Portofolio

Product Management | UX Research

A learning journey by
Muhammad Jordan Farrell

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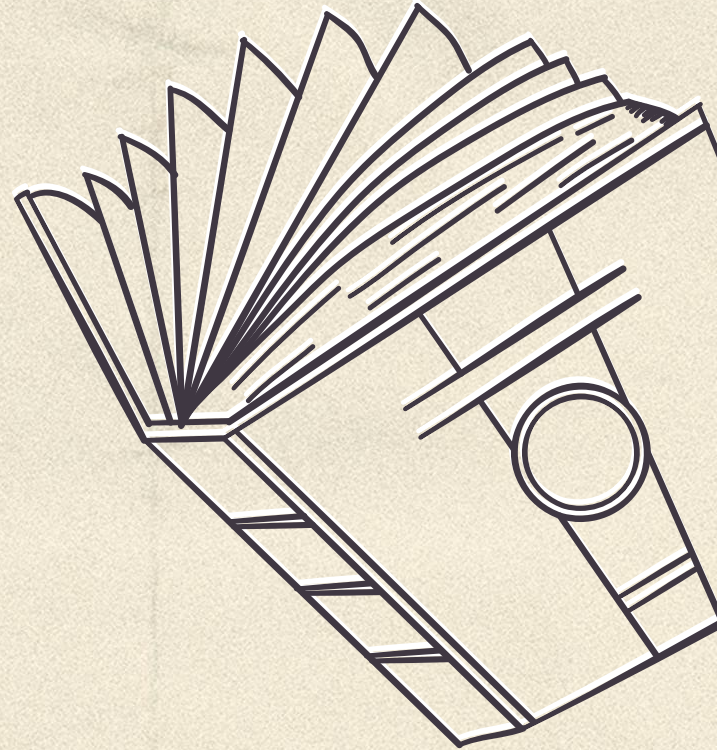Product Requirement Document of LemoniPay

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# Hello!

My name is Muhammad Jordan Farrell, and you can call me Jordan. I am Fresh Graduate from Information System Brawijaya University. I have a great interest in technology, people, and everything that connect them. This portofolio contain my recent work in UX Research and Product Management field.

I hope you can find some insight from my portofolio. Happy Reading!

Most Used Tools:
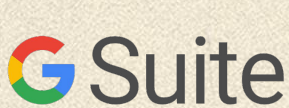
Email: mjordanfarrell@gmail.com
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linkedin: linkedin.com/in/mjordanfarrell

02

**Product Requirement
Document
of LemoniPay**

User Stories Flow

Situation

The purposes is to create Product Requirement Document of new payment method that should be enabled for Lemonilo Apps. (This is only a Study Case)

Task

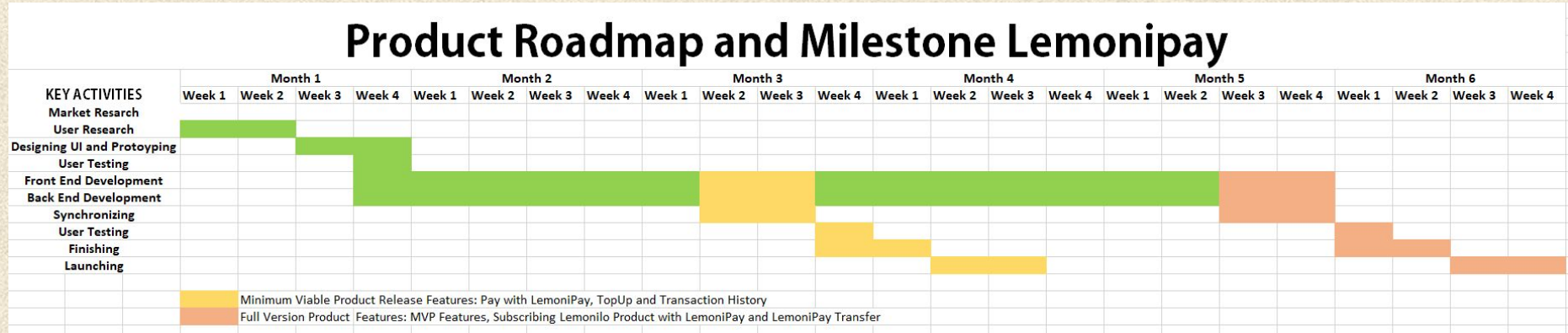This Product Requirement Document should include:

- Document Information
- Background and Project Overview
- Objectives
- Features
- Product Roadmap and Milestone
- Data
- User Flow and Design
- Testing
- Main Questions

Action – LemoniPay

LemoniPay is the new payment method for Lemonilo Apps to create more engagement to user, increasing company revenue, and make user flow more efficient when checking out the product. LemoniPay is planned to launch in Most Viable Product version before the Full Version. The main features of LemoniPay should be product checkout using LemoniPay, top-up LemoniPay balance, history trasaction when using LemoniPay, Subscribe Lemonio product using LemoniPay and Lemonipay balance transfer. I also conducted user research and desk research for additional findings, These are the product roadmap that i created during the process:

Product Roadmap and Milestone Lemonipay

KEY ACTIVITIES	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Market Resarch																								
User Research																								
Designing UI and Protoyping																								
User Testing																								
Front End Development																								
Back End Development																								
Synchronizing																								
User Testing																								
Finishing																								
Launching																								

Minimum Viable Product Release Features: Pay with LemoniPay, TopUp and Transaction History

Full Version Product Features: MVP Features, Subscribing Lemonilo Product with LemoniPay and LemoniPay Transfer

Result

These are few Mockup for LemoniPay:

Subscribing Lemonilo Product using LemoniPay

Lemonilo Product Subscribe

Muhammad Jordan Farrell

+62 854637289

Jalan LA Sucipto Nomor 67 Jakarta Barat, DKI Jakarta

Detail Berlangganan

DD | Tiap 1 Bulan sekali ∨

Produk Berlangganan

Mie Instan Lemonilo
1 pax

Rp. 62.000

Handsanitizer Lemonilo

Rp. 45.000

Confirm

Method Payment Page

Detail — Pembayaran — Thank You

Grand Total Rp. 36.000 | Detail

Tambah Kode Voucher

Gunakan Mini Coins

Metode Pembayaran

LemoniPay
Saldo: Rp. 125.000.
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. ∨

Go-Pay ∨

Virtual Account ∨

Bank Transfer ∨

Kartu Kredit / Debit /Cicilan ∨

BCA Klikpay ∨

Jenius Klikpay ∨

Cicilan Tanpa Kartu Kredit (Kredivo) ∨

PRODUCT REQUIREMENT DOCUMENT

LEMONIPAY
New Payment Method for Lemonilo Apps

By: Muhammad Jordan Farrell

lemonilo

Full Document: bit.ly/PRDLemoniPay

03

Website Quality Analysis

Situation

The purposes of this research is to measure the quality of Mojok.co website based on user perspective. The measurement process should be done both in qualitative and quantitave method. The expected result from this research is to increasing visitor on the website and create strong engagement by fullfilling user satisfaction.

Task

These are 5 main task on this research:

- Measuring Mojok.co website quality using WebQual 4.0
- Prioritize the result on Importance-Performance Analysis (IPA) Metrics.
- Analyzing the impact of website quality variabel to user satisfaction variabel with multiple linnear regression model.
- User validation and interview
- Creating the solution

WebQual 4.0: The method or framework to measure the quality of a website based on user perspective with using 20 questions provided.
IPA Metrics: Prioritize the feature based on 4 kuadran: *I Priorities for imporovement, II keep up the good work, III lowest priority, IV possible overkill*
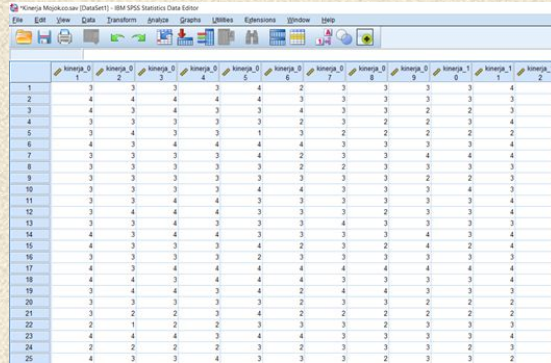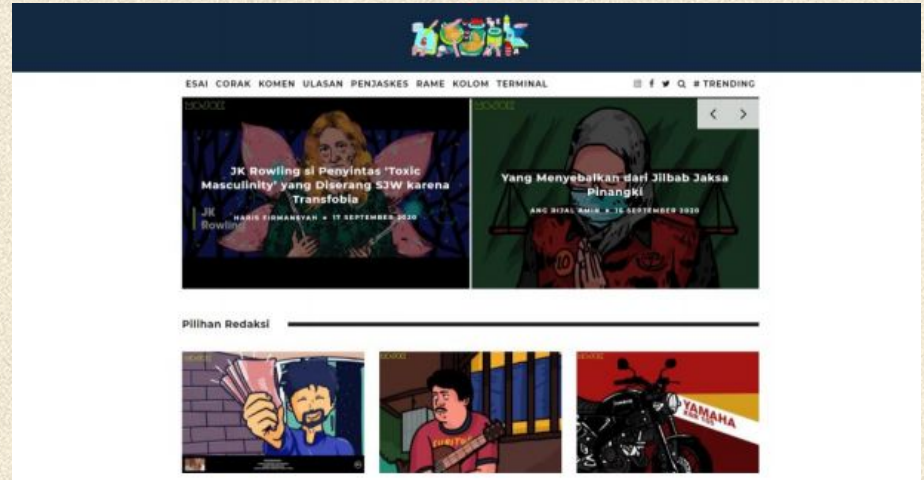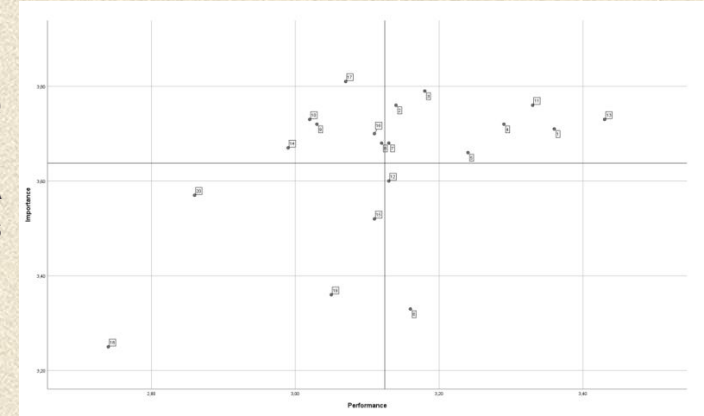

Mojok.co Homepage

Action

IBM SPSS and Microsoft Excel is used to analyze the data obtained from 100 respondent of Mojok.co user. The questionnaire is contained 40 WebQual questions about the Importance and Peformance of Mojok.co feature. These are the flow of the research in order
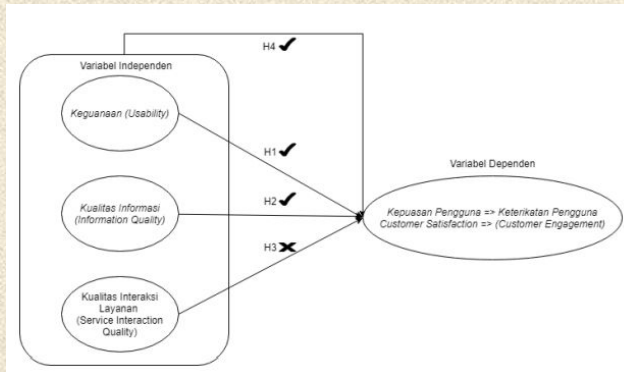
1. Synthethizing Data using IBM SPSS
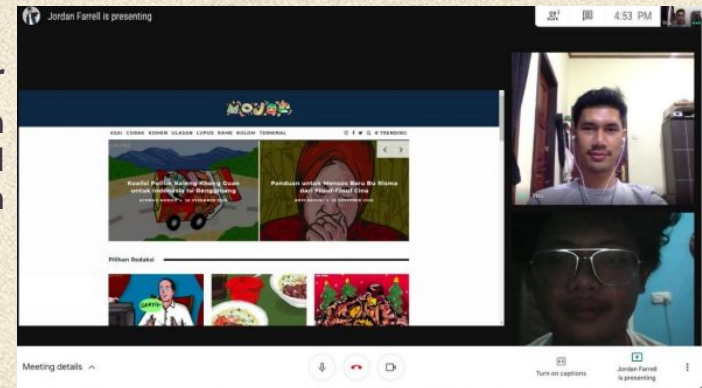

2. Prioritize the problem using IPA Metrics

3. Analyzing the impact of website quality variable to user satisfaction

4. User Research and Validation

Result

The result of all the process before is a well-prioritized solution for improving Mojok.co website quality. These are some key improvement area for Mojok.co website:

1. customer experience
2. content completeness
3. content accuracy
4. content credibility
5. good reputation
6. protecting personal information
7. content presentation within an appropriate format
8. room for community
9. room for user personalisation
10. ease of communication from user to company

Booklet

ANALISIS KUALITAS WEBSITE MOJOK.CO

WEBQUAL 4.0
IMPORTANCE-PERFORMANCE
ANALYSIS

By: Muhammad Jordan Farrell

MOJOK
SEDIKIT NAKAL BANYAK AKAL

Full Document: bit.ly/BookletPenelitianMojok

04

User Experience Research of MSME and Influencer

Situation

The purposes of this research is to find out both MSME (micro, small, medium enterprise) and influencer needs, expectation, behaviour and problem while doing the process of influencer marketing. The result of this research is expected to improve the Influencer Marketing Platform that currenty in MVP version.

Some user that i managed to interview:

Tiktok Influencer

Aisyah Bahita

@aisyahitaa

219	54.3K	1.3M
Following	Followers	Likes

Message

@properti.malangbatu | @notobilik | @aisyahitaa
-'itu belinya dimana sih?' 🔷
🔗 https://heylink.me/aisyahitaa

Instagram Influencer

nadhiraby

64	37.2K	1,223
Posts	Followers	Following

❀ Nadhira S.Z Mulia ❀
Personal Blog
19! ♡
» preloved stuffs @prelovedhiraby
bussiness inquiries :
Line : @593enffx (use @)

notobilik

54	12.8K	286
Posts	Followers	Following

HAMPERS | PARCEL LEBARAN
Open : Senin - Sabtu
⏱   : 08.00 - 20.00
Menerima Reseller dengan harga khusus
Based in Malang, Jawa Timur... more
See Translation

redcode.co

54	789	164
Posts	Followers	Following

red velvet choux 🖤
Bakery
Red goodies specialist🌃🌈
👑Made with premium ingredients only!

Micro Small Medium Enterprise owner

Task

To conduct this research, there's a few task needs to be done such as:

- Designed the whole process of user research
- Creating user persona
- Finding and doing in-depth-interview with user
- Planning and conducting usability testing on Digiflux influencer marketing platform
- Synthethizing and analyzing data with affinity diagrams or phenomenological hermeneutics (table of findings)
- Reporting findings

Action

User persona is the important thing when doing research. User persona is the approach to decide what user are we looking for or what we get from user we already interview (what they have in common). User persona is also can be used as a guidelines to find the most suitable respondent in the next research.

Synthethizing Data is the process to extract something insightful from user interview. The common insight from user is categorized in the same section such as pain points, behaviour, tech literacy, etc. The main purposes of user research is to find what user problem that we can solve, and they willing to pay for it. For example: Doing process of influencer marketing is sometime risky for some user. Digiflux can enlighten that gray area and make influencer marketing have a great impact.

Riani

Motivation

Tujuan riani menjadi seorang influencer tentunya adalah mendapatkan penghasilan yang sepadan dengan usaha yang dikeluarkan. Riani juga menganggap influencer marketing merupakan industri yang sedang berkembang saat ini sehingga merintis karir kearah tersebut tentunya sangat masuk akal.

Habits

Beberapa kebiasaan riani sebagai seorang influencer adalah membedakan brand yang akan direview, jika masih kecil maka riani akan cenderung memberikan biaya gratis kepada brand tersebut. Namun untuk brand yang sedang berkembang maka Riani biasanya mematok harga yang tentunya sangatlah berbeda dengan influencer lain sesuai dengan keinginan Riani . Riani juga terkadang selektif dalam memilih barang yang diendorse agar sesuai dengan ranah dan minat Riani.

Pain Points

Sebagai seorang influencer, hal yang paling ditakuti Riani adalah ketika brand yang mengunakan jasanya belum mendapatkan peningkatan pada jumlah *engagement* dan pembelian pada produknya. Hal tersebut akan membuat riani tenggang rasa kepada brand tersebut. Selain itu terkadang seorang inluencer adalah pekerjaan dengan pendapatan yang tidak pasti, kembali lagi kepada kekuatan *word Oo mouth* influencer tersebut di masyarakat sekitar.

Needs

Kebutuhan Riani ketika menjadi seorang influencer tentunya adalah banyaknya tawaran job yang berdatangan. Hal tersebut juga harus diikuti dengan jadwal dan timeline yang terstruktur agar Riani bisa menjalani kegiatan endorsment dengan optimal. Maka dari itu, sebuah agency marketing yang berperan untuk menaungi Riani dan seluruh kegiatannya bisa menjadi jawaban. Selain Riani, agency ini juga bisa diperuntukkan untuk influencer baru yang sedang merintis karir awal.

Job Title
Influencer

Age
21 years.

Industry
Marketing

User persona Influencer

Affinity Diagram

Influencer Type

influencer yang tepat adalah influencer yang direkomendasikan, sehingga sudah ada bukti dari hasil endorse sebelumnya

koleksi_hijab.id

kadang influencer up and down, jangan sampai pas kita pakai lagi down, jadi harus cari influencer yang stabil.

Marasoe.id

Influencer Marketing Platform

Mengetahui platform influencer marketing sebagai platform yang mempertemukan influencer dengan UMKM, tapi untuk proses pemilihan influencernya sendiri masih kurang tahu.

Mendengar platform influencer marketing pertama kali yaitu DIgiflux.

Belum pernah mengetahui tentang platform IM.

Marasoe.id

Action

Before launching the next version of your product, is best for you to do Usability Testing first. Usability testing must be well planned before inviting user to test our product. User scenario is the most important thing you should prepare before doing usability testing. You must decide what feature you want to test with user and how the outcome of the test you expected. For influencer marketing platform in digiflux, we test the product to user with figma. There are 2 user who use influencer marketing platform, which is influencer and MSME.

User Scenario Example:

Scenario	Task	Time	Note
Sebagai seorang influencer, dengan menggunakan influencer marketing platform digiflux coba dafatarkan diri anda sebagai salah satu influencer kami.	1. Memilih pilihan daftar 2. Memilih opsi "influencer" 3. Mengisi kolom nama dan email 4. Mencentang persetujuan syarat dan ketentuan 5. Klik tombol "Kirim Verifikasi" 6. Memasukkan kode verifikasi yang sudah dikirimkan melalui email		

User Scenario for Influencer

Scenario	Task	Time	Note
Sebagai seorang pemilik UMKM, anda membutuhkan promosi untuk memasarkan produk anda. Dengan menggunakan influencer marketing platform digiflux buatlah campaign tentang penawaran penggunaan jasa influencer untuk melakukan pemasaran produk anda	1. Klik pilihan "Beranda" 2. Pada dashboard, klik tombol "Buat Campaign" 3. Memilih salah satu opsi campaign, yaitu antara open atau private 4. Mengisi seluruh kolom pada tahap "Buat Campaign" 5. Memilih influencer dengan klik tombol "Cari Influencer" 6. Klik "Kirim Undangan" 7. Menunggu konfirmasi dari influencer 8. Klik tombol "lanjutkan" 9. Melakukan pembayaran dengan menggunakan link yang diberikan, jika sudah maka klik tombol "Bayar"		

User Scenario for MSME

Result

The result of the user research is presented in reports format. This report must be able to present itself and easy to understand by anyone who read it.

This is example of user research findings and how you can present it to answer research purpose:

CONCLUSIONS

Berdasarkan hasil penelitian ini, maka jawaban untuk pertanyaan **"UMKM Jenis apa yang menggunakan Influencer Marketing."** adalah:

> *UMKM yang menggunakan influencer marketing adalah yang sudah paham betul dengan metode influencer marketing. Pemilik usaha diperkirakan juga adalah seseorang yang masih dibawah 40 tahun dan aktif mengetahui perkembangan sosial media. Selain itu, pemilik usaha tersebut biasanya juga sudah menyiapkan modal untuk melakukan influencer marketing demi perkembangan bisnisnya. Kenyataannya semua UMKM diyakini bisa untuk melakukan influencer marketing sebagai strategi pemasaran.*

APRIL 2021

⬭ **Digiflux**

RESEARCH REPORT MSME & INFLUENCER MARKETING

CONDUCTED BY:
MUHAMMAD JORDAN FARRELL

Full Document of Digiflux User Research (First Itrarive) : bit.ly/FirstUserResearchDigiflux

Thank You

For more detail on my work and project you can access it via:
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