



dhan

Product Teardown

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Problem Statement

Dhan is a stock trading & investing platform built for Super Traders and Long Term Investors. In a short span of 2 years, Dhan has built a strong presence in the broking industry with over half a million registered users on exchanges. The core user base of the product is F&O Traders and Equity Traders.

As a result, Dhan is viewed as a trader-centric product instead of segment/persona-agnostic. Your challenge is to think like a Product Manager at Dhan who wants to:

- Grow Mutual Fund investor base on Dhan to 1 Mn+ in next 12 months.
- To strategically reposition the platform to embrace a large share of long-term investors, focusing on both stocks and mutual funds

You must work towards both these goals while ensuring that the business retains and acquires core personas (F&O Traders/Equity Traders).

Redefining Problem Statement

From the problem statement, we have understood few points:

- Dhan is a majorly **active trader's** (people who buy and sell financial securities in short time frame) platform.
- We have been asked to grow its **mutual fund investors** base and acquire **long term investors** into the app while simultaneously retaining the app's core persona which is equity and F&O traders.

Why are we solving this now?

Converting short term users into long term users would massively boost **user retention**, which is a very **crucial metric** in the online trading space.

About Dhan

Dhan is a technology-led online stock trading and investing platform for India. Their mission is to help Indians invest and build wealth by participating in the growth of the Indian economy. They believe existing investment platforms are outdated and aim to provide a superior experience for both long-term investors and active traders.

How does it make money?

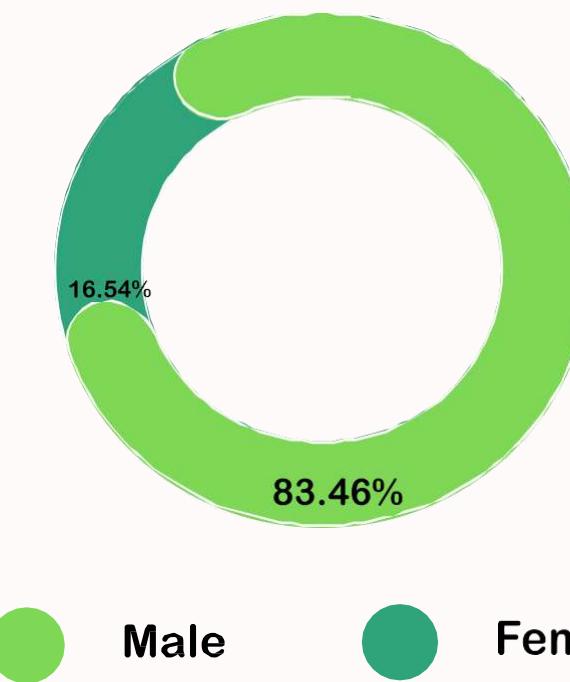
- Earns revenue from brokerage and other allied services.
- Earns revenue from interests on deposits.

Competitors



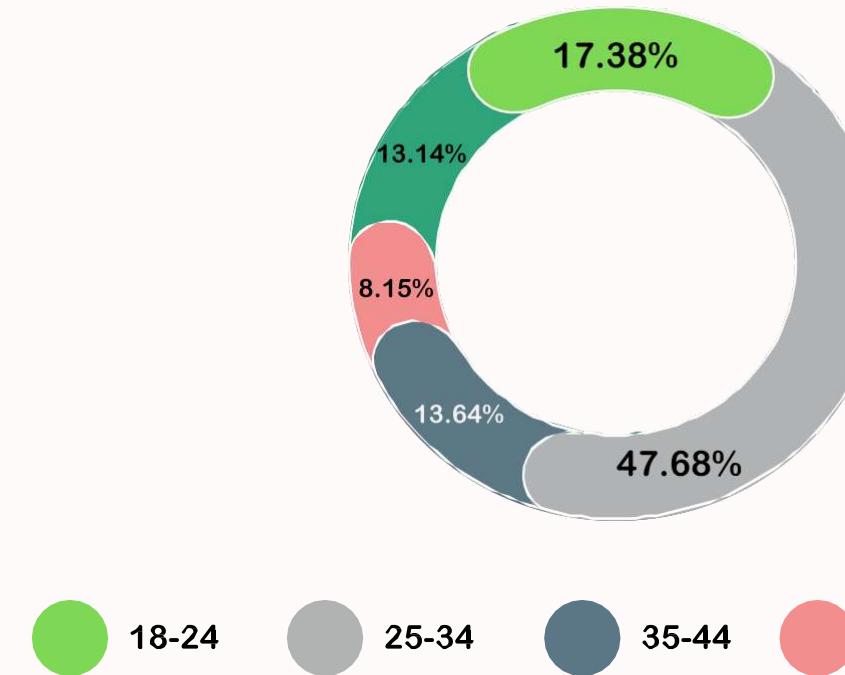
User Research

Gender



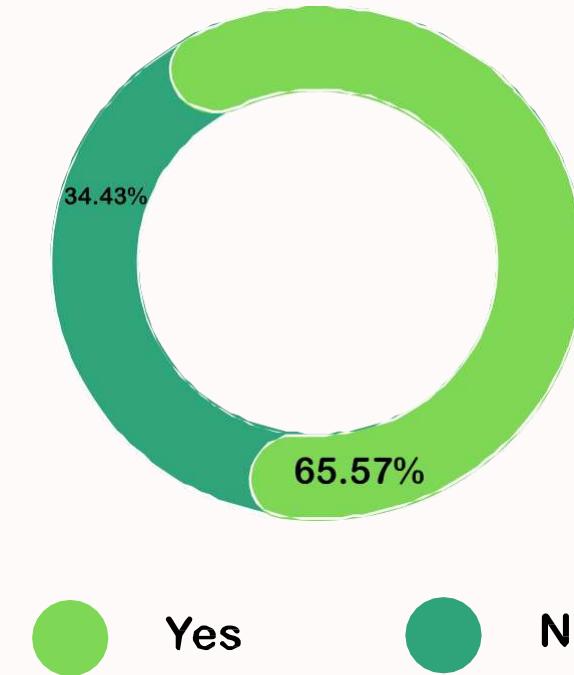
Male Female

Age



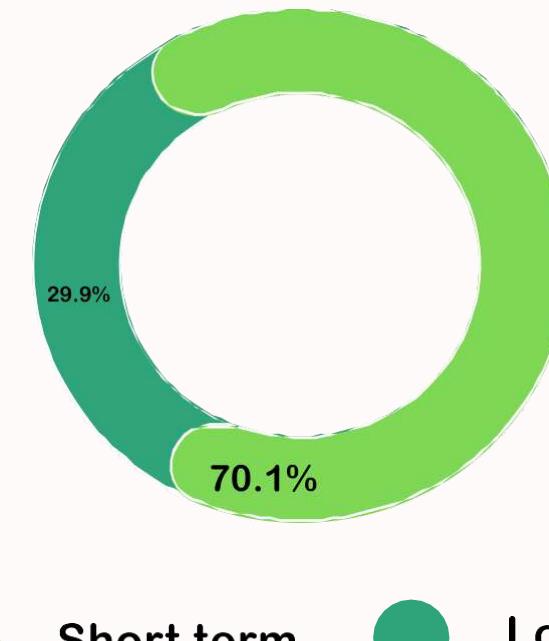
18-24 25-34 35-44 45-54 55+

Do you invest in stocks?



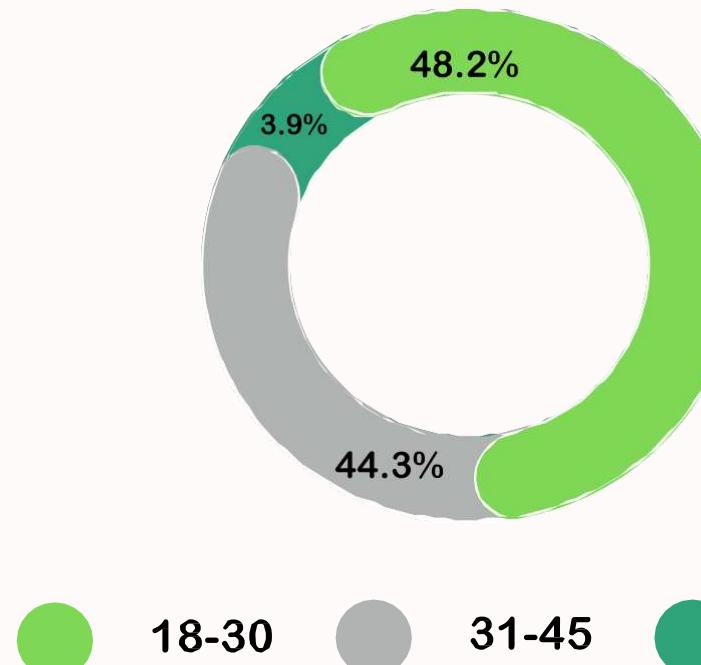
Yes No

If yes, which type of investment do you prefer?



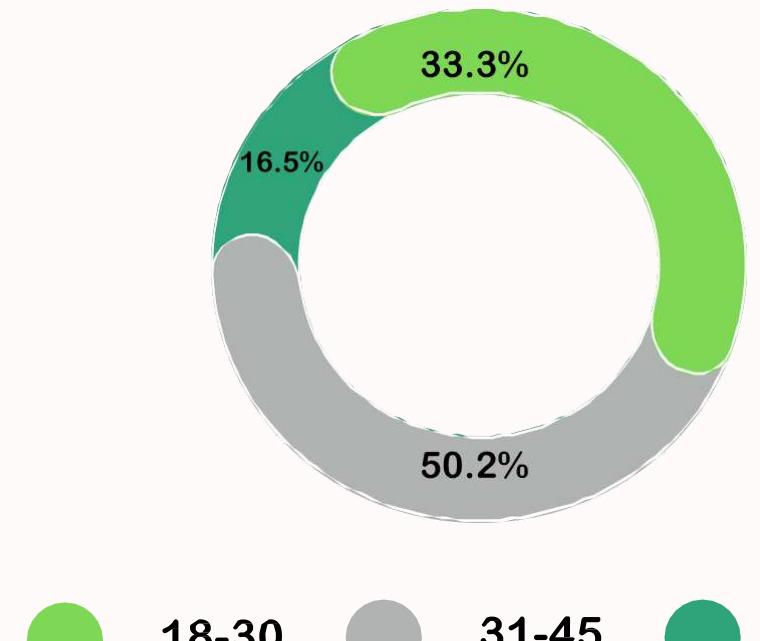
Short term Long term

Age group investing in short term



18-30 31-45 46-60

Age group investing in long term



18-30 31-45 46-60

MF and other parameters in competitors



- Free mutual fund platform
- No brokerage charges
- Direct MF available
- There is separate app for each type of investment like zerodha kite to invest in share market or zerodha coin for mutual fund investment , which may cause customer inconvenience
- Offers NRI trading
- Software glitches in Kite happens at certain times



Groww

- Free mutual fund platform
- No brokerage charges
- Direct and regular both MF available
- All type of investment available in single app.
- NRI cannot open account
- No such frequent glitches reported

Why are people preferring short term over long term?

From the research, it is evident that short term investments are mostly being done by **young people**. Hence, the reasons might be:-

- **Opportunity cost** is there in long term investment.
- **Excess funds** are required for long term investment.
- **Less returns** in mutual funds compared to short term investments.
- There is a media perception that **old age people** invest in mutual funds.
- Young people want **more money in less time** hence, more inclined towards short term investments.

User Persona



Shivani Dubey

Age : 35
Location:Delhi,India
Occupation : Employee

90%

Technical adaptability

Needs

- Earn quick money as a side hustle from trading.
- Wants suggestions on long investments as they seem risky and complex.

Frustrations

- Lack of guidance regarding long term investments.
- Is curious about knowing the best traders and their strategies.



Rahul Sharma

Age : 19
Location:Gujarat,India
Occupation : Student

85%

Technical adaptability

Needs

- To get maximum return without the risk of loss.
- To get quick returns from short term investments and also good future returns from long term investments.

Frustrations

- Lack of trust.
- Lack of excess funds for long term investment.



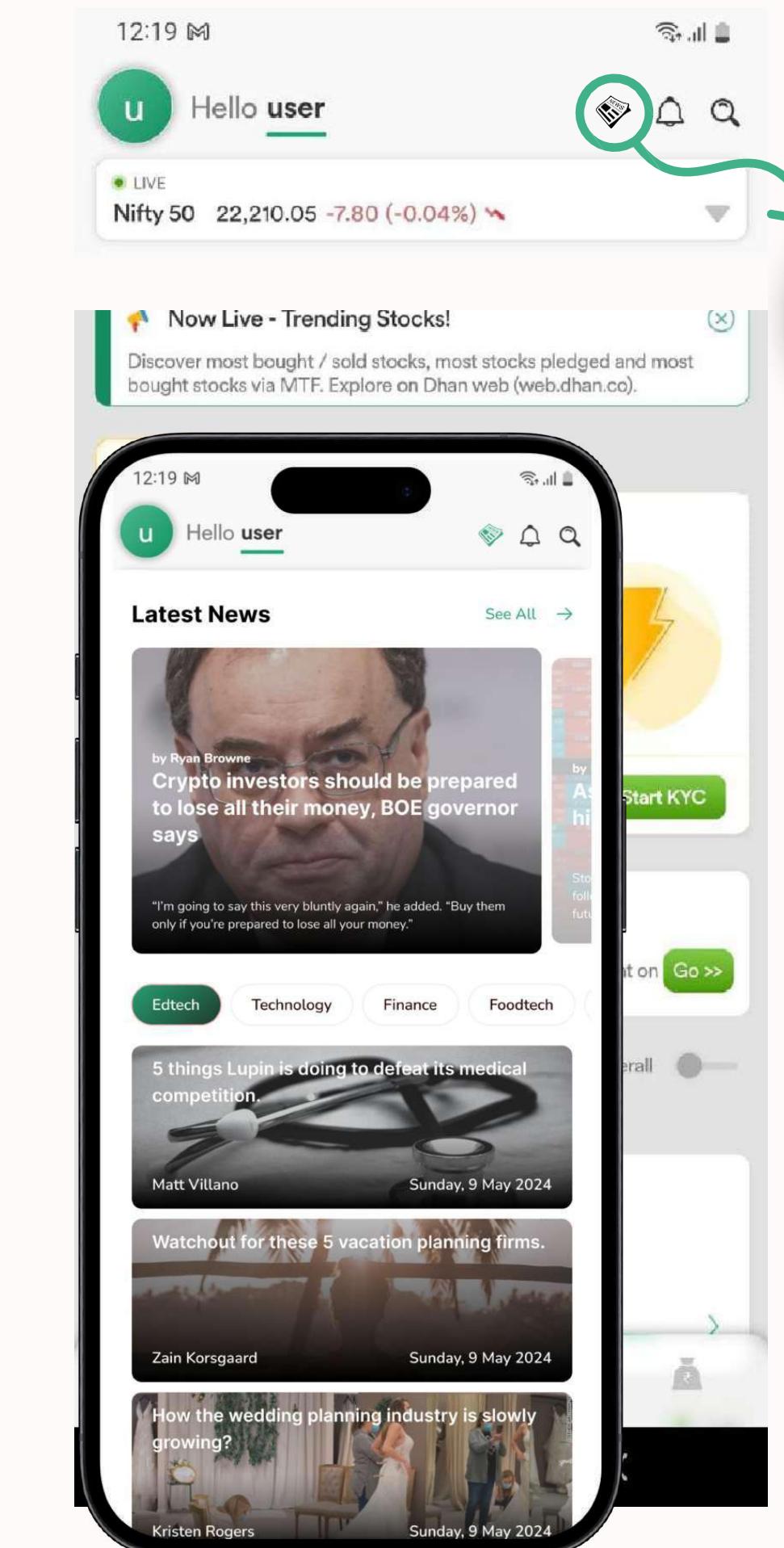
Solution 1- Enhanced News

Upon clicking on the news section, the user will be able to see the most **relevant news**.

The user can click on the news to proceed to a comment section where users can discuss the news.

How this **solves** the problem?

- Provides the user with the most relevant news, reducing confusion.
- Provides the user with a community with the comment section feature, improving the user's knowledge.



Users can access news by clicking on the news icon.



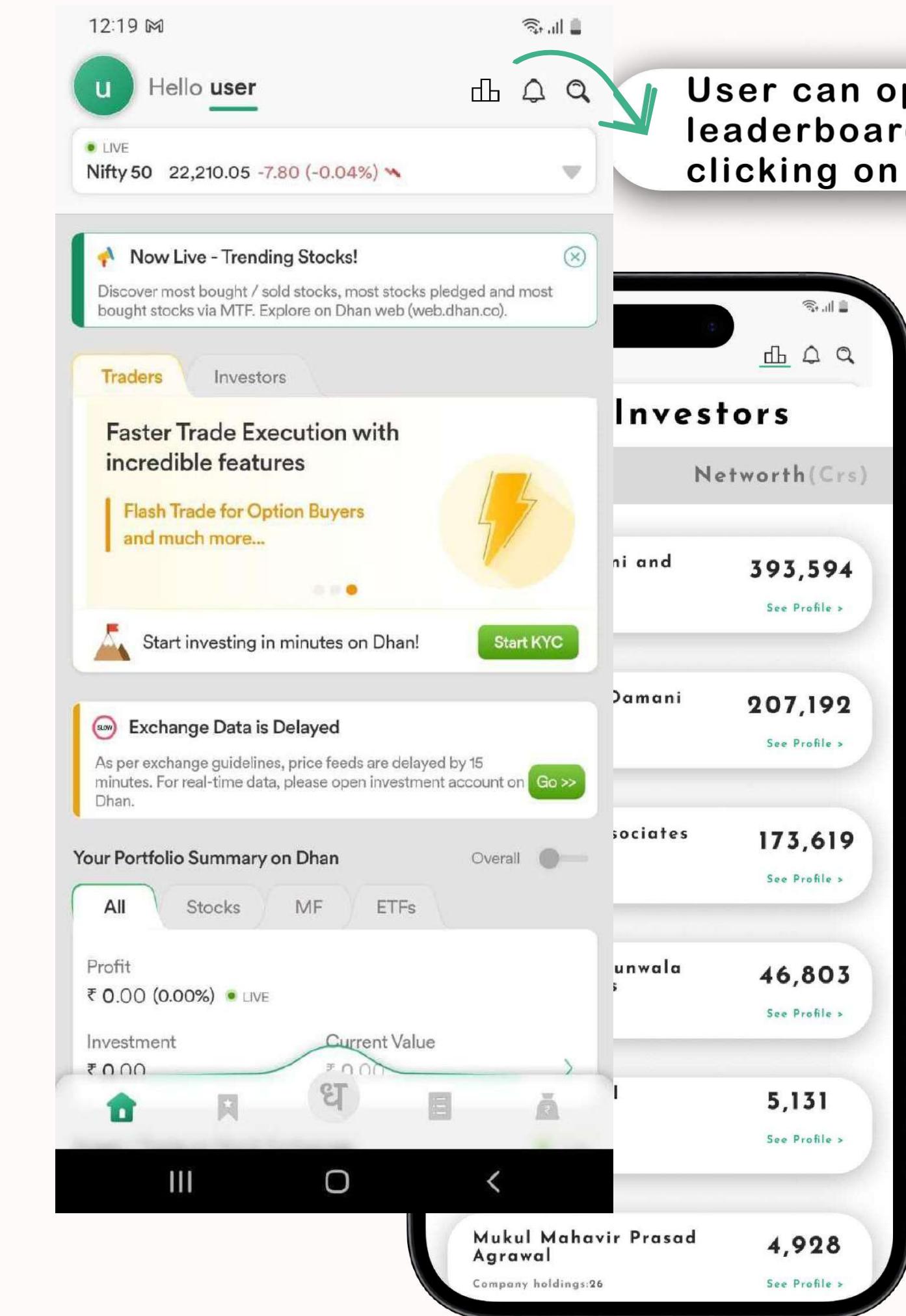
Solution 2- Leaderboard

Under this feature there will be a leaderboard showcasing the investments and purchases done by **top portfolios**.

User can also **filter** the investments into categories like active traders, long term traders, etc.

How this **solves** the problem?

- . User will get motivated to invest by seeing the investments done by top portfolios.
- . Makes it easier for the user to make investment choice.





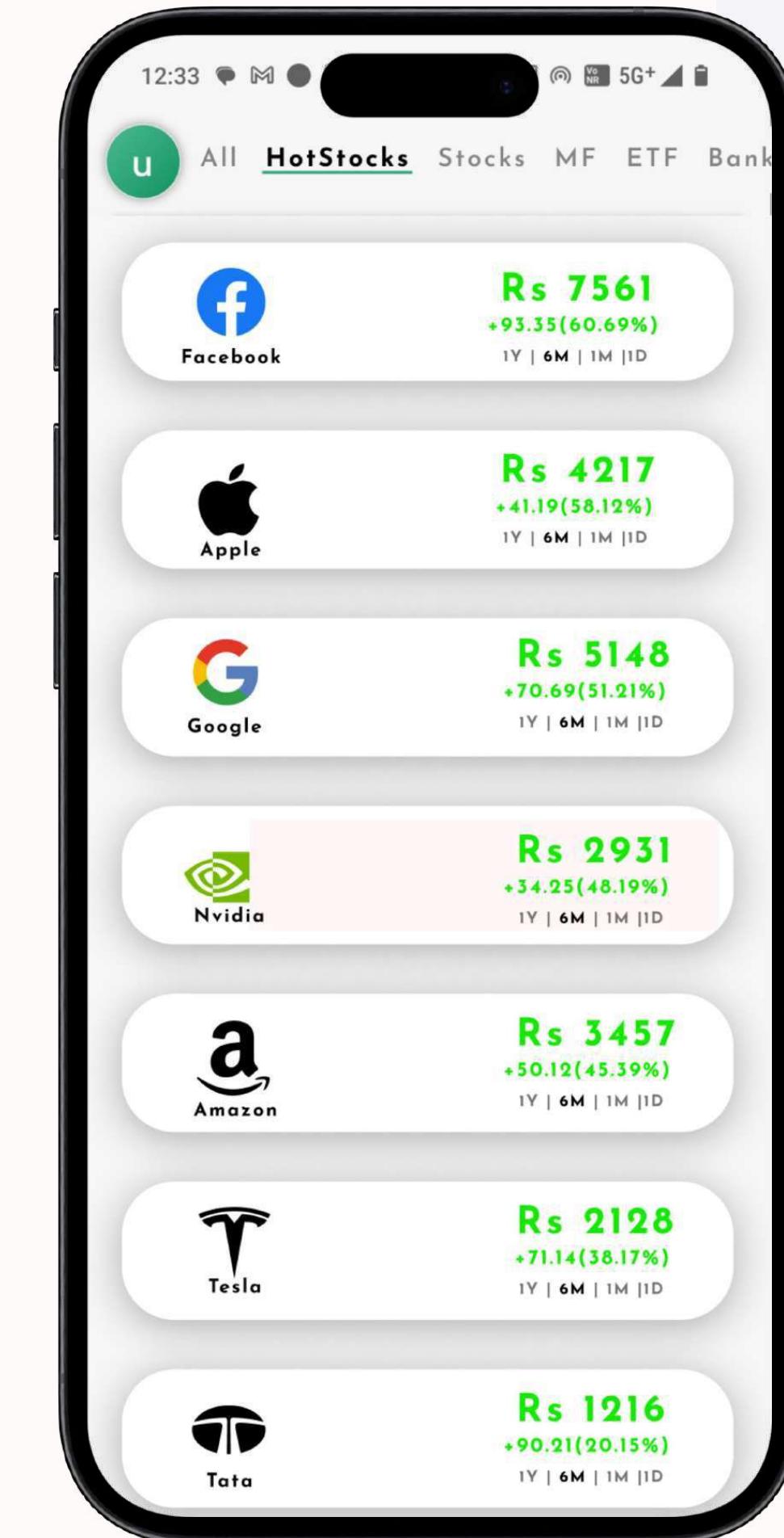
Solution 3- HotStocks

Hotstocks is a feature where users can see the stocks which gave **most amount of returns** in a specific period of time.

User has the flexibility to chose the time frame as 1 day,1 month,6 months or 1 year.

How this **solves** the problem?

- Viewing stats of stocks for long period like one year will make them aware of potential of long term investments.
- Also the given feature helps retaining the core user base which is active traders by showing them the potential of stocks for shorter duration like 1 day or a month.





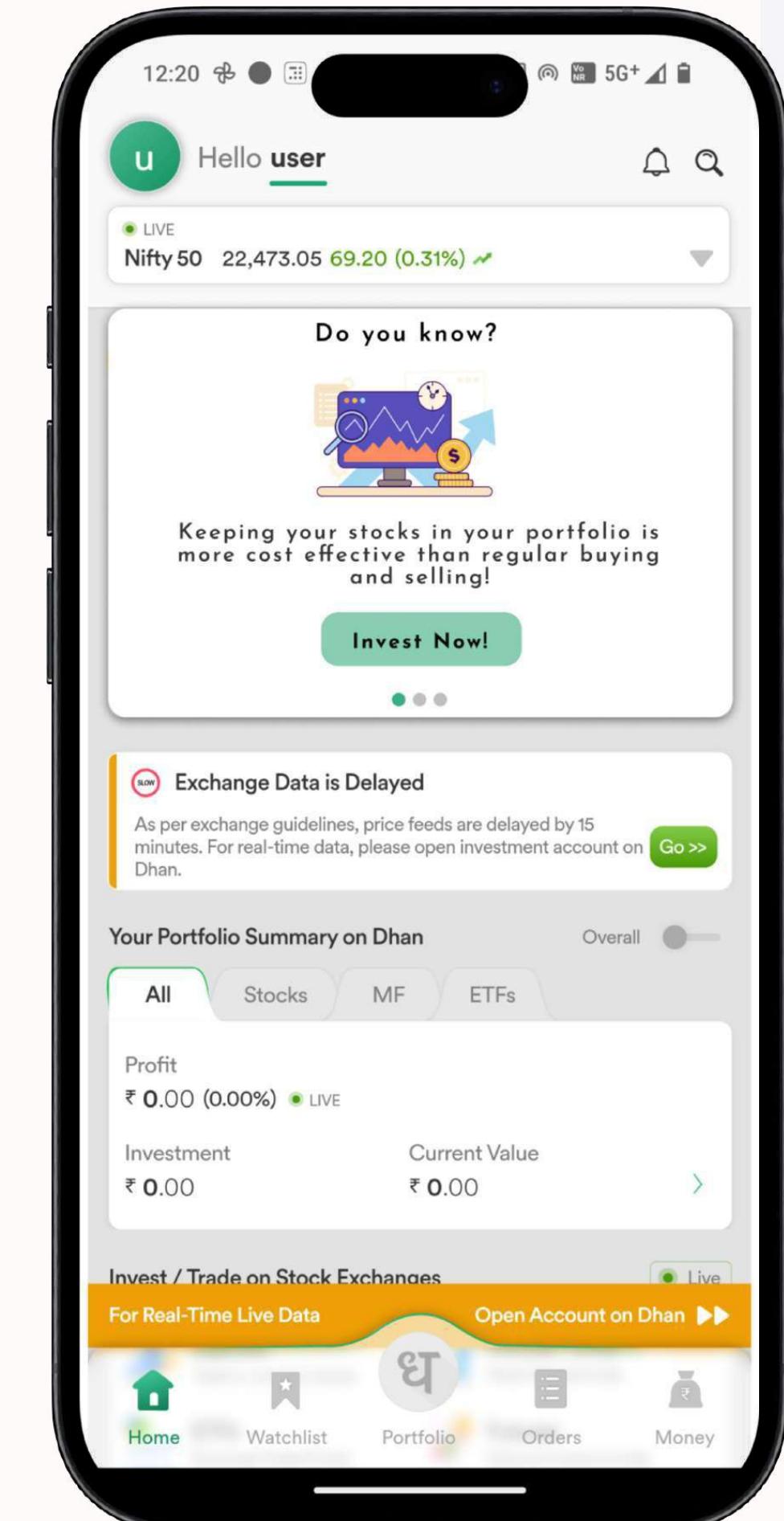
Solution 4- Sliders

The education sliders will keep on displaying content about **long term** investment everytime the user opens the app.

This feature aims to be a motivational **trigger** for the user to invest in long term.

How this **solves** the problem?

- Visuals>Words, encouraging the user to invest long term.
- Creates curiosity in the user's mind, further encouraging him to invest in long term.



Rice Prioritization

Features	Reach (10)	Impact (10)	Confidence (100)	Effort (10)	Score
Enhanced News	8	8	8	9	56.8
Leaderboard	10	8	8	8	80.0
Hotstocks	8	10	10	9	88.8
Sliders	10	9	9	7	115.7



GTM Strategy

Enhanced News

Pre Launch:

Refining the news section and looking for the scope of improvement.

During Launch:

- Regular tracking of the user engagement in the comment section.
- Making the news section more attractive to read.

Post Launch:

- Regular update of latest news.
- Analyze the user's interest and then show them the news accordingly.

Leaderboard

Pre Launch:

Design and develop the feature and collect all the data of investments done by top portfolios.

During Launch:

- Giving notifications to the user to open the leaderboard and check the recent investments done by top portfolios.
- Monitor the user engagement and their feedback.

Post Launch:

- Track the impact of the leaderboard feature.
- Further improvement of the feature based on the reviews collected from users.

Hotstocks

Pre Launch:

Integrate the Hotstocks feature into the app and the website.

During Launch:

- Encourage users to use hotstocks to see stocks which gave maximum amount of return.
- Observe the change in no. of users and even the change in activity of existing users.

Post Launch:

- Examine the user data to further improve the feature.
- Track the usage of hotstocks feature.

Educational Sliders

Pre Launch:

Building the feature in the app and reviewing all the details to be added in the feature.

During Launch:

- Highlighting the feature in app and website.
- Monitor the user response to long term investments after implementing the feature.

Post Launch:

- Making it more insightful.
- Expanding the feature to include every detail of investment.



How would we measure success?

Enhanced News

- Measure the number of users utilising the feature
- Track the time spent by users using the feature
- Monitor the app and website traffic

Leaderboard

- Analyse the leaderboard open rates
- Track increase in the rate of adoption i.e #mau using the feature
- Track the user retention rate

Hotstocks

- Track the NPS score
- Track the conversion rate of users.
- Measure- percentage of new sign-ups

Educational Sliders

- No of clicks through sliders
- No of investments through sliders
- Track number of new users acquired through referrals

Summary

- In order to grow Mutual Fund investors base and acquire long term investors into the app, we first identified users needs and their pain points.
- Keeping the user persona in mind ,we came up with solutions which includes ‘Enhanced News’ ,‘Leaderboard’ ,‘Hotstocks’ ,and ‘Educational Sliders’ feature. These solutions majorly focus on overall metrics which includes awareness, acquisition and engagement.
- Further solutions were prioritized based on degree of confidence, reach, impact, and effort required to implement them.
- We can say that implementing these features with further improvement if required can help Dhan to get more mutual fund and long term investors and can also help in retaining the app’s core persona.

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Thank You

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