



# Sprint 30

## Design and UX Research

| Metric   | Latest snapshot (AS IS)  | Problem/Hypothesis   | Objectives   | Expected KRs (TO BE)   | Initiatives   | Category  | Status      |
|--|--|--|--|--|---|-----------|-------------|
| <u>#InteractionWithMentor</u>                                      | 4 interaction per mentor/month   |  | 10 interactions per mentor/month                                   |  | <u>Chat Mentoring</u>   | Mentoring | In Progress |
| <u>Median session length &amp; average learning sessions/users</u> | - Weekly median session length: 5 minutes - Weekly average learning sessions per user: 9 | Learning Duration: Our median session length always jump after new release but has the tendency for not staying very long (usually dropped after one month)<br>Discoverability: Entry point for content discoverability has been limited for users (only from feed and search)<br>UGC: UGC test result from the content team has been lackluster, we need a gradual transition from high production cost with low production UGC |  | - Increase learning duration through shorter video exploration: >10 minutes - Increase learning frequency of users: 15 | <u>Short video</u>  | Content   | 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                                 |  | <u>Feed v1.2</u>  | Content   | In Progress |
| -  | -  | -  | To identify how fixed learning plan is perceived from each persona | -  | <u>Understanding user acceptance on fixed learning plan (prepare prototype, discussion guideline, recruit, conduct interview, synthesize, report)</u> | Content   | Done        |

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|---|-------------------------|---|---|-------------------------------|---|-----------|--------|
| <a href="#">#MentoringSession (indirect impact)</a> | -                       | Progress tracker is the core to deliver feedback loop between mentee and mentor | - Identify what kind of information that both mentors and mentees need to track their mentoring progress - Identify the best format for tracking mentoring progress |                               | <a href="#">Research learning progress tracker</a>  | Mentoring | Done   |
| <a href="#">#UserAcquisitions</a>                   | -                       | -   | Convert article readers into a kuncie users   |                               | <a href="#">Kuncie.com/article improvement for GTM pop up download kuncie while reading article. and add latest article di homepage</a> | Marketing | Done   |
| <a href="#">MAU view rate</a>                       | need info               | -   | -   | need info from Activation PIC | <a href="#">kuncie.com/jurukuncie finalize web content for event on 15oct</a>   | Marketing | Done   |
| <a href="#">Untitled</a>                            |                         |   |   |                               |   |           |        |

## Product & Engineering

### Sprint Goals: Repaying technical debts

| Metric                        | Latest snapshot (AS IS)   | Problem/Hypothesis   | Objectives                                   | Expected KRs (TO BE) | Initiatives                   | Category | Status      | Expected delivery |
|-------------------------------|---|--|--|----------------------|-------------------------------|----------|-------------|-------------------|
| <a href="#">MAU view rate</a> | <b>Before sprint</b><br>- New version (v.1.3.8): 55.3% - Previous version ( $\leq 1.3.6$ ): 40.8%<br><b>Mid-Sprint</b> - New version (v.1.3.8): 47% (-8p) - Previous version ( $\leq 1.3.6$ ): 44.83% (+4p) | New version shows significant increase compare to the previous one but next week could be dropping as the number usually correcting after wider user adoption — we need to maintain it | Increase user activation per session started | $\geq 55\%$          | Multiple hero module handling | Content  | In Progress | @October          |

| Metric                             | Latest snapshot (AS IS)  | Problem/Hypothesis   | Objectives                        | Expected KRs (TO BE)  | Initiatives   | Category              | Status      | Expected delivery |
|------------------------------------|--|--|-----------------------------------|---|---|-----------------------|-------------|-------------------|
| <u>Weekly avg. viewed per user</u> | <b>Before sprint</b><br>- New version (v.1.3.8): 13.9<br>- Previous version ( $\leq 1.3.6$ ): 8.7<br><b>Mid-Sprint</b> - New version (v.1.3.8): 9 (-5p) - Previous version ( $\leq 1.3.6$ ): 8.3 (-0.4)                        | New version shows significant increase compare to the previous one but next week could be dropping as the number usually correcting after wider user adoption — we need to maintain it | Increase learning frequency       | $\geq 15$   | - Socialization of Moengage to each department                  | Content               | In Progress | @October          |
| <u>Median session length</u>       | <b>Before sprint</b><br>- New version (v.1.3.8): 5.1 min - Previous version ( $\leq 1.3.6$ ): 4.5 min<br><b>Mid-Sprint</b> - New version (v.1.3.8): 4.7 min (-0.4 min) - Previous version ( $\leq 1.3.6$ ): 5.4 min (+0.9 min) | 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       | $\geq 10$ min   | - Support on multiple file format like PDF, GDrive, and Website | Content               | In Progress | @October          |
| <u>ANR</u>                         | <b>Before sprint</b><br>- New version (v.1.3.8): 0.43% - Previous version ( $\leq 1.3.6$ ): 0.34%<br><b>Mid-Sprint</b> - New version (v.1.3.8): 0.39% - Previous version ( $\leq 1.3.6$ ): 0.21%                               | App stability (freeze) perform slight that the previous version — it starts affecting the rating   | Reduce ANR to be in peer industry | - Maintain below threshold 0.47% - Beat peer median below 0.12% | Adresing issue in Firebase performamnce SDK                     | Platform<br>Tech debt | Not Started | @November         |

| Metric                                      | Latest snapshot (AS IS)   | Problem/Hypothesis   | Objectives  | Expected KRs (TO BE)  | Initiatives   | Category                   | Status      | Expected delivery |
|---|---|--|---|---|---|----------------------------|-------------|-------------------|
| <u>Crash rate</u>                           | <b>Before sprint</b><br>- New version (v.1.3.8): 0.67% - Previous version ( $\leq 1.3.6$ ): 0.35% <b>Mid-Sprint</b> - New version (v.1.3.8): 0.53% - Previous version ( $\leq 1.3.6$ ): 0.17% | App stability (crashrate) perform worst that the previous version — it starts affecting the rating | Reduce the crashrate to be on peer industry number  | - Maintain below threshold 1.09% - Beat peer median below 0.38% | Addressing issue forom Sentry   | Platform<br>Tech debt      | Not Started | @Novem            |
| <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<br>Notes: API is deployed, not the ball is on Telkomsel side  | Acquisition<br>Partnership | In Progress | @October          |
| <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<br>@Muhammad Hilman to update: 1. FE has been working on the development for Automated Mentor Booking (Happy Flow) forms and is set to complete the development of the happy flow by this sprint 2. BE and FE has started the integration process | Mentoring<br>Platform      | In Progress | @October          |

#### 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 |
|--|---|---|---|---|---|----------|-------------|-------------------|-----------------------------|
| <u>Watched rate</u>                      | Oct 11th 2021 - Latest version (first time): 35% (-0.5p) - Latest version (existing): 36.3% (-4.4p) - All users: 35% (-1p)                              |   | 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: - 1st Hero modules has been restructured - Awaiting for the revised version based on team's feedback (presented in Wed) | Content  | In Progress |                   |                             |
| <u>Avg number of videos watched/user</u> | Oct 11th 2021 - Latest version (first time): 8.6 (-2.1p) - Latest version (existing): 14 (-9.9p) - All users: 8.9 (-2.4p)                               | 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 |                   |                             |
| <u>Weekly average session</u>            | Oct 11th 2021 - Latest version (first time): 4.9m (-5p) - Latest version (existing): 6.2m (-7.7p) - All users: 5m (-5.9p) - Watched users: 8.5m (+0.1p) |   | To boost stickiness and engagement from users   | 5 minutes for all users                         | Workbook & Summary (goals: 15 workbooks) Update: - Finalized 6 workbooks - Target to have 2-3 more workbooks this sprint                    | Content  | In Progress |                   |                             |
| <u># of mentors</u>                      |   |   | To fulfil Q3 mentor target  |   | Scout 2 more mentors (signature & Industry guru) Update: - Approaching Emina's founder - Approaching Andra Matin                            | Content  | In Progress |                   |                             |
| <u>Untitled</u>                          |   |   |   |   |   |          |             |                   |                             |

| Metric          | Latest snapshot (AS IS) | Problem/Hypothesis | Objectives | Expected KRs (TO BE) | Initiatives | Category | Status | Expected delivery | Expected metric impact date |
|-----------------|-------------------------|--------------------|------------|----------------------|-------------|----------|--------|-------------------|-----------------------------|
| <u>Untitled</u> |                         |                    |            |                      |             |          |        |                   |                             |

## Talent Acquisition

| Metric   | Latest snapshot (AS IS)  | Problem/Hypothesis  | Objectives                                | Expected KRs (TO BE)   | Initiatives   | Category | Status      | Expected delivery | End |
|--|--|---|---|--|---|----------|-------------|-------------------|-----|
| <u>Time to hire/ per hire</u>                                    | Average ~78 days/per hire  | Key leadership 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                                    |          | In Progress | @October 25, 2021 |     |
| <u>Conversion Rate (Pipeline History and Pass through rates)</u> | Application - Assessment = 58%<br>Assessment - Interview = 71%<br>Interview - Offer = 19%<br>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 |          | In Progress | @October 25, 2021 |     |
| <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  |          | In Progress | @October 25, 2021 |     |
| <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  |          | In Progress | @October 25, 2021 |     |
| <u>Untitled</u>  |  |   |   |  |   |          |             |                   |     |
| <u>Untitled</u>  |  |   |   |  |   |          |             |                   |     |
| <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> | <b>Sprint 29 achievement</b><br>16,036 Unique Video View User<br>8,018 Weekly Unique Video View User<br><b>Mid Sprint achievement</b><br>12,724 Unique Video View User<br><b>Target</b><br>16,838 video view user end of the sprint | 1-6 Oct, no paid traffic during migration process from BDD to OMD | Increase number of video view user by 5 % end of sprint 30 | <b>Sprint 30 achievement</b><br>16,838 video view user end of sprint<br>8,419 video view user per week | <b>- Paid Media</b><br>- Create more module ads kv<br><b>- Non-Paid Media</b><br>- Create more module organic content - Data reward Campaign - Juru Kuncie Campaign | Acquisition | In Progress |                   |                             |
| <u>Cost per view</u>         | <b>Sprint 29 achievement</b><br>CPVV \$3.98<br><b>Mid Sprint achievement</b><br>CPVV \$3.26<br><b>Target</b> CPR \$3.78   | Video view rate decrease due the registered user focus objective  | Decrease CPVV \$0.20 by end of sprint 30                   | <b>Sprint 30 achievement</b><br>CPR \$3.78   | Maintain VV% on 46% 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> | <b>Sprint 29 achievement</b><br>33,430<br>Register User 16,715<br>Weekly Register user<br><b>Mid Sprint achievement</b><br>27,789<br>Register User <b>Target</b><br>35,656<br>register user end of sprint | Oct registered user target decrease 100K vs 127K on Sep       | Increase number of register user by 5% end of sprint 30 | <b>Sprint 30 achievement</b><br>35,656<br>register user end of sprint<br>17,828<br>register user per week | <b>- Paid Media</b><br>80%<br>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% Programmatic<br><b>- Non-Paid Media</b> 20%<br>Registered User - Add more referral traffic ( MicroMentor by Mercy Corp) - Prepare Offline Acquisition and VAS - Increase SEO & YT optimization | Acquisition<br>Marketing | In Progress |                   |                             |
| <u>Cost per registered</u>    | <b>Sprint 29 achievement</b><br>CPR \$1.91<br><b>Mid Sprint achievement</b><br>CPR \$1.49<br><b>Target</b> CPR<br>\$1.81  | All paid media start the learning period 7 days 50 conversion | Decrease CPR \$0.10 by end of sprint 30                 | <b>Sprint 30 achievement</b><br>CPR \$1.81  | Maintain R% on 67%  | Acquisition              | In Progress |                   |                             |
| <u>Untitled</u>               |   |   |   |   |   |                          |             |                   |                             |
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