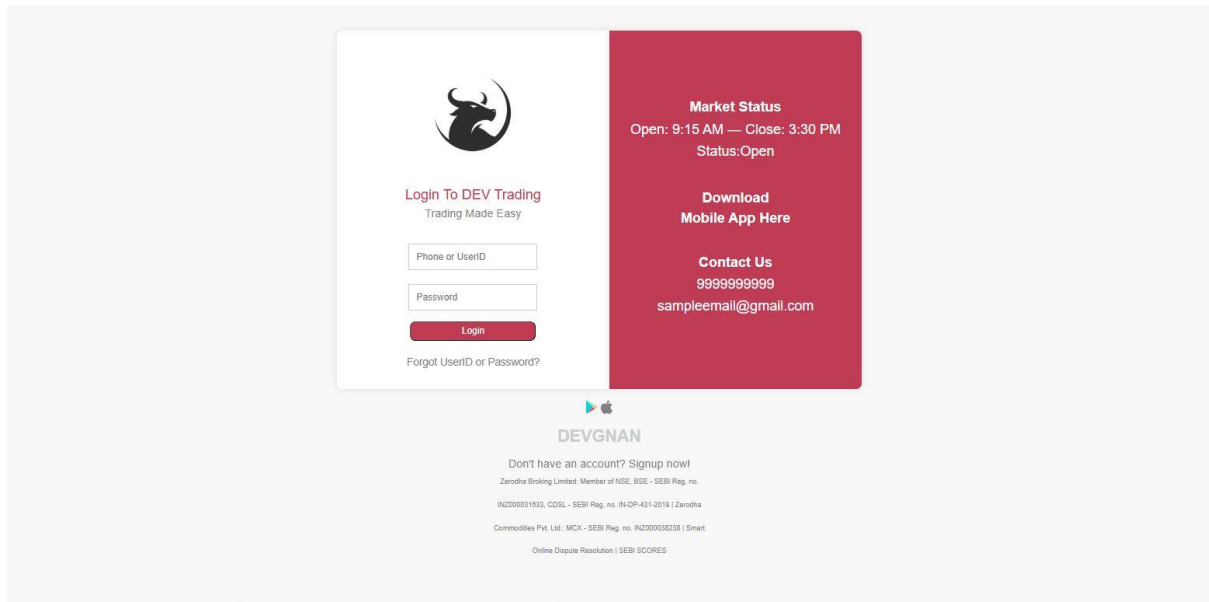**Harika's Assignment**

Day 5 Zerodha Login Page Project and GitHub

GitHub link: https://github.com/HappyHarika1/Front-End-Projects/tree/main/Assignments/Day5-Git-and-building-Zerodha

Index.html

<!DOCTYPE html>

<html lang="en">

 <head>

  <meta charset="UTF-8" />

  <meta name="viewport" content="width=device-width, initial-scale=1.0" />

  <title>Login to DevGnan Trade Platform</title>

  <meta

   name="description"

   content="Online stock brokerage platform for trading and investing in stocks, futures, options, commodities, currency, ETFs, mutual funds, and bonds."

  />

  <meta

```html
    name="keywords"

    content="stockmarket, trade options, zerodha trading,

stock market today open, zerodha trading login, best platform to buy shares,

best online broker, best investing sites, invest money in stocks, virtual

trading platform, buy and sell shares, online stock broker."

  />


    <meta name="robots" content="index,follow" />

    <link rel="stylesheet" href="path/to/normalize.css" />


    <link rel="stylesheet" href="zerodha.css" />

</head>

<body>

  <div class="page-wrapper">

    <main>

      <div class="container">

        <div class="login-box">

          <img src="Newlogo.png" class="logo" />

          <p class="brandName">Login To DEV Trading</p>

          <p class="tagline">Trading Made Easy</p>


          <form>

            <div class="username">

              <label for="userid"></label>

              <input

                type="text"

                id="userid"

                name="userid"
```

```
      placeholder="Phone or UserID"

      minlength="7"

      maxlength="14"

      autocomplete="on"

      required

    />

   </div>


   <div class="password">

    <label for="password"></label>

    <input

     type="password"

     id="password"

     name="password"

     placeholder="Password"

     minlength="10"

     maxlength="10"

     autocomplete="on"

     required

    />

   </div>


   <button type="submit">Login</button> <br />

   <br />

   <p>Forgot UserID or Password?</p>

  </form>

 </div>
```

```html
    <div class="extra">

      <div>

        <h2 class="market-status">Market Status</h2>

        <p class="market-status">Open: 9:15 AM — Close: 3:30 PM</p>

        <p class="market-status">Status:Open</p>

      </div>

      <br />

      <br />


      <div>

        <h2 class="app">Download</h2>

        <h2 class="app">Mobile App Here</h2>

      </div>

      <br />

      <br />


      <div>

        <h3 class="contact">Contact Us</h3>

        <p class="contact">9999999999</p>

        <p class="contact">sampleemail@gmail.com</p>

      </div>

    </div>

  </div>

</main>


<div class="footerChild">

  <div class="icons">

    <img
```

```
      src="https://kite.zerodha.com/static/images/android.svg"

      alt="Play Store Image"

    />

    <img

      src="https://kite.zerodha.com/static/images/apple.svg"

      alt="Apple Icon Image"

    />

  </div>


  <div>

    <h2 class="parent">DEVGNAN</h2>

    <p class="noAccount">Don't have an account? Signup now!</p>

  </div>


  <footer>

    <div class="footer">

      <p>Zerodha Broking Limited: Member of NSE, BSE - SEBI Reg. no.</p>

      <br />

      <p>INZ000031633, CDSL - SEBI Reg. no. IN-DP-431-2019 | Zerodha</p>

      <br />

      <p>

        Commodities Pvt. Ltd.: MCX - SEBI Reg. no. INZ000038238 | Smart

      </p>

      <br />

      <p>Online Dispute Resolution | SEBI SCORES</p>

    </div>

  </footer>

</div>
```

```
    </div>

  </body>

</html>
```

Zerodha.css

```css
* {

  font-family: sans-serif, Verdana, Geneva, Tahoma, sans-serif;

  margin: 0;

  color: grey;

}


:root {

  --primary-color: grey;

  --font-base: 20px;

  --border-radius: 8px;

}


h2 {

  color: var(--primary-color);

}


body {

  background-color: #f8f8f8;

  display: flex;

  text-align: center;

  justify-content: center;

  align-items: center;

  height: 100%;
```

```css
    flex-direction: column;

}


.container {

  display: flex;

  justify-content: center;

  align-items: stretch;

  text-align: center;

  height: auto;

  width: 100%;

  flex-direction: row;

  margin-top: 50px;

}


form input {

  margin: 10px;

  padding: 10px;

  border: 1px solid #ccc;

}


.login-box {

  background-color: white;

  width: 100%;

  min-width: 350px;

  max-width: 350px;

  border-top-left-radius: var(--border-radius);

  border-bottom-left-radius: var(--border-radius);

  text-align: center;
```

```css
  padding: 20px;

  box-shadow: 0 0 10px rgba(0, 0, 0, 0.1);

  align-items: center;

}


.extra {

  background-color: #ae445a;

  width: 100%;

  max-width: 350px;

  border-top-right-radius: var(--border-radius);

  border-bottom-right-radius: var(--border-radius);

  text-align: center;

  padding: 30px;

  box-shadow: 0 0 10px rgba(0, 0, 0, 0.1);

  justify-content: center;

  align-items: center;

  display: flex;

  flex-direction: column;

}


form .username {

  margin-top: 25px;

}


form p {

  color: var(--primary-color);

  font-size: 15px;

}
```

```css
.brandName {

  font-size: var(--font-base);

  margin: 0;

  padding: 0;

  color: #ae445a;

}


.tagline {

  margin: 5px;

  padding: 0;

}


form button {

  background-color: #ae445a;

  width: 180px;

  margin: 5px;

  padding: 5px;

  color: white;

  border-radius: var(--border-radius);

  margin-bottom: 5px;

}


form input ::placeholder {

  color: var(--primary-color);

}


.logo {
```

```css
  width: 200px;

  height: 200px;

  margin: 0;

}


.icons {

  margin-top: 15px;

}


.parent {

  margin: 15px;

  color: #cccccc;

}


.noaccount {

  color: #ae445a;

}


.footer {

  font-size: 10px;

  margin: 10px;

}


.market-status {

  margin-bottom: 8px;

  color: white;

  font-size: var(--font-base);

}
```

```
.app {

  margin-bottom: 5px;

  color: white;

  font-size: var(--font-base);

}


.contact {

  margin-bottom: 8px;

  color: white;

  font-size: var(--font-base);

}


p {

  margin-bottom: 10px;

}
```

README.md

DEVGNAN Trading Login Page

Welcome to the **DevGnan Trade Platform** login page repository. This is a front-end login page inspired by real trading platforms like Zerodha. It includes a clean login UI, market status section, app download section, and contact information.

📑 Table of Contents

📌 Overview

This project is a simple HTML and CSS-based login interface for the DevGnan trading platform. It mimics the layout of professional trading websites and serves as a great front-end practice project.

✨ Features

- Responsive layout using Flexbox

- Clean UI with two main sections: Login form & Information panel

- Placeholder logo and contact details

- Market status and download app prompts

- Footer with regulatory information (sample format)

📷 Screenshots

(Insert screenshot of the page here by dragging it into the README or using a hosted link)

📁 Folder Structure

project-root/

|

├── index.html # Main HTML file

├── zerodha.css # Stylesheet for the login page

├── Newlogo.png # Placeholder logo image

└── README.md # Project documentation

⚙️ Installation

To use or modify this project locally:

1. Clone the repository:

   git clone https://github.com/your-username/repo-name.git

2. Navigate into the project directory:

cd repo-name

3. Open `index.html` in your preferred browser.

🧪 Usage

- Open the `index.html` file to view the login interface.

- You can replace the dummy contact number, email, and logo with real data.

- Edit the `zerodha.css` file to customize the styles as needed.

🛠 Technologies Used

- HTML5

- CSS3 (Flexbox)

🤝 Contributing

Contributions are welcome! If you want to enhance the UI, fix a bug, or add new features, feel free to fork the repository and create a pull request.

📄 License

This project is for educational purposes only and is **not affiliated with Zerodha** or any real trading platform.

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user-research.md

Questions answered in this document

- Who are Zerodha's primary users?

- What are their main goals when logging in?

- What devices do they use and when?

- What are their biggest frustrations with login forms?

- What builds trust for them in financial applications?

Competitive Analysis:

- Study 3 other trading platform login pages

- Document what works well and what doesn't

- Identify design patterns and best practices

- Note trust-building elements

User Research: Zerodha Kite Login Page

This document outlines user research findings related to the Zerodha Kite login experience, including insights on user behavior, frustrations, trust factors, and a comparative study of competing platforms.

🧑‍💼 Who are Zerodha's Primary Users?

Zerodha's primary users include:

- **Retail Investors**: Individuals investing in equities, mutual funds, and derivatives.

- **Day Traders**: Active traders who log in daily to monitor and place trades.

- **Young Professionals**: A growing segment of 20–35-year-olds using digital platforms to manage finances.

- **Tech-Savvy Users**: Users familiar with using multiple apps and tools across devices.

- **Small Business Owners**: Using platforms like Kite to diversify their investments.

🎯 What Are Their Main Goals When Logging In?

- **Check portfolio performance and holdings**

- **Place buy/sell orders quickly**

- **Access charts and technical analysis tools**

- **Withdraw or transfer funds**

- **Download statements or tax-related documents**

- **React promptly to market trends during trading hours**

📱 What Devices Do They Use and When?

- **Mobile Devices**: Most common during trading hours and quick portfolio checks.

- **Desktop/Laptops**: Preferred for in-depth analysis, trading, and reading charts.

- **Tablets**: Used occasionally by users on the go.

Time of Use:

- **Morning (9:00 AM – 9:30 AM)**: Pre-market analysis and positioning.

- **Market Hours (9:30 AM – 3:30 PM)**: Active trading sessions.

- **Evening/Night (After 6 PM)**: Reviewing trades, checking P&L, exploring analytics.

😠 What Are Their Biggest Frustrations with Login Forms?

- **Password length restrictions** (especially 10-character fixed length like in older forms)

- **CAPTCHA repetition and slow loading**

- **Two-factor authentication errors (OTP delays)**

- **Not remembering User ID/Client ID format**

- **Session timeouts and forced re-logins**

- **Lack of password visibility toggle**

🔐 What Builds Trust for Them in Financial Applications?

- **Use of HTTPS & visible security badges**

- **Clear branding and official logos**

- **Professional design and layout**

- **Two-factor authentication options**

- **Login history or alert emails for suspicious activity**

- **Transparent footer with regulatory disclosures (e.g., SEBI, NSE, BSE registration numbers)**

🔍 Competitive Analysis

1. **Upstox**

- **Strengths**:

  - Clean UI with clear input labels

  - Biometric login on mobile

  - Visible "Help" icon on login page

- **Weaknesses**:

  - CAPTCHA sometimes loads slowly

  - Login page lacks detailed trust markers

2. **Groww**

- **Strengths**:

  - Mobile-first responsive design

  - Social login integration (Google login)

  - Short and distraction-free login screen

- **Weaknesses**:

  - Overly simplistic—lacks visible regulatory information

  - No password visibility toggle in some versions

3. **Angel One**

- **Strengths**:

  - Modern design with bold fonts and clear labels

  - Prominent security certifications

  - Fast OTP login support

- **Weaknesses**:

  - Slightly cluttered with banners

  - Too many popups on failed login

📐 Design Patterns & Best Practices Identified

- **Minimal Input Fields**: Only ask for what's needed (User ID + Password)

- **Input Labels Inside or Above Fields**

- **Password Visibility Toggle**

- **Responsive Mobile Design**

- **"Forgot Password" link clearly visible**

- **Quick Help/Chat support near login**

✅ Trust-Building Elements That Work Well

- SEBI/NSE/BSE registration numbers in the footer

- HTTPS protocol and padlock icon in the browser

- Company logo at the top of login page

- Regulatory disclosure statements

- Clean, ad-free, uncluttered UI

Summary

Zerodha's users are focused, time-sensitive, and expect smooth, fast, and secure access to their trading accounts. A well-designed login experience can significantly impact user retention and trust. By studying competitors and applying best practices, the login page can be optimized for user satisfaction and confidence.