



privyid

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PrivyID is a market leader in the Indonesian digital signature and identification market. It was founded in 2016 with the mission of providing users with a universally accepted identity

Project Goal -> *deliver actionable product enhancement recommendations*

Methodology

1

Competitive Analysis

- Analyze the three main competitors: Peruri, VIDA, and DigiSign
- Conduct a risk analysis

2

Data Analysis

- Analyze customer data
- Conduct Customer Interviews

3

Product Recommendations

- Propose 9 product enhancement recommendations
- Develop a mitigation strategy for the associated risks

4

Execution Plan

- Prioritize the product recommendations based on user experience and technical complexity

5

Price Strategy

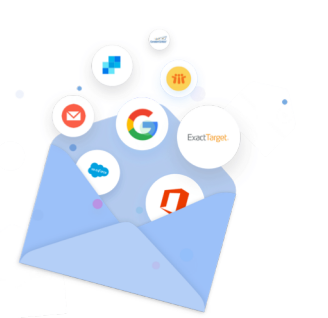
- Recommend a pricing strategy that incorporates the new product roadmap

Recommendations

Acquisition



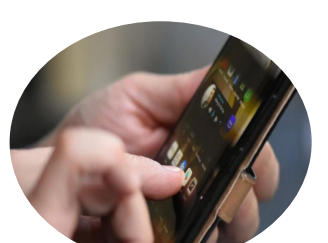
Provide user an alternative if they do not receive OTP



Re-verify email and phone number during registration process



Automate verification process with image recognition



Avoid rejecting users with duplicate phone numbers

Engagement



Make registration easier for foreigners



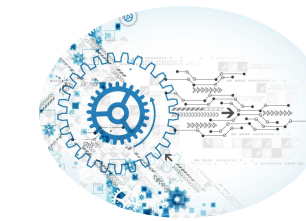
Build slower bandwidth product for compatibility



Redirect Customer Questions & Complaints



Retention



System Integration



Use photo algorithm to reduce rejections

