The Company

Backed by Emtek and ANT Financial, DANA is a highly secure and scalable open payments platform that uses world-class technology to connect merchants and financial institutions to more than 100 million Indonesians.

The Project

DANA is currently in a joint venture with a leading quick service restaurant (“QSR”) player in Indonesia. Our project focused on building a sustainable loyalty program for this QSR merchant, and in-turn, the venture. We focused on five key areas mentioned below:

Focus Area | Objectives | Deliverables
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Market Research | • Understand the customer to build personas  
• Learn about their barriers to purchase and pain points  
• Determine decision making drivers | • Conducted remote survey among 60 Indonesian residents and 20 in-person interviews  
• Profiled 4 distinct user personas of the QSR’s primary target audience |
Financial Modeling | • Model several revenue-sharing schemes for the JV  
• Learn about the overall financial goals for DANA, the QSR, and the JV | • Collaborated with the QSR Marketing & DANA Finance teams to understand assumptions and requirements  
• Proposed 3 revenue sharing models with sensitivity analysis and pros/cons/risk tables |
User Acquisition & Retention | • Understand the user behavior of DANA customers who bought from the QSR in the past months  
• Identify drop-off points within the Marketing funnel | • Applied cohort analysis to measure user churn, purchasing behavior, transaction freq., & LTV  
• Proposed a two-tier, experienced-centric loyalty program structure  
• Gathered requirements from several key members of the team, including the Head of Digital Marketing, two Product Managers and a Tech Lead  
• Proposed 3 revenue sharing models with sensitivity analysis and pros/cons/risk tables |
Product Specifications | • Write the Product Requirement Document (PRD) for the Back Office view, which includes a promotional management system and CRM  
• Understand data structures within the Back Office View | • Within Balsamiq, created 10 wireframes, all connected, to describe the marketing campaign flow  
• Recommended several key metrics, organized by time and region, for the main CRM dashboard |
Dashboard Wireframes | • Learn about promotional workflows from a marketer’s perspective  
• Determine which analytical metrics are best to measure the efficacy of a marketing campaign | • Within Balsamiq, created 10 wireframes, all connected, to describe the marketing campaign flow  
• Recommended several key metrics, organized by time and region, for the main CRM dashboard |

Our Contributions

User Insights  
Financial Models  
Product Documentation  
Analytics