

Product Teardown

-US Stocks Investing Growth-



Mission: Aims to improve the financial lives of the people by helping them plan, save and earn more!

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Product-Feature Overview

-Product overview-

INDmoney 2-in-1 Super Saver account

- INDmoney is a one stop Super Money App for all the finances.
- 2-in-1 Account enables investing in US Stocks with ease.
- NO Fees. NO brokerage. Best forex-rate.

Why focus on improving this feature?

- New user segment addition
- Increase revenue pipelines
- Gain competitive advantage
- Improving the customer's personal financial ecosystem.

Goals Identified

- Increase Conversion rate of 2-in-1 account creation for registered users on INDmoney
- Convert non-investing users to investing users of 2-in-1 Super Saver account
- Retaining the investing user and increase his invested fund value as well as total number of transactions in US stocks.

User Persona

Shubham, Male, 30 years

Location: Mumbai

Striving for financial growth

Working as : UI/UX Designer

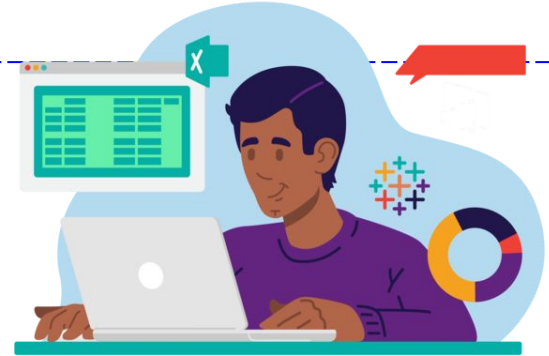
Profile: Retail investor in Indian stock market and MFs.

Frustrations :

- Long and inefficient mundane processes.
- No interest in going through numerical facts and figures
- Low attention span while fund allocation.
- Tries to keep himself updated,fails due to lack of time.

Goal : Shubham wants to invest in US Market and earn a side income without much hassle.

Unique trait: Risk-taker



“As a passive user of INDmoney, Shubham wants to invest in US stocks, so that he can diversify his portfolio.”

User story

A newbie like Shubham is *unaware of the nitty-gritty of US market* and wants to make sure that he is educated enough before opening the account.

Being a tech-savvy person, Shubham gets irritated after going through *long signup experiences* and needs seamless flow while usage.

As a first time investor in US market, Shubham wants to *explore US stocks* so that he can allocate his funds wisely.

Due to a full time job Shubham is *not able to spend time on extensive research* but still aspires to have high growth stocks in his portfolio.

Customer Stages

Awareness

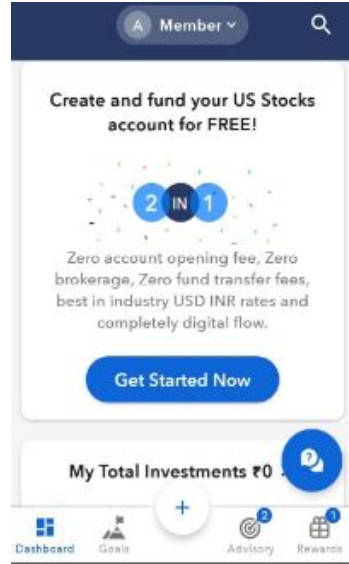
Onboarding

Activation &
Conversion

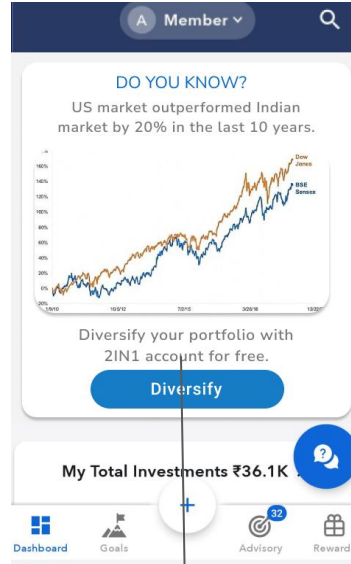
Ascend, Excitement &
Retention

Awareness

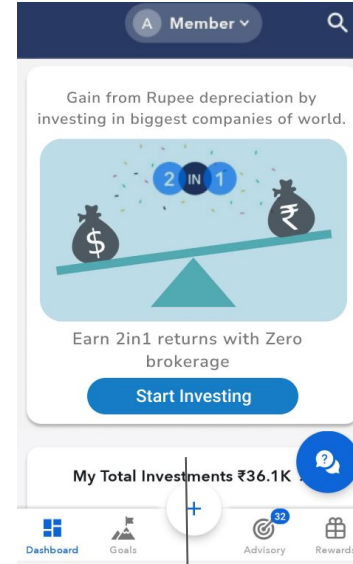
Existing- Homepage



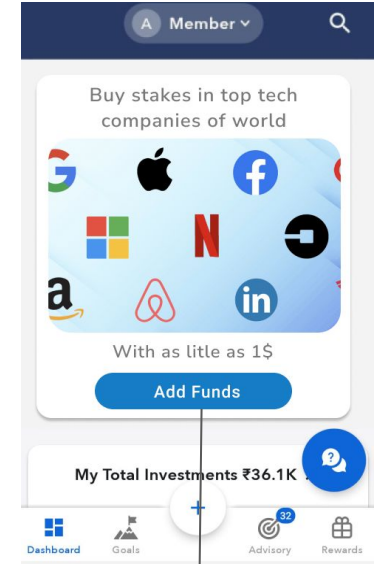
Recommended Solution - Automated slider for educational purpose



Visuals > Words



Motivational Trigger



Filling in curiosity gap

Business Goal - Increase account openings by 10%

Motivation - CTA

User Pain Points - Not motivating enough
- Not able to find value
- Passive user unaware

Potential Outcomes - User gets an overview of US stock market

- Increases the possibility of exploration

Metrics to track

- Conversion rate of INDmoney users to 2-in-1 Account.

Onboarding

Existing - 2-in-1 Account Creation

The existing flow consists of two main parts. The first part is a dark blue screen titled 'Create your free 2 in 1 US stocks account' with the subtext 'Invest in the biggest companies in the world with just one tap'. It features a list of benefits: 'Account opening fees ₹0', 'Commission on trading 0%', and 'Fund transfer fees ₹0'. A 'Continue' button is at the bottom. The second part is a light blue screen titled 'Enter your PAN Number' with a 'Help' link. It shows a progress bar with three steps: 'Basic Details', 'Account Creation' (current), and 'Fund Account'. Below the title is a text input field for the PAN number, a 'Continue' button, and a note: 'Note: You will receive an email from CDSL Ventures Ltd (CVL) that Finfoom Investments (INDwealth) has fetched your KYC details'. At the bottom, there is a dark blue box stating 'Your data is protected by IND Safe' with a lock icon.

Business Goals - Increase account openings by 5%

User Pain points - Too much to scroll
- Not able to completely understand investment process.

Assumption - Users will check Youtube/Google to know about US stocks and INDmoney 2in1 Account.

Recommended Solution- Providing flow state and explainer video at the end.

The recommended solution flow is a single screen with a light blue background. It features a 'Help' link at the top right. The main text reads 'Only video to watch, before investing in US with INDmoney'. Below this is a video player showing a promotional video for 'INVEST IN US STOCKS FROM INDIA'. A blue box labeled 'Immersive experience' has an arrow pointing to the video player. At the bottom, there is a 'Continue' button.

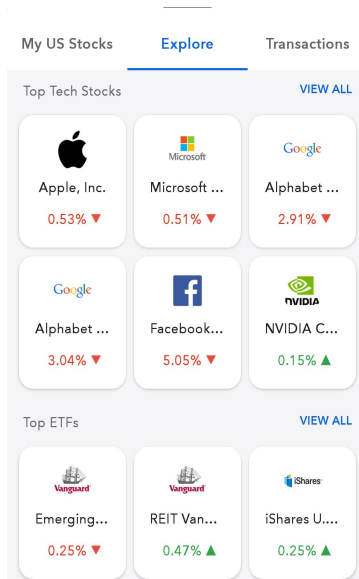
Ctrl+Click above to watch the video

Potential outcome - High possibility of user reading the given info
- No disruption in experience
- Lesser scope of finding/opting alternatives

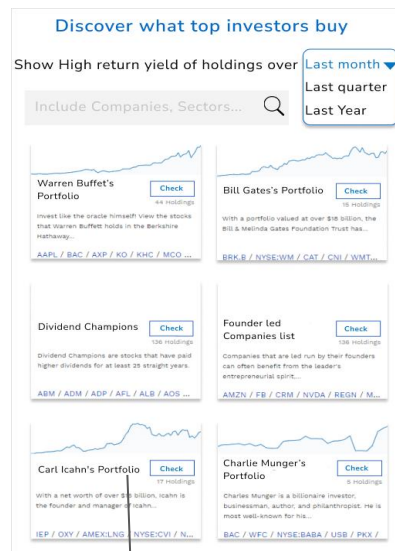
Metric to track - Drop-Off rate
- Customer Satisfaction Score

Conversion from Non-investing User to Investing User

Existing- US stocks section



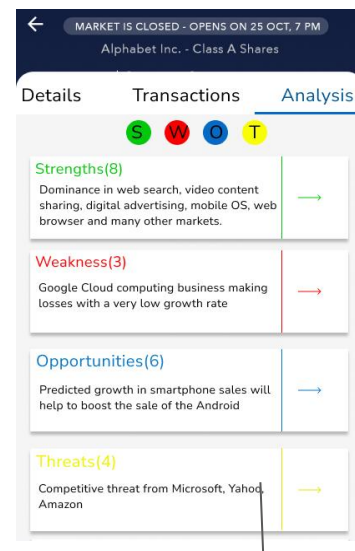
Recommended solutions - Top portfolios and innovative insights



Social Proof



Visuals > Numbers



AHA! Moment

Potential Outcome - Low Decision Fatigue
- Improved engagement

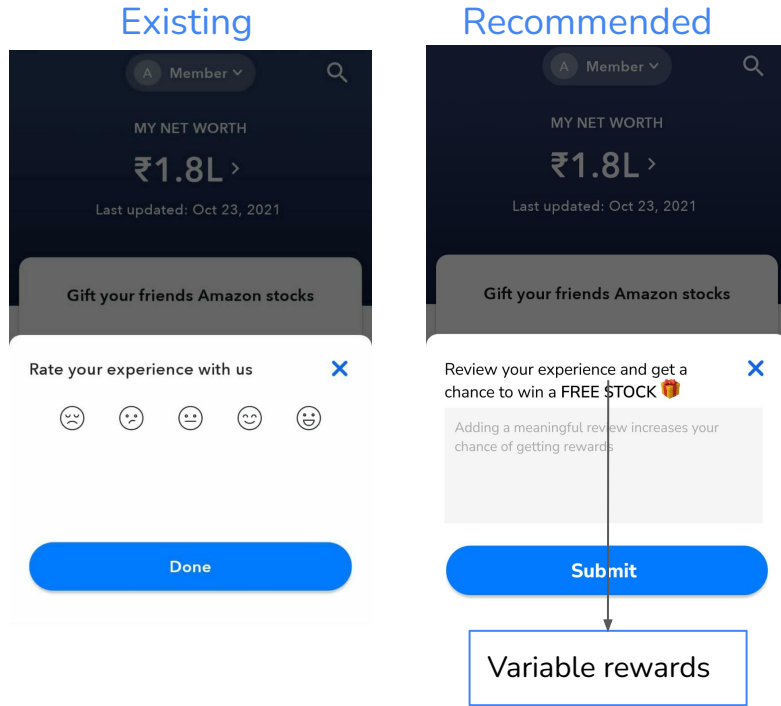
Metric to track - Avg Session length
- Avg. Session Frequency per user

Business Goal - Grow monthly added fund .

User Pain points:

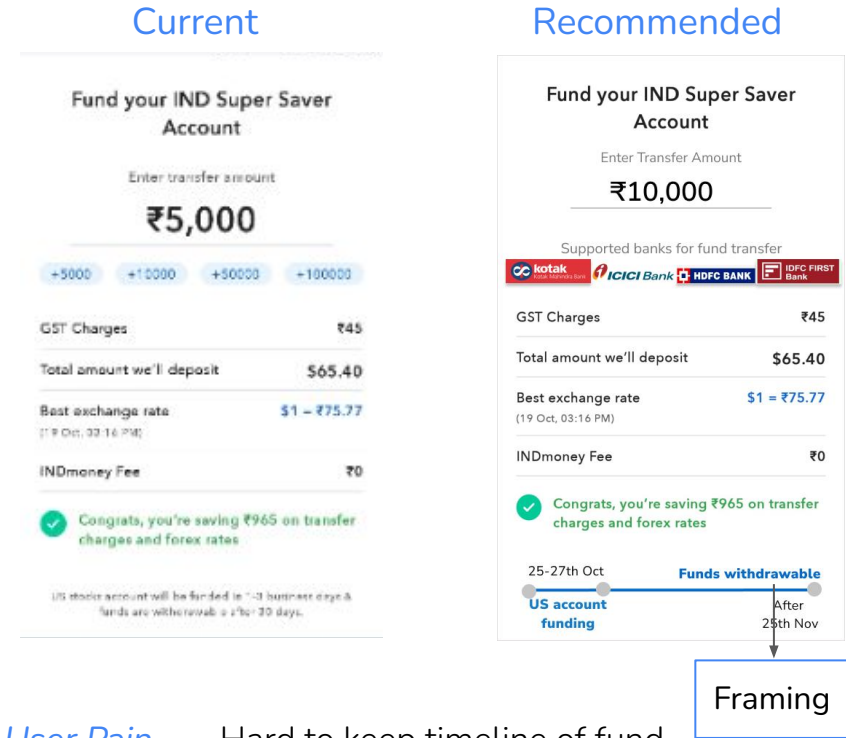
- Can't find relevant stocks/ETFs
- Not able to identify business insights
- Difficulty in allocation of funds

Feedback- Rating and Reviews



- User Pain Points** - Not willing to add rating
- Solution Outcome**
- Incentivizing user in return of action
 - Understanding customer to serve better
 - Conversion to 2-in-1 Account
- Metric**
- Total no. of reviews/Total no. of users

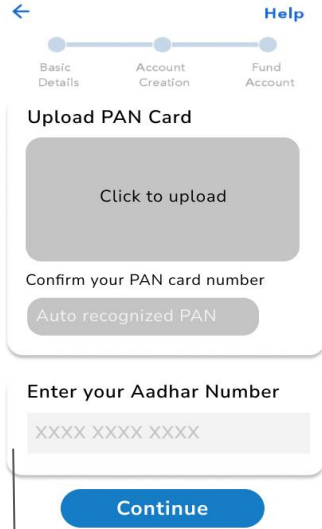
Payment- Addition of Funds



- User Pain points**
- Hard to keep timeline of fund deposit/withdrawal
- Solution**
- Unaware of supported banks
 - Elaborated visual datewise view
 - List of supported banks
- Metric**
- Drop-Off rate

Other enhancements

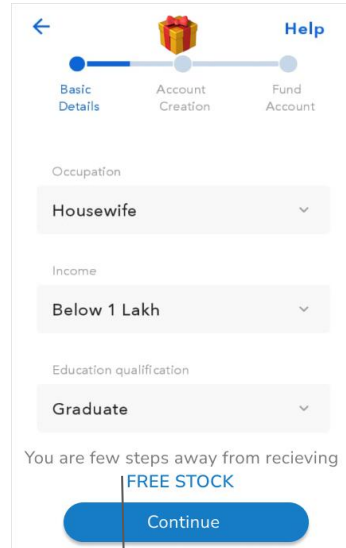
Irritated to add PAN repeatedly



Chunking similar tasks

Solution - Image recognition of PAN number
Outcome - PAN authentication
- User delight

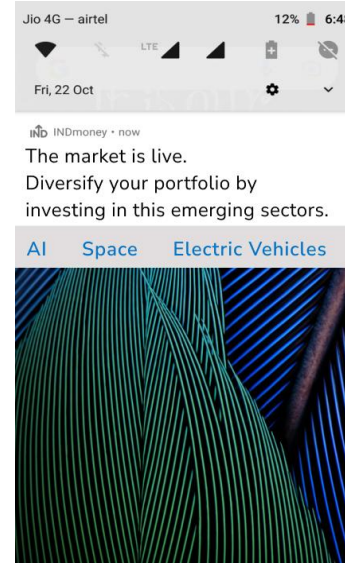
Tired of adding info



Nudges

Solution - Highlight goals to improve motivation to finish tasks.
Outcome - Low Drop-Off

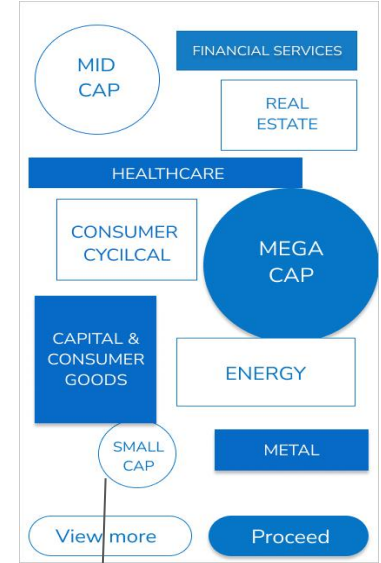
Passivity of users



Shaping passive user

Solution - Notifications after mkt goes live
Outcome - Improved activity
- Increased addition of funds

Difficult to sort



Sensory Appeal

Solution - Selecting bubbles and filtering stocks
Outcome - User delight
- Ease of stock selection

Prioritization

SOLUTIONS	Ease of implementation	Customer Impact	Metric impacted
Automated Slider on Homepage	High	High	Conversion rate- INDmoney to 2-in-1 Acc
Reels experience and explainer video	High	Medium	NPS
Top Portfolios	Medium	Medium	Monthly Funded amount
SWOT Analysis of stock/ETF	Low	High	Retention rate
Displaying Graphs for financials	Medium	Medium	Monthly Funded amount
Feedback incentivization	Medium	Medium	Feature adoption
Visuals on Fund addition page	High	Low	NPS

Implementation

Automated Slider on Homepage

To educate and attract users to invest in US stocks

The carousels can be changed based on type of user and the stage at which he is in

This feature can be released to particular set of Power users of INDmoney app and respective **conversion rates** can be compared.

SWOT Analysis of stocks/ETFs

Interactive and structured business insights

Manual

Competitive landscape, important announcements, mergers & acquisitions etc.

Automated

Developing ML algorithms to leverage financial data and auto-classify them in respective categories

Financial clarity leading to **increased fund addition and user retention**

SUMMARY

- To acquire more users for a 2-in-1 Super Saver account and improve their investment experience, certain pain points and opportunities were identified in the customer journey.
- These use cases were worked upon keeping the user persona in mind and solutions were proposed for the same- majorly focusing on the user's awareness, acquisition and engagement.
- With a certain degree of confidence, we can say that by implementing the prioritized solutions with minor changes if needed, INDmoney will benefit and improve its user experience, particularly for the US stocks section, and successfully achieve its business mission.

THE END

Any Questions?

HAPPY TO ANSWER!

“Thank you for your cooperation”