



Sprint 33

Design and UX Research

Summary

<u>Aa</u> Subjects	☰ Key Points
<u>Sprint Goal</u>	- Transaction (research & design) - Guided Pace Module - New figma structure - Profiling high retention users
<u>Highlights</u>	- Support B2B experiment with landing page in kuncie.com
<u>Lowlights (if any)</u>	- Experiment guided pace learning
<u>Stream dependency (if any)</u>	- Growth for recruiting the survey participant via Kuncie IG feed & story

OKR update

<u>Aa</u> Metric	☰ Latest snapshot (AS IS)	☰ Problem/Hypothesis	☰ Objectives	☰ Expected KRs (TO BE)	☰ Initiatives	☰ Category	📍 Status	📅 Expected d date
<u>View rate</u>	-	Content team already have list of titles but low confidence on prioritization. We are trying to capture users interest towards that. Also exploring new titles based on users interest	-	-	- Understanding users interest towards proposed content titles - Explore future content titles	Content	In Progress	@December 3
<u>Retention rate</u>	-	Analyzing users dependency towards Kuncie value and breaking it down per segment	-	-	Product Market Fit Survey Q4 2021	Content	Done	@November 2
<u>Retention</u>	-	Understand what are the key drivers in Kuncie that made the 2% users stay until the D30. Understand what is the characteristic of this 2% of users who are still staying on the app until the D30?	-	-	Profiling high retention users (D30)	Content	In Progress	@December 1
<u>Revenue</u>	-	Understanding gamifications. Concept test buy > value or buy>points>value	-	-	Research Transaction	Content	In Progress	@December 1

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected date
<u>Revenue</u>	-	Versatile UI pages	-	-	Transaction Pages	Marketing	In Progress	@December 3
<u>Retention</u>	-	IF we guide the learning pace THEN the retention will increase.	-	-	Guided Pace Module (align with eka, untuk timeline module)	Content	In Progress	@November 2
<u>Design/Delivery/Speed</u>	-	HMW establish a scalable design files in figma	-	-	New Figma Structures & Visual Library	DesignOps	In Progress	@December 3

Product and Engineering

Summary

Subjects	Key Points
<u>Sprint Goal</u>	Optimize product funnel and BE code to improve view rate
<u>Highlights</u>	- MoEngage rich landing - PiP research
<u>Lowlights (if any).</u>	Data bundling delayed due to accounting edge case handling with Telkomsel (3 days SLA from Telkomsel)
<u>Stream dependency (if any).</u>	N/A

OKR update

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected
★ <u>MAU view rate</u>	Before sprint: - Latest version: 44% (+1p) - Overall: 34% (0) Mid sprint: - Latest version: 43.3% (-0.7p) - Overall: 34.9% (+0.9p)	Our search to view conversion is still quite low	Improve first time view	≥50%	Transcription searchch improvement	Content	In Review	@Noven
<u>Weekly avg. viewed per user</u>	Before sprint: - Latest version: 7.8 (+0.6p) - Overall: 8.26 (-0.2p) Mid sprint: - Latest version: 8.3 (+0.5p) - Overall: 8.6 (+0.4p)	Our BE hasn't handle case where the content in a module is updated causing wrong signal of module completion/progress after content team update their published content	Address technical debt that affect user progress table	≥15	<u>Refactor end point for user progress table and DB architecture</u>	Content Tech debt	In Progress	@Noven

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expe
Learning session length (view)	Before sprint - Latest version (v.1.3.9): 5.2 min - Overall: 5.2m Mid-Sprint - Latest version (v.1.3.9): 5.6m - Overall: 5.4m	Based on users research, user wants to be able to watched video while doing other things	Improve app usage frequency	\geq 10 min	Research on Picture in Picture implementation	Content	In Progress	@Decen
ANR	Before sprint: - Latest version 0.33% - Previous version: 0.20% Mid sprint: - Latest version 0.51% - Previous version: 0.08%	- CDN from from telkomsel akamai had shown slow response time for the past few days (2.65s) - Codec processing issue causing app to freeze in low end device	Reduce ANR to be in peer indsutry	- Maintain below threshold 0.47% - Beat peer median below 0.12%	Addressing top 2 issue in firebase performance	Platform Tech debt	In Progress	@Noven
Crash rate	Before sprint: - Latest version: 0.61% - Previous version: 0.43% Mid sprint: - Latest version: 0.39% - Previous version: 0.6%	The new versions seems to be not stable on low end or non snapdragon device causing crash on users who have those devices	Reduce the crashrate to be on peer industry number	- Maintain below threshold 1.09% - Beat peer median below 0.38%	Addressing top 2 issue from Sentry.	Platform Tech debt	In Progress	@Noven
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	UAT is planned this sprint with Telkomsel (Telkomsel data bundling)	Acquisition Partnership	In Progress	@Octob

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expe
<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	<u>Mentor SaaS integration development</u> @Muhammad Hilman to update: 1. All the BE Happy Flow items had been developed and tested. The BE items are ready for release 2. In Sprint 33 there are 5 new tickets for BE team including Rescheduling 2. FE team is still in the integration phase with the BE items following few new dependencies to BE work 4. Design team is finalizing the flow for Cancellation and Rescheduling	Mentoring Platform	In Progress	@Noven

Content

Summary

Subjects	Key Points
<u>Sprint Goal</u>	- Finalizing modules from Q3 target (still 2 modules in post pro) - Finalization for Hero Module 1 before production - 6 more mentors in pre production - Publish teaser experiment > scheduled in Wed
<u>Highlights</u>	Preparing for B2B experiment (plan to finalize the video on 10th)
<u>Lowlights (if any).</u>	
<u>Stream dependency (if any).</u>	- GTM (cohort classes) - Product & Design (B2B Experiment)

OKR update

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>Watched rate</u>	Nov 22nd 2021 - Latest version: 27.8% (-0.1p) - All users: 29.2% (-1.4p) Nov 29th 2021 All users: 38.36		Provide A-Z module that could possibly cater the needs of users in all business stage		Hero Module 1 & 2 Update: - Hero Module 1 finalization - Pre-production for Hero Module 2 (1 mentor on production in Dec 13th)	Content	In Progress		
<u>Weekly average session</u>	Nov 22nd 2021 - Latest version (first time): 9.9m (+0.3p) - Latest version (existing): 12.9m (-0.2p) - All users: 10.1m (+0.1p) - Watched users: - Nov 29th 2021 - Latest version (first time): 10m (+0.1p) - Latest version (existing): 11.8 (-1.1p) - All users: 10m (-0.1p) - Watched users: -		To boost stickiness and engagement from users		Workbook & Summary (goals: 15 workbooks) Update: - Finalized 9 workbooks - Target to have 1-2 more workbooks this sprint	Content	In Progress		

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<u>Teaser Experiment</u>					Post teaser for signature/macro mentor 29th Nov 21 Impression: 7.084 Click: 154 CTR: 2.17% Watched button clicked: 147 Not interested clicked: 7 YT Views: 585	Content	In Progress		
<u>Cohort Class Experiment</u>					Prep work for cohort class with Donald C	Content	In Progress		
<u>B2B Experiment</u>					Prep work for B2B experiment				
<u>Untitled</u>									

GTM

Summary

Subjects	Key Points
<u>Sprint Goal</u>	Increase 9% number of video view user by end of sprint 33 Increase 17% number of register user by end of sprint 33
<u>Highlights</u>	- When we create module base campaign with detail category KV, the VV% increase 1-2%
<u>Lowlights (if any).</u>	
<u>Stream dependency (if any).</u>	

OKR Update

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expect metric impact date
<u>Weekly Active Viewers</u>	Sprint 32 achievement 36,357 Unique Video View User Mid Week 20,055 (Achieved)	- When we create module base campaign with detail category KV, the VV% increase 1-2%	Increase 9% number of video view user by end of sprint 33	Sprint 33 Goal 40K Unique Video View User 20K Unique Video View User per Week	- Paid Media - Add Module KV 1000 Startup - Non-Paid Media - Vas - Data Packed Bundling	Acquisition	In Progress		
<u>Cost per view</u>	Sprint 32 achievement \$3.45 Mid Week \$4.30	- Social Media Ads have higher VV% compare to Google Ads	Decrease CPVV by end of sprint 33	Maintain below \$4	Maintain VV% on 41%	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>	Sprint 32 achievement 83,430 Register User Mid Week 50,105 Register User (Achieved)	- Social Media Ads already have 70% R% with CPR below \$2 - Consideration campaign / search campaign	Increase 17% number of register user by end of sprint 33	Sprint 33 Goal 100K Registered User 50K Registered User per Week	- Paid Media - Increase video view campaign budget allocation - Optimize Social Media Ads - Consideration campaign (Paid Search) - Non-Paid Media - Diskuncie - Corhot Class - Internal Communication Telkomsel	Acquisition Marketing	In Progress		
<u>Cost per registered</u>	Sprint 32 achievement \$1.50 Mid Week \$1.81	- More higher CPR more Higher VV%	Decrease CPR by end of sprint 33	Maintain below \$2	Maintain R% on 68%	Acquisition	In Progress		
<u>Untitled</u>									
<u>Untitled</u>									

Venture Ops and Talent Acquisition

Summary

Subjects	Key Points
<u>Sprint Goal</u>	- Kick Off New Roles (Product Designer, Product Manager + 2 Research Roles) - Finalize hiring plan 2022 - HR Policy & Organization Structure - Explore freelance recruiter contractor
<u>Highlights</u>	- 3 Confirmed Hires (CRM Specialist, Product Designer, QA Engineer)
<u>Lowlights (if any).</u>	- Time to hire is ~ 36 days - would like to improve ~14 days
<u>Stream dependency (if any).</u>	

OKR Update

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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 (SLA Recruitment)</u>	Average ~36 days/per hire	Significantly improved from previous sprint 42 days.	Improve overall time to hire	Gradually improve the time to hire, for accumulative 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		In Progress		
<u>Conversion Rate (Pipeline History and Pass through rates)</u>	Application - Assessment = 65% Assessment - Interview = 71% Interview - Offer = 30% Offer - Hired = 90%	Low conversion from interview to offer compared to other pass through rates. Key findings: - rejected from our internal team → high requirements from us - candidate withdrew due to various reasons - counter offers	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		In Progress		
<u>Offer Acceptance Rate</u>	~ 90%	The rate is higher and improved - previously it was 80%	Increase the number of acceptance rate	Offer Acceptance Rate ideally and maintain >85%	- Involve in the offer discussion - Offer the candidate directly, not through agency		In Progress		
<u>Untitled</u>							In Progress		
<u>Untitled</u>									
<u>Untitled</u>									