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Feature Prioritization

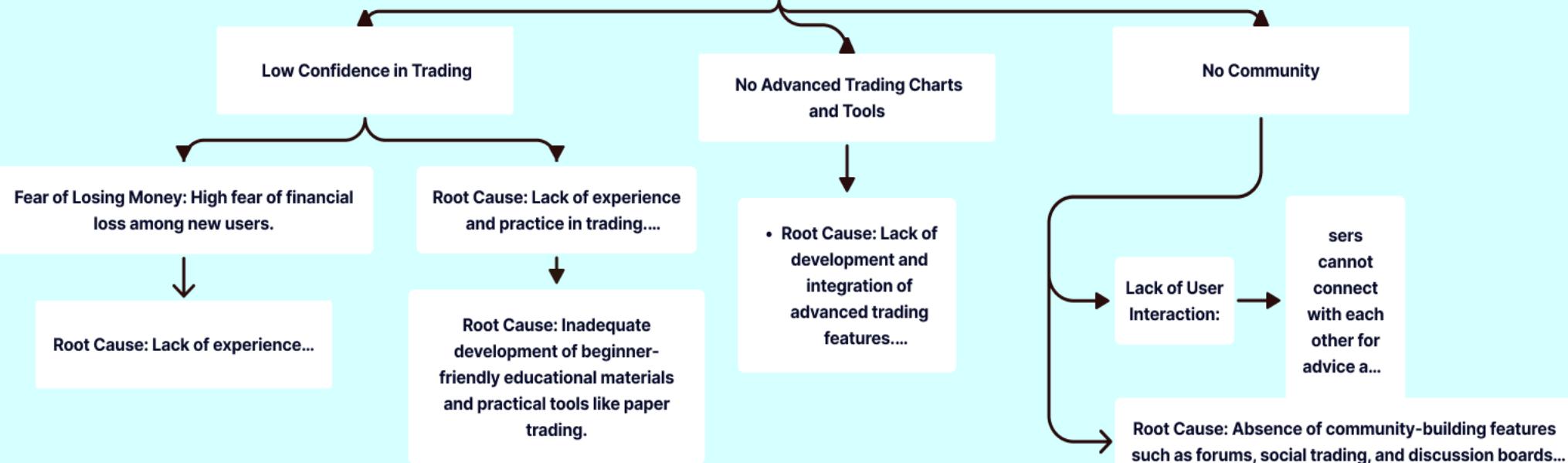


Go to Market Plan



Metrics and Pitfalls

## Root Cause Analysis



## Fishbone Diagram



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## why customer retention matters

### 1. Stable Revenue and Cost-effectiveness

A loyal user base is key to:

- Steady revenue stream: Engaged users contribute more revenue over time.
- Sustainable growth: Retained users become advocates, attracting new users organically.

### 2. User Lifetime Value Improvement

1. High user retention fuels mobile app growth by significantly impacting Customer Lifetime Value (LTV).

2. Long-term user engagement unlocks greater revenue potential.
3. User involvement leads to a lower Customer Acquisition Cost (CAC) and a higher LTV.
4. Retention, reduced CAC, and increased LTV form a powerful synergy that benefits the app.

### 3. Organic Growth, Advocacy

- Happy users spread the word: Free user acquisition through positive word-of-mouth.
- Endorsements by loyal users boost app reach and impact organically.

## Key Facts

- 7X higher cost to acquire a new client than to retain an existing one
- Existing clients are 50% more likely to try a new product
- Word of mouth drives up to 50% of sales
- 5% increase in retention = 25.95 % increase in profit
- 44% of companies focus on customer

## How to calculate customer retention rate

$$\text{[(CE - CN )/CS]*100 = Customer retention rate}$$

**CE**- no. of customer at the end of the period

**CN**- no. of new customer acquired during period

**CS**- no. of customer at start of period



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## Metrics and Pitfalls

Phase	Awareness & Download	Onboarding & Initial Exploration	Active Exploration & Usage	Engagement & potential dropout	Advocacy & Loyalty
Stage Description	Users become aware of Groww through advertisements, social media, referrals, or organic searches	Users complete KYC & explore app	Users start exploring the app's features more deeply, becoming familiar with its functionality and capabilities.	This critical phase focuses on maintaining user interest and addressing reasons they might disengage or drop out.	Users become advocates of the app, sharing their positive experiences and contributing to user growth through referrals
Touch Points	Social media, app stores, website	App interface, email, support, Browse sections, make first transaction, set watchlists . Navigation menu, in-app notifications, help center	<ul style="list-style-type: none"> <li>In-app navigation</li> <li>Interactive guides</li> <li>Customer support</li> </ul>	<ul style="list-style-type: none"> <li>Regular notifications</li> <li>Personalized content</li> <li>Customer feedback channels</li> </ul>	<ul style="list-style-type: none"> <li>Social media sharing</li> <li>Referral programs</li> <li>User testimonials</li> </ul>
Emotions	<p>The diagram illustrates the emotional journey of a user over a 30-minute period. At 15:00, the user is in a neutral state (neutral face emoji). This is followed by a period of sadness (crying face emoji) between 15:05 and 15:15. After 15:15, the user returns to a neutral state (neutral face emoji) and then reaches a state of happiness (smiling face with sunglasses emoji) by 15:30.</p>				
Pain Points	<ul style="list-style-type: none"> <li>Trust in the platform</li> <li>Understanding the app's benefits</li> </ul>	<ul style="list-style-type: none"> <li>lack of engagement post-onboarding</li> <li>Complexity of financial terms</li> <li>lack of guidance</li> </ul>	<ul style="list-style-type: none"> <li>Difficulty finding features</li> <li>Understanding advanced tools</li> </ul>	<ul style="list-style-type: none"> <li>Loss of interest</li> <li>Technical issues</li> <li>Perceived lack of value</li> </ul>	<ul style="list-style-type: none"> <li>Limited channels for feedback</li> <li>Insufficient rewards for advocacy</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>Clear messaging</li> <li>positive reviews</li> <li>Showcase success stories and user testimonials</li> </ul>	<ul style="list-style-type: none"> <li>Simplifying the download and setup process</li> <li>Clear instructions and benefits highlighted during</li> </ul>	<ul style="list-style-type: none"> <li>Encourage discovery of features</li> <li>Personalize user experience based on initial activity</li> </ul>	<ul style="list-style-type: none"> <li>Identify and address dropout reasons</li> <li>Provide timely interventions to re-engage users</li> </ul>	<ul style="list-style-type: none"> <li>Encourage users to share experiences</li> <li>Reward advocacy</li> </ul>



# Groww

## Feature

## Description



## About

Market Share

F.Y 2024

17.20%

20.20%

7.10%

13.70%



## Problem Statement

Target Customer

Ideal Investor Profile

F&O, Equity, Long term Investor

Active Traders & Day Traders

F&O, Equity & Mobile Users

Traditional & Value Investors



## Market Analysis

Algorithmic Trading

Automate trading strategies based on pre-defined rules

Don't have this feature

Have this feature

Don't have this feature

Don't have this feature



## User Personas

Advanced Charting Tools

Analyze market trends with technical indicators and charting tools

Don't have this feature

Have this feature

Have this feature

Have this feature



## User Journey Map

Commodity Trading

Trade commodities like gold, silver, and crude oil

Don't have this feature

Have this feature

Have this feature

Have this feature



## Solutions

NRI Trading

Invest in Indian markets if you are a Non-Resident Indian

Don't have this feature

Have this feature

Don't have this feature

Have this feature



## Feature Prioritization

Branch Network for Support

Get in-person assistance at physical branches

Don't have this feature

Don't have this feature

Don't have this feature

Have this feature



## Go to Market Plan



## Metrics and Pitfalls



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## Go to Market Plan



## Metrics and Pitfalls



Asha Sharma

AGE: 22

OCCUPATION: ENGINEER

TECHNOLOGY SKILL LEVEL: HIGH

### NEEDS

- Simple, easy-to-use interface
- Educational resources and guidance
- Low investment minimums
- Seamless mobile app experience
- Automated tools and recommendations
- Clear visuals and progress tracking



Rohan Kumar

AGE: 36

OCCUPATION: DOCTOR

TECHNOLOGY SKILL LEVEL: MEDIUM

### NEED

- Secure and reliable platform
- Education on low-risk investment options
- Transparency in fee structure and communication
- Guidance through educational resources
- Low investment minimums

### GOALS

- Grow wealth through smart investments
- Balance investment activities with a busy lifestyle
- Build confidence in making investment decisions

### MOTIVATIONS

- Desire for financial independence
- Interest in leveraging technology for efficiency
- Seeking a straightforward way to enter the investment world

### PAIN POINTS

- Overwhelmed by financial jargon and complex options
- Unsure about risk tolerance and goals
- Fear of losing money
- Limited time for research
- Traditional methods are too time-consuming

### PERSONALITY

PROACTIVE

THINKING

ANALYTICAL

VALUE EFFICIENCY

INFORMED

### GOALS

- Protect wealth while achieving modest growth
- Gain confidence in using online investment platforms
- Diversify investment portfolio with minimal risk

### PAIN POINTS

- Concerns about potential losses
- Unfamiliarity with online platforms
- Preference for physical branches and traditional methods
- Fear of losing money
- Limited time for investment research

### MOTIVATIONS

- Desire for financial security
- Trust in established, low-risk investment methods
- Interest in learning about safe investment strategies

### PERSONALITY

CAUTIOUS AND DETAIL-ORIENTED

THINKING

ANALYTICAL

VALUE EFFICIENCY

INFORMED



## About



## Problem Statement



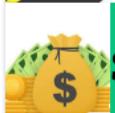
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## Metrics and Pitfalls

## Product

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	<p><b>Problem</b></p> <ol style="list-style-type: none"> <li>Individual investors often lack a strong investment network and can feel isolated.</li> <li>Finding quality information and trustworthy advice can be challenging.</li> </ol> <p><b>Existing Alternatives</b></p> <ol style="list-style-type: none"> <li>StockTwits:social network</li> <li>Seeking Alpha:news, and analysis</li> <li>The Motley Fool:articles, newsletters</li> <li>Discord/Telegram Investment Groups</li> </ol>	<p><b>Solution</b></p> <p>Groww Community is a platform within the Groww app that fosters a supportive and educational environment for investors of all experience levels.</p> <p><b>Key Metrics</b></p> <ol style="list-style-type: none"> <li>Number of active users</li> <li>User engagement (likes, comments, shares)</li> <li>Growth of clubs and club membership</li> <li>Click-through rate on personalized recommendations</li> </ol>	<p><b>Unique Value Proposition</b></p> <ol style="list-style-type: none"> <li>Learn: Get personalized investment content &amp; advice.</li> <li>Connect: Join &amp; create clubs to share insights with like-minded investors.</li> <li>Grow: Build your reputation with a portfolio &amp; insightful contributions.</li> <li>Make informed choices: Research clubs &amp; get personalized recommendations.</li> </ol> <p><b>High-Level Concept</b></p> <p>Groww Community is a one-stop shop for investors to connect, learn, and share within the Groww app.</p>	<p><b>Unfair Advantage</b></p> <ol style="list-style-type: none"> <li>Leverage existing Groww user base to create a critical mass of investors.</li> <li>Integrate community features with investment tools and resources within the app.</li> <li>Utilize user data to personalize content and recommendations.</li> </ol> <p><b>Channels</b></p> <p><b>Inbound elements:</b></p> <ol style="list-style-type: none"> <li>Leverages existing Groww user base.</li> <li>Integrates with existing app features.</li> <li>Personalizes content based on user data</li> </ol> <p><b>Outbound elements:</b></p> <ol style="list-style-type: none"> <li>Targeted in-app promotions.</li> <li>Partnerships with financial influencers.</li> </ol>	<p><b>Customer Segments</b></p> <ol style="list-style-type: none"> <li>New investors seeking education and guidance.</li> <li>Experienced investors looking to share knowledge and network.</li> <li>Thematic investors interested in specific sectors or strategies.</li> </ol> <p><b>Early Adopters</b></p> <ol style="list-style-type: none"> <li>Target users who have expressed interest in educational resources or shown a high level of engagement with the app.</li> <li>Partner with investment clubs and communities already active online.</li> </ol>
	<p><b>Cost Structures</b></p> <ol style="list-style-type: none"> <li>Platform upkeep: Servers, engineers, bug fixes, security (development &amp; maintenance).</li> <li>Content: High-quality articles, influencer partnerships (varies by type &amp; exclusivity).</li> <li>Community management: Moderation, engagement, early adopter rewards (resource allocation).</li> <li>Data: Secure storage, user behavior analytics (tools &amp; infrastructure).</li> </ol>	<p><b>Revenue Streams</b></p> <ol style="list-style-type: none"> <li>Freemium: Basic features free, premium unlocks exclusive content (casual &amp; serious investors).</li> <li>Subscriptions: Curated research/expert insights for in-depth analysis (serious investors).</li> <li>In-App Ads: Targeted ads from relevant financial service providers (done thoughtfully).</li> <li>Data Insights (Anonymized): Valuable insights sold to institutions (strict data privacy compliance).</li> </ol>			



# Groww

## Solution : GROWW COMMUNITY



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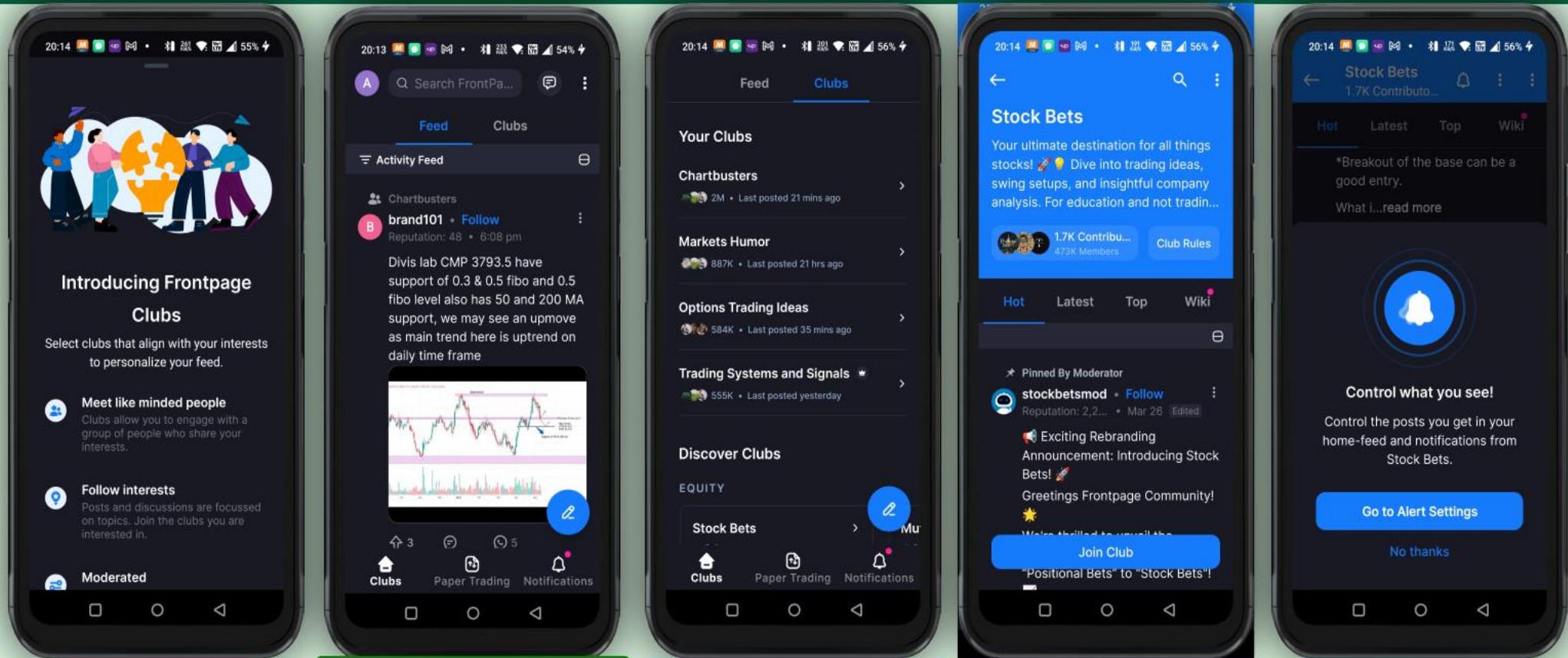
### Feature Prioritization



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### Metrics and Pitfalls



#### Community Clubs

Traders can explore a variety of clubs within app and join the club that serve their preferences

#### Personalized Feed

Groww tailors your feed with articles, lessons, and posts that match your interests and investment goals.

#### Finding relevant clubs

Surface relevant clubs based on user interests for easy discovery.

#### Researching and joining clubs

Empower informed decisions with research tools to explore clubs before joining.

#### Receiving personalized notifications

Stay connected with personalized notifications about club activities and updates.



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## Metrics and Pitfalls

## Product

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Problem	High-Level Concept	Unique Value Proposition	Unfair Advantage	Customer Segments
<p><b>Problem</b></p> <p>Groww faces the challenge of maintaining user engagement and retention on its investment platform. Users may lose interest or become inactive, impacting the overall growth and success of the platform.</p> <p><b>Solution</b></p> <p>The introduction of Groww League, a gamified loyalty program with tiered progression and social elements, is designed to enhance user engagement and retention. This program encourages users to stay active and rewards them for their participation.</p>	<p><b>High-Level Concept</b></p> <p>Invest, Learn, and Level Up with Groww League: A dynamic and rewarding loyalty program that combines gamification, tiered progression, and social elements to keep you engaged and motivated on your investment journey.</p> <p><b>Key Metrics</b></p> <ol style="list-style-type: none"> <li>1. User Retention Rate: Track the percentage of users who remain active over time.</li> <li>2. Engagement Rate: Monitor the frequency and duration of user interactions with the platform.</li> <li>3. Referral Rate: Measure the number of new users acquired through referrals.</li> <li>4. Tier Progression Rate: Analyze how quickly users are advancing through the loyalty program tiers.</li> </ol>	<p><b>Unique Value Proposition</b></p> <ol style="list-style-type: none"> <li>1. Membership Level: <ul style="list-style-type: none"> <li>• Advance through tiers to unlock exclusive rewards and benefits, keeping you motivated.</li> </ul> </li> <li>2. Daily Check-In: <ul style="list-style-type: none"> <li>• Check in daily to earn points and maintain active engagement.</li> </ul> </li> <li>3. Customer Survey: <ul style="list-style-type: none"> <li>• Share quick feedback to earn rewards and shape Groww.</li> </ul> </li> <li>4. Dashboard: <ul style="list-style-type: none"> <li>• Track your progress and manage rewards in one place.</li> </ul> </li> </ol>	<p><b>Unfair Advantage</b></p> <p>Groww's comprehensive loyalty program is backed by deep user insights and a robust platform, allowing for personalized rewards and experiences that are difficult for competitors to replicate. The integration of social features and gamification elements sets Groww apart in the investment app market.</p> <p><b>Channels</b></p> <ol style="list-style-type: none"> <li>1. In-app Notifications: Inform users about their progress, rewards, and upcoming challenges.</li> <li>2. Email Marketing: Send personalized updates and promotional offers to keep users engaged.</li> </ol>	<p><b>Customer Segments</b></p> <ol style="list-style-type: none"> <li>1. New Investors: Fresh faces starting their investment adventure.</li> <li>2. Active Traders: Frequent flyers in the trading world.</li> <li>3. Finance Buffs: Users hungry for financial knowledge and strategies.</li> <li>4. Social Investors: Users sharing their investment journey for connection.</li> </ol> <p><b>Early Adopters</b></p> <ol style="list-style-type: none"> <li>1. Millennial Techies: Young digital pros seeking fun investing.</li> <li>2. Learner Investors: Users prioritizing education to level up their investing skills.</li> <li>3. Competitive Investors: Challenge-loving users after recognition &amp; rewards.</li> </ol>

Cost Structures	Revenue Streams
<ol style="list-style-type: none"> <li>1. Development Costs: Expenses associated with creating and maintaining the gamification and loyalty program features.</li> <li>2. Marketing Costs: Budget for promoting the Groww League through various channels (in-app notifications, email marketing, social media).</li> <li>3. Reward Costs: Costs for providing brokerage fee reductions, exclusive merchandise, investment research reports, and other rewards.</li> <li>4. Operational Costs: Ongoing costs for customer support, platform maintenance, and data analytics.</li> </ol>	<p><b>Revenue Streams</b></p> <ol style="list-style-type: none"> <li>1. Trading Fees: Revenue generated from user trading activities, which may be partially offset by brokerage fee reductions offered as rewards.</li> <li>2. Subscription Fees: Potential subscription fees for access to premium content, exclusive research, and advanced features.</li> <li>3. Referral Commissions: Earnings from partnerships or referral programs when users invite others to join and invest through Groww.</li> <li>4. Merchandise Sales: Revenue from selling exclusive Groww-branded merchandise as part of the rewards program.</li> </ol>



# Groww

## Solution : Groww League - gamified loyalty program



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### Metrics and Pitfalls

The screenshots illustrate the gamified loyalty program interface:

- Membership Level:** Shows the Gold tier with 1,200 points. It encourages users to complete 8 missions to become Platinum members, with 4 completed so far.
- Daily Check-in:** Displays a daily check-in progress bar for the week, with points available for each day from Day 1 to Day 7.
- Customer Survey:** Asks users how often they buy products in a month, with options: Never, Just 1, 2 to 5 items (selected), and More than 5 items. A note says "You must be choose one answer".
- My Points:** Shows 1,200 points expiring on 31/12/2023. It includes sections for Redeem Points and Earn Points, listing various discount vouchers for different membership levels.

### Membership Level

Advance through tiers to unlock exclusive rewards and benefits, keeping you motivated....

### Daily Check-In

Check in daily to earn points and maintain active engagement.

### Customer Survey

Share quick feedback to earn rewards and shape Groww.

### Dashboard:

Track your progress and manage rewards in one place.



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## Metrics and Pitfalls

## Product

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Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
<p>1. New investors lack experience and confidence in the real stock market, leading to hesitation and potentially missed opportunities.</p> <p>2. Emotional trading can lead to poor investment decisions and losses, causing frustration and user churn.</p>	<p>Paper trading lets users practice with "fake money" in a realistic environment.</p> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>1. Gain Experience: Get a feel for the market without real-world risk.</li> <li>2. Test Strategies: Refine your approach before investing real money.</li> </ul>	<p><b>Unique Value Proposition</b></p> <ol style="list-style-type: none"> <li>1. Real Data: Practice with accurate market info (72% user value).</li> <li>2. Sharpen Skills: Develop strategies and gain insights (78% benefit).</li> <li>3. Control Emotions: Learn to make informed decisions (82% less emotional trading).</li> <li>4. Boost Confidence: New traders feel more confident (85% report increase).</li> </ol> <p><b>High-Level Concept</b></p> <p>Offer a paper trading feature within the platform to allow users to practice and gain confidence before investing real money, ultimately leading to higher user retention.</p>	<p><b>Unfair Advantage</b></p> <ol style="list-style-type: none"> <li>1. Existing user base can readily adopt the feature.</li> <li>2. Leverage social network of 60 million users for community support and strategy sharing.</li> </ol>	<p><b>Customer Segments</b></p> <ol style="list-style-type: none"> <li>1. New investors seeking to learn and gain experience.</li> <li>2. Existing users who want to test new strategies.</li> </ol>
<p><b>Existing Alternatives</b></p> <ul style="list-style-type: none"> <li>• eToro</li> <li>• Interactive Brokers LLC</li> <li>• TradeStation</li> <li>• Webull</li> </ul>	<p><b>Key Metrics</b></p> <ol style="list-style-type: none"> <li>1. User participation in paper trading.</li> <li>2. User retention after utilizing paper trading.</li> <li>3. Increase in user confidence after paper trading.</li> <li>4. Win rates in paper trading competitions.</li> </ol>	<p><b>Channels</b></p> <ol style="list-style-type: none"> <li>1. In-app promotion.</li> <li>2. Educational content highlighting paper trading benefits.</li> </ol>	<p><b>Early Adopters</b></p> <ol style="list-style-type: none"> <li>1. Users who have expressed interest in educational resources.</li> <li>2. Active users on the social network platform.</li> </ol>	<p><b>Early Adopters</b></p> <ol style="list-style-type: none"> <li>1. Users who have expressed interest in educational resources.</li> <li>2. Active users on the social network platform.</li> </ol>

Cost Structures	Revenue Streams
<p>1. Platform Development &amp; Maintenance: Ongoing expenses for servers, engineers (development) and bug fixes, security updates (maintenance).</p> <p>2. Competition Management (if applicable): Resources for organizing contests, including prize management, winner verification, and potential moderation.</p>	<p><b>Revenue Streams</b></p> <ol style="list-style-type: none"> <li>1. Retention Boost: Increased user engagement and retention due to the value and practice offered by paper trading, leading to more active users.</li> <li>2. Premium Upselling: Potential to offer premium memberships with additional features like advanced charting tools, investment signals, or increased paper trading competition entries.</li> <li>3. Data Insights (Optional): Anonymized user data from paper trading activity could be aggregated and sold to financial institutions for research purposes (requires strict data privacy compliance).</li> </ol>



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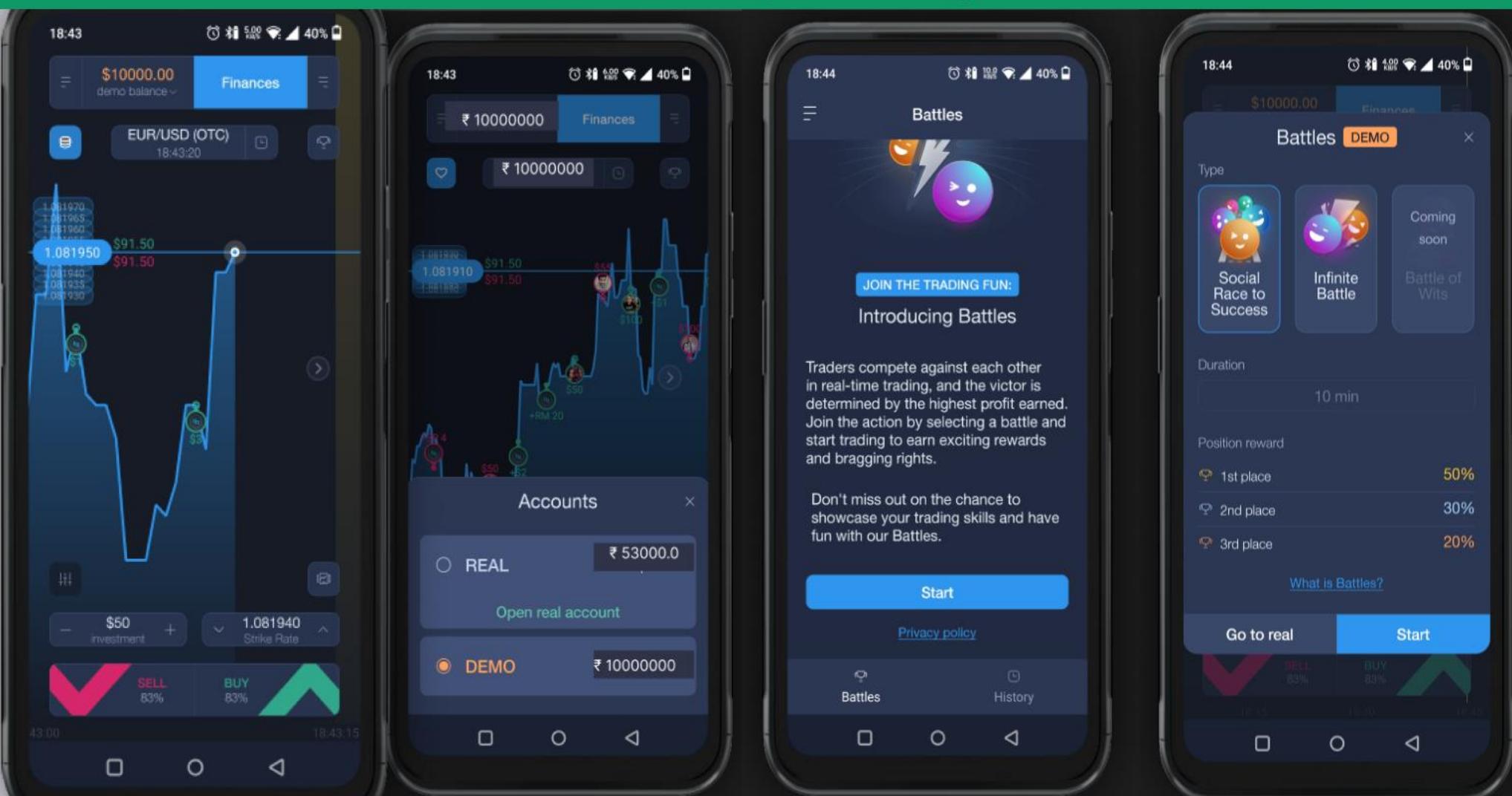
### Feature Prioritization



### Go to Market Plan



### Metrics and Pitfalls



#### Practice Like a Pro

Demo Accounts for Realistic Trading ...

#### Level Up Your Skills

Utilize All Tools in Demo Trades

#### Win Big

Real-Time Competition for Max Profit Makers ...

#### Hone Your Edge

Diverse Trading Battles to Sharpen Skills



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## Metrics and Pitfalls

Product	Market
<p><b>Problem</b></p>  <p>Complex Charts = Confused &amp; Frustrated Users:</p> <ul style="list-style-type: none"> <li>Limited understanding hinders market insights.</li> <li>Low confidence discourages active trading.</li> <li>Users abandon platforms lacking value.</li> </ul> <p><b>Existing Alternatives</b></p> <ol style="list-style-type: none"> <li>Zerodha &amp; Upstox: User-friendly platforms with advanced charting options.</li> <li>TradingView: Powerful charting &amp; analysis tool (integrates with some brokers).</li> </ol>  <p><b>Solution</b></p> <ul style="list-style-type: none"> <li>Predict Trends: Use formulas to analyze price movements.</li> <li>See the Bigger Picture: Analyze across different timeframes.</li> <li>Visualize the Future: Draw support/resistance &amp; potential paths</li> </ul> <p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>Retention Boost: Track 6-month user engagement, target 30% increase.</li> <li>Platform Stickiness: Monitor daily/weekly active users interacting with charts.</li> <li>Learning &amp; Adoption: Measure user-created/analyzed charts to gauge advanced feature usage.</li> </ul>	<p><b>Unique Value Proposition</b></p>  <ol style="list-style-type: none"> <li>Learn &amp; Earn: Users actively participate in the market through analysis, leading to increased confidence and potentially, more successful trades.</li> <li>Seamless Experience: Trade directly on charts, streamlining the entire process and encouraging active participation.</li> </ol> <p><b>High-Level Concept</b></p> <ol style="list-style-type: none"> <li>Groww transforms the user experience by empowering new traders with advanced charting tools. This fosters confidence, engagement, and ultimately, higher user retention.</li> </ol> <p><b>Channels</b></p>  <ol style="list-style-type: none"> <li>Reach: Social media, targeted ads &amp; informative content.</li> <li>Engage: User-friendly platform &amp; educational resources.</li> <li>Build Trust: Valuable content &amp; interactive community</li> </ol>
<p><b>Cost Structures</b></p> <ol style="list-style-type: none"> <li>Development and maintenance of charting software.</li> <li>Creation of interactive tutorials and educational content.</li> <li>Potential community management costs (moderators, events).</li> <li>Seamless Experience: Trade directly on charts, streamlining the entire process and encouraging active participation.</li> </ol> 	<p><b>Revenue Streams</b></p>  <ol style="list-style-type: none"> <li>offers a freemium model: basic charting tools for free, advanced features with a subscription.</li> <li>Upgrade to premium for advanced charting, multiple timeframes &amp; educational content library.</li> <li>Freemium + subscriptions for full access &amp; ongoing learning.</li> <li>Targeted strategy packs available for additional in-depth learning (optional purchase).</li> </ol>



# Groww

## Groww - Advanced Charting Tools: Boost Retention Through Empowerment...



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### Metrics and Pitfalls



#### 50+ Drawing Tools

Plan trades & visualize future movements.

#### Fully Customizable

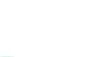
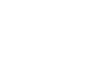
Tailor everything to your needs and save preferences.

#### Trade with Ease

Place orders directly on charts and manage positions.

#### Advanced Analysis

Utilize 80+ indicators & in-depth tools for informed decisions.

	Priority	Solution / Feature	Reach	Impact	Confidence, %	Effort	RICE Score
 About	 	Gamified Loyalty Programs	    	  	97	  	791.6
 Problem Statement							
 Market Analysis		Groww Community	    	   	98	  	475
 User Personas							
 User Journey Map	  	Paper Trading	    	   	94	  	833.3
 Solutions							
 Feature Prioritization							
 Go to Market Plan	 	GROWW ADVANCED CHARTING TOOLS	    	   	95	  	633.3
 Metrics and Pitfalls							



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## Metrics and Pitfalls

### Features

### North Star Metric

### Rationale

#### Gamified Loyalty Programs

Increase in Monthly Active Users (MAU) participating in the gamified loyalty program and achieving a pre-defined level of engagement .

Measures user interest and active participation in the program, indicating its effectiveness in driving user engagement and potentially retention.

#### Groww Community

Increase in the number of new users who actively participate in the Groww Community (e.g., posting questions, responding to others) . in first 3 months

Captures how effectively the community fosters engagement among new users, potentially leading to a sense of belonging and increased platform usage.

#### Paper Trading

Conversion rate of users who transition from paper trading to real-money trading within a specific timeframe (e.g., 3 months)

Measures the success of paper trading in equipping new users with the confidence and skills to transition to real-world trading and become active users.

#### Advanced Charting Tools

Daily Active Users (DAU) who utilize advanced charting tools (e.g., moving averages, indicators) for at least 10 minutes, along with a secondary metric tracking successful trade completion rate for this user segment.

The primary metric reflects active engagement with advanced tools, while the secondary metric assesses whether these tools translate into higher success rates.



# Groww



## About



## Problem Statement



## Market Analysis



## User Personas



## User Journey Map



## Solutions



## Feature Prioritization



## Go to Market Plan



## Metrics and Pitfalls

# GO TO MARKET STRATEGY

## 1 Business objective

### Section 1

Increase new user retention by 30% within the next six months by enhancing user engagement and satisfaction.

## 2 Target market

### Section 2

- Young professionals (ages 25-40) who are tech-savvy and interested in personal finance.
- Novice and intermediate investors looking for an easy-to-use investment platform.

## 3 Target customers

### Section 16

- New Investors: Seeking guidance on their investment journey.
- Busy Investors: Upgrading investment process.
- Long-Term Investors: Building wealth through smart investing.

## 4 Unique value proposition

### Section 14

- User-friendly platform simplifies investing.
- Grow your knowledge with comprehensive resources.
- Learn & share insights with fellow investors.

## 5 Marketing Channels

### Section 18

- Digital marketing
- Mobile app stores (Google Play Store, Apple App Store).
- Partnerships with financial blogs, forums, and influencers.
- Community events, webinars, and workshops.

## 6 Marketing Strategies

### Section 17

- Content Marketing: (blogs, videos, tutorials)
- Influencer Partnerships
- Social Media Campaigns
- Referral Programs
- Email Marketing

## 7 Sales Strategy

### Section 15

- Direct user acquisition through app store promotions
- Referral programs with rewards for existing users

## 8 Customer Support Strategy

### Section 13

Increase new user retention by 30% within the next six months by enhancing user engagement and satisfaction.

## 9 Key Success Metrics

### Section 12

- User retention rate
- Monthly active users (MAU)
- Customer satisfaction score (CSAT)
- Rate of feature adoption

## 10 Customer Feedback and Improvement

### Section 11

- Regularly review and analyze user feedback
- Implement iterative improvements based on feedback
- Communicate updates and changes to the user base

	Acquisition Metrics	Activation Metrics	Engagement Metrics	Retention Metrics	Monetization Metrics	Referral Metrics	Pitfalls
 <b>Growth</b>	<b>Gamified Loyalty Programs</b>	* User signups & cost per acquisition * Track effectiveness of loyalty program promotions	* Measure initial program engagement * Ensure users understand how to earn rewards	* Daily/weekly active users & points earned * Gauge user participation in the program	* Increase in revenue per user & spending due to rewards * Track program's impact on overall sales	* Increase in revenue per user & spending due to rewards * Track program's impact on overall sales	* User referral rate & conversion of referred users * See if program incentivizes user acquisition
 <b>About</b>	<b>Engagement</b>	* New user signups & community join rate * Identify if community attracts new users	* User's first interaction & profile completion * Track initial engagement within the community	* Community activity & event participation rates * Measure user interest & content consumption	* Monthly active users & community churn rate * Analyze user retention within the community	* Premium feature adoption & community-driven purchases * See if community drives monetization	* User referral rate & conversion of referred users * Track if community fosters user acquisition
 <b>Problem Statement</b>	<b>Adoption</b>	* New user signups & demo account creations * Identify if paper trading attracts new users	* User's first paper trade & onboarding completion * Measure initial learning & platform adoption	* Trades per user & session duration * Track user activity and engagement with paper trading	* Monthly active paper traders & churn rate * Analyze user retention after trying paper trading	* Conversion rate to real trading & ARPU * Track success in converting paper traders	* User referral rate & conversion of referred users * See if paper trading encourages user acquisition
 <b>Market Analysis</b>	<b>Retention</b>	* New user signups & feature sign-up rate * Identify if advanced features attract new users	* User's first advanced trade & onboarding completion * Track initial usage and feature understanding	* Advanced trades per user & feature usage frequency * Measure user engagement with advanced tools	* Monthly active advanced traders & churn rate * Analyze user retention of advanced features	* Premium feature adoption & ARPU from advanced users * Track revenue generated from advanced features	* User referral rate & conversion of referred users * See if advanced features encourage user acquisition
 <b>User Personas</b>							* Advanced features may overwhelm or confuse new users
 <b>User Journey Map</b>							
 <b>Solutions</b>							
 <b>Feature Prioritization</b>							
 <b>Go to Market Plan</b>							
 <b>Metrics and Pitfalls</b>							