
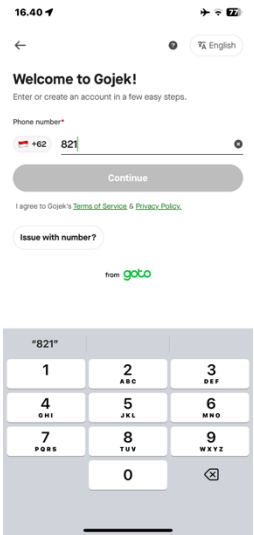
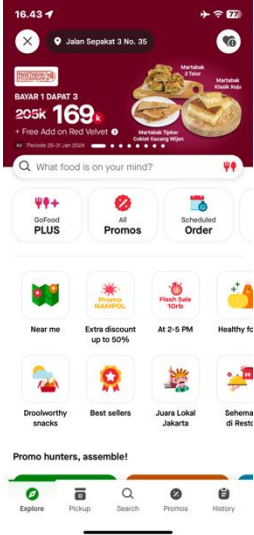
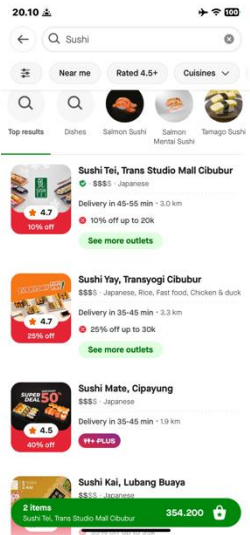
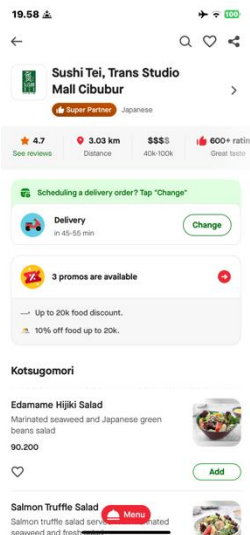
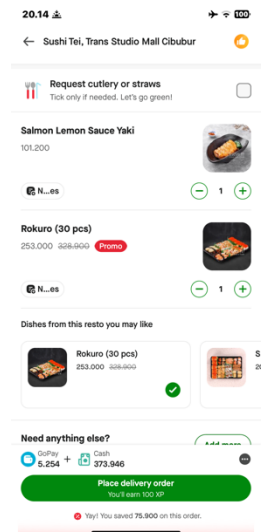
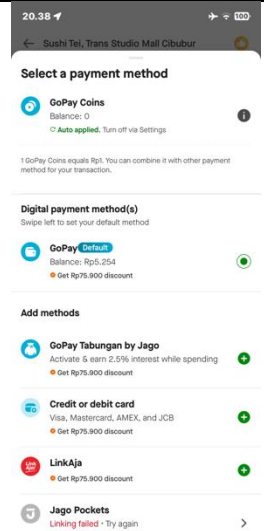


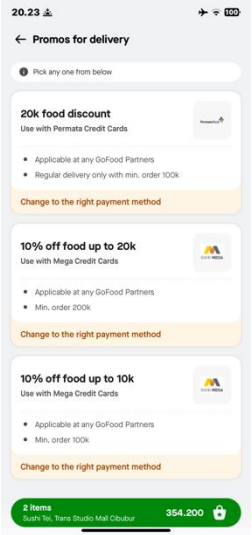
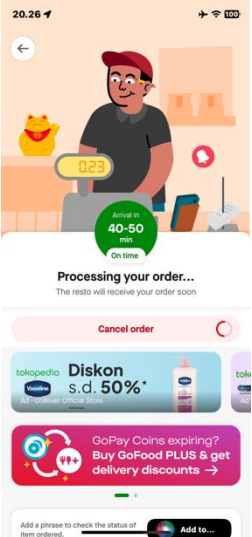
EVENT TRACKING FOR CUSTOMER JOURNEY IN GO-FOOD ORDER (GOJEK SERVICE)

No.	UI/UX Screen	Triggers when...	Event Name	Data to be tracked	Metrics	Example Property Values	Notes
1		User Successfully install the Gojek app	App Downloaded	<ul style="list-style-type: none"> • Device Type (iOS/Android) • Download Source (Play Store, App Store, referral link, etc) • Install Timestamp 	<ul style="list-style-type: none"> • Total installs • Install Conversion Rate 	<ul style="list-style-type: none"> • 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		User open the Gojek app	App Launched	<ul style="list-style-type: none"> • Timestamp of app open • User ID (if available) • App version 	<ul style="list-style-type: none"> • Daily active user • User engagement 	<ul style="list-style-type: none"> • 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.

3		User successfully signs up for a Gojek account for the first time.	Sign Up Successfully	<ul style="list-style-type: none">• User ID• Timestamp of sign-up• User phone number• User demographics (optional)	<ul style="list-style-type: none">• Total sign-ups• Conversion rate (from app install to sign-ups)	<ul style="list-style-type: none">• User ID : xxx-xxx• Timestamp of sign-up : yyyy-mm-dd hh:mm:ss• User demographics : name, age, gender etc	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.
4		Users initiate an in-app search for food products	Search Initiated	<ul style="list-style-type: none">• User ID• Search Query• Timestamp of search initiation	<ul style="list-style-type: none">• Total searches initiated• Popular search queries	<ul style="list-style-type: none">• User ID : xxx-xxx• Search query : "Pizza"• Timestamp of search initiation : yyyy-mm-dd hh:mm:ss	Understanding the most frequently searched keywords can help in customization of offers or increased visibility of certain products.

5		The user views the search results for food products.	Search Results Viewed	<ul style="list-style-type: none">• User ID• Search Query• Timestamp of results viewing• Number of results viewed	<ul style="list-style-type: none">• Average time spent on search results• Conversion rate from search to order placement	<ul style="list-style-type: none">• User ID : xxx-xxx• Search query : "Sushi"• Timestamp of results viewing : yyyy-mm-dd hh:mm:ss• Number of results viewed : 10	Tracking the number of search results viewed can provide insight into how relevant search results are to user preferences.
6		The user clicks on one of the products in the search results.	Product Clicked	<ul style="list-style-type: none">• User ID• Product ID• Timestamp of product click	<ul style="list-style-type: none">• Click-through rate• Bounce rate	<ul style="list-style-type: none">• 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		Users add products to the cart after the search results.	Add to cart	<ul style="list-style-type: none">• User ID• Product ID• Timestamp of adding to cart	<ul style="list-style-type: none">• Cart conversion rate• Bounce rate	<ul style="list-style-type: none">• 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		Users select a payment method when completing an order.	Payment Method Selected	<ul style="list-style-type: none">• User ID• Selected payment method• Timestamp of payment method selection	<ul style="list-style-type: none">• Payment Methods• Conversion Rate• Bounce Rate	<ul style="list-style-type: none">• User ID : xxx-xxx• Selected payment method : Credit card• Timestamp of payment method selection : yyyy-mm-dd hh:mm:ss	Understanding the most frequently chosen payment methods can help in customizing the payment options offered to users.

9		Users apply discount vouchers to their orders.	Voucher Applied	<ul style="list-style-type: none">• User ID• Voucher code• Timestamp of voucher application	<ul style="list-style-type: none">• Usage Rate of Vouchers• Discount Applied	<ul style="list-style-type: none">• 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.
10		The user completes the order after searching for food products.	Order Placement	<ul style="list-style-type: none">• User ID• Order ID• Timestamp of order placement• Total order value	<ul style="list-style-type: none">• Conversion rate• Revenue	<ul style="list-style-type: none">• 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.