



Sprint 26

Design and UX Research

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	E deliv
<u>monthly acquisition</u>	~100K/month	As new target has been set for acquisition, we cannot rely on our paid and organic channel	Acquire new users from prakerja partner channels	\geq 150K/month	Prakerja (solutioning)	Content	In Progress	@AL
<u>monthly acquisition</u>	~100K/month	As new target has been set for acquisition, we cannot rely on our paid and organic channel	Acquire new users from partner channels	\geq 150K/month	Voucher code (visual & flow)	Content	In Progress	@AL
<u>DAU WAU MAU</u>	-	Positive feedback from the asynchronous mentoring experiments. Need to fill the gap between learning & 1:1 mentoring	Need to create scalable solution and a plan to bring it to kuncie app	-	Chat mentoring (solutioning)	Mentoring	In Progress	@AL
=	-	Accomodate future hiring needs	Hiring from organic channel	-	kuncie.com/karir	DesignOps	Not Started	@AL
<u>Retention Rate & Churn Rate</u>	Retention rate: User watched < 1 video D1 = 5.96% D7 = 3.13% D30 = 0% User watched > 1 video D1 = 34.75% D7 = 21.43% D30 = 1.07% Churn Rate: Any activity churn rate = 41.99% View churn rate = 42.14% Watched churn rate = 41.64%	Improve the retention rate cohort & reduce the churn rate	1. Understand what's the key drivers that influence user's to churn 2. What are the characteristic of users who has high likelihood to churn	Retention Rate: User watched < 1 video D1 \geq 20% D7 \geq 10% D30 \geq 0% User watched > 1 video D1 \geq 45% D7 \geq 30% D30 = 15% (Aspiration 60%) Churn Rate: < 20% (Aspiration less than 10%)	Investigate churn rate	Platform	In Progress	@AL

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	E deliv
<u>Untitled</u>	-	Notion research repository is done, but the artifacts are still scattered on BCG google drives	Create google drive repository under research@kuncie.com	-	Google drive research repository	DesignOps	In Progress	@AL

Product & Engineering

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	E d
<u>MAU view rate</u>	Before Sprint: 45.9 (-1.95p WoW) Mid-Sprint: 44.3% (-1.5p WoW)	old videos that have been watched & unlocked, cannot be played back and have to wait for tomorrow with a new lock or exchange points to get the key	Recover the MAU view rate	$\geq 50\%$ (shared with other initiatives)	Fix the FE bug reported by CS	Content Platform	Done	
<u>MAU view rate</u>	Before Sprint: 45.9 (-1.95p WoW) Mid-Sprint: 44.3% (-1.5p WoW)	Users perceived that learning plan is the only content library available	Allow user's to discover new content beyond what's offered by system via learning plan	$\geq 50\%$ (shared with other initiatives)	Feed sections (2nd iteration): Top rated modules, featured videos, unrated videos	Content	In Progress	
<u>MAU view rate</u>	Before Sprint: 45.9 (-1.95p WoW) Mid-Sprint: 44.3% (-1.5p WoW)	The initial recommendation plan is not interested and engaging enough for some users	Further improving initial learning plan recommendation for new users	$\geq 50\%$ (shared with other initiatives)	Auto transcription based recommendation	Platform	In Progress	
<u>Weekly avg. viewed per user</u>	Before Sprint: 6.56 (-2.26p WoW) Mid-Sprint: 6.72 (+0.13p WoW)	- 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	

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	
<u>Weekly Avg Session</u>	Before Sprint: 1.17 (-0.03p WoW) Mid Sprint: 1.13 (-0.04p WoW)	User's have forgotten about Kuncie	Improving the push notification effectiveness/CVR	≥ 2.5	Run push notification campaign by make the most of our current firebase	Content Marketing	In Progress	
<u>Weekly Avg Session</u>	Before Sprint: 1.14 (-0.03p WoW) Mid Sprint: 1.13 (-0.04p WoW)	It's increasing but hasn't reached our previous peak performance User's have forgotten about Kuncie	Improving the push notification effectiveness/CVR	≥ 2.5	MoEngage integration	Content Marketing Platform	In Progress	
<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	Acquisition Content Partnership	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	Solutioning: Mentor booking UI and SaaS integration	Mentoring Platform	In Progress	

Content

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>	41% 42.20% (23 aug)	Slightly decreasing from last week (41.3%)	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)	Curate modules to be shown on users' feed	Content	In Review		
★ <u>Watched rate</u>	41% 42.20% (23 aug)	Slightly decreasing from last week (41.3%)	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)	Curate modules to be shown on users' learning plan	Content	In Review		

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<u>Avg number of videos watched/user</u>	3.60 3.52 (23 aug)	Slightly decreasing from last week (3.69)	Allow user to find more modules from each mentor, ranging from basic and introductory modules to more advanced modules	min 4 videos/user by the end of Q3	Reengage existing mentors to create their course 2 modules Updates: Reengaged Michella and Steven for course 2, currently on pre production process	Content	In Progress		
<u>Weekly average session</u>	4.2 minutes 3.6 (23 aug)	Slightly decreasing from last week (4.3 minutes)	Hook users to finish watch the video	5 minutes session per user (equal to 1 video) by end of Q3 (shared with other initiatives)	Create a specific video concept for each mentors (using whiteboard/tablet, illustration, etc, to better visualize the material) Updates: new graphic design has been submitted, awaiting the revised version of it for further review	Content	In Progress		
<u>Weekly average session</u>	4.2 minutes 3.6 (23 aug)	Slightly decreasing from last week (4.3 minutes)	To boost stickiness of the app	5 minutes session per user (equal to 1 video) by end of Q3 (shared with other initiatives)	Provide downloadable materials for each module Updates: leverage IdeaTree to produce workbook.	Content	In Progress		
<u>Untitled</u>									











Customer

Metric	Objectives	Category	Status	Expected delivery	Next step
<u>3 ongoing research and experiments</u>	Handover to content team (Arif and Kak Eka): 1. Power user campaign ops 2. Practical content survey (need content team to align on the #of users involved) 3. Curated content experiment (no specific action on ops, just to give visibility, will need to brainstorm for research questions)	Content Research	In Progress	@August 19, 2021	Create handover document

Aa Metric	Objectives	Category	Status	Expected delivery	Next step
<u>Untitled</u>	Handover to GTM team (Riki): 1. Continue on compiling power user campaign marketing materials 2. Maintain curated content experiment	Marketing	In Progress	@August 19, 2021	
<u>Untitled</u>	Handover chat mentoring experiment (Dinis): 1. Continue executing the chat mentoring ops 2. Continue planning the mentor benefits (social media promotion and networking event)	Mentoring	In Progress	@August 19, 2021	
<u>17 past researches</u>	Research handover: GTM power user research	Research	Done	@August 18, 2021	
<u>Untitled</u>	Research handover: Chat mentoring experiment and UGC	Research	In Progress	@August 19, 2021	
<u>Untitled</u>	Research handover: Content research, churn research	Research	In Progress	@August 20, 2021	
<u>Untitled</u>	Research repository and artifacts documentation	Research	In Progress	@August 20, 2021	

GTM

Aa 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>	Sprint 24 = 12K Sprint 25 = 18K - W4 = 3,3K - W5	Programmatic Affile perform well not only register user but also Active Viewer	Increase number of video view user	Sprint 26 = 2.200 Video View per day, On total 30K	Paid - Focus on channels that generated Video View Non-Paid - AUG Data Reward Campaign	Acquisition	In Progress		
<u>Cost per view</u>	Sprint 24 = \$2.4 Sprint 25 = \$2.2 - W4 = \$1.7 - W5	Cost per view we can manage below \$2.5 because View Video rate avg 50%	Decrease Cost Per Video View	Sprint 26 = \$2.10 Cost per Video View	Paid - Create FB AA Video View Campaign Non-Paid - Create content module detail on Kuncie Social Media	Acquisition	In Progress		
<u>Weekly Registered User</u>	Sprint 24 = 18K Sprint 25 = 34K - W4 = 43K - W5	Increase daily spend on Google and also look the auction Market	Increase number registered user	Sprint 26 = 4.500 Register per day, On total 63K	Paid - Increase daily spend gradually on google ads and check the Auction Market - Add a more programmatic partner Non-Paid - Utilize CDP - Explore DataPacked & UMB - SEO Optimization - Youtube Optimization	Acquisition Marketing	In Progress		

 Metric	 Latest snapshot (AS IS)	 Problem/Hypothesis	 Objectives	 Expected KRs (TO BE)	 Initiatives	 Category	 Status	 Expected delivery	 Expected metric impact date
<u>Cost per registered</u>	Sprint 24 = \$1.6 Sprint 25 = \$1.2 - W4 = \$1.01 - W5	Maintain R% on Programmatic	Maintain CPR below \$2	Sprint 26 = \$1.20 Cost per Register	<u>Paid</u> - Decrease Bid, when CPR did not align with our target - Push Programmatic go-to CPR, 3 Programmatic already CPR 1.1-1.5, 3 still CPI. 0.5 with 50% R% <u>Non-Paid</u> - AUG Data Reward Campaign	Acquisition	In Progress		