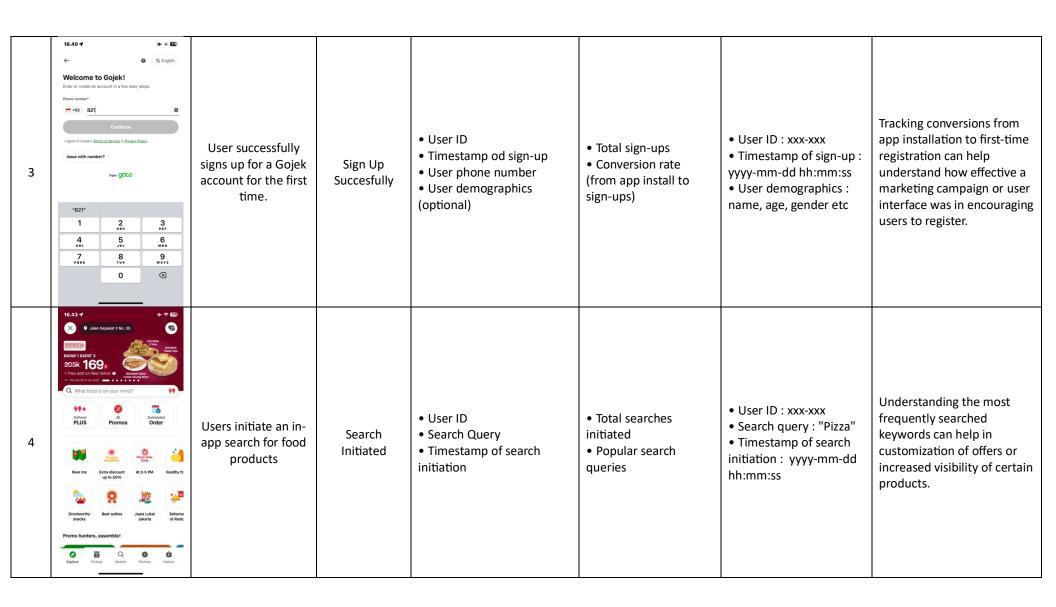
EVENT TRACKING FOR CUSTOMER JOURNEY IN GOFOOD ORDER (GOJEK SERVICE)							
No.	UI/UX Screen	Triggers when	Event Name	Data to be tracked	Metrics	Example Property Values	Notes
1	Search  Sojek One app for every need  A.7  ****** years Old  Version ABI 2  7 THINOS ILOVE ABOUT YOU Your eyes when you found a new favorite resto Your smile when you receive good food  Preview  Your other (better) ride  **Today  **Agen  **Agen	User Succesfully install the Gojek app	App Downloded	<ul> <li>Device Type (iOS/Android)</li> <li>Download Source (Play Store,</li> <li>App Store, referral link, etc)</li> <li>Install Timestamp</li> </ul>	Total installs     Install Convertion Rate	Device Type : iOS     Install timestamp : yyyy-mm-dd hh:mm:ss     Download Source : App Store	Compiling data on device type, installation time, and app source provides insight into user preferences and marketing campaign effectiveness.
2	from goto	User open the Gojek app	App Launched	<ul> <li>Timestamp of app open</li> <li>User ID (if available)</li> <li>App version</li> </ul>	<ul><li>Daily active user</li><li>User engagement</li></ul>	• Timestamp of open app: yyyy-mm-dd hh:mm:ss • User ID: xxx-xxx • App version: 3.2.1	Tracking the number of times users open the app each day can provide insights into user engagement and retention levels.



5	20.10 & PC (California )  Rear me Rated 4.5+ Culsines   California Salmon Burni Salmon Burning Out N  Top results Dathes Salmon Sunin Salmon Burning Out N  Sushi Tei, Trans Studio Mall Cibubur  - 5851 - Japanese, Studio Salmon Suning Out N  Sushi Yei, Transyogi Cibubur  Sushi Yey, Transyogi Cibubur	The user views the search results for food products.	Search Results Viewed	User ID Search Query Timestamp of results viewing Number of results viewed	<ul> <li>Average time spent on search results</li> <li>Convertion rate from search to order placement</li> </ul>	<ul> <li>User ID: xxx-xxx</li> <li>Search query: "Sushi"</li> <li>Timestamp of results viewing: yyyy-mm-dd hh:mm:ss</li> <li>Number of results viewed: 10</li> </ul>	Tracking the number of search results viewed can provide insight into how relevant search results are to user preferences.
	Sushi Mate, Closyung Sasi Japanese Delvery in 35-45 min - 1.9 km  Land Sushi Kai, Lubang Buaya Sasi Japanese Pitems Sushi Kai, Lubang Buaya Sasi Japanese						
6	Sushi Tei, Trans Studio Mall Cibubur  **Description**  **	The user clicks on one of the products in the search results.	Product Clicked	User ID Product ID Timestamp of product click	<ul><li>Click-through rate</li><li>Bounce rate</li></ul>	User ID: xxx-xxx Product ID: xxx-xxx Timestamp of product click: yyyy-mm-dd hh:mm:ss	Understanding the most clicked products can help increase visibility or customize product offerings.

7	20.14 & P Table Studio Mail Cibubur  Request cutlery or straws Take rely of revelote Lat's go green!  Salmon Lemon Sauce Yaki 10.200  Rokuro (30 pcs) 255,000 ad8.6000  Rokuro (30 pcs) 253,000 ad8.6000  Rokuro (	Users add products to the cart after the search results.	Add to cart	User ID Product ID Timestamp of adding to cart	<ul><li>Cart conversion rate</li><li>Bounce rate</li></ul>	User ID: xxx-xxx     Product ID: xxx-xxx     Timestamp of adding to cart: yyyy-mm-dd hh:mm:ss	Tracking conversion rates from search results to shopping cart can help understand the effectiveness of product offerings.
8	20.38 */  Sush Tel., Trans Studio Mall Cibubur  Select a payment method  GoPay Coins Balance: 0  Oute applied. Then of via Settings  1 coinly Coins applied. The of via Settings  1 coinly Coins applied. The of via Settings  1 coinly Coins applied by the or an combra is with other payment method for your transaction.  Digital payment method(a) dispis left to set your default remitted  GoPay Certain Balance: Rph. 254  Got Rph. 500 descount  Add methods  GOPay Tabungan by Jago Oute Rph. 500 descount  Credit or debit card Vias, Mastercard, AMEX, and JCB Got Rph. 500 descount  Credit or debit card Vias, Mastercard, AMEX, and JCB Got Rph. 500 descount  Linking Got Rph. 500 descount  Jago Pockets  Linking Baled - Thy again Got Rph. 500 descount	Users select a payment method when completing an order.	Payment Method Selected	User ID     Selected payment method     Timestamp of payment method selection	<ul><li>Payment Methods</li><li>Conversion Rate</li><li>Bounce Rate</li></ul>	User ID: xxx-xxx     Selected payment method: Credit card     Timestamp of payment method selection: yyyymm-dd hh:mm:ss	Understanding the most frequently chosen payment methods can help in customizing the payment options offered to users.

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9	20.23 ± → 〒 🔟	•		User ID     Voucher code     Timestamp of voucher application		User ID: xxx-xxx  Voucher code: 20K food discount Timestamp of voucher application: yyyy-mm-dd hh:mm:ss	Knowing which vouchers are used most frequently and have a positive impact on order value can help in crafting promotional and discount strategies.
	← Promos for delivery		Voucher Applied				
	Pick any one from below						
	20k food discount Use with Permata Credit Cards				<ul><li> Usage Rate of Vouchers</li><li> Discount Applied</li></ul>		
	Applicable at any GoFood Partners     Regular delivery only with min. order 100k:						
	Change to the right payment method						
	10% off food up to 20k Use with Mega Credit Cards	Users apply discount vouchers					
	Applicable at any GoFood Partners     Min. order 200k	to their orders.					
	Change to the right payment method						
	10% off food up to 10k Use with Mega Credit Cards						
	Applicable at any GoFood Partners     Min, order 100k						
	Change to the right payment method						
	2 items Sushi Tei, Trans Studio Mail Cibubur 354.200						
10	Annual of do-So mon Connect of the status of delivery discounts of delivery delivery discounts of delivery deliv		Order Placement	User ID Order ID Timestamp of order placement Total order value	Convertion 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	Tracking orders that come from food product searches can help understand how well searches lead to transactions.