Binar B2C Academy Business Integrated Product Roadmap & PRD

Chapter 5 Challenge

Product Management - Binar Bootcamp Wave 14
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BINAR ACADEMY

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PRD

Product Definition

Impetus to buy
I need to buy bootcamp course with professional quality of service register and accessible payment methode.

Core Product
Professional Service Quality of Bootcamp Course

Tangible Product
Register and Payment of Bootcamp Course
1. Simple Step of Payment
2. Fast User Data Verification
3. Accessible Payment Methode

Augmented Product
Always give Follow Up Notification to Email/Apps in every step of purchasing product

Promised Product
Offer an Condifent Service and Woriless since Register

Feature Details

Problem Statement

Hasil riset menyatakan 35.7% pelanggan jika menggunaan metode pembayaran saat ini, dan 50% pelanggan akan membeli lagi jika metode pembayaran ditambah, dan 61.5% komplain tentang kendala verifikasi data.

Proposed Solution

1. Simplifikasi System Verifikasi Data Diri dan Pembayaran serta memberikan follow up notifikasi di email/app disetiap step pembelian produk Binar.
2. Menambahkan methode pembayaran e-wallet dan mobile banking

Feature

1. Simplifikasi System Verifikasi Payment dan Data Diri
2. Verifikasi data user dengan cepat max 1x 24 jam
3. Integrasi konfirmasi notifikasi ke end user secara otomatis
4. Methode pembayaran e-wallet dan m-banking

Objective Key Result (OKR)

Goal : Binar Apps is Smart Choise for Bootcamp Program

Objective	Key Result
• Provide professional quality of service start from register	1. Reach user retention rate up to 60% per Year 2. Increase the number of transaction up to 30% per Year 3. Increase Sales up to 50%

Resource Analysis

Epic	Squad	Story Point	FE	BE	QA	PM
Add Payment Methode with e-Wallet and m-banking/VA	Mobil App Team, Contract Team	**1**	7	7	7	3
Add Artificial Intelligence (A.I.) feature for Identity User Verification	Mobile App & Automation Team, Admission Team, Third Party	**2**	14	7	5	5
Add Purchase Journey Notification	Mobile App Team, Customer Enggagement Team	**3**	7	7	5	2

Resource Analysis

Epic	Total Days	FE	BE	QA	PM	Man Pwr Cost	Other Cost	Total Cost
Add Payment Methode with e-Wallet and m-banking/VA	24	7	7	3	7	4.452.000	5.000.000	**9.452.000**
Add Artificial Intelligence (A.I.) feature for Identity User Verification	24	7	5	5	7	89.850.000	0	**89.850.000**
Add Purchase Journey Notification	20	7	5	1	7	8.000.000	0	**8.000.000**
Daily Salary		475K	485K	500K	600K			

I.C.E Prioritization

User Story	Impact	Confidence	Ease	Score	Priority
As a customer, I want to know if Binar have much Payment Channel Access, so thus I will re-buy/using other Binar Product	7	9	9	8.3	3rd
As a customer, I want to know if Binar is so simple and fast as professional about Registration process, so thus I will re-buy other Binar Product	7	8	3	6	1st
As a customer, I want to know if Binar always keep in touch to reminding about my purchasing journey, so thus I feel confident and woriless to re-buy other binar product.	7	8	5	6.6	2nd

Product Roadmap

Epic		MAY	JUN	
⌄ ⚡ TASK-2 Add Augmented Intelligence (A.I.) feature for Identity User Verification				
☑ TASK-4 Ideation and Research	TO DO			
☑ TASK-5 User Flow Visualization	TO DO			
☑ TASK-6 Prototyping	TO DO			
☑ TASK-7 Product Development	TO DO			
☑ TASK-8 Testing and Evaluation	TO DO			
☑ TASK-9 Product Release	TO DO			
⌄ ⚡ TASK-1 Add Payment Methode with e-Wallet and m-banking/VA				
☑ TASK-12 Ideation and Research	TO DO			
☑ TASK-13 User Flow Visualization	TO DO			
☑ TASK-14 Prototyping	TO DO			
☑ TASK-15 Product Development	TO DO			
☑ TASK-16 Testing and Evaluation	TO DO			
☑ TASK-17 Product Release	TO DO			
⌄ ⚡ TASK-3 Add Purchase Journey Notification				
☑ TASK-18 Ideation and Research	TO DO			
☑ TASK-19 User Flow Visualization	TO DO			
☑ TASK-20 Prototyping	TO DO			
☑ TASK-21 Product Development	TO DO			
☑ TASK-22 Testing and Evaluation	TO DO			
☑ TASK-23 Product Release	TO DO			

Product Roadmap

Epic	S 17	M 18	T 19	W 20	T 21 APR	F 22	S 23	S 24	M 25	T 26	W 27	T 28 APR	F 29	S 30	S 1	M 2	T 3	W 4	T 5 MAY	F 6	S 7	S 8	M 9	T 10	W 11	T 12 MAY	F 13	S 14	S 15	M 16	T 17	W 18	T 19 MAY
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Epic	F 20	S 21	S 22	M 23	T 24	W 25	T 26 MAY	F 27	S 28	S 29	M 30	T 31	W 1	T 2 JUN	F 3	S 4	S 5	M 6	T 7	W 8	T 9 JUN	F 10	S 11	S 12	M 13
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Epic		JUN						JUN							JUN			JUL	
	T 14	W 15	T 16	F 17	S 18	S 19	M 20	T 21	W 22	T 23	F 24	S 25	S 26	M 27	T 28	W 29	T 30	F 1	S 2	S 3	M 4	T 5	W 6	T 7

> ⬛ TASK-2 Add Augmented Intelligence (A.I.) feature for Identity User Verification

> ⬛ TASK-1 Add Payment Methode with e-Wallet and m-banking/VA

∨ ⬛ TASK-3 Add Purchase Journey Notification

☑ TASK-18 Ideation and Research   TO DO

☑ TASK-19 User Flow Visualization   TO DO

☑ TASK-20 Prototyping   TO DO

☑ TASK-21 Product Development   TO DO

☑ TASK-22 Testing and Evaluation   TO DO

☑ TASK-23 Product Release   TO DO

Product Requirement Document

Please feel free to see my PRD on Confluence
Just click the link below or see screen capture on next slide:

https://irfan-nurdiansyah.atlassian.net/l/c/VYdQGT2T

Product Requirement Document

Purchase Journey Improvement and Accessibility Payment Methode

Target release	07 Jul 2022
Epic	https://irfan-nurdiansyah.atlassian.net/jira/software/projects/TASK/boards/3/roadmap
Document status	DRAFT
Document owner	@ Irfan Nurdiansyah
Designer	@Arif
Tech lead	@Tomi
Technical Developer	Ardy, Gagas
QA	Robby

Objective

The purpose of this feature is to provide professional quality of service register and accessible payment methode with the aim of Reach user retention rate up to 60% per Year.

Product Requirement Document

📊 Success metrics

Goal	Metric
Simplifikasi System Verifikasi Payment dan Data Diri	Increase Customer satisfication scrore and customer retention
Menyediakan payment link dengan channel pembayaran e-wallet dan m-banking/VA	Increase number of sales
Menyediakan fitur notifikasi status pembayaran	Increase number of transaction

🤔 Assumptions

1. Provide professional quality of service start from register to grab >60% of existing customer to re-buy

2. Provide Accessible payment methode : e-wallet and m-banking to grab >35% of existing customer to re-buy

3. Provide Auto Notification of Purchasement Status to grab >60% of existing customer to re-buy
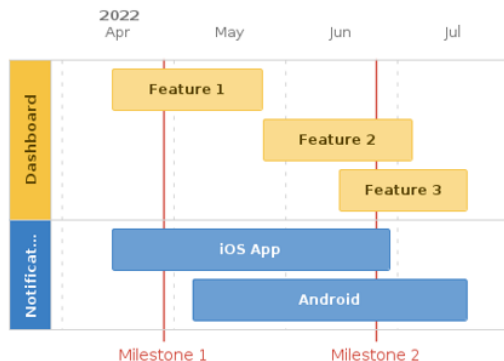
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⭐ Milestones

📓 Requirements

Requirement	User Story	Importance	Acceptance Criteria
Add Payment Methode with e-Wallet and m-banking/VA	As a customer, Doni want to know if Binar have much Payment Channel Access, so thus I will re-buy/using other Binar Product	HIGH	1. User able to pay with at least 3 e-Wallet (Shopee, Dana, Gopay) 2. User able to pay with at least 3 m-banking /VA (BNI, BCA, Mandiri)
Add Artifical Intelligence (A.I.) feature for Identity User Verification	As a customer, Indra want to know if Binar is so simple and fast as professional about Registration process, so thus I will re-buy other Binar Product	HIGH	1. Verification Process for User <1x24 hours 2. Users who have been verified must be confirmed to get a facilitator slot
Add Purchase Journey Notification	As a customer, Gilang want to know if Binar always keep in touch to reminding about my purchasing journey, so thus I feel confident and woriless to re-buy other binar product.	HIGH	1. Showing push notification of purchase journey after at least <15 minute 2. Badge notif jumlah notif yang belum di read tidak hanya ttg purchase journey.