# Nubra (Zanskar)

## Role Applied: Product Intern

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# Review of Nubra's Sign-Up / Demat Account Flow

**First Impressions:**

When I landed on the Nubra site, I noticed two prominent options: **"Login / Sign Up"** and **"Open Demat."** As a new user, this felt a little confusing — are these two different flows, or do they eventually lead to the same place? A quick explanation would really help here.

Another thing: the term **"Demat account"** is standard in Indian finance, but if someone isn't from that background, they might not know what it means. A short tooltip or "What's a Demat?" link could clear this up.

**Pain Points I Noticed:**

1. **Clarity & Navigation**

   o The dual buttons at the top (Login/Sign Up vs. Open Demat) aren't clearly distinguished.

   o The signup choices are limited — just Google or mobile number. No email option.

2. **User Experience**

   o There's no indication of how long the signup process will take. A simple stepper ("Step 1 of 4") would set expectations.

   o The KYC (verification) process isn't explained upfront. I wasn't sure what documents I'd need (PAN, Aadhaar, bank details, etc.).

3. **Trust & Security**

   o SEBI registration is mentioned, but not explained in plain language (what it means, why it matters).

   o The Terms & Conditions and Privacy links are there, but easy to miss.

   o No visible assurance around data protection or security practices (like encryption or two-factor login).

**Suggestions for Improvement:**

- **Make the flows distinct:** Separate clearly between new user signup vs. existing login.

- **Explain the jargon:** Add quick tooltips for terms like "Demat" so even first-time investors feel comfortable.

- **Prep the user upfront:** Before signup, show a checklist of required documents.

- **Show progress:** Add a step indicator for the signup/KYC process.

- **Reassure on trust:** Highlight SEBI compliance in simple language and display security badges.

- **Broaden options:** Offer email-based signup as an alternative to Google or mobile.

**Why This Matters**

A smoother onboarding flow not only helps first-time traders sign up with confidence, but also builds trust at the very first touchpoint. Since Nubra is competing with well-established platforms, making the signup process **less intimidating, more transparent, and more reassuring** could be a strong differentiator.

## Review of Nubra Watchlist UI

**First Impressions:**

The Watchlist module feels powerful - I like that navigation is clear (Watchlist, Options, Chart Analyzer, Portfolio), the data updates in real time, and the TradingView charts give it a professional edge. The search bar is also easy to spot and use.

That said, the page throws a lot at the user at once. Market indices, my watchlist, and the chart are all competing for attention without a clear hierarchy. This makes the experience feel overwhelming, especially for someone new to trading platforms.

**Key Issues I Noticed:**

**1)Information overload**

- Three different panels (indices, watchlist, chart) all demand focus at the same time.

- There's no clear "primary" action area — as a user, I'm not sure what I should look at first.

**2)Error prevention & feedback gaps**

- If I remove a stock from the watchlist, it's gone instantly — no confirmation, no undo.

- No validation feedback when searching for an invalid symbol.

- No visible loading states, so I don't know if the data is refreshing or lagging.

**3)Readability & visualization**

- Price changes don't stand out enough; color coding alone isn't enough to highlight movement.

- The fonts are small, and everything feels squeezed together.

- Charts have a lot of tools, but the toolbar feels cluttered and intimidating.

**Suggestions for Improvement:**

**1. Simplify the layout**

- Use collapsible panels so users can focus on one section at a time (e.g., expand chart when needed, collapse indices).

- Show summary info first, then let users expand for details ("progressive disclosure").

- Contextual navigation: only show relevant tools when a stock is selected.

## 2. Improve readability & data visualization

- Make the current price stand out with a larger font.

- Place percentage change and trend arrows right next to the price.

- Add mini sparklines for each stock to show quick trends.

- Use subtle background highlights for major up/down moves.

- Include small alert icons when a stock hits user-defined price levels.

## 3. Smarter navigation & interactions

- Group related actions like Add, Remove, Search into one clear section.

- Use contextual toolbars (show chart tools only when needed).

- Save user preferences, like the last timeframe viewed.

- Offer quick actions (e.g., right-click or long-press on mobile for "Add to Watchlist" or "Set Alert").

**Before & After UI Refinements:**

**A. Header/Navigation Bar:**

- **Before:**
  - Dense display of market data
  - Small search bar
  - Navigation feels cramped and competing

- **After (proposed):**
  - Market data is larger and easier to scan
  - Cleaner navigation with more breathing
  room
  - Consistent button styling for a polished
  look

```
AFTER:

| [Nubra]  NIFTY: 24,654.70 ▼236.15 (-0.95%)  [Search] [Profile] |

| [Watchlist] [Options] [Chart] [Portfolio]                      |
```

**B. Chart Interface:**

- **Before:**
  - Overwhelming toolbar with too many icons
  - Chart feels cluttered
  - Poor experience on mobile (tiny touch targets)

- **After (proposed):**
  - Simplified timeframe selector
  - Tools appear only when needed (contextual)
  - Larger, touch-friendly buttons for mobile
  - Cleaner overall display, focused on the chart itself
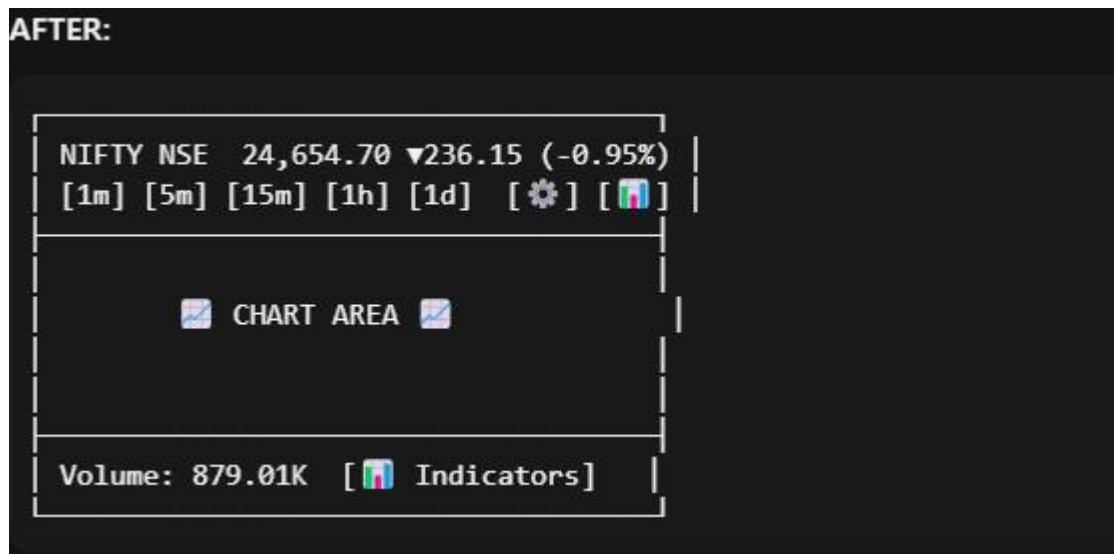


**Why These Changes Matter**

By reducing visual clutter, making key numbers stand out, and adding small safety nets like confirmations and undo, the Watchlist becomes less intimidating and more user-friendly. This is especially important for newer traders who may be using Nubra as their first trading platform.

# Competitor Analysis: Backtesting & Algo-Trading Platforms

## 1. Comparison Table

| Platform | Key Features | Ease of Use | Backtesting | Automation | Pricing | Target Users |
|---|---|---|---|---|---|---|
| **Zerodha Streak** | • No-code strategy builder• Technical indicators• Semiautomated• Works only with Zerodha | Beginnerfriendly, drag & drop | Basic historical backtestingLimited customization | Semiautomated (manual confirmation needed) | ₹690/month (Regular)₹1,400/month (Ultimate)7-day free trial | Retail traders & beginners (Zerodha users) |
| **Tradetron** | • Nocode/lowcode strategy builder• Strategy marketplace• Multi-broker support• Full automation | Moderate learning curve | Strong backtesting + marketplace | Fully automated across brokers | Free plan₹300/deploymentScalable pricing | Multibroker traders, algo enthusiasts, strategy marketplace users |
| **QuantConnect** | • Supports Python & C#• Cloudbased IDE• Huge data library• Institutionalgrade tools | Steep learning curve, coding required | Very advanced backtestingExtensive datasets | Fully automated, cloud-based | Free tier,Usage-based pricing,Enterprise plans | Quant traders, developers, institutions |

| AmiBroker | • AFL scripting language• Advanced charting• Custom indicators• Super-fast execution | Technical, scripting knowledge required | Very fast, large dataset handling | Needs integration for automation | $299 one-time licenseData feed extra | Technical analysts, power users, offline traders |

## 2. Strengths & Weaknesses

**Zerodha Streak**

- **Strengths:** Streak is one of the easiest ways to dip into algo-trading. You don't need coding skills — the drag-and-drop builder makes it very beginner-friendly. Since it's tightly integrated with Zerodha, setup is quick and reliable.

- **Weaknesses:** The flip side is that it only works with Zerodha accounts, so you're locked in. Also, it isn't truly automated — you still have to confirm trades manually. The customization options are limited, and for casual users, the monthly pricing can feel a bit steep.

**Tradetron**

- **Strengths:** Tradetron is more powerful, offering fully automated trading with support for multiple brokers. The strategy marketplace is a great resource, where users can share or subscribe to trading ideas. Its flexible pay-per-deployment pricing can also be appealing.

- **Weaknesses:** The platform can be a bit overwhelming at first, especially for beginners. Pricing can add up quickly if you deploy multiple strategies, and building custom strategies requires a fair bit of learning.

**QuantConnect**

- **Strengths:** This is basically the "pro trader's" platform — it's built for quants and developers. It has access to massive datasets, supports multiple programming languages, and offers cloudbased research and backtesting tools at an institutional level.

- **Weaknesses:** But it's definitely not beginner-friendly. Unless you know Python or C#, it's hard to get started. The advanced features and usage-based pricing can also be intimidating for regular retail traders.

**AmiBroker**

- **Strengths:** AmiBroker is known for its speed and powerful backtesting. Once you learn its AFL scripting language, it's extremely flexible. It also has the advantage of being a one-time purchase rather than an ongoing subscription.

- **Weaknesses:** However, the scripting requirement makes it technical and less approachable. It doesn't come with built-in automation — you'll need third-party integrations. You also have to pay for separate data feeds, and the user community is smaller compared to cloud-based platforms.

**3. Market Gaps & Where Nubra Can Stand Out**

- **User Experience Gap:** Right now, traders often face a choice between platforms that are too basic (like Streak) or too complex (like QuantConnect). Nubra can stand out by offering a progressive interface that starts simple and becomes more advanced as users grow.

- **Pricing Transparency Gap:** Many platforms have complicated or hidden pricing models. Nubra has the chance to win trust with clear, straightforward pricing tiers.

- **Education & Support Gap:** Most competitors don't invest much in tutorials or structured learning. Nubra can differentiate itself by offering education, mentorship, and an active community.

- **Multi-Asset Support Gap:** The majority of platforms focus just on equities. Nubra could break that mold by supporting multiple asset classes — stocks, forex, commodities, even crypto — all under one roof.

**4. Nubra's Differentiation Strategy**

1. **Progressive Interface:** Start users off with a simple drag-and-drop builder, then unlock more advanced tools (visual templates, coding) as they get comfortable.

2. **Simple, Transparent Pricing:** No hidden costs. Clear tiers from free paper trading, to affordable entry-level plans, to professional subscriptions.

3. **Built-in Education & Community:** Not just tools — also tutorials, strategy templates, mentorship, and even competitions to make learning fun.

4. **Multi-Asset Coverage:** Let traders experiment with equities, forex, commodities, and crypto in one unified dashboard, even mixing them in the same strategies.

5. **AI-Driven Features:** Help users create better strategies with suggestions, risk management tools, sentiment analysis, and automatic optimization.

**5. Competitive Advantage Summary**

| Aspect | Current Market (Competitors) | Nubra's Advantage |
|---|---|---|
| User Experience | Either beginner-only or too complex | Scales with the user (progressive modes) |
| Pricing | Confusing, hidden costs | Clear and transparent tiers |

| | | |
|---|---|---|
| **Education** | Minimal support | Tutorials, mentorship, certifications |
| **Assets Covered** | Mostly equities | Multi-asset: stocks, forex, commodities, crypto |
| **Mobile UX** | Desktop-first | Mobile-first, responsive design |
| **Community** | Limited sharing & engagement | Active mentorship + competitions |

### 6. Why This Matters

The opportunity for Nubra is to serve the **"missing middle"** — traders who are too advanced for beginner tools like Streak but who aren't ready (or willing) to dive into heavy platforms like QuantConnect. By giving them a platform that grows with their skills, Nubra can build long-term loyalty and stand apart in a crowded space.

# Concept Proposal:

**Problem We're Solving**

Most manual traders hesitate when it comes to switching to algo-trading. The reasons are pretty familiar:

- They don't know how to translate their trading style into code.

- They don't trust algorithms to make decisions for them.

- They have gut instincts but can't always explain the "why" behind their trades.

- They worry that moving to automation will take away their personal edge.

**Our Solution:** *"Trade Pattern Learning"*

Think of it as a smart assistant that quietly studies how you trade, learns your habits, and gradually turns those patterns into rules you can automate.

The value proposition is simple:
*"Turn your manual trading intuition into automated strategies — no coding required."*

**a)How It Works:**

**Phase 1: Pattern Capture**

- **Enable Learning Mode**: A simple toggle in settings. Once it's on, the system starts tracking your trades in the background.

- **Trade as Usual**: You keep trading manually — buy, sell, react to market conditions. The system notes not just what you did, but also the context (price, volatility, even your optional notes).

- **Behind the Scenes**: The AI begins spotting recurring themes in your entries, exits, and risk management style.

**Phase 2: Rule Generation**

- **Get a Nudge**: You'll see a notification like "We've spotted 3 consistent trading patterns in your activity."

- **Review the Patterns**: They're shown in plain English — e.g., "Buy when RSI < 30 and volume > 2x average."

- **Confirm or Tweak**: You can adjust parameters, accept or reject rules, and see how confident the AI is in each suggestion.

**Phase 3: Simulation & Testing**

- **Backtesting**: Run your new rules on historical data and see side-by-side results: how your manual style compared with the automated version.

- **Paper Trading**: Try the rules with fake money. You'll get real-time alerts when the system acts, plus the option to override any automated decision.

**Phase 4: Gradual Automation**

- **Dip a Toe**: Start with partial automation — for example, let the system handle entries while you keep control of exits.

- **Go All-In (Optional)**: When you're ready, flip the switch to full automation. You'll get regular performance reports, with the ability to pause or adjust whenever you want. The system keeps learning as you trade.

**b) Why It Works**

Instead of forcing traders to "trust the machine" from day one, this approach builds confidence gradually:

- **Familiarity first** (trade as usual, let the system learn).

- **Clarity next** (see your style turned into rules you understand).

- **Confidence after** (test in simulations and paper trading).

- **Control always** (start small, expand to full automation only if you're comfortable).

This way, manual traders don't feel like they're giving up control - they're teaching a student version of themselves to trade alongside them.

**Wireframe demo video link:**
https://drive.google.com/file/d/1xDH5fjV32oC84VTWHhQyWqzyiCql5iq/view?usp=sharing