



Sprint 31

Design and UX Research

Summary

Aa Subjects	≡ Key Points
<u>Sprint Goal</u>	- UT chat mentoring, search & quiz - Prepare prototype for UT (50% designers load) - UI Fixed learning plan & progress tracker for mentoring
<u>Highlights</u>	Experiment Design Whiteboard Challenge for designer recruitment process (25% conversion given study case > submit)
<u>Lowlights (if any)</u>	Research Whatsapp blocked. Recruitment process will be slower. Rely on in app notif & personal WA

OKR update

Aa Metric	≡ Latest snapshot (AS IS)	≡ Problem/Hypothesis	≡ Objectives	≡ Expected KRs (TO BE)	≡ Initiatives	≡ Category	🕒 Status	📅 Expect deliver date
<u>#InteractionWithMentor</u>	4 user per mentor/month	- How might we introduce and create a good experience for Kuncie users for chat mentoring - How might we create a feature that is scalable for our mentors?	-	10 user per mentor/month	Usability Test Chat Mentoring	Mentoring	Done	
<u>View Rate</u>	Search to value: 3-4 minutes	-	Helping user to find relevant content	Search to value: <2 minutes	Usability Test Search	Content	Done	
<u>Median session length</u>	-	-	Building blocks for FLP & Prakerja	-	Usability Test Quiz	Content	Done	
<u>View Rate</u>	-	-	Prakerja compliance and mix&match modules	-	UI Fixed Learning Plan	Content	In Progress	
<u>#InteractionWithMentor</u>	4 user per mentor/month	Feedback loop is impactful and dependent to progress tracking in mentoring. HMW design a progress tracker by incorporating it in app	-	10 user per mentor/month	UI Mentoring Progress Tracker	Mentoring	In Progress	

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KR's (TO BE)	Initiatives	Category	Status	Expect deliver date
-	-	-	Increase visual consistency across pods & Front End Engineers	50% faster to code page UI	[Design system] Spacing & Shadows	DesignOps	In Progress	

Product and Engineering

Summary

Subjects	Key Points
<u>Sprint Goal</u>	- Addressing technical debts, improving app vitals, and service monitoring - Part 2 (>50%) - Mentor booking development (~25%) - Jira Active sprint Kanban https://munaelevate.atlassian.net/jira/software/c/projects/KEY/boards/12
<u>Highlights</u>	- A/B Testing: 1) New home page design and 2) Onboarding journey - Several new events registration: 1) close confirmation 2) module completion
<u>Lowlights (if any).</u>	Some developments are paused or slowing down as we focusing on addressing technical debts and improving app vitals. Impacted initiatives: - Learning resources (paused) - FE development on automated mentor booking (slow down) - Event registration: 1) chat 2) video watch duration

OKR update

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KR's (TO BE)	Initiatives	Category	Status	Expe
<u>MAU view rate</u>	Before sprint: - Latest version: 44% (-3p) - Overall: 37.7% (+0p) Mid sprint: - Latest version: 43% (-1p) - Overall: 35% (-2p)	The current home page design is not ideal yet for both first time and existing.	Improve first time view	≥50%	- Develop remote config for 1) <u>new design</u> and 2) <u>onboarding journey</u> . <u>A/B testing</u>	Content	Not Started	@Novem
<u>Weekly avg. viewed per user</u>	Before sprint: - Latest version: 9.5 (+5%) - Overall: 10 (+0%) Mid sprint: N/A - Latest version: 9.6 (+1.72%) - Overall: 10.2 (+2.72%)	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	@Octob

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expe
<u>ANR</u>	Before sprint: - Latest version 0.33% - Previous version: 0.20% Mid sprint: - Latest version 0.41% - 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%	- <u>Addressing top 5 issue in firebase performance</u> - Liase with harmonic to getbetter understanding on Akamai and CDN	Platform Tech debt	In Progress	@Noven
<u>Crash rate</u>	Before sprint: - Latest version: 0.61% - Previous version: 0.43% Mid sprint: - Latest version: 0.62% - Previous version: 0.33%	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%	<u>Addressing top 5 issue from Sentry.</u>	Platform Tech debt	In Progress	@Noven
<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	UAT is planned this sprint with Telkomsel (<u>Telkomsel data bundling</u>)	Acquisition Partnership	In Progress	@Octobr

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. From the BE side the development is expected to be completed in this sprint. 2. Some of the BE Stories i.e. Get Availability and Book Mentor Session has been completed, the former has passed the QA and the later failed which currently is being fixed. 3. The progress from FE is currently still ongoing, where currently FE focus on completing the rest of the stories and integration. The progress was delayed due to tasks on tech debt last sprint. 4. The progress above reflects only the happy flow where the Rescheduling and Cancellation feature is due to be developed in the next sprint.	<div>Mentoring</div> <div>Platform</div>	<div>In Progress</div>	@Noven

Content

Summary

Subjects	Key Points
<u>Sprint Goal</u>	- Finalizing modules from Q3 target - Producing at least Hero Module 1 - 1-2 module production from Q4 target
<u>Highlights</u>	- Experiment on UGC > will be replaced with cohort classes experiment
<u>Lowlights (if any)</u>	- Mentor scout is challenging - Module structuring takes more time than expected

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
★ Watched rate	Oct 25th 2021 - Latest version (first time): 36.5% (+0.4p) - Latest version (existing): 38.3% (+0.3p) - All users: 36.9% (+0.2p) Nov 1st 2021 - Latest version (first time): 33.5% (-3p) - Latest version (existing): 37.4% (-0.9p) - All users: 34.6% (-2.3p)		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: - Finalizing storyboard for Hero Module 1 - Mentor scout - Working on 2nd Hero Module	Content	In Progress		
Avg number of videos watched/user	Oct 25th 2021 - Latest version (first time): 9.4 (+0.4p) - Latest version (existing): 20.9 (-2.4p) - All users: 10 (0p) Nov 1st 2021 - Latest version (first time): 7.2 (-2.2p) - Latest version (existing): 11.7(-9.2p) - All users: 8 (-2p)	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 Budget: - Approved (tunggu cair)	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>Median session length (watched)</u>	Oct 25th 2021 - Latest version (first time): 4.7m (+0.2p) - Latest version (existing): 5.9m (-1.1p) - All users: 4.7m (+0.1p) - Watched users: 8.8m (-0.2p) Nov 1st 2021 - Latest version (first time): 4.6m (-0.2p) - Latest version (existing): 5.9m (-0p) - All users: 4.7m (-0p) - Watched users: 9.4m (+0.6p)		To boost stickiness and engagement from users	5 minutes for all users	Workbook & Summary (goals: 15 workbooks) Update: - Finalized 7 workbooks - Target to have 1-2 more workbooks this sprint	Content	In Progress		
<u># of mentors</u>			To fulfil Q3 mentor target		Scout 3 more mentors (signature & Industry guru) Update: - Keenan Pearce > Darwis course 2 - Huga Diba > Gina S Noer* - Brodo > Jessica Lin (everwhite)				
<u>Untitled</u>									

GTM

Summary

<u>Aa</u> Subjects	☰ Key Points
<u>Sprint Goal</u>	- Increase CPV \$0.17 to maintain VV% - Increase the number of registered users by 11 % - Decrease CPVV \$0.20 by the end of the sprint - Increase 15% number of video view users by end of Sprint
<u>Highlights</u>	- VAS - New KV Module Beauty Care + Module Inspirational
<u>Lowlights</u> (if any).	

OKR Update

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★ <u>Weekly Active Viewers</u>	Sprint 30 achievement 25,991 Unique Video View User Target 10,665 Actual 12,263	Video View number on this sprint increase due the increasing target on November	Increase 15% number of video view user by end of sprint 31	Sprint 31 achievement 30,915 Video View end of sprint 10,665 Video View Week 4 Oct 18.000 Video View Week 1 Nov	- Paid Media - Add Module KV Beauty Care + Module inspirational (F&B &Fashion) - Non-Paid Media - Vas - Maxstream - Data Bundling Amplification	Acquisition	In Progress		
<u>Cost per view</u>	Sprint 30 achievement CPVV \$3.18 Actual \$2.96 with 38.04%	If the number of CPVV is below then \$3.35 VV% decrease 5-10%	Increase CPV \$0.17 to maintain VV%	Sprint 31 achievement CPR \$3.35	Maintain VV% on 45% 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>	Sprint 30 achievement 60,828 Register User Target 23,700 Actual 31,055-	Registered number on this sprint increase due the increasing target on November	Increase number of register user by 11 % end of sprint 31	Sprint 31 achievement 68,700 register user end of sprint 23,700 register user Week 4 Oct 45,000 register user Week 1 Nov	- Paid Media 80% Registered User - Spend more on register campaign (Google) - Create LookaLike Registered User Oct and run the campaign LookAlike (FB & IG) - Module campaign (Tiktok) - Replace Komli with Media Doughnut - Non-Paid Media 20% Registered User - Add more referral traffic (MicroMentor by Mercy Corp, Pijar Mahir) - Increase SEO & YT optimization - Diskuncie	Acquisition Marketing	In Progress		
<u>Cost per registered</u>	Sprint 30 achievement CPR \$1.37 Actual \$1.17	FB, Tiktok ads still have low R%	Decrease CPR \$0.02 by end of sprint 30	Sprint 31 achievement CPR \$1.35	Maintain R% on 68%	Acquisition	In Progress		
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Venture Ops and Talent Acquisition

Summary

Subjects	Key Points
<u>Sprint Goal</u>	- 3 new positions kick off (Data Engineer, Cloud Engineer, CRM Specialist) - 3 positions fulfillment (engineers and product roles) - Improve overall time to hire SLA to ~ 30-45 days and gradually improve to keep it within 15-30 days try to exclude CEO's SLA - Socialization Employee Referral Program mechanism - HR Policy & Organization Structure

<u>Aa</u> Subjects	☰ Key Points
<u>Highlights</u>	- 2 new confirmed hires for Front End and Back End - Healthy pipeline for QA Engineer, as a result from pushing the recruitment agencies.
<u>Lowlights</u> (if any).	- Overall Offer Acceptance Rate ~65% - Low conversion rate from recruiter screen to technical interview for specifically Product Designer role - Low conversion rate from Interview to Offer → 19%

OKR Update

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<u>Time to 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		
<u>Conversion Rate</u> (Pipeline History and Pass through rates)	Application - Assessment = 58% Assessment - Interview = 71% Interview - Offer = 19% Offer - Hired = 65%	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>	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		
<u>Candidate Survey</u>	7% completed	Low completion for candidate survey	Achieve Customer Average: 17%	Achieve Standard Customer Average: 17%	- Resend the candidate survey to improve survey completion		In Progress		
<u>Untitled</u>									
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