PSYCHOLOGY AND DESIGN THINKING COURSE, SEM 2020 -2

FINAL PROGRESS REPORT

Submitted by:

GROUP 10

IT-2020 CLASS 4

Name of Group Members:

Ervino Alifio Ramadhan – 001202000133

Markus Raja Sinabutar – 001202000038

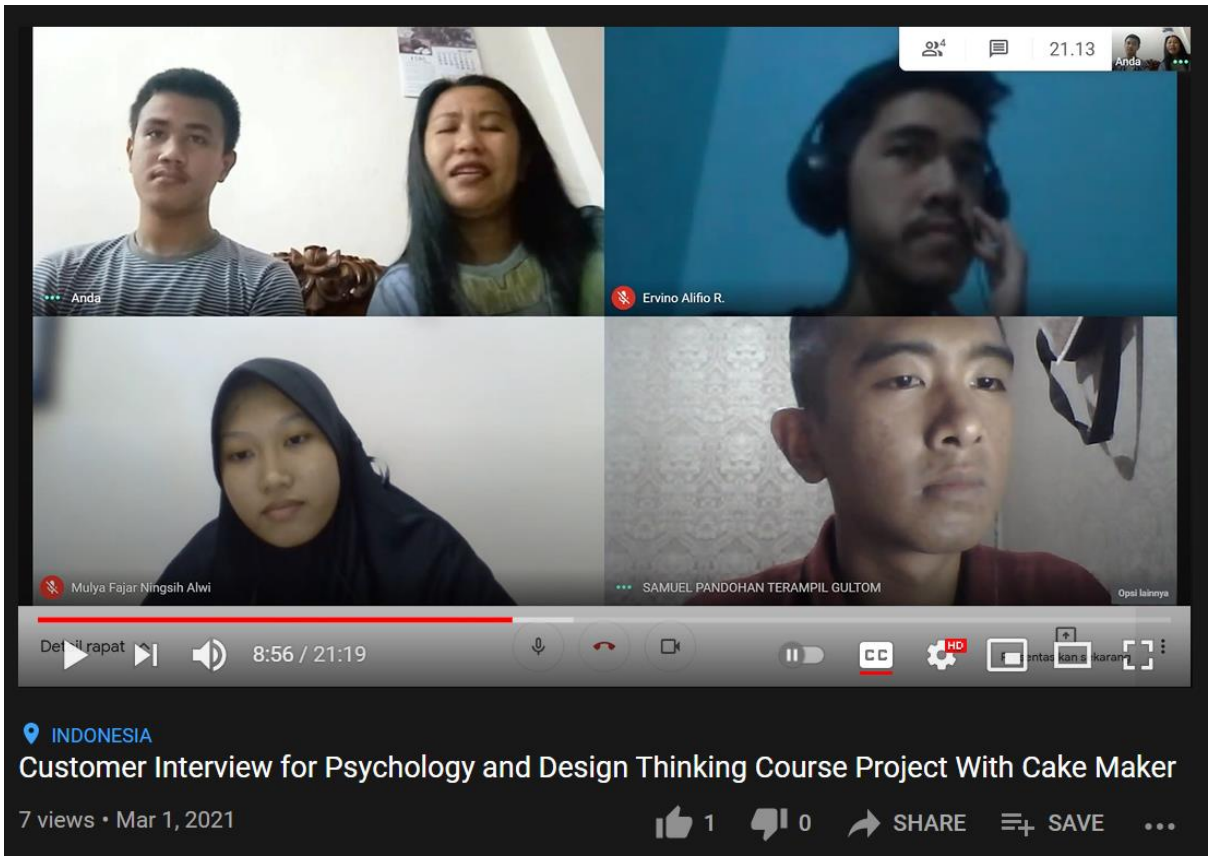
Mulya Fajar Ningsih Alwi – 001202000101

Samuel Pandohan Terampil Gultom – 001202000095

YouTube Link of Customer Interview

https://youtu.be/MDoChYOoXeQ

***Just directly click the link above to watch**



Minutes of Meeting

Date : 28/02/2021

Time : 20:54 - 21:15

Location : Google Meet - https://meet.google.com/pwz-smbu-xqo

Group : Group 10 - MyTeam

Attendees:

Interviewee: Lucia Asimarini Manurung

1. Ervino Alifio Ramadhan 001202000133
2. Markus Raja Sinabutar 001202000038
3. Mulya Fajar Ningsih Alwi 001202000101
4. Samuel Pandohan Terampil Gultom 001202000095

Discussion:

1. Her problem is about her business marketing. She only markets her product by person to person, it is like who knows her and her product around her area so she can get the customer order by WhatsApp or phone. So, her problem is that her market area is too near. She wants her market area to be wider.

2. She wants the system to be like food e-commerce, but here she wants good shipping for her product. So, she wants us to create an online application that can sell the cakes by good shipping.

3. Her business process starts from she receives the orders by text messages (WhatsApp, SMS), then produces the product, then delivers the product to the customer on a set date and time by herself shipping.

4. Business Model

A. Business Model Canvas References

1. Her **Customer Segments** are mothers, employees don't have time to make the foods so we can make their foods, for example fast food, frozen foods so if they don't have time, we can deliver it when they have an eat time.

2. Her **Value Propositions** are affordable prices but the taste is still great, on time delivery, customizable cakes.

3. Her **Channels** are WhatsApp, Direct Message and Face-to-Face.

4. Her **Customer Relationships** are by word of mouth, it means she makes customer confidence of her product, once again about on time delivery makes a good relationship between customer and herself. So here, she would not make the customer disappoint her performance.

5. Her **Revenue** or income is from proceeds from the sale of her products, those are cakes.

6. Her **Key Resource** is the cake ingredients store near her area.

7. Her **Key Activities** are:
    - First, she gets a WhatsApp message from her friend to make nastar cakes suddenly.
    - Next because she didn't have the ingredients so she is going to buy the ingredients.
    - Then she makes pineapple jam.
    - Then she makes the nastar cakes.
    - Then finished for a half day and after that she delivers the cakes to the customers according to the time that customer wants.

8. Her **Key Partner** is a housewife, which is near her house.

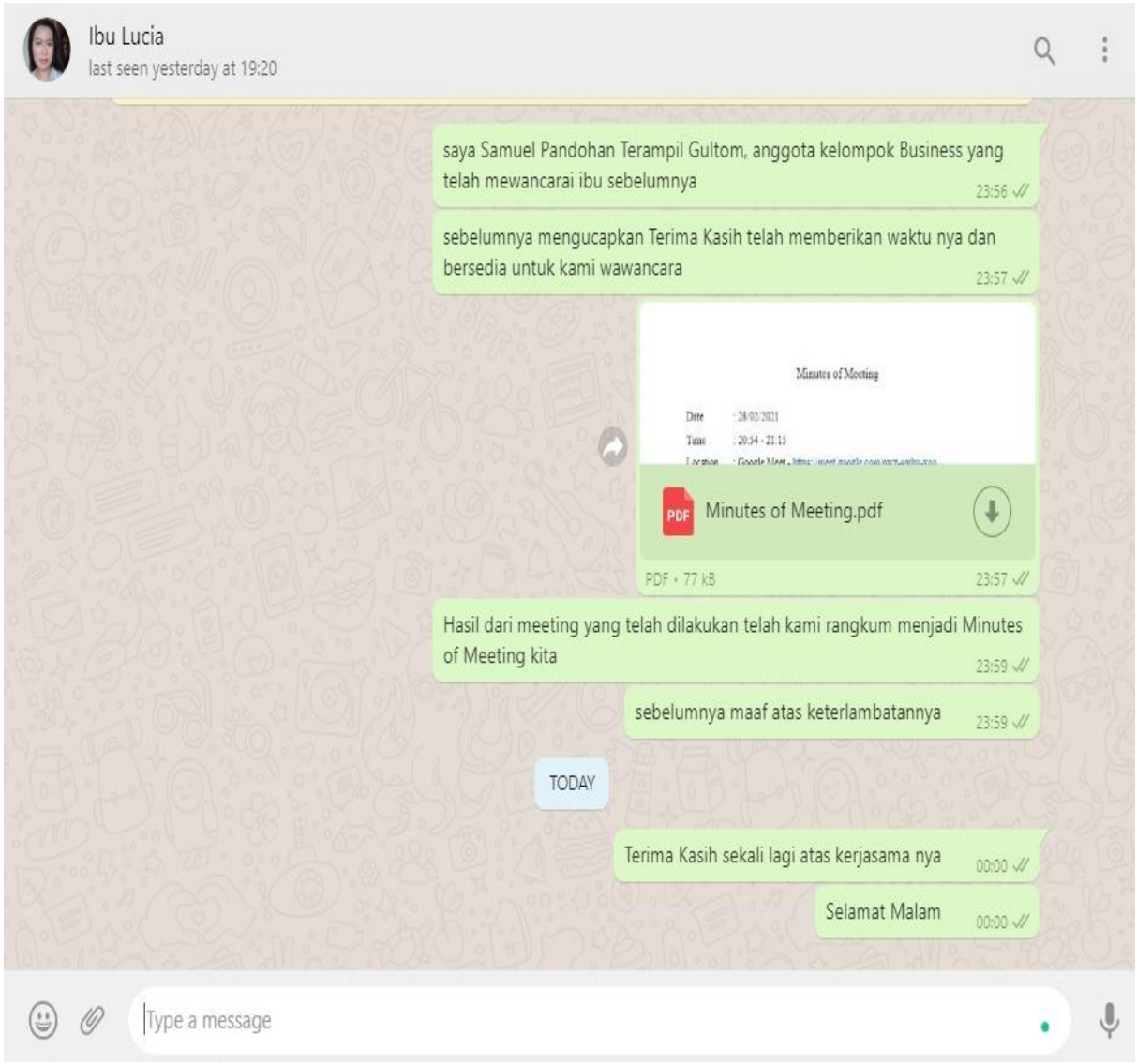
9. Her **Cost** or outcome are baking ingredients (prepared after the order comes) and baking tools (will be prepared after the tools are run out).

B. Other Business Model References

Business to Customer (B2C) is our business model. Since we decided to build an online Bakery/Cake business, which is our target market are households, so officially we decided to launch our business with this type of business.

5. Her business type is an online business with small scale production in a food sector such as cakes, pastries, frozen food, etc.

Screenshot of Sending Minutes of Meeting to the Project Owner

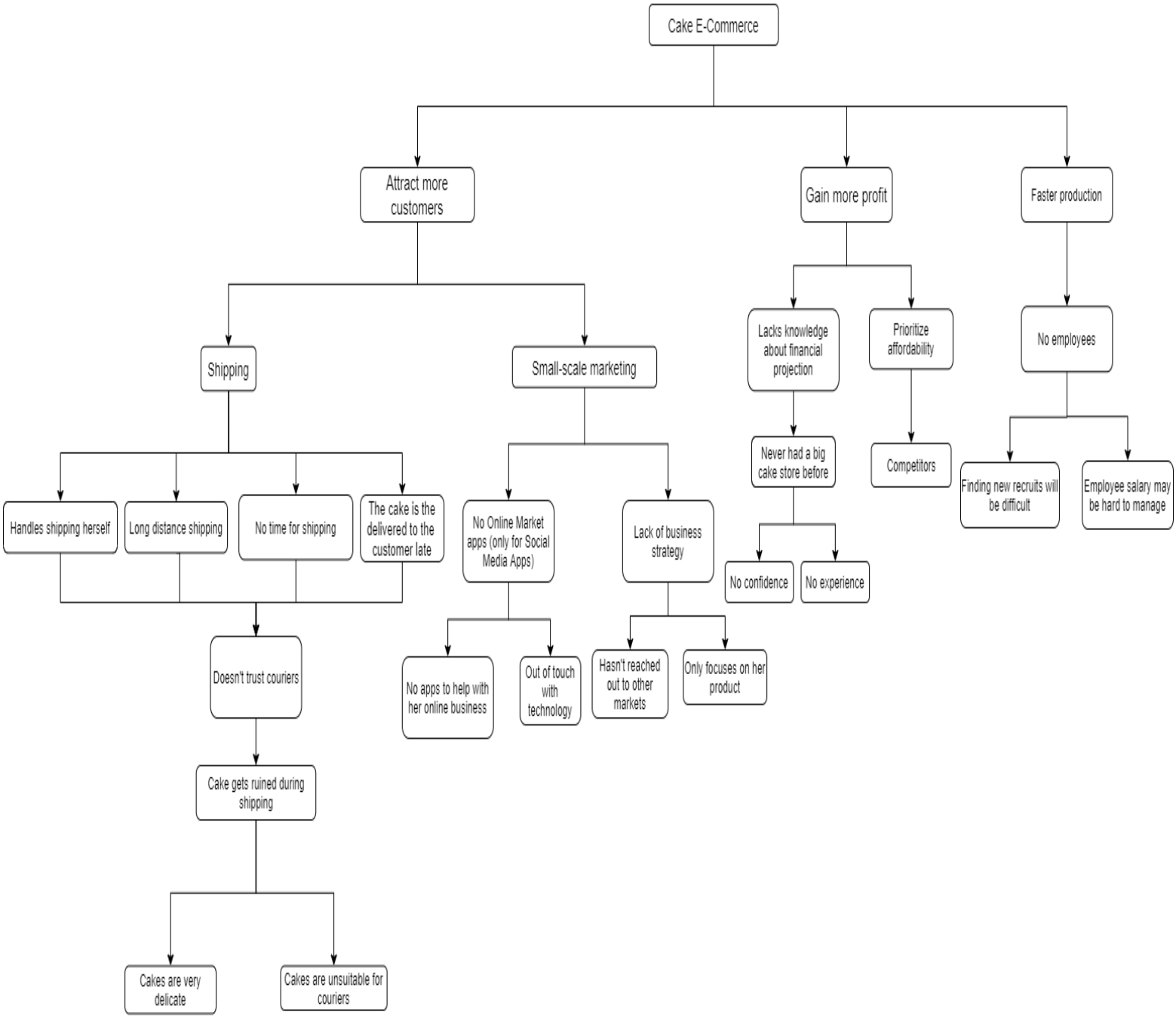


User Canvas

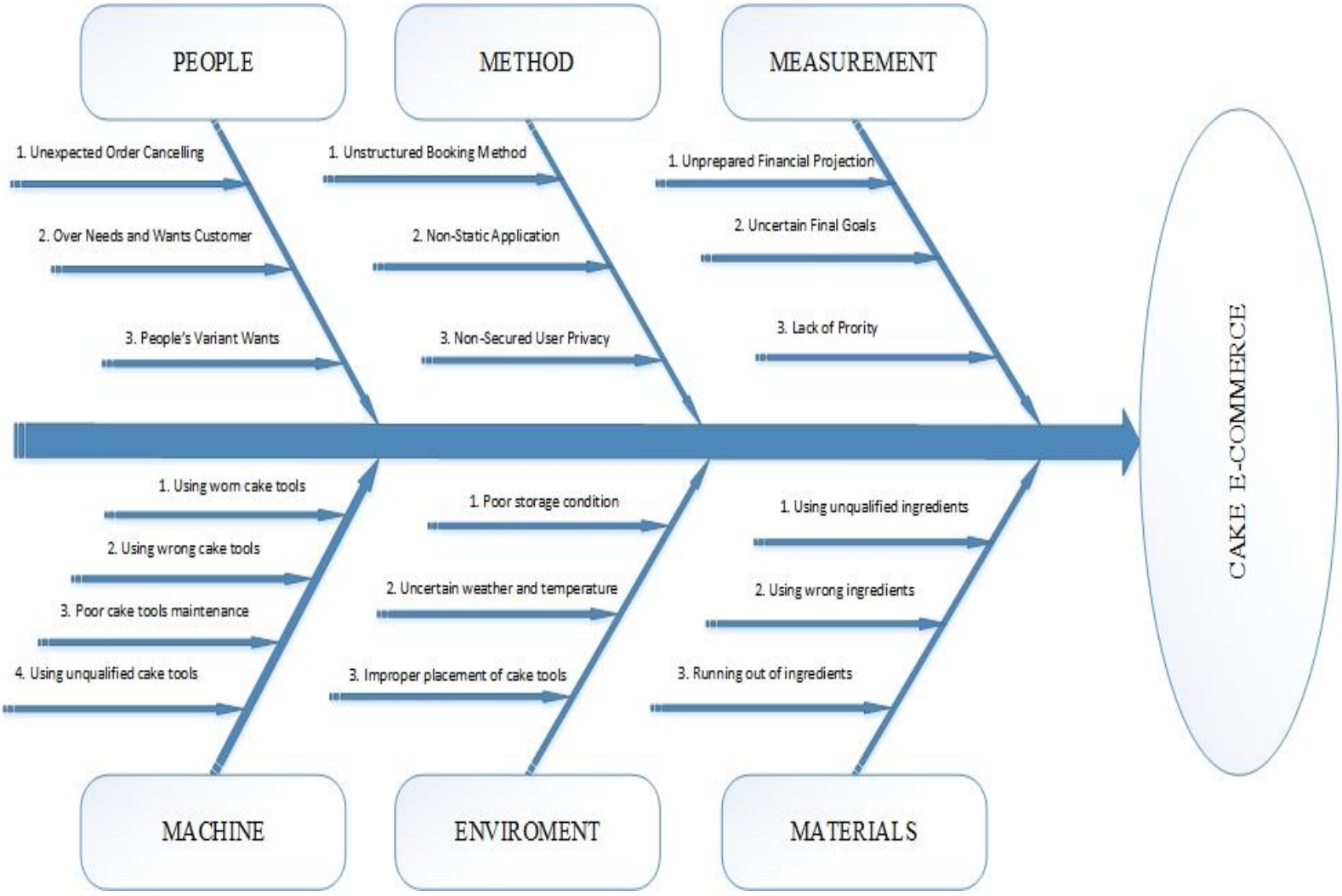
Name	Asimarini Manurung
Occupation	Cake Maker and Seller
Gender	Female
Location	Bekasi, West Java
Name of Institution	PGRI Senior High School
Education	Senior High School
Kind of business needs	E-Commerce Food

Pains	Gains	Jobs-to-be-done
• The cake usually come late to the customer because of shipping by her self. • When the shipping process the cake will be broken then the customer will be disappointed.	• Prices is affordable, delicious taste, healthy ingredient.	• To create the application will selling her product by online, with easy and safe shipping but on pre-order around 6 hours. • The goals are increased the customer satisfied, easy and safe shipping, wide market. • It is make sense because she believe by creating the online cake business will achieve her goals.

Decomposition Diagram



Fishbone Diagram



Project Plan

Project Owner Business Goals are:

- Increased number of customers
- Increase in income or business profits
- Business is increasingly recognized by many people
- The process of making cakes or food can be even faster
- Creating jobs for the people who is around her (especially housewife that are near from her house)
- Hiring freelancer to become cake makers (especially for housewife that are near from her house)

Project Owner Indicators of Business Success are:

- The customers increased 50% from the previous year
- The income increased by IDR 50,000,000.00 every year
- The business is widely known
- The process of making one cake become even faster from 3 hours to 2 hours
- Businesses develop into MSMEs (Micro, Small, and Medium Enterprises)
- Hiring up to 30 freelancer cake makers for high demand orders at any given time and increased every year

Increasing Project Owner Business Competitive Advantage

How to increase your project owner competitive advantage?

Competitive advantage is the leverage a **business** has over its **competitors**.
Analyze:

- **ROI to make apps** → Can they buy our product?
  Sharing application, possible to be used by many people
  - We will make a web application for a cake shop where in this web application there is not only a cake shop from our client (Mrs. Lucia), but there will also several other cake shops that will sell their cakes through our web application and as much as possible our web application can be used by many people and also, we will sell our web application to the cake shop owner at a friendly price so that they can use our web application to sell or promote their cake product in an online way and easy to reach by buyers

- **Increase Profit** (Selling price – Production cost)
  Increase selling price or Reduce Production cost
  - She's business has low production costs so we don't need to reduce the production costs even though the production costs are low, but the profit generated is not too much because she cannot increase the selling price of the cake or increase the profit so that she can remain her business competitive in the market

- **Trade offs**
  - Her business's low production costs may make it difficult to keep up with the high demand

- **Supply – Demand**
  - Cakes are made to order at a friendly price

- **Market Forces**: suppliers, customer, competitors, substitute products, our institution
    - Supplier unavailability
    - Loss of customer interest
    - Competitors with a more diverse product line-up

- **Establish Your Unique Value Proposition**
    - By using our application, we don't need to recruit a lot of employees but we still able to fulfill all of the cake orders, especially for high demand orders at any given time by hiring a lot of freelancer cake makers
    - Faster cake processing, which is on the same day after the cake is ordered
    - All cakes are refrigerated and then shipped in lined packaging to retain freshness and refrigeration
    - A good taste and beautiful decoration for the cakes
    - And also, there will be an additional decoration for the cakes that customer can choose if they want to add it

- **Eliminate inefficiencies**
    - The cake orders that have been ordered are immediately produced and delivered on the same day without waiting for a certain quantity, with that process, we can reduce the inefficiencies things

Business SWOT Analysis

STRENGTHS	WEAKNESSES
○ Has varied prices, so it can reach various groups of people in society ○ There are various types of cakes that can be ordered so that it fulfils the desires and tastes of more people ○ The packaging of cakes is neat and beautiful so that it adds an elegant side to buyers, especially buyers who will pass on the cake as a gift to other people ○ Layered and hygienic packaging containers to create a sense of security and trust for consumers ○ Intensive marketing through social media ○ Not everyone has the skills and time to make a delicious cake on their own ○ By using our application, we don't need to recruit a lot of employees but we still able to fulfill all of the cake orders, especially for high demand orders at any given time by hiring a lot of freelancer cake makers	○ The price of the cakes that are sold is not fixed or fluctuating and tends to increase, this is because the price of the cake ingredients continues to rise over time ○ Cakes have a fast shelf life, so they cannot be consumed for a long period of time ○ The variety of cakes offered is easy to make, so there are many competitors in the middle of the environment ○ Some people prefer to make their own cakes instead of buying ○ Out of stock and ingredients for cakes often make buyers disappointed, so they cancel the orders

OPPORTUNITIES	THREATS
○ Towards religious holidays (Eid al-Fitr, Christmas, etc.) orders for cakes will increase dramatically by buyers who will hold events at their house or give it as gifts to their relatives ○ Eating cakes has become a habit and favourite of Indonesians. Not only during big events, in daily activities, eating cakes is something you can't miss to enjoy with coffee or tea, and cakes are mostly in demand by children ○ Social gatherings and family events that are routinely held in the neighbourhood mean that cake orders are always there every week, so there is the potential to expand marketing ○ Sales of types of cakes that are difficult to make or rare on the market can increase sales because buyers will tend to buy that cakes because they cannot make their own and they are difficult to find them in other cake shops	○ Many other cake shops offer the same product at a lower price and a greater variety of cakes ○ Some of the cakes on the market use preservatives it makes some buyers prefer to choose durable cakes ○ All kinds of hoaxes about unhygienic cakes can kill the market and reduce orders ○ Some cake sellers sell by getting around so they are quicker to reach customers ○ Some buyers who start getting bored with the variants that are offered

Business Model

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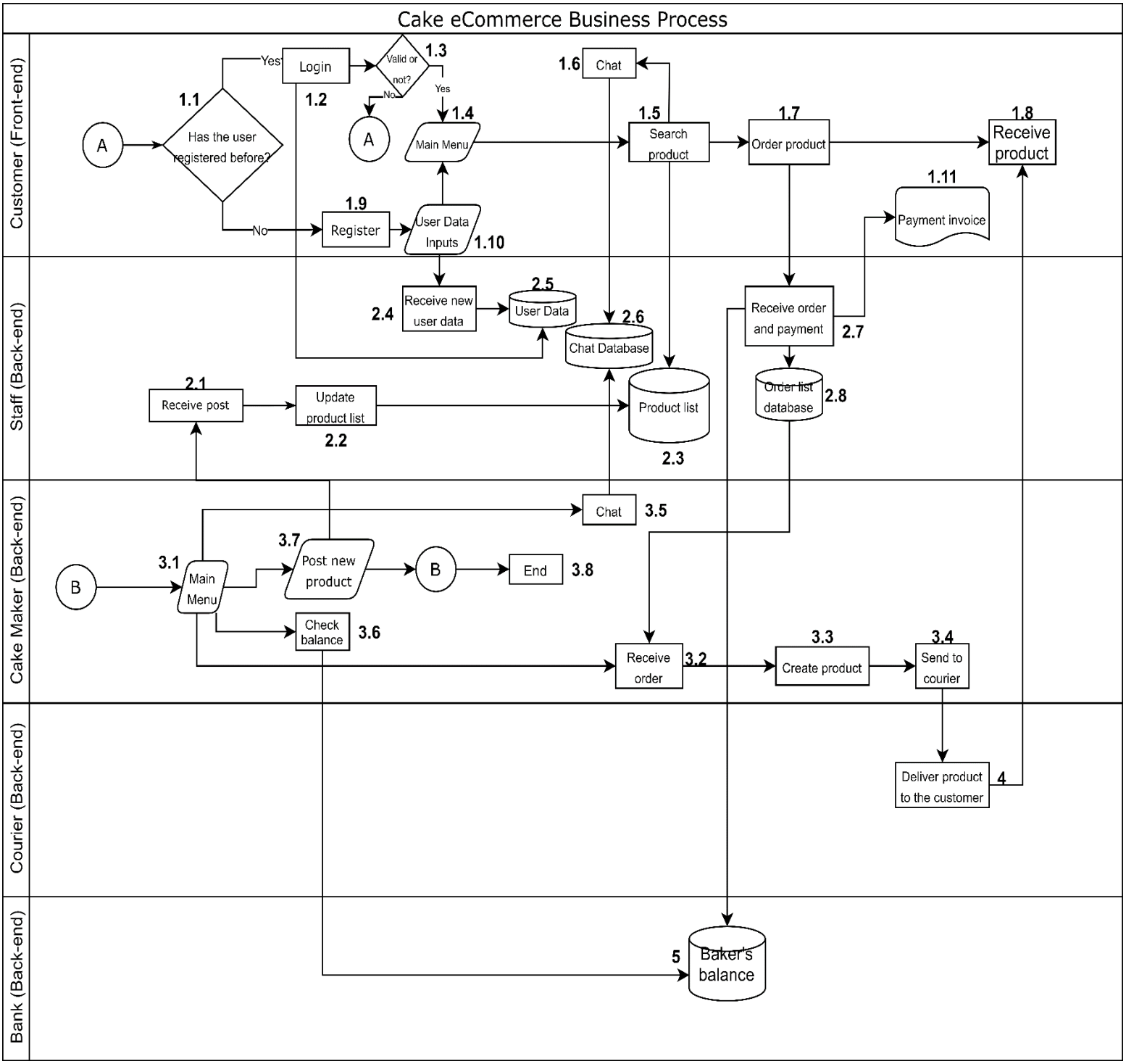
Business Process Menu



Menu and the Items:

1. **User**

   Login or Register Process. Business Process no. **1.1, 1.2, 1.3, 1.9, 1.10**

   Main Menu. Business Process no. **1.4, 3.1**

   Chat Process. Business Process no. **1.6, 3.5**

   Items:

   1.1 Login or Register selection

   1.2 For Register Page Inputting user data including:

   1.2.1 Username

   1.2.2 Email

   1.2.3 Password

   1.2.4 Home address

   1.2.5 Others else if needed

   1.3 For Login Page Inputting:

   1.3.1 Email or username

   1.3.2 Password

   1.4 For Customers Main Menu Page has several selections those are:

   1.4.1 Chat

   1.4.2 Search products

   1.5 For Cake Maker Main Menu Page has several selections those are:

   1.5.1 Chat

   1.5.2 Post new product

   1.5.3 Check balance (from **4.4**)

   1.6 For Chat Page Inputting the chat text

2. **Products**

   Choose and pick the items to be purchased. Business Process no. **1.5**

   Items:

   2.1 For 1st Search Product Pages combobox for Page Filters those are:

   2.1.1 Kind of cakes selection

   2.1.2 Sort by selection

   2.1.3 Location selection

   2.1.4 Others else about filters if needed

   2.2 For 1st Search Product Pages Product Selection by grid layout or list layout with:

   2.2.1 Product image

   2.2.2 Title of product

2.2.3 Cake maker location

2.2.4 Price

2.2.5 Rates of product

2.3 For 2nd Search Product Pages (after the user selects the product):

2.3.1 Product image zoomable

2.3.2 Product price

2.3.3 Product title/name

2.3.4 Combobox for selection courier services with the cost

2.3.5 Product description

2.3.6 Cake maker's name

2.3.7 Cake maker's location

3. Payment

Order and pay the product. Business Process no **1.7, 1.11**

Items:

3.1 Checkout (from **2.3**)

3.2 Select combobox for payment method

3.3 Select combobox for courier and shipping speed/estimated time

3.4 Payment confirmation and receipt

4. Data

Receiving Posts Data. Business Process no. **2.1, 2.2, 2.3**

Receiving Users Data. Business Process no. **2.4, 2.5**

Receiving Chat Data. Business Process no. **2.6**

Receiving Orders and Payments Data. Business Process no. **2.7, 2.8**

Items:

4.1 Transaction history (from **4.7, 7.9**)

4.2 Product page publication date (from **1.5.2**)

4.3 User address, seller address (from **1.2.4**)

4.4 User's balance, seller's balance

4.5 Chat logs (from **1.6**)

4.6 Order ID (from **3.4**)

4.7 Transaction date, time, and amount

4.8 Shipping address (from **1.2.4**)

4.9 Mailing code

5. Banking

Check Balance. Business Process no. **3.6, 5**

Items:

- **5.1** Select combobox for bank
- **5.2** Select combobox for debit/credit card
- **5.3** Input ATM number (16 Digit)
- **5.4** Input account number (10 Digit)
- **5.5** Input name, same with individual name on debit/credit card
- **5.6** All inputs confirmation and verification
- **5.7** Verification message/call (or another best way)
- **5.8** Verification done (information message)

6. Producing

Create the product. Business Process no. **3.2, 3.3**

Items:

- **6.1** All the payment process are completed (from **3.1, 3.2, 3.3, 3.4**)
- **6.2** The order is in the process (information message)
- **6.3** The order is finished (information message)
- **6.4** The order is ready for shipping (information message)

7. Shipping

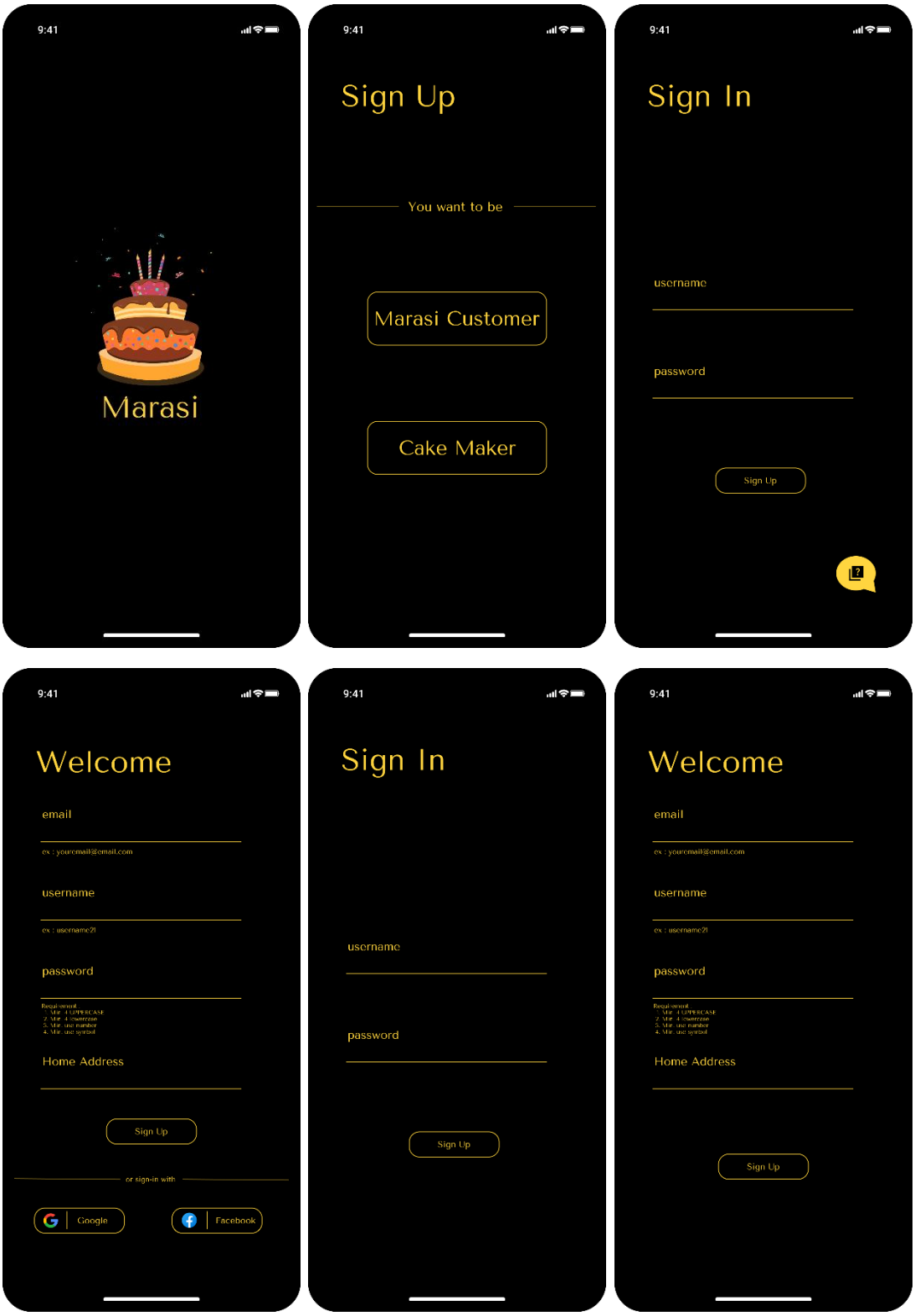
Deliver Product. Business Process no. **3.4, 4, 1.8**

Items:

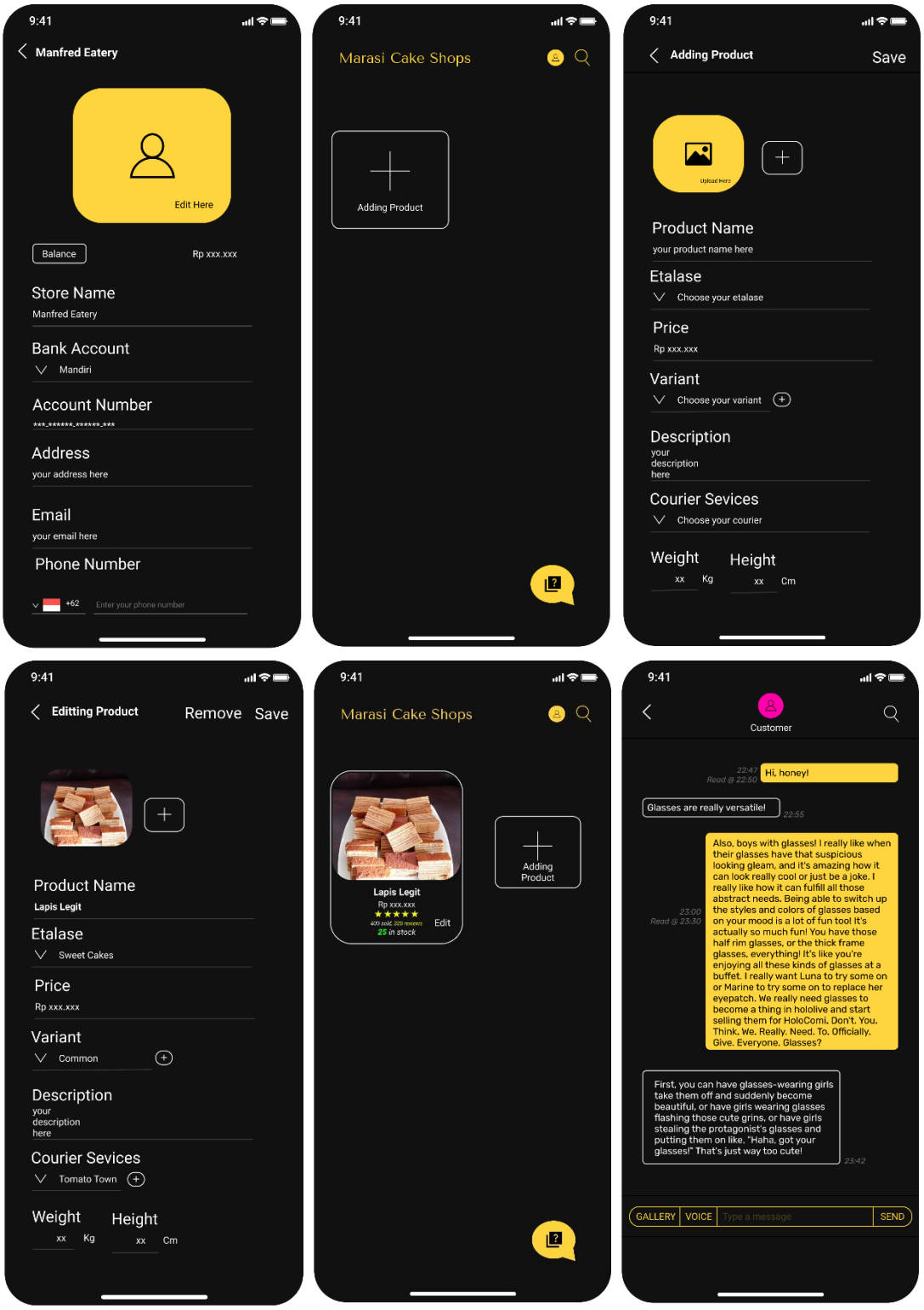
- **7.1** Order ID (from **3.4**)
- **7.2** Ordered/transaction date, time, and amount (from **4.7**)
- **7.3** Payment method (from **3.2**)
- **7.4** Courier (agency, name, photo, vehicle license plate) (from **3.3**)
- **7.5** Product shipping date (from **6.4**)
- **7.6** Shipping address (from **1.2.4**)
- **7.7** Estimated time (hour/day) for the product to arrive (from **3.3**)
- **7.8** Select checkbox already receive product or not
- **7.9** The date of product arrived or was received

User Interface

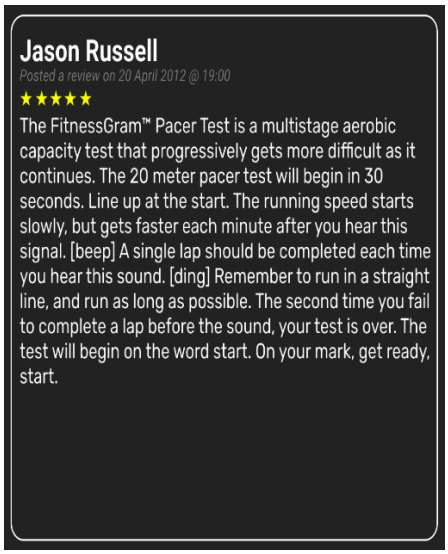
Sign-Up Page

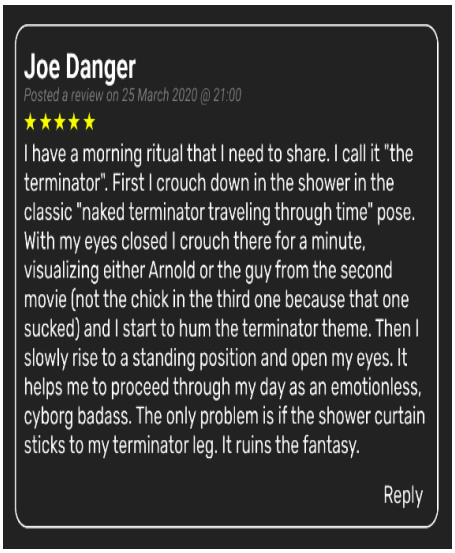


Cake Maker Main Menu

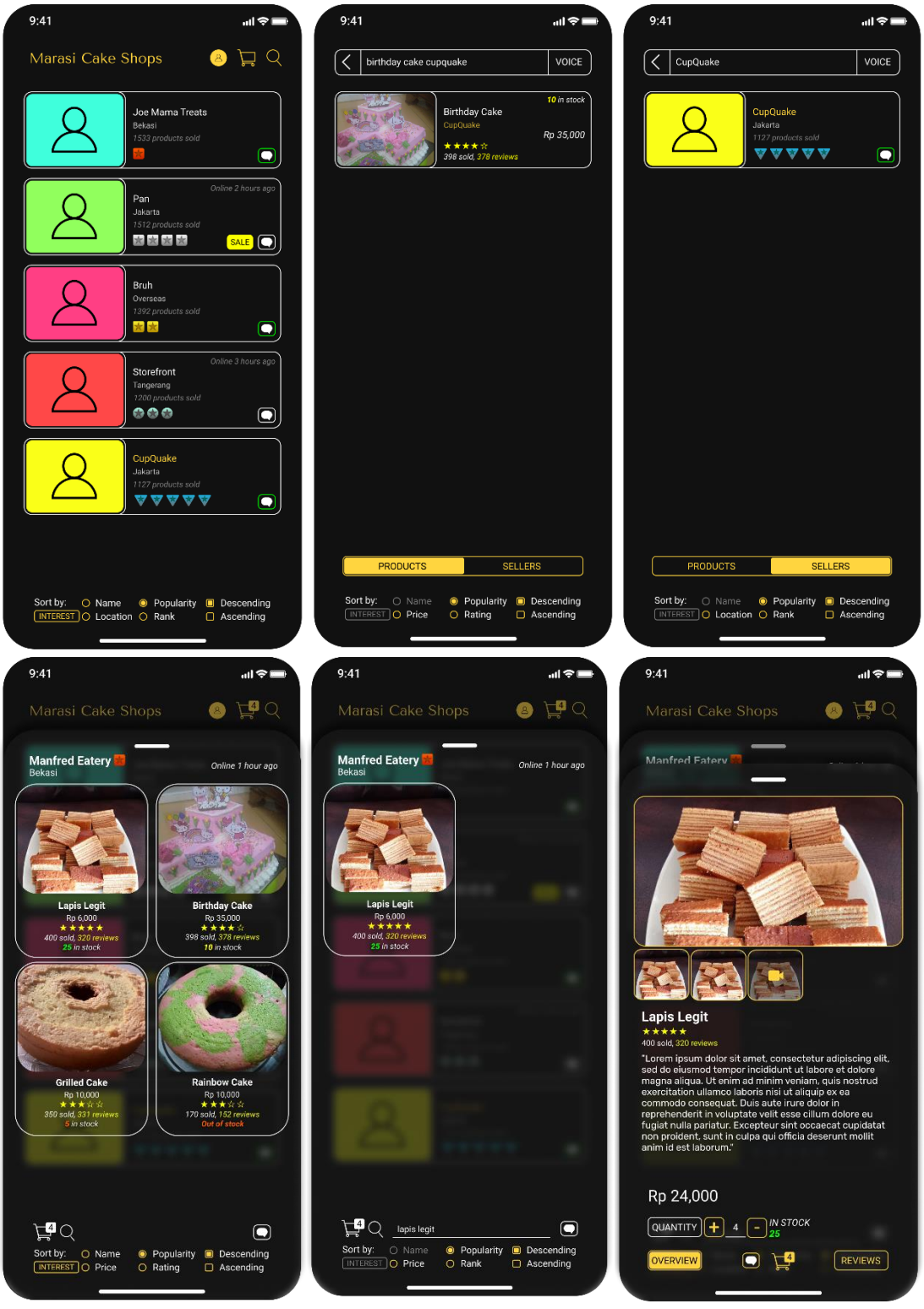


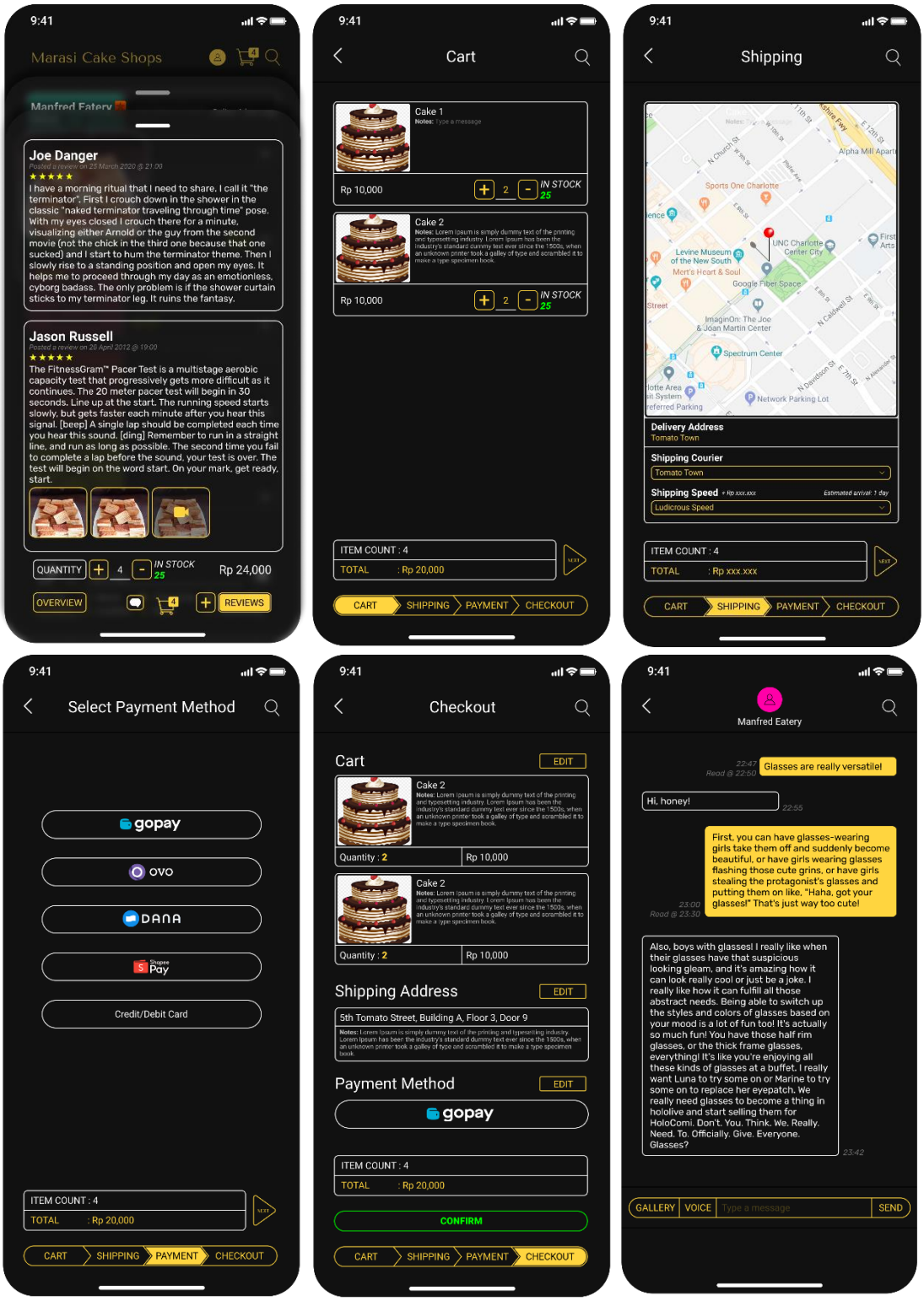
9:41
Reviews


Jason Russell
Posted a review on 20 April 2012 @ 19:00
★★★★★
The FitnessGram™ Pacer Test is a multistage aerobic capacity test that progressively gets more difficult as it continues. The 20 meter pacer test will begin in 30 seconds. Line up at the start. The running speed starts slowly, but gets faster each minute after you hear this signal. [beep] A single lap should be completed each time you hear this sound. [ding] Remember to run in a straight line, and run as long as possible. The second time you fail to complete a lap before the sound, your test is over. The test will begin on the word start. On your mark, get ready, start.


Joe Danger
Posted a review on 25 March 2020 @ 21:00
★★★★★
I have a morning ritual that I need to share. I call it "the terminator". First I crouch down in the shower in the classic "naked terminator traveling through time" pose. With my eyes closed I crouch there for a minute, visualizing either Arnold or the guy from the second movie (not the chick in the third one because that one sucked) and I start to hum the terminator theme. Then I slowly rise to a standing position and open my eyes. It helps me to proceed through my day as an emotionless, cyborg badass. The only problem is if the shower curtain sticks to my terminator leg. It ruins the fantasy.
Reply

Customer Main Menu




9:41
Marasi Cake Shops
Manfred Eatery
Joe Danger
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QUANTITY 4 IN STOCK 25
Rp 24,000
OVERVIEW
REVIEWS
9:41
Cart
Cake 1
Notes: Type a message
Rp 10,000
2
IN STOCK 25
Cake 2
Notes: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
Rp 10,000
2
IN STOCK 25
ITEM COUNT : 4
TOTAL : Rp 20,000
NEXT
CART SHIPPING PAYMENT CHECKOUT
9:41
Shipping
Delivery Address
Tomato Town
Shipping Courier
Tomato Town
Shipping Speed + Rp xxx.xxx
Estimated arrival: 1 day
Ludicrous Speed
ITEM COUNT : 4
TOTAL : Rp xxx.xxx
NEXT
CART SHIPPING PAYMENT CHECKOUT
9:41
Select Payment Method
gopay
ovo
DANA
ShopeePay
Credit/Debit Card
ITEM COUNT : 4
TOTAL : Rp 20,000
NEXT
CART SHIPPING PAYMENT CHECKOUT
9:41
Checkout
Cart
EDIT
Cake 2
Notes: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
Quantity : 2
Rp 10,000
Cake 2
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Quantity : 2
Rp 10,000
Shipping Address
EDIT
5th Tomato Street, Building A, Floor 3, Door 9
Notes: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
Payment Method
EDIT
gopay
ITEM COUNT : 4
TOTAL : Rp 20,000
CONFIRM
CART SHIPPING PAYMENT CHECKOUT
9:41
Manfred Eatery
22:47
Read @ 22:50
Glasses are really versatile!
Hi, honey!
22:55
First, you can have glasses-wearing girls take them off and suddenly become beautiful, or have girls wearing glasses flashing those cute grins, or have girls stealing the protagonist's glasses and putting them on like, "Haha, got your glasses!" That's just way too cute!
23:00
Read @ 23:30
Also, boys with glasses! I really like when their glasses have that suspicious looking gleam, and it's amazing how it can look really cool or just be a joke. I really like how it can fulfill all those abstract needs. Being able to switch up the styles and colors of glasses based on your mood is a lot of fun too! It's actually so much fun! You have those half rim glasses, or the thick frame glasses, everything! It's like you're enjoying all these kinds of glasses at a buffet. I really want Luna to try some on or Marine to try some on to replace her eyepatch. We really need glasses to become a thing in hololive and start selling them for HoloComi. Don't. You. Think. We. Really. Need. To. Officially. Give. Everyone. Glasses?
23:42
GALLERY VOICE Type a message SEND

Test

Minutes of Meeting:

1. **Her problem:**

   Her problem is about her business marketing. She only markets her product by person to person, it is like who knows her and her product around her area so she can get the customer order by WhatsApp or phone. So, her problem is that her market area is too near. She wants her market area to be wider.

   Solved:

   Her problem is solved because by using our cake shop web application, they are cake sellers especially our client (Mrs. Lucia) can market their cakes in an online way so that these cake sellers can expand their marketing target or area. Their cake shop can be known and accessed by many people not only from those around them but it also depends on how the cake sellers can promote their products and also maintain the quality of the products that they offer in the market.

2. **She wants a system:**

   She wants the system to be like food e-commerce, but here she wants good shipping for her product. So, she wants us to create an online application that can sell the cakes by good shipping.

   Solved:

   The system that our client wants has been solved or fulfilled with the option to choose a courier along with the speed of shipping in our menu items in point **3.3**. Not only that, in the shipping menu in point **7** we also display everything related to the shipping process starting from the summary of the order, courier data, estimated shipping time, validation of product receipt and etc., so we expect it can increase product safety during shipping and also increase the confidence of cake shop owners and buyers of the products that has sent and for product safety is also dependent on how the cake shop owners package their products to stay safe during the shipping process.

Project Plan (Project Owner Indicators of Business Success):

1. **The customers increased 50% from the previous year**

   It is possible to achieve this target because marketing is done in an online way so that it can expand the marketing target or area that was originally only in the surrounding environment to be even wider and also the increasing systems, security, and trust in the products that offered also can increase the customers.

2. **The income increased by IDR 50,000,000.00 every year**

   It is possible to achieve this target because all balances, income, expenses, and profits can be recorded neatly in the system so that the cake shop owner can be more easily manage their business finances and also the profits generated from the business that they run.

3. **The business is widely known**

   It is possible to achieve this target because the product marketing is done in an online way so that it can expand marketing targets and can be known and accessed by many people.

4. **The process of making one cake become even faster from 3 hours to 2 hours**

   It is possible to achieve this target because by using our application we can hire a lot of freelancer cake makers to fulfill all of the cake orders, especially for high demand orders at any given time without recruit a lot of employees and of course the process of making the cake can be faster than usual because it is done by many people or cake makers and the system process also can be even faster than before by using this application.

5. **Businesses develop into MSMEs (Micro, Small, and Medium Enterprises)**

   It is possible to achieve this target because by hiring other people or freelancers to become cake makers, this cake business will certainly develop into MSMEs and can help many people or freelancers, especially housewives and also unemployed during a pandemic like now, to be able to earn income.

6. **Hiring up to 30 freelancer cake makers for high demand orders at any given time and increased every year**

   It is possible to achieve this target because by using our application we can hire a lot of freelancer cake makers to help the cake shop owners to fulfill all of the cake orders, especially for high demand orders at any given time.