

Product Portfolio

Product Development Log

2019 - 2025

Created by
Candra Ardianto



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Profile



About me

Hello, I am Candra Ardianto, and I have been a product manager for five years, starting in 2019. I have successfully launched various digital product ranges, including web and mobile apps, by collaborating with my product team.

Let's connect on [LinkedIn](#) if you have an interesting opportunity to explore together or just share experiences to grow.

Let's work together

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Certifications



Scrum Product Owner



Scrum Master



Product Manager

Case Study

Dev log 2019-2025

Cleanio



A digital concept for sanitation service provider serve as bootcamp final project.

Getdebug



A bug base recording platform for product development.

Storaza



A booking platform to rent extra storage room.

Danacita



A fintech service that focuses on higher education and bootcamps.

Jala



An aquaculture company that focuses on shrimp cultivation cycles.

Gameskii



A digital service for e-sports industry to provide scrim and tournament events.

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Case Study

This product was created as a final requirement for completing a product management boot camp at Binar Academy. As the students, we have to generate a product with a theme of “Environmental Health”.

We begin by defining the real problem in the field by observing environmental health problems around us. As the product manager, I am required to be observant and find a feasible solution that we can achieve by developing a digital product. The observation came to a close when there is a sanitation paper advertisement that was put into a traffic lamp, which generates constant paper waste. Hence, we proposed a digital platform to provide sanitation services that reduce paper waste on the environment and provide wider accessibility.

We create this product in the hope that we can serve direct users who inquire a sanitation service and connect them with the service providers. Both of this entity become our main stakeholder to achieve our MVP.



Key Objectives

This final project was meant to fulfill these requirement that is uses as assessment metric.

Problem Relevance

- Cleanio was meant to solve environmental issue especially for sanitation service.
- We aim to reduce **paper based advertisement** that become common practice in that industry.
- By changing the medium from paper based to digital product we encourage the service provider and the user to reduce environmental hazard.

Development Scope

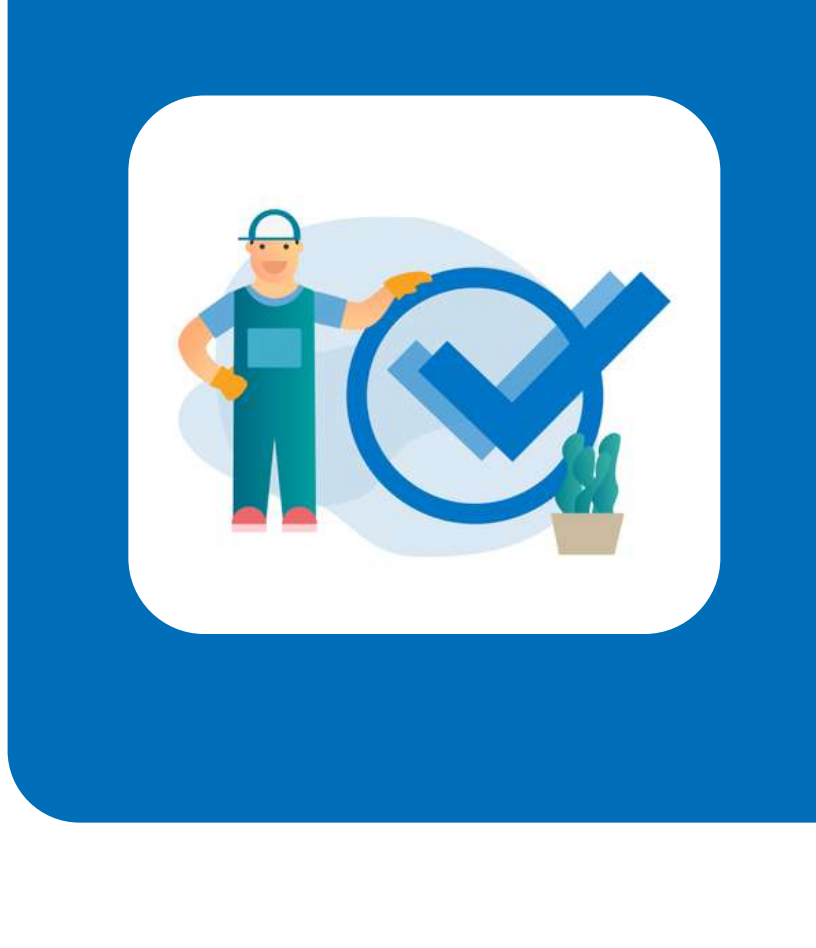
- As the product team, we had to develop an equal access to all of our stakeholders, which are the direct consumers and the service provider.
- We create a mobile app with role-based credentials to differentiate the users who access the app to direct them to our services
- We split the access to two roles
 - Direct consumer
 - Service partners

Monetization

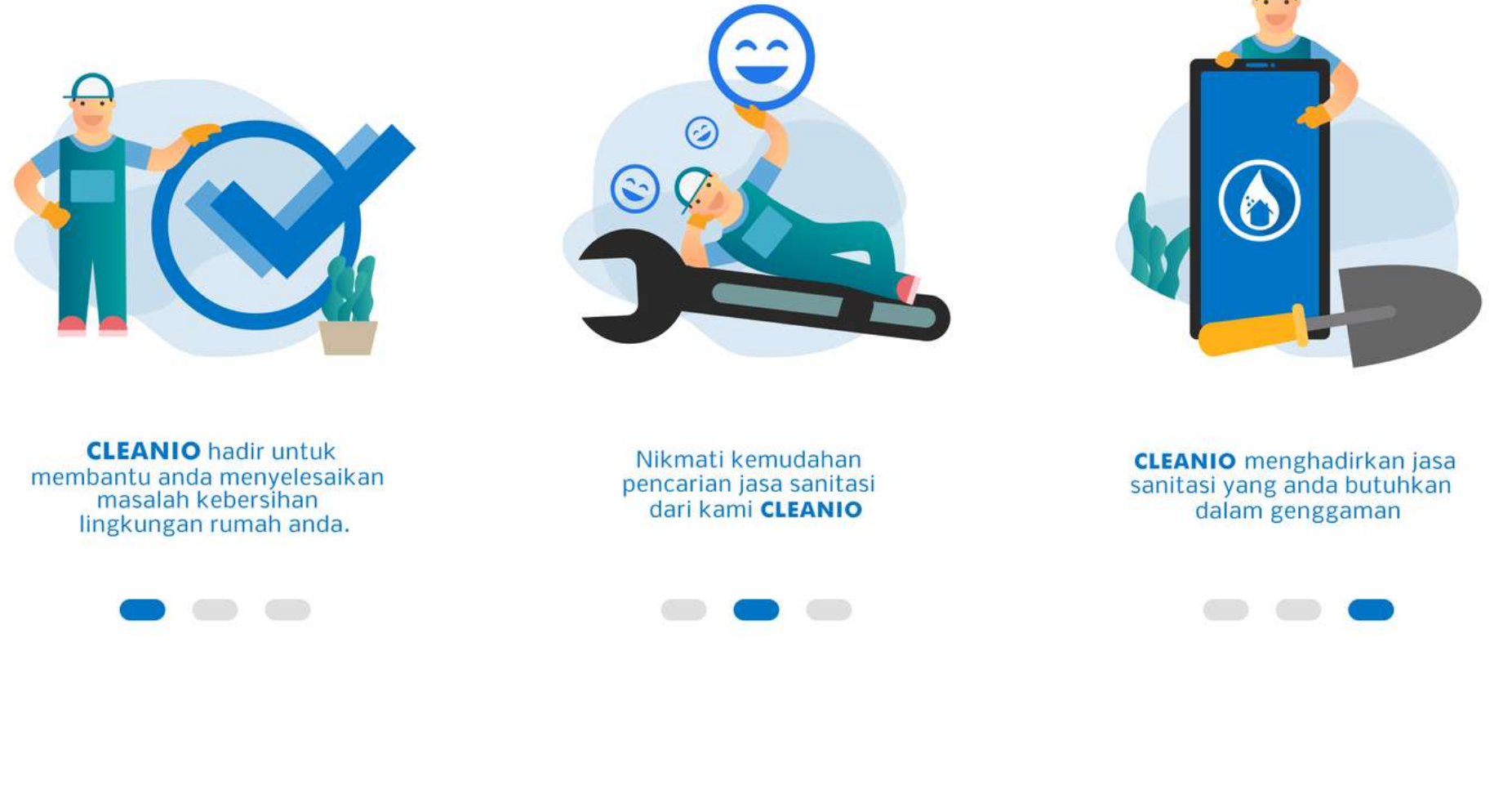
- We utilized the registration fee for partners who want to enlist their services on our platform.
- We also take a platform fee for direct users who order sanitation service from our partners as our service fee.

Scale-Up

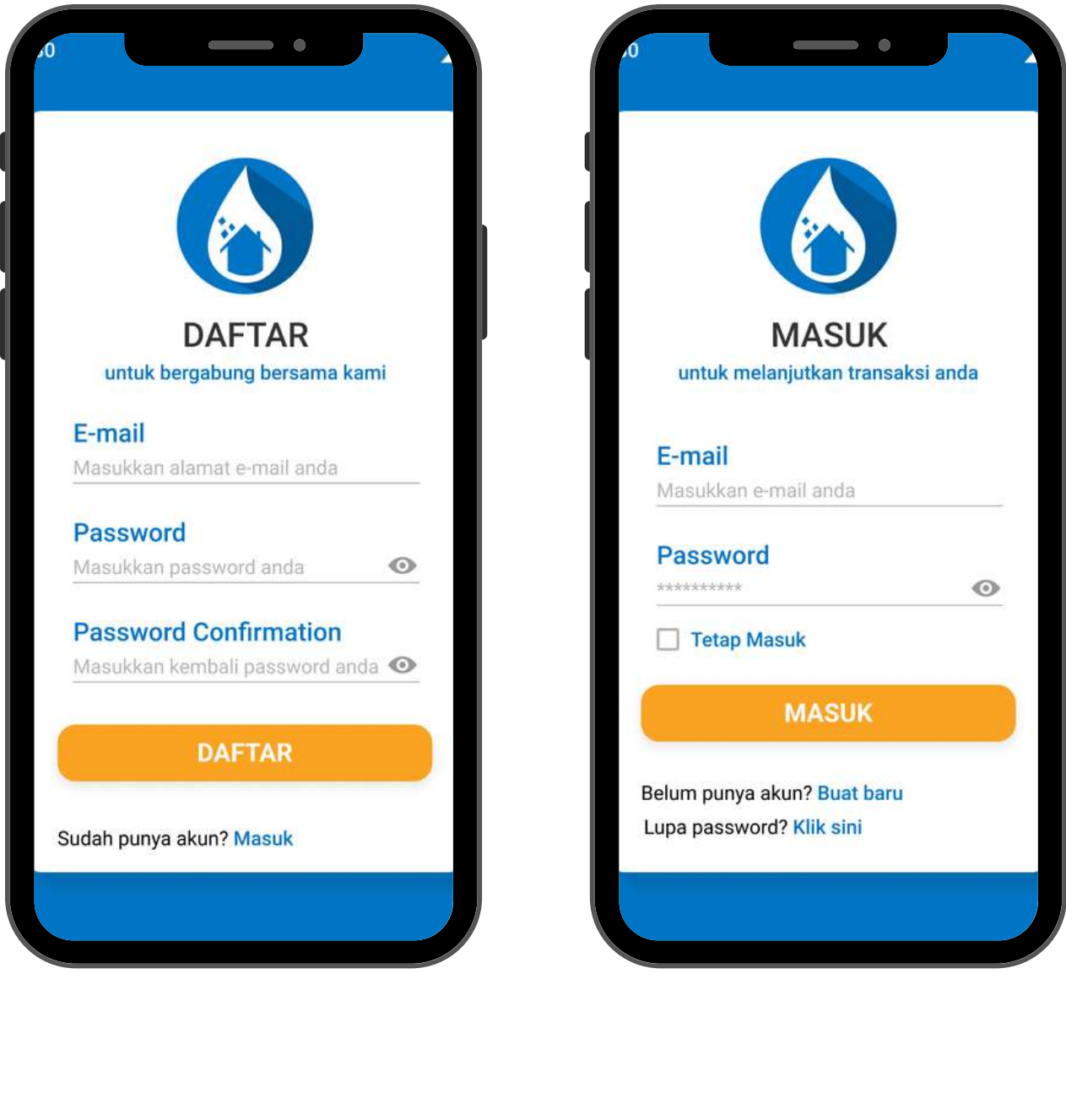
- Adding more services to serve more users.
- Discover more business insight to support the core feature as sanitation service provider.



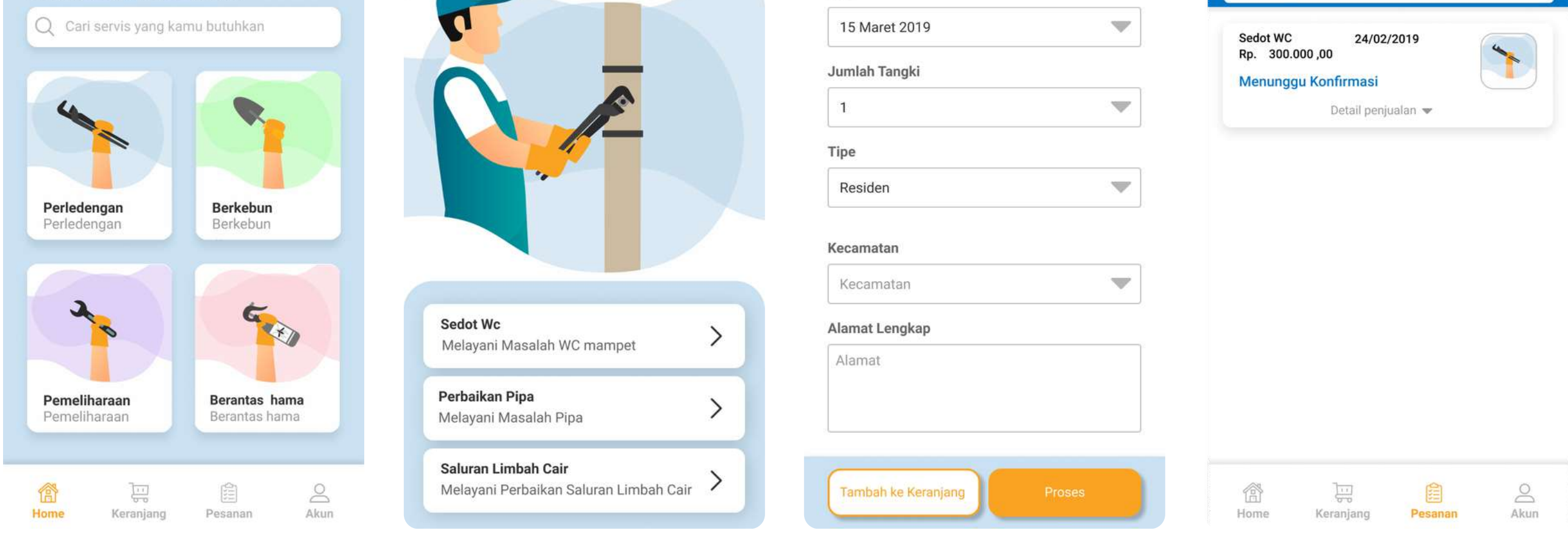
Splash Screen



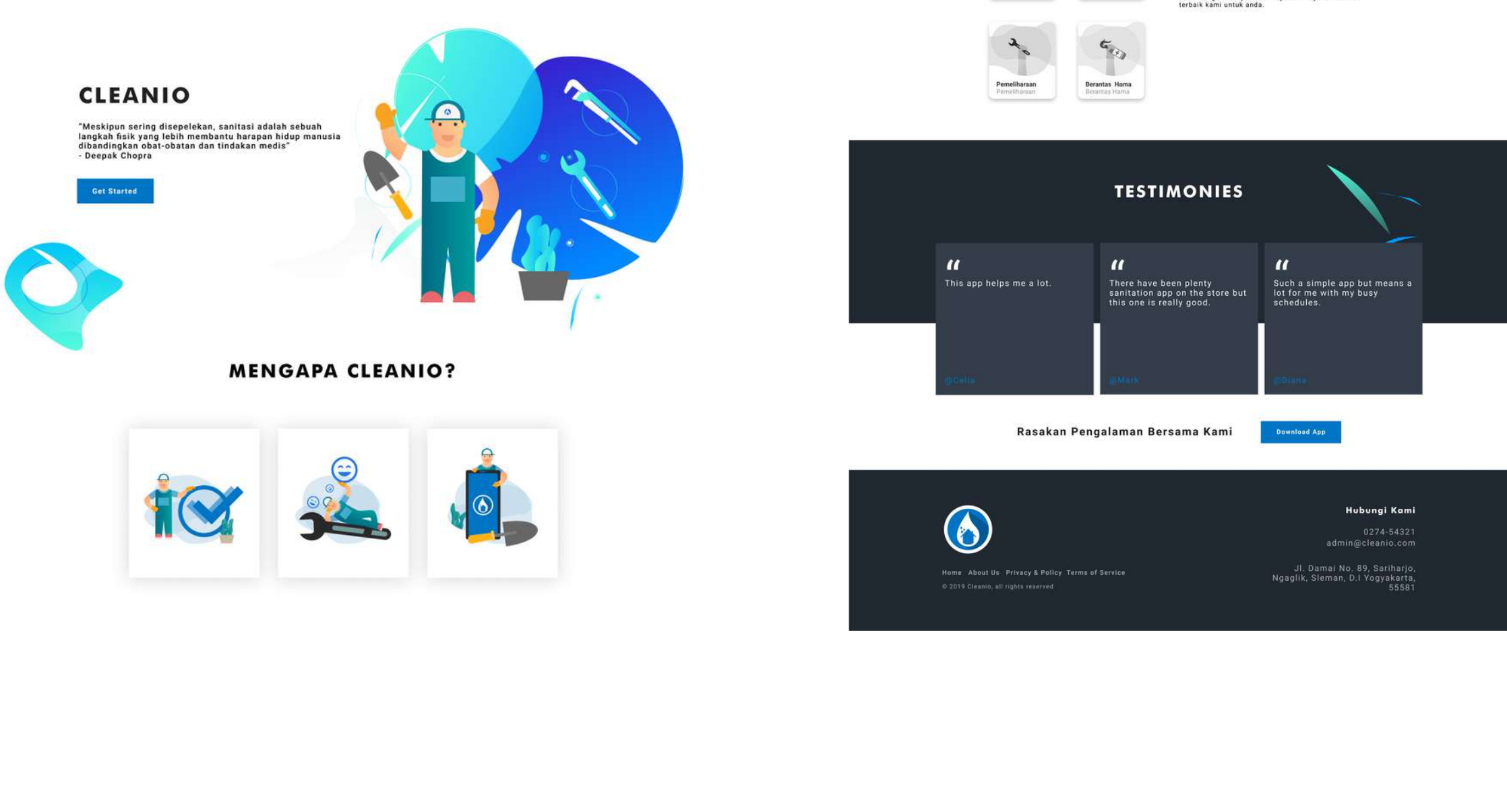
Registration Screens



Sanitation booking screens



Web landing page



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Case Study

Initially, the product team developed this platform as our internal bug base reporting platform. Our goal is to be able to maintain information flow between the developer and the quality assurance so that there is no information disparity in regards to reported bugs on the developed product.

We use these objectives as our goal to achieve that vision.

- Project clarity for both developers and quality assurance
- Clear information on bug reporting
 - Steps
 - Evidence
 - Information
 - Severity
- Capture product testing coverage

Fortunately, our business development team saw that there is an opportunity to expand this product to our client as a service to reflect their project progression and bug reports. Hence, this product can generate a revenue stream by providing this service to the clients



Let's start your debugging journey!

Key Objectives

By utilizing this platform we want to achieve these goals in order to make a sustainable product.

Product Scope

- We want this platform to become the main tool for our internal QA tester to record their test cases.
- We utilize this bug base as a data bank for future product development and generating a stable boiler plate.
- Maintain page performance to handle high load and an acceptable respond time.

Service Scope

- We extend our QA resources as an add-on for our client to provide a more comprehensive testing coverage.
- Provide project clarity for the clients so that we can maintain our development progress and transparency.

Monetization

- We applied a pricing packages for users which can be picked that match with their needs.

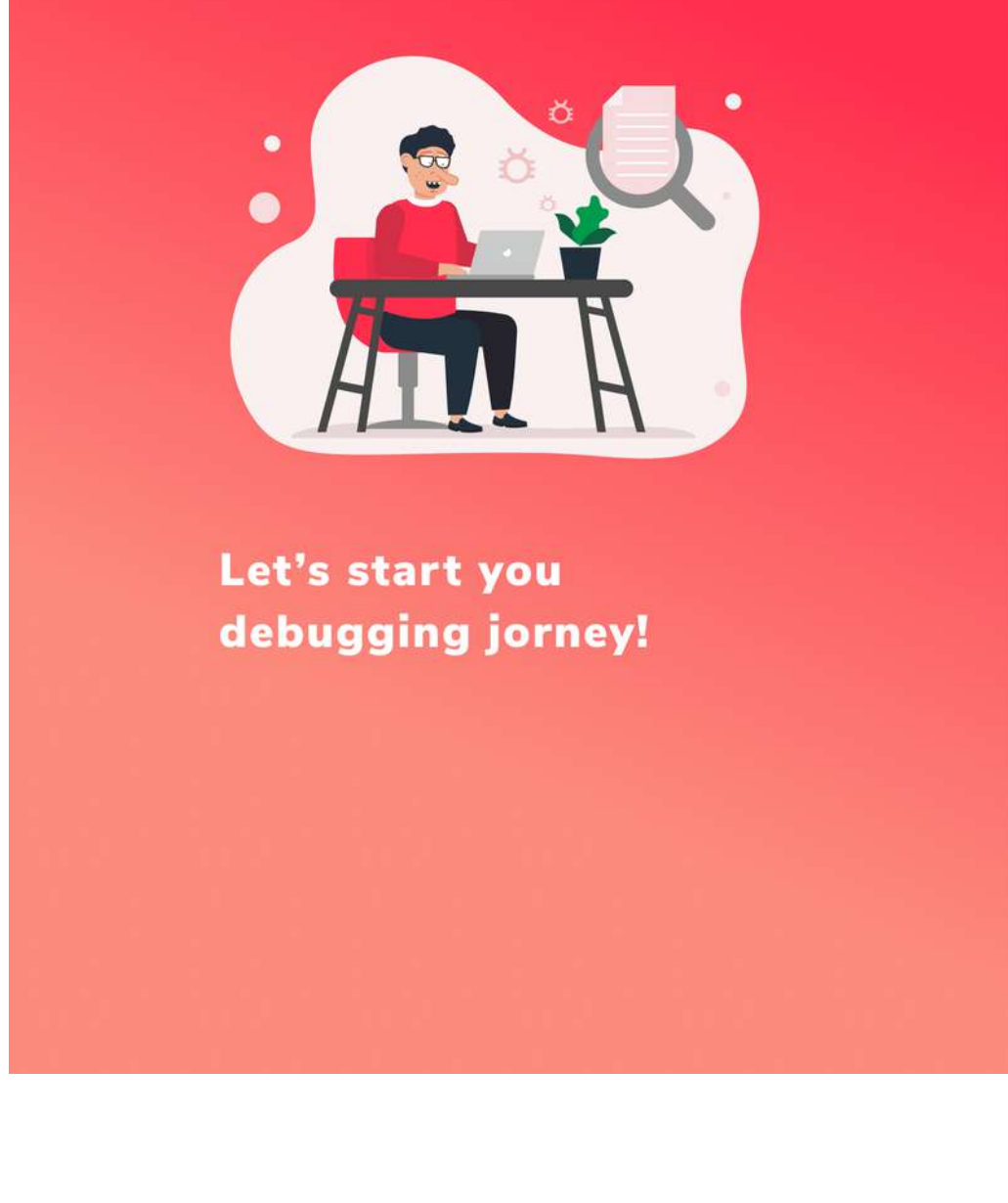
Scale-Up

- Improve the platform to handle automation test and load testing.
- Testing behaviour monetization through B2B model in form of co-product development with major partners.



Ready for another day of debugging?

Registration page



Let's start your debugging journey!



Sign Up for an account.

Full name

Candra Ardianto

Email

candra@gmail.com

Password

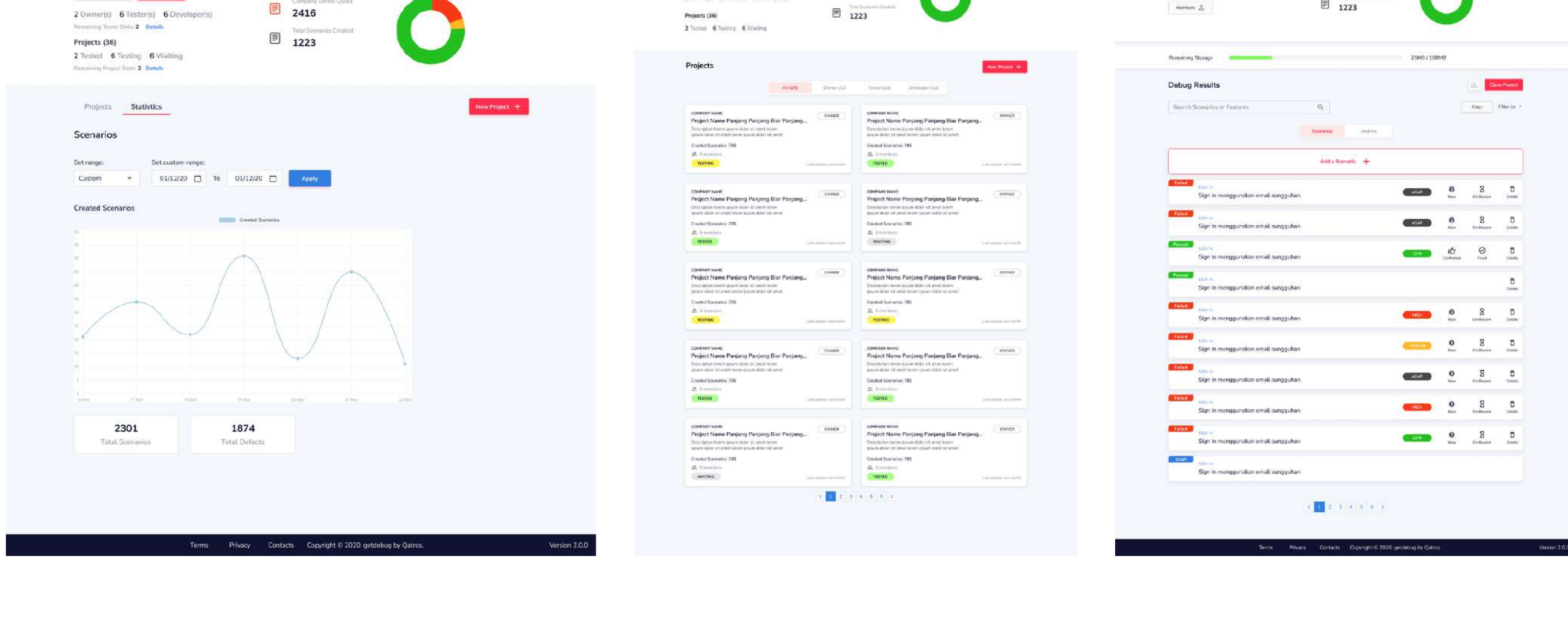
Your password must be at least 8 characters that include at least 1 uppercase letter, 1 lowercase letter and 1 number.

Re-type password

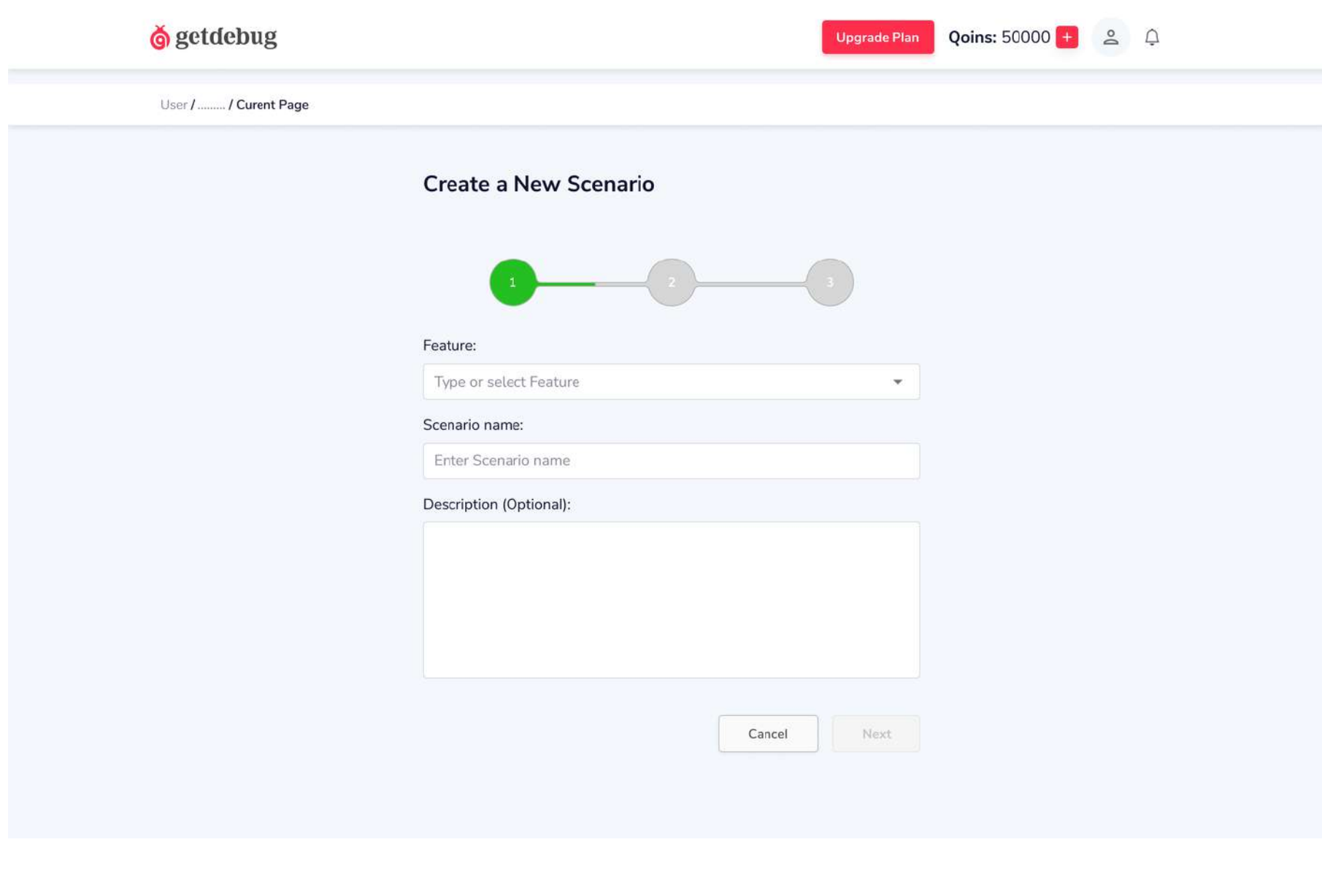
Sign Up

Sign in instead

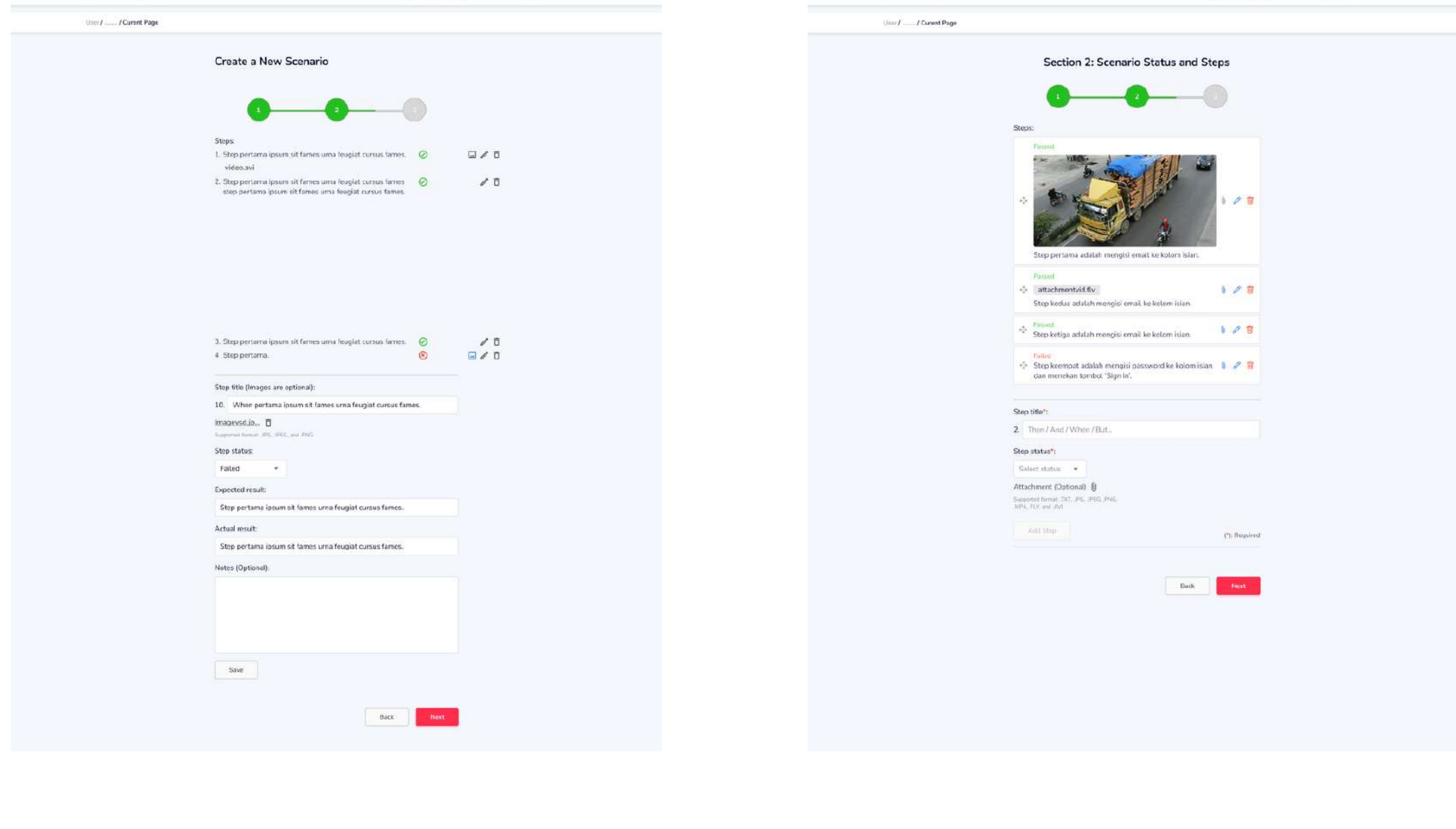
Project monitoring page



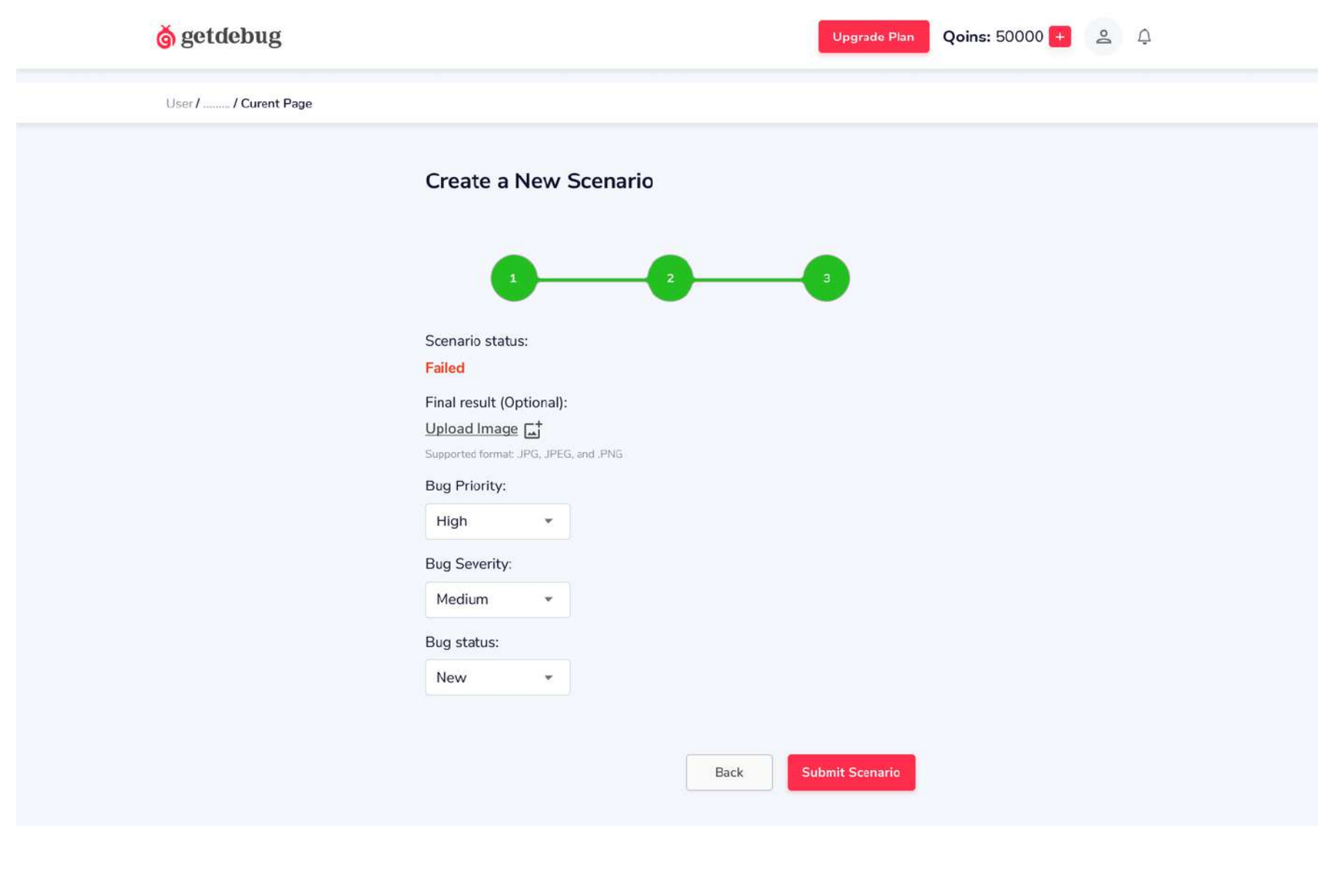
Bug reporting page



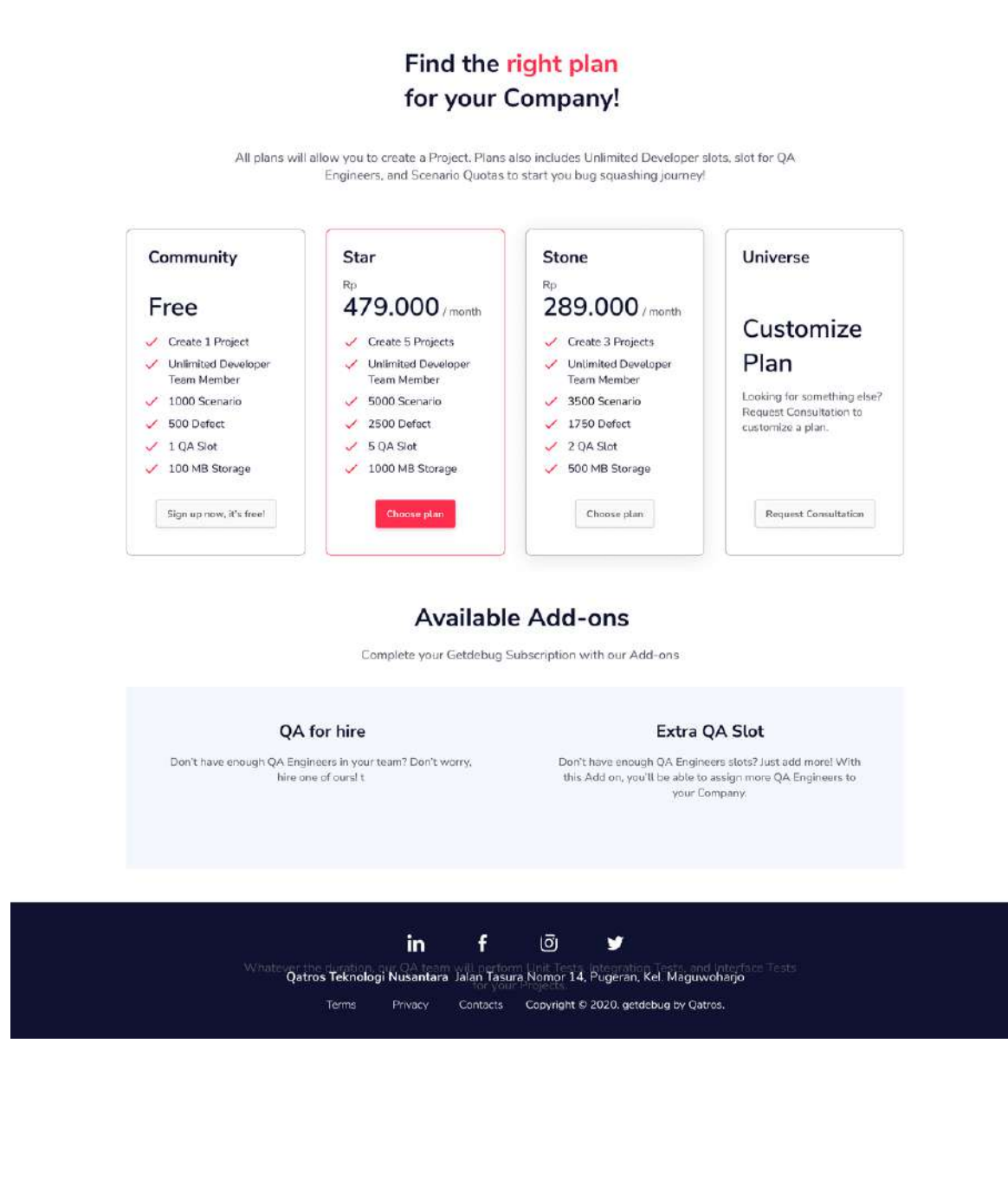
Bug reporting page



Bug reporting page



Pricing model



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Case Study

“Storaza” is my first commercial project that I worked on during my employment at Qatros Teknologi Nusantara. Our client wants to shift their Offline service to Online service as a storage service provider for urban citizen who lived with limited space for storage room.

The basic concept of “Storaza” is ensuring that its consumer can have an extra room for their unused goods in their living space, especially those who live in an apartment with “**limited living space**” to grow. Hence, we develop this project as a solution to those problems. The client also has a very strategic storage location outside Jakarta Capital City so that the customer can access their storage room at ease.

We develop the product into a web-based dashboard that enable users to booked their storage room and the operation staff to process their booking request.



Key Objectives

We want to achieved these goal by developing this product

Product Scope

- Storaza should be the primary tool for the operations team in the storage booking process.
- Shorten the booking time from hours to minutes from user's side.
- Gets a full overview of the booking capacity within the storage room to maximize operating capacity

Development Scope

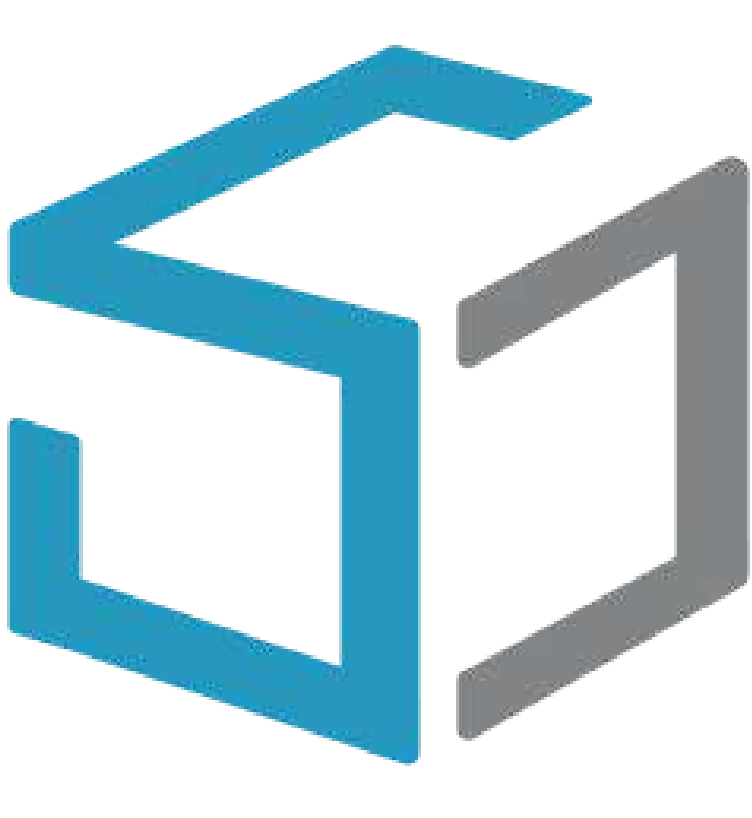
- Delivered the product according to the required scope between the developer and the client.
- Integrating with a payment gateway for ease of payment for direct consumers.
- Developed the end to end customer journey.

Monetization

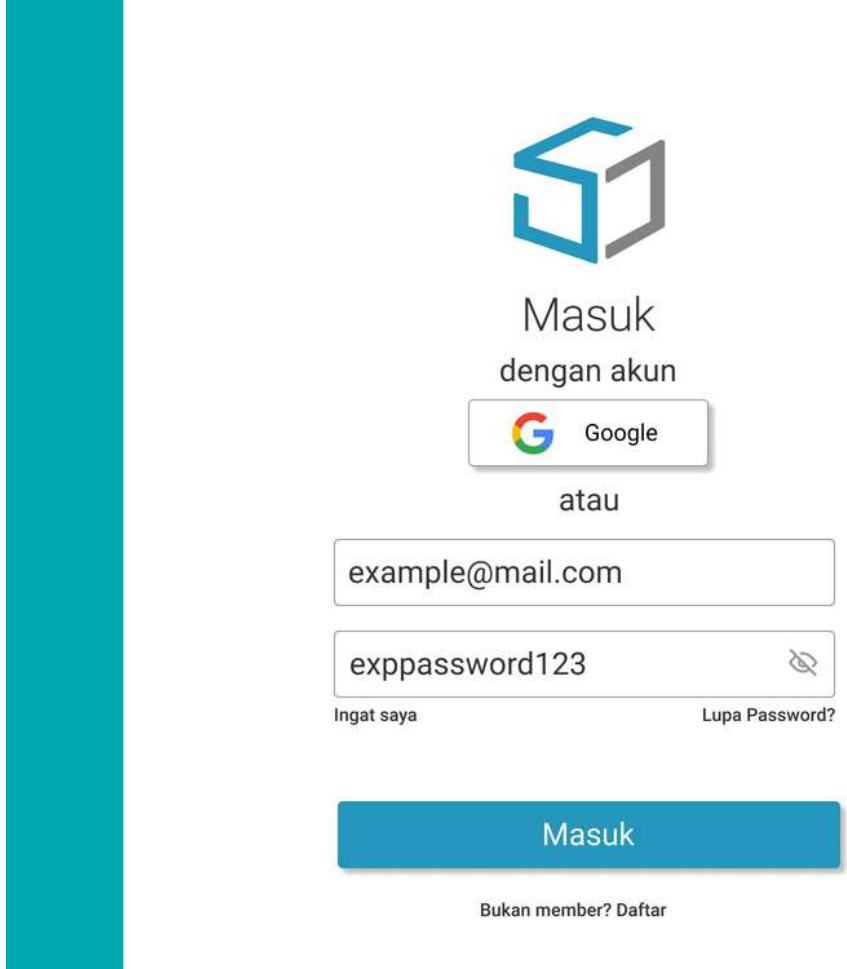
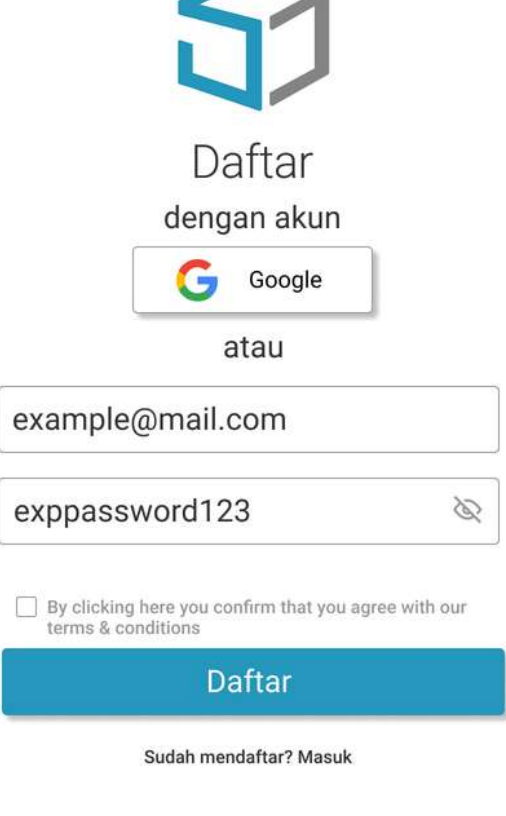
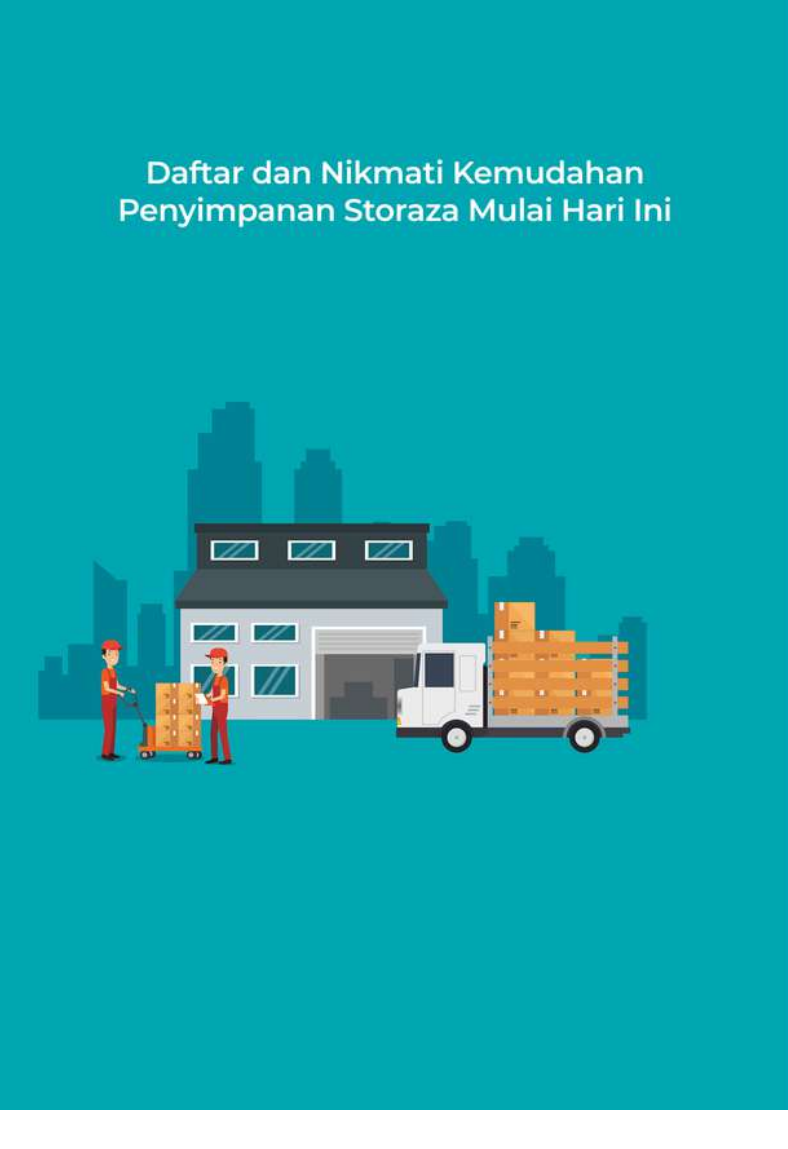
- The platform monetization focuses on their consumers' choice of:
 - Storage room type
 - Container type
 - Pick-up/Delivery type
- By utilizing this model the platform could generate revenue from their storage booking service.

Scale-Up

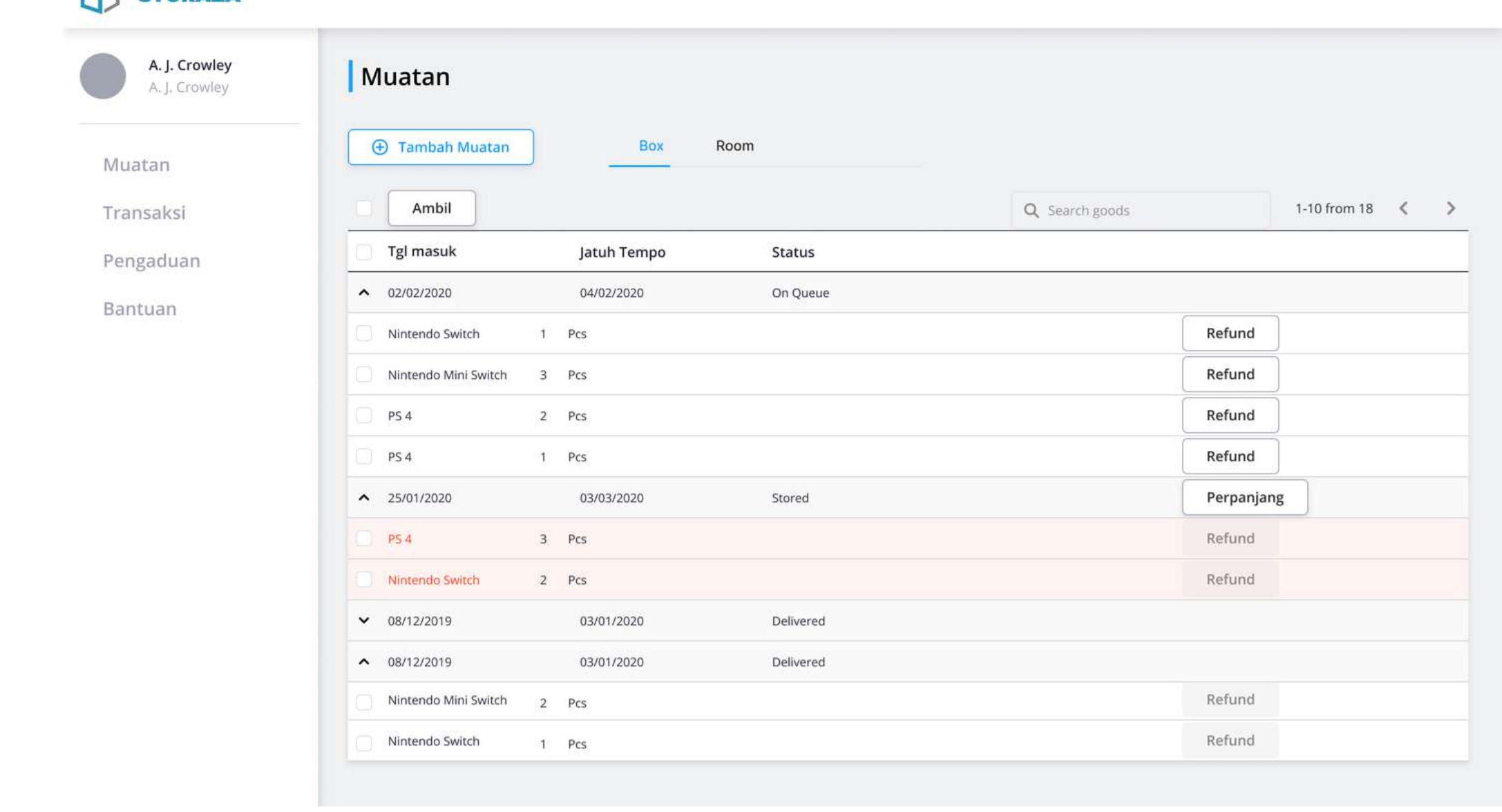
- Improve site responsiveness to be access from multiplatform.



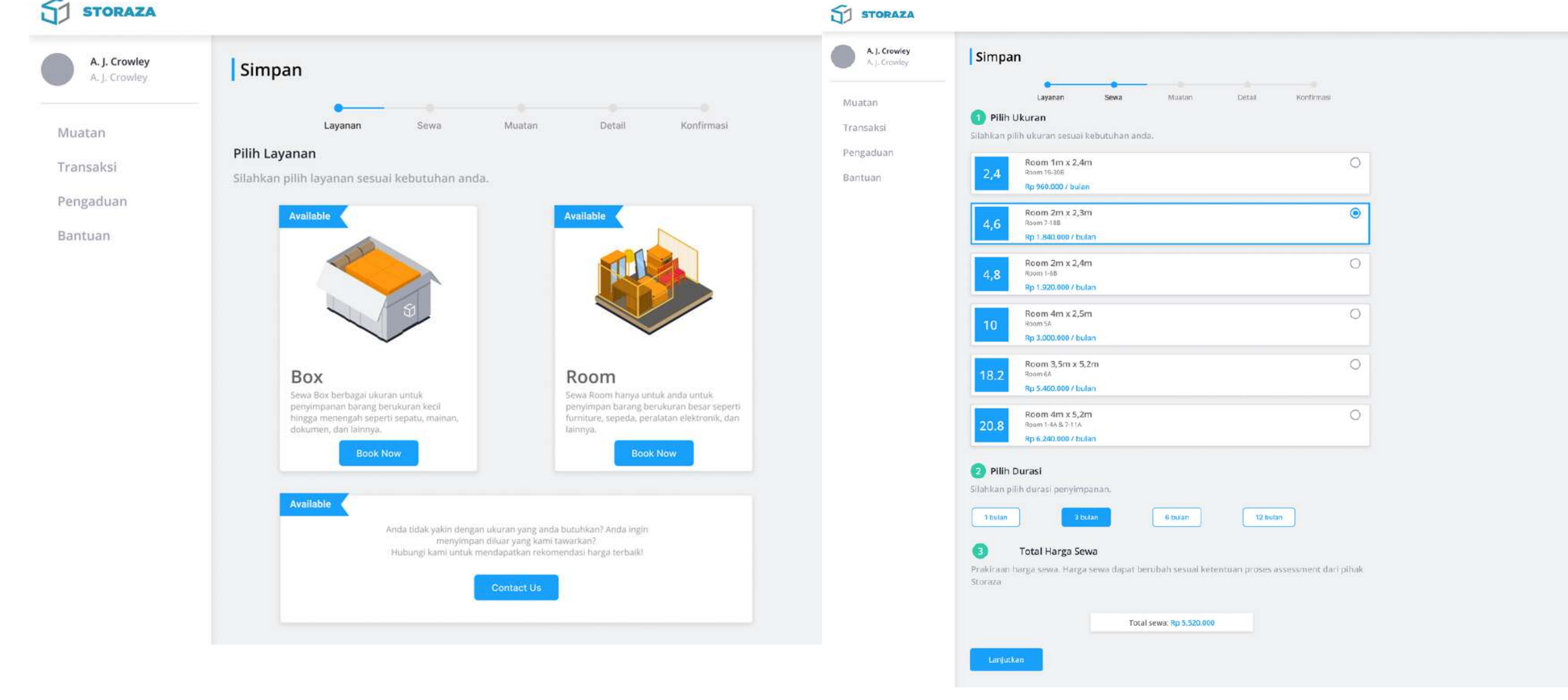
Registration and login page



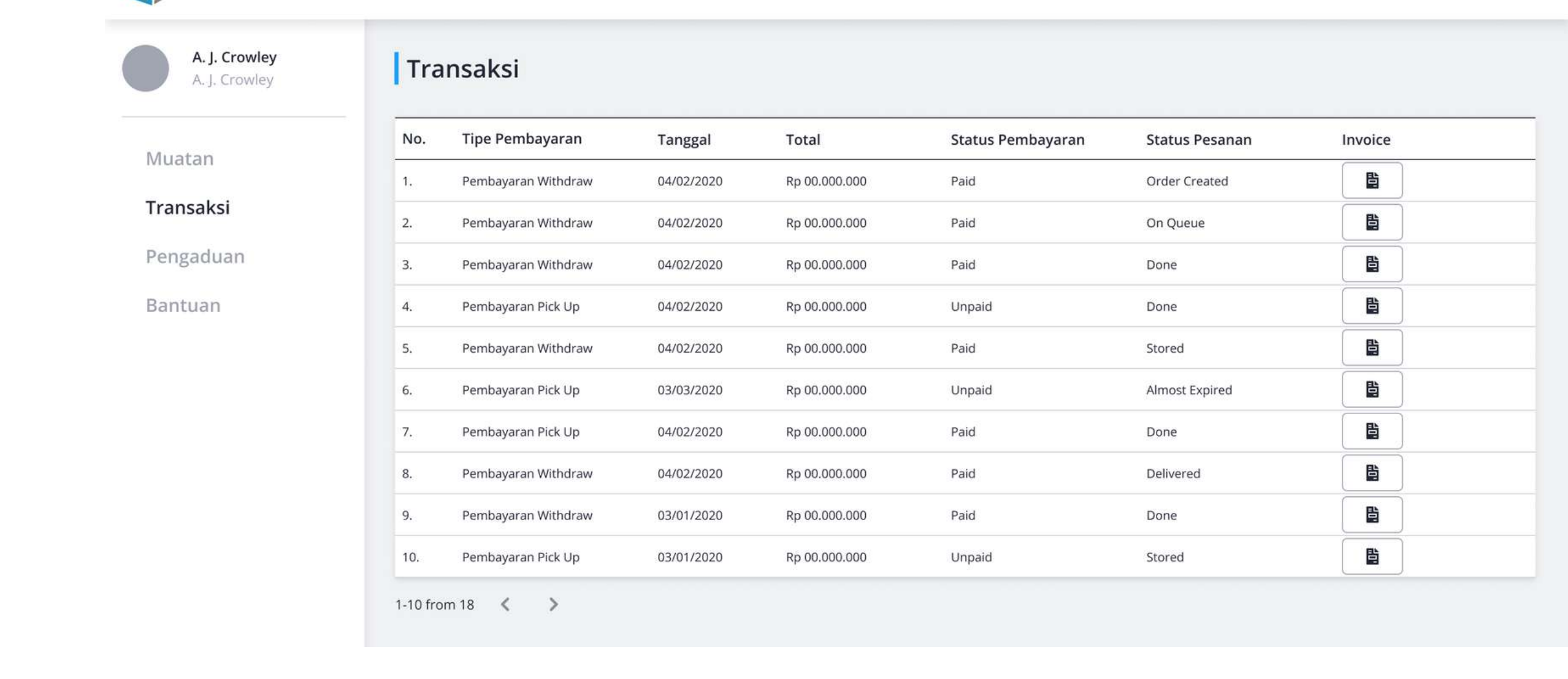
Booking Page



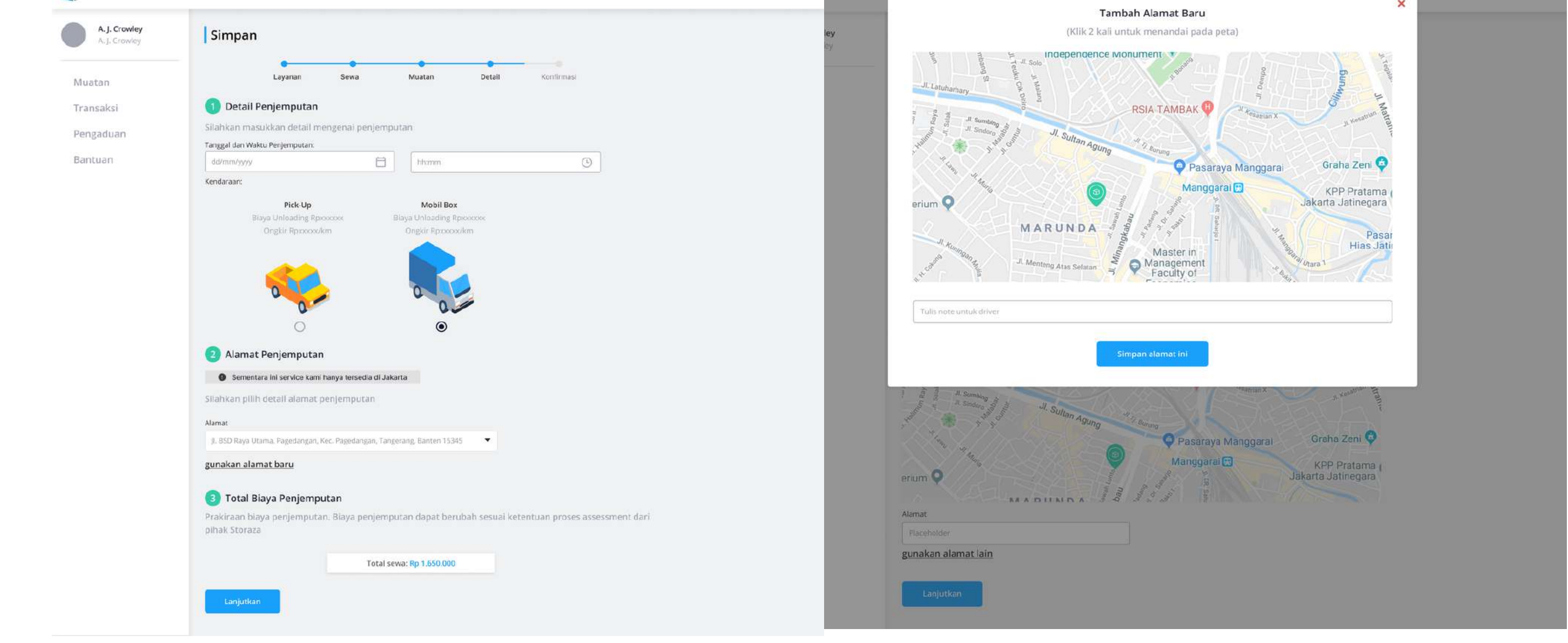
Pick storage room



Transaction



Pickup service



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Case Study

Danacita is a company founded with the vision that **education is affordable** for anyone, creating a service solely to serve that purpose. The company focuses on providing financial services for consumer who wants to attend higher education or join a bootcamp.

I joined as an associate product manager in 2021 and worked on their web app and internal dashboard to support their operation. The core services of this platform are ensuring the consumer end to end process of getting a financial loan for their education.

I have been entrusted to lead the team in developing a promo code feature and a mini customer relationship management tool for the internal operations dashboard. The promo code aimed to increase customer acquisition. In addition, the mini CRM is designed to reduce lead processing costs by eliminating the need for third-party tools.



Key Objectives

We want to achieved these goal by developing this product

Product Scope

- Promo code implementation aimed to raise user acquisition through awareness and product adoption.
- Virtual account input aimed to help students who have difficulties claiming their student loans by collaborating with the partners.
- Mini customer relationship management was developed to reduce operating costs by eliminating the need for a third-party CRM tool that consumes 10% of the monthly budget and keeps data within the internal ecosystem.

Development Scope

- Promo code implementation focuses more on the web app experience aimed at new users who want to apply for a student loan to pay for their tuition or bootcamps.
- Virtual account input is meant to assist students from the partners' dashboard to complete their document submission for the screening process.
- Mini-CRM tool utilize for data tracking and conversion monitoring process for users data taken from multiple channels.

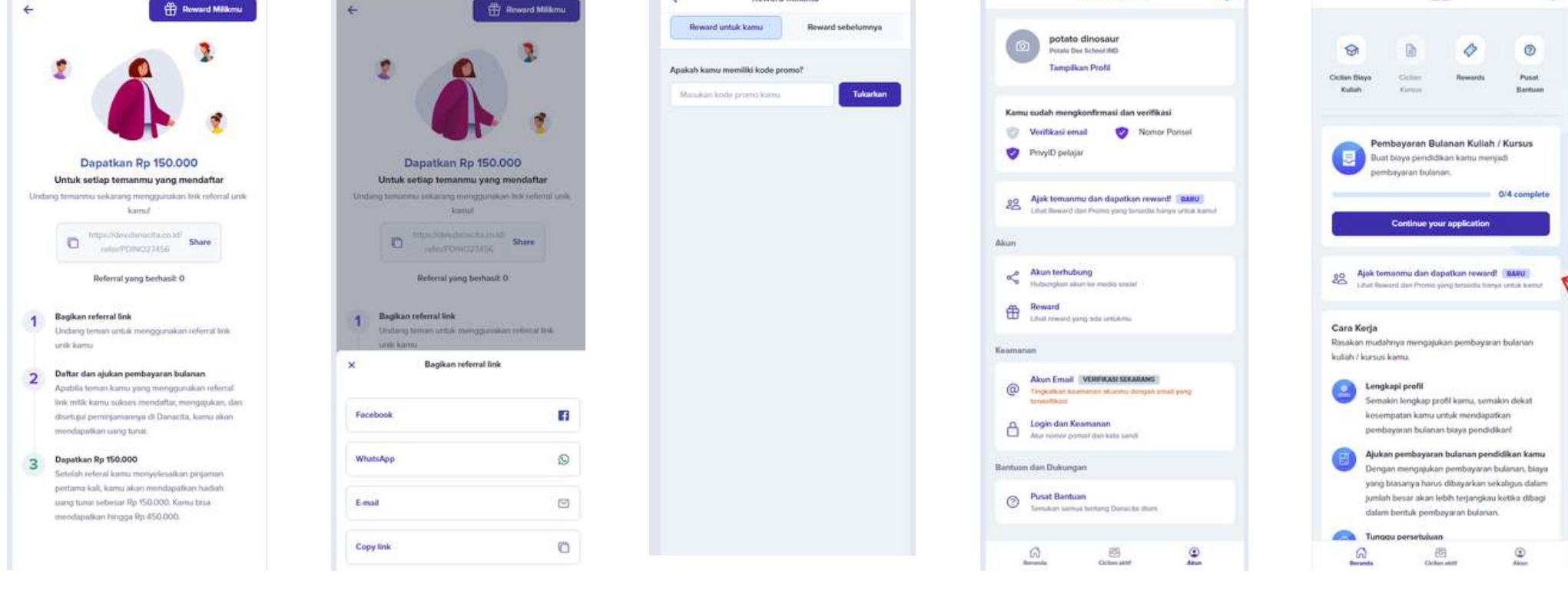
Improvement

- Adding more funnel information and a conversion status flag for each stage to obtain deeper information for users' conversion in the CRM Tool.

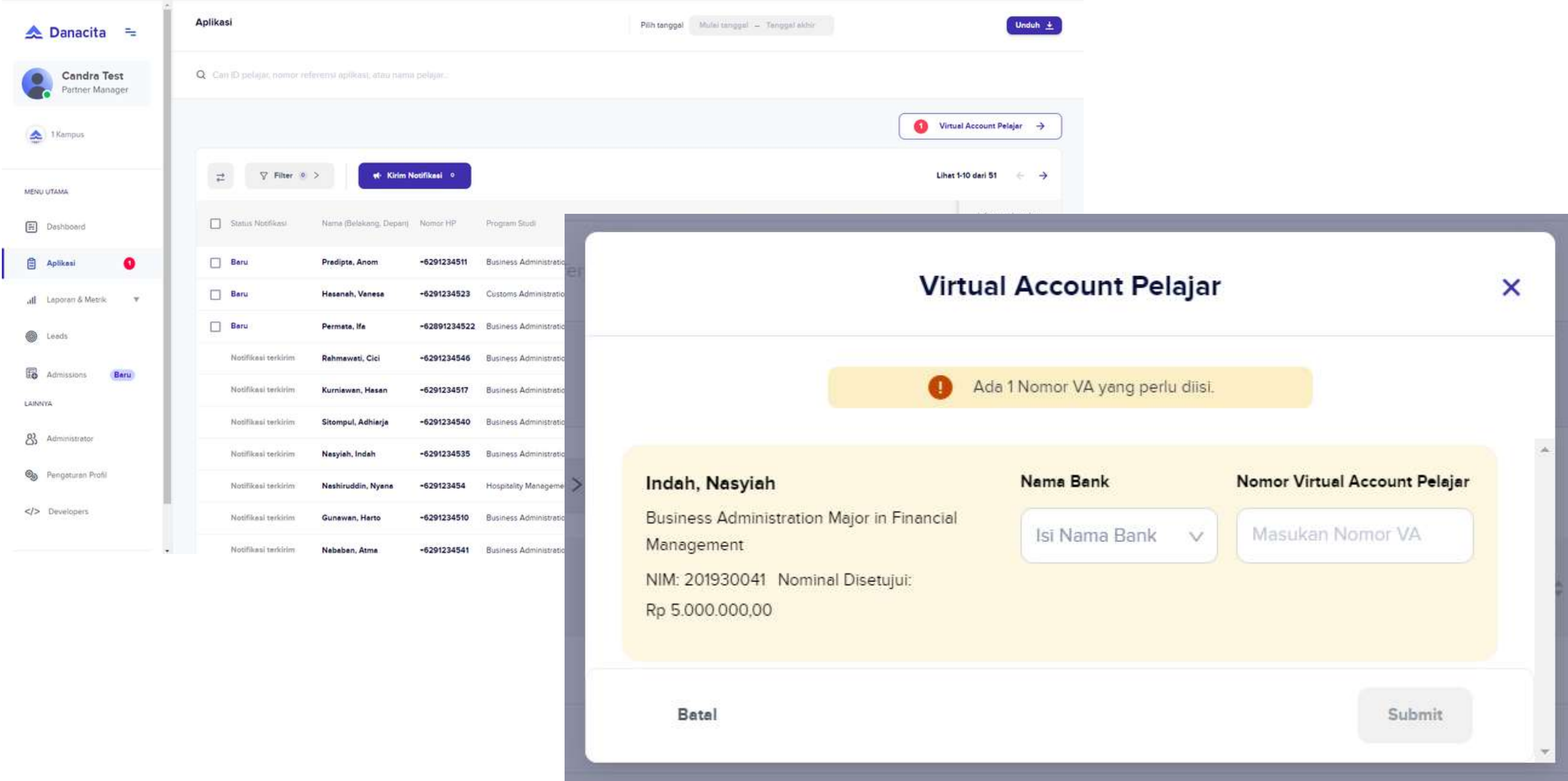


***Only limited design materials can be shared due to confidentiality**

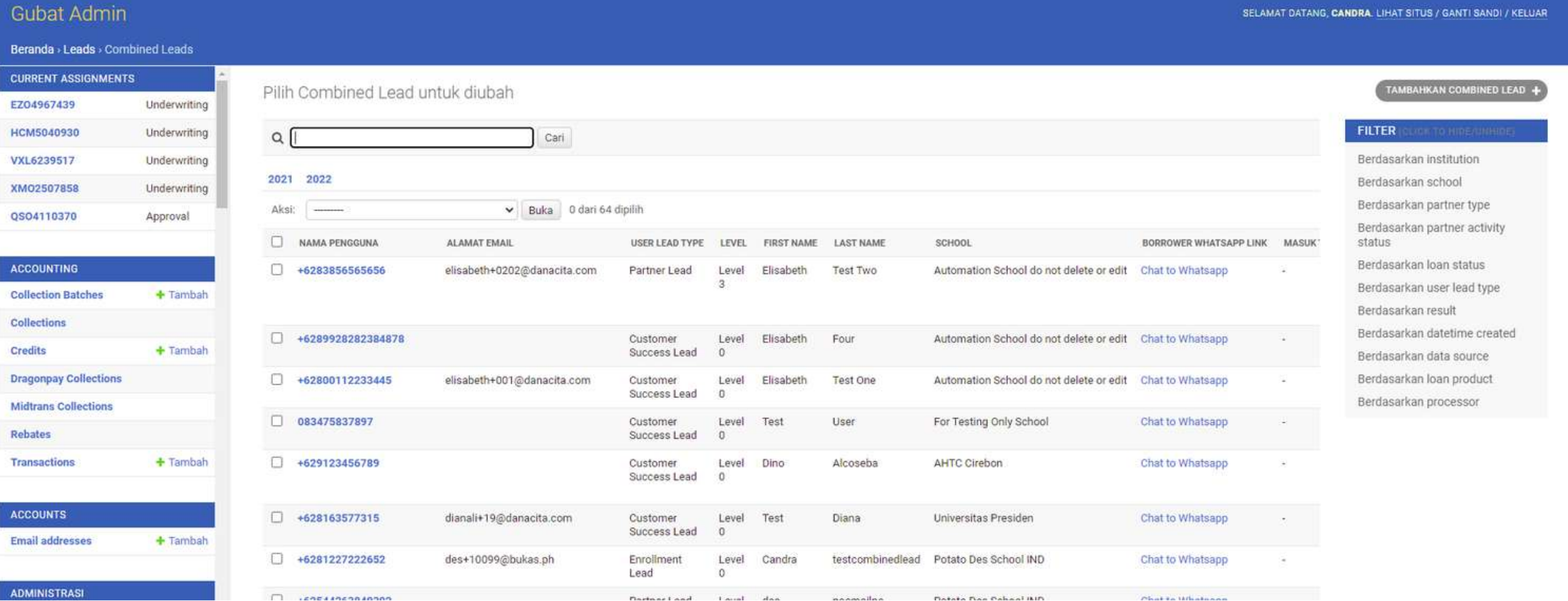
Promo Code



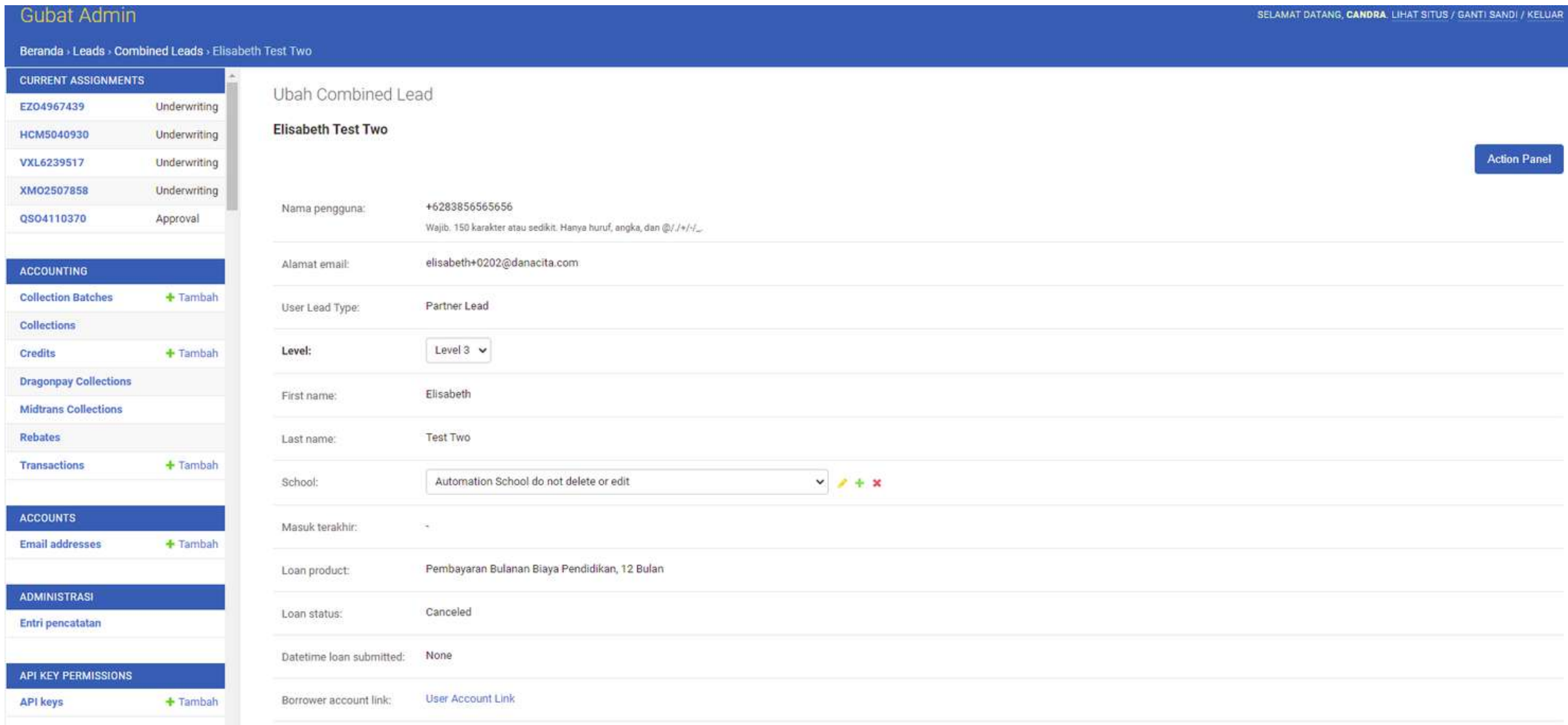
Virtual account input



Mini CRM tool



Mini CRM tool



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Case Study

Jala is a company that focuses on aquaculture especially on shrimp farming industry. The company build its own upstream and downstream ecosystem to generate revenue from their shrimp cultivation to shipping process that deliver their processed product into the market.

I join this company in 2023 and work with the IoT engineering team to develop their IoT product. In addition, our team also work hand in hand with the Jala App team to integrate our collected data from our IoT product which can be manage, control, and overview within the app.



Key Objectives

We want to achieved these goal by developing this product

Product Scope

- Enable user to collect water quality data
- Enable user to manage the data from the app
- Enable user to control and manager Jala's lot product from the app

Development Scope

- Integrating data collection from Jala's IoT device to the Jala app
- Digest the data and present the data on the cultivation cycle feature
- Ensure high accuracy of collected data from Baruno (Water Quailty Measurement Device)

Improvement

- Adding a new ORP parameter on the IoT device
- Implementing ORP probe to the device



JALA

Solusi Akurat, Cepat,
dan Tepat untuk
Pengukuran Kualitas Air

jala.tech



Jala Baruno (Water Quality Measurement Device)

JALA

PEMBERIAN PAKAN
MENGUNAKAN
AUTOFEEDER

Pada prinsipnya autofeeder adalah menyebarkan pakan menggunakan mesin, sehingga teknis atau anak kolam tidak perlu menebar pakan secara manual kealliling kolam.

Kelebihan menggunakan autofeeder adalah jumlah pakan yang diberikan merata, jarak waktu antar pemberian pakan dapat diatur dengan tepat.

Jala Auto Feeder



Jala Farm

Tampilan beranda

Contoh tampilan estimasi HPP

Contoh tampilan potensi profit

Jala App

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Case Study

Gameskii is a platform for a casual or amateur e-sport player to gather and scrim together with other team. This platform meant to facilitate its users to book their scrim schedule within the app. It also measure the e-sports performance by enabling them to generate ranking points which later will use to sort their team power.

I developed this platform along with my clients in 2023 to 2025. They already have an offline event organizer that focus on conducting e-sport tournament on their origin. Hence, widening their exposure to broader market is very relevant with their business process



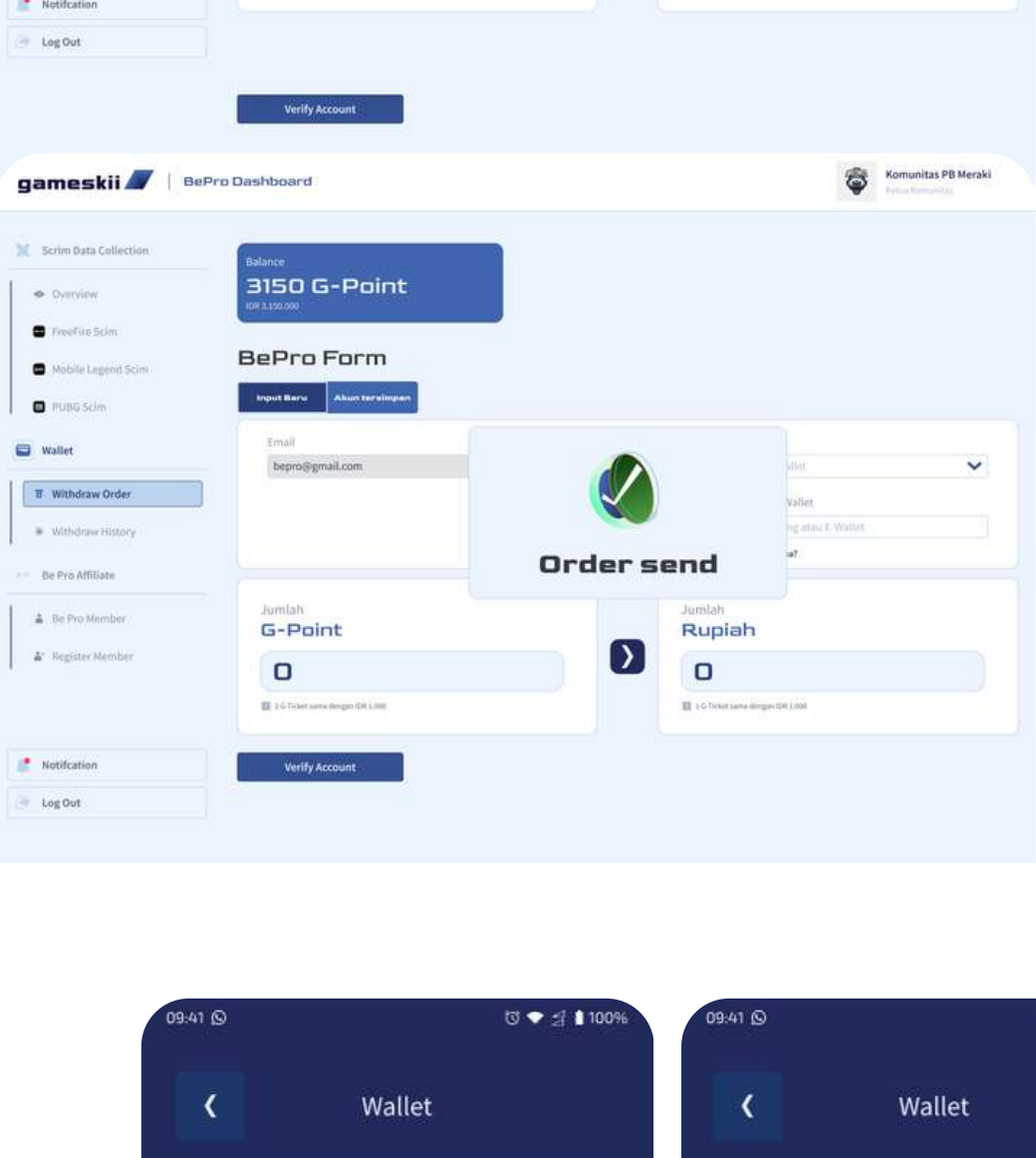
Key Objectives

We want to achieved these goal by developing this product

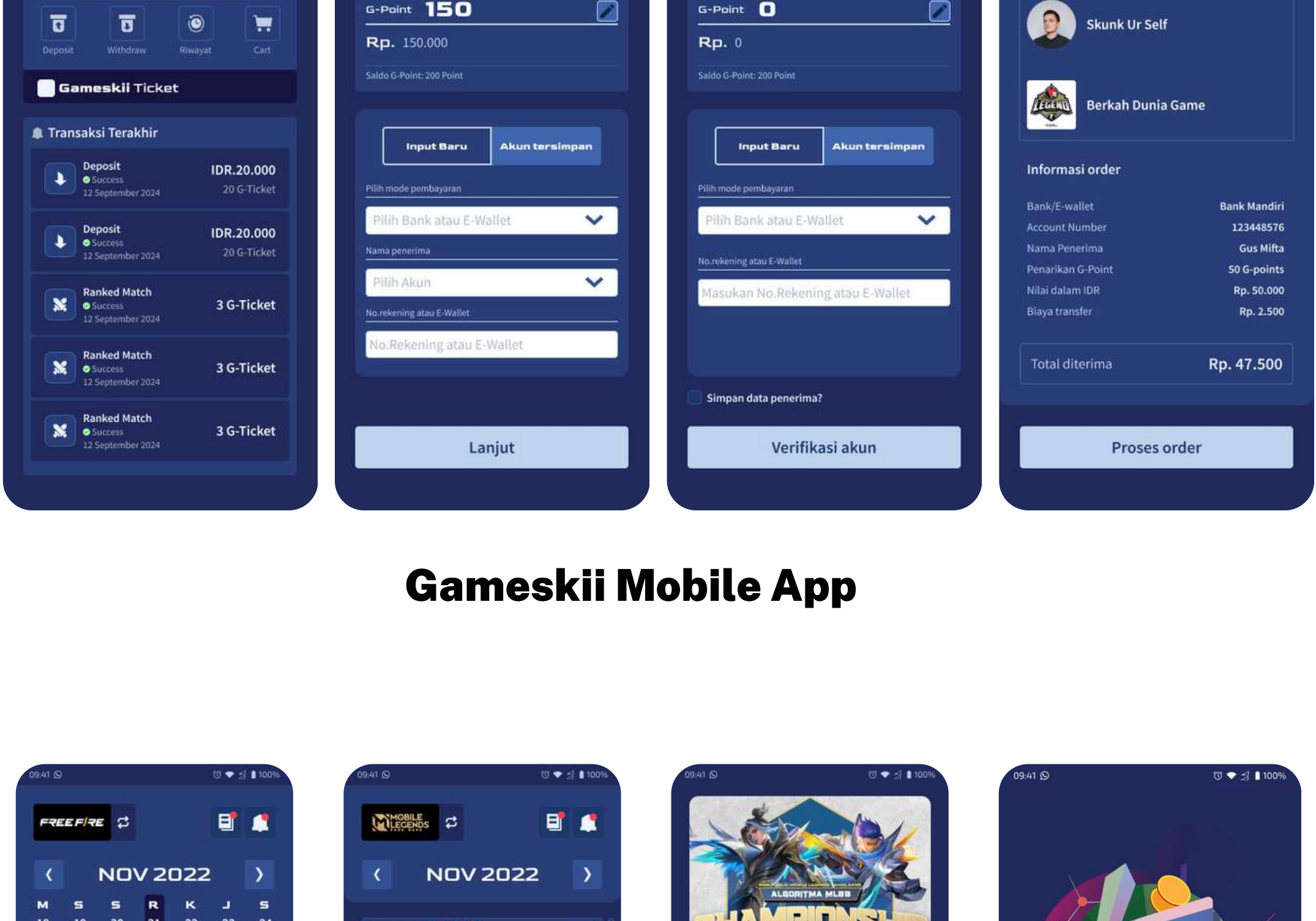
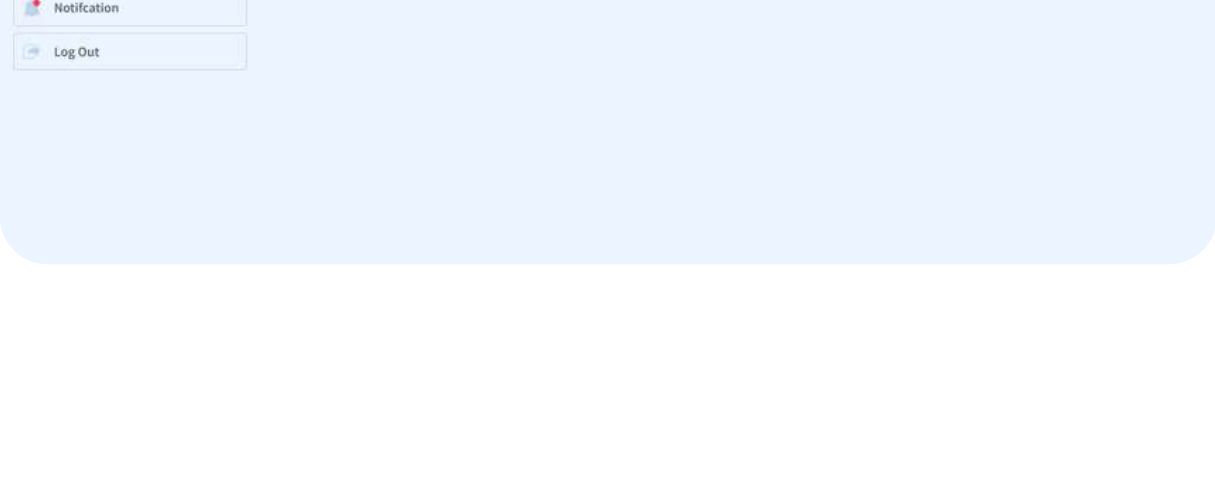
- Product Scope
- Enabling users to book and schedule a scrim with another esports team.
 - Enabling users to book and join tournament events.
 - Withdraw reward points and integrate it with payment gateway.
 - Enabling the app to measure team performance by utilizing ranking system.

- Development Scope
- Integrating the payment system with the payment gateway service.
 - Integrating with Metabase for data reading.
 - Creating role-based access for platform authentication.
 - Desktop App is utilized for scrim match and tournament match processing.

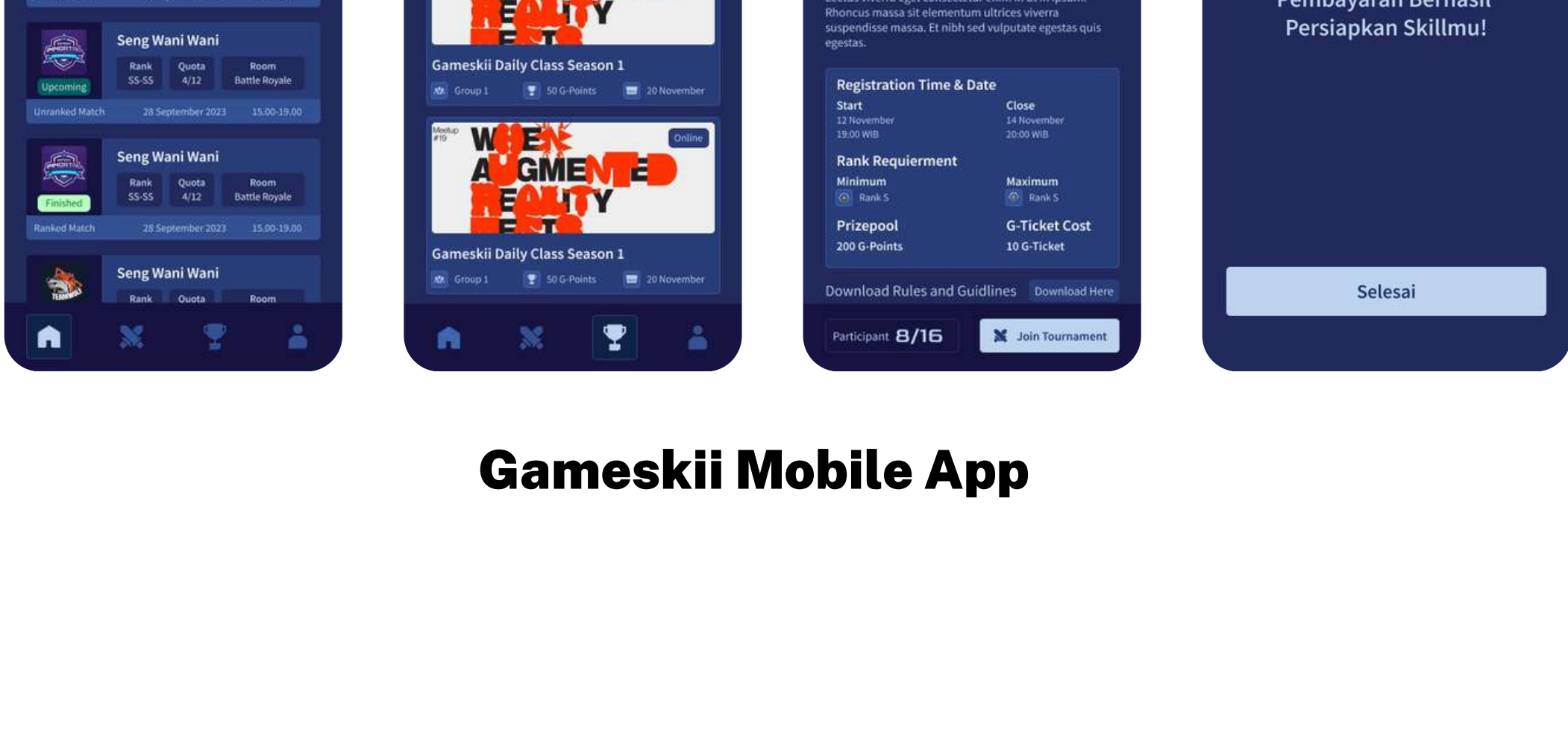
- Improvement
- Adding more automation or AI image processing to assist the match auditor will be very impactful to improve users experice to present their match result in real time..



Gameskii Desktop App



Gameskii Mobile App



Gameskii Mobile App

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