



MyPertamina Revamp

PITCH DECK



Disclaimer

This Presentation is Solely for Mock Test from Job Connect
Binar Academy

OUTLINE



BACKGROUND



PROBLEM STATEMENT



POTENTIAL SOLUTION



PRODUCT ROADMAP



SPRINT TIMELINE



EFFORT ANALYSIS

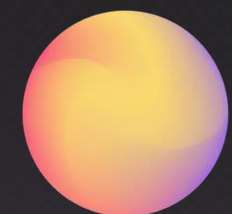


COST ANALYSIS

BACKGROUND



Belakangan ini tengah ramai di masyarakat tentang pengisian bahan bakar minyak (BBM) di Pertamina yang diharuskan menggunakan aplikasi yaitu My Pertamina.

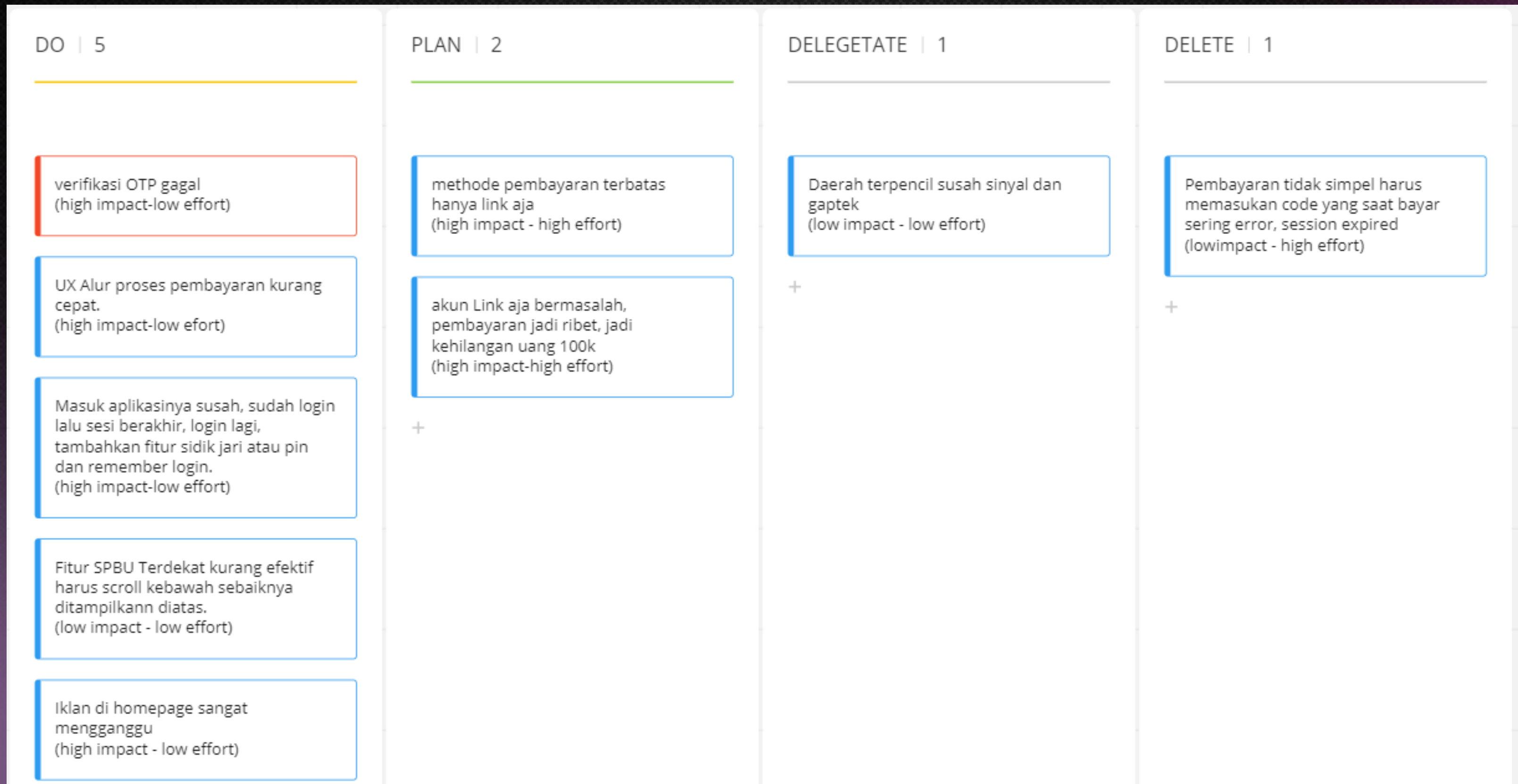


Aplikasi tersebut memiliki fitur sebagai pembayaran elektronik (E-Payment) dan utamanya aplikasi ini digunakan untuk program subsidi tepat. Namun, hal tersebut menuai pro dan kontra.



Pasalnya seiring meledaknya pengguna membuat traffic aplikasi yang tidak tertampung, UI/UX yang kurang friendly untuk kalangan gagap teknologi mengakibatkan aplikasi memiliki rating bintang satu di Playstore dan App Store. Kami ingin tahu masalah sebenarnya yang dialami dari review aplikasi tsb pada app store dan play store.

Problem Board



VALIDITY TESTING

We validate the data result by asking 3 potential people who represent MyPertamina end user with login and payment problem



Dony, 20th Student



Raisa, 27th Private Employee



Andy, 26th Doctor

THEIR EXPERIENCE



Dony, 20th Student

- Sering tidak memiliki saldo pada LinkAja , karena tidak memiliki cukup saldo pada mobile banking dan hanya bawa cash
- Mengalami kendala saat login karena OTP tidak terkirim ke pesan masuk
- Mengalami kendala saat mencari pom bensin terdekat



Raisa, 35th Private Employee

- Mengalami kebingungan saat berada dalam homepage karena banyaknya menu
- Mengalami kendala saat login karena OTP tidak terkirim ke pesan masuk
- Mengalami kendala saat mencari pom bensin terdekat



Andy, 30th Doctor

- Merasa lebih lama saat melakukan pembayaran karena harus top up LinkAja dahulu
- Pernah mengalami kendala saat buru-buru terjadi session expired sehingga harus login ulang
- Mengalami kendala saat mencari pom bensin terdekat

User Persona

HILMY LAKSONO

PROFILE

Gender : Male
Age : 30
Status : Single
Education : Bachelor's degree
Occupation : Private Company Employee
Location : Tangerang, Indonesia

BIOGRAPHY

Hilmy is an employee who have to work from office full time from 7AM to 4PM and he offer use his motorcycle to get into his office 50KM every day.

“

I really want to buy fuel in fuel station without much waiting time, fast and flexible payment methode

BEHAVIOR

Buy fuel every 2 days
Buy fuel near the office
Always check the outlet queue before buying the fuel
Often out of fuel while Going to office in injury time

GOAL

Order and fill fuel confidently and comfortably

FRUSTRATIONS

Have to waiting long time because long queue with many problem occured on other buyer
Sometime difficult to estimate the near outlet and passing away the outlet because dont know the location

BRANDS

Pertalite, Pertamina

NEEDS & WANTS

Need app with good login system and simple step to order & pay
Want nearby feature showed on top of homepage

Potential Solution

1

Apps Login Improvement

Fix backend at OTP verification process, and add feature of remember login info

2

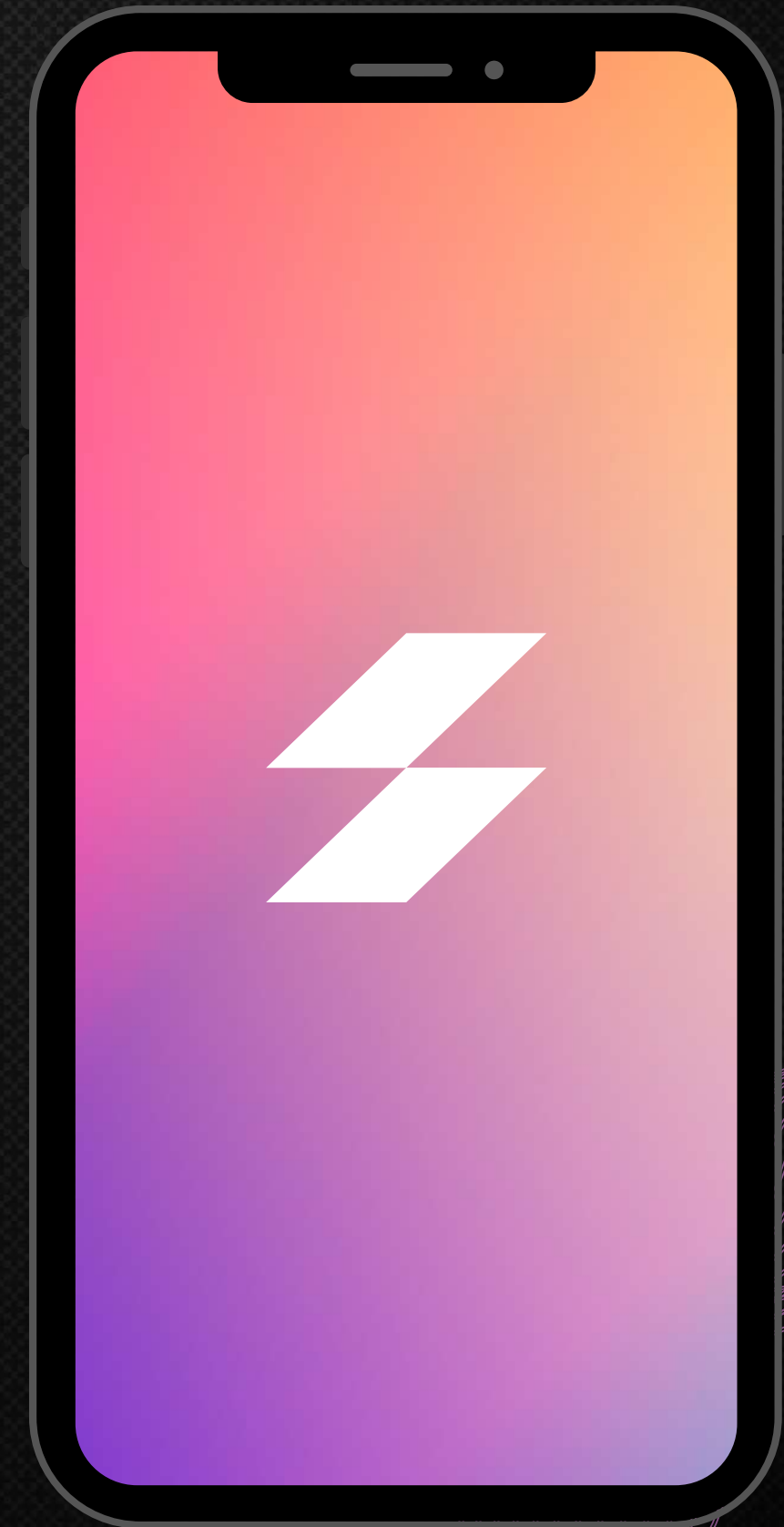
UX Order & Pay Revamp

Reduce flow of order and pay for end user to meet time efficiency, simplify homepage menu, add customize menu

3

Add Cash Payment

Make easier payment for subsidized & Non Subsidized Fuel



MVP

**Prototype of MyPertamina Mobile Apps
with Login improvement, Simple flow
Choose, Order & Pay with cash payment
feature.**

Objective Key Result

Goals

Make order & pay filling fuel easier
and faster

Objective

Order & Pay flow more short and
faster

Key Result

Customer Satisfaction:
Increase Playstore & App Store
Rating & Review up to 4,0 Yearly

Key Result

Customer Retention Rate :
Increase 7% Monthly Active User
(MAU)

Epic 1:

Apps Login Improvement

User Story

As a user, i want to log in to Apps with OTP easily

User Story

As a user, i want to close and re-open Apps with saved account easily

Acceptance Criteria

1. OTP Sent to Message below 1 minutes
2. Login Session not expired
3. App Login by Phone Fingerprint

Epic 2 :

UX Order & Pay Revamp

User Story

As a user, i want make order and pay easily

User Story

As a user, i want to find Pertamina Outlet Easily

User Story

As a user, i want to see less menu in homepage, and setup customize the menu

Acceptance Criteria

1. 3 step maximum to have transaction : Choose Amount, Pay, and Fill
2. Show maps on top of homepage
3. Show menu at homepage maximum 4 menus, and customize option

Epic 3 :

Add Cash Payment

User Story

As a customer, i want to pay with cash methode

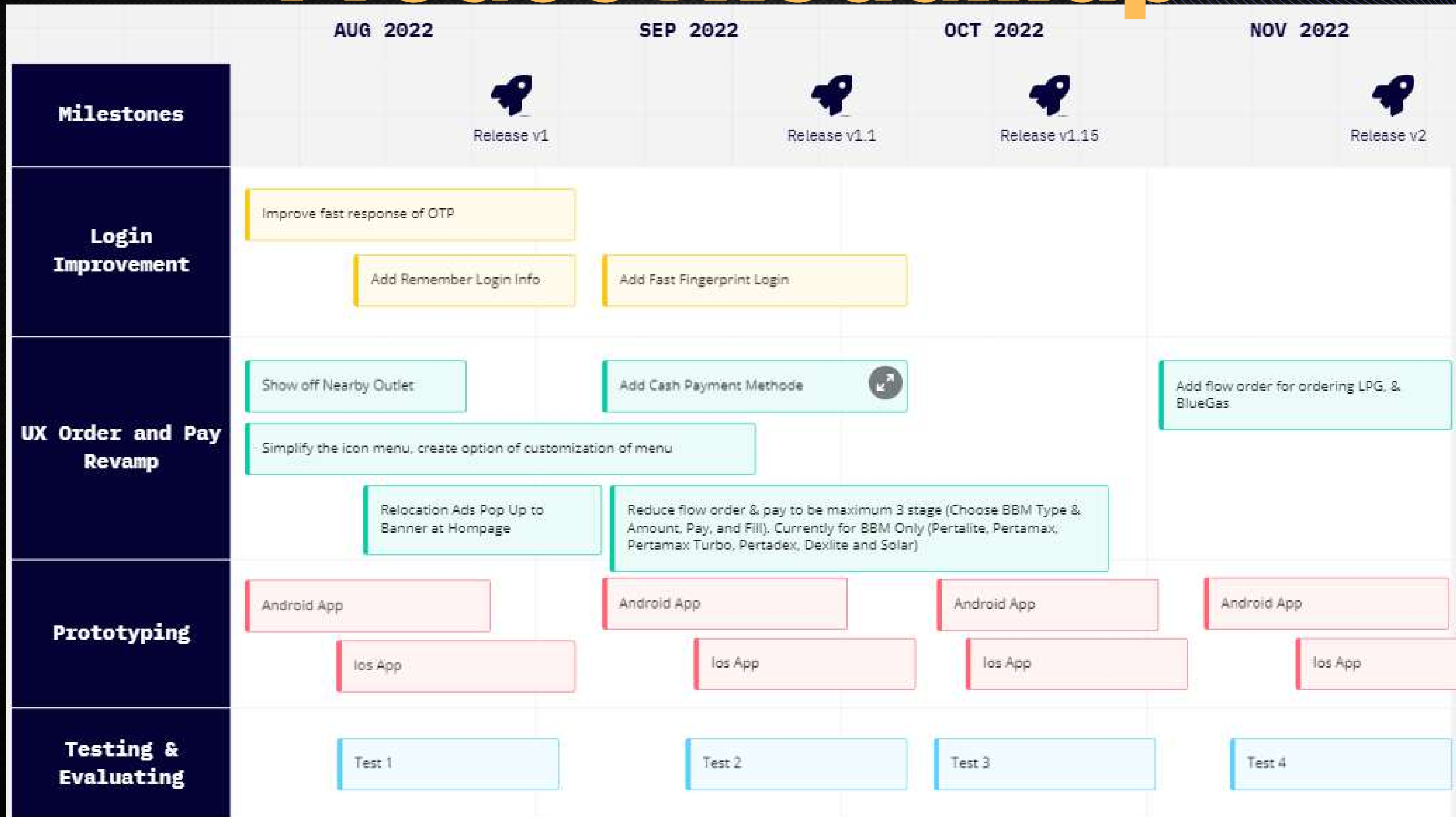
User Story

As a Pertamina Officer, i want to have verification when any customer choose pay with cash

Acceptance Criteria

1. On Customer and Officer app there is option pay with cash when transaction
2. Payment with cash must be verifed from Pertamina Officer App

Product Roadmap



SPRINT TIMELINE

PHASE		DETAILS	Q3												Q4										
			JUL				AUG					SEPT				OCT					NOV				
		EPIC: TASK	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	
1	Pre-Development	<ul style="list-style-type: none">- Research and Ideation- Deliver Product Requirement Design & Kick Off Product																			MONITORING & PREPARING FUTURE WORK				
2	Apps Login Improvement Fix backend at OTP verification process & Add feature of remember login info	<ul style="list-style-type: none">- Backend Development- Frontend Development- Testing and Evaluating- Proudct Release																							
3	Add Cash Payment Methode Make easier payment for subsidized & Non Subsidized Fuel	<ul style="list-style-type: none">- Prototyping- Testing and Evaluating- Product Release																							
4	UX Order and Pay Revamp Reduce flow of order and pay for end user to meet time efficiency, simplify homepage menu, add customize menu	<ul style="list-style-type: none">- Wireframe- MVP Design- Testing and Feedback- Product Release																							
5	Monitor OKR (6 month after released & prepare future work)																								

MONITORING FUTURE WORK

Resource Analysis

Effort Analysis						All On Days	
EPIC	Squad	PM	FE	BE	UI/UX	QA	TOTAL
Apps Login Improvement Fix backend at OTP verification process & Add feature of remember login info	ENGINEERING	5	5	14	5	5	34
Add Cash Payment Method Make easier payment for subsidized & Non Subsidized Fuel	BIS DEV , ENGINEERING TEAM	7	7	7	7	7	35
UX Order and Pay Revamp Reduce flow of order and pay for end user to meet time efficiency, simplify homepage menu, add customize menu	ENGINEERING TEAM, UI/UX	7	14	5	14	5	45
						TOTAL DAYS	114

Resource Analysis (2)

MAN POWER NEEDED							
EPIC	SQUAD	PM	FE	BE	UI/UX	QA	TOTAL
Apps Login Improvement Fix backend at OTP verification process & Add feature of remember login info	ENGINEERING	1	1	1	1	1	5
Add Cash Payment Methode Make easier payment for subsidized & Non Subsidized Fuel	BIS DEV , ENGINEERING TEAM	1	1	1	1	1	5
UX Order and Pay Revamp Reduce flow of order and pay for end user to meet time efficiency, simplify homepage menu, add customize menu	ENGINEERING TEAM, UI/UX	1	1	1	1	1	5
						TOTAL MPWR	15

Resource Analysis (3)

COST ANALYSIS					ALL ON IDR		
EPIC	TOTAL DAYS	PM	FE	BE	UI/UX	QA	TOTAL MAN POWER COST
Daily Salary	->	600000	450000	500000	450000	500000	
Apps Login Improvement	34	3JT	2,25JT	7JT	2,25JT	2,5JT	16,75JT
Add Cash Payment Methode	35	4,2JT	3,15JT	3,5JT	3,15JT	3,5JT	17,15JT
UX Order and Pay Revamp	45	4,2JT	6,3JT	2,5JT	6,3JT	2,5JT	21,8JT
							56,05 JT



Thank You

MYPERTAMINA REVAMP