






Sprint 24

Design and UX Research

 Metric	 Latest snapshot (AS IS)	 Problem/Hypothesis	 Objectives	 Expected KRs (TO BE)	 Initiatives	 Category	 Status
#MentoringSession #UniqeUsersMentoring	~30 session/quarter	Kuncie has 130k+ registered users but since September 2020 we only have 29 mentoring session from 16-19 unique kuncie users. If we find out the WHY, then #MentoringSession will improve	Understanding the cause of low demand on mentoring session	2X increase (shared with other initiative)	Quantitative and qualitative research report on mentoring session <i>All interview done. Synthesizing. Friday present findings.</i>	Mentoring	In Progress
#MentoringSession #UniqeUsersMentoring	~30 session/quarter	Scalability issues in manual mentor booking process	Improve mentor booking experience	2X increase (shared with other initiative)	UI design: Automated mentor booking journey <i>Need moderated UT next sprint</i>	Mentoring	In Progress
Weekly avg. viewed per user	11.46 view/user/week (-5.6%)	If we add another gamification elements, then user will be more engaged in learning	Identify the gamification improvement that affects learning habits	≥ 20 view/user/week	Desk research on gamification theory and exemplars <i>On Going. Friday present findings.</i>	Gamification	In Progress
Median session length	4.5 minutes (+2,2%)	Miscommunication on points, keys & streak. If we increase users understanding on kuncie gamification, then user will be more engaged in learning	Improving existing gamification communication	5 minutes (+11%)	UI design: tweaking gamification interaction and UI <i>Quick fix ready. Mid solution on going</i>	Content Gamification	In Progress
#Webinar attendees	N/A	No archive for past events	Increase awareness on our experimental webinar events	TBD	UI design: Showcasing past events on Kuncie.com landing page	Marketing	Done

Aa Metric	≡ Latest snapshot (AS IS)	≡ Problem/Hypothesis	≡ Objectives	≡ Expected KR's (TO BE)	≡ Initiatives	≡ Category	● Status
<u>#KuncieMentors</u>	<15 Kuncie mentors	Experiment on organic mentor lead generation	Increase the supply of our mentor	≥ 20 Mentors	UI design: Mentor registration on landing page <i>Design ready. Waiting questions from Kenneth. Create typeform</i>	Content Mentoring	In Progress
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Product & Engineering

Aa Metric	≡ Latest snapshot (AS IS)	≡ Problem/Hypothesis	≡ Objectives	≡ Expected KR's (TO BE)	≡ Initiatives	≡ Category	● Status	📅 Expected delivery
★ <u>MAU view rate</u>	44.87% (+2.58%)	- MAU view rate has been declining for since June and just started recovering ever so slightly this week - 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	≥ 50% (shared with other initiatives)	Feed sections (1st iteration): Featured module, Resume learning, and search redirection	Content	In Progress	@July 30, 20
★ <u>MAU view rate</u>	44.87% (+2.58%)	User's expended lots of data just to consumes a content byte (~100Mb/video)	Allow users to have more control in video player resolution	≥ 50% (shared with other initiatives)	Solutioning: video player alternative that support video resolution control	Platform	In Progress	@July 30, 20
★ <u>MAU view rate</u>	44.87% (+2.58%)	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	@August 13,
★ <u>MAU view rate</u>	44.87% (+2.58%)	The initial recommendation plan is not interested and engaging enough for some users	Recommend users with module that high engagement indicators	≥ 50% (shared with other initiatives)	Plan recommendation engine uplift: Hero module, rating and watched rate priority	Content	In Progress	@July 30, 20

Aa Metric	≡ Latest snapshot (AS IS)	≡ Problem/Hypothesis	≡ Objectives	≡ Expected KRs (TO BE)	≡ Initiatives	≡ Category	● Status	📅 Expected delivery
<u>Weekly avg. viewed per user</u>	11.46 view/user/week (-5.6%)	There were no urgency for the user to make decision for next action after watching a video(whether watching next video, rating, etc)	Increase the likelihood to continue watching video	≥ 15 view/user/week	Autoplay next video	Content	In Progress	@July 30, 20
<u>Median session length</u>	4.5 minutes (+2,2%)	Users need to go through several steps in user journey just to revisit what they have learned	Allow user to revisit watched content in one place	5 minutes (+11%)	Library v1.0: watched history	Content	In Progress	@July 30, 20

Content

Aa Metric	≡ Latest snapshot (AS IS)	≡ Problem/Hypothesis	≡ Objectives	≡ Expected KRs (TO BE)	≡ Initiatives	≡ Category	● Status	📅 Expected delivery
<u>★ Watched rate</u>	36.96% of total video play event (+11.28% WoW)	Majority of users don't event finish the video, but the trend just started recovering since June 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	+5% in end of Q3 (shared with other initiatives)	Curate modules to be recommended on users' feed	Content	In Progress	@September 30, 20
<u>Avg number of videos watched/user</u>	12.03% of total video play event (+7.6% from previous week)	Majority of users don't event finish the video, but the trend just started recovering since June There's only 1 module (basic and introductory) for each mentor available	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	Content	In Progress	@September 30, 20
<u>Weekly average session</u>	2.8 minutes per user (+0.73% WoW)	Users spend less time on the app The video course is not attractive enough	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)	Content	In Progress	@September 30, 20

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<u>Weekly average session</u>	2.8 minutes per user (+0.73% from previous week)	Users spend less time on the app No other value offered after users watch the whole module	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	Content	In Progress	@September 30, 20
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Customer

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expecte
<u>Utility value per service, pricing/monetization strategy in Kuncie</u>	66 respondents from Initial survey - 50K per class module - 200K per 30 minutes mentoring 6 In depth Interview	We haven't yet determined the pricing and monetization strategy of Kuncie. Hypothesis so far: - One time off purchase is more popular than subscription model - Kuncie users WTP range from 50 - 150K per class module - Mentoring services WTP from 150K - 1 million rupiah per 30 minutes session	To see utility value per services we provide, to understand level of WTP of kuncie users in a more objective way.	400 responses Synthesize and have clarity on the pricing strategy for Kuncie based on these three interviews	Pricing and monetization strategy for Kuncie	Research	In Progress	@August 2
<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 Content Marketing	In Progress	@Septemb
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GTM

Metric	Latest snapshot (AS IS)	Problem/Hypothesis	Objectives	Expected KRs (TO BE)	Initiatives	Category	Status	Expected delivery	imp
★ Weekly Active Viewers	Increase 33.65% (6,458 W3 vs 8,631 W4)	- Number of active viewers increase influenced by Reward Campaign Ads on Google (increase 33%) for Paid Media - Meanwhile, Organic (Increase 49%), Website (increase 173%) and SMS (increase 216%) contributed higher active viewers on non paid Media - The number of active viewers increase due to the reward campaign. - Reward campaign stopped due technical Issue	- alternative beside data reward campaign	-10k Active Viewer per week on Q4	- Refresh lookalike Active Viewers(Christa)	Acquisition	In Progress	@ July 26, 2021	@S
Cost per view	Increase 15.44% (\$2.05 W3 vs \$2.36 W4)	- Number of video view user dominated by Paid Media	-Reduce Cost per Video View	- CPVV \$2 on Q4	- Offering CPVV to programmatic (Christa)	Acquisition	In Progress	@ July 30, 2021	@S
Weekly Registered User	Increase 22.61% (9,967 W3 vs 12,221 W4)	- Registered user dominated Paid Media (90%)	- Reduce Registered user from paid media	- 27K Registered user per week on Q4	- Optimize YouTube Kuncie (Christa) - Optimize Website Kuncie (Christa) - Optimize TSEL Asset (Valda) - Optimize Partnership (Ardi)	Acquisition Marketing	In Progress	@ July 30, 2021	@S
Cost per registered	Increase 25.83% (\$1.33 W3 vs \$1.67)	- Majority paid media using CPI	-Reduce Cost per Register	- CPR \$1.5 on Q4	- Offering CPR to programmatic (Christa) - Running Paid Ads on selected cities base on higher R% (Christa)	Acquisition	In Progress	@ July 26, 2021	@S
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