



# Sprint 32

## Design and UX Research

### Summary

<u>Aa</u> Subjects	<u>≡</u> Key Points
<u>Sprint Goal</u>	New design, iteration based on UT & Research
<u>Highlights</u>	- Design new use cases for Fixed Learning Plan & Progress tracker - 2nd iteration on search, quiz & chat mentoring - Understanding users interest towards proposed content titles - Product Market Fit Survey Q4 2021
<u>Lowlights (if any)</u>	
<u>Stream dependency (if any)</u>	Growth for research content

### OKR update

<u>Aa</u> Metric	<u>≡</u> Latest snapshot (AS IS)	<u>≡</u> Problem/Hypothesis	<u>≡</u> Objectives	<u>≡</u> Expected KRs (TO BE)	<u>≡</u> Initiatives	<u>≡</u> Category	<u>👉</u> Status	<u>📅</u> Exp deli date
<u>View Rate</u>	-	-	mix&match modules + Prakerja preparation	-	UI Fixed Learning Plan (paket modul)	Content	Done	
<u>#InteractionWithMentor</u>	4 user per mentor/month	HMW help user implementing the knowledge from kuncie	-	10 user per mentor/month	UI Mentoring Progress Tracker (catatan mentor)	Mentoring	Done	
<u>View rate, Time to Value</u>	-		-		Search (2nd iteration)	Content	Done	
<u>Median session length</u>	-		-		Quiz (2nd iteration)	Content	Done	
<u>#InteractionWithMentor</u>	4 user per mentor/month	-	-	10 user per mentor/month	Chat mentoring (2nd iteration)	Mentoring	Done	
<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.	-		Understanding users interest towards proposed content titles	Content	In Progress	
<u>Retention rate</u>	-	Monthly recurring work. Capture wordcloud for marketing purposes	-		Product Market Fit Survey Q4 2021	Content Mentoring	In Progress	

# Product and Engineering

## Summary

<u>Aa</u> Subjects	<u>≡</u> Key Points
<u>Sprint Goal</u>	Optimize product funnel and BE code to improve view rate
<u>Highlights</u>	Beginning of the Sprint - We try reduce our technical debt payout effort to 30% per sprint starting from this sprint - The team is exploring on how to track chat and watch duration - We start to continue learning resource development again Mid sprint - A/B Testing for onboarding journey is starting, need to wait for 2 weeks to see impact on retention - Mentoring pods updating the mentoring service blueprint - App roll-out updated to 75%
<u>Lowlights (if any).</u>	Beginning of the Sprint - UAT for Telkomsel bundling is still ongoing - Team throughput will be lower for the next few until we have new members because the team are now being more mindful on non-functional requirement when building new feature Mid Sprint - Design A/B Test cannot be done in parallel to minimize conflict and skewed of insight -
<u>Stream dependency (if any).</u>	N/A
<u>Untitled</u>	

## OKR update

<u>Aa</u> Metric	<u>≡</u> Latest snapshot (AS IS)	<u>≡</u> Problem/Hypothesis	<u>≡</u> Objectives	<u>≡</u> Expected KRs (TO BE)	<u>≡</u> Initiatives	<u>≡</u> Category	<u>⬇</u> Status	<u>📅</u> Expe
★ <u>MAU view rate</u>	<b>Before sprint:</b> - Latest version: 43.1% (-0.5p) - Overall: 34.2% (-2p) <b>Mid sprint:</b> - Latest version: N/A - Overall: N/A	- The current home page design is not ideal yet for both first time and existing. - Our current onboarding flow has ~17% drop off resulting longer lead time from register to view	Improve first time view	≥50%	Running A/B test on onboarding and new home page design once the app roll out to 25%	Content	In Progress	@Noven
<u>Weekly avg. viewed per user</u>	<b>Before sprint:</b> - Latest version: 7.2 (-2p) - Overall: 8.4 (-1.6) <b>Mid sprint:</b> - Latest version: 6.8 (-1.4p) - Overall: 7.4 (-1p)	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
<a href="#">Learning session length (view)</a>	<b>Before sprint</b> - New version (v.1.3.9): 4.8 min - Previous version ( $\leq 1.3.8$ ): 4.6 min <b>Mid-Sprint</b> - New version (v.1.3.9): 4.8 min - Previous version ( $\leq 1.3.8$ ): 4.6 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	<a href="#">Support on multiple file format like PDF, GDrive, and Website</a> (This sprint we start on small task first)	Content	In Progress	@Decen
<a href="#">ANR</a>	<b>Before sprint:</b> - Latest version 0.33% - Previous version: 0.20% <b>Mid sprint:</b> - 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%	<a href="#">Addressing top 2 issue in firebase performance</a>	Platform Tech debt	In Progress	@Noven
<a href="#">Crash rate</a>	<b>Before sprint:</b> - Latest version: 0.61% - Previous version: 0.43% <b>Mid sprint:</b> - Latest version: 0.4% - 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%	<a href="#">Addressing top 2 issue from Sentry.</a>	Platform Tech debt	In Progress	@Noven
<a href="#">Supporting GTM metric on acquisition</a>	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 ( <a href="#">Telkomsel data bundling</a> )	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. All the BE items had been developed and tested. The BE items are ready for release 2. FE team is still in the integration phase with the BE items. We are optimistic that all the items in Happy Flow is going to be completed by this sprint 3. Need e-mail template from Design team 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 4 modules in post pro, 1 more mentor to scout) - Pre pro for Hero Module 1 - 3 more modules' topics to finalize for Q4 target - Preparation for cohort classes with pak Donald (curriculum & timeline) - Publish teaser experiment
<u>Highlights</u>	- Hero Module 1 in pre-production - New solution to push production in Q4
<u>Lowlights (if any).</u>	- Partnership engagement is slow, dependency on partners' schedule for pre-pro and production
<u>Stream dependency. (if any).</u>	GTM

### OKR update

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
<a href="#">★ Watched rate</a>	Nov 8th 2021 - Latest version (first time): 32.7% (+0.5p) - Latest version (existing): 40.7% (+4p) - All users: 33.7% (-0.6p)		Provide A-Z module that could possibly cater the needs of users in all business stage		Hero Module 1 & 2 Update: - Pre production for Hero Module 1 - Finalizing structure & storyboard for Hero Module 2 - Mentor selection for Hero Module 2	Content	In Progress		
<a href="#">Weekly average session</a>	Nov 8th 2021 - Latest version (first time): 4.6m (+0.1p) - Latest version (existing): 5.1m (-0.5p) - All users: 4.6m (+0.1p) - Watched users: 8.5m (-0.6p)		To boost stickiness and engagement from users	5 minutes for all users	Workbook & Summary (goals: 15 workbooks) Update: - Finalized 8 workbooks - <b>Target to have 1-2 more workbooks this sprint</b>	Content	In Progress		
<a href="#"># of mentors Q3</a>			To fulfil Q3 mentor target		Scout 1 signature mentors Update: - <b>Dee Lestari, Negotiation accepted: Pre-Pro Process</b>	Content	In Progress		
<a href="#"># of mentors Q4</a>			To fulfil Q4 Content Bites target		Create 3-5 more modules with Ideatree	Content			
<a href="#">View rate/awareness</a>					Post teaser for signature/macro mentor	Content Growth			
<a href="#">Cohort Class Experiment</a>					Test 2 types of cohort class with Donald C	Content Growth			

## GTM

### Summary

<u>Aa</u> Subjects	<u>≡</u> Key Points
<u>Sprint Goal</u>	- Increase 43 % number of video view users by end of sprint 32 - Maintain VV% 42% - Maintain R% 68% - Increase the number of registered users by 43 % end of sprint 32
<u>Highlights</u>	- VAS - Diskuncie - KV Module Beauty Care - 2 Progammatic Vendor
<u>Lowlights (if any).</u>	Content Play Tokopedia Academy
<u>Stream dependency (if any).</u>	

### OKR Update

<u>Aa</u> Metric	<u>≡</u> Latest snapshot (AS IS)	<u>≡</u> Problem/Hypothesis	<u>≡</u> Objectives	<u>≡</u> Expected KRs (TO BE)	<u>≡</u> Initiatives	<u>≡</u> Category	<u>⬇</u> Status	<u>📅</u> Expected delivery	<u>📅</u> Expecte metric impact date
<u>★ Weekly Active Viewers</u>	<b>Sprint 31 achievement</b> 28,403 Unique Video View User <b>Middle Sprint</b> 18,456	Video View number on this sprint increase due the increasing target on November	Increase 43 % number of video view user by end of sprint 32	<b>Sprint 32 Goal</b> 40,760 Unique Video View User 20,380 Unique Video View User per Week	<b>- Paid Media</b> - Add Module KV Beauty Care - <b>- Non-Paid Media</b> - Vas - Diskuncie - Content Play Tokopedia Academy	Acquisition	In Progress		
<u>Cost per view</u>	\$3.39 <b>Middle Sprint</b> \$3.42	If the number of CPVV is below then \$3.35 VV% decrease 5%	Decrease CPR by end of sprint 32	Maintain below \$4	Maintain VV% on 41% Programmatic CPPV	Acquisition	In Progress		
<u>Weekly Registered User</u>	<b>Sprint 31 achievement</b> 68,306 Registered User <b>Middle Sprint</b> 41,374	Registered number on this sprint increase due the increasing target on November	Increase number of register user by 43 % end of sprint 32	<b>Sprint 32 Goal</b> 97,833 Registered User 48,916 Registered User per Week	<b>- Paid Media</b> - Increase video view campaign budget allocation - 2 Programmatic vendor - <b>- Non-Paid Media</b> - Revision Article Page - Regular Push Notification - AB Test Copy	Acquisition Marketing	In Progress		
<u>Cost per registered</u>	\$1.47 <b>Middle Sprint</b> \$1.53	FB, Tiktok ads still have low R%	Decrease CPR by end of sprint 32	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 (Cloud Engineer, Scrum Master, Product Associate, Instructional Designer) - Close & Fulfill Product Designer, QA Engineer, CRM Specialist - Socialization Employee Referral Program mechanism - HR Policy & Organization Structure
<u>Highlights</u>	- 3 Confirmed Hires (Product Manager, Middle Front End, Senior Back End) - Finalized Employee Referral Program - November
<u>Lowlights (if any)</u>	- Time to hire is ~ 42 days - would like to improve ~30 days - Low Inbound and applicants pass through rate for Data Engineer
<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 delivery	Expected metric impact date
<u>Time to hire</u>	Average ~42 days/per hire	- Take quite long time to close the process (getting the salary offer released, contract signing, submitting documents)	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 = 80%	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>	80%	2-3 Offers handled by the agency - salary expectation should be managed early on, double check every step of the process	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>									