



PAPER

Associate Product Manager – Strategic Case

Maleo Fibula Mustafa Putra

Paper.id is a freemium invoicing and payment software that is built for B2B transaction convenience. Every invoice that is generated from a user (as a seller) can be sent to their buyer and get paid with many payment options. On top of that, Users can act as a buyer and make payments to their suppliers, by using Paper.id as a payment platform. Users also receive operational benefits. Paper.id receives many benefits by onboarding the suppliers to Paper.id as they may also use Paper.id to do invoicing and payments.

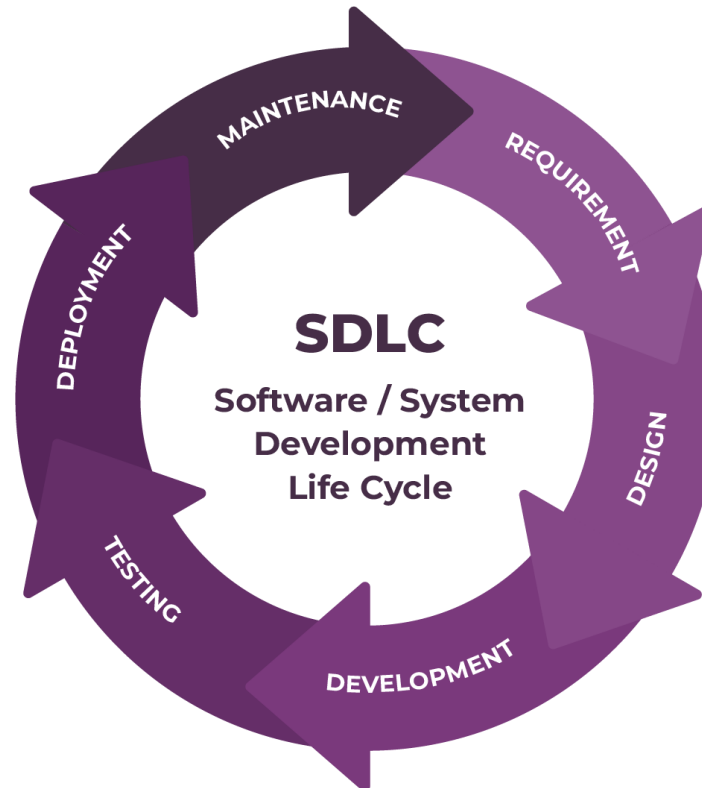
However, while Paper.id are trying to scale up the payment, Paper.id encountered that some businesses are traditional people that prefer to pay everything by cash.

Case 1 Based on the challenge, what do you do as Product, in order to find out a suitable solution?

Case 2 What do you think the data that you might need to help you on finding the right solution?

Case 3 Who do you think are the relevant stakeholders that might help in your pursuit to solve this problem and why? (This could be external or internal stakeholders)?

As a product team I will conduct a deep research of the root cause of this problem and gathering all of data from it. After that I create a user journey on the ideal condition and the conventional condition and compare it to see the difference and point out the bottleneck problem. At last I discuss it with the other product team and the other related stakeholder and start to define the roadmap and divide the project per quartal and per task, create the PRD and lo-fi till hi-fi design, create the ticket and input it in the backlog, do a sprint prioritization, daily standup, sprint review, and sprint retrospective, until the deployment and seeing the progress of the new update with also maintain it and collect the feedback from the users.





Motivations

- Easy to use
- Cheap
- Convenience

Name: Sugiyatno

Age: 63

Job: Denture Merchant

Domicile: Malang

Bio

Sugiyatno is a Denture Merchant which already running from generation to generation (started from his father) and run the business with conventional ways

Needs

- a simple solution to help with his transaction process
- an access to loan for developing his business
- a place where he can save his money safely but other than bank

Frustrations

- doesn't know about technology
- doesn't have a fine ledger so transaction is still written manually on an ordinary paper
- doesn't have bank account
- hard to get loan for his business
- several times of losing the money because of miscalculation

1. Feeling more safe to hold the physical money.
2. Doesn't have a bank account.
3. The supplier environment still using cash.
4. Doesn't know or worry about using the financial technology.

Based on the problem context, I divided the solutions into 3 terms:

1. Short-terms solutions
2. Mid-terms solutions
3. Long-term solutions

Short-terms:

1. Doing an offline campaign that describes the benefit of using paper and highlight the point of free, easy to use, and safe to the SMSE's community.
2. Continuously educate the conventional user about the needs and benefit to use digital payments, like the speed of transaction, and simplicity. After that add an explanation of the disadvantage of using conventional cash payment method.
3. Make an affiliate program so user that already using Paper.id can persuade his/ her buyer/ supplier that still using cash for transaction into digital way. Through this way, Paper.id can give benefit for the affiliator with point, bonus, cashback, etc and bonus too for the new joiner user, and Paper.id can saving more on the marketing budget. After that make a user success story journey campaign with Paper.id.
4. Give the new conventional user that already join Paper.id an personal account manager or PIC that can help and accompany his/ her user journey while using Paper.id feature.



Mid-terms solutions:

1. Build the Paper.id e-wallet (either in-house development from scratch or using white label) and integrate it with QRIS TUNTAS so the users can withdraw their money from another merchant or ATM without need of bank account.
2. Develop a campaign of ease of use “Withdraw Money” through another merchant such as kios pulsa near their place.
3. Make sure the transaction fee can compete with another platform (need collaboration with finance team).



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Hadiah HUT RI ke-78, BI Rilis Fitur QRIS Tarik Tunai sampai Transfer

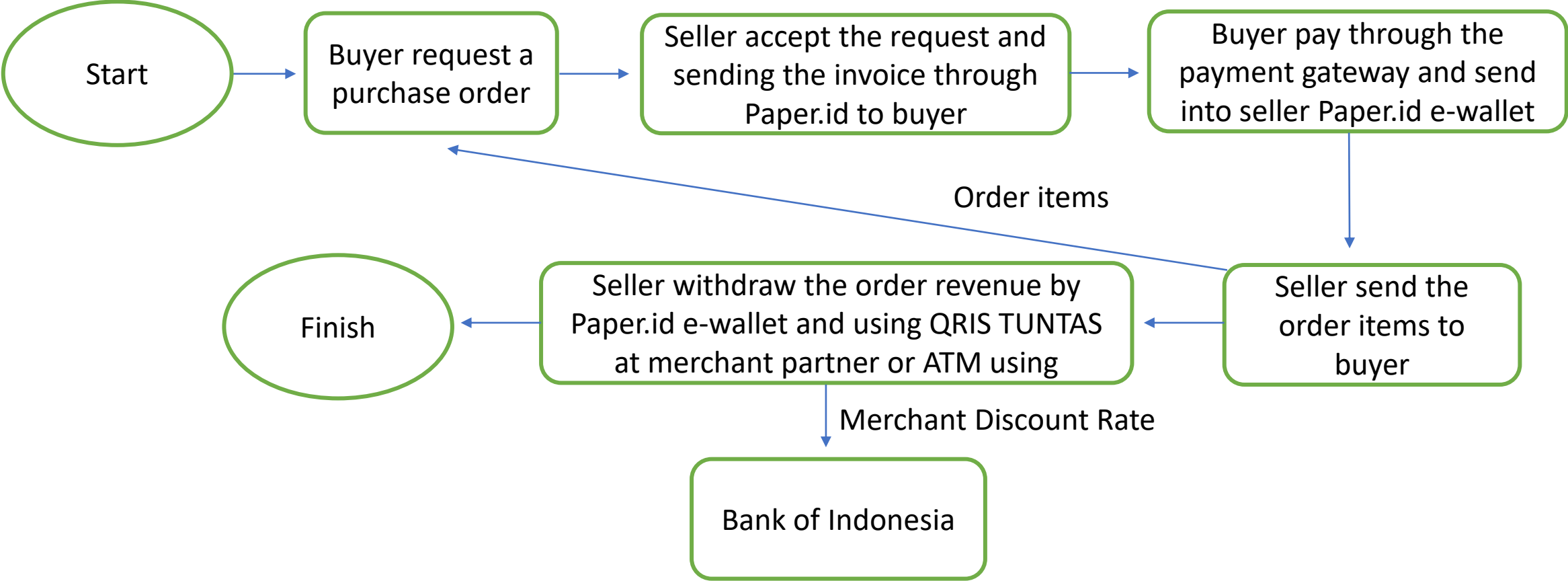
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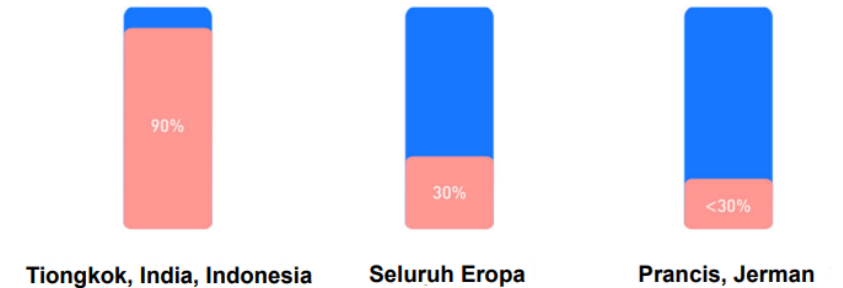
Ilustrasi. (ANTARA FOTO/MUHAMMAD ADIMAJA)



Long-terms solutions:

1. Update the function of the Paper.id e-wallet to make an inhouse P2P lending for business based on user deposited funds (Need get license from OJK and BI) (Need a strong Proof-of-Concept and Proof-of-Reserve).
2. Make the process of business loan more simple and seamless, and giving the conventional cash business people and offering to use Paper.id Business loan.
3. The potential of fintech and payment gateway will increase align with the generation to generation, the conventional cash business user will be continued by their successor as per millennials and gen-z's rise. The speed of adaptability with technology from millennials and gen-z's will speed up the penetration of fintech itself in Indonesia.

Kesediaan untuk Menerima Pembayaran Seluler



Source: Ant Financial (Alibaba Group) (2021)

Data that should be collect:

1. User persona (age, gender, geographic, psychological, pain points, etc)
2. MSME's geographical distributions
3. User Payment preference
4. User business habit
5. User business funnel

Stakeholders

Internal:

1. Product team: to gather requirement and develop the concept of the new feature, product, and the solution.
2. Data team: to process the big data and be the foundation and strengthen the concept of the new feature, product, and the solution with data to Product team for making decision with Data-Driven and not an assumption bias.
3. Tech team: to develop the new feature, product, and the solution into reality and can be use by the user.
4. R&D team: to help the data team to collect the data on the user side.
5. CS: to help the R&D team collect the user problem and pain points.
6. Legal: to make sure the feature, product, and the solution that will be develop is comply with Indonesia's law.
7. Finance: to calculate the feasibility of the feature, product, and the solution that will be develop will leads to company revenue and profit.
8. CPO: for giving insight and permission for the concept of the new feature, product, and the solution, specially a big improvement that can affect another business feature.

External:

1. Kementerian Koperasi dan Usaha Kecil dan Menengah (KEMENKOPUKM): for gathering data about MSME's and potential opportunity to doing a joint-campaign for increasing user's acquisition.
2. MSME's community: for spreading out about Paper benefit and get a potential of new user.
3. Payment gateway: for creating an integrate and seamless payment experience.
4. OJK: for getting the license to operating the fintech and comply with Indonesia's law.
5. Bank of Indonesia (BI): for getting the license to collect, transfer, and saving users money and comply with Indonesia's law.

Thank you!
