












Sprint 25

Design and UX Research

 Metric	 Latest snapshot (AS IS)	 Problem/Hypothesis	 Objectives	 Expected KRs (TO BE)	 Initiatives	 Category	 Status	 Ex delivery
<u>Foundation</u>	-	Standardize experience between pods	Create design foundation for scalable design team	-	Product Design Principle	DesignOps	In Progress	@Aug
★ <u>MAU view rate</u>	Before Week 1: 45.38 (+1.26% WoW) Before Week 2: 45.67 (+0.74% WoW)		Support the launch of Workbook (learning support materials)		UI learning materials	Learning	In Progress	@Aug
★ <u>MAU view rate</u>	Before Week 1: 45.38 (+1.26% WoW) Before Week 2: 45.67 (+0.74% WoW)		Audio learning content		UI audio content	Learning	In Progress	@Aug
<u>Foundation</u>	-	We only have customer segments. We don't have each segments learning / engagement pattern in kuncie app	Understand kuncie user better	-	Persona Profile	Gamification Learning Mentoring	In Progress	@Aug
<u>Discovery</u>	-	Still blurry on users needs of impactful connections	Understand user needs of "business connection"	-	Research	Community	In Progress	@Aug
<u>Median session length</u> <u>#MentoringSession</u> <u>#UniqeUsersMentoring</u>	4.5 minutes (+2,2%) ~30 session/quarter	Ideal design ready. Need to find feasible solution for simplybook. Complex flow. Need moderated UT	Validate booking system & gamification (medium effort fixes)		Testing Booking System & Gamification (medium effort fixes)	Gamification Mentoring	Blocked	@Aug
<u>Untitled</u>								

Product & Engineering

 Metric	 Latest snapshot (AS IS)	 Problem/Hypothesis	 Objectives	 Expected KRs (TO BE)	 Initiatives	 Category	 Status	 Ex delivery
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Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery
★ MAU view rate	Before Week 1: 47 (+1.26% WoW) Before Week 2: TBD	The metrics has only ever so slightly increased	Allow user's to discover new content beyond what's offered by system via learning plan	≥ 50% (shared with other initiatives)	Feed sections (1st iteration): Latest module, and latest mentor section	Content	In Progress	@Aug
★ MAU view rate	Before Week 1: 45.38% (+1.26% WoW) Before Week 2: 45.67 (+0.74% WoW)	Users are demotivated after harmonic issue	Win back customer trust	≥ 50% (shared with other initiatives)	Support win back campaigning through temporary gamification adjustment	Platform	In Progress	@Aug
★ MAU view rate	Before Week 1: 45.38 (+1.26% WoW) Before Week 2: 45.67 (+0.74% WoW)	User's sometimes missed new content update via push notification and other informational campaign	Minimize the possibility of users to miss our update (the new content, webinar event, or informational content from GTM)	≥ 50% (shared with other initiatives)	Notification page	Marketing Platform	Not Started	@Aug
Weekly Avg Session	Before Week 1: 1.35 (+8.15% WoW) Before Week 2: 1.17 (-13.71% 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	@Aug
Weekly Avg Session	Before Week 1: 1.35 (+8.15% WoW) Before Week 2: 1.17 (-13.71% 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	@Aug
Supporting Content and GTM metric (e.g Weekly watched rate and Weekly Active Viewers/learners)	Refer to correspondent stream	refer to correspondent stream	Acquire quality leads from partnership channel	20K new users with ≥40% Watched rate	1000Startup integration	Acquisition Content Partnership	In Progress	@Aug
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Content

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery
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Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery
★ <u>Watched rate</u>	38.7% of total video play event (+9.3% WoW) 43.47% (9 aug)	The metrics has only ever so slightly increased	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 Progress	
★ <u>Avg number of videos watched/user</u>	17.1% of users never play a single video (+2% from previous week) 17.27% (9 aug)	The metrics has slightly decreased	Allow user to find more modules from each mentor, ranging from basic and introductory modules to more advanced modules	+5% in end of Q3 (shared with other initiatives)	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 duration</u>	2.8 minutes per user (+0.3 minutes WoW) 2.2 minutes (9 aug)	The metrics has only ever so slightly increased	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 duration</u>	2.8 minutes per user (+0.3 minutes WoW) 2.2 minutes (9 aug)	The metrics has only ever so slightly increased	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. Awaiting for design reco and quotation	Content	In Progress	

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery
<u>Content Rating</u>	16% of users give 1 star rating to the video 15.54% (9 aug)	Though we have more 5 star ratings, the 1 star rating keeps increasing. Users may think that the video quality is poor or the topic doesn't meet their needs	Boost 5 star rating of all videos	-5% of 1 star rating by the beginning of Q4	Conduct a research to deep dive and find the reason why users give us 1 star rating so that we can improve the video content	Content	Not Started	@August 16, 2021
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Customer

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	Expected metric impact date
<u>Effectivity/Impact of Kuncie's content to UMKM. e.g Social Media: #followers #Accounts reach #impressions #sales</u>	No previous data yet	In the previous GTM campaign, we have known the impact of mentoring sessions to mentee's businesses, but we don't know yet the role of kuncie's content to help business owners achieve their goals	1. Evaluate Kuncie's content in helping business owner to achieve their goals 2. Promotional material for GTM team to promote Kuncie's content with success stories	+/- 5 users in this campaign - Significant business progress of the participants - close interaction with user to evaluate Kuncie's classes	- GTM Campaign with successful Kuncie mentees based on Kuncie's content - Other initiative will be based on the results	Acquisition Marketing Research	In Progress		
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GTM

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>★ Weekly Active Viewers</u>	W5 2,119 vs W4 10,098	- Issue with Harmonic	Increase number of video view user	8.520 Video View per week on W1 & W2 AUG	<u>Paid</u> - Create a campaign base on a lookalike audience with a July baseline <u>Non-Paid</u> - Posting new Mentor and video teaser on Kuncie YT, IG (LinkedIn & FB)	Acquisition Content	In Progress		
<u>Cost per view</u>	W5 \$2.44 vs W4 \$2.15	- FB campaign still on learning period - Google ads focus on register user	Decrease Cost Per Video View	\$2.10 on W1 & W2 AUG	<u>Paid</u> - Create KV related to Mentor - Create competitor audience ads campaign <u>Non-Paid</u> - Collaborate with Tsel YT to put our video teaser	Acquisition Content Marketing	In Progress		
<u>Weekly Registered User</u>	W5 3,394 vs W4 15,348	- Cause we stop the campaign, we need to build the paid media ecosystem again	Increase number registered user	17,040 Registered per week on W1 & W2 AUG	<u>Paid</u> - Increase daily spend gradually on google ads - Add a more programmatic partner <u>Non-Paid</u> - Collaboration with Ilmupedia data-packed - Explore UMB - Utilize Grapari asset - SEO Optimization - Youtube Optimization	Acquisition Marketing	In Progress		
<u>Cost per registered</u>	W5 \$1.61 vs W4 \$1.48	- Only FB and Programmatic Exchanges ads that running	Maintain CPR below \$2	\$1.50 on W1 & W2 AUG	<u>Paid</u> - Decrease Bid, when CPR did not align with our target - Push Programmatic go-to CPR <u>Non-Paid</u> - Explore referral channel, referral reward \$1	Acquisition Marketing	In Progress		






Mentoring & Community

Mentoring Sprint Planning

Aa Name	Assign	Sprint	Status
<u>Create key visuals (1:1) to be blasted out through Whatsapp when engaging with users</u>		Sprint 24	Completed
<u>Identify key mentors to be engaged in this first phase of experiment</u>		Sprint 24	Completed
<u>Define key interview guide for mentors - i.e. objective, interview questions, etc.</u>		Sprint 24	Completed
<u>Create Gsheet template of repository questions and answers collected</u>		Sprint 24	Completed
<u>Scout and prioritize users to experiment with - Phase 1</u>	© Christella Fenisianti	Sprint 24	Completed
<u>Create feedback typeform for mentees receiving answers</u>		Sprint 24	Completed
<u>Finalize experiment design plan (methodology, flow, objectives)</u>		Sprint 24	Completed
<u>Simple profiling of first phase users to be tested; to recommend key mentors to engage</u>		Sprint 24	Completed
<u>Create Typeform for users in collection of questions</u>		Sprint 24	Completed
<u>Lay out potential commercial model for mentors; to validate through rough math</u>		Sprint 24	Completed
<u>Synthesis of phase 1 experiment findings with broader group</u>		Sprint 24	Completed
<u>Negotiate and interview with key mentors and users</u>		Sprint 24	Completed
<u>Round 2 experiments - scout more mentors</u>		Sprint 25	Not started
<u>Synthesize user feedback form from Round 1 - collection starts today.</u>		Sprint 25	In progress
<u>Explore addition of simple button directing to typeform within App</u>		Sprint 25	Not started
<u>Sync up with social media team on promotional materials for mentors who signed up</u>		Sprint 25	Not started
<u>Organize first mentor community event this month</u>		Sprint 25	Not started
<u>Run more in-depth interviews with select users from Round 1</u>		Sprint 25	Not started
<u>Onboard new PM and pass on findings for product implications</u>		Sprint 25	Not started

Community Sprint planning

Aa Name	Assign	Mini-stream	Sprint	Status
<u>Negotiate with mentor for community involvement / experiments</u>		Class Forum	Sprint 25	In progress
<u>Onboard community manager - Annisa</u>		Class Forum	Sprint 24	Completed
<u>Finalize experiment design (flow, objective, etc.)</u>	Ⓚ Kimberly Subianto	Class Forum	Sprint 24	Completed
<u>Assess 3rd party platforms to use - e.g. Telegram / Discord / Whatsapp, etc.</u>	ⓐ Gabrella Mulyo © Christella Fenisianti	Class Forum	Sprint 24	Completed
<u>Hire community managers</u>		Class Forum	Sprint 24	Completed
<u>Select 2-3 modules / mentors to be experimented for first phase</u>		Class Forum	Sprint 24	Completed
<u>Set up class forums in 3rd party platforms</u>		Class Forum	Sprint 25	Not started
<u>Recruit users to be included in class forum group</u>		Class Forum	Sprint 25	Not started
<u>Continue building repository of conversation starters</u>		Class Forum	Sprint 25	In progress

 Name	 Assign	 Mini-stream	 Sprint	 Status
<u>Pass on experiment plans to new PM</u>		<div>Class Forum</div>	<div>Sprint 25</div>	<div>Not started</div>
<u>Ongoing - manage conversations / threads within Kuncie</u>		<div>Kuncie Chats</div>	<div>Ongoing</div>	<div>In progress</div>