Product Requirement Document

Tokopedia "Student"

Pain points:

1. Student has does not have resources to have the full experience of the right education
   a. Economic resources
   b. Transportation resources
2. University bookstore in Indonesia are still traditional where they are not available for online shopping, paper inventory system, non-digitalized transactions

Intro:

Tokopedia "Student" is a version of Tokopedia where the desired target is college student. College student would be a never-ending cycle in the real world. With this, there is a direct correlation to their daily needs during their college years.

Tokopedia "Student" is a product where Tokopedia works together with Universities around Indonesia to provide their needs throughout University life. These needs include (Electronics, Office Supplies, Laboratory equipment, books), or basically anything that a student needs when going to college.

Tokopedia "Student" is not only a place where it is trustworthy, and convenient, but a place where students get their best price with the special rate. The product will allow us to increase the user in all tiers by reaching out to the younger generation and spreading through word of mouth inside the campus.

What is it?

1. Special account for college student
   a. Specialized category for the respective University
      i. Student will be able to view the class material or things that are usually offered in the University Bookstore
   b. Financial Support Opportunities
      i. Scholarship Opportunities and special installment rates – by collaborating with foundations and companies' scholarships could be given to student easily
   c. Exclusive deals and content for students
      i. By working together with companies that supplies material for student, deals could be achieved as companies gained free advertisement around the universities
   d. Digitalize bookstore for University
      i. Free pickup at the University or free delivery to dorms if feasible
      ii. Easy transaction/inventory system integration for University if they do not have one

Who is it for?

1. College students – always seeking for best price and promotion with trustworthy stores
2. Universities Admin – Easy system integration for University to digitalize their bookstore by using transactions, inventory by using Tokopedia's system

Goal & KPI:

The goal is to increase the amount of user in all tier by 5x in 12 months vs 2018 data.

Timeline:

Number	TASK TITLE	Action List	PREPARATION Month 1				DEVELOPMENT Month 2				Month 3				Month 4				DEPLOYMENT Month 5				USER GROWTH AND DEVELOPMENT Month 6-12
			W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	
1	**Requirement Building**																						
1,1	Connecting with tech partner		■	■																			
1,2	Delegating task																						
1,3	Project Scope, building the team																						
2	**Prototyping**																						
2,1	UX	User Journey, UX Writing & Wireframes			■	■	■																
2,2	UI	UI Design				■	■																
3	**Development**																						
3,1	Architecture Design Planning						■																
3,2	Backend Development							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
3,3	*Mobile Development*							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
3,4	*Frontend Development (Web)*							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
3,5	*Database Design and Development*							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
3,6	*Data Analytics Development*							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
4	**Testing**																						
4,1	Onsite Testing (1-3 Universities)															■	■	■	■				
5	**Operation**																						
5,1	Gain Relationship with universities		■	■	■	■	■	■	■	■	■	■	■	■	■	■							
5,2	Sales meluncur ke semua universities di indonesia																■	■	■	■	■	■	
6	**Launch and Monitoring**																						
6,1	Pilot Launch																■	■	■	■	■	■	
6,2	Monitoring	Support for Technical & Ecommerce flow																					■

Future opportunities:

- Launching pick-up service from University for all user in Tokopedia to reduce logistic cost and a more eco-friendly environment

Success Metrics:

1. Contract with at least 10 University in Indonesia
   a. 122 total public University in Indonesia
   b. Why Public? Students that lack of resources usually are found in public university, where they rely on government support.
2. 50% of the sales made in the bookstore must be from Tokopedia

Initiatives:

1. Collaborate with Universities Bookstores, where they will be a fulfillment center for Tokopedia and promote products that are catered for students
2. As follows:
   a. Develop a special installment rate by working together with for students with financial difficulties
   b. Create a scholarship program that allows student to get electronics such as laptop

Why build it?

1. It is a solution for students that lack of economic resources/transportation resources
2. A future opportunity for Tokopedia to reduce the amount of logistic cost that translates to an eco-friendly environment
3. Creating a digitalized and more transparent environment for University bookstore as they can directly sell their items in Tokopedia University Store