



G-LAB 2018 Jakarta, Indonesia



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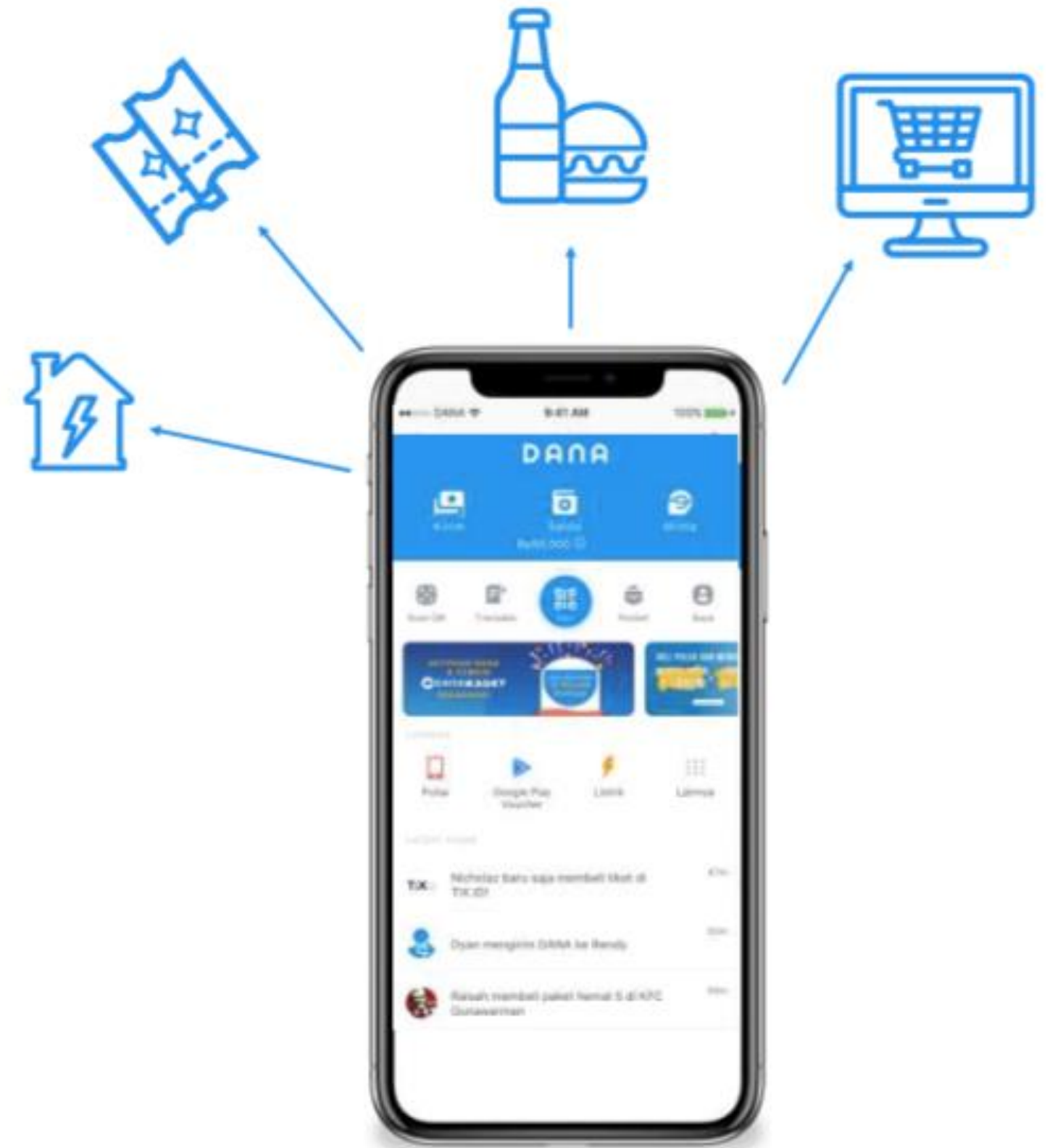
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The Company

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

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

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

- Gathered requirements from several key members of the team, including the Head of Digital Marketing, two Product Managers and a Tech Lead
- Wrote and delivered an 18 page PRD

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



FINANCIAL MODELS



PRODUCT DOCUMENTATION



USER INSIGHTS



ANALYTICS

