



Improving New User Retention on



Growww

A Product case study by

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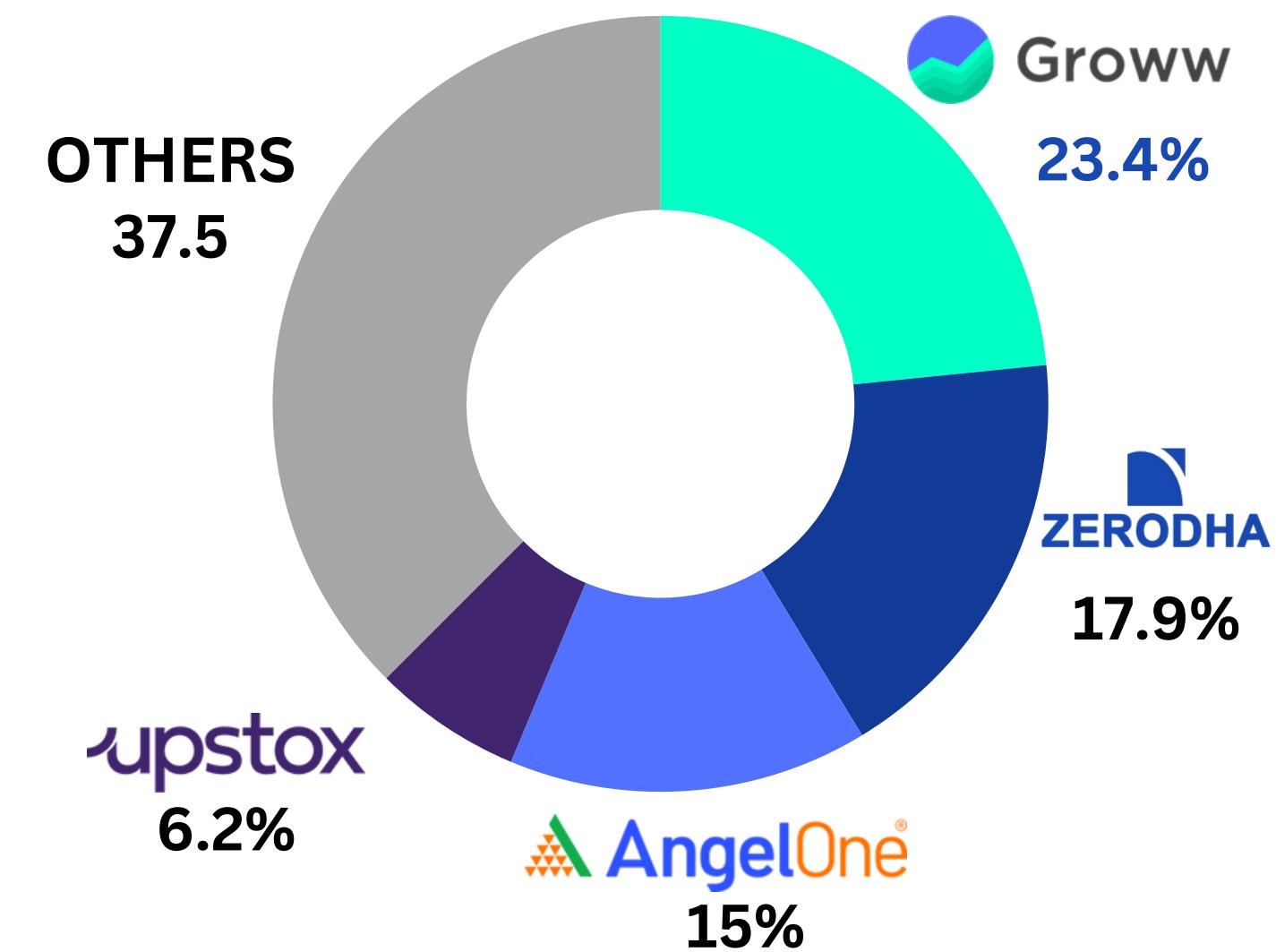
Q About

Groww is India's growing financial services platform where users can find their investment solutions about mutual funds, stocks, IPOs, and F&Os, to **invest their money** without hassles.

Hindustan Times

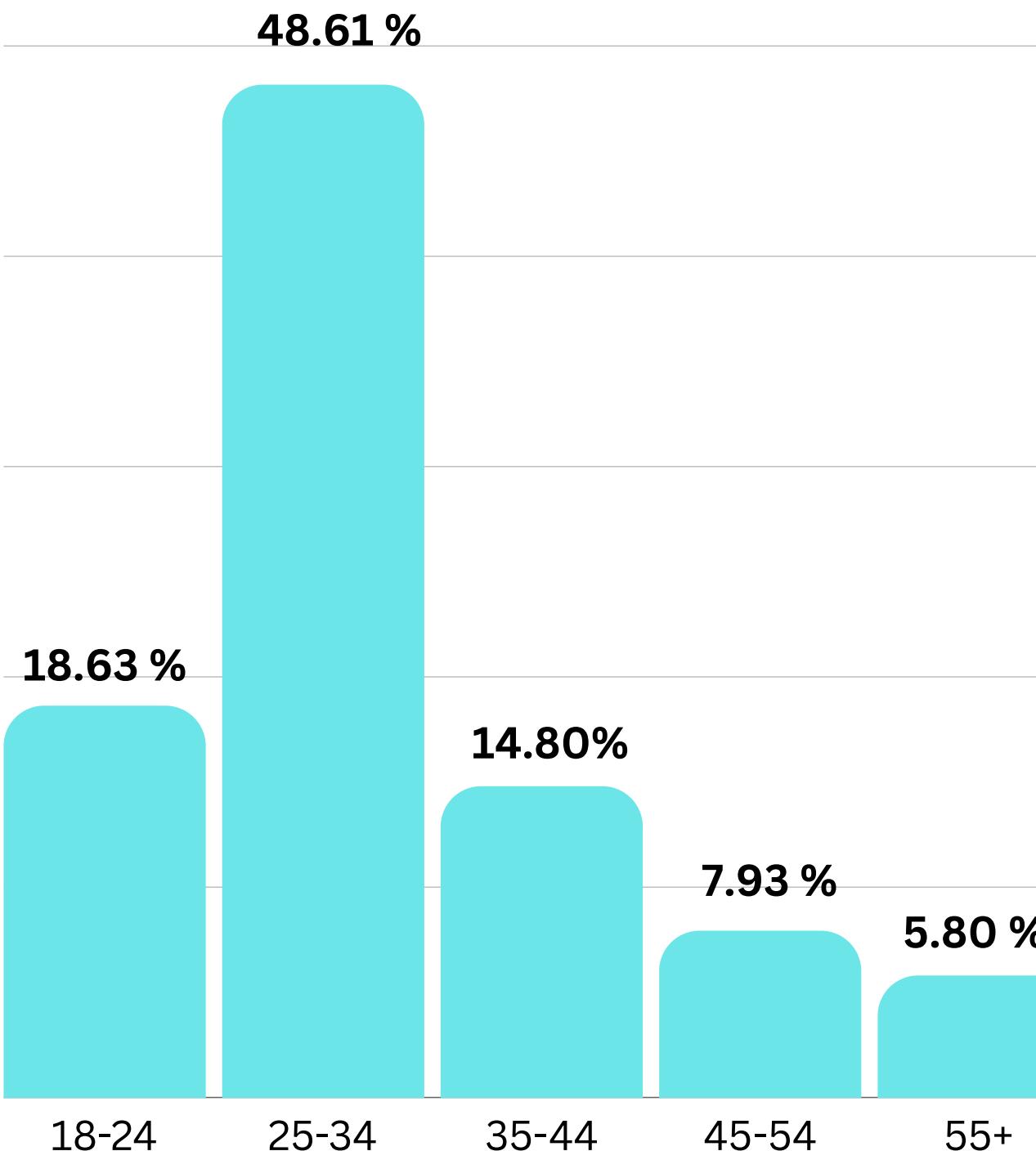
Groww dethrones Zerodha as Indias's largest stockbroker with 66.3 lakh clients
but low user-retention rate???

Market Share

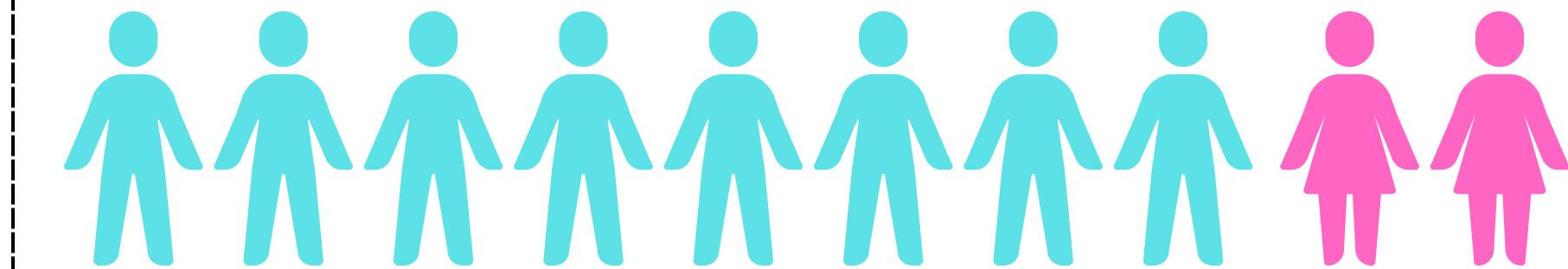




Age Distribution



Gender Distribution



78.39% Male and 21.61% Female.

Active Users*

9.9 Mn



Total Visits

37.6 Mn



Bounce Rate

45.32 %



Avg. Visit Dur.

00:07:29



*An active user is someone who performs at least one trade in a year

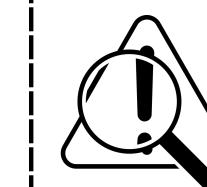


Task

As Chief Product Officer , Identify and address key pain points causing high new **user dropout** rates on **Groww**, by introducing three impactful features to boost new user retention by at least **30% in six months**.

Objectives

- **Identify Pain Points** reasons for user dropout through user feedback, analytics, and usability testing.
- **Develop Features** to address identified issues.
- **Boost User Retention** by at least 30% in six months.
- **Evaluate Impact** and Continuously monitor and adjust based on user feedback and data.



Issues Identified

through user interviews & play/app store reviews

- Expand investment options for **US stocks** to meet user demand.
- Add **advanced charting tools** with detailed candlesticks, drawing tools, and indicators.
- Improve **investment tracking** with detailed analytics and clearer performance charts.
- Enhance **educational content** with comprehensive tutorials and interactive courses for beginners.
- complexity in **navigation** for new users.



"Unlock User Insights"

**Grishnav Kaur** Corporate Employ Bengaluru,KN**Goals and Needs:**

- Access to **US stock markets** and reliable investment information.
- Seamless navigation and a straightforward investment process.
- **Regular updates and insights on US stock** performance.

Pain Points:

- Difficulty in finding trustworthy platforms for US stock investments.
- Complicated processes for cross-border transactions.
- Lack of real-time data and insights specific to US stocks.

Motivations:

- Diversifying investment portfolio.
- Leveraging opportunities in the US stock market.
- Building long-term wealth through informed investment decisions.

**Sakshi Singh Bal** College Student Banaras,UP**Goals and Needs:**

- Comprehensive **educational resources** on investing basics.
- **User-friendly interface** to explore investment options without intimidation.
- Community and mentorship opportunities to learn from experienced investors.

Pain Points:

- Overwhelmed by the complexity of financial terms and concepts.
- Limited funds to start investing.
- Lack of access to beginner-friendly resources and guidance.

Motivations:

- Gaining financial literacy and independence.
- Building a foundation for future financial stability.
- Practical experience in investing without substantial risk.

**Triman Kateja** Full-Time Trader Vadodara,GJ**Goals and Needs:**

- Access to **advanced charting tools** and technical analysis features.
- Real-time data and alerts for trading opportunities.
- A streamlined platform that **supports both trading and investing**.

Pain Points:

- Difficulty in finding a single platform that caters to both trading and long-term investing.
- Inadequate technical analysis tools on Groww apps.
- Fragmented experience due to using multiple apps for trading and investing.

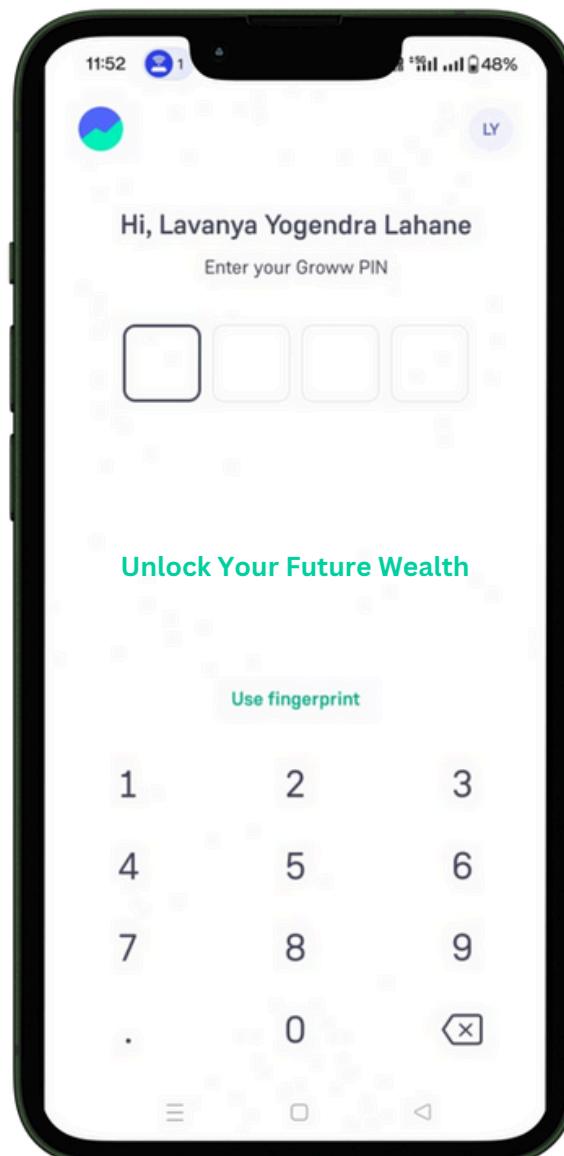
Motivations:

- Convenience of managing trading and investing in one place.
- Maximizing returns through informed trading and investment decision

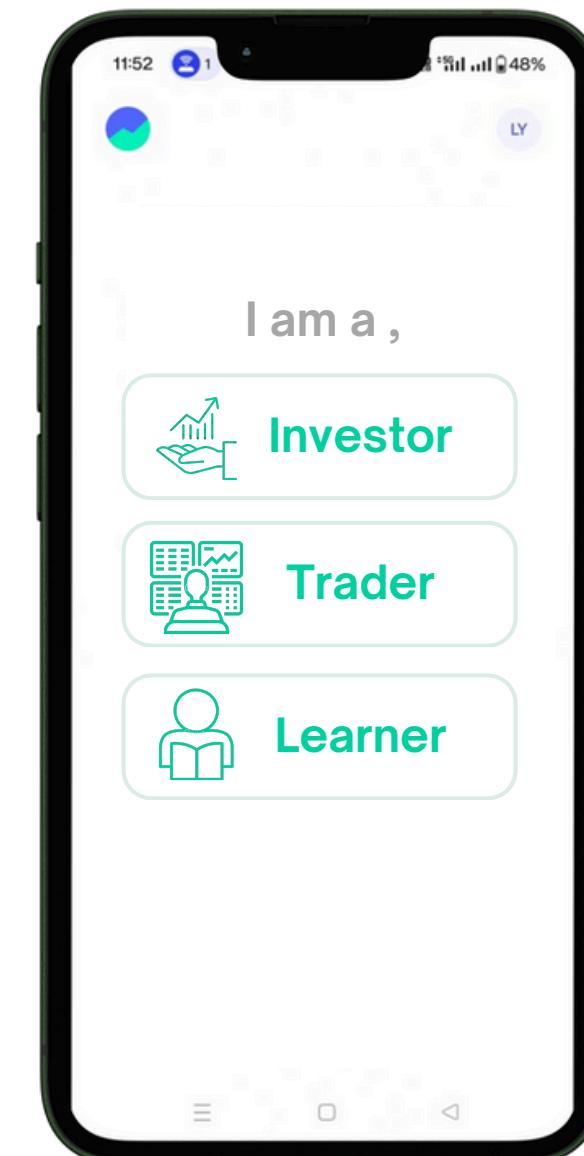


"First Glance: Your First Moments on Groww"

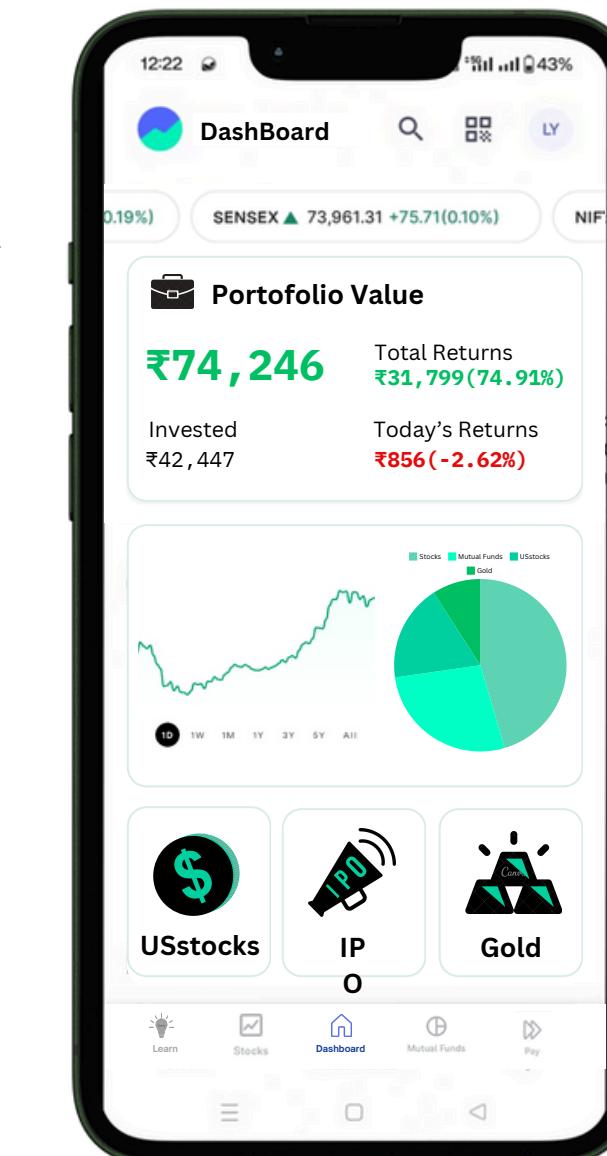
Sign-In page



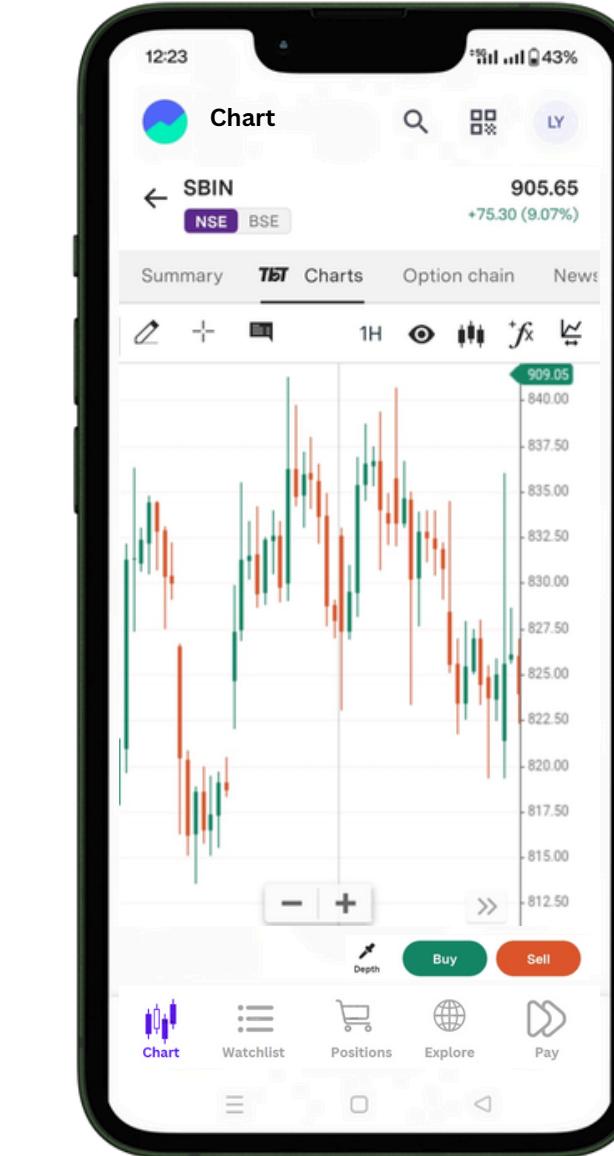
Mode Selection



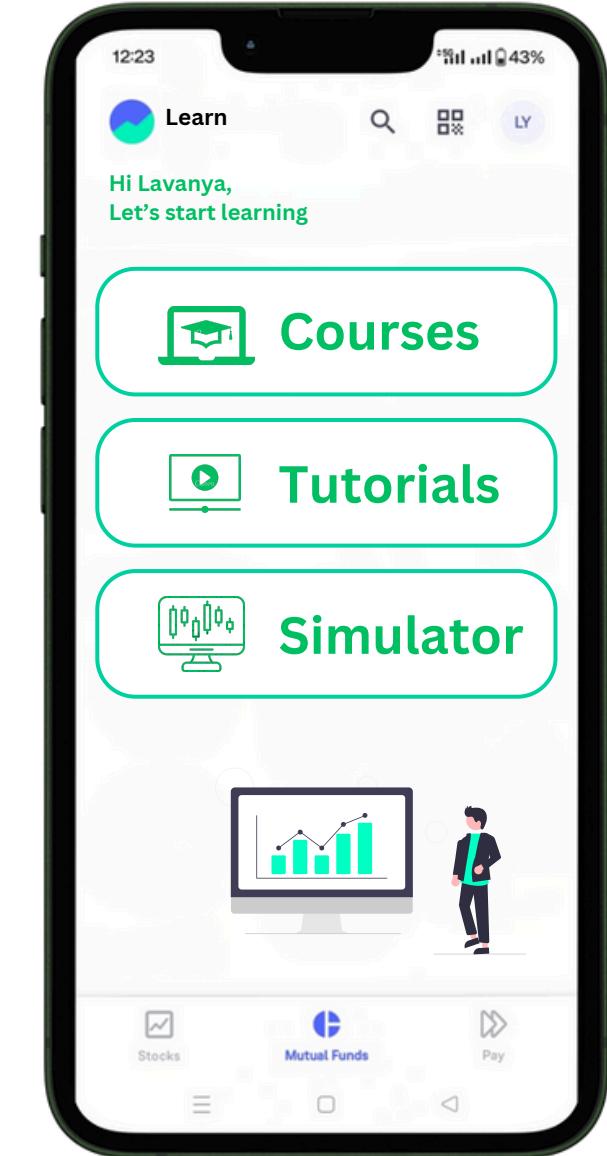
Investor Mode



Trader Mode



Learner Mode

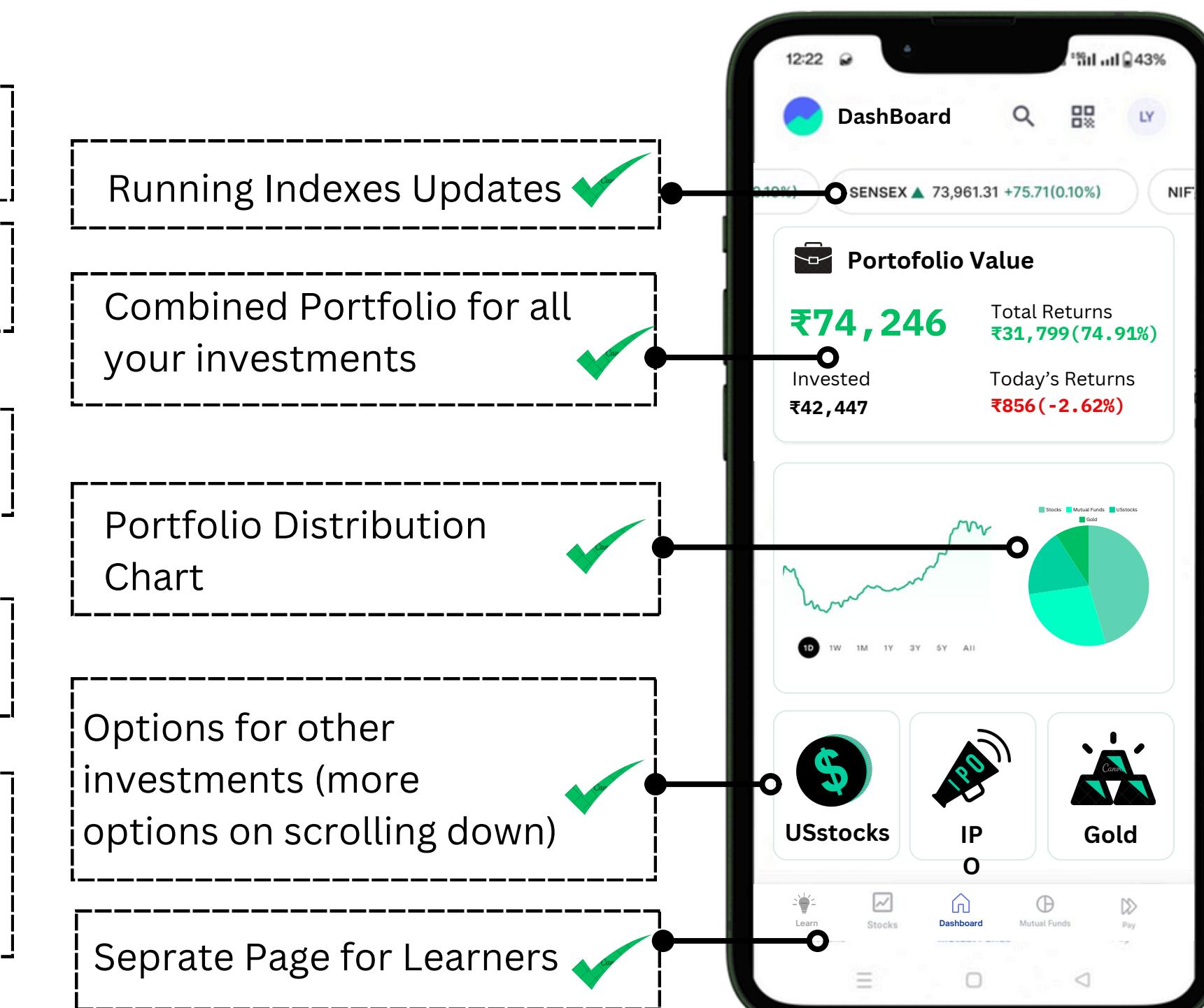
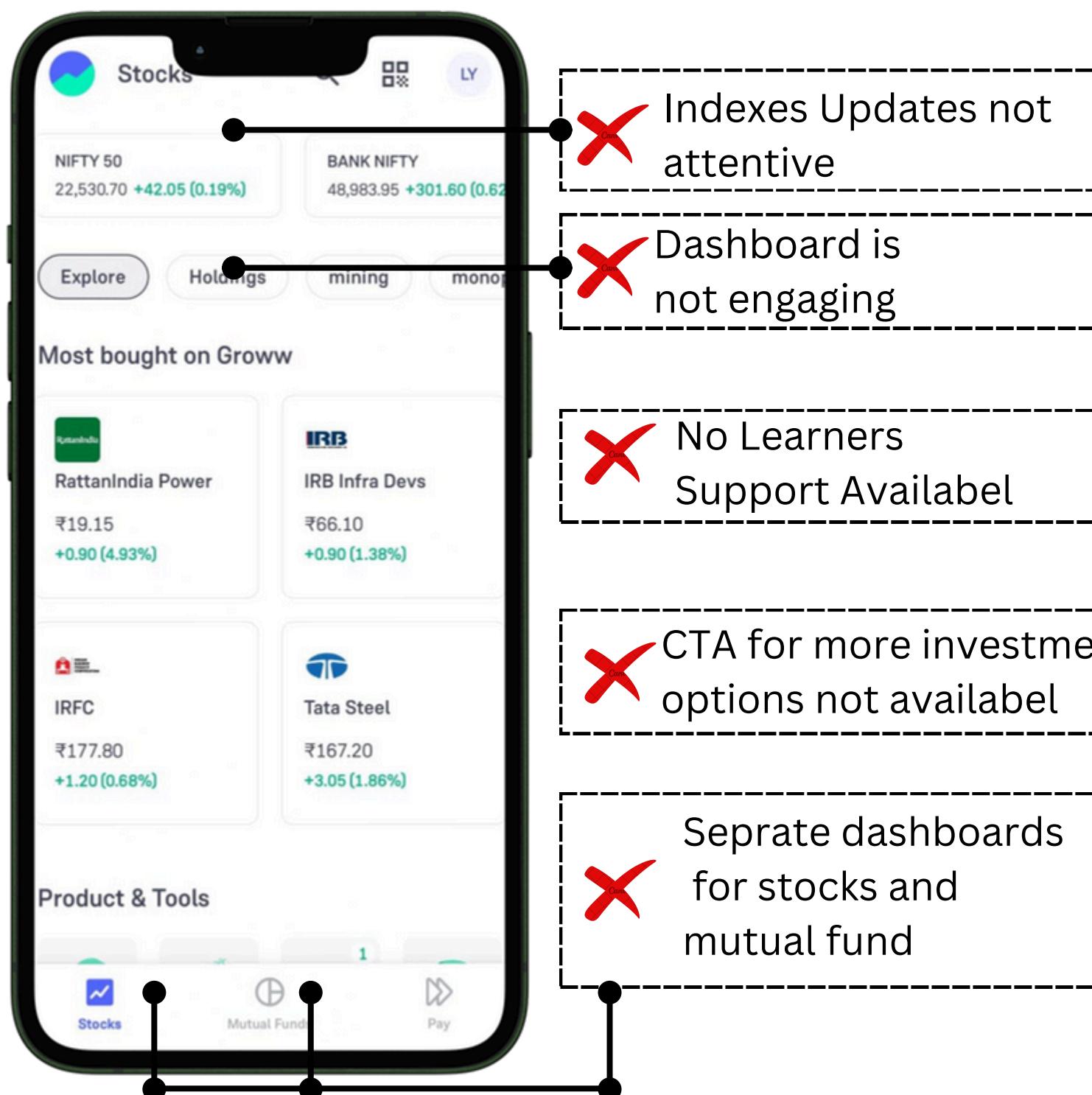


Upon signing in, you have the option to enter **Investor Mode**, **Trader Mode**, or **Learners Mode**. The app will operate in the selected mode until you choose to change it in the settings.

In **Learners Mode**, users will have access to various **learning resources**. They will be provided with **virtual points**, which can be used for simulated trading, allowing them to practice and develop their skills in a **risk-free environment**.

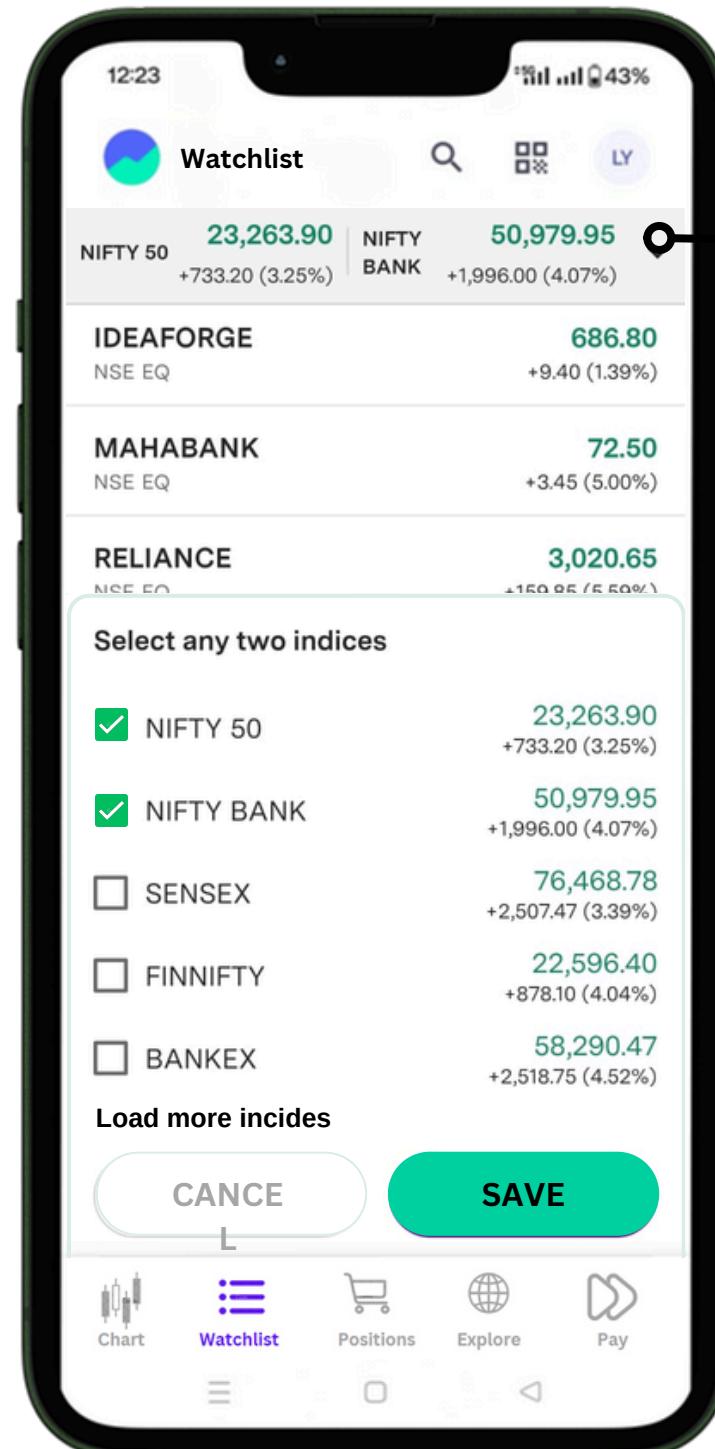
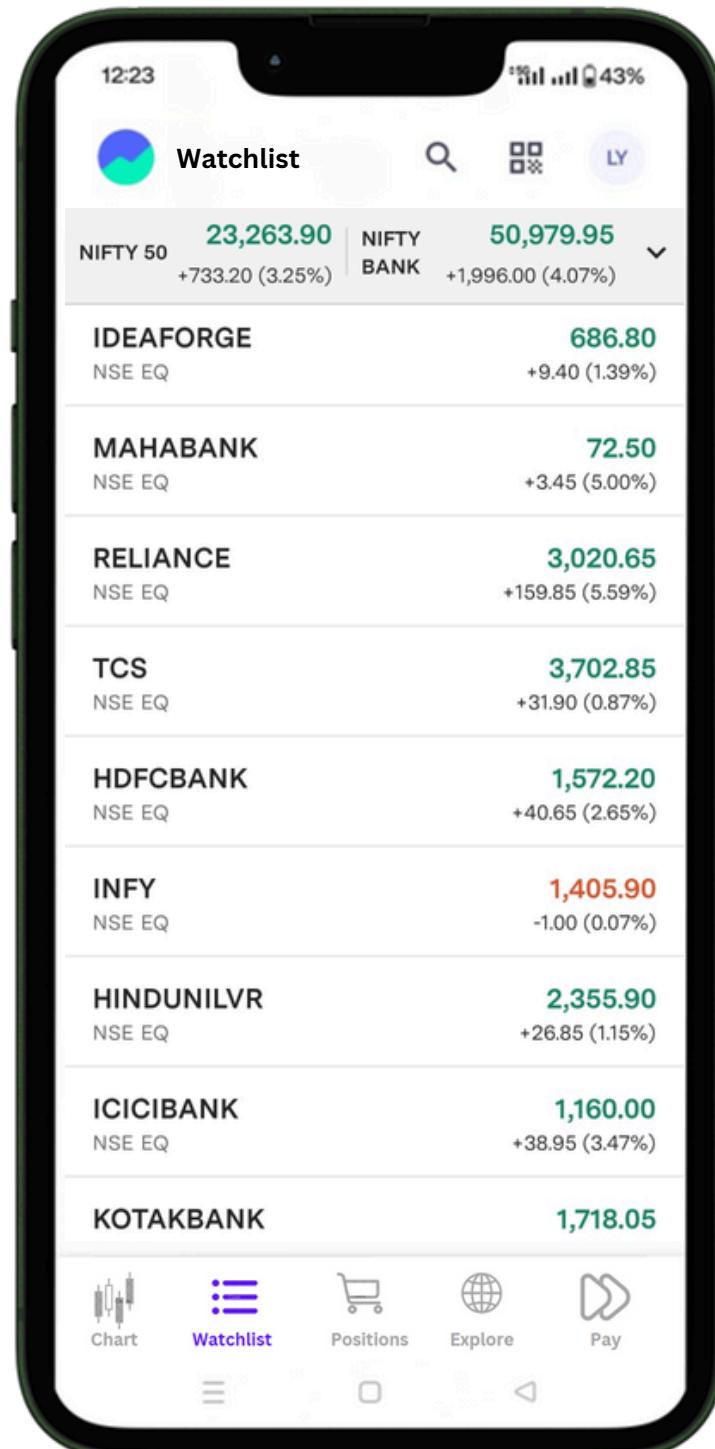


"Your Investment Dashboard: Track your Success"





🎯 "Maximize Your Trading Potential."



We can select two indices for a more concentrated perspective.

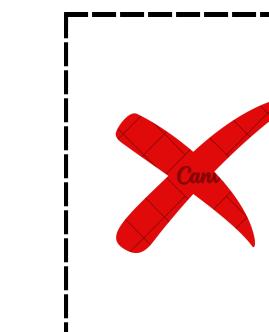
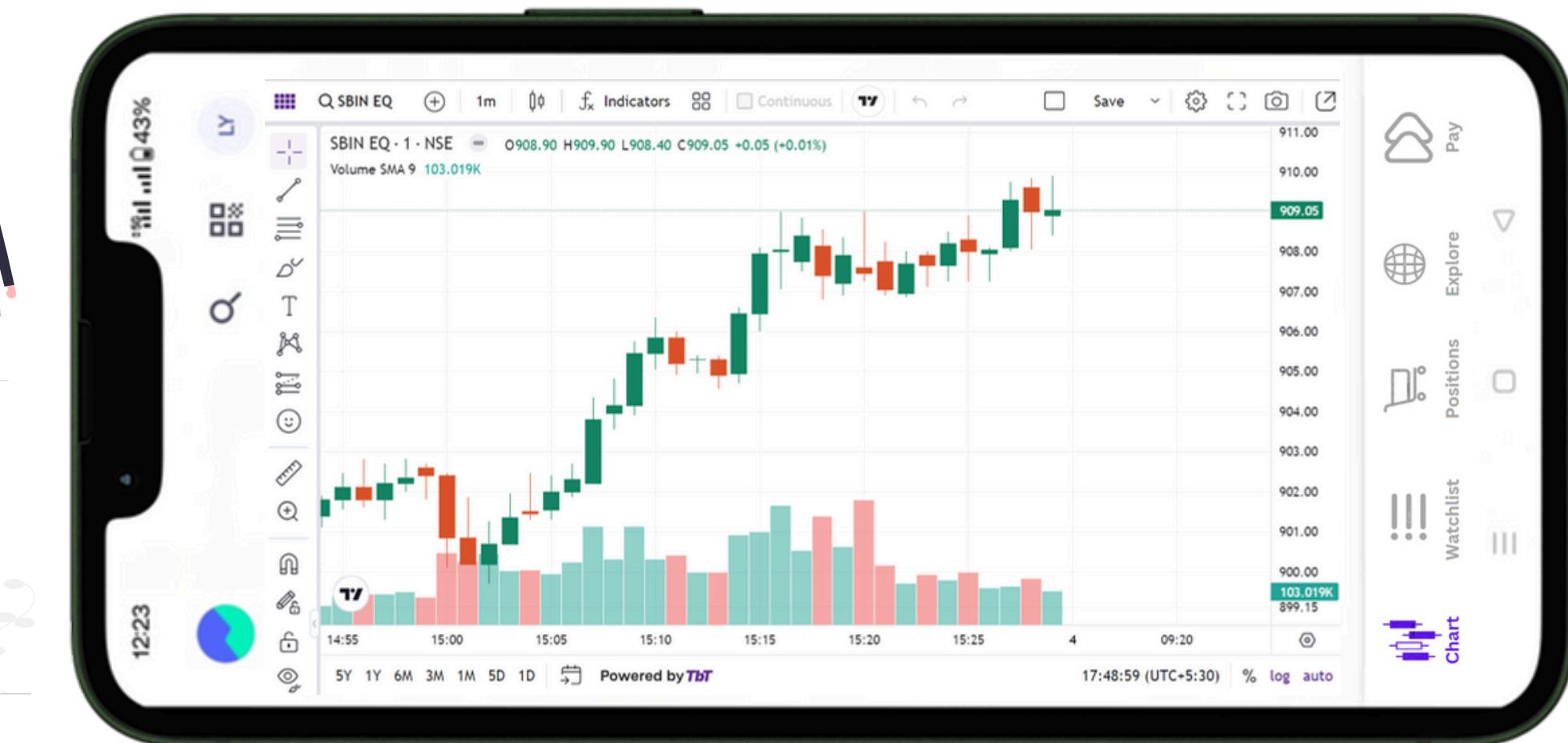
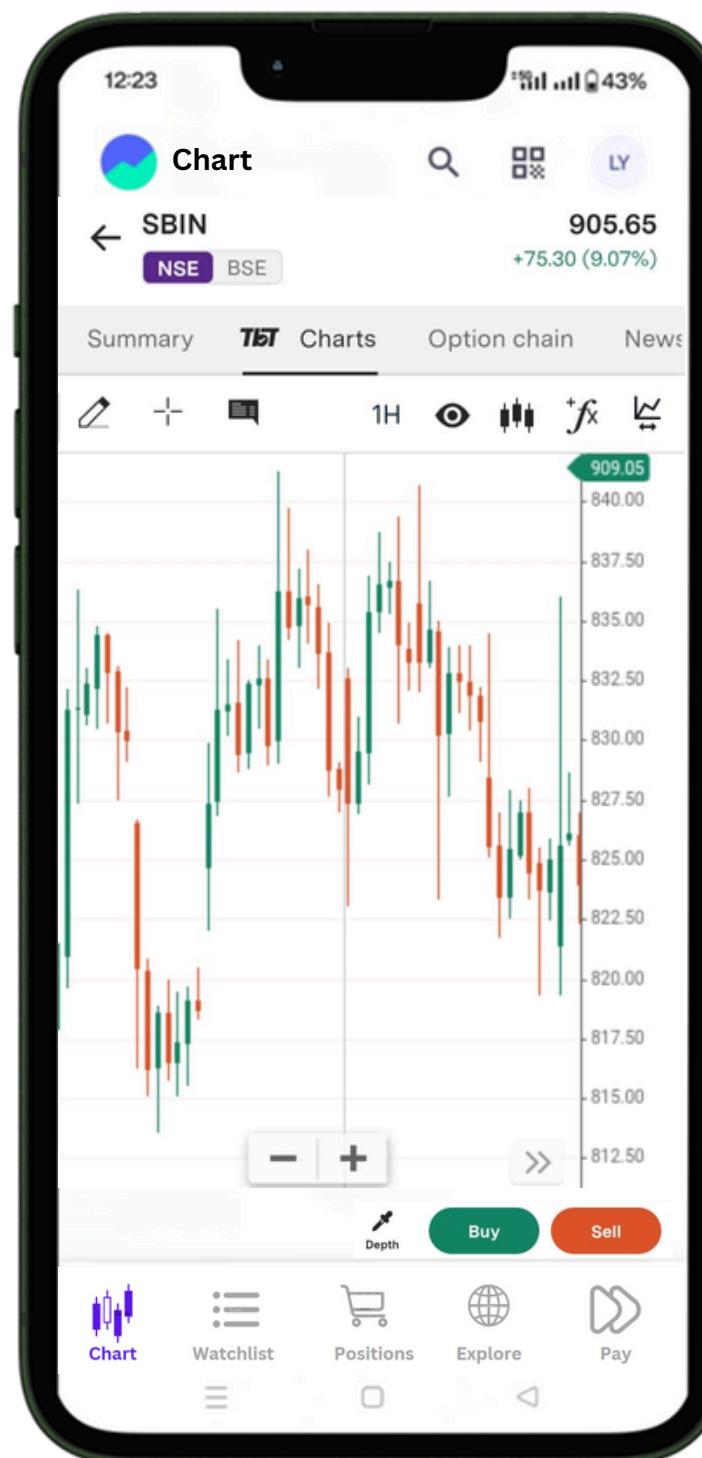


In **Trader Mode**, there are five options:

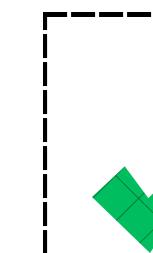
- 1. Chart:** Access and analyze detailed charts using **advanced charting tools** and technical indicators.
- 2. Watchlist:** Track and monitor your selected stocks and assets.
- 3. Orders:** Manage and review your current and past trade orders.
- 4. Explore:** Discover new investment opportunities and market insights.
- 5. Pay:** Handle transactions and payments securely within the app.



🎯 "Maximize Your Trading Potential."



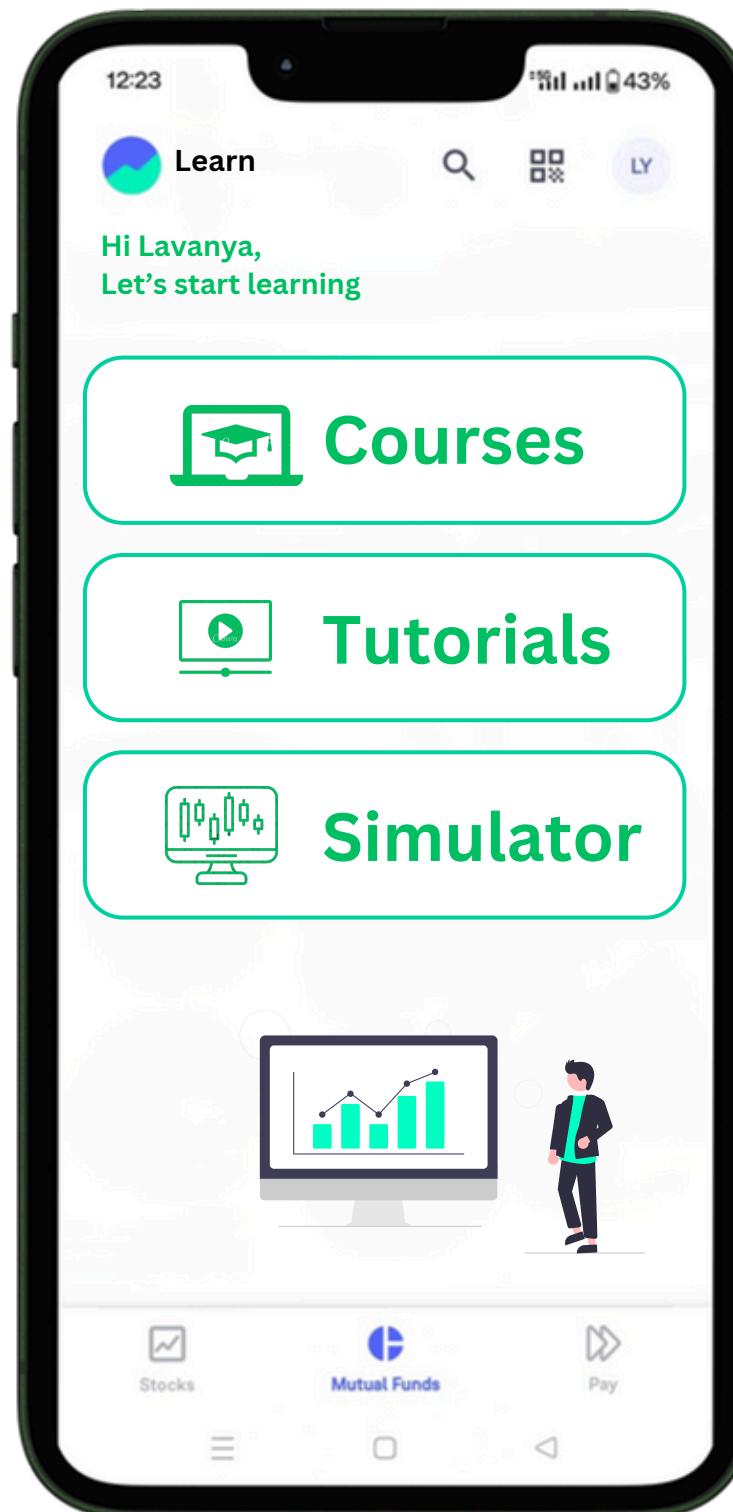
Using charting tools and technical indicators on a mobile device in **vertical orientation** is quite challenging.



The chart section will default to **horizontal orientation** to make it easier to use charting tools and technical indicators.

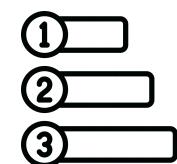


"Invest in Knowledge, Groww Your Wealth."



Features for the Learning Page:

- **Interactive Courses:** Engaging, step-by-step courses covering various investment topics from basics to advanced strategies.
- **Video Tutorials:** Short, informative videos explaining key investment concepts and market analysis techniques.
- **Quizzes and Assessments:** Assessments after every tutorial to test understanding and reinforce learning, with instant feedback and explanations.
- **Webinars and Live Sessions:** Scheduled live sessions with financial experts for interactive learning and real-time Q&A.
- **Personalized Learning Paths:** Customizable learning tracks based on user's interests and current knowledge level.
- **Simulators:** Practice trading and understand investment scenarios in risk-free environment



Prioritization for faster impact!

RICE – which stands for **Reach, Impact, Confidence** and **Effort** is a prioritization framework for quantifying the potential value of features, project ideas and initiatives

$$\text{RICE SCORE} = \frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}}$$

FEATURE	REACH	IMPACT	CONFIDENCE	EFFORT	RICE SCORE	PRIORITY
INVESTMENT DASHBOARD	9	8	8	5	115.2	1
ADVANCED CHARTING TOOLS	8	9	8	6	96	2
EDUCATIONAL CONTENT	7	8	7	6	65.3	3



"Success Matrices: Your Blueprint for Achievement!"

To measure the success of the implemented features and the overall strategy aimed at improving new user retention, the following key performance indicators (KPIs) will be tracked:

USER RETENTION RATE

Percentage of users who continue to use the app after one month, three months, and six months.

USER ENGAGEMENT

Average time users spend on the app per session.

FEATURE ADOPTION RATE

Percentage of active users utilizing each new feature

USER SATISFACTION

Average rating on app stores and user feedback surveys.

LEARNING ENGAGEMENT

Percentage of new users accessing and completing educational courses and tutorials.

CONVERSION RATE

Percentage of users who make their first investment within one month of signing up.



"Turn Ideas into Impact with Our Market Blueprint!"

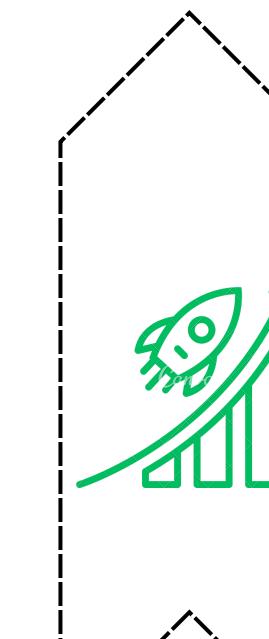
RESEARCH

- Competitor analysis to gain insights for building features
- Market size estimation for new features
- Prioritize all the functions to be developed



SCALING

- A/B testing of the features with a focus group
- Clear the identified bugs
- Final launch with a targeted marketing campaign plan



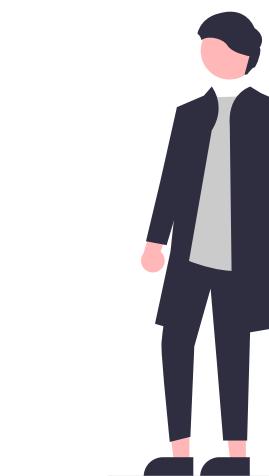
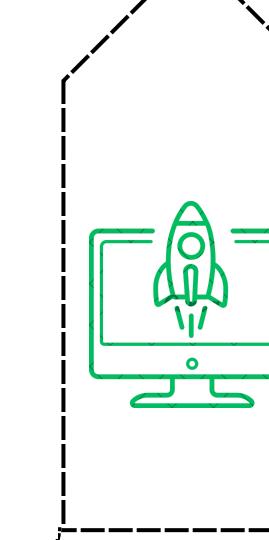
DEVELOPMENT

- Design and development of features according to priority
- Testing of the developed features
- Fix initial technical errors and ready for BETA launch



LAUNCH

- Track User Response
- Monitor Reviews and feedbacks from users
- Review performance of metrics and develop strategies for scaling the features





"Turn Ideas into Impact with Our Market Blueprint!"

Pre Launch Phase

"Setting the Stage for Success"

- **Internal Training:** Train support teams on new features and create internal guides.
- **User Education:** Develop blogs, infographics, videos, and update FAQs to explain new features.
- **Pre-Launch Buzz:** Tease features on social media, email, and partner with influencers to build excitement.

Launch Phase

"Get Ahead with Our New Features"

- **App Updates:** Deploy new features, ensure intuitive navigation, and address any bugs or glitches pre-launch.
- **Launch Announcement:** Share updates and demos on social media, send targeted emails and notifications to existing users, and offer introductory promotions to new users.

Post-Launch Phase

"Refining for Perfection"

- **User Feedback & Analysis:** Monitor feedback via surveys, reviews, and interviews; analyze user interactions and iterate on features based on insights.
- **Community Building:** Promote successful mentorship programs and encourage engagement through webinars and Q&A sessions.



Thank-you

For Investing Your Time on



Groww

The text 'Thank-you' is in a large, bold, black sans-serif font. Below it, the words 'For Investing Your Time on' are also in a bold, black sans-serif font, with 'Investing' in green. To the left of this text is a circular logo icon divided into two horizontal sections: blue on top and green on bottom, with a small wavy pattern. To the right is the word 'Groww' in a bold, dark gray sans-serif font.