

Product Management Task:

Competitive Analysis and Feature Enhancement

for Pocketful.in

Objective:

To evaluate Pocketful's mobile app or web platform through a user journey involving KYC and trading activities, identify key opportunities to enhance trader experience, differentiate from competitors, and prioritize feature development.

Task Description:

Download and use Pocketful's mobile app or web platform to complete the KYC process and simulate typical trader interactions. Based on the hands-on experience, conduct a detailed product analysis focusing on features, usability, and competitive positioning.

Deliverables:

- 1. User Journey Report**
 - Document the KYC experience on the mobile app or web.
 - Describe ease of use, time taken, bottlenecks, and user interface observations.
 - 2. Feature Enhancement Suggestions (Top 5)**
 - Identify five features to add or modify that would significantly improve the trader experience and make Pocketful stand out among discount brokerages.
 - 3. Feature Design on Paper**
 - Select one high-impact feature from the list and create a detailed design mockup/sketch or wireframe with key components, user flow, and value proposition.
 - 4. Mobile App Usability Flaws (Top 5)**
 - List and explain five critical usability or performance flaws experienced in the mobile app.
 - 5. Competitive Differentiation Analysis**
 - Briefly compare Pocketful with 2-3 main competitors, highlighting gaps and opportunities.
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Steps to Complete Task:

1. **Download & Install the Pocketful App** (iOS/Android) or access www.pocketful.in on the web.
 2. **Complete the KYC Process** on any of the platforms and note UX pain points or highlights.
 3. **Analyze Feature Set & Usability** against popular discount brokers (Zerodha, Groww, Dhan, etc).
 4. **Draft Recommendations** for feature enhancements and improvements.
 5. **Create One Feature Design Sketch** on paper or digital tool.
 6. **Compile a Flaws List** with examples or screenshots if possible.
 7. **Prepare Final Report** summarizing findings and recommendations.
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Success Criteria:

- Clear, actionable insights on improving Pocketful's trading platform.
 - Feature ideas that are innovative, feasible, and aligned with user needs.
 - Usability issues identified with potential solutions suggested.
 - Deliverable provides a roadmap for product and engineering teams.
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