PRODUCT REQUIEREMENT DOCUMENT



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For Android & IOS Platform

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1. Introduction

W-Safe is a mobile-based digital platform developed with the primary goal of supporting victims of violence, particularly women, in dealing with trauma and accessing the assistance they need. Based on Simfoni-PPA data from 2024, there were more than 19,073 reported cases of violence against women in Indonesia—a significant increase that underscores the urgency for a safe and effective reporting system.

W-Safe provides comprehensive information on how to report violence, psychological support through licensed psychologists, and self-protection education—empowering victims to seek proper help and begin their recovery journey.

Despite increasing public awareness, violence against women in Indonesia continues to rise, with nearly 70% of victims unwilling to report their cases due to fear of stigma or shame. This issue transcends race, ethnicity, and religion. A lack of psychological support and slow response from authorities often causes victims to feel neglected. According to the WHO, women who experience violence are twice as likely to suffer from depression and anxiety. Without proper support, prolonged trauma can hinder recovery.

W-Safe addresses these challenges by enabling victims to report incidents anonymously, access professional psychological help, engage with a supportive chatbot for guidance, document their experiences in a private journal, and learn through educational content and videos—making it easier for victims to heal without fear.

With a 25% increase in public awareness about violence in the past five years, W-Safe aims to create a safe space where survivors can rise, recover, and regain control of their lives.

2. Objective

The main objectives of W-Safe, a platform designed to support victims of violence—particularly women—are focused on accessibility, safety, and empowerment. These include:

1. **Empowering victims to overcome fear, shame, and self-doubt.**
   Many victims feel that their experiences are not serious enough to report or worry they won't be believed. W-Safe creates a non-judgmental environment where victims can share their experiences without fear of negative reactions or societal stigma.
2. **Providing clear guidance on how to report violence.**
   Victims often lack information on how or where to report incidents. W-Safe offers straightforward instructions on reporting processes, including contact points for assistance.

3. **Building trust in the reporting process.**
   Victims are often uncertain whether their reports will be taken seriously. By enabling users to track their report status and receive automatic updates, W-Safe aims to ensure transparency and reassurance.

4. **Offering clear steps for post-incident response.**
   Victims are frequently unsure of what to do after experiencing violence—whether to contact authorities, seek medical help, or pursue legal action. W-Safe guides users through appropriate steps tailored to their situation.

5. **Providing psychological support to help victims heal.**
   Victims may experience severe psychological effects, such as trauma, anxiety, and depression. W-Safe offers access to professional consultations and private tools like personal journals to support emotional healing.

6. Scope/Assumption

Aplikasi W-Safe

a. A mobile-based information system.
b. Requires an internet connection for all features, except for educational modules and videos which can be accessed offline once downloaded.
c. Available 24/7 unless the app is under maintenance.
d. All features are accessible only after the user signs in. Users who haven't signed in can only view but not interact with the features.
e. Consultations with psychologists are only available during the selected psychologist's working hours.
f. Consultation sessions incur fees as stated in the app.
g. Educational modules and videos are only fully accessible to premium users. Free users can access limited content.
h. Available payment methods include e-wallets, QRIS, and bank transfers.

7. Product/Business Analysis

Based on research conducted with 31 respondents through a survey using the Kano Analysis method, the majority of respondents reported feeling ashamed, afraid, uncertain, and considered the violence they experienced to be a serious issue. Many of them felt stigmatized by society and lacked sufficient information about how to report the violence they had encountered. In addition, they felt they did not receive enough psychological support to help them cope with the trauma they suffered.

From these findings, the W-Safe application offers solutions that focus on the protection and empowerment of violence survivors through the following features:

- **Anonymous Feature on W-Lapor:** Based on the research results, 16 out of 31 respondents considered this feature an important "Opportunity." The anonymous feature was designed to provide survivors with a safe space to report the violence they experienced without revealing their identities. It aims to make it easier for survivors who feel afraid or ashamed to come forward without fear of social stigma.
- **W-Bot Feature:** With a score of 9 out of 31 in the "Opportunity" category, the W-Bot feature serves as an initial responsive communication tool for survivors. It was developed to assist those who may feel hesitant or confused about the reporting process and who need immediate information or answers. W-Bot is designed to guide users through the initial steps they may need to take.
- **W-Konsul Feature:** Rated as a "Must-be" by 11 out of 31 respondents, this feature emphasizes the importance of access to psychological consultation to support survivors' trauma recovery. W-Konsul enables survivors to obtain professional support to help them deal with the psychological impacts of violence, which are often difficult to access directly.
- **W-Jurnal Feature:** Recognized as an "Opportunity" by 9 out of 31 respondents, W-Jurnal serves as a tool for survivors to document their emotional progress.

This feature was developed to support the healing process by providing a safe space for survivors to reflect on their feelings and thoughts, an essential part of overcoming trauma.

- **Educational Modules and Videos (KV16):** This feature received the highest "Must-be" rating with a score of 8 out of 31. It offers guidance and education for survivors, especially those experiencing violence for the first time. The educational content is designed to provide accurate information about the actions they can take following a violent incident, helping survivors to better prepare for their situations.
- **Report Status Feature on W-Lapor:** Rated as a "Must-be" by 11 out of 31 respondents, this feature helps survivors track the progress of the reports they have submitted. This transparency is crucial for providing reassurance that their reports have been received and are being processed, thereby reducing survivors' anxiety about the handling of their cases.
- **Automatic Response Feature on W-Lapor:** With a score of 8 out of 31 in the "Must-be" category, this feature ensures that survivors receive a prompt response after submitting a report. The automatic response is designed to immediately confirm to survivors that their report has been received, providing them with a sense of assurance.

8. User Stories

Aplikasi W-Safe

Features	User Stories	Acceptance Criteria	Note
Sign up and Account Verification	**As a User** Want to have an account to be able to access features that require account data with easy steps. **I want to** get easy step to create accounts manually. **So, I** can make account and get a verification easily	**Given** - User already download mobile app - User has a good internet connection **When** - User on sign up page **Then** - User fill the form that includes email, password, and phone number - User can push sign up button, and system will check the data , if the data isn't match. The system will show the error pop up - User dapat memilih metode untuk menerima kode verifikasi melalui email, sms, atau whatsapp - Jika user telah menerima kode verifikasi maka user dapat mengisikan pada fill box yang tertera	**P0**

		- Jika verifikasi berhasil maka user akan diarahkan ke homepage	
Sign up mengguna kan akun Google	**As a User** Ingin memiliki akun agar dapat mengakses fitur yang membutuhkan data akun dengan langkah yang mudah. **I want to** memberikan kemudahan untuk membuat akun menggunakan akun Google. **so saya** dapat melakukan sign up dengan cepat dan mudah.	**Given** - User memiliki aplikasi - User memiliki koneksi internet **When** - User berada pada page sign up **Then** - User dapat memilih button *Continue with Google,* kemudian sistem akan menampilkan pilihan akun Google yang terhubung dengan browser yang digunakan oleh user - User dapat memilih salah satu akun Google yang ingin digunakan untuk Sign up - Jika akun Google berhasil dideteksi oleh sistem maka sistem akan mengarahkan user ke homepage - Jika akun google yang digunakan tidak valid maka sistem akan menampilkan pesan error	**P1**
Login	**As a User** ingin mudah untuk melakukan proses Sign in agar bisa mengakses fitur yang membutuhkan data akun **I want to** memberikan kemudahan kepada user untuk melakukan proses Sign in **So saya** dapat melakukan proses Sign in dengan cepat dan mudah dan mengakses fitur yang membutuhkan Sign in	**Given** - User memiliki aplikasi - User memiliki koneksi internet **When** - User berada pada page Login **Then** - User dapat memasukkan email atau nomor telepon dan password yang terdaftar saat sign up - User dapat memilih button “Login”, dan sistem akan mengecek apakah data yang diinputkan sudah benar, jika terdapat kesalahan input data maka sistem akan menampilkan pesan error. - User akan langsung diarahkan ke homepage oleh sistem jika data yang diinputkan sudah benar	**P0**
Sign in mengguna kan akun Google	**As a User** ingin mudah untuk melakukan proses Sign in agar bisa mengakses fitur yang membutuhkan data akun	**Given** - User memiliki aplikasi - User memiliki koneksi internet **When** - User berada pada page Sign in	**P1**

	I want to memberikan kemudahan kepada user untuk melakukan proses Sign in menggunakan akun Google **So saya** dapat melakukan proses Sign in dengan cepat dan mudah dan mengakses fitur yang membutuhkan Sign in	**Then** - User dapat memilih button *Sign in with Google,* kemudian sistem akan menampilkan pilihan akun Google yang terhubung dengan browser yang digunakan oleh user - User dapat memilih salah satu akun Google yang ingin digunakan untuk *Sign in* - Jika akun Google berhasil dideteksi oleh sistem maka sistem akan mengarahkan user ke homepage - Jika akun google yang digunakan tidak valid maka sistem akan menampilkan pesan error	
Lupa/Reset Password	**As a User** kesulitan Sign in karena lupa password yang terdaftar saat Sign up. **I want to** memberikan kemudahan kepada user yang lupa dengan password yang terdaftar saat registrasi dengan memberikan opsi membuat password baru **So saya** dapat me reset password dan membuat password baru	**Given** - User memiliki aplikasi - User memiliki akun - User memiliki koneksi internet **When** - User berada pada page reset password **Then** - User dapat memilih button “Lupa Password” - User dapat melakukan reset password dengan memasukkan email dan nomor telepon yang terdaftar saat Sign up - User dapat memilih metode untuk menerima tautan reset password melalui email, sms, atau whatsapp. Tautan hanya akan berlaku untuk 30 menit - User mengakses tautan yang sudah dikirimkan dan akan diarahkan ke halaman reset password - User dapat mengisikan password baru dan melakukan konfirmasi password - User dapat memilih button “Lanjut”*,* kemudian sistem akan mengecek apakah data yang diinputkan sudah benar, jika ada kesalahan input data maka sistem akan menampilkan pesan error	**P0**

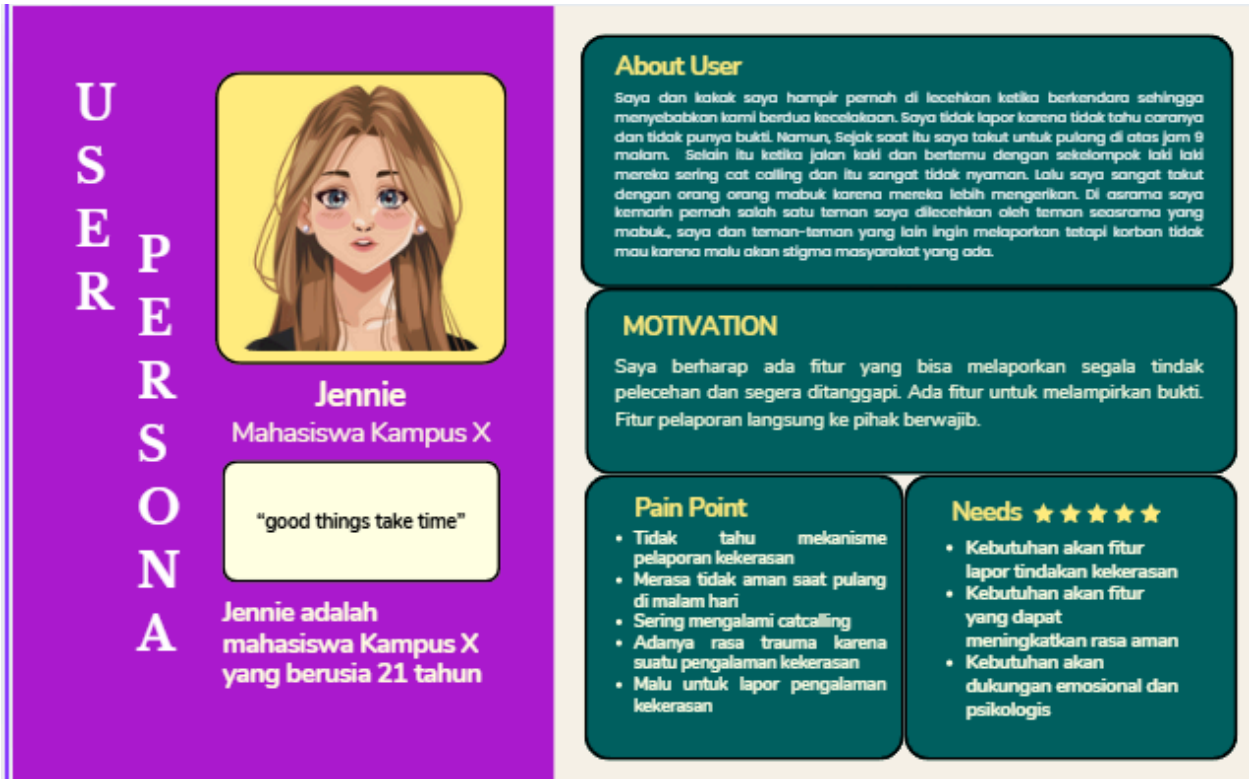
		- Setelah berhasil melakukan proses reset password, user akan diarahkan pada halaman Login - User dapat Login dengan password baru	
Lapor kasus (W-Lapor)	**As a** User yang ingin melaporkan kejadian dengan cepat dan mudah. **I want to** memberikan akses untuk melaporkan kejadian dengan proses yang sederhana. **So** saya dapat melaporkan kejadian dengan efisien dan mudah.	**Given** - User memiliki aplikasi - User memiliki koneksi internet - User sudah memiliki akun - User sudah login pada aplikasi **When** - User memilih menu W-Lapor pada halaman utama. **Then** - User akan melihat form laporan dengan 3 bagian yaitu data diri, data pelaku, dan data saksi. - Sistem akan memvalidasi data laporan, menampilkan pesan error jika ada kolom yang kosong. - Jika semua data sudah benar, sistem akan menyimpan laporan dan menampilkan status Pop Up terkirim dan mengirim notifikasi pada user.	**PO**
Anonim Lapor (W-Lapor)	**As a** User yang ingin melaporkan kejadian tanpa mengungkapkan identitas saya. **I want to** memungkinkan user membuat laporan anonim untuk menjaga privasi. **So** saya dapat melaporkan kejadian tanpa harus membagikan informasi pribadi.	**Given** - User memiliki aplikasi - User memiliki koneksi internet - User sudah memiliki akun - User sudah login pada aplikasi **When** - User memilih opsi anonim untuk membuat laporan anonim pada halaman W-Lapor bagian Data Diri. **Then** - User tetap bisa mengirim laporan tanpa memasukkan data diri. - Sistem akan memastikan laporan tetap anonim di seluruh proses. - Notifikasi tetap dikirimkan kepada user tanpa memuat identitas pribadi.	**PO**

Status Laporan (W-Lapor)	**As a** User yang ingin melihat perkembangan status laporan saya. **I want to** mempermudah user dalam memantau status laporan yang telah dikirim. **So** saya dapat mengetahui status terbaru dari laporan saya.	**Given** - User memiliki aplikasi - User memiliki koneksi internet - User sudah memiliki akun - User sudah login pada aplikasi **When** - User memilih menu Status Laporan pada halaman utama. **Then** - User dapat melihat daftar laporan yang telah dikirim beserta statusnya (Diproses, Dalam Tinjauan, Selesai). - Jika ada pembaruan status, user akan menerima notifikasi otomatis dari sistem. - User dapat membatalkan laporan apabila masih pada tahap Diproses. - User dapat menghubungi petugas W-Safe.	**PO**
W-Bot	**As a** User yang ingin mendapatkan jawaban atas pertanyaan umum terkait kekerasan dan bantuan. **I want to** menyediakan bantuan melalui W-Bot dengan respons cepat. **So** saya dapat memperoleh jawaban atau panduan langsung dari aplikasi.	**Given** - User memiliki aplikasi - User memiliki koneksi internet - User sudah memiliki akun - User sudah login pada aplikasi **When** - User membuka menu W-Bot pada halman utama. **Then** - User akan diarahkan ke tampilan chat W-Bot. - W-Bot dapat menjawab pertanyaan terkait kekerasan dan memberi link ke fitur seperti Konsultasi dan Laporan. - Jika pertanyaan di luar kemampuan W-Bot, user akan diarahkan ke konselor untuk bantuan lebih lanjut.	**P0**
Notifikasi	**As a** User yang ingin mendapatkan informasi penting terkait laporan dan fitur lainnya. **I want to** mempermudah user untuk menerima notifikasi terkait	**Given** - User memiliki aplikasi - User memiliki koneksi internet - User sudah memiliki akun - User sudah login pada aplikasi **When** - User berada pada page notifikasi	**P1**

	aktivitas dan status di aplikasi. **So** saya dapat selalu mendapatkan update terbaru dari laporan dan fitur aplikasi.	- Ada perubahan status laporan, jadwal konseling, atau konten baru. **Then** - User dapat memilih icon lonceng yang ada pada homepage - Sistem akan menampilkan list notifikasi berdasarkan tanggal - User dapat memilih salah satu notifikasi yang ingin di cek detailnya	
Chat Sekarang (W-Konsul)	**As a** User yang memerlukan bantuan segera dan ingin berkonsultasi langsung dengan konselor. **I want to** memberikan akses untuk konsultasi langsung melalui chat. **So** saya dapat segera berbicara dengan konselor untuk mendapatkan dukungan.	**Given** - User memiliki aplikasi - User memiliki koneksi internet - User sudah memiliki akun - User sudah login pada aplikasi **When** - User memilih opsi "Chat Sekarang" pada menu halaman W-Konsul. **Then** - User dapat lanjut ke halaman pembayaran dan memilih opsi pembayaran. - Setelah berhasil membayar, user akan diarahkan pada ruang obrolan.	**P1**
Buat Janji (W-Konsul)	**As a User** yang ingin mengatur jadwal konsultasi di waktu yang sesuai. **I want to** memberikan fleksibilitas kepada user untuk membuat janji konsultasi. **So** saya dapat berkonsultasi dengan konselor pada waktu yang saya tentukan.	**Given** - User memiliki aplikasi - User memiliki koneksi internet - User sudah memiliki akun - User sudah login pada aplikasi **When** - User memilih opsi "Buat Janji" pada halaman W-Konsul. **Then** - User dapat memilih waktu sesuai jam kerja psikolog yang dipilih. - User akan diarahkan ke halaman pembayaran - Setelah berhasil membayar, Sistem mengirimkan notifikasi berhasil membayar	**P1**

9. Product Assessment

6.1 User Persona



6.2 Customer Journey Map

Customer Journey Map : Jennie

STEP	Awareness	Consideration	Decision	Action	Post-Experience
THINKING	• Nih kejadian kemarin tuh apa ya? • kemarin tuh termasuk kekerasan ga sih? • Ini aku harus gimana?	• Kalau di laporin kira2 gimana ya? • Apa nih yang terjadi kalau aku ngelaporin hal ini? • Apa aku tetep aman setelah aku melaporkan hal ini?	• akankah mereka percaya? • akankah masalahnya selesai kalau aku lapor? • sumpah deh aku cuma mau masalah ini kelar	• Semoga laporan ini membuat aku lebih tenang • Ini mereka bakal ngekontak aku atau giman sih?	• ini worth it ga ya? • Apa mereka bener2 peduli sama laporan kyk gini? • ini tapi aku maish trauma gimana ya cara ngatasinnya
DOING	• Jennie mengingat tentang pelecehan yang dia alami, dia bingung dan tidak yakin apa dia harus mengambil tindakan • Dia mungkin cek tentang apa yang dia alami lewat sosmed atau curhat ke temen	• Jennie menimbang2 antara benefit dan resiko kalau dia lapor • dia mencari tahu tahap2 an pelaporan	• Jennie memutuskan untuk lapor • Dia mereview ulang langkah2 nya dan masih berpikir lagi apakah dia harus lapor	• Jennie submit laporan dan menambahkan bukti yang ia miliki • dia menunggu respons	• Jennie menunggu update terbaru dari laporan yang ia kirim • dia berpikir apakah laporan ini bener2 bisa menuntaskan masalahnya
PAIN POINT	• Jennie tidak yakin apakah masalahnya cukup serius untuk dilaporkan • Jennie bingung dan tidak yakin harus berbuat apa da gimana cara responnya.	• Dia ga yakin lapor, takut malah kalau lapor malah memperburuk keadaan karena stigma masyarakat. • Langkah2nya cukup ribet jadi makin meningkatkan alasan dia untuk tidak lapor	• Dia takut masalhanya ga dianggap serius atau orang2 ngira dia bohong • Meskipun dia sudah memutuskan lapor, dia masih bimbang apakah ini adalah keputusan yang benar	• Jennie stress apakah laporan itu akan ditangani dan bisa menyelesaikan maslahanya atau tidak • Menunggu respon lama malah tambah membuat dirinya stress	• Jennie tidak sabar menunggu update dan bertanya pada diri sendiri apa ini bener2 bisa solve maslahanya dia • meskipun sudah lapor, jennie masih trauma akan kejadian yang telah menimpa dia
FEELING	Anxiety, confusion 😟	Fearful 😨	Nervous	Stress 😤	Impatient 😠
OPPORTUNITY	• Bagaimana untuk membuat user merasa masalahnya cukup serius untuk dilaporkan? • Bagaimana untuk membuat user tahu bagaimana cara merespon keadaan setelah kekerasan terjadi?	• Bagaimana membuat user yakin dan tidak takut untuk melapor? • Bagaiman membuat aplikasi dengan langkah-langkah yang tidak ribet?	• Bagaimana agar user tidka merasa takut ketika setelah melapor? • Bagaiman membuat user tidak bimbang untuk melapor?	• Bagaimana membuat user tidak stress dan bisa yakin kalau laporannya bakal ditangani? • Bagaimana membuat user tidak menunggu respon dengan lama?	• Bagaiman membuat sabar menunggu update dan membuat user tetap yakin dia mengambil keputusan yang benar setelah dia melapor? • Bagaimana membuat user tidak trauma setelah kejadian yang dia alami?

6.3 Which OKRs does it affect?

6.3.1 Objective 1: Increase New User Adoption and Public Awareness of W-Safe

- Key Result 1: Achieve a 20% increase in new users per month through public service advertisement campaigns and social media promotions.
- Key Result 2: Reach 50,000 visits to the app download page within 3 months.
- Key Result 3: Increase the conversion rate from visitors to active users by 15% within 3 months.
- Key Result 4: Generate at least 10,000 app downloads through public service advertisements and other promotional efforts.

6.3.2 Objective 2: Enhance User Experience with W-Safe's Core Features to Improve Retention

- Key Result 1: Increase the app rating to an average of 4.5 stars in app stores within 4 months.
- Key Result 2: Increase the usage rate of core features (W-Konsul, W-Lapor, W-Bot) by 30% per month.
- Key Result 3: Improve the success rate of services (e.g., relevant chatbot responses and psychologist consultations) to 85%.
- Key Result 4: Achieve a 10% monthly user retention rate through improved onboarding experiences and personalized user journeys.

6.3.3 Objective 3: Build User Loyalty by Increasing Engagement and Added Value Through Premium Services

- Key Result 1: Increase the conversion rate from free users to premium subscribers by 5% per month through premium service promotions and free trial.
- Key Result 2: Increase premium user engagement by 30% by offering exclusive content such as additional modules and special sessions with psychologists.
- Key Result 3: Collect at least 2,000 positive reviews regarding premium services and exclusive features within 6 months.
- Key Result 4: Achieve a user loyalty score (Net Promoter Score/NPS) above 70 by measuring user satisfaction and recommendations.

6.3.4 Objective 4: Increase W-Safe's Social Impact in Assisting Violence Survivors to Report and Recover

- Key Result 1: Achieve at least 15,000 anonymous reports within 6 months, demonstrating active usage of core reporting features.
- Key Result 2: Increase participation in psychologist consultation sessions by 40% per month.
- Key Result 3: Educate at least 20,000 users about violence and how to handle it through educational modules and videos within 6 months.

- Key Result 4: Improve timely response and handling by reaching a 90% report response rate within 24 hours.
- Key Result 5: Increase the average transaction value per customer by 20% each month and the conversion rate of users to premium subscribers by 10% per month.

6.4 What problem will this solve?

W-Safe aims to provide solutions for survivors of violence against women, whether they have previously reported the incident or not.W-Safe addresses issues that hinder users' safety and well-being, offering easy access to assistance. By providing various features that help survivors feel safe and receive the necessary support, W-Safe is designed to facilitate the recovery process and deliver useful information for coping with trauma.

Here is the problems that W-Safe seeks to address:

- **Survivors of violence often feel ashamed, afraid, uncertain, and unsure whether their experiences are serious enough to report.**

  This issue is addressed through the anonymous reporting feature, **W-Lapor**, in the W-Safe app, which enables survivors to share their experiences without fear.

- **Survivors may lack sufficient information on how to report the violence they have experienced.**

  The educational modules and W-Bot features in W-Safe provide resources and guidance to help survivors protect themselves and understand the correct steps for reporting incidents.

- **Survivors may doubt that their reports will be handled promptly and may experience uncertainty regarding response times after submitting a report.**

  Through the report status tracking and automated responses features, W-Safe helps expedite the reporting process and ensures survivors receive safe and timely feedback.

- **Survivors may not know the appropriate actions to take after experiencing violence.**

  The modules and videos available in W-Safe offer tailored recommendations based on survivors' situations, helping them understand the right steps to take after an incident.

- **Survivors often lack adequate psychological support to cope with the trauma they have endured.**

W-Safe offers the W-Konsul feature, which provides access to psychological support services to help survivors manage trauma and maintain their mental well-being. Additionally, W-Safe includes the W-Journal feature, allowing survivors to express their emotions as part of their healing process.

6.5 Who are we building this for?

The W-Safe application is designed to support survivors of violence against women, whether they have already reported their experiences or have not yet done so.W-Safe provides access to a variety of features, including anonymous and integrated reporting, psychological consultations, and educational modules on violence and trauma recovery.

Through this application, survivors can obtain information, professional support, and step-by-step guidance for both prevention and ongoing handling of incidents.The user demographics for W-Safe mainly consist of women who have experienced violence, whether or not they have formally reported it. Specifically, here is an example of a buyer persona for W-Safe:

- **Age:**
  W-Safe users are primarily between the ages of 18 and 45.This age group often requires support to overcome the trauma of violence and tends to have a higher awareness of the importance of personal safety. They may face various forms of violence, such as domestic violence, workplace harassment, or abuse in relationships.

- **Employment Status:**
  Most users are likely working women or university students. Workplaces and campuses are often environments where violence or harassment can occur, and this application is designed to help them confront and report such incidents.

- **Hobbies and Interests:**
  Many users may have hobbies or interests related to self-development, mental health, and social awareness. They may be interested in attending seminars, reading articles, or participating in training programs focused on violence prevention, mental health, and personal empowerment.

- **Emotional and Psychological Condition:**
  W-Safe users generally require access to emotional and psychological support services, whether through professional consultations or

educational content. Since the app offers anonymous features, users who feel afraid or are not yet ready to report their experiences are expected to feel more comfortable using the platform.

- **Primary Motivation:**
  Users are drawn to W-Safe because it offers practical step-by-step guidance for dealing with threats or violence, as well as support for trauma recovery. They are motivated to ensure their personal safety, gain insights, and receive secure support.

Through W-Safe, it is hoped that survivors of violence can more easily identify potential threats, take appropriate actions, and receive the support they need to heal and maintain their well-being.

6.6 What alternatives are in the current system?

6.6.1 SAPA129 (National Commission on Violence against Women)

SAPA 129 is a service provided by the National Commission on Violence Against Women to support women who have experienced violence.This service offers victims access to information, consultations, and assistance in the violence reporting process. SAPA 129 also provides recommendations to institutions that offer support and protection for victims, whether through legal aid or psychological services. As a service focused on women, SAPA 129 aims to provide support in facing violence and assist victims in their recovery process.

- **Strengths**: Provides dedicated support for women who are victims of gender-based violence, including access to information, consultations, and both legal and psychological assistance.
- **Weaknesses**: Primarily focuses on the initial stages of intervention and has not yet developed long-term support services.
- **Opportunities**:There is potential to expand service coverage to more regions and collaborate with other organizations to offer continuous support.
- **Threats**: Competition from other platforms offering similar services with more features, as well as social stigma that discourages victims from reporting incidents.

6.6.2 Halodoc

Halodoc is a healthcare service application that offers practical solutions for people to access medical services from anywhere. The app provides various features such as online consultations with doctors, medication purchases with direct delivery, and health articles to support public education. Halodoc aims to improve access to

healthcare services across Indonesia, particularly in areas where direct access to medical facilities is limited.

- **Strengths**: Facilitates public access to healthcare services through online doctor consultations and medication delivery features.
- **Weaknesses**: Primarily focuses on general healthcare services and does not offer specialized features for addressing violence or mental health issues.
- **Opportunities**: Has the potential to develop additional features that support victims of violence and mental health needs.
- **Threats**: Faces competition from numerous similar applications offering online healthcare services, as well as from apps that focus more specifically on certain issues.

6.6.3 Alodokter

Alodokter is a health application that allows users to consult directly with doctors via chat or video call. It also provides reliable medical information that can be accessed at any time, along with services such as laboratory tests and health insurance bookings. Alodokter focuses on delivering easily accessible healthcare services to the public, particularly for remote medical consultations.

- **Strengths**: Offers online medical consultations and access to trusted medical information, along with medical service bookings.
- **Weaknesses**: Limited to general healthcare services and does not cater to the needs of violence victims.
- **Opportunities**: Potential to add features that specifically address mental health and trauma resulting from violence
- **Threats**: Competes with other applications that are more focused on handling violence-related or mental health issues.

6.6.4 Ibunda

Ibunda is a platform that specializes in mental health services, particularly counseling and psychological therapy. Through Ibunda, users can connect with licensed psychologists for online counseling sessions. The platform also offers articles and educational content related to mental health, supporting the community in dealing with various psychological issues. Ibunda strives to make mental health services more accessible and affordable to the broader public.

- **Strengths**: Focused on mental health services with access to online psychological counseling and educational mental health content.
- **Weaknesses**:Solely focuses on mental health and does not provide legal or social support for victims of violence.
- **Opportunities**: Has the potential to expand its services by offering legal assistance and protection support for violence victims..

- **Threats**: Faces competition from similar platforms and more integrated applications that address social, legal, and mental health issues simultaneously.

6.7 How will we get this product to market?

6.7.1 Nationwide Advertising

- Channel: Public Service Announcements (TV, radio, print media)
- Special Offer: Free access to premium features for new users for 1 month
- Tools:PSA campaigns on national TV, radio, print media, and government digital platforms
- View Rate: 70%
- Approaching:
    - Partner with the government to distribute PSAs about W-Safe
    - Educate the public on the importance of personal safety and how to use W-Safe
    - Introduce key features such as anonymous reporting and psychological consultation
- User Story:
    - A user sees or hears a PSA about W-Safe
    - The user feels more secure knowing W-Safe's features
    - The user downloads W-Safe and starts using the free features
- Budget: Rp. 3.000.000
    - ➢ PSA on national TV: IDR 0 (free)
    - ➢ Video marketing: IDR 3,000,000

6.7.2 Advertising in Surabaya Area

- Channel: Billboard banners in strategic Surabaya locations
- Special Offer: Exclusive discount for new users in Surabaya
- Tools: Large billboards and banners around central Surabaya (near universities, malls, and business districts)
- Billboard Recall Rate: 70%
- Approaching:

    - Install large billboards featuring a QR code linking directly to the W-Safe app
    - Use eye-catching visuals and messages about personal safety
- User Story:
    - A potential user sees the W-Safe billboard in Surabaya
    - The user scans the QR code and downloads the app
    - The user begins using key features such as reporting and consultation
- Budget: Rp. 2.000.000
    - ➢ Billboard rental: IDR 1,200,000
    - ➢ Design & printing: IDR 400,000
    - ➢ QR code & campaign management: IDR 400,000

6.7.3 Collaboration with Psychologists

- Channel: Psychology clinics, social media, and W-Safe app
- Special Offer: Discounted first consultation session
- Tools: Promotional materials in clinics, social media content, and in-app integration
- Referral Participation Rate: 40%
- Approaching:
    - Partner with clinics to promote W-Safe through posters and direct consultation
    - Educate users about consultation and educational features in the app
    - Build trust through professional endorsement
- User Story:
    - A user hears about W-Safe from a trusted psychologist
    - The user downloads the app to claim the discounted consultation
    - The user explores other educational modules and features
- Budget: Rp. 1.500.000
    - ➢ Clinic materials: IDR 600,000
    - ➢ Social media campaign: IDR 500,000
    - ➢ Psychologist incentives: IDR 400,000

6.7.4 Promosi di Lingkungan Kampus

- Channel: Universities, campuses, and student organizations
- Special Offer:Free premium access for students for a limited time
- Tools: Flyers, posters, and QR codes distributed around campuses and through student orgs
- Conversion Rate: 60%
- Approaching:
    - Distribute posters and flyers with student organization support
    - Host direct awareness campaigns around safety and W-Safe usage
- User Story:
    - A student sees the poster or hears about W-Safe from student orgs

    - The student downloads the app to try the free premium offer
    - The student uses key features like reporting and educational modules
- Budget: Rp. 500.000
    - ➢ Design & print: IDR 200,000
    - ➢ Student org outreach: IDR 200,000
    - ➢ QR codes & additional materials: IDR 100,000

6.7.5 Hyperlocal Influencer Collaboration

- Channel: Influencers' social media accounts aligned with W-Safe's mission
- Special Offer: Discounts or premium access for followers
- Tools: Video promosi dan endorsement di akun media sosial influencer
- Click Rate: 70%
- Approaching:
    - Identify local influencers who align with W-Safe's goals
    - Collaborate to promote W-Safe as a personal safety tool
- User Story:
    - A follower sees influencer content about W-Safe
    -
    - They click the shared link and download the app
    -
    - They try the features and recommend it to others
- Budget: Rp. 2.500.000
    - ➢ Influencer compensation: IDR 0 – 2,500,000 (depending on reach)

6.7.6 Early-User Referral Program

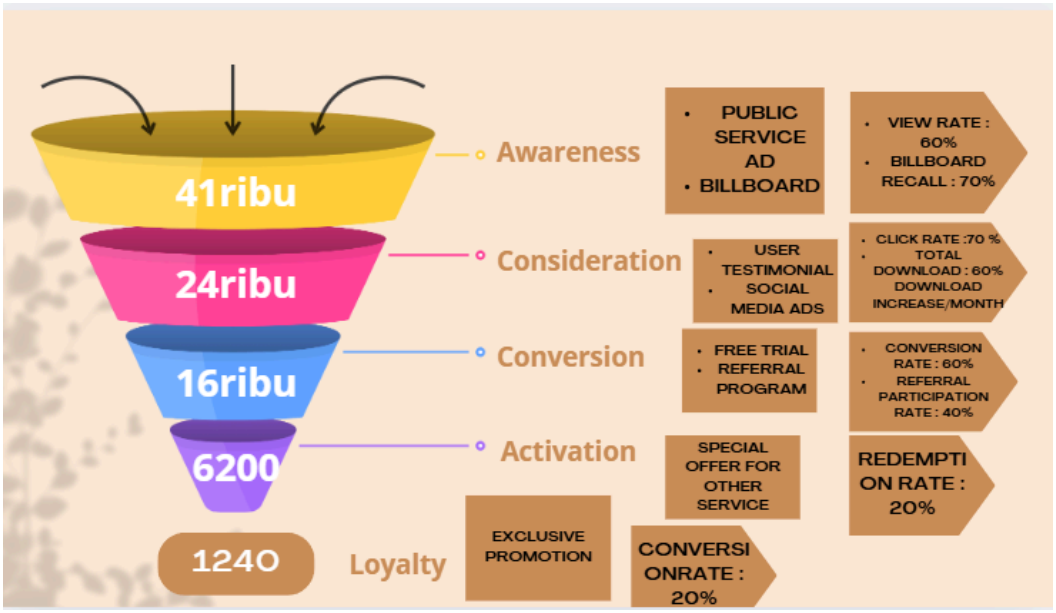
- Channel: In-app referral, social media
- Special Offer: Premium discount or vouchers for successful referrals
- Tools:Built-in referral system and social media ads
- Conversion Rate: 20%
- Approaching:
    - Launch a referral feature that rewards users for inviting friends
    - Promote awareness through reward-driven referrals
- User Story:
    - An early user enjoys the app and refers friends
    - Friends join via the referral link
    - Both parties receive incentives
- Budget: Rp. 1.000.000
    - ➢ Social media ad spend: IDR 1,000,000

6.7.7 Educational Content on Digital Platforms

- Channel: Social media (Instagram, TikTok, YouTube), blogs
- Special Offer: Free access to educational modules on safety and violence prevention

- Tools: Educational videos, infographics, blog posts
- Redemption Rate: 20%
- Approaching:
    - Create easily digestible and shareable educational content
    - Raise awareness of violence prevention and self-protection
- User Story:
    - A user finds W-Safe's content on social media
    - They want to learn more and download the app
    - They benefit from the modules and use additional features
- Budget: Rp. 5.000.000
    - ➢ Video production: same as PSA video
    - ➢ Social media promotion: IDR 5,000,000

6.7 Strategi Marketing lainnya pada Marketing Funnel



6.8 How will we measure success?

6.8.1 Number of Users

- **Decription:** Total number of users who download and register on the W-Safe application.
- **Success Indicator:** Growth in monthly user numbers.
- **Target:** 100,000 downloads within the first 6 months, with a 60% increase in downloads month-over-month thereafter.

6.8.2 Monthly Active Users (MAU) and Daily Active Users (DAU)

- **Description:** Number of users who regularly engage with the app on a monthly and daily basis.i.
- **Success Indicator:** Continuous increase in active users, reflecting sustained interest in W-Safe's features.
- **Target:** 60% of total downloads converted into MAU, with 20% of MAU becoming daily active users.

6.8.3 Conversion Rate

- **Description:** Percentage of new users who register and download W-Safe after viewing advertisements or receiving referrals.
- **Success Indicator:** A higher conversion rate indicates more effective marketing strategies.
- **Target:** 60% conversion rate from total visitors, with 40% coming from referral programs.

6.8.4 Retention Rate

- **Description:** Percentage of users who continue using the app over a given period.
- **Success Indicator:** A higher retention rate demonstrates that the app is relevant and valuable to users.
- **Target:** Monthly retention of 50% by the third month post-download, with 20% of users remaining active for more than 6 months.

6.8.5 Net Promoter Score (NPS)

- **Description:** User satisfaction score based on surveys using a 1–5 scale.
- **Success Indicator:** A high NPS indicates that users are satisfied and likely to recommend the app.
- **Target:** Average NPS of 4.5 out of 5 based on monthly surveys, with at least 80% of users giving a score of 4 or 5.

6.8.6 Time-to-Market

- **Description:** The time required to launch new features or major updates in the W-Safe app.
- **Success Indicator:** Faster release of updates increases app value and competitiveness.
- **Target:** 3 months on average for each major feature update or enhancement, with smaller updates released within 1 month.

6.8.7 Profitability Rate

- **Description:** Revenue generated from premium subscriptions, hardware sales, and in-app advertising.
- **Success Indicator:** Higher profitability reflects successful app monetization.
- **Target:** IDR 200 million in monthly revenue within the first 6 months, with 15% growth per month.

6.9 How will we monetise this product?

W-Safe adopts a strategic business model that ensures the product's sustainability and operational continuity. The model focuses on delivering safety and mental health support services to victims of harassment and violence through specialized features integrated with professionals and government institutions. W-Safe operates on both a Business-to-Customer (B2C) and Business-to-Government (B2G) approach. Below are the key revenue streams:

1. **Premium Subscription**
    - W-Safe offers premium subscription plans that provide access to exclusive educational modules and videos on safety and recovery topics.
        1. **Subscription Fee:** IDR 35,000/month
        2. **Revenue Goal:** Build a steady monthly income through increased premium subscribers.

2. **Service Fees and Consultation Commission**
    - A service fee is charged for every psychological consultation booked through the app, along with a commission on the consultation fee.
        1. **Service Fee:** IDR 2,000 per consultation
        2. **Commission:** 20% of the total consultation fee
        3. **Revenue Goal:** This is expected to be a major revenue stream as more users utilize psychological support services.

3. **Government Collaboration**
    - W-Safe partners with government institutions that support the app as part of public safety initiatives. Governments help cover the cost of goods sold (COGS) and 50% of the application's operational expenses.
    - **Revenue Goal:** These partnerships ensure financial stability, especially in covering operational and security feature development costs.

6.10 What factors are critical to success?

Intuitive and Accessible Features: Core features like incident reporting and psychological consultations must be easy to use. Accessibility ensures comfort

and trust for users in crisis situations.

Speed and Performance: Fast, responsive performance is critical, especially in reporting or consultation scenarios. Optimized performance enhances user experience.

User Satisfaction and Retention: Maintaining high satisfaction builds user loyalty. Feedback should be collected regularly to ensure high retention.

User Data Security and Privacy: Given the sensitivity of user data, W-Safe must maintain robust security protocols to build credibility and user trust.

Quality of Content and Education: Educational content must be informative, relevant, and professionally created to engage users and increase their awareness.

Technical Support and Ongoing Maintenance: Reliable technical support and regular updates are crucial to maintain trust and user engagement.

Partnerships with Third Parties: Collaborations with governments, psychologists, and organizations will enrich core services and provide comprehensive support.

Increase in Resolved Cases: The number of successfully reported and handled cases is a key success metric for W-Safe. Timely and effective response to reports is essential.

7. Product Requirements

W-Safe hadir untuk membantu perempuan yang telah mengalami kekerasan atau pelecehan dengan menyediakan akses informasi yang aman, tepat, dan mudah diakses. Aplikasi ini memberikan dukungan kepada pengguna dalam mengelola situasi darurat dan mendapatkan bantuan yang mereka perlukan. Beberapa fitur utama yang ditawarkan oleh aplikasi ini adalah:

1) **W-Lapor (Reporting):** Enables users to report incidents anonymously and receive appropriate follow-up from professionals.

2) **W-Jurnal (Personal Journal):** Allows users to log emotions and events, aiding in mental health tracking and recovery.

3) **W-Bot (Chatbot):** Offers initial support and guidance, providing information before connecting users to further assistance.

4) **W-Konsul (Consultation):** Gives access to licensed psychologists for online or in-person consultations.

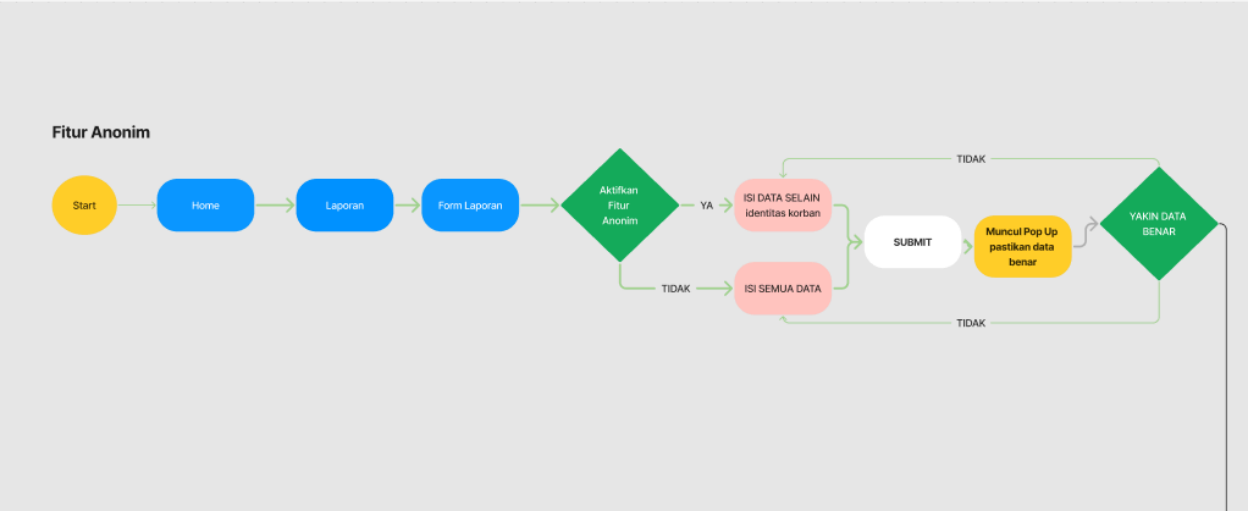
5) **Educational Modules and Videos:** Delivers preventive education and recovery content, empowering users with knowledge about their rights and actions to take.

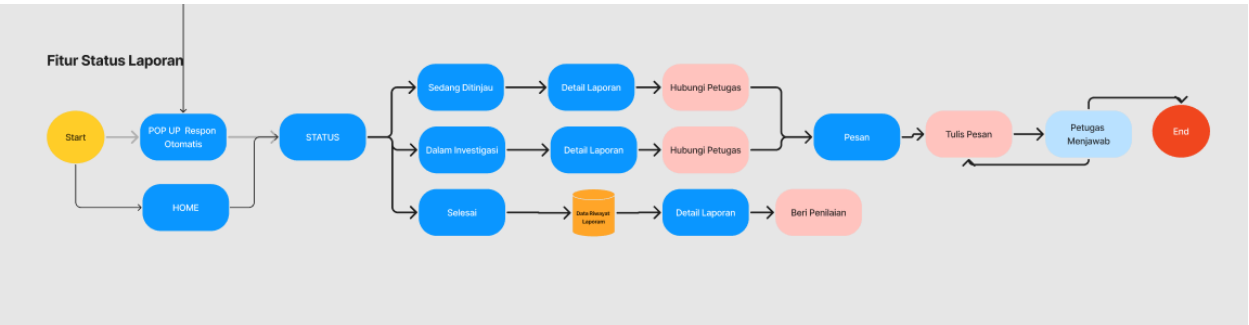
7.2 User flow chart & Information Architecture

Link : https://www.figma.com/board/Fq3DZ9f60cvDQFTfQzWa2Q/Untitled?node-id=0-1&t=zNiGGlaMsJcENApb-1

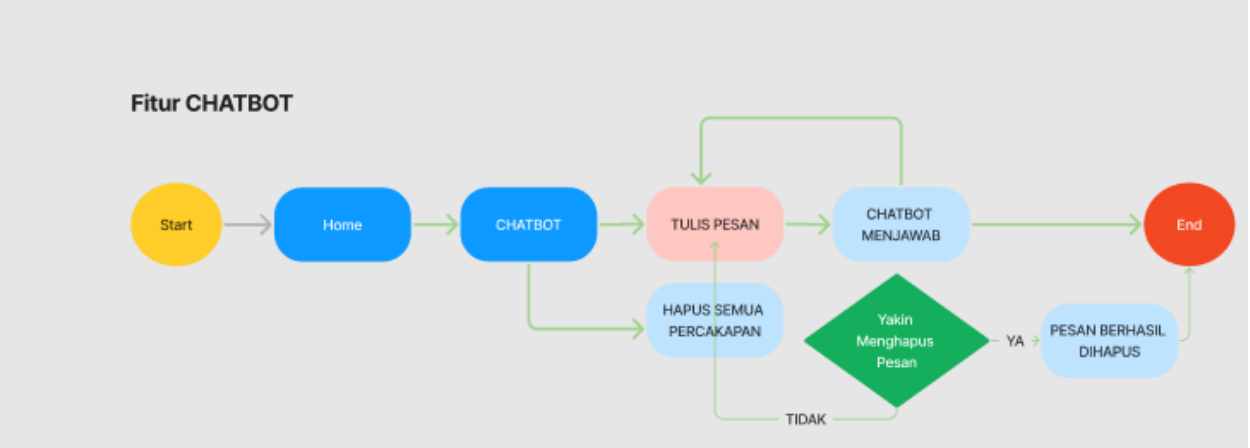
7.2.1 Flowchart

- Fitur Anonim pada W-Konsul

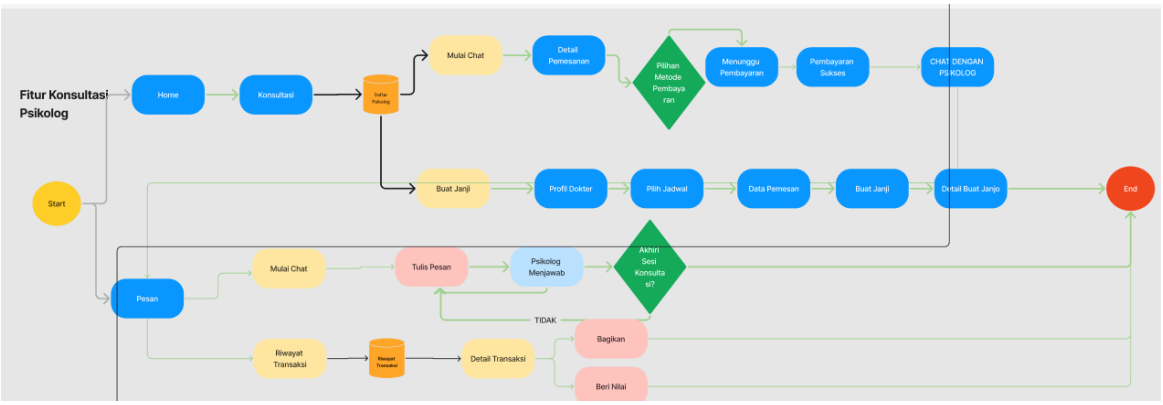

Fitur Anonim
Start
Home
Laporan
Form Laporan
Aktifkan Fitur Anonim
YA
TIDAK
ISI DATA SELAIN identitas korban
ISI SEMUA DATA
SUBMIT
Muncul Pop Up pastikan data benar
YAKIN DATA BENAR
TIDAK
TIDAK


Fitur Status Laporan
Start
POP UP Respon Otomatis
HOME
STATUS
Sedang Ditinjau
Dalam Investigasi
Selesai
Detail Laporan
Detail Laporan
Detail Laporan
Hubungi Petugas
Hubungi Petugas
Beri Penilaian
Pesan
Tulis Pesan
Petugas Menjawab
End

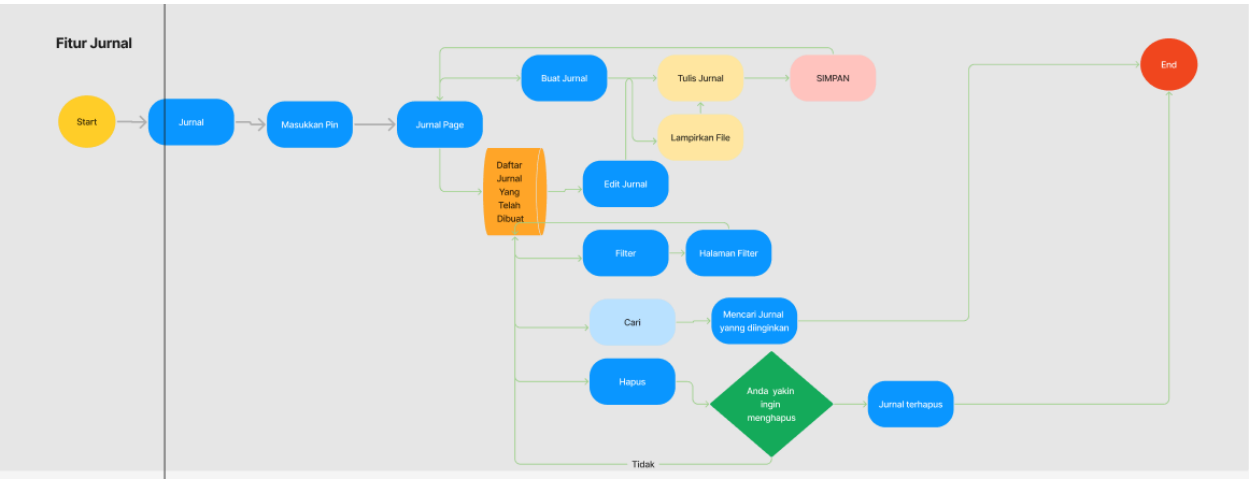
- Fitur W-Bot



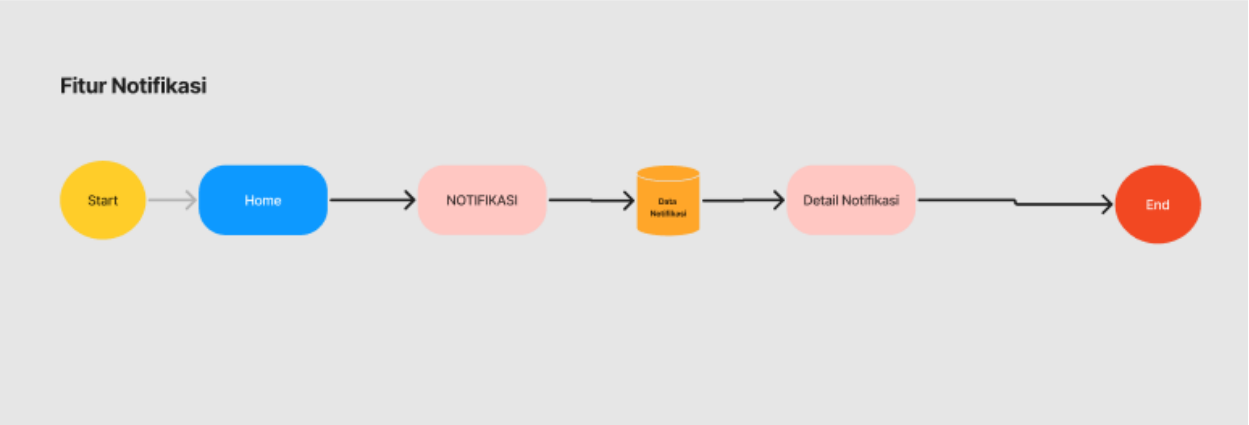
- Fitur W-Konsul



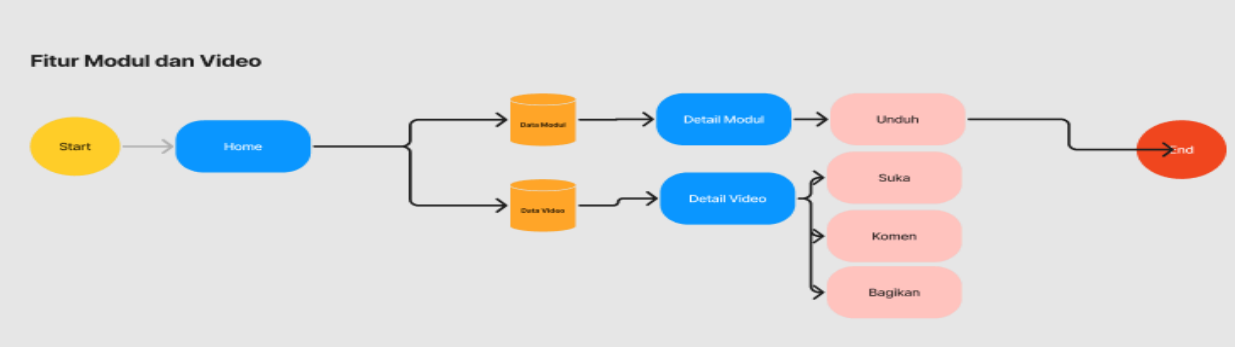
- Fitur W-Jurnal



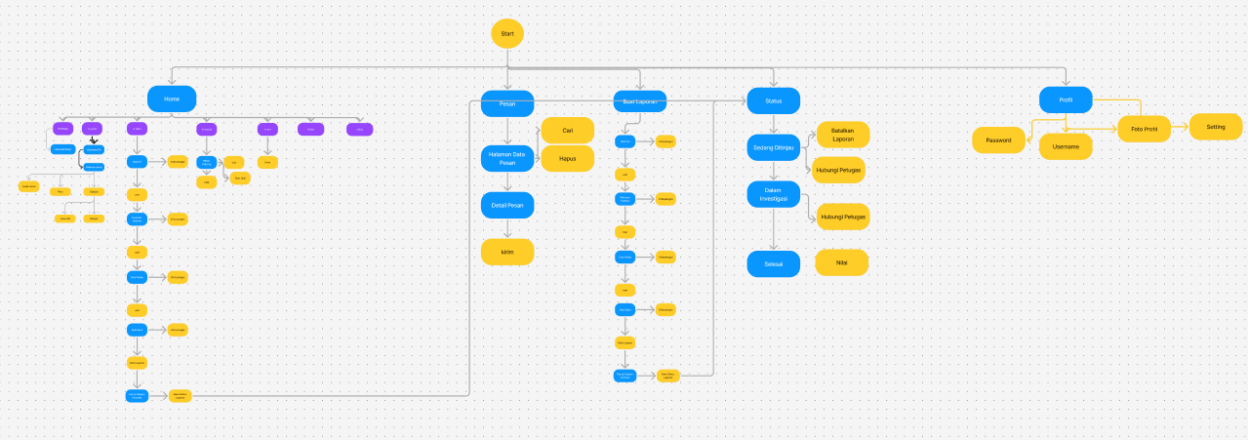
- **Fitur Notifikasi**



- **Fitur Modul dan Video**

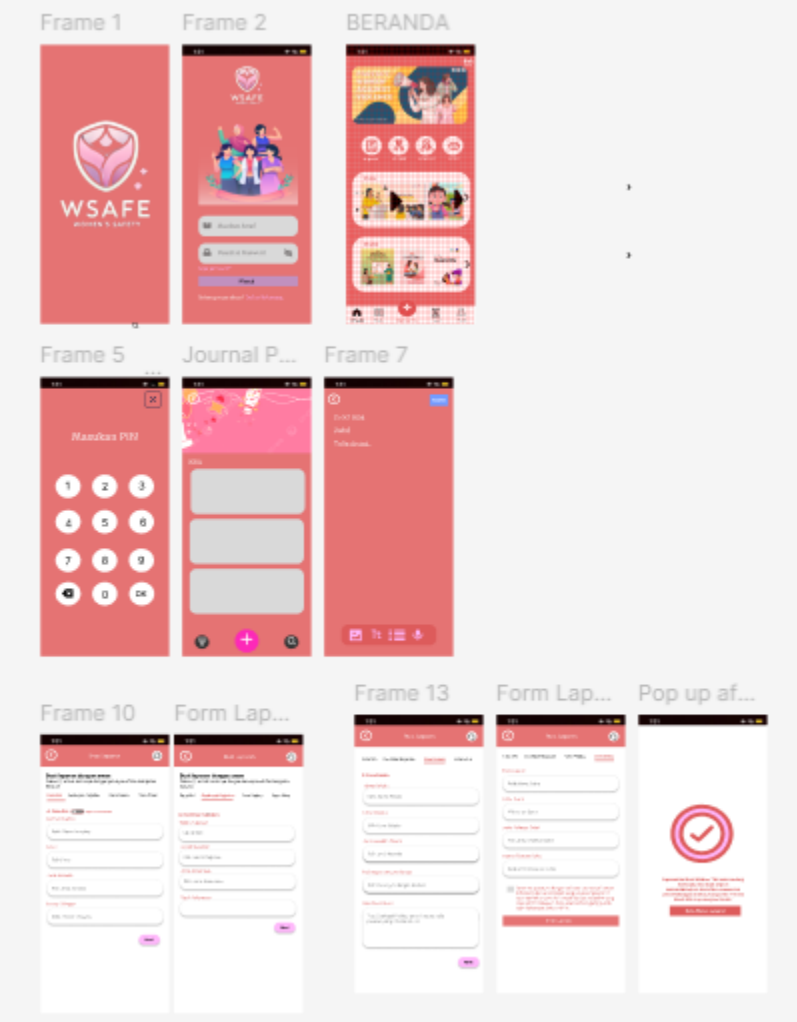


7.2.2 Information Architecture

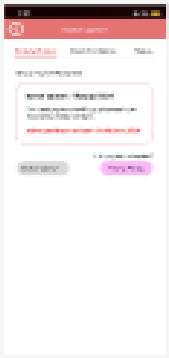


7.2.3 Prototype

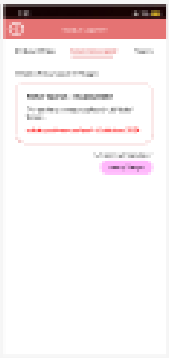
Link: Prototype



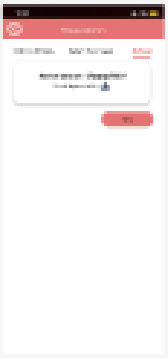
Frame 16



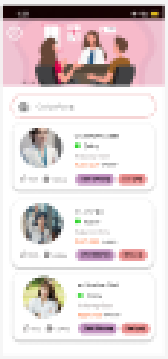
Status ...



Frame 18



Konsult...



Frame 21



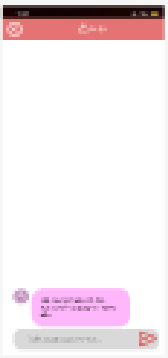
Frame 22



Frame 25

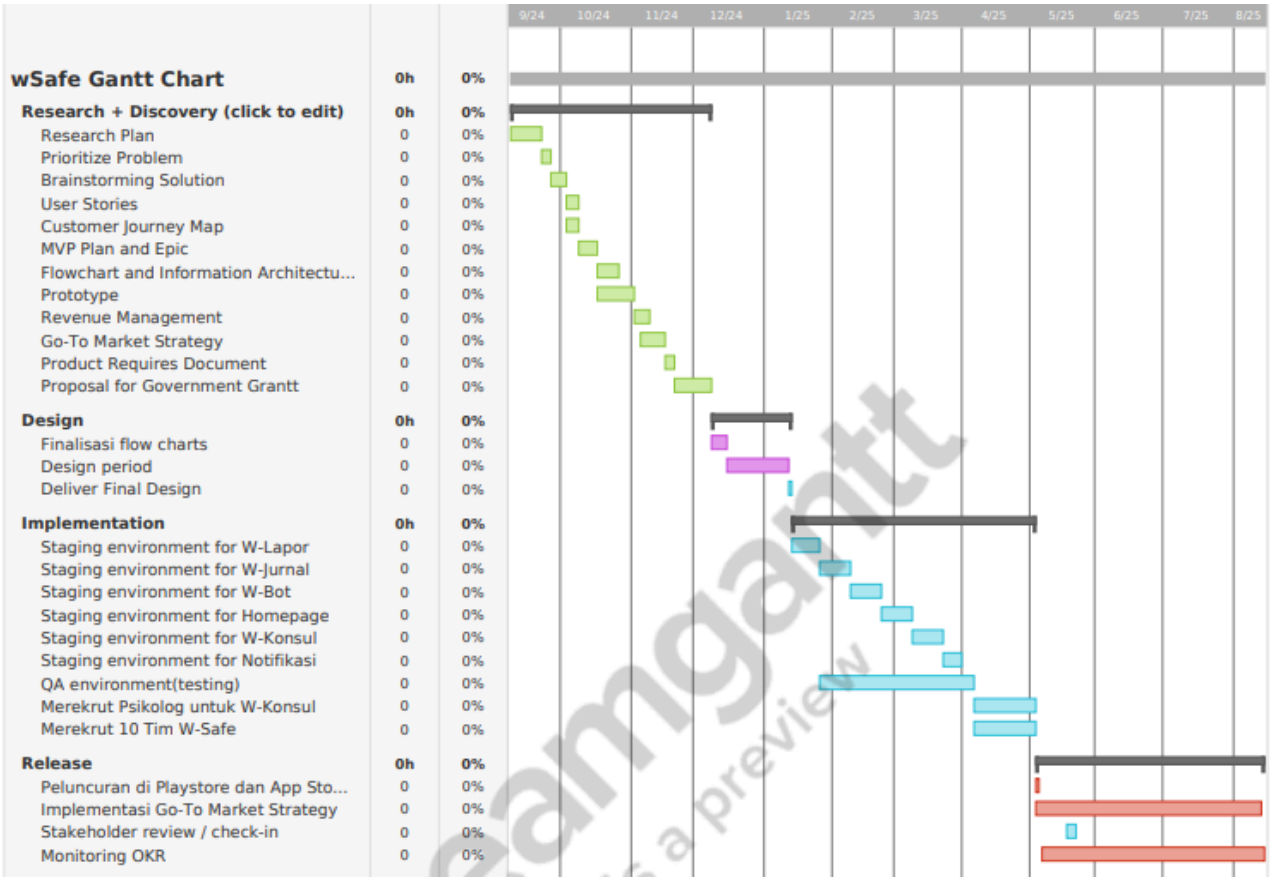


Frame 20



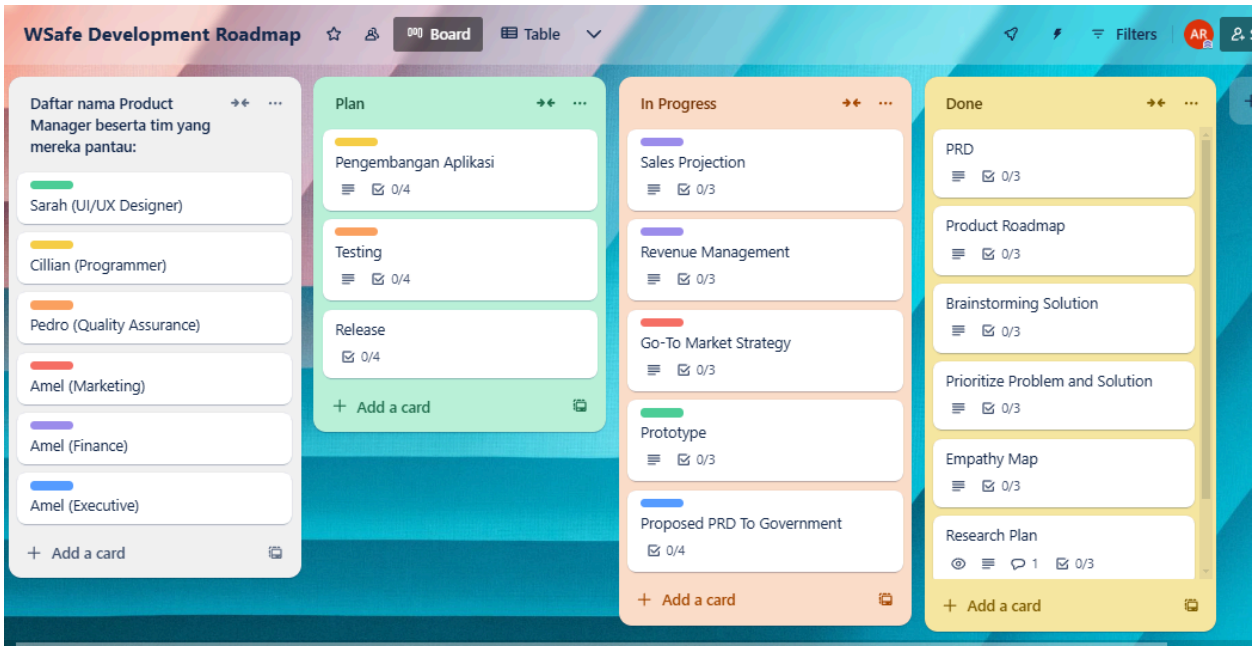
7.3 Product Roadmap

7.3.1 Gantt Chart



7.3.2 Kanban Roadmap (Product Manager Team)

https://trello.com/invite/b/6728b4007c4273766ea2ce1e/ATTI107488f7bee51fae561c20cbcb049ad9D850F000/wsafe-development-roadmap



7.3.3 Goals Oriented Roadmap (Executive)

	Tujuan Utama	Hasil yang diharapkan	Milestone Utama	Key Metrics
Q1 – Q3 2024	Meningkatkan Adopsi Pengguna Baru dan Kesadaran Publik tentang W-Safe	Meningkatkan kesadaran publik dan menarik pengguna baru melalui kampanye iklan dan media sosial, serta memperkenalkan aplikasi W-Safe kepada lebih banyak korban kekerasan.	Q1: Research & Discovery Q2: Product Planning Q3: Prototype & UI/UX Design	- 20% pengguna baru per bulan - 50.000 kunjungan ke halaman unduhan aplikasi dalam 3 bulan. -pengguna aktif sebesar 15% dalam 3 bulan. - 10.000 unduhan aplikasi
Q4 2024 – Q2 2025	Meningkatkan Pengalaman Pengguna dan Retensi Melalui	Memastikan pengalaman pengguna yang positif dan	Q4 2024: Development & Technical Execution	- 4,5 bintang di playstore dan appstore - Tingkat

	Penggunaan Fitur Utama	meningkatkan retensi melalui fitur utama W-Safe	Q1 2025: Testing & Iteration Q2 2025: Launch & Market Penetration ram	penggunaan W-Lapor 30%/bulan - Tingkat retensi pengguna sebesar 10% per bulan
Q3 2025 – Q4 2025	Membangun Loyalitas Pengguna dengan Layanan Premium	Meningkatkan loyalitas pengguna dengan menawarkan nilai tambah melalui layanan premium	Q3 2025: User Growth & Retention Q4 2025: Expanding Services	-Pelanggan premium 5%/ bulan - tingkat keterlibatan pengguna premium sebesar 30% - minimal 2.000 ulasan positif tentang layanan premium - (Net Promoter Score/NPS) di atas 70
Q1 2026 – Q2 2026	Meningkatkan Dampak Sosial W-Safe dalam Membantu Korban Kekerasan	Memberikan dampak sosial yang signifikan dengan membantu korban kekerasan melaporkan kejadian dan mendapatkan dukungan psikologis yang diperlukan.	Q1 2026: Scaling & Expanding Services Q2 2026: Sustainability & Impact Measurement	- 15.000 laporan / 6 bulan - sesi konsultasi psikolog sebesar 40% per bulan. - 20.000 pengguna modul dan video - 90% respons laporan dalam waktu 24 jam. - nilai rata-rata transaksi per pelanggan sebesar 20% setiap bulan - konversi pengguna menjadi pelanggan premium sebesar 10% per bulan.

7.3.4 Release Roadmap (Customer)

	Release V 1.0.0	**Release V 2.0.0**	**Release V 3.0.0**
Fitur W-Lapor	Pengguna dapat melaporkan kejadian kekerasan	Penambahan fitur pelaporan anonim dan geolokasi	Fitur verifikasi laporan dengan bantuan pihak ketiga
Fitur W-Jurnal	Pengguna dapat mencatat perasaan dan kejadian harian	Integrasi dengan mood tracker untuk analisis lebih lanjut	Fitur berbagi jurnal dengan profesional (psikolog/terapis)
Fitur W-Bot	Chatbot untuk memberikan informasi dasar	Chatbot dengan AI untuk menjawab pertanyaan lebih kompleks	Fitur chatbot dengan integrasi layanan darurat
Fitur W-Konsul	Fitur konsultasi dengan psikolog secara online atau tatap muka	Penambahan pilihan konsultasi dengan berbagai profesional	Fitur sesi konsultasi terjadwal dengan rekomendasi berdasarkan kebutuhan
Fitur Modul dan Video	Modul dan Video edukasi tentang keselamatan perempuan	Penambahan modul dan video pelatihan interaktif dan testimoni pengguna	Integrasi dengan kursus atau pelatihan online terkait
Notifikasi	Notifikasi terkait kekerasan dan tips keselamatan	Notifikasi berbasis lokasi untuk pengingat darurat	Fitur notifikasi cerdas berdasarkan aktivitas pengguna (deteksi potensi bahaya)

7.4 Success Metrics & Impacts

7.4.1 Fitur W-Lapor

- Metric: Jumlah Pelaporan Anonim
    - Tujuan: Mengukur jumlah pelaporan yang dilakukan secara anonim oleh pengguna.
    - Target: 20% dari total pelaporan adalah anonim pada pengguna baru selama 6 bulan pertama.
    - Indikator Sukses:
        - Peningkatan jumlah pelaporan: Meningkatkan jumlah pelaporan anonim sebesar 10% setiap bulan.
        - Persentase pelaporan anonim: Mencapai 20% pelaporan anonim dari total pelaporan pada pengguna baru selama 6 bulan pertama.

7.4.2 Fitur W-Konsul

- Metric: Jumlah Pengguna yang Menggunakan Fitur Konsultasi
    - Tujuan: Mengukur tingkat penggunaan fitur konsultasi psikolog di aplikasi.
    - Target: 30% pengguna aktif menggunakan sesi konsultasi dalam 3 bulan pertama.
    - Indikator Sukses:
        - Peningkatan penggunaan fitur konsultasi: Peningkatan 5% penggunaan fitur konsultasi dari pengguna aktif setiap bulan.
        - Peningkatan jumlah konsultasi: Meningkatkan jumlah konsultasi sebanyak 20% setelah iklan dan promosi.

7.4.3 Fitur Modul dan Video

- Metric: Jumlah Pengguna yang Mengakses Modul Edukasi
    - Tujuan: Mengukur seberapa banyak pengguna yang mengakses konten edukasi terkait kekerasan dan trauma.
    - Target: 40% pengguna yang terdaftar mengakses minimal 1 modul edukasi dalam 1 bulan.
    - Indikator Sukses:
        - Peningkatan jumlah akses ke modul edukasi: Peningkatan 15% akses ke modul edukasi setiap bulan.
        - Feedback positif atau rating tinggi: Mencapai 80% feedback positif atau rating tinggi untuk konten edukasi.

7.4.4 Feature W-Bot

- Metrics: Amount Users Which Interact with Chatbot

- Tpurpose: Measure How many Lots user Which use feature chatbot For get information or support.
- Ttarget: 50% user active use chatbot in 3 month First.
- Indicator Success:
  - Improvement amount conversation chatbot: Increase amount conversation chatbot as big as 10% every month.
  - Feedback positive about relevance And accuracy information: Reach 85% feedback positive about relevance And accuracy information.

7.4.7 Feature W-Journal

- Metrics: Amount Users Which Use Feature W-Journal
  - Purpose: Measure level use feature W-Journal in application.
  - Target: 25% user active use feature W-Journal in 3 month First.
  - Indicator Success:
    - Improvement use W-Journal: Improvement 10% use feature W-Journal from user active every month.
    - Amount journal Which sent: Increase amount journal Which sent by user as much as 15% every month.
    - Feedback positive: 80% user give feedback positive or rating tall For feature W-Journal

8. Release & Rollout Plan

8.1 Initiation and Planning

1. Forming team beginning For do research market And identify need related safety Woman.
2. Define And prioritize problem from results research related safety And security Woman in Indonesia.
3. Look for solution Which appropriate And Keep going interact with target market Which Already identified.
4. Forming team core Which consists of from team Products And UI/UX Designer For develop draft application.
5. Designing framework beginning product W-Safe as experiment in market.
6. Do adjustment idea product based on user stories Which describe need target users.
7. Determine Features main Which will developed based on results validation And feedback from target users.
8. Decide Name application, that is W-Safe, as identity official product.
9. Develop strategy revenue management, including model monetization application through content premium or service paid certain Which support sustainability application without burdensome user Which need support free.

10. Compile strategy marketing (Go-To-Market Strategy) For launch W-Safe, including campaign awareness public And cooperation with organization relatedt safety Woman. Strategy This covers use
11. media social, community, And cooperation with institution related.
12. Prepare proposal Which comprehensive And submit it to government For get support funds

8.2 Development

1. Develop feature become prototype Mid-Fi And Hi-Fi Which whop tested byeh user For ensure design beginning fulfil need victim violence And easy used.
2. Evaluate design, order location, And page application based on user stories, so that every element application support experience user Which optimal.
3. Forming team the one whodevelopment device soft Which consists of from programmer For application based on Android And web use ensure W-Safe can accessed in various device.
4. Make code application in accordance design Hi-Fi Which Already validated based on need users, so that application W-Safe can functioning in accordance with design beginning.
5. Do testing internal on every feature in application W-Safe For minimize bug And ensure performance application Which optimal.
6. Look for early adopter in circles target user For do testing application in a way direct And give feedback Which beneficial.
7. Get come onright from early adopter For repair And revision application, use increase quality application before launch official.
8. Recruiting consultant psychologist And expert related For support feature consultation in application W-Safe, so that victim violence get supportpsychological Which adequate.
9. Recruiting Tim Wsafe Which ensure case handled with Good

8.3 Launch

1. Set date launch official And make plan launch Which covers steps following:
   - Launch gradually in a number of region For test response users.
   - Campaign the breakersuggestion through media social, advertisement service public, And promotion collaborative with partners.
   - Stage program launch official with invitation for official government And figure public.
2. Ensure application available in platform main (Android) And fulfil condition Google Play Store.
3. Implementingfish Go-To Market Strategyy Which has planned previously.

8.4 Future

1. Develop And renew W-Safe with Features new in accordance bait come back user And trend safety latest.
2. Expand range geographical application For serve more Lots region in Indonesia.
3. Measure success application with monitor OKRs like amount user active, level retention, And effectiveness application in support user Which experience violence.
4. Strengthen cooperation with government, police, And partner local For support development sustainable.
5. Develop model business And source income addition, like service premium, consultation, And partnership strategic.

8.5 Risiko dan Mitigasi

Critical Scenario	Owner	Actions
Potensi pencurian data pengguna	Quality Assurance Engineer	Implementasikan standar keamanan data yang tinggi, termasuk enkripsi data, akses terbatas, dan pembaruan keamanan teratur. Pastikan kepatuhan dengan regulasi privasi data yang berlaku.
Rentan terhadap serangan siber dan peretasan aplikasi.	Quality Assurance Engineer	Terapkan praktik keamanan perangkat lunak yang baik, termasuk pembaruan perangkat lunak secara teratur, perlindungan terhadap serangan DDoS, dan pemantauan keamanan secara kontinu.
Ketidakpastian Dukungan dari Lembaga Pemerintah atau Penegak Hukum	Product Manager	Bangun kemitraan yang kuat dengan pemerintah dan penegak hukum untuk memastikan tindak lanjut laporan yang konsisten. Lakukan komunikasi terbuka terkait pentingnya respons cepat terhadap laporan untuk mengurangi risiko ketidakpercayaan.
Ketidakpuasan pengguna terhadap layanan konsultasi atau fitur yang tidak memenuhi harapan	Product Manager	Lakukan filter untuk psikolog w-safe, Implementasikan umpan balik pengguna untuk peningkatan kualitas layanan, dan jaga standar kualitas konsultasi.
Perubahan regulasi atau kebijakan yang dapat mempengaruhi model bisnis atau persyaratan keamanan data.	Product Manager	Tetap up-to-date dengan peraturan terbaru dalam industri dan teknologi. Jaga fleksibilitas dalam model bisnis dan kebijakan Anda.
Persaingan dengan aplikasi sejenis dan kemajuan teknologi baru yang dapat membuat aplikasi ini usang.	Product Manager	Selalu mengikuti tren industri dan melakukan inovasi berkelanjutan. Dapatkan umpan balik dari pengguna dan pertimbangkan untuk mengintegrasikan teknologi terbaru.

Aplikasi tidak mencapai jumlah pengguna yang diharapkan.	Marketing	Kembangkan strategi pemasaran yang lebih tepat sasaran dengan memanfaatkan media sosial dan iklan online.
Pengguna sulit dalam menggunakan aplikasi dan hardware	Customer Support	Membantu menjawab pertanyaan-pertanyaan yang diajukan pengguna secara real-time

9. Sign Off

Team	Name	Sign Off (Y/N)
Product Manager	Amelia Rizki Andini	Y