

EVENT TRACKING

No.	UI/UX Screen	Triggers when...
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1

User Successfully install the
Gojek app

#VALUE!

2

User open the Gojek
app

#VALUE!

3

User successfully signs up for a Gojek account for the first time.

#VALUE!

4

Users initiate an in-app search for food products

#VALUE!

5

The user views the search results for food products.

#VALUE!

6

The user clicks on one of the products in the search results.

#VALUE!

7

Users add products to the cart after the search results.

#VALUE!

8

Users select a payment method when completing an order.

#VALUE!

9

Users apply discount vouchers to their orders.

#VALUE!

10

The user completes the order after searching for food products.

#VALUE!

CKING FOR CUSTOMER JOURNEY IN GOFOC

Event Name	Data to be tracked
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App Downloded and Installed	<ul style="list-style-type: none">• Device Type (iOS/Android)• Download Source (Play Store, App Store, referral link, etc)• Install Timestamp
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App Launched	<ul style="list-style-type: none">• Timestamp of app open• User ID (if available)• App version
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Sign Up Successfully

- User ID
- Timestamp of sign-up
- User phone number
- User demographics (optional)

Search Initiated

- User ID
- Search Query
- Timestamp of search initiation

Search Results
Viewed

- User ID
- Search Query
- Timestamp of results viewing
- Number of results viewed

Product Clicked

- User ID
- Product ID
- Timestamp of product click

Add to cart

- User ID
- Product ID
- Timestamp of adding to cart

Payment Method
Selected

- User ID
- Selected payment method
- Timestamp of payment method selection

Voucher Applied

- User ID
- Voucher code
- Timestamp of voucher application

Order Placement

- User ID
- Order ID
- Timestamp of order placement
- Total order value

DD ORDER (GOJEK SERVICE)

Metrics

Example Property Values

- Total installs
- Install Conversion Rate

- Device Type : iOS
- Install timestamp : yyyy-mm-dd
hh:mm:ss
- Download Source : App Store

- Daily active user
- User engagement

- Timestamp of open app : yyyy-
mm-dd hh:mm:ss
- User ID : xxx-xxx
- App version : 3.2.1

- Total sign-ups
- Conversion rate (from app install to sign-ups)

- User ID : xxx-xxx
- Timestamp of sign-up : yyyy-mm-dd hh:mm:ss
- User demographics : name, age, gender etc

- Total searches initiated
- Popular search queries

- User ID : xxx-xxx
- Search query : "Pizza"
- Timestamp of search initiation : yyyy-mm-dd hh:mm:ss

- Average time spent on search results
- Conversion rate from search to order placement

- User ID : xxx-xxx
- Search query : "Sushi"
- Timestamp of results viewing : yyyy-mm-dd hh:mm:ss
- Number of results viewed : 10

- Click-through rate
- Bounce rate

- User ID : xxx-xxx
- Product ID : xxx-xxx
- Timestamp of product click :
yyyy-mm-dd hh:mm:ss

- Cart conversion rate
- Bounce rate

- User ID : xxx-xxx
- Product ID : xxx-xxx
- Timestamp of adding to cart :
yyyy-mm-dd hh:mm:ss

- Payment Methods
- Conversion Rate
- Bounce Rate

- User ID : xxx-xxx
- Selected payment method :
Credit card
- Timestamp of payment method
selection : yyyy-mm-dd hh:mm:ss

- Usage Rate of Vouchers
- Discount Applied

- User ID : xxx-xxx
- Voucher code : 20K food
discount
- Timestamp of voucher
application : yyyy-mm-dd
hh:mm:ss

- Conversion rate
- Revenue

- User ID : xxx-xxx
- Order ID : xxx-xxx
- Timestamp of order placement
: yyyy-mm-dd hh:mm:ss
- Total order value : Rp. 379.200

Notes

Compiling data on device type, installation time, and app source provides insight into user preferences and marketing campaign effectiveness.

Tracking the number of times users open the app each day can provide insights into user engagement and retention levels.

Tracking conversions from app installation to first-time registration can help understand how effective a marketing campaign or user interface was in encouraging users to register.

Understanding the most frequently searched keywords can help in customization of offers or increased visibility of certain products.

Tracking the number of search results viewed can provide insight into how relevant search results are to user preferences.

Understanding the most clicked products can help increase visibility or customize product offerings.

Tracking conversion rates from search results to shopping cart can help understand the effectiveness of product offerings.

Understanding the most frequently chosen payment methods can help in customizing the payment options offered to users.

Knowing which vouchers are used most frequently and have a positive impact on order value can help in crafting promotional and discount strategies.

Tracking orders that come from food product searches can help understand how well searches lead to transactions.

