

USER RESEARCH OF ZERODHA

STAGE 1

STEP 1 - DIG FOR FOLD(DATA COLLECTION)

OBJECTIVE OF USER RESEARCH -

- to understand in depth about what Zerodha does
- understanding about Zerodha's product, make an educated guess about who the users of Zerodha could be

UNDERSTANDING BUSINESS-

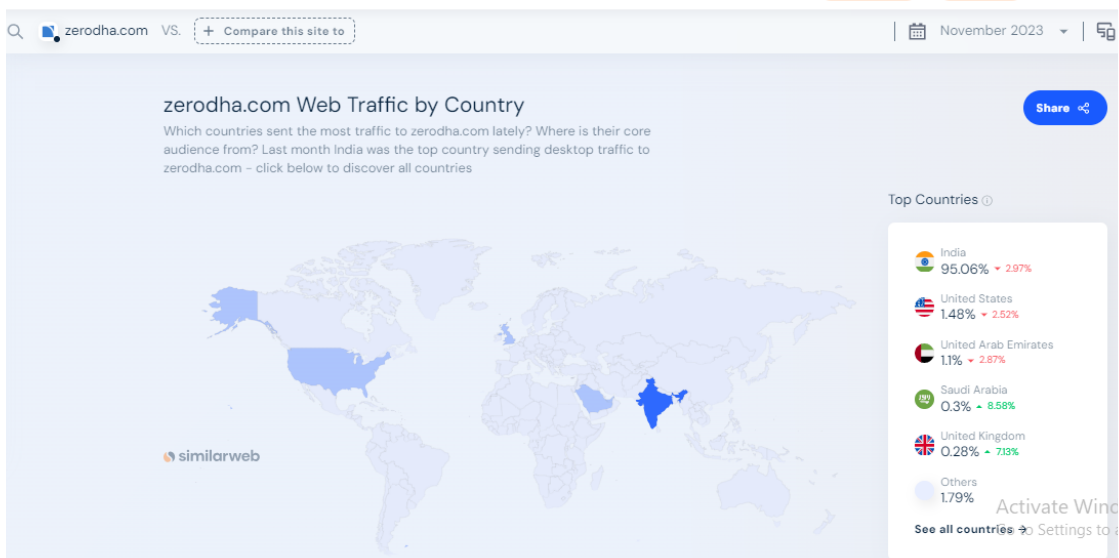
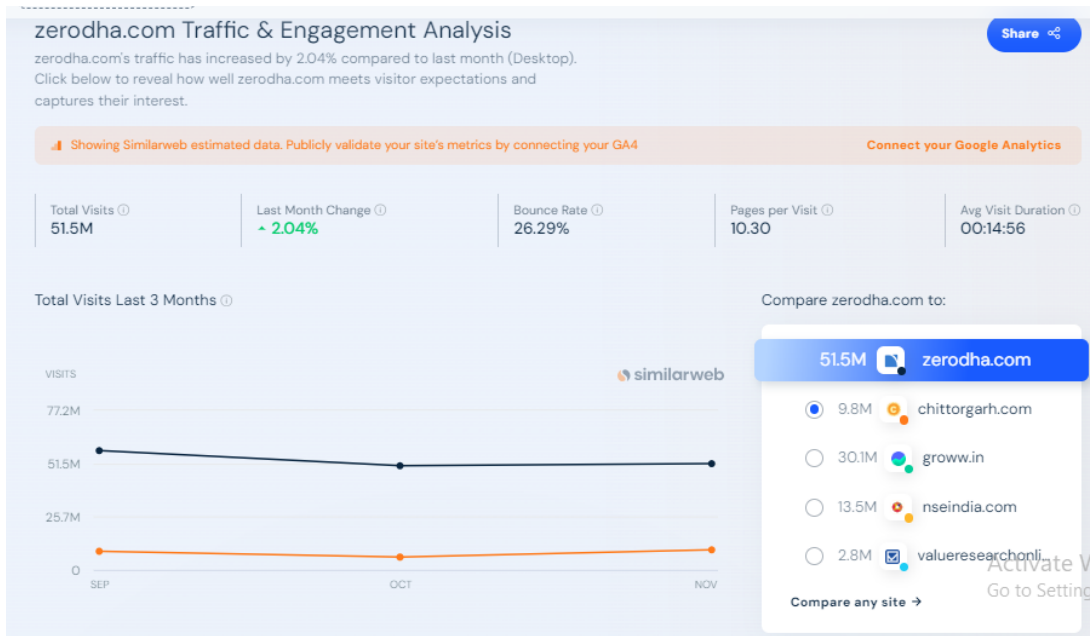
What does zerodha do

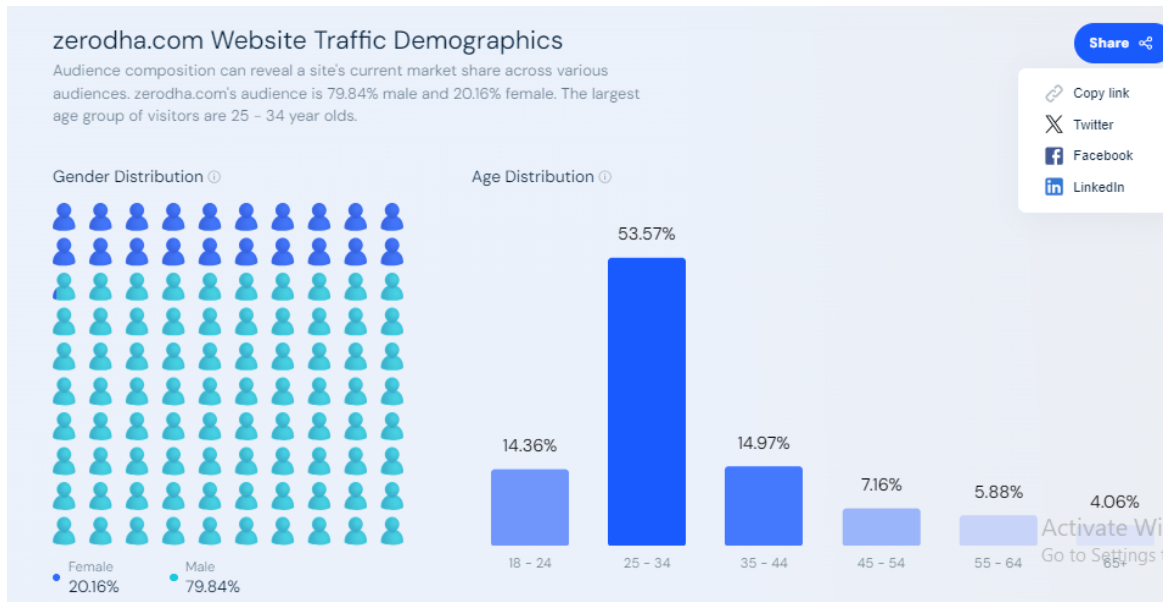
- Zerodha is an Indian financial services company (member of NSE, BSE, MCX) that offers brokerage-free equity investments, retail, institutional broking, currencies, and commodities trading. Founded in 2010, the company is headquartered in Bangalore and has a presence in nine Indian cities
- Zerodha works on an online discount brokerage model wherein only online trading services are offered to customers.

What are products of zerodha

1. Kite - Kite is a sleek investment and trading platform built for modern times and sensibilities. Search across 90,000+ stocks and F&O contracts across multiple exchanges instantly. Customers can easily find their favorite stocks, bonds, metals, or derivatives
2. Console- The central dashboard for your Zerodha account. Gain insights into your trades and investments with in-depth reports and visualisations.
3. Coin: Coin is Zerodha's mutual fund investment platform, It allows users to buy and sell mutual funds directly online, commission-free, Also helps with government bonds, corporate bonds, and sovereign gold bonds

QUALITATIVE ANALYSIS





STEP 2 - IDENTIFY USER TYPES

1. Retail Traders/Investors:

- Individuals who trade and invest in the stock market for personal financial goals.
- They benefit from Zerodha's goal of breaking barriers in terms of cost, support, and technology.

2. Active Traders:

- Users who engage in frequent trading, placing millions of orders every day through Zerodha's platforms.
- They may appreciate the disruptive pricing models and advanced technology offered by Zerodha.

3. Long-Term Investors:

- Individuals who focus on long-term investments, taking advantage of Zerodha's support and technology for a sustainable investment journey.

4. Small and Medium Enterprises (SMEs):

- Businesses that utilize Zerodha for their investment and trading needs.
- Zerodha's ecosystem may cater to the financial requirements of SMEs in addition to individual investors.

5. Tech-Savvy Users:

- Users who appreciate and leverage Zerodha's in-house technology.
- They may be drawn to the company's commitment to technology and innovation in the financial services sector.

6. Cost-Conscious Investors:

- Individuals and businesses looking to minimize trading costs.
- Zerodha's disruptive pricing models may attract users who are conscious of transaction costs.

7. Indian Retail Traders:

- Zerodha's significant contribution to over 15% of all Indian retail trading volumes indicates a broad user base among retail traders in India.

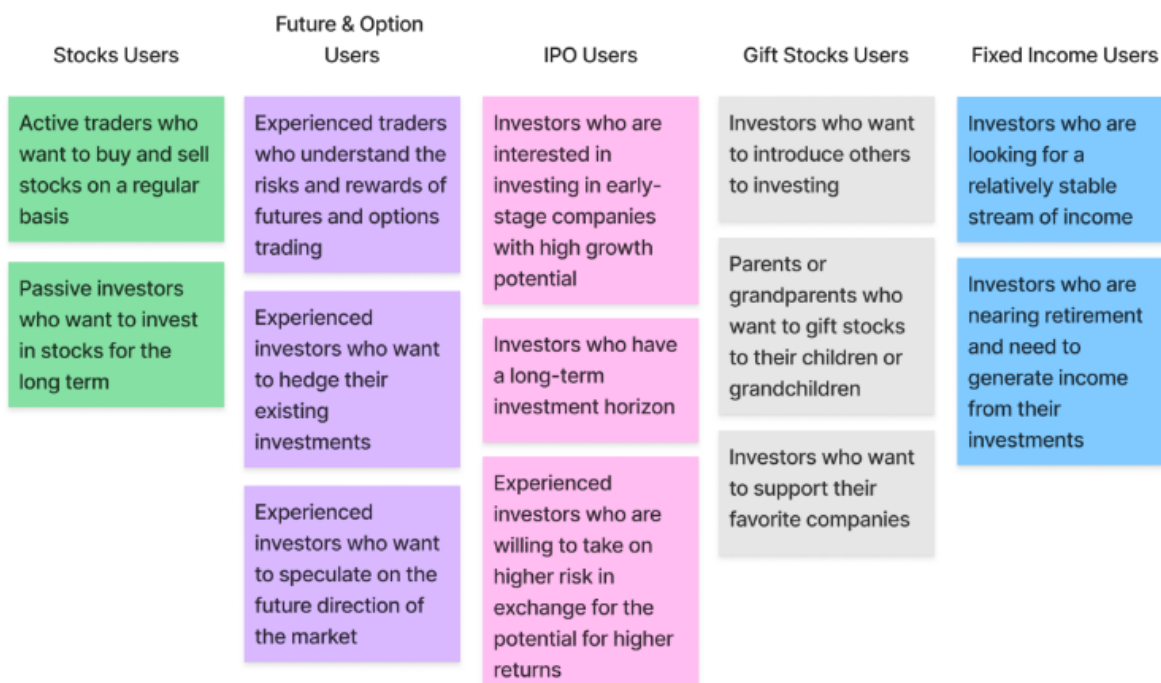
8. Innovators/Early Adopters:

- Users who are inclined towards using innovative platforms and services.
- Zerodha's disruptive approach may appeal to those who seek new and efficient ways of trading and investing.

IDENTIFY TARGET USER OF ZERODHA

Zerodha's target audience is people of Delhi, Pune, Bengaluru, and Hyderabad, who are in an average age group of below 30-35 years. The main focus is on this age group because they are new to their jobs, have already had initial savings from their salaries, and are looking for better investment options to increase their incomes.

The users of Zerodha's technology offerings



STEP 3 DIFFERENT USER PERSONA OF ZERODHA

ACTIVE INVESTOR	ENTRY LEVEL INVESTOR
<u>Demographics</u> Name- Ananya Age: 32 Gender: Female Occupation: Software Engineer Location: Bangalore, India Income: Above-average income	<u>Demographics</u> Name- Rohan Age: 25 Gender: Male Occupation: student Location: Bangalore, India Income: Above-average income
<u>Goals</u> <ul style="list-style-type: none"> - experienced investor with a keen interest in the stock market and financial instruments. - She aims to grow her wealth through strategic investments 	<u>Goals</u> <ul style="list-style-type: none"> - Rahul is relatively new to the world of investing and aims to build a foundational understanding of financial markets. - His primary goal is to start investing with a focus on long-term wealth creation and financial
<u>Behaviour</u> <ul style="list-style-type: none"> - values transparency and 	

<p>appreciates the cost-effective nature of Zerodha's discount brokerage model.</p> <ul style="list-style-type: none"> - As a busy professional, she appreciates tools and features that simplify the trading process, providing quick and reliable access to market data and analysis. <p><u>Interaction with zerodha</u> Frequently uses zerodha mobile app, uses kite platform of zerodha</p>	<p>security.</p> <p><u>Behaviour</u></p> <ul style="list-style-type: none"> - <u>cautious about fees and appreciates the transparency offered by Zerodha's discount brokerage model.</u> • <u>Rahul is more comfortable starting with small investments and gradually increasing his exposure to the market.</u> <p><u>Interaction with zerodha</u> Frequently uses zerodha mobile app, uses kite and console platform to learn more about IPO, mutual fund and stocks</p>
<p>LONG TERM INVESTOR</p> <p><u>Demographics</u> Name- nm singh Age: 52 Gender: Female Occupation: managgar Location: Bangalore, India Income: good income</p> <p><u>Goals</u></p> <ul style="list-style-type: none"> - Build wealth for retirement . - Provide for family and future generation - Create and manage sips <p><u>Behaviour</u></p> <ul style="list-style-type: none"> - Patient , long term oriented - disclined <p><u>Interaction with zerodha</u> Frequently uses zerodha mobile app, uses kite platform of zerodha and uses console platform ; uses zerodha coin platform for mutual investment</p>	<p>RISK - AVERSE USER</p> <p><u>Demographics</u> Name- Prohit Age: 32 Gender: male Occupation: marketing manager Location: Bangalore, India Income: Above-average income</p> <p><u>Goals</u></p> <ul style="list-style-type: none"> - Save money for retirement - Generate steady stream of income - Invest in mf directly online , commission free - Invest risk free <p><u>Behaviour</u></p> <ul style="list-style-type: none"> - Risk averse - Cautious - Conservative <p><u>Interaction with zerodha</u> Uses coin platform - Coin is Zerodha's mutual fund investment platform, It allows users to buy and sell mutual funds directly online, commission-free, Also helps with</p>

	government bonds, corporate bonds, and sovereign gold bond
--	--

STEP 4 - CREATING USER STORIES

For user who is new to investment and trading

- As a new user , i want to able to create demo account so that i can learn how to trade in stock

For user who has experience in investment and trading

- As a experienced user , i want i want to be able to use technical indicators and charting tools so that i can analyze market data and identify trading opportunities

For user who want to invest for long term

- As a long term users , i want to invest in a way that is convenient and easy to manage so that i don't have to spend a lot of time trading