

Product Research:

1. Understanding the financial market (Secondary Research)
2. Exploring the trading platforms (Secondary Research)
3. Understanding user behavior (Primary Research)
4. Extracting insights

1. Understanding the financial market:

As the product was totally dependent and based on finance and its application area of financial marketing, the understanding of how this field works was very important.

I started by consuming data present on the internet. My initial attempts to understand even the basics were going in vain. Because they had some hardcore terminologies that were far away from my dictionary knowledge.

So, somehow I managed to learn a few of them and started exploring more. So, here are some points which I concentrated after my research:

- a). Knowledge of terminologies is very important.
- b). There is no defined safe way to invest.
- c). There are mathematical models to see stock behavior.
- d). People build investment strategies to ensure maximum return and minimum risk.

2. Exploring trading platforms:

After a basic level of insight into the finance world. The next step was to explore trading/bidding platforms. To get basic information about these platforms is easy as they provide most of the information on their website.

But the main issue was searching what was inside these platforms. These platforms are not free or in other way you need to have a "pro" account to unlock all the functionalities.

Somehow I managed to see those functionalities and found that famous platforms like Zerodha and Upstox were very well designed. It was very easy for even a novice to use them. Just a basic knowledge (which you should be having if you are investing) is enough to work on the platform.

But still, knowing just to use a tool does not guarantee a positive outcome, strategies are also very important which they do not include.

Key insights from this research were:

- a). Easy to use UI
- b). Need a lot of attention
- c). No effective content consumption in most of the platforms.
- d). No guidelines/strategies to help people in taking decisions.

3. Understanding user behavior:

With a lot of secondary research which was turning out to be great, I tried to understand what others think and what they feel while indulged in this field. I talked to 6-8 people irrespective of their involvement in the stock market. This leads me to categorize users into 3 types.

- I. **Beginner** - with no knowledge of the stock market
- II. **Intermediate** - with basic knowledge of finance and little experience in trading.
- III. **Expert/Experienced** - with good knowledge of the stock market and a considerable amount of experience in trading.

Main Points from user research:

User 1: Kunal Satpal (Beginner) : 20 years old, College Student

1. Never invested till now, but is planning to do in the near future.
2. No knowledge of finance or the financial market.
3. Thinks stock market to be very risky and would invest only if suggested by someone trusted.
4. Prefers computers over the phone as he spends more time on a laptop.
5. As a point of safety wants every knowledge about stocks in front of his eyes.
6. Knows only 1 trading platform due to its high advertising.
7. Would be interested in knowing things that he must not do while investing.

User 2: Chirag Garg (Intermediate) : 22 years old, College Student

1. Learned finance by himself from various platforms.
2. Still finding the best/safe way to invest.
3. Knows basics of finance but still often loses money while trading.
4. Always prefers a phone as it is easy to carry.

User 3: Govind Kumawat (Experienced) : 30 years old, Senior Accountant

1. Knows a lot about the stock market and financial world.
2. Always keeps himself updated about current news.
3. Basic strategies are very common and he is aiming to learn some new strategies which can result in higher returns.
4. Since working in an office the best mode to do trading activities is by laptop or computers.
5. Also, there is very much content or information on such trading platforms, so it is easier for him to surface content on the desktop.

4. Extracting insights:

Completing all the basic research I finally listed all the possible insights.

- a). **3 types of users** - Beginner, Intermediate and Experienced.
- b). The most important thing for beginners is **learning** and understanding the financial market without which it is extremely hard for them to master trading.
- c). **Strategies** are important for every user type.
- d). **Authentic content** from trusted sources is chosen to gain knowledge.
- e). The most important thing for trading is **consuming news** and analyzing the stocks accordingly.