

# #7 E-Business

Episode - 7



# Study Plan

## Pembahasan Hari Ini

### *TO DO LIST*

- ~~Introduction~~
- ~~The essence of product management~~
- ~~Product research~~
- ~~User's Research~~
- ~~Product innovation~~
- MVP and Product Roadmap

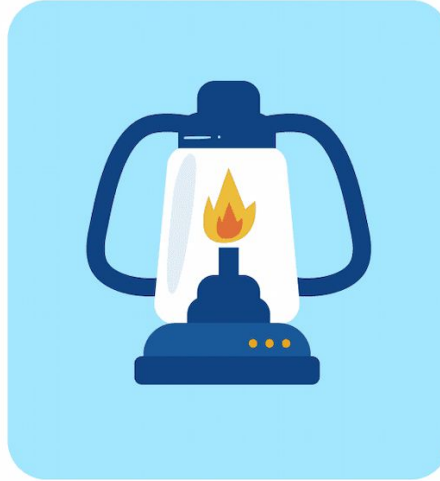
# What is a **MINIMUM VIABLE PRODUCT**



**M**

**Minimum**

The most rudimentary, bare-bones foundation of the solution possible



**V**

**Viable**

Sufficient enough for early adopters



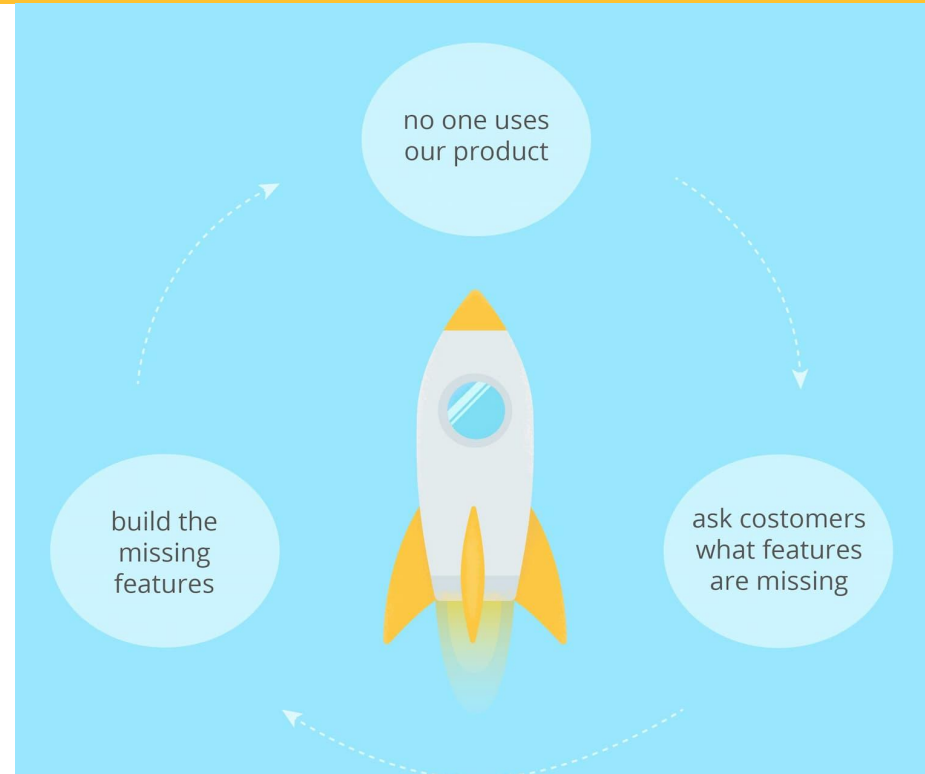
**P**

**Product**

Something tangible customers can touch and feel

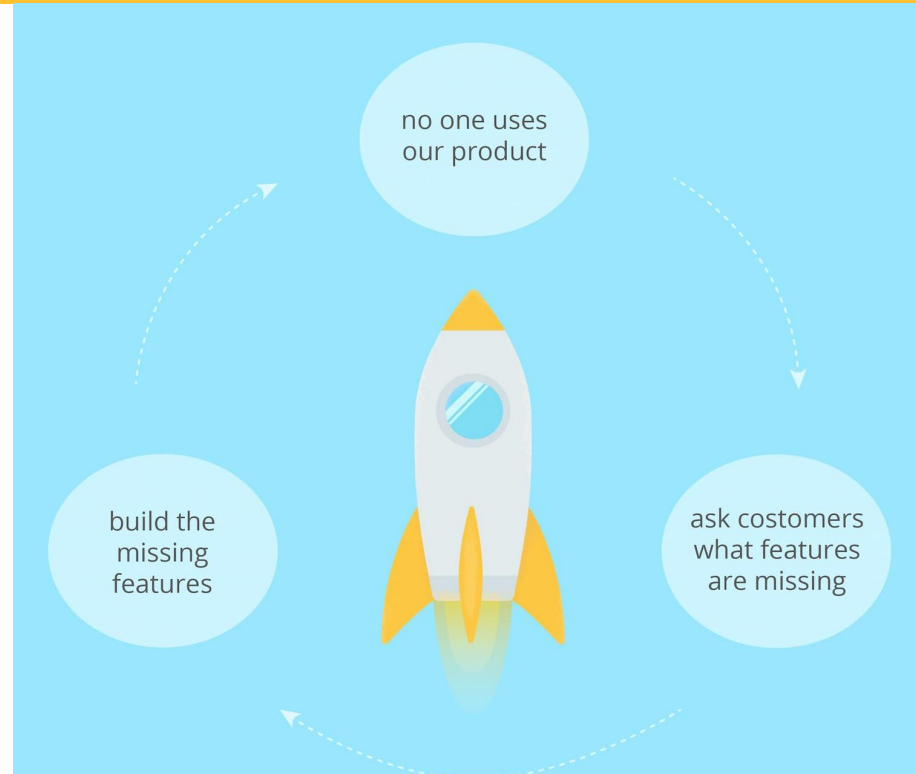
# The Purpose of Creating an MVP

- **Focus on Core Idea.**  
MVP helps teams concentrate on a single, clear concept without distractions.
- **Validate Product Early**  
Test your idea with real users before committing time and money to full development.
- **Reduce Risk and Error**  
Catch flaws early and make informed decisions, minimizing costly mistakes.
- **Gather Real User Feedback**  
Understand how users interact with your product and what they truly need.

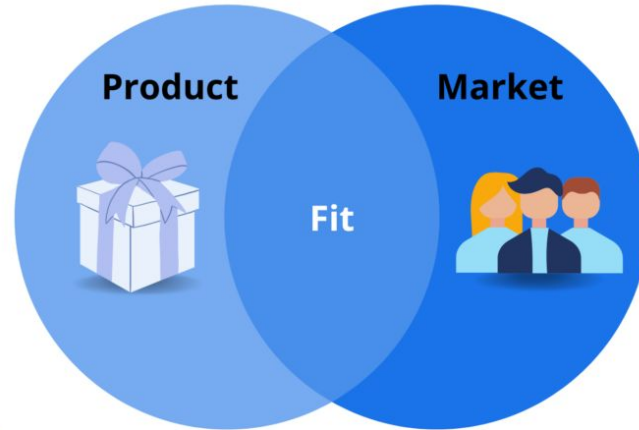


# The Purpose of Creating an MVP

- **Guide Product Development**  
Use feedback to shape what features to add or improve for the final version.
- **Accelerate Development Cycle**  
Iterate faster with direct insights from users, reducing time to market.
- **Attract Investors and Early Users**  
A compelling MVP can spark interest, build hype, and secure funding (e.g., Dropbox)
- **Cost-Effective Launch**  
Save resources by building only what's necessary to test your core assumptions.
- **Strategic Growth Planning**  
Identify key areas for future updates and long-term scaling.



# The Purpose of Creating an MVP



MVP can help you achieve **product-market fit**.

Product-market fit is when your product **successfully meets the needs of a specific target market**, and customers are willing to **buy it, use it, and recommend it**.

# Benefit of MVP from Different POV



Business

As a way to achieve a product that users love without having to spend too much money.



Designer

As a means to gather feedback that will later serve as a reference in creating the MVP



User

For users, there is no MVP. They won't realize whether the product is final or still an MVP.

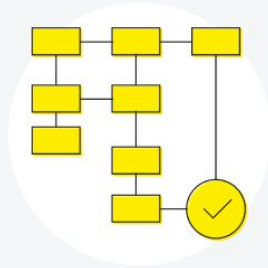
# **POC vs Prototype vs MVP**

# The Differences

## Proof of Concept vs. Prototype vs. MVP



**Validating the idea**, including the technical side, and listing the features



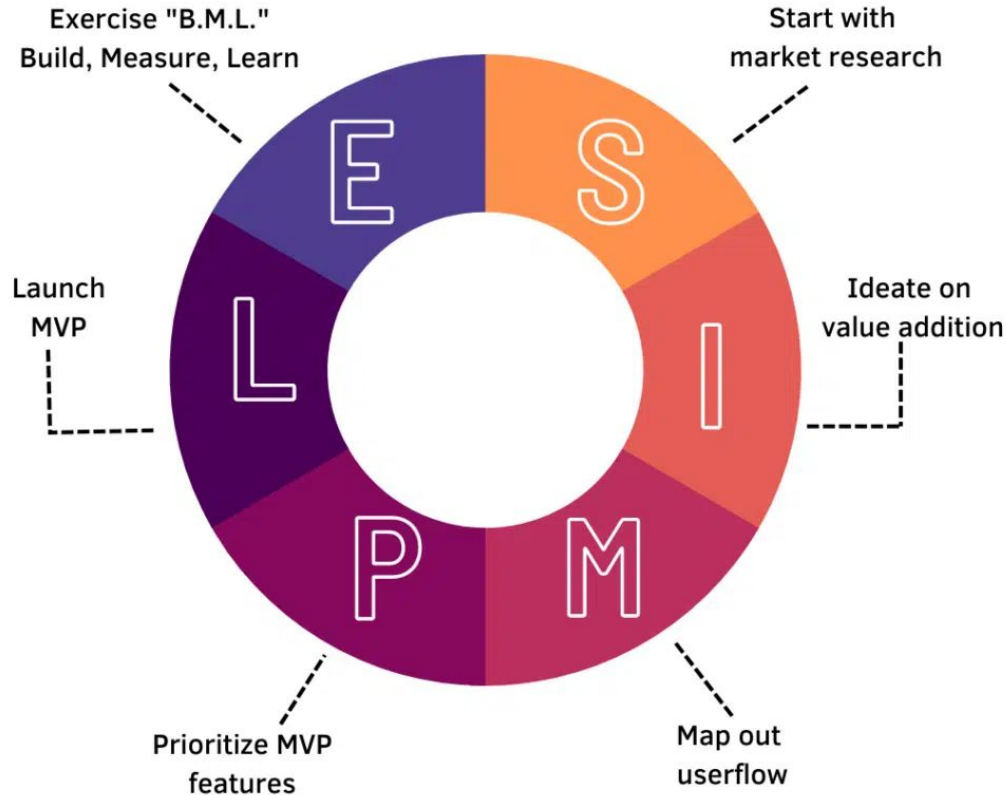
Creating a **product model** to visualize its features, testing it, and improving usability



Building a product's **functioning pilot version** and collecting feedback from real users

# Steps to Built MVP

# The Framework



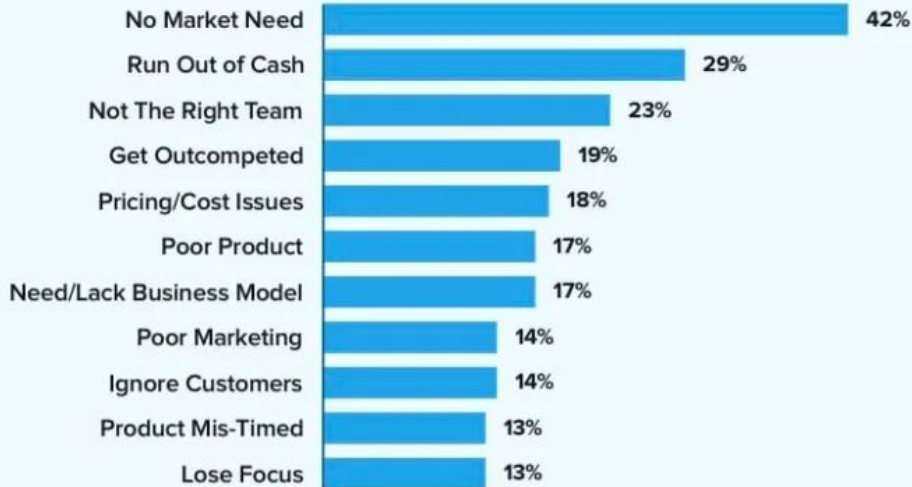
## Framework **SIMPLE**:

1. Start with market research
2. Ideate on value addition
3. Map out user flow
4. Prioritize MVP features
5. Launch MVP
6. Exercise B.M.L

# Start with market research

## Top Reasons Startups Fail

Based on an Analysis of 101 Startup Postmortems



Source: CB Insights

## Ensuring Market Fit Before MVP Development

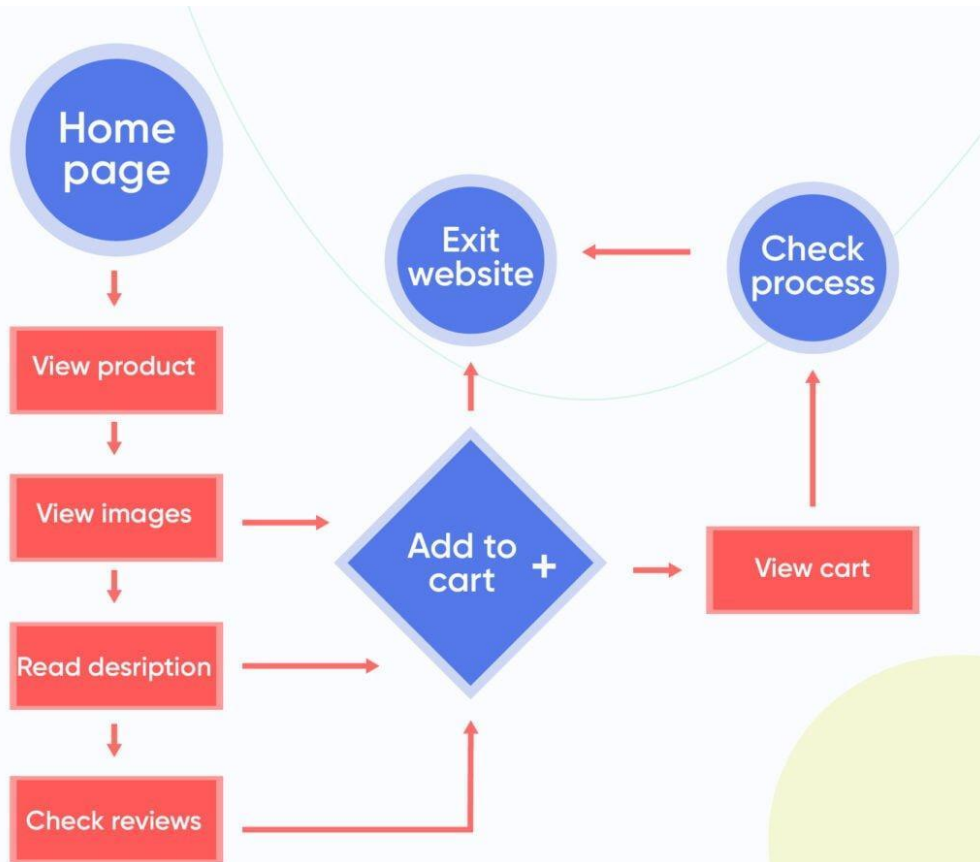
- **Validate Market Needs First**  
Ensure your idea aligns with the needs of your target users before starting the MVP development.
- **Conduct Surveys**  
Gather information from potential customers to increase the likelihood of success.
- **Monitor Competitors**  
Analyze what competitors offer and find ways to make your product stand out.
- **Address Market Demand**  
Lack of market need is the #1 reason startups fail
- **Focus on the Problem-Solution Fit**  
If the product doesn't solve a clear problem, customers will not engage with it.

# Ideate on value addition

After conducting research, the next step is to ask the following questions about the product you are going to create:

- **What value can you provide to the user?**
- **How will your product benefit them?**
- **Why should they buy your product?**

# Map out user flow



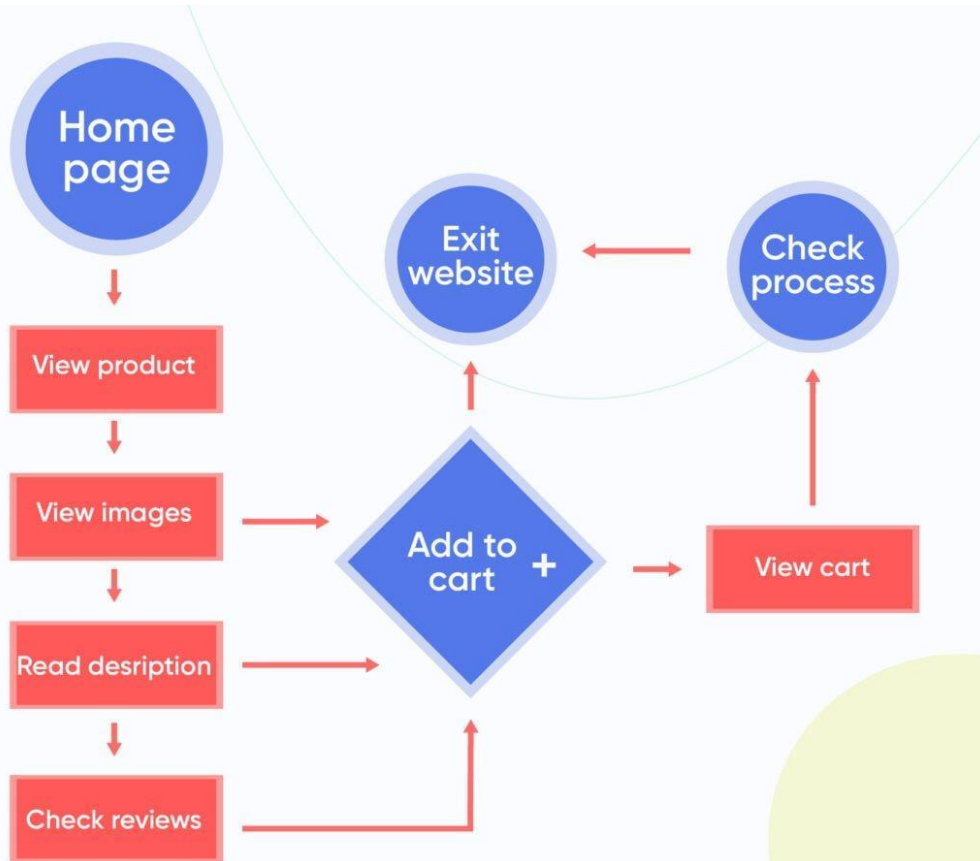
## User-Centered Design

Design the app with the user in mind, from opening the app to completing key actions like making a purchase or delivery.

## Focus on User Flow

Ensure a smooth and intuitive flow to avoid missing important steps and prioritize user satisfaction.

# Map out user flow



## Define Process Stages

Break down the key stages of the user journey to help users achieve their main goals, such as purchasing or managing orders.

## Prioritize Basic Tasks

Focus on core tasks (e.g., finding and buying a product) over additional features at the MVP stage.

## Feature Definition by Stage

Once the user flow is established, define the specific features needed for each step in the process.

# Prioritize MVP features

When creating an MVP, we cannot include too many features. It is important for us to **prioritize** which features should be included in the MVP.



To prioritize the MVP features, ask questions such as:

- What do the users want?
- Is this product offering them something beneficial?

Next, categorize all the remaining MVP features based on high priority, medium priority, and low priority.

Another essential step is to arrange these features in the product backlog (priority-wise).

# Launch MVP

Remember that an MVP does not mean a product with low quality, but your product must meet user needs, because you will later seek insights on what needs to be changed in the next iteration.



## Exercise 'B.M.L.' — Build, Measure, Learn

Everything is part of a process: first, define the scope of work, then move the product to the development stage.

After the product development phase, the product must be tested.

After launching the MVP, go over everything again.

The company must get feedback from its clients on the release.

They can determine the acceptance and competitiveness of their goods in the market based on their comments.

# Feature Prioritization Method

# R.I.C.E Method

REACH	IMPACT	CONFIDENCE	EFFORT
<p>How many people will this feature affect within a given time period?</p> <p><b>Example:</b> customers per quarter, transactions per month</p>	<p>How much will this impact individual users? Use a multiple choice scale:</p> <p>3 = massive impact 2 = high impact 1 = medium impact 0.5 = low impact 0.25 = minimal impact</p> <p><b>Example:</b> How much will this feature affect conversion rates?</p>	<p>How confident are we about the impact and reach scores? How much data do we have to back up those estimates?</p> <p>Use a % score where: 100% = high confidence 80% = medium confidence 50% = low confidence</p>	<p>How much of a time investment will this initiative require from product, design and development?</p> <p>Measure as persons per month (how much work one team member can do in a month).</p>

# R.I.C.E Method

$$\frac{\text{REACH} \times \text{IMPACT} \times \text{CONFIDENCE}}{\text{EFFORT}} = \text{RICE SCORE}$$

After running each feature by this calculation, you'll get a final RICE score that you can then use to rank the order in which you'll build the features. Here's an example:

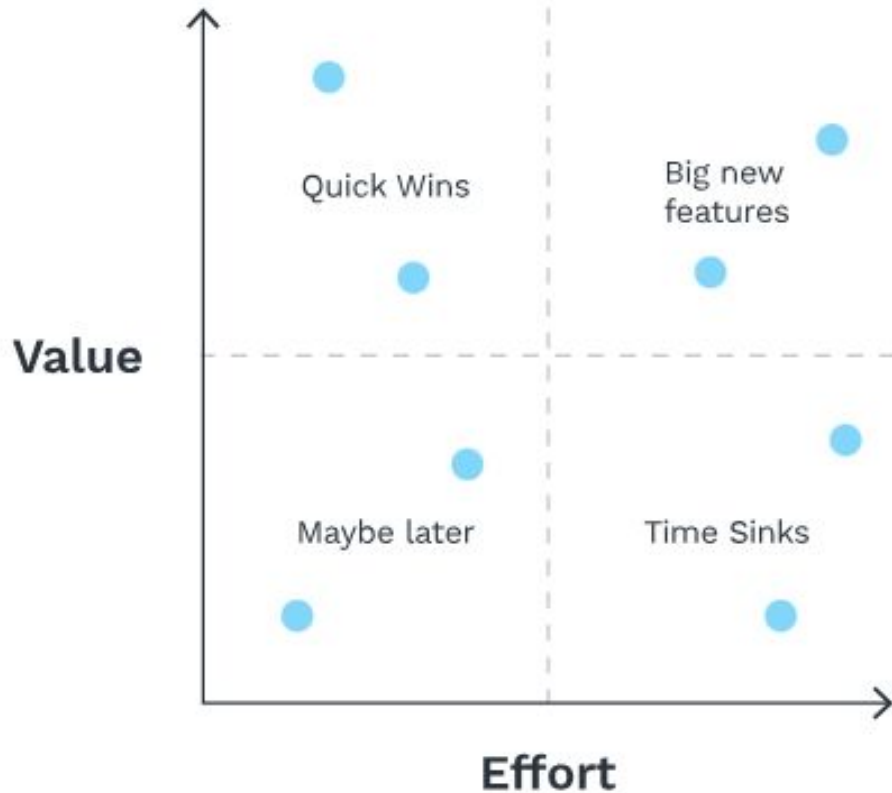
Feature	Reach	Impact	Confidence	Effort	Total
Log in to app with face ID	500	2	80	5	160
Auto suggest transactions	450	2	100	3	300
Budget warning	300	3	80	2	360

# Weighted Scoring

	Customer Value	Impact on Business Goals	Implementation Costs	Dev Risks	Total
Weight	40%	40%	10%	10%	100%
Ideas	Scores (out of 5)				Priority Score
Budget warning	3	1	1	2	
Log in to app with face ID	4	2			
Auto suggest transactions	5	3			

	Customer Value	Impact on Business Goals	Implementation Costs	Dev Risks	Total
Weight	40%	40%	10%	10%	100%
Ideas	Scores (out of 5)				Priority Score
Budget warning	$3 \times 40 = 120$	$1 \times 40 = 40$	$1 \times 10 = 10$	$2 \times 10 = 20$	190
Log in to app with face ID	$4 \times 40 = 160$	$2 \times 40 = 80$	$5 \times 10 = 50$	$1 \times 10 = 10$	300
Auto suggest transactions	$5 \times 40 = 200$	$3 \times 40 = 120$	$4 \times 10 = 40$	$2 \times 10 = 20$	380

# Impact-Effort Matrix



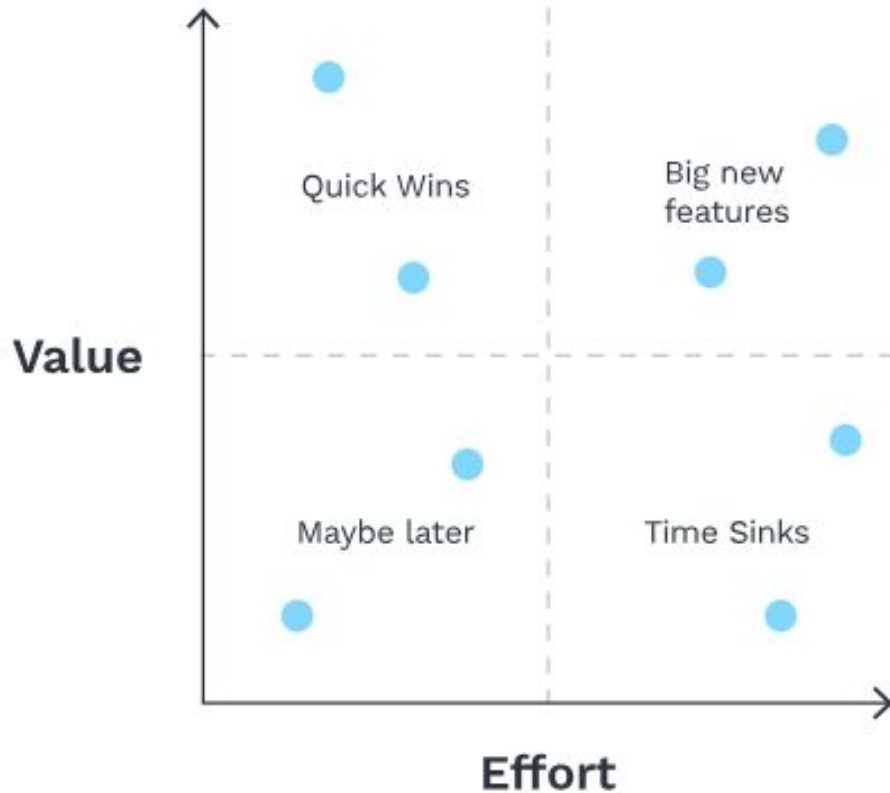
## High value, low effort (“Quick wins”):

These are the no-brainers, the low-hanging fruit. These are the ideas that don’t require tons of development effort, time, or money. They’re risk-averse, cheap solutions that are relatively easy on the technical side.

## Low value, low effort (“Maybe later”):

These are the “maybes”, the “will get to it later when the scope opens up a bit more” ideas. They’re not essential to the success of the product, but they’d have a noticeable impact.

# Impact-Effort Matrix



## High value, high effort (“Big new features”):

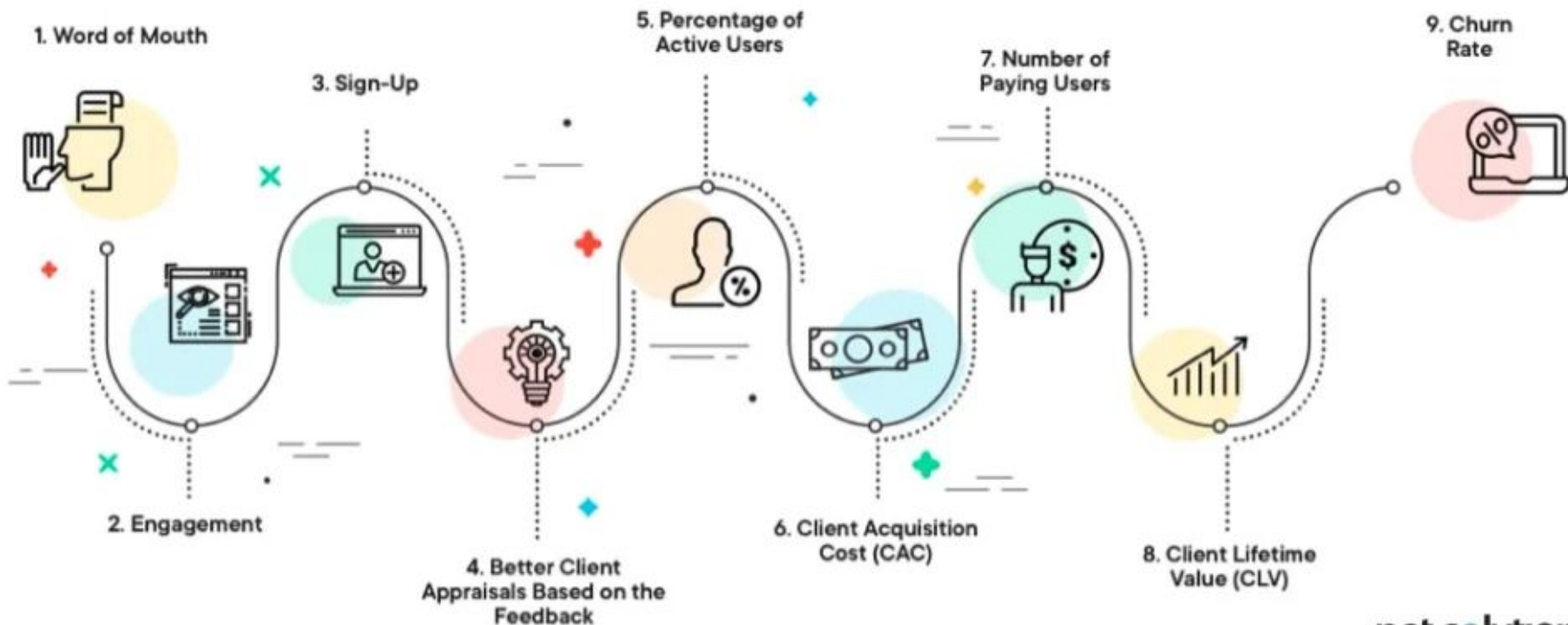
These are the ideas that need a strategic approach. Your team will definitely work on implementing these ideas at some point in the future, they just need to be planned out more carefully.

## Low value, high effort (“Time sinks”):

These are the ideas you can afford to pass up. They’re not worth doing at the time of the assessment, and they’re not likely to become a priority for a while.

# Measuring MVP's Success

# Ways to Measure Success After Building an MVP



# Measuring the Success of MVP

- Engagement

How engaged are your users with the product you have? This can be seen from how often they access your product in a day and how many features they use.

- Sign-Up

How many users decide to register to use your product?

- User Feedback

How do users comment on your product? Is the feedback mostly positive or negative?

# Measuring the Success of MVP

- Percentage of Active Users

How many users are active in using your product compared to the total number of users who have registered?

**Active users / total register user \* 100%**

- Sign-Up

How many users decide to register to use your product?

- User Feedback

How do users comment on your product? Is the feedback

# Measuring the Success of MVP

- Average Revenue Per User (ARPU)

When creating a product, we definitely expect profit, right? So, it's also important to calculate the average spending of users on our product.

$$\frac{\text{Total Revenue Generated During A Time Period}}{\text{\# Of Users During That Same Time Period}} = \text{ARPU}$$

# Measuring the Success of MVP

- Churn Rate

Churn rate is calculated to see how many users stop using our product.

$$\frac{\text{Users at beginning of period} - \text{Users at end of period}}{\text{Users at beginning of period}} = \text{CHURN RATE}$$

The diagram illustrates the calculation of Churn Rate. It features a large light yellow background. On the left, a white rounded rectangle contains a fraction. The numerator is 'Users at beginning of period' minus 'Users at end of period', with a minus sign between them. The denominator is 'Users at beginning of period'. A horizontal line separates the numerator and denominator. To the right of this fraction is an equals sign. Further right is another white rounded rectangle containing the words 'CHURN RATE' in large, bold, red capital letters.

# MVP Examples

# GOJEK

In 2010, Gojek only had 20 motorcycle partners, and users could order a motorcycle via the call center provided by Gojek.



# AIRBNB

At the time of its launch, Airbnb rented out apartments owned by the founders for use by users.





**E-Business**

# Product Roadmap

Genap 2024/2025



# Product Roadmap

**Product Roadmap** adalah dokumen strategis yang menggambarkan visi, arah, dan rencana jangka panjang pengembangan produk.

Product roadmap adalah perencanaan yang menggambarkan bagaimana suatu produk/fitur akan dikembangkan pada masa yang akan datang.

Alat ini digunakan untuk mengkomunikasikan prioritas produk, fitur, dan tujuan kepada pemangku kepentingan dan tim pengembangan. Roadmap memberikan gambaran umum mengenai arah produk dalam beberapa bulan atau tahun ke depan, serta alasan strategis di balik keputusan tersebut, seperti peluang pasar, permintaan pengguna, atau tekanan kompetitif.

# Product Roadmap

**Product Roadmap** membantu dalam:

- Mengatur gambaran besar (visi) dari suatu perencanaan produk kepada banyak orang, termasuk stakeholder
- Mengkomunikasikan milestone atau tahapan-tahapan pengembangan produk kepada banyak orang
- Memberikan kejelasan terkait alur pengembangan produk, do and don'ts dan sebagainya.

# Contoh Product Roamap

Bayangkan bahwa Anda bekerja dalam tim untuk membangun sebuah fitur login dan sign up dengan menggunakan media sosial. Lantas bagaimana product roadmapnya?



# Komponen Utama Product Roadmap



## Visi Produk



Menjelaskan tujuan jangka panjang produk dan bagaimana produk tersebut akan memberi nilai bagi pengguna dan bisnis.

## Misi dan Strategi

Memberikan gambaran tentang langkah-langkah yang akan diambil untuk mencapai visi produk, termasuk strategi pemasaran dan inovasi.

## Inisiatif Utama

Daftar proyek atau inisiatif besar yang akan dilakukan untuk mencapai tujuan tersebut, misalnya pengembangan fitur baru, perbaikan UX, atau ekspansi ke pasar baru.



# Komponen Utama Product Roadmap



## Fitur dan Prioritas

Menyusun fitur produk yang akan dikembangkan dan menentukan prioritas berdasarkan nilai bisnis dan kebutuhan pengguna.

## Timeline dan Milestone

Waktu untuk menyelesaikan setiap inisiatif atau fitur dan menentukan tanggal rilis produk atau pembaruan besar.



# Jenis Product Roadmap

## Time-Based Roadmap

- Menyusun kegiatan pengembangan produk berdasarkan waktu (misalnya kuartalan atau tahunan).

## Theme-Based Roadmap

- Mengorganisir roadmap berdasarkan tema atau tujuan utama yang akan dicapai, seperti peningkatan pengalaman pengguna atau inovasi teknologi.

# Jenis Product Roadmap

## Goal-Oriented Roadmap

- Berfokus pada tujuan spesifik yang ingin dicapai dengan produk, misalnya "meningkatkan konversi pengguna sebesar 30%".

# Manfaat Product Roadmap

- **Mengatur Harapan Stakeholders:** Memberikan gambaran yang jelas tentang pengembangan produk dan mengatur ekspektasi waktu.
- **Visibilitas dan Fokus:** Membantu tim memahami prioritas dan fokus pada apa yang penting.
- **Perencanaan Strategis:** Menyusun strategi dan taktik yang diperlukan untuk membawa produk ke pasar atau ke fase berikutnya.

# Cara Membuat Product Roadmap

## 01 Tentukan Visi dan Tujuan Produk

- **Visi Produk:** Tentukan gambaran besar produk Anda. Apa yang ingin dicapai dalam jangka panjang? Misalnya, "Menjadi platform e-commerce terbesar di Asia Tenggara."
- **Tujuan Produk:** Definisikan tujuan yang lebih spesifik dan terukur yang ingin dicapai oleh produk. Tujuan ini bisa mencakup peningkatan kepuasan pengguna, peningkatan pendapatan, atau peluncuran fitur baru. harian.

# Cara Membuat Product Roadmap

## 02 Identifikasi Stakeholder dan Kebutuhan

- **Stakeholder:** Identifikasi siapa saja yang terlibat dalam pengembangan produk, seperti tim pengembangan, pemangku kepentingan bisnis, dan pengguna akhir.
- **Kebutuhan Stakeholder:** Pahami apa yang dibutuhkan dan diharapkan dari produk tersebut oleh setiap stakeholder. Ini akan membantu memastikan roadmap mencakup semua tujuan penting.

# Cara Membuat Product Roadmap

## 03 Tentukan Inisiatif Utama

- **Inisiatif Strategis:** Tentukan proyek atau inisiatif besar yang perlu dilakukan untuk mencapai visi dan tujuan produk. Misalnya, "Meningkatkan pengalaman pengguna di platform seluler" atau "Mengintegrasikan sistem pembayaran baru."
- **Prioritas Inisiatif:** Urutkan inisiatif berdasarkan dampaknya terhadap tujuan produk dan bisnis. Pilih inisiatif yang memberikan nilai terbesar bagi pengguna dan organisasi.

# Cara Membuat Product Roadmap

## 04 Tentukan Fitur Utama

- **Fitur dan Fungsionalitas:** Tentukan fitur produk yang akan dikembangkan untuk mencapai inisiatif yang telah diidentifikasi. Misalnya, jika salah satu inisiatif adalah "Meningkatkan pengalaman pengguna di seluler," maka fitur yang dapat dimasukkan adalah "Peningkatan antarmuka pengguna di aplikasi seluler."
- **Prioritasi Fitur:** Tentukan fitur mana yang harus dikembangkan terlebih dahulu berdasarkan urgensi dan nilai bisnis.

# Cara Membuat Product Roadmap

## 05 Susun Timeline

- **Tentukan Tanggal Rilis:** Tentukan waktu rilis untuk setiap fitur atau inisiatif besar. Gunakan **Time-Based Roadmap** untuk mengorganisir fitur berdasarkan kuartal atau bulan.
- **Milestone:** Tentukan milestone penting di sepanjang pengembangan produk. Misalnya, "Penyelesaian desain UX" atau "Uji beta untuk fitur baru."

# Cara Membuat Product Roadmap

## 06 Pilih Format Roadmap

**Visualisasi Roadmap:** Pilih format yang tepat untuk menyajikan roadmap. Ini bisa berupa timeline, theme-based roadmap, atau goal-oriented roadmap. Visualisasi yang jelas akan memudahkan pemangku kepentingan dan tim untuk memahami roadmap dengan cepat.

- **Timeline-Based:** Menyusun berdasarkan waktu (misalnya, 3 bulan, 6 bulan, 1 tahun).
- **Theme-Based:** Menyusun berdasarkan tema besar (misalnya, "Peningkatan Pengalaman Pengguna").
- **Goal-Oriented:** Fokus pada tujuan produk (misalnya, "Meningkatkan Retensi Pengguna").

# Cara Membuat Product Roadmap

## 07 Komunikasikan Roadmap dengan Pemangku Kepentingan

- **Kolaborasi:** Pastikan roadmap dibagikan dengan pemangku kepentingan untuk mendapatkan umpan balik dan memastikan semua pihak selaras dengan tujuan dan prioritas produk.
- **Revisi dan Pembaruan:** Roadmap bukanlah dokumen statis. Lakukan pembaruan secara berkala untuk mencerminkan perubahan dalam strategi atau tujuan produk.

# Cara Membuat Product Roadmap

## 08 Tinjau dan Iterasi

**Evaluasi dan Iterasi:** Secara berkala tinjau apakah roadmap masih sesuai dengan tujuan produk dan perubahan pasar. Sesuaikan roadmap jika diperlukan untuk merespons umpan balik atau perubahan prioritas.

# Tips untuk Membuat Product Roadmap yang Efektif



## Sederhana dan Jelas

Jangan terlalu detail. Fokus pada gambaran besar dan tujuan jangka panjang.



## Fleksibel

Seiring dengan perubahan pasar dan kebutuhan pengguna, pastikan roadmap dapat disesuaikan.



## Fokus pada Nilai Pengguna

Prioritaskan fitur yang memberikan dampak terbesar bagi pengguna dan pelanggan.

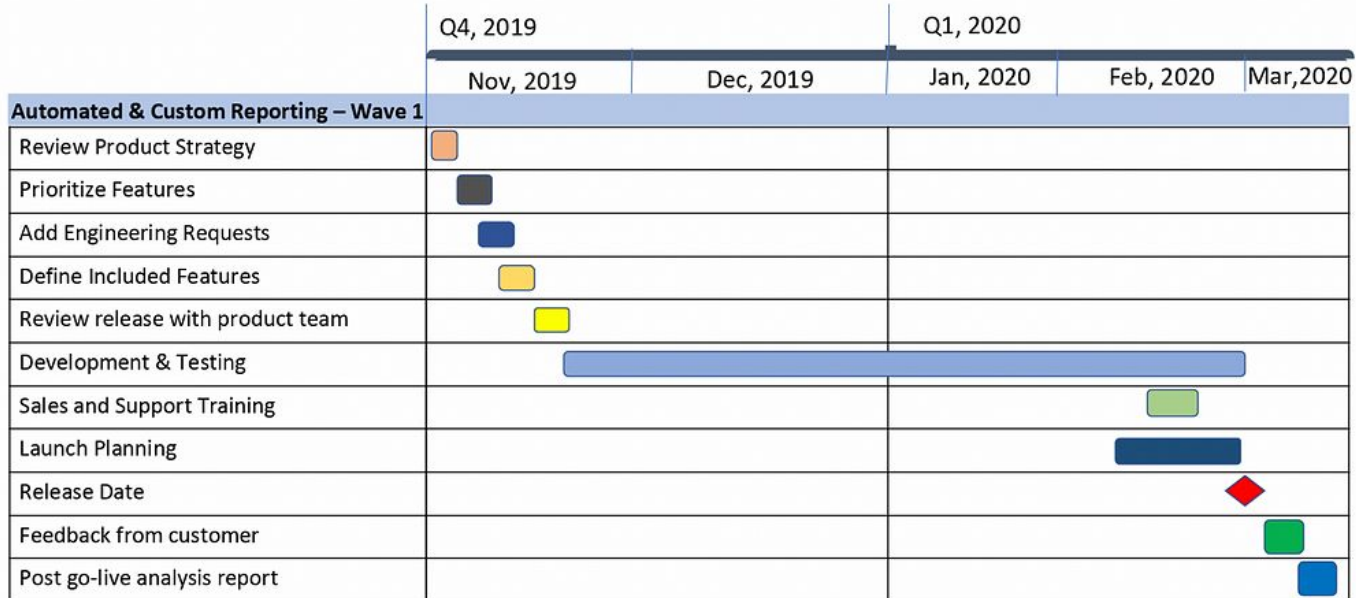


## Kolaboratif

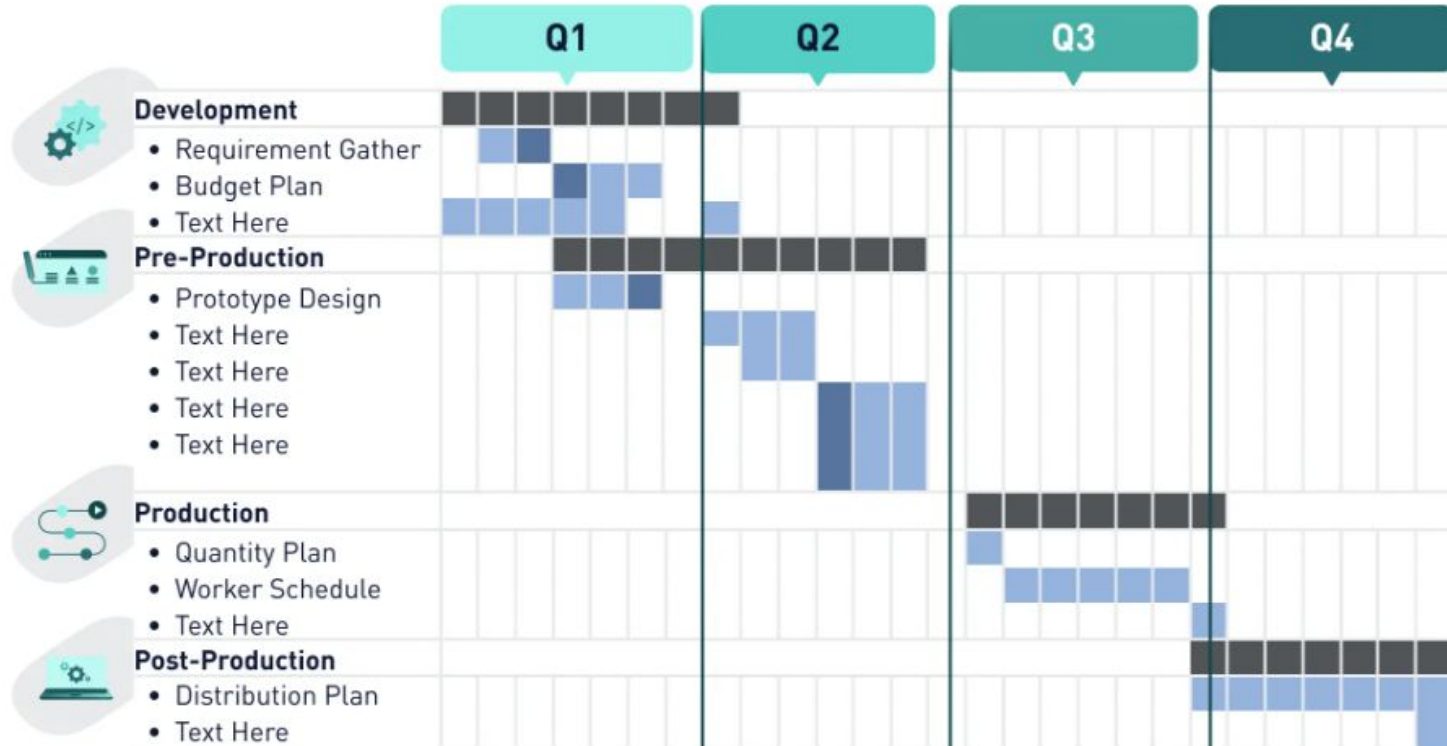
Libatkan tim pengembangan dan pemangku kepentingan dalam proses pembuatan dan pembaruan roadmap.

# Product Roadmap

## Release Plan - Gantt Chart



# Gantt Chart Product Roadmap



miro.com

miro Product Roadmap

Share

Taylor


UX team

	13–19 Apr	20–26 Apr	27 Apr – 3 May
Cassie	New account structure		New account structure
Trevor	Search to navigate on the board		
Jules		Link sharing	Slack integration
Leslie	Jira integration	Templates	
Mark	Live cursors		
Joanna	Sticky notes import from spreadsheet		Frames
Robert	Update timer and voiting plugins		

Pete

Marcos

99%



“Maintaining consistency and adaptability between the product backlog and roadmap is essential for successful product development.”

—Miro



*Any* Question?