

What is your favorite product, and why?  
How can that product be improved?

Favorite Product

**Figma**

Why I Like Figma

**I appreciate Figma for its user-friendliness, real-time collaboration, and cloud-based accessibility.**

How to Improve Figma

**Strengths**

**Build upon its user-friendliness and collaboration features.**

**Weaknesses**

**Address the need for a constant internet connection, enhance user experience compared to Adobe XD, and optimize web app performance.**

**Opportunities**

**Capitalize on remote work trends, explore collaborations with apps like Photoshop, and offer cost-effective plans.**

**Threats**

**Stay competitive, persuade users to switch to cloud-based tools, and prioritize data security and privacy.**

By incorporating user feedback, such as collaboration with other apps and improving user experience, Figma can enhance its product.



Should Netflix enter the gaming market?

Objectives and Mission

**Leading in digital entertainment through high-quality streaming content.**

Long-Term Mission

**Delivering cutting-edge entertainment for every form of experience.**

Long-Term Mission

**Integrating innovative gaming into our ecosystem.**

Rationale

Enhanced Customer Engagement

**Tap into a vast global gaming audience of 2.7 billion gamers (Nielsen).**

Diversified Revenue Streams

**The gaming market was valued at \$159.3 billion in 2020 and continues to grow.**

Alignment with Long-Term Vision

**Expanding into gaming complements**

NO	Strengths	NO	Weaknesses	NO	Opportunities	NO	Threats
1	Strong Brand Recognition and Customer Loyalty	1	Limited Gaming Expertise	1	Growing Gaming Market	1	Established Competitors
2	Robust Streaming Infrastructure	2	Intense Competition	2	Cross-Platform Integration	2	Rapid Technological Advancements
3	Content Creation Expertise	3	Revenue Model Adaptation	3	Partnerships and Acquisitions	3	Changing Consumer Preferences

NSM & OKRs

Objective

**Conduct theoretical market research to understand gaming market trends and characteristics.**

	Key Results
KR 1	Identify emerging trends and opportunities in the gaming industry through online resources and industry reports.
KR 2	Discover untapped market segments and potential gaps in the gaming market.
KR 3	Obtain insights from industry experts through interviews or discussions.

Needs

**We need to have a profound understanding of the current landscape in the gaming industry.**

NO	Solutions	NO	Metrics
1	Desk Research	1	Number of Identified Trends
2	Market Segmentation Analysis	2	Segmentation Opportunities
3	Expert Insights	3	Expert Feedback

Strategic Objectives

**Netflix aims to enter the gaming market to boost customer engagement, diversify revenue streams, and enhance brand reputation.**

Capabilities and Resources

**We can assume they likely have the necessary technical, creative, distribution, financial, and customer engagement assets and a strong brand reputation to explore this opportunity effectively.**

Conclusion:

Netflix should consider entering the gaming market due to its potential to enhance customer engagement, diversify revenue streams, and align with the company's long-term mission of providing cutting-edge entertainment. Despite limited concrete data on resources, Netflix likely possesses the necessary technical, creative, and customer engagement assets and a strong brand reputation to explore this opportunity effectively. However, further research and strategic planning are essential for a successful entry into the competitive gaming industry.

# Peningkatan Desain, Fungsionalitas, dan Fitur Baru untuk 'Profile Tab' BeReal

Tiket ini berkaitan dengan perubahan yang perlu dilakukan pada fitur 'Profile Tab' di Aplikasi BeReal. Fitur-fitur yang ada dan perubahan yang diinginkan adalah sebagai berikut:

## Fitur yang Sudah Ada:

1. Mengunggah dan Menampilkan Foto Profil
2. Mem-pin Postingan yang Diunggah
3. Melihat Kenangan per Tanggal

## Fitur Baru yang Akan Ditambahkan:

### Galeri Foto Pribadi:

- Kami akan menambahkan fitur "Galeri Foto Pribadi" di 'Profile Tab.'
- Pengguna dapat mengunggah dan mengatur foto-foto pribadi mereka dalam galeri ini.
- Galeri akan menampilkan foto-foto pengguna dengan tampilan yang menarik dan teratur.

## Rincian Perubahan yang Diperlukan:

### 1. Peningkatan Foto Profil:

- Mengubah tampilan foto profil menjadi lebih dinamis dan atraktif.
- Mengimplementasikan efek visual yang akan memperkuat kesan pengguna terhadap profil mereka.
- Meningkatkan kemudahan dalam mengganti atau memperbarui foto profil melalui antarmuka yang intuitif.

### 2. Fitur Pin Postingan yang Ditingkatkan:

- Menambahkan fitur untuk memilih dan mem-pin postingan yang relevan di profil.
- Merancang tampilan yang memungkinkan pengguna untuk dengan mudah mengatur postingan yang dipilih.
- Membuat pengalaman menavigasi antara postingan yang dipin lebih nyaman.

### 3. Pengalaman Melihat Kenangan yang Lebih Kaya:

- Menambahkan tombol "Kenangan" yang menarik di bawah 'Profile Tab.'
- Mempresentasikan catatan dan aktivitas pengguna dalam format yang lebih menarik dan berarti.
- Mengimplementasikan filter berdasarkan tanggal untuk memungkinkan pengguna untuk menyusun kenangan mereka.

### 4. Galeri Foto Pribadi:

- Membuat fitur "Galeri Foto Pribadi" yang memungkinkan pengguna untuk mengelola dan menampilkan koleksi foto mereka dengan indah.
- Tambahkan opsi untuk mengatur foto-foto dalam album atau kategori yang berbeda.

## Tipe Tiket: Story

Label: Profile Tab, UI/UX, Peningkatan Fitur, Fitur Baru