

DISSECT THE METRICS **FROM APPLICATION EVENT JOURNEY**

RevoU Week 1 Advanced Assignment
Understanding Business Problem

by **Riadhi Nur Fajrina**

The background is white with various abstract geometric elements. On the left, there is a large teal circle containing a black and white checkerboard pattern, a small teal plus sign, and a vertical rectangle filled with a black dot grid. To the right of the circle is a small teal plus sign and a small 3x3 black dot grid. On the right side, there is a 4x4 grid of squares, some of which are teal or have black outlines. Below this is a teal square, followed by two concentric teal circles, and then a teal square. At the bottom right, there are three concentric dotted teal circles and a large teal rounded rectangle.

Background Overview

Background Overview

Case Study Overview

As a Data Analyst in a ride-hailing company, Gojek. I will collaborate with a project or business team to define the right metrics to experimentation. I've been requested to dissect the metrics from the app event journey.

Customer Background

An experienced user that has been using the app for years on a daily basis. In this study case, i will pick GoFood service for the specific journey experiment.



Things To-Do



Choose one specific customer journey, take a look at the UI/UX of the app/platform.



Take screenshots of the customer journey.



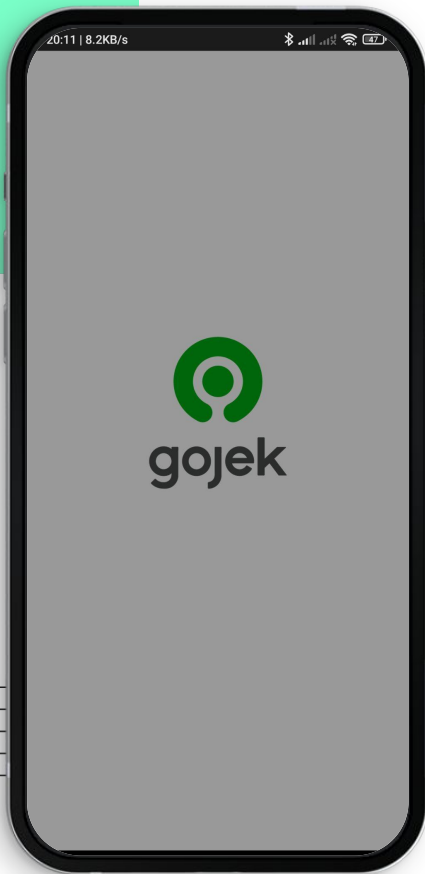
Define the Event Name, Metrics/ Data that will be tracked and the Example Values.



Tracking App Journey

Customer Journey *Roadmap*





App Launch

Triggers:

User open the application

Metrics:

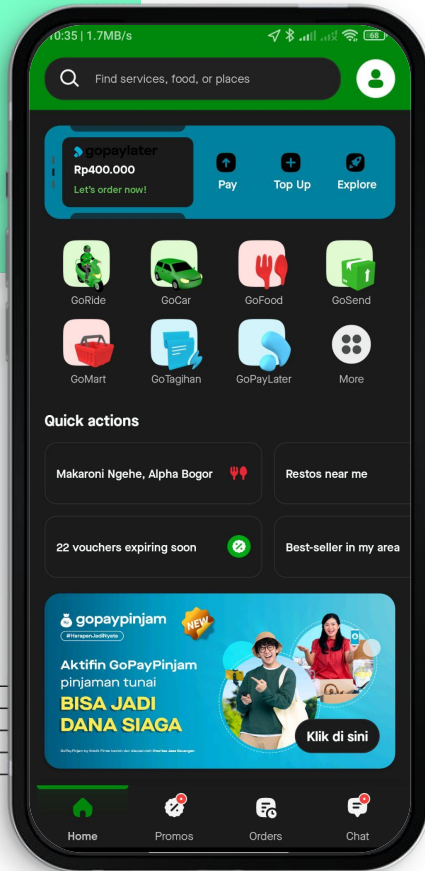
- Source
- Launch Date
- App Crashes

Example Values:

- YYYY-MM-DDTH:MM:SS

Note:

This will tell us the date our app launched and track if the app crashes or not.



App Homepage

Triggers:

User successfully login and landed on the homepage

Metrics:

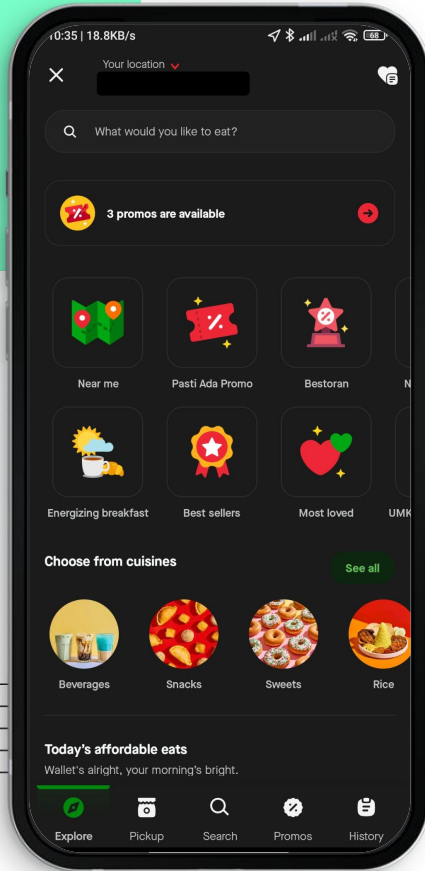
- Source
- Login Date
- User Location
- Time on Page
- Button Clicks

Example Values:

- YYYY-MM-DDTH:MM:SS
- Location / Longitude & Latitude
- Service Shortcut / Quick Action
- GoPay Banner
- User Deck

Note:

This will tell us the user login time, user location, user time spent using our app, and which service that they used.



GoFood Page

Triggers:

User clicked on GoFood Service from the homepage

Metrics:

- Source
- Time on Page
- User Location
- Button Clicks

Example Values:

- YYYY-MM-DDTH:MM:SS
- Location / Longitude & Latitude
- Service Shortcut / Quick Action
- Resto Recommendation
- Promotion Banner

Note:

This will tell us the user location to give a recommendation to user and user time spent on the page and how they pick a restaurant (from banner or search).

Resto Search

Triggers:

User clicked the Search button

Metrics:

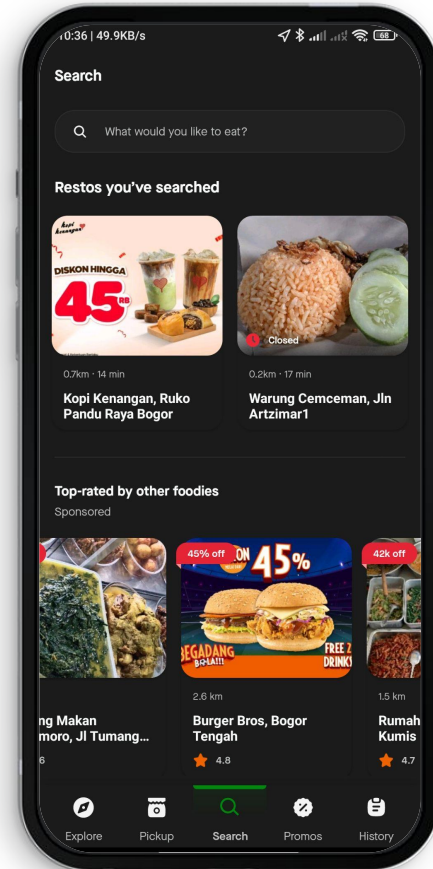
- Source
- User Location
- User Input

Example Values:

- YYYY-MM-DDTH:MM:SS
- abc
- Location / Longitude & Latitude
- Resto History
- Resto Recommendation

Note:

This will tell us the latest history from the user searched, which resto that user searched.



Resto Page

Triggers:

User successfully searched specific resto they wanted

Metrics:

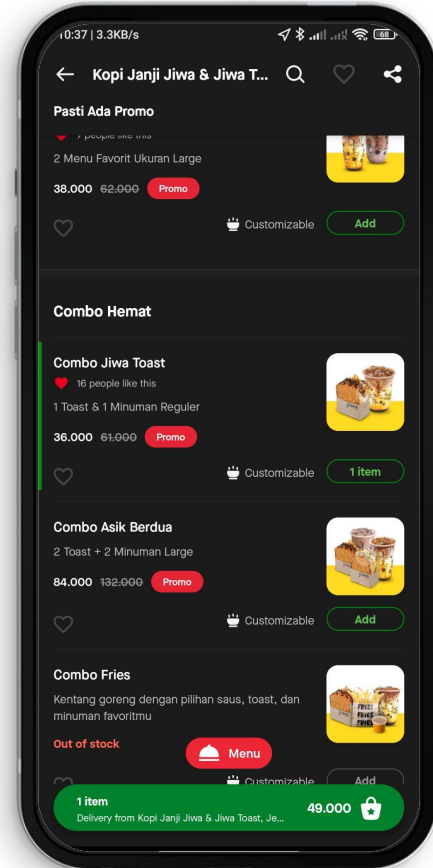
- Source
- User Location
- Time on Page
- Button Clicks

Example Values:

- YYYY-MM-DDTH:MM:SS
- Location / Longitude & Latitude
- Resto Menus
- Resto Promotion
- User Cart

Note:

This will tell us how long user spent time in resto page, are they choose the recommendation menu or not, record the menu they choose.



Place Delivery Order

Triggers:

User clicked cart

Metrics:

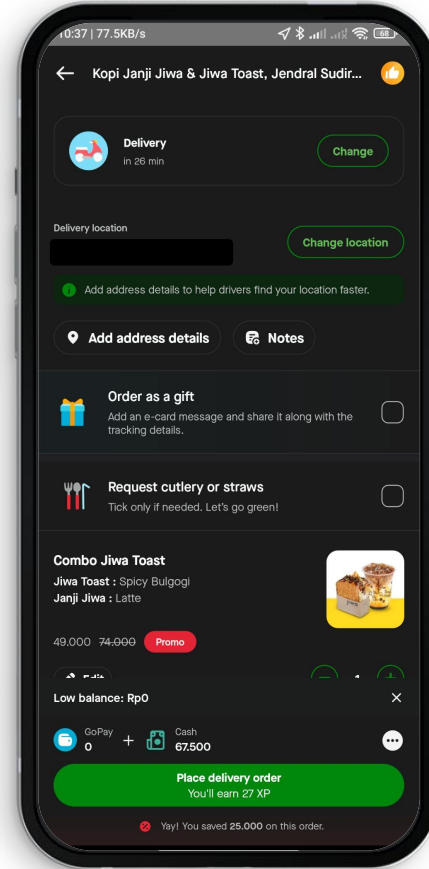
- Source
- User Location
- Time on Page
- User Input
- Button Clicks

Example Values:

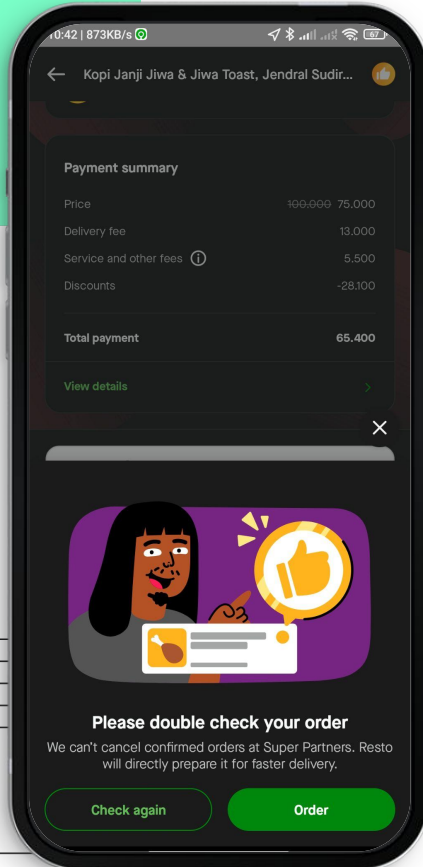
- YYYY-MM-DDTH:MM:SS
- abc
- Location / Longitude & Latitude
- Promotion Banner
- Total Payment
- Payment Method

Note:

This will tell us how long user's time spent in the page, how much the menu they selected, specific notes for the order, what payment they want to pick.



Order Confirmation Page



Triggers:

User clicked on Place Delivery Order button

Metrics:

- Source
- User Location
- Time on Page
- Button Clicks

Example Values:

- YYYY-MM-DDTH:MM:SS
- Location / Longitude & Latitude
- "Order" Button
- "CheckAgain"

Note:

This will tell us if the user wanted to change their order or continue to place the order.

Processing Order Page

Triggers:

User placed the order

Metrics:

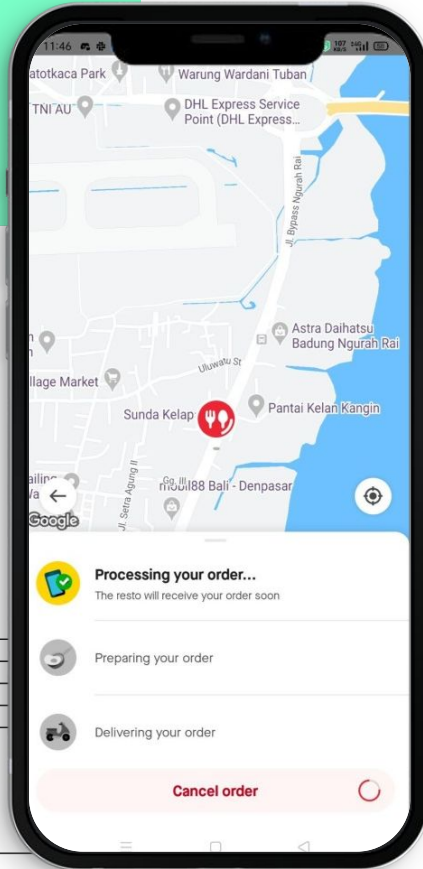
- Source
- Resto Location
- Time Stamp
- Button Clicks

Example Values:

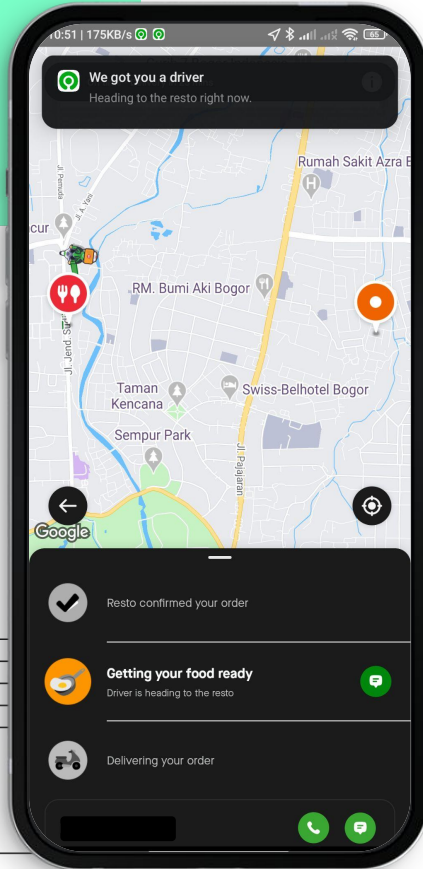
- YYYY-MM-DDTH:MM:SS
- Location / Longitude & Latitude
- "Cancel order" Button

Note:

This will tell us what time the order proceeded, resto location and estimated time the order completed.



Driver Confirmed Page



Triggers:

Driver confirmed delivery request

Metrics:

- Time Stamp
- Driver Location
- Driver Details
- Button Clicks

Example Values:

- YYYY-MM-DDTH:MM:SS
- Location / Longitude & Latitude
- Driver Details like ID, Name, Vehicle.
- “Call / Chat Driver” Button

Note:

This will tell us the driver detail info, what time the driver confirmed the delivery request, location between driver and resto, check the user clicked the contact driver buttons.

Driver Chat Launch

Triggers:

User clicked the Chat Driver button

Metrics:

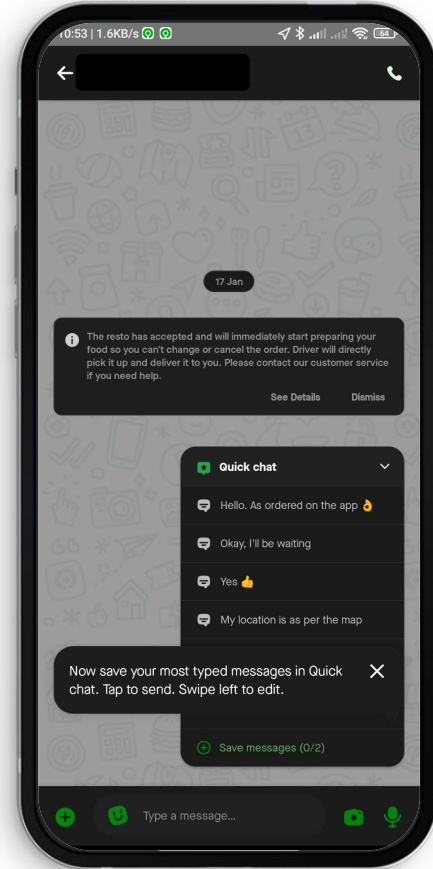
- Time Stamp
- User Input
- Chat Bubble

Example Values:

- YYYY-MM-DDTH:MM:SS
- abc
- Quick Chat Template

Note:

This will tell us if the user interacted with the driver or not.



Driver Delivery Page

Triggers:

The food is ready to be delivered

Metrics:

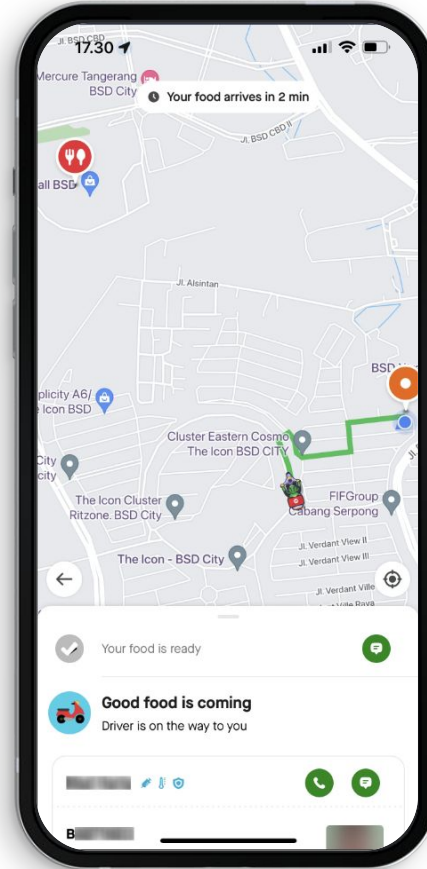
- Time Stamp
- Driver Location

Example Values:

- YYYY-MM-DDTH:MM:SS
- Location / Longitude & Latitude

Note:

This will tell us the the time that order finished and ready to delivered, location between the driver and the user, time estimation the driver arrived.



Order Completed Page

Triggers:

Driver successfully delivered the order to user

Metrics:

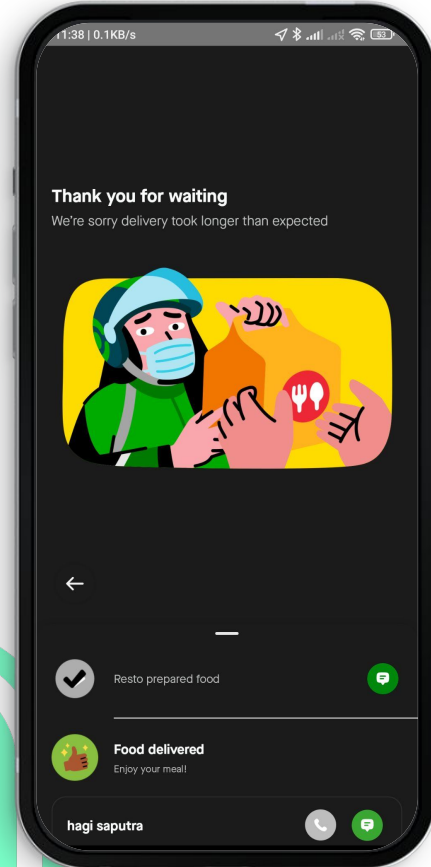
- Time Stamp
- Driver Details

Example Values:

- YYYY-MM-DDTH:MM:SS
- Driver Details

Note:

This will tell us how long the delivery time of driver delivered the order to user.





Thanks !

Feel free to comment below, DMs or reach me at
riadhigodjay@gmail.com for any feedbacks or
suggestions.

