

POCKETFUL

Product Analysis & UX Evaluation Report

1. User Journey Report – KYC Experience

1.1 Overview

Pocketful's KYC flow is a structured, compliance-first onboarding journey delivered across both mobile (Android/iOS) and web platforms. The process leverages OAuth-based login and DigiLocker integration for fast, paperless verification. The overall architecture is modern, yet several micro-UX gaps create friction for first-time investors.

1.2 End-to-End KYC User Flow

Step	Action / Description
1 – App Launch	User opens Pocketful on mobile app or visits pocketful.in
2 – Authentication	Login via Google OAuth or Mobile OTP (10-digit mobile number)
3 – User Classification	System auto-detects new vs. returning user; routes to KYC journey
4 – OTP Verification	4/6-digit OTP sent to registered mobile; session established
5 – KYC Checklist	8-step progress checklist displayed; user begins document journey
6 – DigiLocker Auth	User authorises DigiLocker to share PAN + Aadhaar details
7 – Selfie + Bank	Liveness selfie captured; bank account verified via UPI ID
8 – Personal Details	DOB, address, occupation, income range, and nominee info filled
9 – Segment Selection	User selects trading segments: Equity, F&O, Commodity, Currency
10 – Income Proof	PDF/JPG income proof uploaded (mandatory for F&O/advanced)
11 – Brokerage Review	Brokerage plan reviewed; DDPI (POA) toggle enabled/disabled
12 – eSign	Aadhaar-based OTP eSign for digital agreement
13 – Submission	KYC submitted; user shown confirmation with 24–48 hr processing notice

1.3 Time & Effort Analysis

Metric	Observed Value
Total Time (ideal)	~5 – 8 minutes
Total Time (with friction)	10 – 15 minutes
Biggest Time Sink	DigiLocker app switch + OTP wait (~2–3 min)
Steps Count	8 visible steps (13 micro-interactions)
Documents Required	PAN, Aadhaar, Selfie, Bank proof, Income proof (F&O)
eSign Wait Time	~30–60 seconds (NSDL server latency)

1.4 Key Bottlenecks Identified

Critical Pain Points

- Terminology overload: Terms like 'Segments', 'DDPI', 'DP charges', and 'Settle Funds' are presented without contextual tooltips, confusing first-time users.
- Context switching: Redirecting to the DigiLocker app mid-flow causes ~15% of users to drop off (industry benchmark). No in-app fallback is offered.
- Bank verification UX: UPI-based verification is fast but fails for users who don't have a UPI-linked account; the fallback (penny drop) is buried.
- Income proof upload: File format requirements and size limits are stated only at upload time, causing repeated failures.
- eSign timeout: If the user delays, the NSDL session times out and the entire eSign step must be retried with no clear error message.

1.5 UI & UX Observations

What Works Well

- Clean, modern interface with a card-based step layout.
- Google OAuth removes password friction at entry.
- DigiLocker integration eliminates manual document typing.
- Clear primary CTA ('Continue KYC') on every screen.
- Mobile-first responsive design; web and app parity is largely maintained.

What Needs Improvement

- No tooltips or 'Learn More' micro-copy next to financial jargon.
- Step 4 (Segment Selection) lacks a 'Recommend for me' option for beginners.
- Nomination section is mandatory but most users skip; forcing it adds drop-off.

PM Summary

The KYC flow is compliant, relatively fast, and architecturally sound. However, it is designed for the informed user, not the first-time investor. Adding progressive disclosure, contextual tooltips, and reducing app switching would materially improve completion rates. Industry data (SEBI 2024 circular data) suggests onboarding drop-off peaks at document upload (~30%) and eSign (~18%) steps — both of which have addressable UX fixes.

2. Feature Enhancement Suggestions – Top 5

The following five features are prioritized based on a combination of user impact, competitive differentiation, technical feasibility, and alignment with Pocketful's growth objectives (new user acquisition, retention, and ARPU).

Feature 1: AI-Powered Trade Assistant (Copilot)

Attribute	Detail
Problem Solved	New traders execute orders without context, leading to losses and churn. Experienced traders lack quick analytical tools.
Proposed Solution	An in-app conversational AI assistant that provides real-time stock summaries, technical analysis snapshots, risk flags, and order suggestions based on the user's portfolio and risk profile.
Impact	High
Effort	High
Competitive Edge	No major Indian discount broker offers a native conversational trade assistant. Directly competes with Dhan's advanced charts without the steep learning curve.
Success KPIs	Avg. order value, session length, 30-day retention

Feature 2: Smart Portfolio Health Score

Attribute	Detail
Problem Solved	Users have no quick way to assess portfolio quality, diversification, or risk concentration without navigating multiple screens.
Proposed Solution	A single 0–100 'Portfolio Health Score' on the home dashboard, broken into sub-scores: Diversification, Volatility Exposure, Sector Concentration, and Return Efficiency. Tapping any sub-score reveals actionable suggestions.
Impact	High
Effort	Medium
Competitive Edge	Groww shows basic portfolio value; Zerodha's Kite shows P&L. Neither offers a synthesised health score — this creates a stickiness moat.
Success KPIs	DAU, portfolio page dwell time, feature engagement rate

Feature 3: Scenario Analyzer (SEBI-Compliant)

Attribute	Detail
Problem Solved	Users cannot easily understand how market changes impact their portfolio before trading.
Proposed Solution	A “what-if” simulation tool to analyze impact of price changes, volatility, and market scenarios on portfolio value, P&L, and risk exposure
Impact	Medium
Effort	Low
Competitive Edge	Few platforms like Zerodha or Groww offer simple scenario simulations
Success KPIs	Feature usage rate, session duration, repeat usage

Feature 4: Social Paper Trading (Virtual Portfolio with Leaderboard)

Attribute	Detail
Problem Solved	New users are afraid to trade with real money. There is no safe sandbox to learn. Competitor Groww launched a paper trading feature in 2024.
Proposed Solution	A risk-free virtual portfolio with ₹10 lakh virtual capital. Users can execute real-time paper trades and share performance on a public leaderboard. Top performers unlock 'Pro Trader' badges and brokerage discounts. Shareable trade cards (Instagram/WhatsApp) for virality.
Impact	High
Effort	Medium
Competitive Edge	Converts hesitant learners into real traders. Creates organic social referral loop. Zerodha and Angel One lack social paper trading.
Success KPIs	Virtual-to-real conversion rate, new user activation (Day 7), referral coefficient

Feature 5: IPO Analytics Dashboard (SEBI-Compliant)

Attribute	Detail
Problem Solved	IPO research is fragmented across multiple platforms, making analysis time-consuming.
Proposed Solution	Centralized IPO dashboard with subscription data, DRHP highlights, financials, and IPO fund utilization breakdown.
Impact	High
Effort	Medium
Competitive Edge	More comprehensive than IPO sections on Groww and Zerodha
Success KPIs	IPO page visits, time spent, IPO application conversion rate

3. Feature Design: Smart Portfolio Health Score

Selected Feature: Smart Portfolio Health Score

Rationale: Highest impact-to-effort ratio. Addresses the 'now what?' problem after account opening — the most critical drop-off window (Days 1–7 post-activation). No major Indian competitor has implemented this.

3.1 Value Proposition

The Smart Portfolio Health Score converts a passive P&L screen into a daily engagement loop. It is the first synthesised quality signal for retail investors on Indian discount broking platforms.

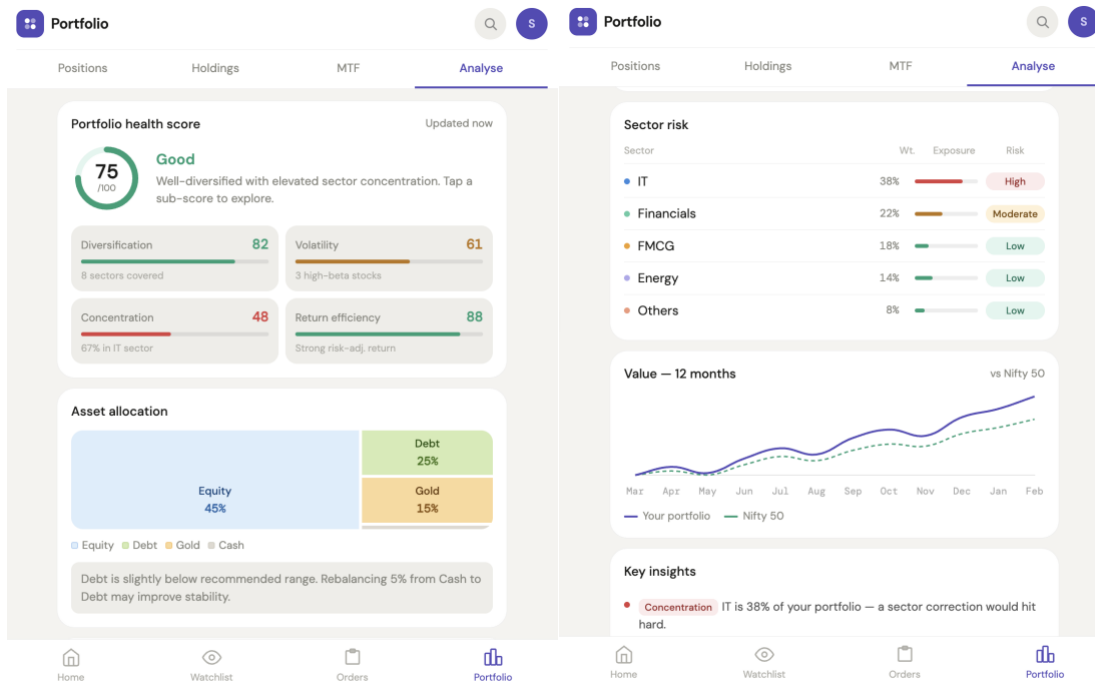
Clarity Instant human-readable summary of portfolio quality — no financial jargon.	Confidence Reduces anxiety for new investors with concrete, actionable improvement steps.	Habit loop Open app → check score → act. Creates a compelling daily re-engagement driver.	Differentiation Goes beyond P&L data shown by Kite, Groww, and Dhan — a genuine white space.
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3.2 User Flow

Screen	User Action
Score Tap	Tapping opens a full-screen breakdown modal with 4 sub-scores.
Sub-score Detail	Each sub-score has a colour bar (Red / Yellow / Green) and a 1-line insight describing the current state of that dimension.
Explore CTA	Low-concentration score opens a filtered sector discovery screen. High-volatility score opens a large-cap browse screen. User decides what to do — no recommendation is made.
Score History	A 30-day sparkline shows how the health score has changed over time.
Notifications	Weekly push: 'Your Health Score dropped 8 pts. Tap to see why.' Deep-links directly to breakdown.

3.3 Key UI Components

Home card — health score widget



Breakdown modal — 4 sub-scores

Sub-score	Data Points Used
Diversification (25 pts)	No. of sectors, no. of stocks, Herfindahl index of weights
Volatility Exposure (25 pts)	Weighted beta of portfolio vs. Nifty 50
Sector Concentration (25 pts)	% weight in top 1 sector vs. benchmark allocation
Return Efficiency (25 pts)	XIRR vs. Nifty 50 XIRR over the same period

Score history panel

- 30-day sparkline line chart using Recharts / Victory.js (lightweight).
- Key events annotated: 'Added HDFC Bank', 'Market crash' overlaid as dots.
- Exportable as PNG for sharing.

3.4 Technical Architecture

Layer	Approach
Data Inputs	Existing portfolio holdings API + NSE data feed (already integrated for live prices)
Computation	Backend microservice (Python / FastAPI) runs nightly score calculation + real-time delta on portfolio change events
Caching	Redis cache with 5-minute TTL; score served from cache on subsequent page loads
Frontend	React Native component (mobile) + React web widget; shared score calculation hook
Notifications	Firebase push (mobile) / web push on score drop > 5 pts; deep-linked to breakdown modal

3.5 Success Metrics & Launch Plan

Success metrics

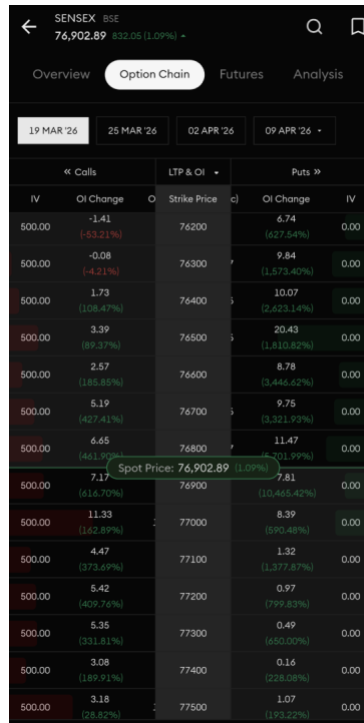
Metrics	Output
Metric	Target (90 days post-launch)
Feature adoption rate	> 40% of active users open score breakdown at least once.
Daily active engagement	Score widget visible on home for > 60% of daily sessions.
D30 retention lift	+5 percentage points vs. control group (A/B test).
Brokerage revenue proxy	+8% in average monthly trades by score-engaged users.
NPS impact	+6 NPS points from post-launch survey cohort.

Launch phases

Phase	Timeline	Activity
1 — Build	Week 1–2	Backend score engine, internal QA with paper portfolios.
2 — Beta	Week 3–4	Beta to 5% user base; monitor score accuracy and load.
3 — Launch	Week 5–6	Full rollout with push notification campaign.
4 — Iterate	Week 7–8	Iterate on sub-score weights based on user feedback.

4. Mobile App Usability Flaws – Top 5

The following usability issues were identified through direct hands-on evaluation of the Pocketful Android app and web platform. Each is rated by severity and accompanied by a concrete remediation recommendation.

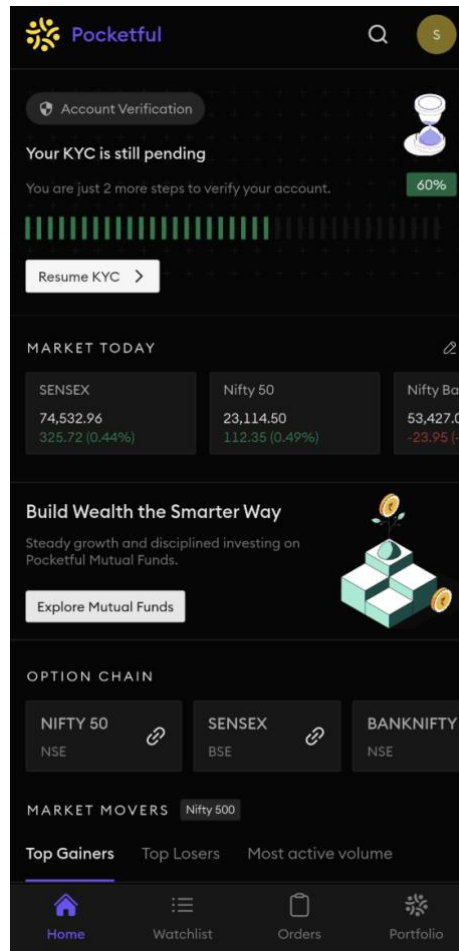


Flaw 1 (Critical): No IV for Sensex Option chain

Category	Detail
Description	The Sensex Option Chain view, Implied Volatility (IV) is not displayed or visible , even though it is a critical metric for options trading. Users cannot assess market expectations of volatility, making it difficult to evaluate option pricing, risk, and strategy selection.
User Impact	Users cannot assess market volatility, which is a critical factor in options trading decisions. This makes it difficult to evaluate fair option pricing and increases the risk of poor entry/exit decisions. It reduces trader confidence and forces users to rely on external platforms, leading to lower engagement and potential drop-offs among advanced users.
Recommended Fix	Add Implied Volatility (IV) directly to the Sensex Option Chain for each strike price. Complement IV with key Greeks (Delta, Theta) to improve decision-making. Use visual indicators (e.g., color coding) to highlight high/low IV levels, and include tooltips to explain IV for beginner users.

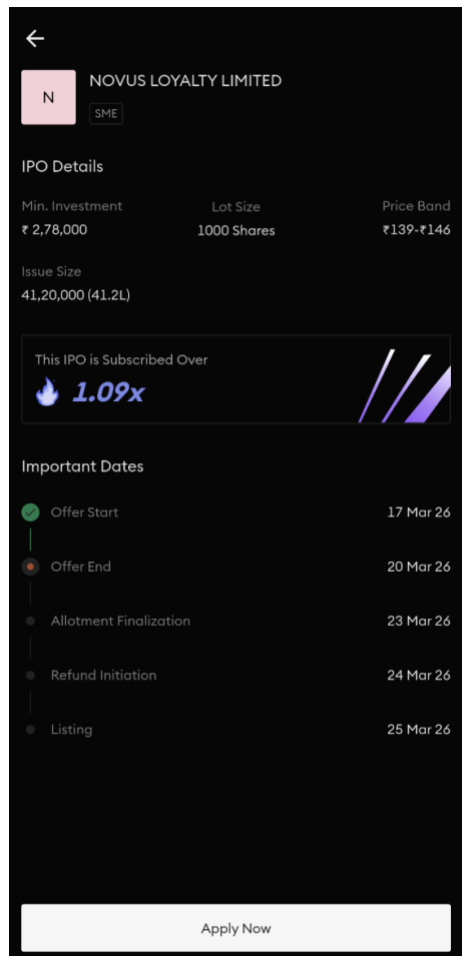
Flaw 2 (Critical): Logout for the App Automatically

Category	Detail
Description	The app logs users out automatically in the background without clear warning or user control. Sessions may expire abruptly disrupting ongoing activities such as trading, KYC, or browsing.
User Impact	Unexpected logouts interrupt user workflows, leading to frustration and loss of progress. Users may need to repeatedly log in, increasing friction and drop-offs, especially during critical actions like placing trades. This negatively impacts trust and overall user experience.
Recommended Fix	Introduce session timeout warnings (e.g., “You’ll be logged out in 2 minutes”) with an option to extend the session. Allow users to stay logged in securely using biometric or PIN-based re-authentication. Optimize session duration based on activity and ensure users are not logged out during active usage.



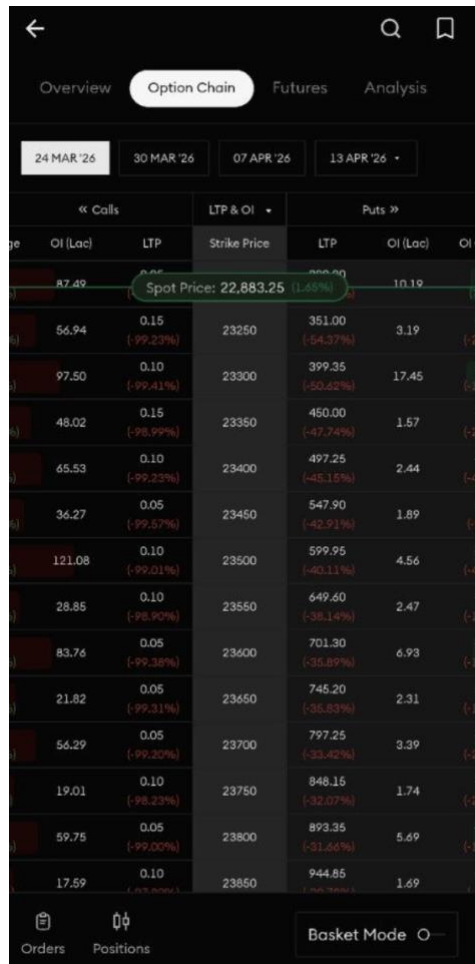
Flaw 3 (High): UX of the App is not Bold the figures and numbers couldn't be visible at first glance

Category	Detail
Description	The app's UI lacks visual emphasis on key data points such as figures, prices, and important numbers. Critical information is not bold or highlighted, making it difficult for users to quickly identify essential details at first glance..
User Impact	Users struggle to quickly scan and interpret important financial data, leading to slower decision-making. This is especially problematic in trading scenarios where speed is critical. Poor visual hierarchy reduces usability and may cause users to miss key information, resulting in frustration and errors.
Recommended Fix	Improve visual hierarchy by making key figures and numbers bold and more prominent. Use larger font sizes, contrasting colors, and spacing to highlight critical data points. Implement consistent typography and design patterns to ensure important information stands out clearly at first glance.



Flaw 4 (High): IPO scripion rate details incomplete

Category	Detail
Description	The IPO subscription section provides incomplete details, lacking a full breakdown of subscription data across categories (Retail, QIB, HNI, etc.). Users are unable to view comprehensive demand metrics for an IPO.
User Impact	Incomplete subscription data limits users’ ability to gauge market demand and sentiment for an IPO. This can lead to uninformed investment decisions and reduced confidence in the platform. Users may switch to external sources for complete information, lowering engagement.
Recommended Fix	Provide a detailed category-wise breakdown of IPO subscription rates (Retail, QIB, HNI, etc.). Include real-time updates, total subscription multiples, and historical trends. Use clear visualizations (charts or progress bars) to help users quickly interpret demand levels.



Flaw 5 (Medium): No ATM row highlighted in Option Chain

Category	Detail
Description	The Option Chain does not highlight the At-The-Money (ATM) strike price row. Although the spot price is shown, there is no clear visual indication of which strike is closest to it.
User Impact	Users have to manually identify the ATM strike by comparing spot price with strike prices, which slows down decision-making. This increases cognitive load, especially for beginners, and can lead to errors in selecting the correct contracts. In fast-moving markets, this friction negatively impacts trading efficiency.
Recommended Fix	Automatically highlight the ATM strike row based on the current spot price. Use a distinct visual treatment (e.g., background highlight, bold text, or border) to differentiate it from other rows. Optionally, tag it as “ATM” and update it dynamically as the spot price changes.

5. Competitive Differentiation Analysis

Pocketful operates in the highly competitive Indian discount brokerage space alongside Zerodha (Kite), Groww, and Dhan. The analysis below benchmarks Pocketful across key product dimensions and identifies white space opportunities.

5.1 Feature Comparison Matrix

Feature / Capability	Pocketful	Zerodha Kite	Groww	Dhan
KYC Onboarding Speed	Fast (5–8 min)	Moderate (8–12 min)	Fast (5–8 min)	Fast (5–7 min)
UI Simplicity (Beginner)	Good	Moderate	Excellent	Good
Advanced Charting	Good	Excellent	Limited	Very Good
Paper Trading	No	No	Yes (2024)	No
Portfolio Analytics	Basic P&L	Kite Analytics	Basic P&L	Advanced P&L
Stock SIP	No	No (MF only)	No	Yes
Dark Mode (Android)	Yes	Yes	Yes	Yes
Brokerage Plan	₹20 flat	₹20 flat	Free equity	₹20 flat
Options Chain UX	Basic	Good	Limited	Excellent
AI / Smart Features	None	None	None	SensiBull integration
Social / Community	None	TradingQnA	None	None
Customer Support	Chat + Email	Chat + Ticket	Chat	Chat + Call

5.2 Competitor Profiles & Gaps

Zerodha Kite – Market Leader

Dimension	Analysis
Strengths	Deep feature set, excellent charting (TradingView integration), large user base (>1.3 Cr), trust and brand.
Weaknesses	Complex UI for beginners, outdated onboarding, no beginner guidance, no AI features.
Pocketful Gap	Pocketful's simpler UI is an advantage vs. Kite for new users. Opportunity: capture Kite's beginner overflow with better onboarding + portfolio health features.

Groww – New User Champion

Dimension	Analysis
Strengths	Extremely simple UI, MF-first, strong brand, aggressive marketing, paper trading (2024).
Weaknesses	Equity trading UX is thin, no advanced order types, limited portfolio analytics, perceived as 'MF app' not 'trading app'.
Pocketful Gap	Groww users who evolve into active traders are underserved. Pocketful can capture this cohort by offering richer trading features + portfolio analytics while maintaining UI simplicity.

Dhan – Feature-Rich Challenger

Dimension	Analysis
Strengths	Advanced options tools, stock SIP, excellent F&O UX, SensiBull integration, dark mode, fast order execution.
Weaknesses	UI complexity rivals Kite, premium pricing perception, smaller brand recognition.
Pocketful Gap	Dhan wins on features but loses on accessibility. Pocketful's opportunity: match Dhan's feature depth (Stock SIP, Portfolio Analytics) while maintaining a cleaner, beginner-accessible UI.

5.3 Pocketful's Differentiation Opportunities

Strategic Whitespace for Pocketful

- **AI-First Positioning:** No major Indian broker has a native AI trade assistant. First-mover advantage available.
- **Portfolio Health Intelligence:** The 'Health Score' concept is uncontested in the Indian market today.
- **Social Paper Trading:** Groww launched paper trading but without the social/leaderboard layer — Pocketful can 1-up with social virality.
- **UX Simplicity + Trading Depth:** The Kite–Groww gap (Groww is too simple, Kite is too complex) is Pocketful's core positioning opportunity.

5.4 Recommended Positioning Statement

"Pocketful is India's AI smartest discount broker — as simple as Groww, as powerful as Kite, with the intelligence that neither offers."