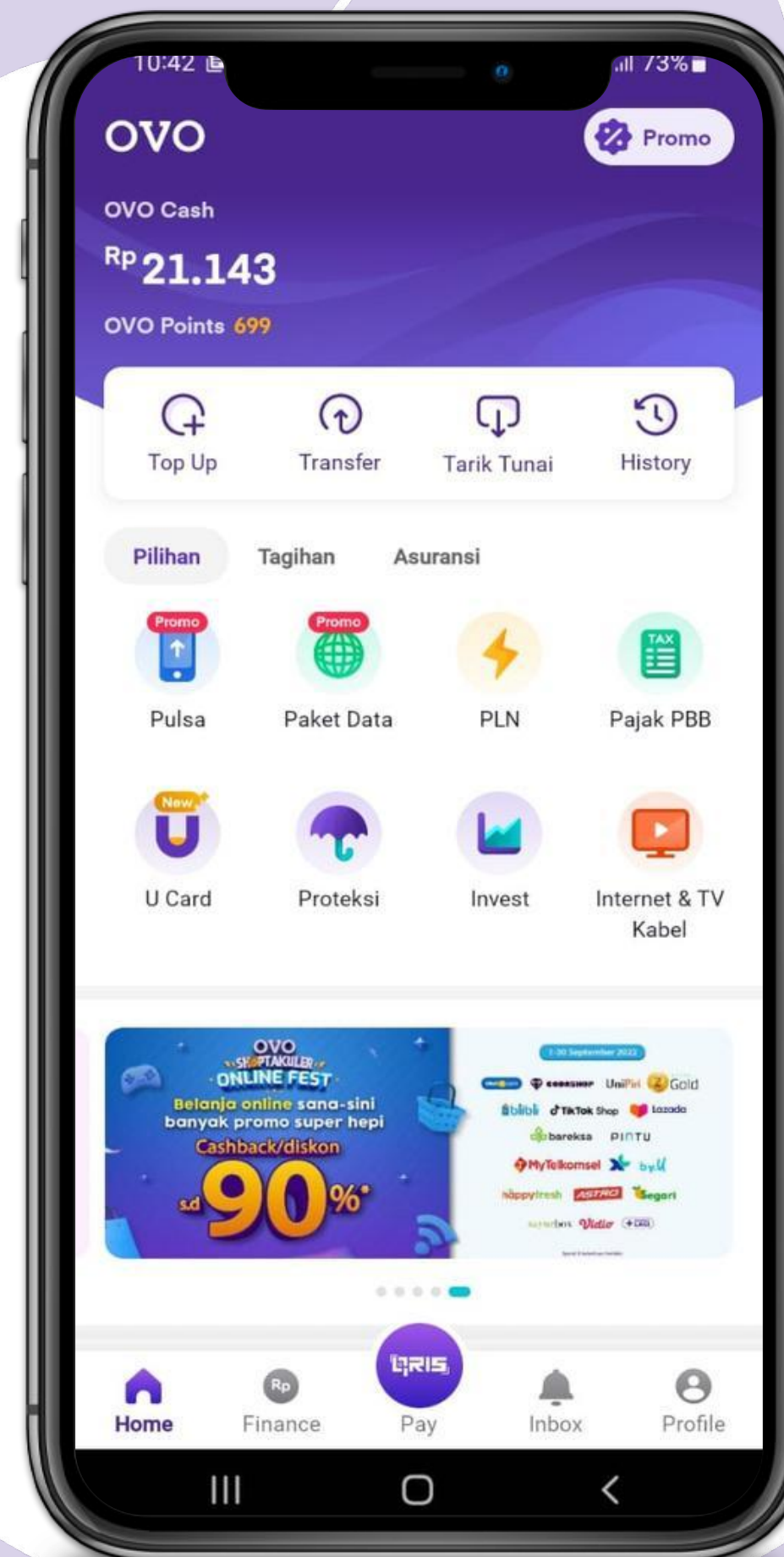




#pakeOVOaja



Present by Team J





MEET OUR TEAM!



Naufal

Project Lead



Nicholas

Researcher



Idecia

Researcher



Marsha

Designer



Ines

Designer



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1. Meet our team

2. Company Overview

3. Problem Discovery

4. Solution Conceptualization

5. Product Requirements Document

6. Solution Validation

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COMPANY OVERVIEW





About

OVO is a digital wallet that can be utilized for digital payment services. Founded by Lippo Group in 2017 with an e-money license from Bank of Indonesia, Currently OVO is being used by merchants across Indonesia and is the number 1 choice for digital payment services among the users in Indonesia.

Company Vision

Enable financial inclusion across Indonesia, by providing the most comprehensive suite of financial services.

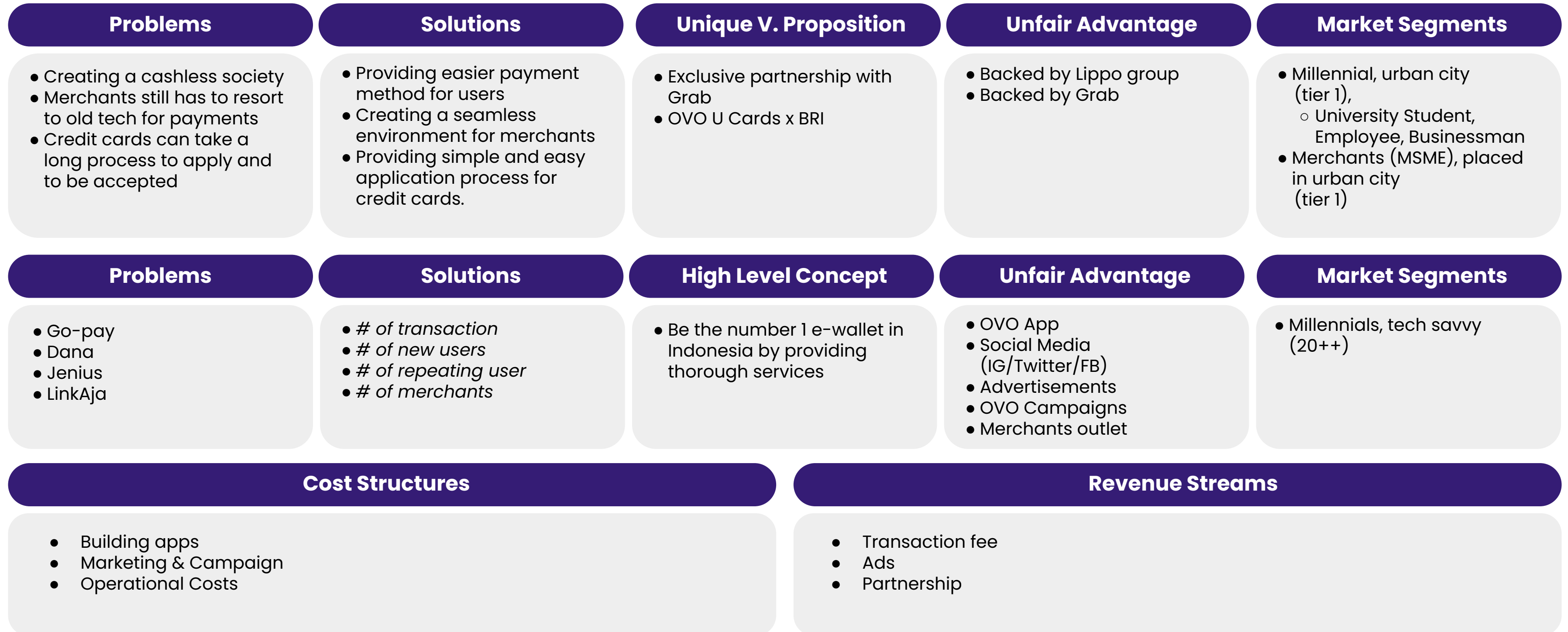
Product Vision

Simple, instant, secure, and all-round payments app to make financial transactions to be more enjoyable.

Product Strategy

Providing 360 financial services





LEAN CANVAS



North Star Metric

Monthly Transactions

Reach

of Monthly Active Users

of New Users

of Existing Users

Frequency

of Transaction



PROBLEM DISCOVERY





PREVIOUS FINDINGS

Methodology

In this research we use **qualitative method**, In depth interview. We choose in depth interview so we can better understand how the user exactly feels.

Finding Problems

- Boring UI
- Need more cashback
- PIN Hassle
- Deduction fee admin after top up
- Difficulty to upgrade premium
- Inaccurate information about promo and cashback
- A limited merchants availability



PREVIOUS FINDINGS

Based on our research, we've found several problems as listed on the previous slide. With the process of eliminating problems that are less relevant, we've found our main issues based on most users complains about.

These are the main issues we found based on our interview:

- More promo & cashback
- Cashback not accurate (or unavailable during checkout)
- Needs to stood out UI wise (boring)



Framenti, 23 – Freelancer

Now that there are many other options of e-wallets that offer a lot of promos, I find OVO less enticing compared to the others. I no longer find ovo that beneficial for me, so I haven't used it in a while.



Rizky, 23 – Business Analyst

the cash-back deal advertised on the homepage is unavailable upon checkout. As a result of my frustration, I decided to stop making bill payments via that app.



Adi, 27 – Entrepreneur

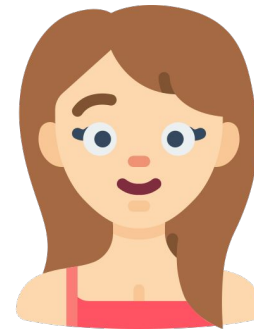
OVO has no distinctive feature, juggles between e wallets, ovo needs to stood out from the market ui wise.



USER PERSONA

PUAN

Age : 23 y.o
Gender : Female
Education : Bachelor Degree
Occupation : Freelancer
Location : Jakarta



ADAM

Age : 25 y.o
Gender : Male
Education : Bachelor
Occupation : UI/UX Engineer
Location : Jakarta

Bio : Puan is a 23 years old female living in the main city, Jakarta. – dislikes the idea of cash since it’s considered dirty and unhygienic (especially after pandemic) so she prefers cashless transaction for her day to day needs. Working in Jakarta means she often has to use her e-wallets for various transaction (public transport, minimarket, daily lunch, etc). – loves promotion and will get her hands on any kind of promos she can find, and she’ll make sure she gets the best deal for herself. Puan also has a really severe FOMO, she has to be on trend.

Goals: Cashless Society, Best Possible Deals, Social Exposure

Needs : More Promotion, 360 Apps for Online Payment

Pain points : Not Every Transaction Can Utilize e-wallet, Lacks of Discount

Interest and hobbies : Shopaholic, Cafe Hopping, Travelling

Personality : Extrovert, Creative, Going Out

Bio : Adam is a tech savvy living in not-so-tech savvy Jakarta. He believes that in the current age we’re living everything has to be someway-somehow related with tech. Adam likes to have the ease of access from his smart devices and embrace this new technology. A critical thinker who will see few years ahead on how tech can change people’s day to day life. Adam is very organized and is a hopeless minimalist, his beliefs is that tech and apps should be relatively easy to access with clear information provided.

Goals: Cashless Society, More Tech Involvement in day-to-day Activity, Ease of Access Through Smart Devices

Needs : Fast Internet Access Everywhere, Seamless Payment Methods

Pain Points : Slow Internet, Cluttered Apps for Daily Activities

Interest and Hobbies : Technology Related Stuff, Smart Device

Personality : Introvert, Analytical Thinking, Staying In



CUSTOMERS JOURNEY MAP

	Search	Download	Set-Up Account	Premier Upgrade	Use Services	Reviews
User Goals	Find E-Wallet Apps	Download Ovo Apps	Successfully set up OVO account	Unlock all OVO feature	Use OVO services	App & service review
Activities	Search for e-wallet apps available	Successfully download OVO	Registration, signups	KYC	top up, Online payments, etc	Leave review for OVO
Touch Point & Channels	Appstore, social media, WOM	Appstore/Playstore	Sign up page	OVO Premier upgrade page	top up page, payment page	App store review section, social media for WOM
Experience						
Pain Points	Too many apps to choose from	Apps size is too large	Too many to fill	Insecure about KYC	Apps looks too cluttered, unappealing UI design	
Improvements & Opportunities	Increase marketing exposure for potential user	Make Apps more accessible for all devices	Simplify user data		UI/UX improvements	



PROBLEM STATEMENTS

Users need more cashback and promo and prefer e-wallet that offers more benefits

HMW provide best deals for users?

Users finds the UI design of OVO App is boring

HMW make OVO app more appealing?

Users find inaccurate informations about cashback and promo.

HMW improve information accuracy to user?



PROBLEM PRIORITIZATIONS

Problem Statement	Reach		Impact				Confidence		Effort		RICE Score	Rank
	Value	Score (1-5)	User (70%)		Business (30%)		Value	Score (1-5)	Value	Score (1-5)		
			Value	Score (1-5)	Value	Score (1-5)						
How might we provide best deals for users	30-60%	2	Affect user significantly	4	10-20% increase in retention rate	3	60-90%	3	Hard	3	7.40	1
How might we improve information accuracy to user	10-30%	1	Affect user slightly	2	No increase in retention rate	1	10-30%	1	Easy	1	1.70	3
How might we make OVO app more appealing	60-90%	3	Affect user directly	3	<10% increase in retention rate	2	30-60%	2	Hard	3	5.40	2



SOLUTION CONCEPTUALIZATION





SOLUTION CONCEPTUALIZATION

Problem

Users feel cashback and promo becoming rare and need more cashback and promo

HMW Statement

How might we provide the best deal for customers?

Proposed Solution

OVO Loyalty Program

Ovo loyalty program is a loyalty program build within the app to encourage more users to use our products and services. The more they use our services and make transactions using ovo, the more their level to increase and can enjoy more benefits such as promos and cashback.



SOLUTION CONCEPTUALIZATION

OVO Loyalty Program

Hypothesis

If we build **OVO Loyalty Program**, we will get our users to **get reward and more benefits according to their tier**, which will **increase Retention Rate by 10%**, because we **increase the likelihood of users to get more benefits** after using OVO continuously.

Tier System

By rewarding users for using OVO services more frequently, this product aims to boost user retention rates. We anticipate seeing more users come back to OVO to use our services as a result of this product.

See full PRD [here](#)

Stars Redeem

By allowing users to exchange their stars for prizes and participation in prizes, we want to increase user retention with this product.

See full PRD [here](#)



SOLUTIONS PRIORITIZATION

RICE Framework

Product teams can benefit in three different ways from using a scoring model like RICE. First, it can help product managers make more informed decisions, reduce personal biases in decision-making, and assist them in defending their priorities to other stakeholders





RICE CRITERIA & VALUE

[See details](#)

Reach		
Criteria	Value	Score
# of monthly active users impacted	<10%	1
	10-30%	2
	30-60%	3
	60-90%	4
	90%>	5

Our key results are an increase in retention rate and monthly active users, both of which are directly related to how much our product impacts consumers. Therefore, we base our Reach criteria on a percentage.



RICE CRITERIA & VALUE

Impact (User) – 70%		
Criteria	Value	Score
User Impact criteria	Do not affect user	1
	Affect user slightly	2
	Affect user directly	3
	Affect user significantly	4

Impact (Business) – 30%		
Criteria	Value	Score
Potential % impact on retention increase	No increase in retention rate	1
	<10% increase in retention rate	2
	10–20% increase in retention rate	3
	20–30% increase in retention rate	4

The impacts are divided by two which are user impact and business impact. User impact is weighed higher to accommodate our objective to increase retention rate and monthly active users.



RICE CRITERIA & VALUE

Confidence		
Criteria	Value	Score
How confident are we that this product will generate impact	10-30%	1
	30-60%	2
	60-90%	3
	>90%	4

Confidence scores serve as a bias brake to tamp down enthusiasm for intriguing but ill-defined concepts. Based on our research findings, we calculated the table's level of confidence.

Effort		
Criteria	Value	Score
Engineering & Dependencies External Resources (Complexity)	Easy	1
	Medium	2
	Hard	3
Person-months	1 person	1
	2 person	2
	3 person	3
	4 person	4

The amount of work that one team member can complete in a month, the complexity of the engineering team's work, and the degree to which they rely on outside resources are used to estimate effort.



RICE SCORING

Solution	Reach		Impact				Confidence		Effort		RICE Score	Rank
	Value	Score (1-5)	User (70%)		Business (30%)		Value	Score (1-5)	Value	Score (1-5)		
			Value	Score (1-5)	Value	Score (1-5)						
Tier System	60-90%	4	Affect user significantly	4	10-20% increase in retention rate	3	60-90%	3	Medium & 4 person	3	14.80	1
Stars Redeem	30-60%	3	Affect user directly	3	<10% increase in retention rate	2	30-60%	2	Hard & 4 person	3.5	4.63	2



PRODUCT REQUIREMENTS DOCUMENT





Loyalty Program

BACKGROUND PROBLEM

See full PRD [here](#)

- Most people (94%) prefer e-wallet for the ease of their transactions ([source](#)) and leads the emergence of various e-wallet apps and tighten the competitions among them.
- Despite OVO leading the e-wallet industry in Indonesia, the retention rate for OVO is still quite relative, meaning that not many users choose to come back to OVO, juggle between e-wallet apps, or just leave the app for another option altogether.
- Based on our in depth interview, most users prefer an e-wallet app that offers lots of promotions and cashbacks that they can benefit from. Based on the [source](#), 75% of consumers say they prefer brands that offer more rewards (SmallBizGenius, 2021).
- User feels that OVO promotions are declining and limited.



HIGH LEVEL CONCEPT

See full PRD [here](#)

From our discussion, this is what OVO can do to maintain or increase their retention rate. The suggestion is for OVO to have a **LOYALTY PROGRAM named OVO STAR.**

Why Loyalty Program?

- Based on the [source](#), the Loyalty program is proven to retain customers and increase users satisfaction.
- It is said that Loyalty schemes can help increase revenues: 50% of consumers changed their behaviors to reach a higher tier (Invesp, 2020).
- OVO currently has their own loyalty program, but it's very limited in sense of the usage cover.
- We would like to utilize this program to give rewards and benefit such as cashback and promos.



Loyalty Program

GOALS & SUCCESS METRICS

See full PRD [here](#)

The goal of OVO STAR Loyalty Program is to **increase users retention rate** by **rewarding users the more they use OVO services**. With this product we're expected to see more users returning to OVO to use our services.

To measure the success of this products there are several metrics we can gather data from:

1. 10-20% increase in retention rate
2. 10% increase on MAU
3. 10% increase on number of transactions
4. 5% of users achieve highest level



REQUIREMENTS

See full PRD [here](#)

Epic	User Stories	Priority	Jira Link	Requirements
Tier system	As a user I want to be rewarded more when I'm using OVO services for my day to day bills	High	OVO-2	<p>Users can get stars for each successful transaction:</p> <ul style="list-style-type: none"> • Two stars are awarded for every Rp 5,000.00 spent on QRIS, top-up, transfer, and withdrawal, as well as game vouchers, Google Play bills, and mobile postpaid bills. • One star is awarded for every Rp 5.000,00 spent on the internet and TV bills, PDAM, PLN, Telkom, BPJS Kesehatan, Samsat, IPL, installment loans, education, insurance, retribution, and donation. • 100 is the maximum number of stars a user can acquire per transaction • User stars will accumulate and will upgrade them to next tier when requirement's met: <ul style="list-style-type: none"> ○ ★ : > 0 star ○ ★★ : >500 stars ○ ★★★ : >1.500 stars ○ ★★★★ : >3.500 stars ○ ★★★★★ : >6.500 stars • Given a transaction is successful: Customers will be directed to the transaction page, where they will receive notification of the success of the transaction and see additional stars. • Given a transaction is failed: The failed notification will be visible to customers, who will then be prompted to return to the transaction page.



REQUIREMENTS

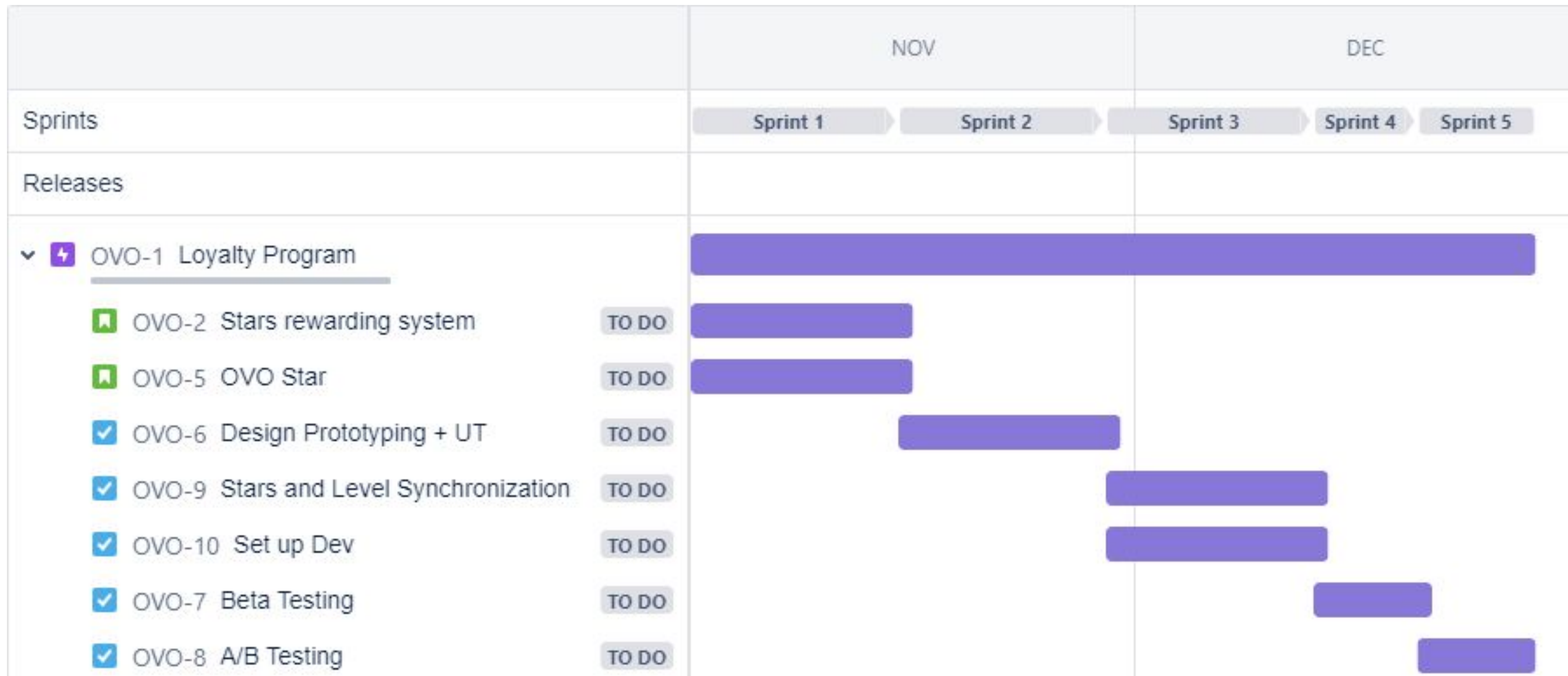
See full PRD [here](#)

Epic	User Stories	Priority	Jira Link	Requirements
Tier system	As a user I want to see my current loyalty rank and the perks that comes with my rank	High	OVO-5	<ul style="list-style-type: none">• Add user interface for OVO Star on the home page, allowing users to view their current rank and total number of stars without having to navigate to the loyalty program page.• When the user clicks the OVO star UI, they are redirected to the loyalty program's landing page.• Homepage for a loyalty program that describes the user's current status and any benefits available to them at that level.• Level progress bar to monitor their advancement towards the top level• FAQ page for more detailed info about OVO Star program



PRODUCT ROADMAP

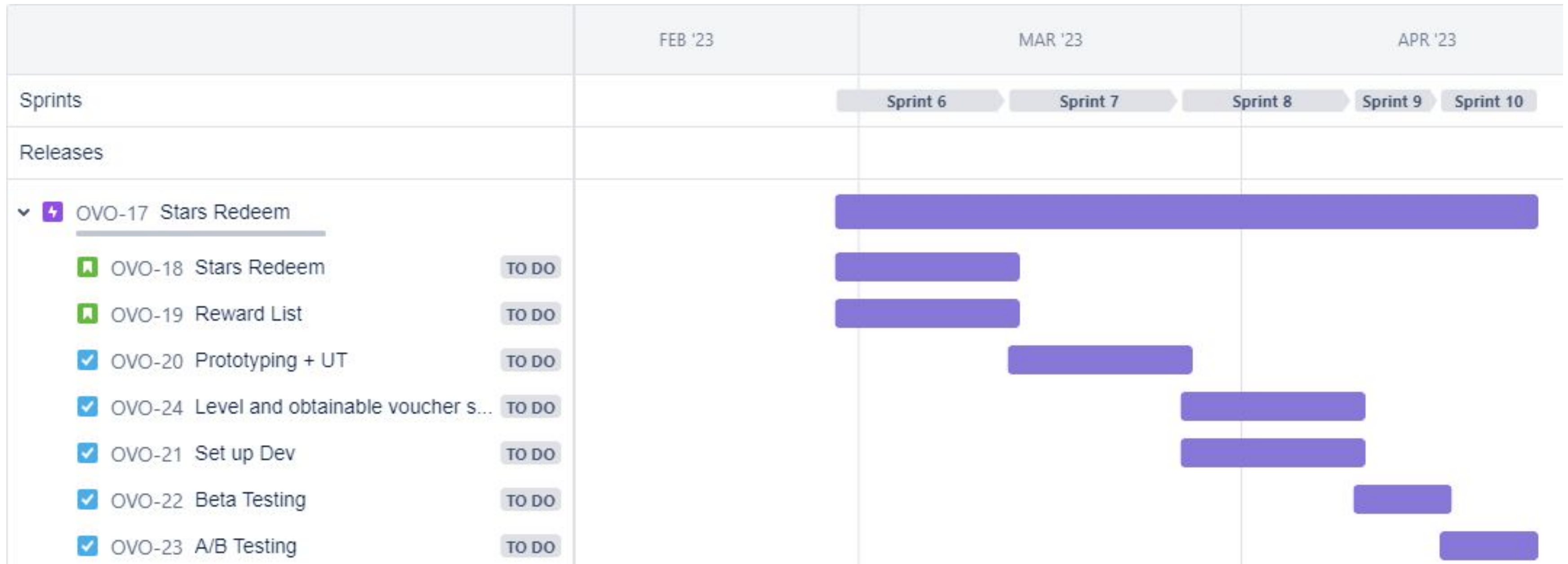
See details [OVO1](#)





PRODUCT ROADMAP

See details [OVO1](#)





BACKLOGS

See details [OVO1](#)

Projects / OVO

Backlog

IA + Epic Versions Type Insights

▼ **Sprint 1** 1 Nov – 15 Nov (2 issues) 0 0 0 **Start sprint** ...

- ✓ OVO-2 Stars rewarding system **LOYALTY PROGRAM** TO DO
- ✓ OVO-5 OVO Star **LOYALTY PROGRAM** TO DO

+ Create issue

▼ **Sprint 2** 15 Nov – 29 Nov (1 issue) 0 0 0 **Start sprint** ...

- ✓ OVO-6 Design Prototyping + UT **LOYALTY PROGRAM** 29 NOV TO DO

+ Create issue

▼ **Sprint 3** 29 Nov – 13 Dec (2 issues) 0 0 0 **Start sprint** ...

- ✓ OVO-9 Stars and Level Synchronization **LOYALTY PROGRAM** TO DO
- ✓ OVO-10 Set up Dev **LOYALTY PROGRAM** 13 DEC TO DO

+ Create issue

▼ **Sprint 4** 13 Dec – 20 Dec (1 issue) 0 0 0 **Start sprint** ...

- ✓ OVO-7 Beta Testing **LOYALTY PROGRAM** TO DO

+ Create issue

▼ **Sprint 5** 20 Dec – 27 Dec (1 issue) 0 0 0 **Start sprint** ...

- ✓ OVO-8 A/B Testing **LOYALTY PROGRAM** TO DO



BACKLOGS

See details [OVO1](#)

Projects / OVO

Backlog

Search: [] IA [] Epic ▾ Versions ▾ Type ▾ Insights []

- Sprint 6** 27 Feb – 13 Mar (2 issues) 0 0 0 Start sprint ...
 - OVO-18 Stars Redeem STARS REDEEM TO DO ▾ []
 - OVO-19 Reward List STARS REDEEM TO DO ▾ []

+ Create issue
- Sprint 7** 13 Mar – 27 Mar (1 issue) 0 0 0 Start sprint ...
 - OVO-20 Prototyping + UT STARS REDEEM TO DO ▾ []

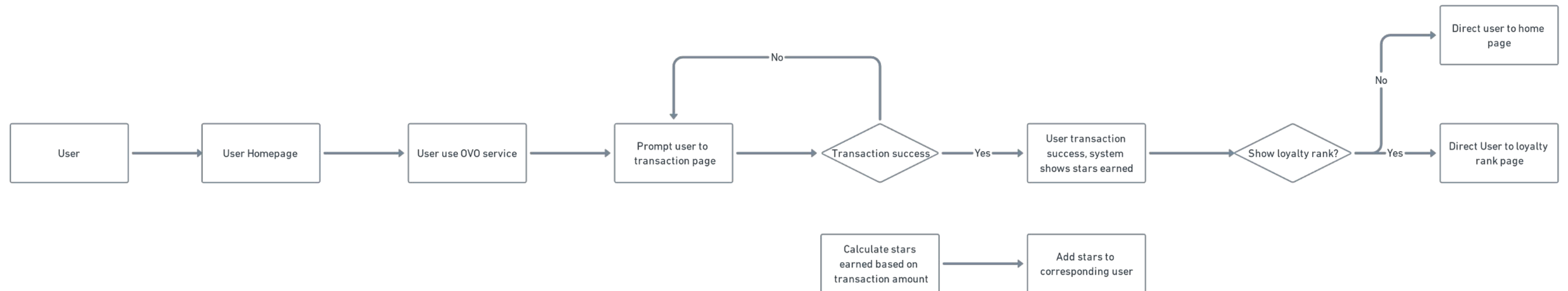
+ Create issue
- Sprint 8** 27 Mar – 10 Apr (2 issues) 0 0 0 Start sprint ...
 - OVO-24 Level and obtainable voucher synchronization STARS REDEEM TO DO ▾ []
 - OVO-21 Set up Dev STARS REDEEM TO DO ▾ []
- Sprint 9** 10 Apr – 17 Apr (1 issue) 0 0 0 Start sprint ...
 - OVO-22 Beta Testing STARS REDEEM TO DO ▾ []

+ Create issue
- Sprint 10** 17 Apr – 24 Apr (1 issue) 0 0 0 Start sprint ...
 - OVO-23 A/B Testing STARS REDEEM TO DO ▾ []



USER FLOWS

See full PRD [here](#)

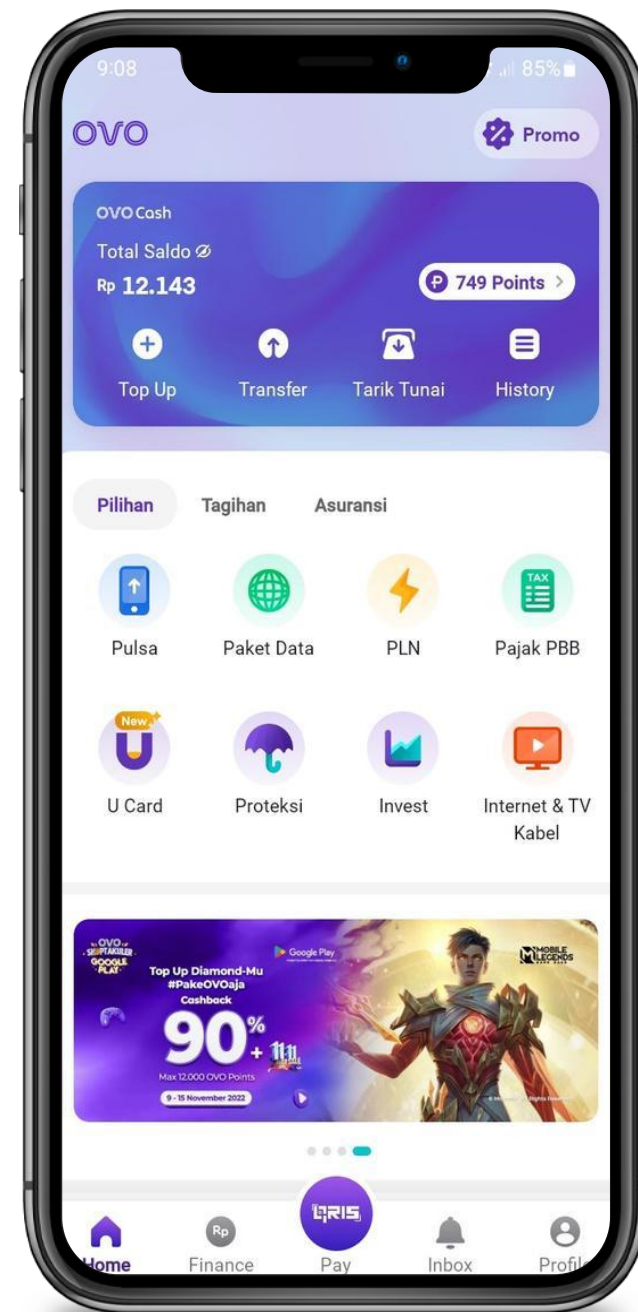


Earn stars with each successful transactions and check loyalty rank

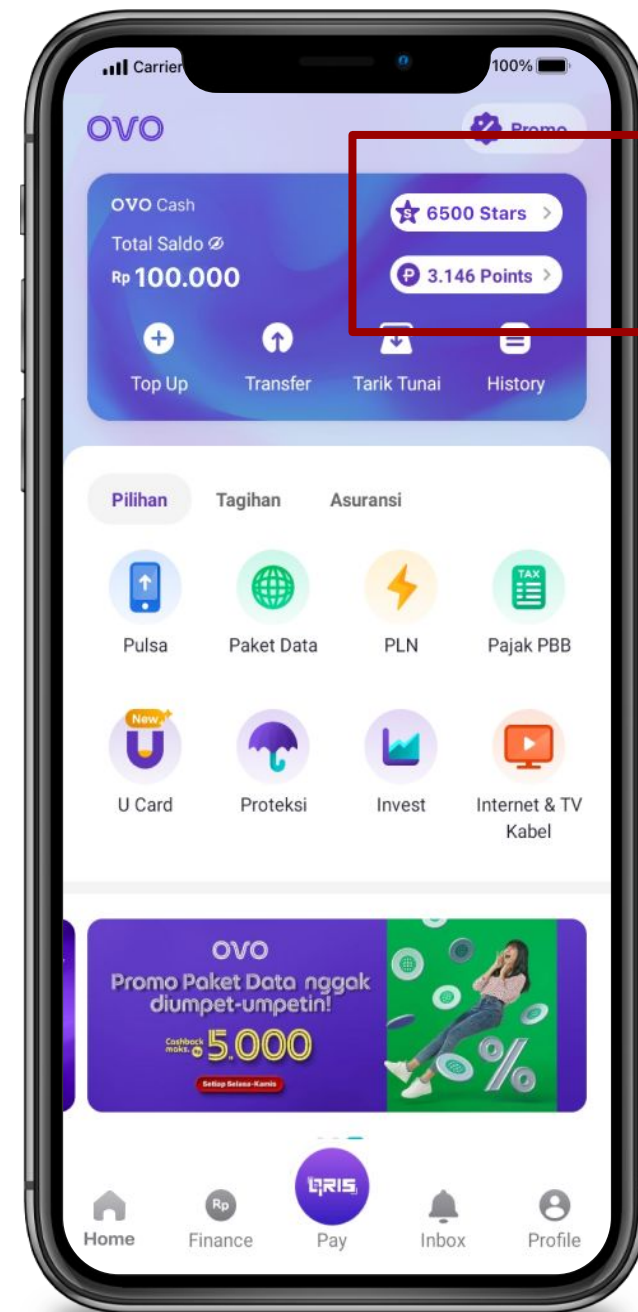


HI-FI WIREFRAMES

See detailed wireframes [here](#)



Before

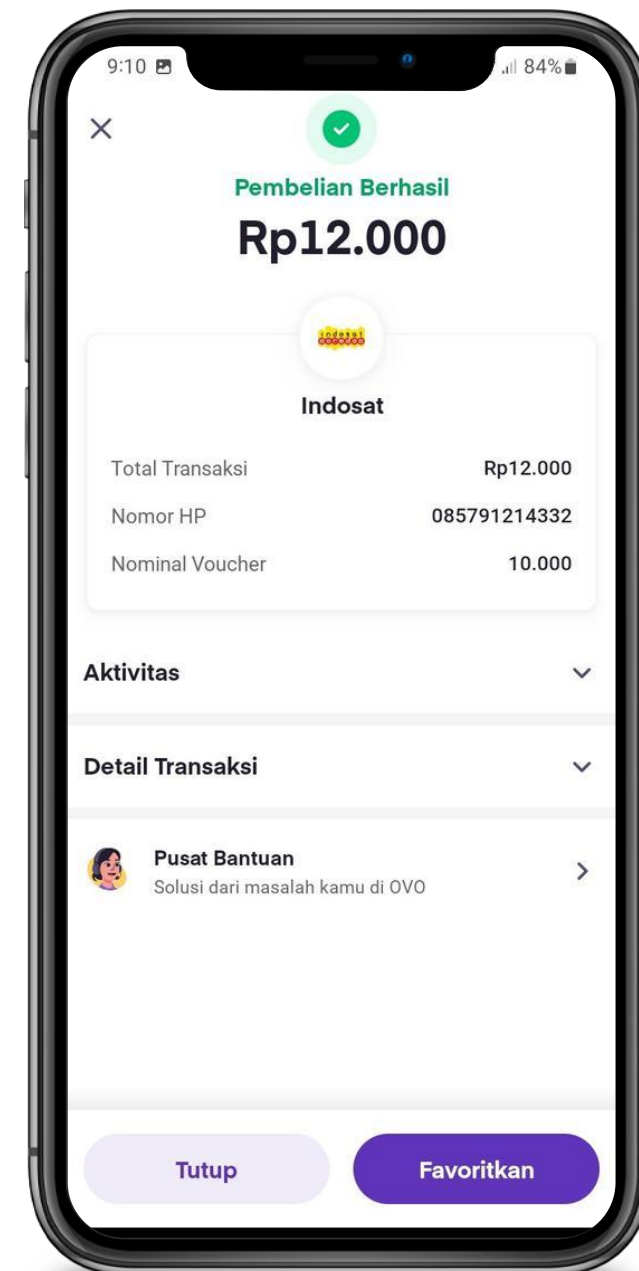


After

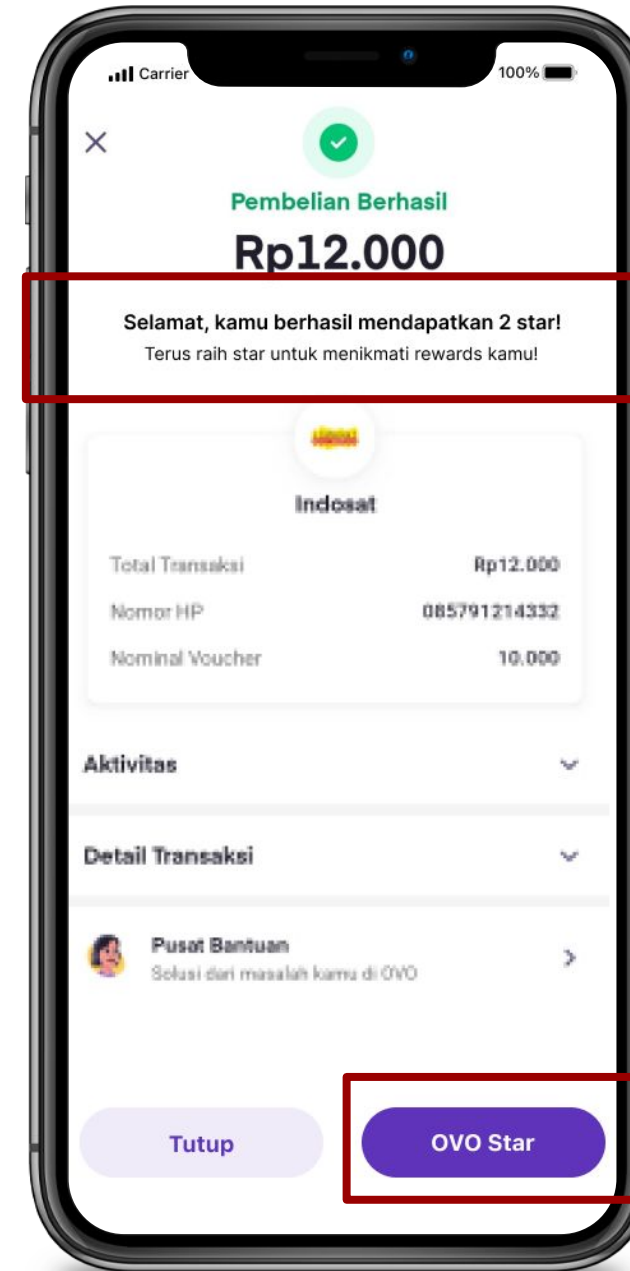
We put the status of their level at the homepage which can be clicked and redirect them to loyalty page (OVO STAR Page).

HI-FI WIREFRAMES

See detailed wireframes [here](#)



Before



After

After successfully make transaction, we notify them how many stars they got.

Ovo Star button to redirect them to the OVO star page to see their level and rewards



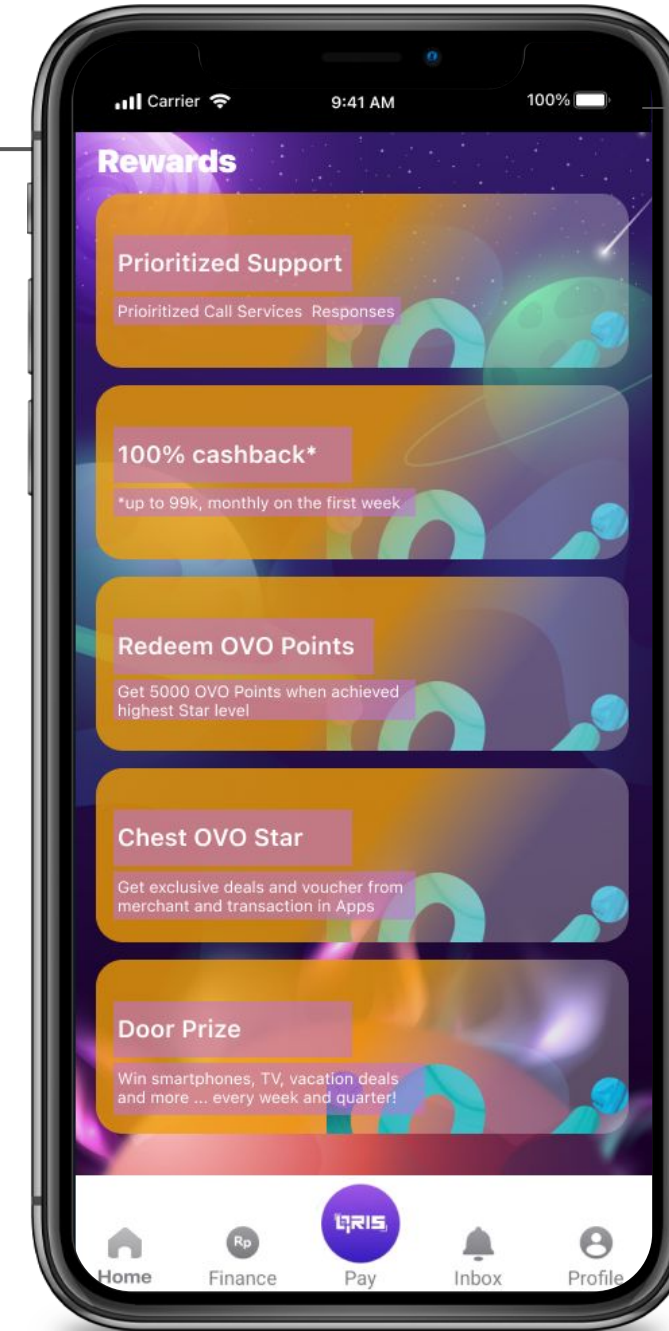
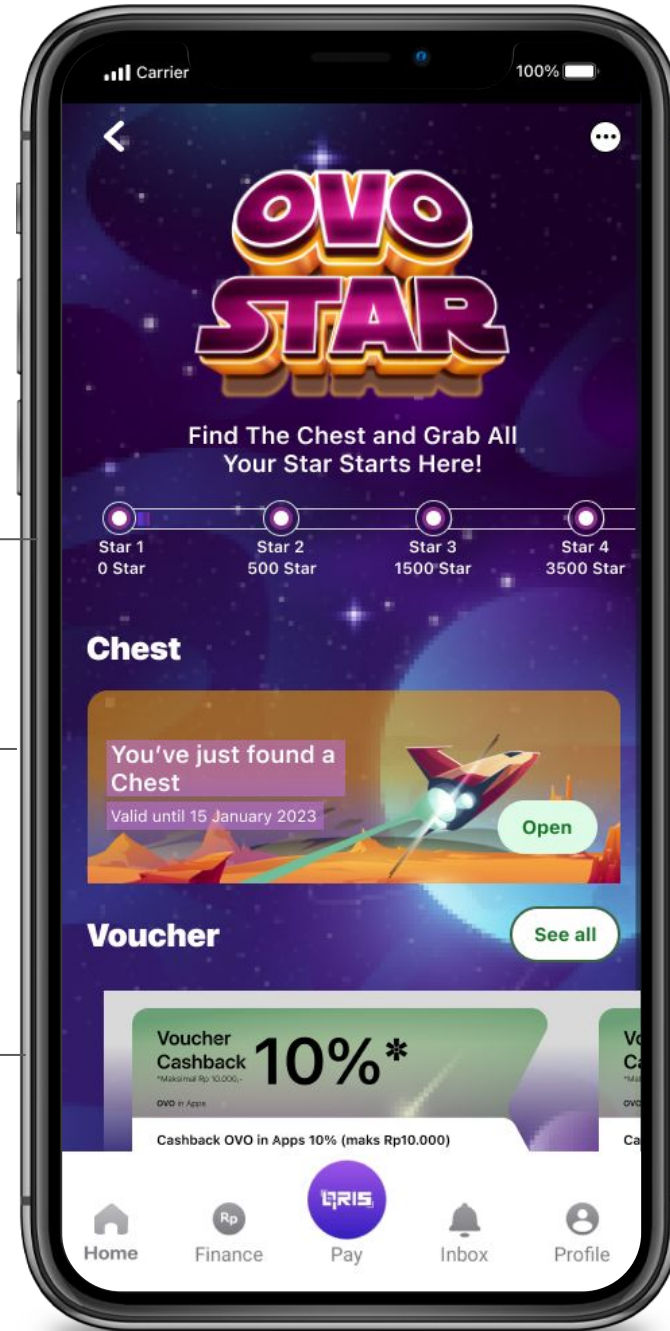
HI-FI WIREFRAMES

See detailed wireframes [here](#)

Level journey and their level status

Chest that contain surprise vouchers after completing/reach certain stars accumulation.

Available vouchers that they can use



Detail rewards they gain for their level

Button to get more detail informations about OVO STAR and FAQ.

Ovo Star Page



SOLUTION VALIDATION





USABILITY TESTING PLAN

Hypothesis

- Users can check their OVO Star level.
- Users are informed that we have a loyalty program

Respondents Criteria

- 18 Responses
- 23 – 27 years old
- Use OVO minimum once a week

UT Scenario

You try to purchase through OVO because you want to call home but you do not have any mobile credit. You then realize that your transaction earned you stars, and after you've gotten the stars, you're curious to see how many stars you have.

Ideal Steps

- Click on "Pulsa"
- Choose 10.000 mobile credit
- Click on "Konfirmasi"
- Click on "Bayar"
- Click on Security code page
- Click on OVO Star button



USABILITY TESTING RESULTS

26.67%
Success Rate



15

TOTAL TESTERS



9.3%

MISCLICK RATE



54.1s

AVG DURATION

60%
Indirect Success



26.7%

AVG SUCCESS

13.33%
Bounce



13.3%

AVG BOUNCE

The indirect success is higher because most of testers curious about the ovo star button at the home page, and directly go to ovo star page without making transaction (expected path).



USABILITY TESTING RESULTS

**Users satisfaction score of
the feature**

4.5

Findings

“it's interesting and fun”

“no, it was easy to spot the stars”

“It's good, finally we as a user or customer get a reward for using OVO. The design is cool too.”

“Nice design logo, and I can immediately checked on how many stars I have gained”



USABILITY TESTING RESULTS

With 35 usability score, most participant being curious about the OVO star button, from the heatmap we could see most of them click on the OVO Star button

Screen 1

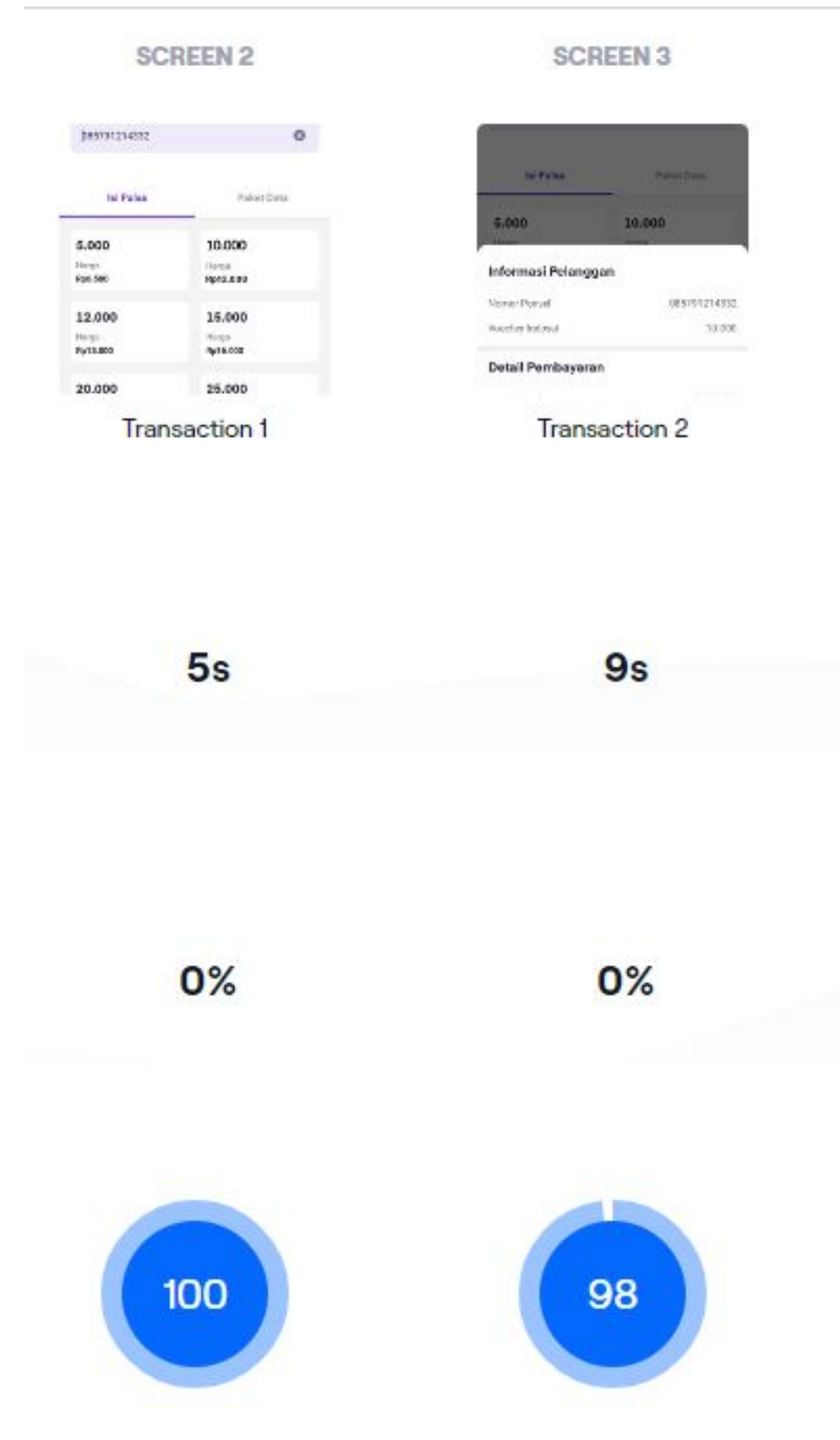




USABILITY TESTING RESULTS

With 100 & 98 usability score, screen 2 and screen 3 have the biggest score

Screen 2 & 3

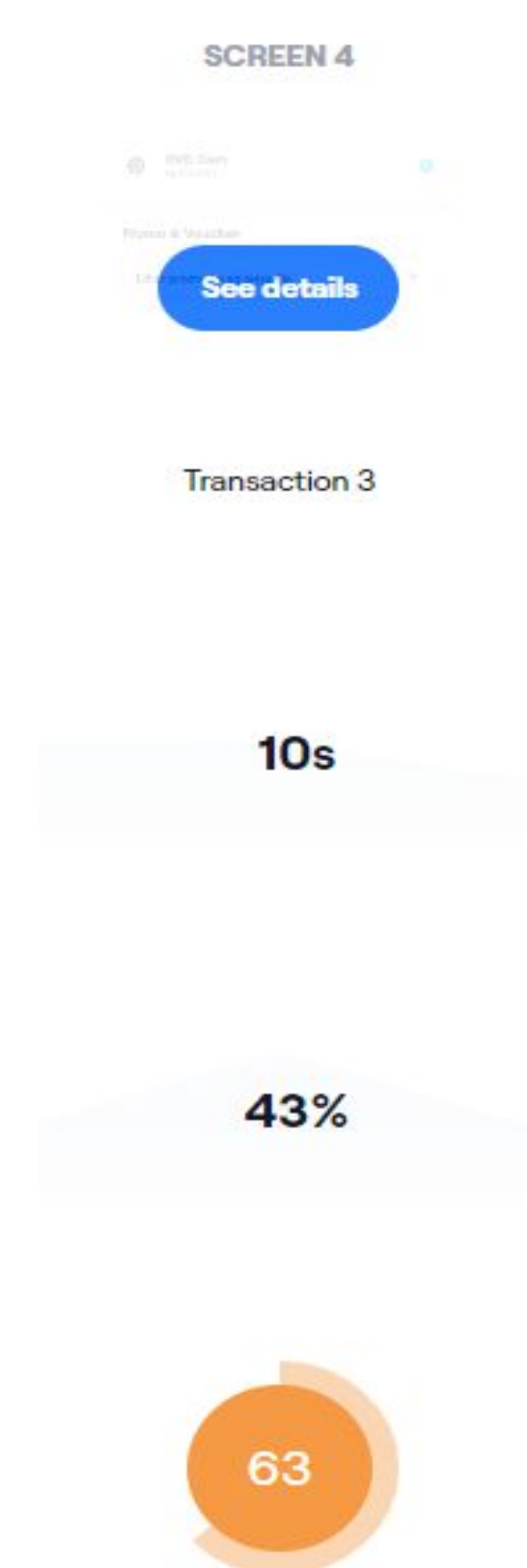




USABILITY TESTING RESULTS

With 63 usability score, most participant trying to find out if there any voucher available and try to find out can they change the provider or not

Screen 4





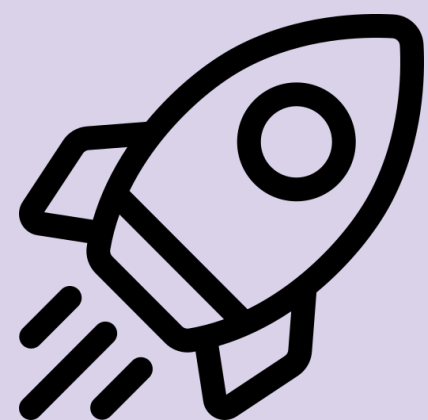
USABILITY TESTING RESULTS

Did we validate/invalidate the hypothesis?

No	Hypothesis	Status
1	Users can check their OVO Star level.	Validated
2	Users are informed that we have a loyalty program	Validated

Reasoning

Despite the low percentage of direct successes in our UT Results, the majority of participants were immediately aware of the new feature and understood how it operated.



PRODUCT LAUNCH





PRODUCT MESSAGE – LOYALTY PROGRAM

OVO STAR

OVO Star is our new loyalty program to retain our customers and to encourage existing customers to use OVO continuously. Users can get stars after making a successful transaction. The stars will be accumulated to reach a higher level of star. The higher the level, the more benefits they can gain.

Product Message

Reach higher star, gain more benefits!



MARKET SEGMENTATION & RANK

Rank 1

Active users

- Ovo Premier Users
- Tech Savvy
- High Mobility
- Metropolitan Area

Our priority users. We grant them benefits to expect them to keep engaging with our products and can reach the highest level of loyalty program.

Rank 2

Existing users

- Ovo Premier Users
- Non Tech Savvy
- Low Mobility
- Suburban Area

Our second priority users. We want to encourage them to engage with our products and can reach the highest level of loyalty program to increase their retention.

Rank 3

New users

- Non Ovo Premier Users and New Users
- Tech Savvy
- High Mobility
- Metropolitan Area

Our third priority users. We would like to introduce them to our loyalty program and the benefits they can get if they reach a certain level.



CHANNEL STRATEGY

Channel	Detail Assets	PIC	Timeline
Own Media	In Apps Banner	Digital Marketing Social Media Admin Engineer Customers Support	W1 December 2022
	Push Notifications		
	Email		
	Official Social Media		
	Whatsapp		
Digital Media	KOL/Influencer	Digital Marketing Social Media Admin	W2-W3 December 2022
	Paid Ads (IG, Twitter, Youtube, Tiktok)		
	SEO		
Offline Media	Banner and Flyer	Marketing PR	W2-W3 December 2022
	Billboard Ads		
	TV		
	Events		



GO TO MARKET STRATEGY

Activity	Assigned Teams	Due Date
Quality assurance	QA & Engineer	12/13/22
A/B test	Engineer & PM	12/20/22
Product launch campaign deck, marketing plan	Marketing & Sales	12/23/22
Training customer care, handing out documentation for support.	CS	12/23/22
Legal issues	Legal	12/23/22
Monitoring product performance	DA & PM	02/10/23



PRODUCT EVALUATION

Method	Description
Data Analysis	To get a complicated quantitative insight.
After Sales Feedback	To get performance feedback through our sales or transactions volume
In-Depth Interview or Survey	To get more in-depth insight and information from the customers
Customer services	To get feedback through critiques, complaints and problems from the customers



PRODUCT EVALUATION & FEEDBACK LOOP

Frequent	Methods	Metrics
Daily	Data Analysis and tracking	Daily view and trafic
Weekly	Data analysis and tracking	Weekly campaign and CTR
Monthly	After sales feedback, CS, Data Analysis & tracking	Monthly revenue and conversion rate
Occasionally	In depth interview, survey	Conversion rate, customers behavior

THANK YOU

