Solutioning: Learning resources support	Content	In Progress	@Septe
<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	Mentoring Platform	In Progress	@Septe
<u>Retention</u>	Mid Sprint: - Latest version (first time) D1: 5.62% D7: 1.71% D30: N/A - Latest version (existing) D1: 52.65% D7: 48.64% D30: N/A - All user D1: 14.06% D7: 8.3% D30: 0.14%	All users: D1 retention improved but the D7 still declining Latest version: Existing users performed well but still need to investigate for the first time users	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	Content Platform	In Progress	@Septe
<u>Screen Shot 2021-09-07 at 10.31.28</u>								
<u>Supporting GTM metric on acquisition</u>	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	@Septe

Aa Metric	≡ Latest snapshot (AS IS)	≡ Problem/Hypothesis	≡ Objectives	≡ Expected KRs (TO BE)	≡ Initiatives	≡ Category	▼ Status	📅 Expe
<u>Supporting Content and GTM metric (e.g Weekly watched rate and Weekly Active Viewers/learners)</u>	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	@August

Content

Aa Metric	≡ Latest snapshot (AS IS)	≡ Problem/Hypothesis	≡ Objectives	≡ Expected KRs (TO BE)	≡ Initiatives	≡ Category	▼ Status	📅 Expected delivery	📅 Expected metric impact date
★ <u>Watched rate</u>	All users: 32.83% All users in new V: 35.36% 6 Sep: All users: 30.98% All users in new V: 30.66%	Slightly decreased from last week	Allow user's to discover new content beyond what's offered by system via learning plan	5% in end of Q3 (shared with other initiatives)	Fine tuning featured modules list	Content	Done		
★ <u>Watched rate</u>	All users: 32.83% All users in new V: 35.36% 6 Sep: All users: 30.98% All users in new V: 30.66%	Slightly decreased from last week	Boost watch rate from dormant users	5% in end of Q3 (shared with other initiatives)	Create social media competition to boost viewership Update: - Designing - Draft the trc	Content Product gtm	In Progress		
<u>Weekly Average Session</u>	3.8 minutes 6 Sep: 3.6 minutes	Slightly decreased from last week	Allow user to find more modules from each mentor, ranging from basic and introductory modules to more advanced modules	5 minutes per user (equal to 1 video) by end of Q3 (shared with other initiatives)	Reengage mentors for course 2 - Michelle: video is on post production - Steven: awaiting for production schedule	Content	In Progress		

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<u>Weekly Average Session</u>	3.8 minutes 6 Sep: 3.6 minutes	Slightly decreased from last week	To boost stickiness and engagement from users	5 minutes per user (equal to 1 video) by end of Q3 (shared with other initiatives)	Workbook & Summary Update: - Designing in progress	Content	In Progress		
<u># video target</u>					Q4 mentors/module prioritization Plan	Content	In Progress		
<u># video target</u>					Additional PH for Q4 production Update: - Awaiting quotation for 2 PH	Content	In Progress		
<u># video target</u>					Scout 1 more Industry guru Update: - Approaching Brodo / Erigo	Content	In Progress		
<u>Untitled</u>									

Customer

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<u>Untitled</u>						Research	In Progress		
<u>Untitled</u>						Acquisition Content Marketing	In Progress		
<u>Untitled</u>									

GTM

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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>★ Weekly Active Viewers</u>	6 Sep = 2.799 video view per-day	Data reward campaign increase the number of video view	Increase number of video view user	<u>Sprint 26</u> - 2.200 Video View per day - 15,400 Video View per Week - 30.800 Video View End of Sprint 26 <u>Sprint 27</u> - 2.500 Video View per day - 17.500 Video View per Week - 35.000 Video View End of Sprint 27	- Replicate Video View User on Aug and make the look-alike modeling - Increase spending and add more KV on Tiktok ads, because Tiktok Ads Video view rate 75% avg was 52% - Increase spending on Google Video View Campaign	Acquisition	In Progress		
<u>Cost per view</u>	6 Sep = \$2.76	Cost per view we can manage below \$2.10 because View Video rate above 50%	Decrease Cost Per Video View	<u>Sprint 26</u> - \$2.10 Cost per Video View <u>Sprint 27</u> - \$2.05 Cost per Video View	- Prepare activation campaign that focuses on Video View - Maintain channel that delivers CPR below \$1.4	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>	6 Sep =6.089 Register Per day	Increase daily spend on Google and also look the auction Market	Increase number registered user	<p><u>Sprint 26</u> 4.500 Register per day 31.500 Register per Week 63.000 Register End of Sprint 26</p> <p><u>Sprint 27</u> 5.000 Register per day 35.000 Register per Week 70.000 Register End of Sprint 27</p>	<p><u>Paid</u> - Increase daily spend gradually on google ads and check the Auction Market - Add a more programmatic partner (Mobisummer) - Exclude NovaBeyond and POOKT due to low performance - Explore OEM Ads with Oppo</p> <p><u>Non-Paid</u> - Utilize CDP - Explore DataPacked - SEO Optimization - Youtube Optimization - Test A/B on UMB - ByU Content Enabler Referral</p>	<p>Acquisition</p> <p>Marketing</p>	In Progress		
<u>Cost per registered</u>	6 Sep =\$1.27	Maintain R% on Programmatic	Maintain CPR below \$2	<p><u>Sprint 26</u> \$1.20 Cost per Register</p> <p><u>Sprint 27</u> \$1.15 Cost per Register</p>	<p><u>Paid</u> - Decrease Bid, when CPR did not align with our target - Use Lookalike data Aug <u>Non-Paid</u> - Utilize Youtube Telkomsel</p>	<p>Acquisition</p>	In Progress		