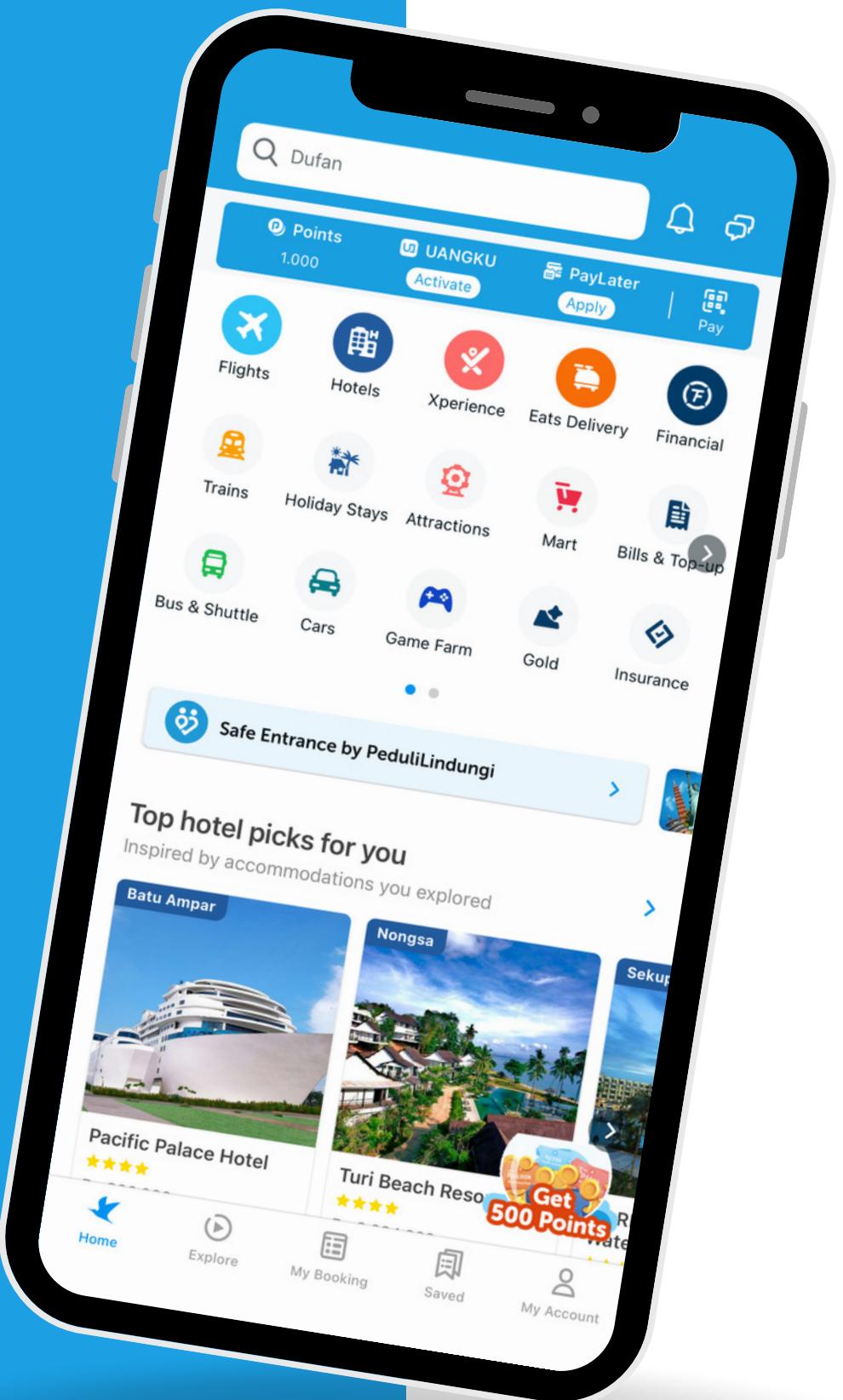




Product Management Capstone Project

Team 2 - Sabang



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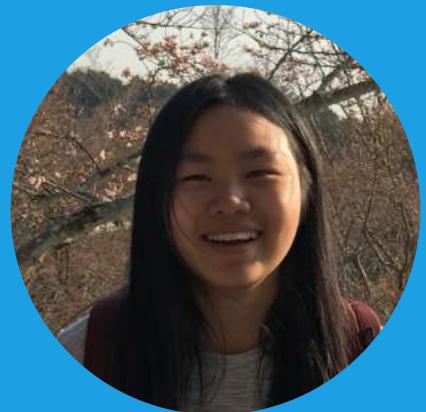
Product Research

03

Problem Prioritization



# Meet The Team



**Wanda Tahir**  
Team Captain



**A'raf Adi Nugraha Putra**  
Understanding Product



**Ogi Wellen Barus**  
Understanding Product



**Fariska Maharani**  
Research Team



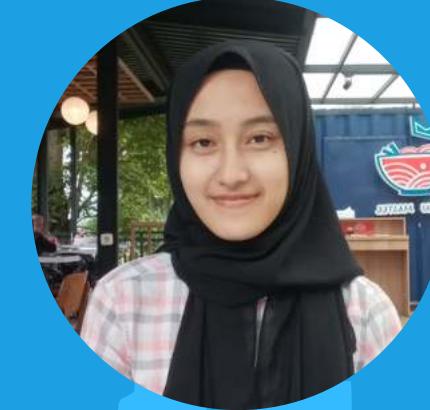
**Muhammad Farhan Alvianto**  
Research Team



**Muhammad Rayhand Prasetya**  
Research Team



**Valerie Marsha Halim**  
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**Sri Handayani**  
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Problem Prioritization

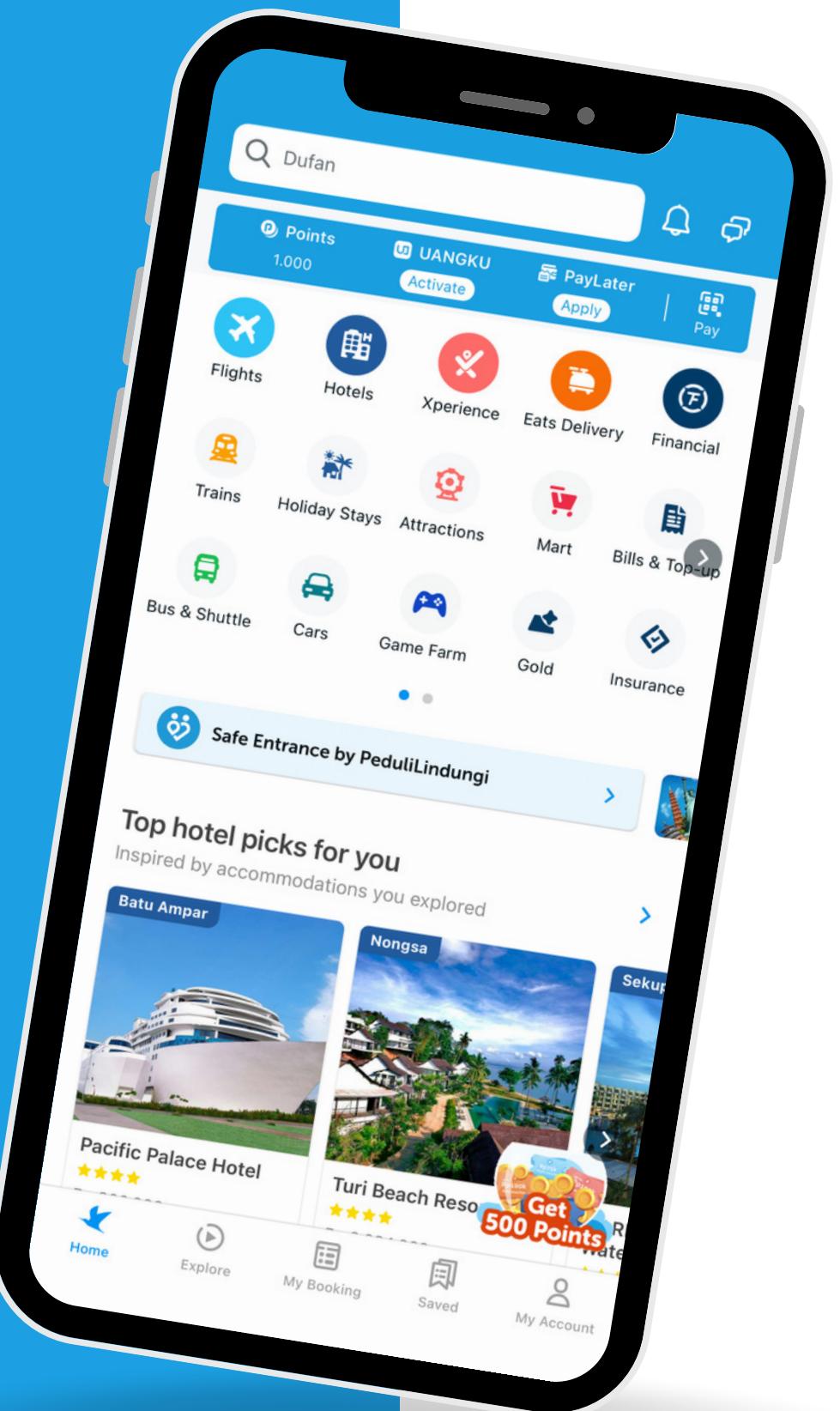


**Meysiska Anggraini**  
PM Communication



**Dyah Ayu Wiranti**  
PM Communication

# Understanding the Product





# About Traveloka

Traveloka is a Southeast Asian lifestyle super app that provides users access to find and buy various travel products, local services, and financial services.



## Company Vision

Traveloka aims to become a super app that can fulfill the travel and lifestyle aspirations of their users, so that users can fulfill their needs and enrich their life experience even more.



## Company Mission

- Provide the best products and services
- Provide convenience and comfort for every customer
- Continuously improve the capabilities of human resources and the company's infrastructure so that it can provide the best service to all its customers
- Establish and enhance cooperation with all business partners, both domestic and international



# Traveloka Products

- Flights
- Flight + Hotel
- Trains
- JR Pass
- Bus & Shuttle
- Airport Transfer
- Car Rental
- Quickride
- Airport Train
- Flight Status
- Price Alert

- Hotels
- Holiday Stays
- Flight + Hotel
- Buy Now Stay Later

- Xperience
- Eats
- Healthcare

- Xperience
- Airport Transfer
- Car Rental
- Gift Voucher
- Insurance
- City Guides
- PayLater
- Budget Planner

- My Bills
- Top-up & Data Packages
- Mobile Postpaid
- PLN
- BPJS Kesehatan
- Telkom
- PDAM
- Game Voucher
- Multifinance
- Cable TV & Internet
- Credit Card
- PBB
- Electronic Money

## About Traveloka Eats

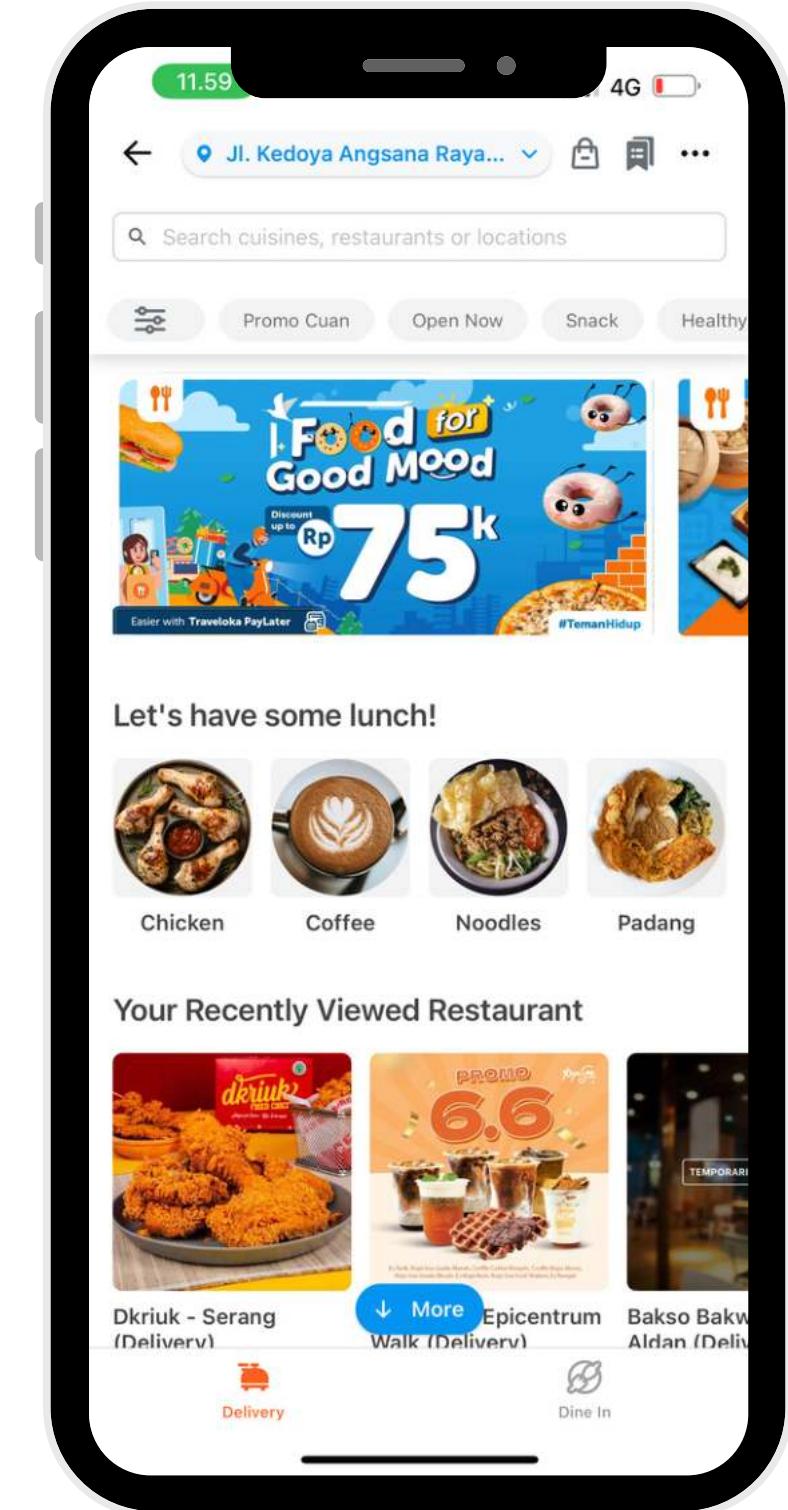
Traveloka Eats is a service that Traveloka offers on their application where people can find restaurants directory and review, order food and drink online, and buy restaurants voucher for dine-in.

## Product Vision

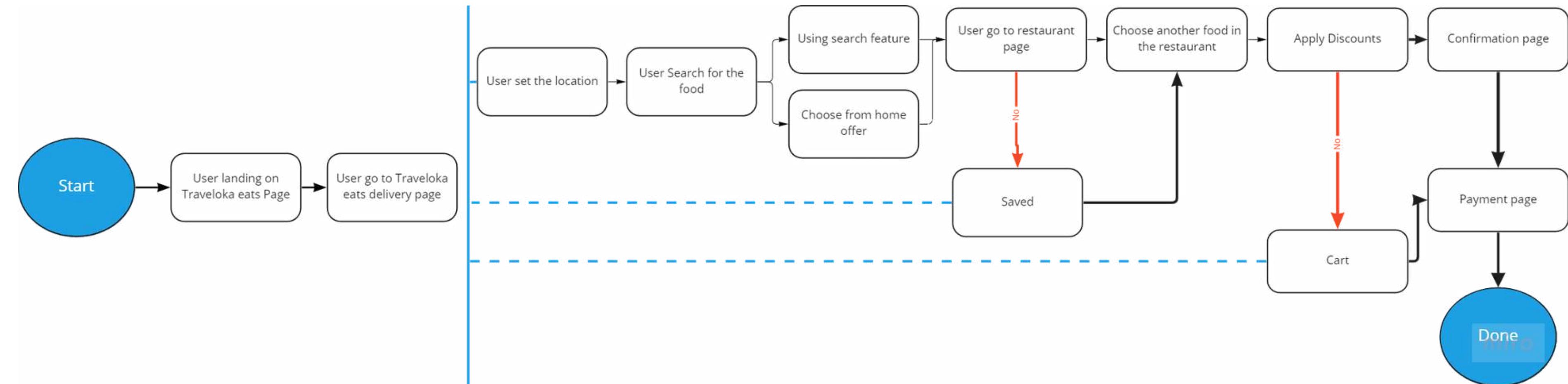
Help users to get recommendations for the best food restaurants that are suitable and close to heir current location. The presence of this feature will help users when they are on vacation or traveling.

## Product Strategy

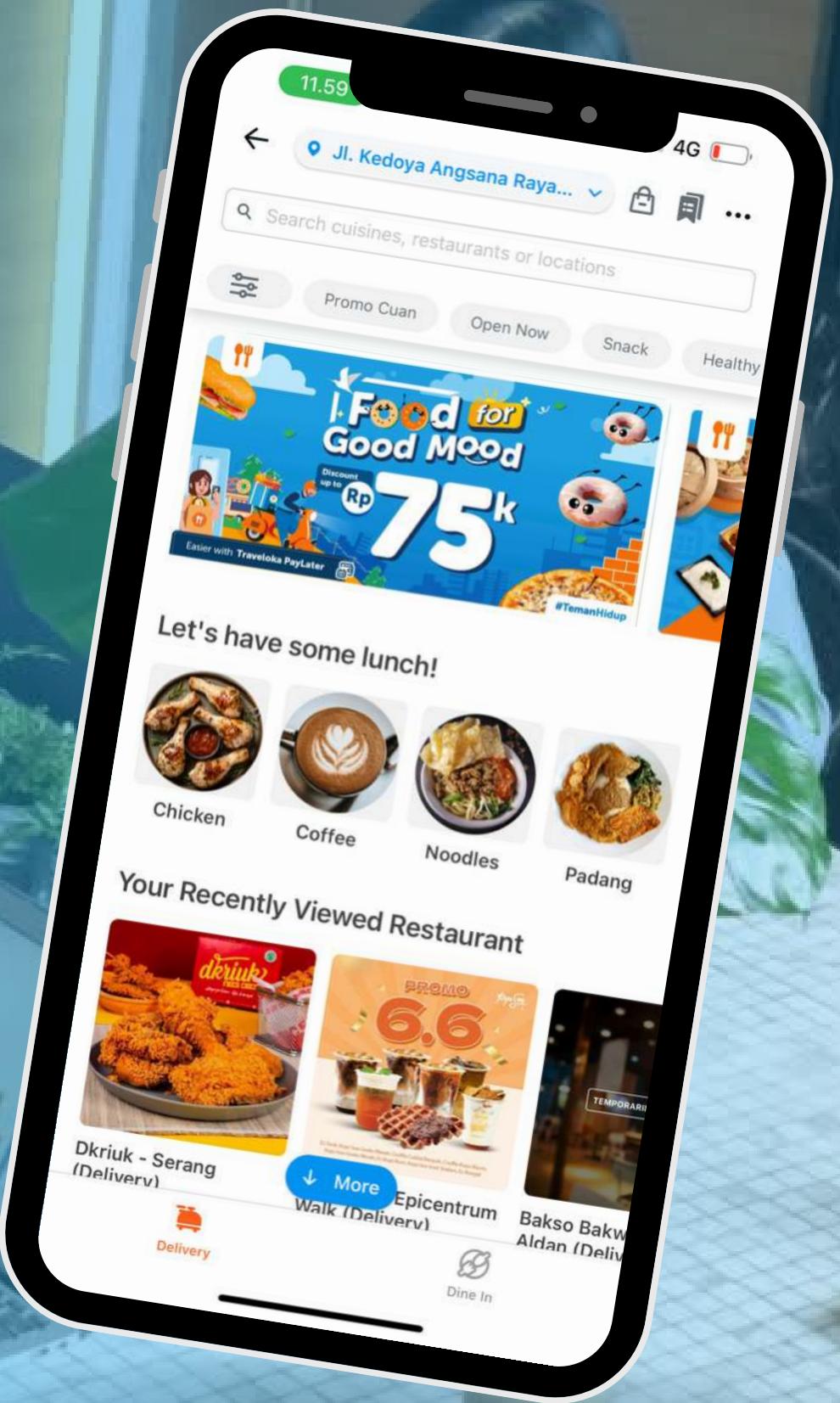
Becoming online food order platform for people to explore and find great places to eat, from street food to gourmet. Giving culinary inspiration from selected collections and recommendations.



# Traveloka Eats Delivery User Flow

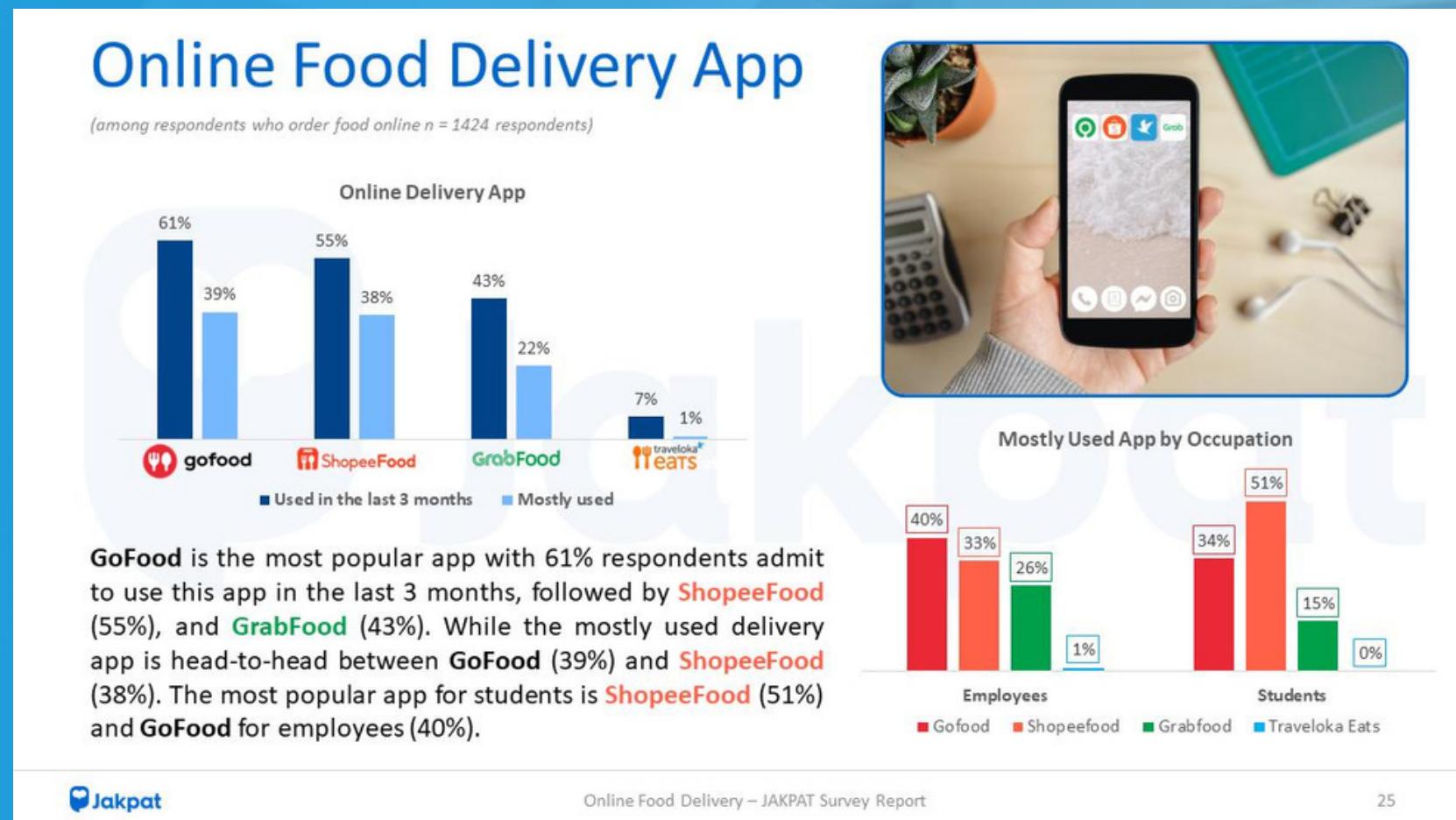


# Product Research



# Research Background

Traveloka's aims to become a lifestyle supper app that can help fulfill people's needs and enrich their life. To realize that goal, Traveloka launched a product called Traveloka Eats Delivery to help people make food and drink purchases online. However, Traveloka Eats Delivery users are lower than its competitors like Go-Food and Grab food. Then, the number of people that make conversions is not high. This problem surely will hinder Traveloka to achieve their goal.



Source: The Habit of Online Food Delivery - JAKPAT Survey Report 2022

# Research Objective

Our objective is to validate the problem that we found and find the cause of the problem.

## Respondent Criteria

- Gender Male & Female
- Age 17 - 25
- Have used an order food by using online food delivery app

## Research Methodology

### Survey

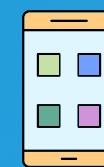
Sample size N = 20

# Research Timeline

Activity	Date
Research Planning, Create & Finalize the Survey Questions	18 July 2022
Spread the Survey to Respondent & Research Analysis	19 July 2022

# Research Findings

## Survey = 20 Respondent



Each respondent uses more than 1 food delivery app, here type of app that they use



95%



90%



70%



70%



### Traveloka Eat Delivery Users

- 70% respondent use Traveloka Eat Delivery (14 out of 20)
- 81% of Traveloka Eat Delivery users are college students (13 out of 16)



### The reasons why they use Traveloka Eats Delivery

- More convenient because it saves time and food can be ordered from home / anywhere.
- Wide range of food and restaurants options
- Looking for discounts

## **Non-Traveloka Eat Delivery Users**

**30% respondent don't use Traveloka Eats Delivery  
(6 out of 20)**

**The reasons why they don't use  
Traveloka Eats Delivery**

- 01 Not Interested**
- 02 Already use another food delivery platform**
- 03 Doesn't know that Traveloka provide food delivery feature**

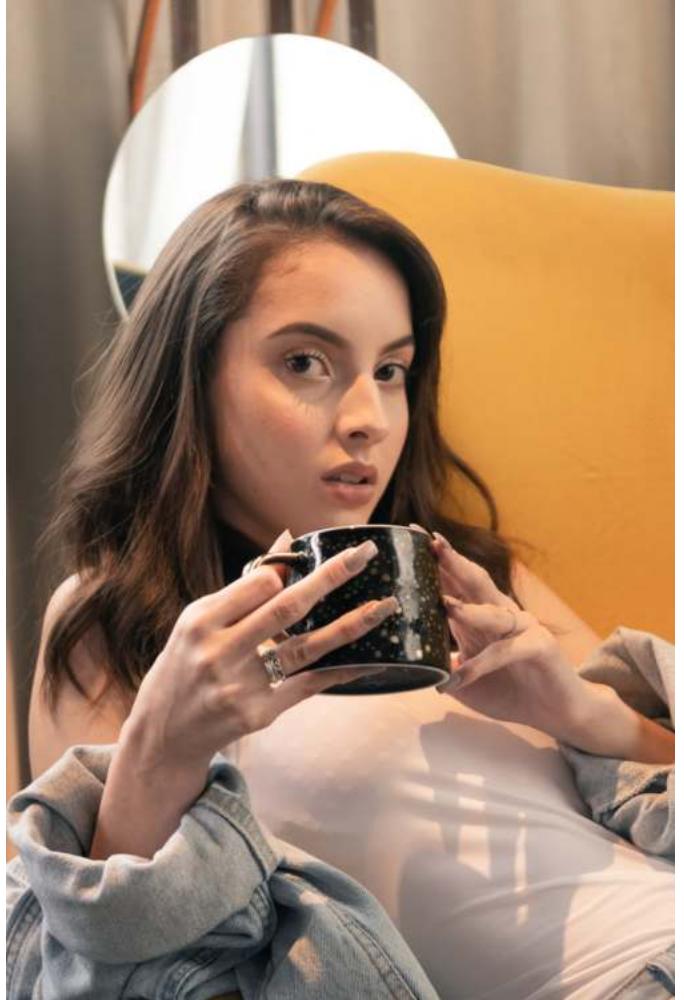




## Problem that have been experienced by the respondent while using Traveloka Eats Delivery

- Less variety of payment method
- The payment confirmation takes a long time
- Order status that is not updated in real time
- The order doesn't arrive within the delivery estimated time
- The food that came not as pictured
- The promo / discounts is reduced
- Experienced difficulty searching for food due to confusing user interface design
- Having trouble reaching out the driver because there is no chat feature

# User Persona



## Bio

Name : Belle  
Age : 21  
Gender : Female  
Occupation : College Student  
Location : Jakarta

## Background

Belle is a busy working college student that has a tight schedule. She doesn't have time to cook and relies on ordering food online. Besides her busy and tight schedule, she still wants to eat tasty food and a wide variety of food to choose from. Then, she wants her food to be delivered on time. Therefore, she uses Traveloka Eats Delivery to order her food.

\*based on our respondent from survey

## Goals

- To be able to order food from anywhere and any time
- To be able to eat tasty food and have a variety food choices
- To be able to get tasty food with affordable price and as quick as possible
- To be able to get her food order on time

## Frustrations

- The food that came not as pictured
- Food didn't arrive on time
- Complicated payment method and the payment confirmations takes a long time
- Unable to reach out the driver

# User Persona



## Bio

Name : Vano  
Age : 21  
Gender : Male  
Occupation : College Student  
Location : Jakarta

## Background

Vano currently just move to Jakarta for studying. He doesn't know much about the area he live. Therefore, he just spend his whole time either in college or dorm. Sometimes he wants to try and eat tasty food. But he experienced many difficulties like the place, price, varieties, etc. Therefore, he needs apps that can allow him to discover good restaurant and order it through online so that he don't need to leave his place.

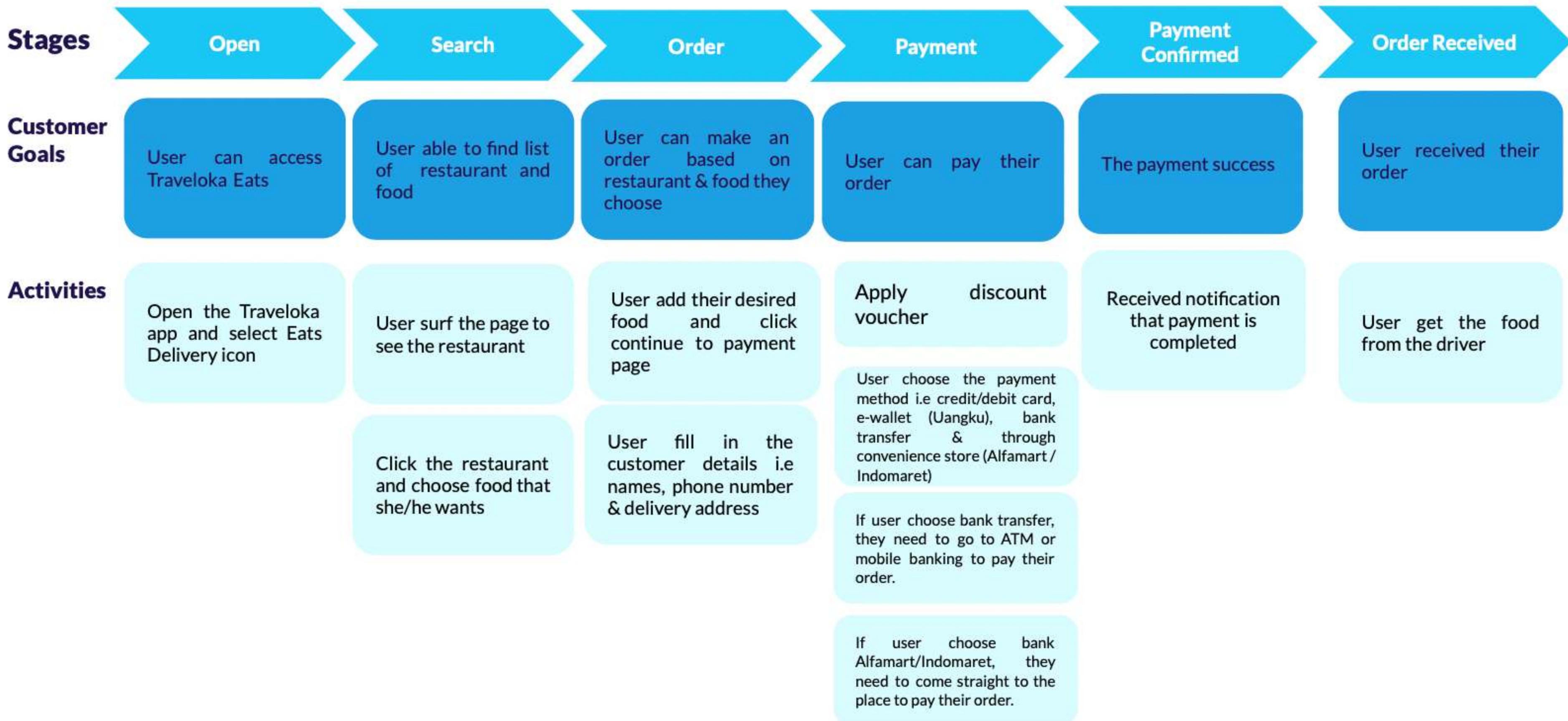
## Goals

- To be able to order food from anytime and anywhere
- To be able to eat good food from the most recommended restaurant in Jakarta

## Frustrations

- Want to be able to eat tasty food but have a hard time to find good restaurant that close to his place
- Hard to find information about good restaurant

# Customer Journey Map



# Customer Journey Map



## Stages

Open

Search

Order

Payment

Payment  
Confirmed

Order Received

## Expectation

Easy to find the Eats Delivery icon

User able to find list of restaurant and food

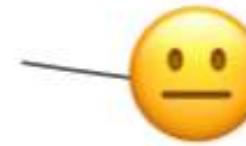
User can order the food based on the merchant they want

Easy & there is payment options that they have & use in their daily life

Fast payment & the payment is success

User receive the food based on the estimation time

## Experience



## Channels

Traveloka Apps

Traveloka Apps  
Traveloka Eats Delivery page

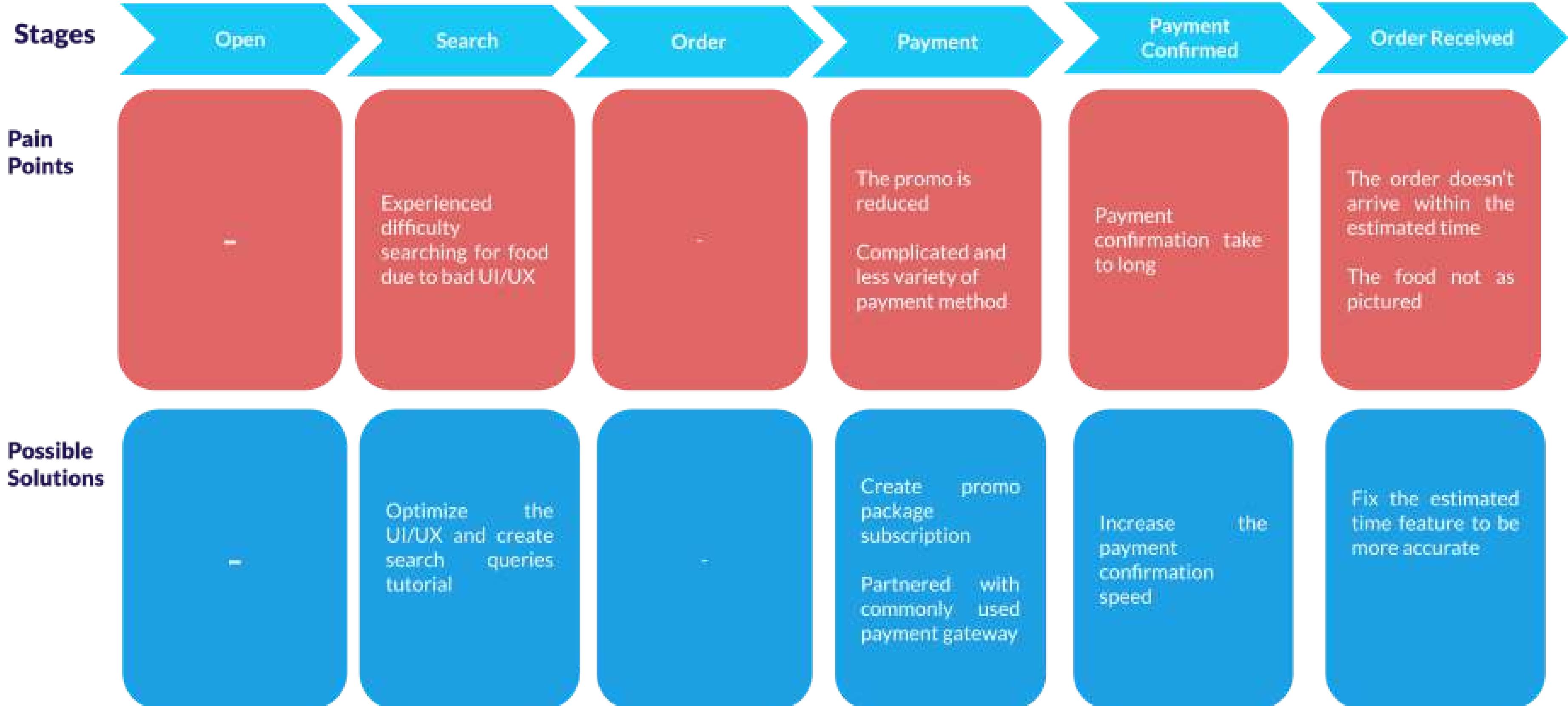
Traveloka Apps  
Merchant page

Traveloka Apps  
Mobile bank app  
ATM  
Convenience store

Traveloka App  
Traveloka Eats Delivery payment confirmation page

-

# Customer Journey Map



A blurred background image of a woman with long dark hair and glasses, wearing a light-colored top, looking down at a laptop screen. The image has a blue tint.

# Problem Prioritization

# Problem Prioritization using Eisenhower Matrix

Important

**Urgent**

1. The payment confirmation takes a long time
2. Less variety payment method
3. Order status that is not updated in real time

**Not Urgent**

1. The promo/discounts is reduced
2. Estimated arrival does not match the time the food arrives
3. Driver chat feature are not available

Not Important

1. Experienced difficulty searching for food due to confusing user interface design

1. The food that came not as pictured

NO.	RANK	REASONING
1.	The payment confirmation takes a long time	Urgent and important. It is urgent because payment delay can affect other user flow for example: order delay. It is also important because payment delay can cause concern and distrust with Traveloka Eats application.
2.	Less variety payment method	Urgent and important. It is urgent because user will be unwilling to make a purchase because type of payment that they usually use not available. It is also important because people find it a hassle to use a payment method that they're not often use or not common (for example: bank transfer should use unique code, must upload transfer proof to get faster confirmation, minimum top up for Uangku 150.000 IDR, etc)
3.	Order status that is not updated in real time	Urgent and important. It is urgent because it can result in poor user satisfaction and concern. It is also important because it can lead to misunderstanding between the food driver and the user.

# Product Requirement Document

## Problem Alignment

### Background

Based on the survey that we took with 20 respondents, **43% of respondents** feel that the payment confirmation of Traveloka Eats is too long. This is an urgent matter because payment delay can affect order delay. It is also important because payment delay can cause user concern and distrust. By solving this problem, we can improve customer satisfaction (NPS) and it can improve loyalty in the future.

## High-Level Approach

Solving this problem will need collaboration with the **software engineer and QA**. First, we need to assign this problem as a bug to the developer team. After assigning, the developer team will fix the bugs and we will assign the next task to QA. QA team will make sure the bugs problem is already solved and the payment gateway feature gets optimized.

## Goal

Users can get payment confirmation faster

User can continue their order process

## Success

Improve customer satisfaction with NPS by 43%



# Thank You

NO.	RANK	REASONING
4.	The promo/discounts is reduced	1. Important but not urgent. It is important because the provision of promos and vouchers can attract customers to make purchases, but must pay attention to company expenses. In addition, many or few promos are relative, some buyers still make purchases even though the promos or vouchers are slightly down.
5..	Estimated arrival does not match the time the food arrives	Important but not urgent, because on-time delivery is very much appreciated by customers, but there are some unforeseen things that can cause the estimated arrival to be delayed, such as problems in the store or on the road. This also happened to several other competitors, such as gofood, grab food, shopee food. But that doesn't stop customers from ordering food
6.	Driver Chat Feature are not available	Important but not urgent because the chat feature is only needed if there is a location correction from the user, as long as there are no changes or user location errors, the chat feature is not needed
7.	Experienced difficulty searching for food due to confusing user interface design	Urgent but not important because this is for user convenience but orders can still be made without any blocking if the interface stays like that