Case Study Goal

Company: Groww
Product Area: Mutual Funds (MF)
Objective: Improve **user retention & investment activity** by helping users **stay invested** and **take informed decisions** during market volatility.

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1. Context — What Groww does well

Groww makes investing in stocks, mutual funds and ETFs simple for first-time investors.

What works well:

- Clean, intuitive UX

- Easy onboarding and paperless KYC

- Strong education + community content (Groww Digest, YouTube, etc.)

- Great for *first-time investors* who want simplicity

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2. Problem to Solve

During market dips, many mutual fund investors **pause or stop SIPs** out of fear.

Groww currently provides **returns info** and **basic performance charts**, but doesn't **proactively guide** users to stay long-term or reallocate smartly.

So the problem:

> *"How can Groww reduce SIP stoppage and increase investor confidence during market volatility?"*

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3. Hypothesis

> If Groww provides **personalized behavioral nudges + a goal-based progress view**, users will understand the long-term value of staying invested reducing SIP stoppage and increasing recurring investments.

4. Proposed Solution — "Groww Goal Tracker + Smart Nudges"

Feature Name: Groww Goals

A smart dashboard that helps investors visualize *why* they're investing and *how they're progressing*, with contextual nudges during market dips.

Core features:

1. **Goal-based Investing View:**

   ○ Users can tag SIPs to goals (e.g., "Dream Trip," "Emergency Fund," "Retirement").

   ○ Dashboard shows progress toward the goal, not just returns %.

2. **Market Dip Nudges (Behavioral Alerts):**

   ○ "Your fund is down 2%, but your goal is 5 years away — staying invested could grow ₹X more."

   ○ "Similar investors stayed invested during past dips and gained +18% later."

3. **SIP Confidence Score:**

   ○ Simple visual score showing how consistent the user has been with SIPs.

   ○ Gamified streaks / badges ("Consistent Investor", "Market Surfer").

4. **Auto-top-up Option:**

   ○ Encourage users to add extra ₹500–₹1000 when markets dip (Buy the dip feature with guidance).

5. Experiment Design (A/B Test)

Variant	Description	Metrics Tracked
A	Current Groww MF experience	SIP retention rate, SIP restart rate
B	With "Goals + Nudges"	Increase in SIP continuation %, # of goal-linked SIPs

Target segment:
 Existing MF users with active SIPs who paused or reduced them in the last 3 months.

Expected Impact:

- SIP continuation ↑ **15–20%**

- SIP restart (reactivation) ↑ **10%**

- DAU/MAU ↑ **8%** for MF users

⚙️ 6. Implementation Roadmap

Sprint	Focus	Deliverable
Sprint 1	Design & goal creation flow	Figma + backend data mapping
Sprint 2	Integrate behavioral nudge engine	Personalized push & email triggers
Sprint 3	Beta rollout to 10% of MF users	Collect retention & satisfaction data
Sprint 4	Full rollout + A/B learnings	Marketing + education content

🧩 7. Risks & Mitigation

Risk	Mitigation
Users ignore notifications	Focus on *insightful*, not frequent, nudges
Too many goals confuse new users	Predefined templates (Retirement, Education, Trip, etc.)
Emotional fatigue during losses	Use positive framing & data-driven reassurance

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📈 8. Expected Business Impact

- Higher SIP retention → stable AUM (Assets Under Management) growth

- Reduced churn → higher LTV per user

- Reinforces Groww's brand as *a financial mentor*, not just a transaction platform

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9. Summary

Problem: Many users pause SIPs when markets dip, lowering retention.

Solution: Add *Groww Goals* — goal-based investing view + smart behavioral nudges to encourage long-term thinking.

Impact: +20% SIP retention, +10% reactivation, better user trust.

Why it matters: Positions Groww as a *companion for disciplined investing*.

10. Tools & Technologies

🏗️ Frontend (User Interface)

- **Mobile App:**
  - *Flutter* (Groww uses Flutter for Android + iOS unified codebase)
  - *Dart* for logic

- **Web App:**
  - *React.js* for the dashboard and goal-creation UI
  - *Redux / Zustand* for state management

- **UI/UX Tools:**
  - *Figma* for prototyping and design handoff
  - *Lottie* for lightweight goal progress animations

⚙️ Backend (Core Logic & APIs)

- **Languages & Frameworks:**
  - *Node.js (Express)* or *Java Spring Boot* for building RESTful APIs
  - *Python (FastAPI)* for microservices like nudges or ML models

- **Databases:**
  - *PostgreSQL* → relational data (user profiles, SIPs, goal mapping)
  - *MongoDB* → semi-structured goal metadata and notifications
  - *Redis* → caching user goal summaries for fast dashboard load

- **Services:**
  - *AWS Lambda* for event-driven triggers (e.g., nudge when SIP paused)
  - *Kafka* or *RabbitMQ* for message queues (handling millions of nudge events)

🧠 Data, AI & Notifications

- **Personalization Engine:**
  - *Python + scikit-learn* for churn prediction (detect likely SIP pausers)

- - *TensorFlow Lite* or *AWS SageMaker* if using cloud ML models

- **Behavioral Analytics:**

  - *Amplitude / Mixpanel / Firebase Analytics* → track SIP events, conversions

- **Notifications:**

  - *Firebase Cloud Messaging (FCM)* for in-app & push notifications

  - *Amazon SES* or *SendGrid* for email nudges

☁️ Infrastructure & Deployment

- **Cloud:** *AWS* (Groww uses AWS for scalable infra)

- **CI/CD:** *GitHub Actions + Jenkins*

- **Monitoring:** *Datadog / New Relic*

- **Containerization:** *Docker + Kubernetes (EKS)* for service orchestration

🧩 APIs & Integrations

- *BSE/NSE API* → for mutual fund NAV and market data

- *Razorpay / Cashfree* → for SIP auto-debits

- *AWS SNS / Twilio* → for SMS-based investor nudges