

CASE STUDY SUBMISSION: DHAN APM FEATURE IMPROVEMENT

14 MARCH 2025

1. USER REVIEW ANALYSIS

DATA SOURCES: GOOGLE PLAY STORE REVIEWS, TWITTER SCREENSHOTS (PROVIDED).

★ ★ ★ ★ ★ October 17, 2024

Title: Extremely Disappointed with App Performance I ordered a trade and tried to set a trailing stop loss, but the app got stuck and failed to execute any stop loss. I was in profit of around ₹4,500, and despite my attempts to exit the order, nothing happened. I raised multiple complaints and made numerous calls, but ultimately, they exited the trade for me at a loss. This has been a frustrating experience, and I can't recommend this app. I've uninstalled it and won't be using it again

★ ★ ★ ★ ★ April 5, 2023

Worst app. This is the 3rd time I faced loss due to slow execution. Once order is placed it keeps rotating and loss keeps running and after 20-30 seconds it's processed. By then your loss has increased. I have tried on screen, instant as well as on chart execution. All 3 times i faced this. I'm going back to zerodha. Dhan needs lots and lots of improvement. Instead of giving too many features give basic features perfectly.

★ ★ ★ ★ ★ July 5, 2023

It was working fine, but last few weeks there is a major glitch in the app. Post ordering both app and website got stuck, end up in loss. Past two day placed order but not able to sale (failed), end up in loss this time took screen shot and sent mail. But no action is taken. We know there is risk involved, if it is financial involved we need to make sure to create flawless app. If this issue continues definitely dhan will loose lot of customers. Now 3.9 rating if this continues no wonder 2.5.

★ ★ ★ ★ ★ July 5, 2023

It was working fine, but last few weeks there is a major glitch in the app. Post ordering both app and website got stuck, end up in loss. Past two day placed order but not able to sale (failed), end up in loss this time took screen shot and sent mail. But no action is taken. We know there is risk involved, if it is financial involved we need to make sure to create flawless app. If this issue continues definitely dhan will loose lot of customers. Now 3.9 rating if this continues no wonder 2.5.

★ ★ ★ ★ ★ July 5, 2023

Not recommended this app due to full of bugs. Whenever you placed order futures and options. It is not showing in holdings/position due to bugs. It will buffering. You won't be able to exit whenever you are in profit and then you have to book loss due to this app. Really disappointed from web and app both. My friends also complained about these continuous bug. Not recommended and deleting this aap

★☆☆☆☆ July 12, 2023


Worst app I've ever used... Don't use this app . If you are not lucky enough you will end up in huge loss. Order execution is very slow so high chances to end up in loss. Some times you can't change the positions, they might close the position if you opt for convert the position. I've lost so many profits only because of this app. Please don't install them. Moreover you can't even withdraw the amount easily

557 people found this review helpful



★☆☆☆☆ May 5, 2023

App is very slow ,slower than tortoise. It takes too much time to execute the order . It gives notification on screen after executing or square off the order and cannot go back to see the screen immediately because of this pop up notification. Only bracket order for setting target and stop loss in executed order ,that also only for intraday, not for delivery. If you place a normal order and setting a target will be like your stop loss ,either you set a stop loss or target

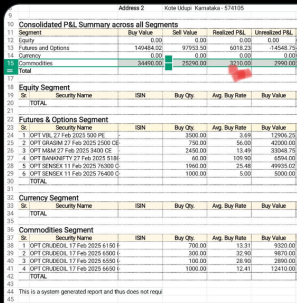
130 people found this review helpful



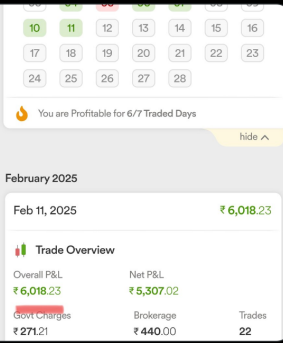
rodneyvishwas das
@rodneyvishwasds

See how scam is taking place in dhan @DhanHQ attached screenshot shows 11/02/2025 profit but while checking excel we had earned profit in commodity which is not added in daily traders dairy. We had raised this issue but no response.



The screenshot shows the Dhan trading software interface. At the top, it displays 'Address 2 Kote Village, Karnataka - 574105'. Below this, there are several tabs: 'Consolidated P&L Summary across all Segments', 'Futures & Options', 'Commodities', and 'Total'. The 'Consolidated P&L' tab is selected, showing a table with columns for 'Buy Value', 'Realized P&L', 'Unrealized P&L', and 'Buy Value'. The table shows a profit of ₹6,018.23 for the date 11 Feb 2025. Below this, there are tabs for 'Equity Segment', 'Futures & Options Segment', and 'Commodities Segment'. The 'Equity Segment' tab is selected, showing a table with columns for 'Buy Value', 'Buy Qty', 'Avg. Buy Rate', and 'Buy Value'. The table shows a profit of ₹5,307.02 for the date 11 Feb 2025. Below this, there are tabs for 'Currency Segment', 'Commodities Segment', and 'Total'. The 'Commodities Segment' tab is selected, showing a table with columns for 'Buy Value', 'Buy Qty', 'Avg. Buy Rate', and 'Buy Value'. The table shows a profit of ₹5,307.02 for the date 11 Feb 2025. At the bottom, there is a 'Trade Overview' section showing 'Overall P&L' as ₹6,018.23, 'Net P&L' as ₹5,307.02, 'Brokerage' as ₹440.00, and 'Trades' as 22.



The screenshot shows the Dhan trading software interface. At the top, it displays 'Address 2 Kote Village, Karnataka - 574105'. Below this, there are several tabs: 'Consolidated P&L Summary across all Segments', 'Futures & Options', 'Commodities', and 'Total'. The 'Consolidated P&L' tab is selected, showing a table with columns for 'Buy Value', 'Realized P&L', 'Unrealized P&L', and 'Buy Value'. The table shows a profit of ₹6,018.23 for the date 11 Feb 2025. Below this, there are tabs for 'Equity Segment', 'Futures & Options Segment', and 'Commodities Segment'. The 'Equity Segment' tab is selected, showing a table with columns for 'Buy Value', 'Buy Qty', 'Avg. Buy Rate', and 'Buy Value'. The table shows a profit of ₹5,307.02 for the date 11 Feb 2025. Below this, there are tabs for 'Currency Segment', 'Commodities Segment', and 'Total'. The 'Commodities Segment' tab is selected, showing a table with columns for 'Buy Value', 'Buy Qty', 'Avg. Buy Rate', and 'Buy Value'. The table shows a profit of ₹5,307.02 for the date 11 Feb 2025. At the bottom, there is a 'Trade Overview' section showing 'Overall P&L' as ₹6,018.23, 'Net P&L' as ₹5,307.02, 'Brokerage' as ₹440.00, and 'Trades' as 22.

8:04 PM · Feb 12, 2025 · 145 Views

[illegible]

Identified Pain Points (Prioritized):

1. Unreliable Order Execution (Critical): This is the most critical one, including:

- Order problems and "stuck" orders.
- Serious delays in execution of 20-30 seconds, leading to financial losses.
- Failed stop-loss order execution.
- Not completing winning and losing positions.
- This affects both the app and web platform.

2. Locating Differences/Mistakes (Critical):

- Issues with Data

3. UI/UX Issues (Medium):

- Intrusive post-execution notifications.
- Difficult to withdraw cash

Recurring Theme: The majority of the negative feedback is about orders not being processed properly. This affects user trust, financial performance, and whether people will continue to use the platform.

2. **FEATURE PRIORITIZATION & JUSTIFICATION**

PROPOSED FEATURE: ENHANCED ORDER STATUS & CONTROL DASHBOARD

This feature provides a dedicated dashboard with:

- Real-Time Order Status: Unambiguous, real-time order status messages (Pending, Partially Filled, Executed, Rejected, Delayed).
- Explicit Delay Indication: Delayed orders beyond a cutoff time (e.g., 5 seconds) are labeled as "Delayed (X seconds).".
- Expedited Cancellation ("Priority Cancel"): A prominent button to send a high-priority cancellation request for delayed orders. This replaces the "Panic Button" term to sound more professional.
- Order Details: You can view timestamps, exchange data, and error messages distinctly.
- Non-intrusive Notification

Justification for Prioritization:

- This function addresses the primary issue directly: it acts in response to the primary reason for user dissatisfaction and money loss – poor order execution.
- Builds User Trust: Controlled and clear information allows users to trust the site.
- Reduces Churn: One should address the primary reason for users churning (migrating to rivals such as Zerodha) so that they can be retained.

- Higher Impact: Fixing order execution is qualitatively more important than secondary UI/UX problems.

Alignment with Business Goals:

- More Users Remain: A solid trading experience leads to more users remaining.
- Enhanced User Experience: Consumers are more confident and transact more, and the platform's activity is increased.
- Secure Income: Assisting clients in finding and maintaining employment to gain and potentially boost their income.
- Improved Brand Image: An enhanced user experience and resolving grievances will enhance Dhan's brand image, attracting more users and ending negative word of mouth.

Success Metrics (KPIs):

KPI	Target (within 3 months of launch)	Measurement Method
Order Execution Failure Rate	Reduction by 80%	Track percentage of failed/delayed orders.
Average Order Execution Time	Consistently under 2 seconds	Measure time from order placement to execution.

Support Tickets (Order Issues)	Reduction by 60%	Track customer support requests related to orders.
"Priority Cancel" Usage Rate	Moderate usage (indicates awareness)	Track clicks on the "Priority Cancel" button.
User Retention Rate	Increase by 15%	Compare pre- and post-launch retention rates.
App Store Rating/Review Sentiment	Positive shift in ratings/reviews	Monitor app store feedback and conduct user surveys.
Negative reviews about speed	Reduction by 75%	Track customer reviews in app stores.
App rating	Improved to 4.4 + in 6 month	Track of app rating

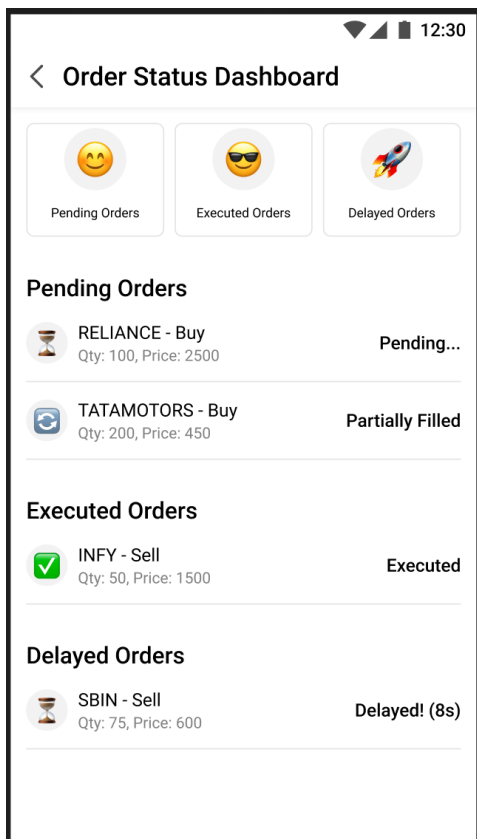
3. WIREFRAME & EXECUTION PLAN

A. DEDICATED ORDER STATUS DASHBOARD: ACCESSIBLE FROM THE MAIN TRADING SCREEN AND POSITIONS/HOLDINGS.

Order Status Dashboard is an easy method to monitor stock trade orders. Orders are divided into three categories: Pending, Executed, and Delayed. The orders are easy to filter with basic icons and emojis, which makes them easier to comprehend. Each order displays essential information such as the stock name, order type (Buy/Sell), quantity, price, and order status. Pending orders are completely pending or partially filled, filled orders are executed, and delayed orders display delays with timestamps. Traders can easily monitor the order status by using an easy and simple interface.

Figma Link:

<https://www.figma.com/design/2qLLdAE4sMh9AeF1O8JXDc/Dhan1?node-id=0-1&t=9Ltu8rpYUiwgGEUV-1>



- Status: Clear, real-time updates (Pending..., Executed, Partially Filled, Rejected, Delayed! (X seconds)).
- Actions:
 - [Cancel]: For pending/partially filled orders.
 - [Details]: Expanded order information.
 - [Priority Cancel]: Prominent button (e.g., red) for *Delayed* orders only.

B. NOTIFICATIONS:

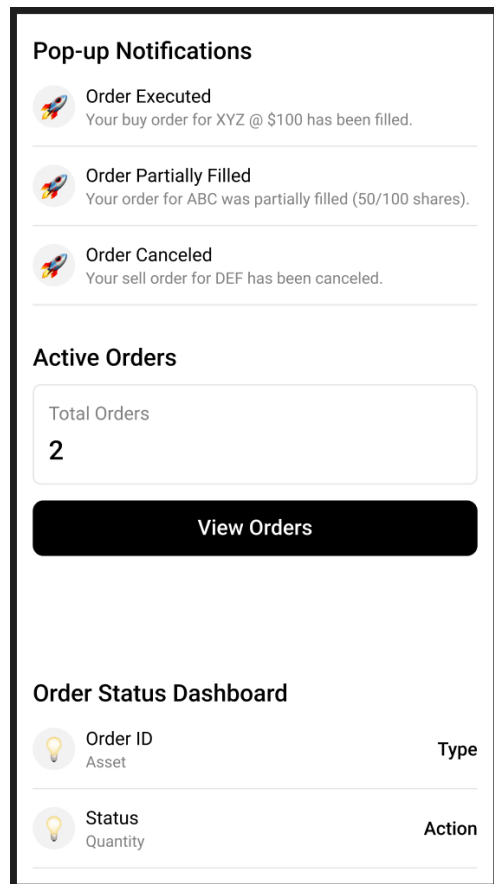
- Pop-up Notifications: Concise, less intrusive updates on order status changes.
- Persistent Indicator: A subtle icon on the main screen showing the number of pending/active orders.

Visual Representation (Conceptual Sketch - Text-Based):

This wireframe represents a trading order management dashboard with a focus on real-time notifications and order tracking. The Pop-up Notifications section provides instant updates on order statuses, such as executed, partially filled, or canceled trades, using clear text and icons for better readability. Below, the Active Orders section displays the total number of active orders with a prominent "View Orders" button for quick access. The Order Status Dashboard is structured to present detailed order information, including Order ID, Asset, Type, Status, Quantity, and Actions, ensuring traders can efficiently monitor and manage their trades in an intuitive and streamlined interface.

Figma Link:

<https://www.figma.com/design/Dakv0tWCVHchOrcy5n439I/Dhan2?node-id=0-1&t=GdV5VIKIAQFMPbn2-1>



Execution Plan (Phased Approach):

1. Phase 1: Design & Prototyping (1 week):

- Detailed wireframes and interactive prototypes.
- Stakeholder and initial user feedback.

2. Phase 2: Backend Development (2-3 weeks):

- API modifications for real-time status updates.
- "Priority Cancel" implementation (high-priority cancellation requests).
- Robust error handling and logging.
- Dependencies: Dhan's existing order management system, exchange API connectivity.

3. Phase 3: Frontend Development (2 weeks):

- Dashboard UI development.
- Notification system implementation.
- API integration.

4. Phase 4: Testing & QA (1 week):

- Thorough functional, performance, and user acceptance testing (UAT).

5. Phase 5: Rollout (Phased):

- Stage 1: Internal Beta (Dhan employees).
- Stage 2: Limited External Beta (e.g., 10% of users).

- Stage 3: Full Rollout (all users) with in-app announcements and tutorials.

Estimated Time to Build: 6-8 weeks (assuming dedicated development resources).

Dependencies:

- Existing Infrastructure: The architecture and capabilities of Dhan's current order management system.
- Exchange APIs: Reliable, low-latency communication with exchanges.
- Development Team: Dedicated backend, frontend, and QA resources.

Rollout Strategy: A phased rollout is crucial for risk mitigation, allowing for iterative improvements based on feedback and KPI monitoring at each stage.

Submission Note: This proposal directly addresses the most critical user pain point (unreliable order execution) with a solution designed to build trust, improve the user experience, and align with Dhan's business goals of user retention and engagement. The phased rollout and detailed KPIs provide a clear path to implementation and success measurement.