ZERODHA

ZERODHA

Zero Barriers



Product Space



Capstone Project

Harshika Sharma || Shivam Sharma

ABOUT ZERODHA

**Zerodha pioneered the discount broking model in India.
Now, breaking ground with the technology.**

kick-started operations on the 15th of August, 2010 with the goal of breaking all barriers that traders and investors face in India in terms of cost, support, and technology

Zerodha is a technology-driven financial services company in India that offers low-cost brokerage fees and innovative trading platforms for individuals to invest in the stock market.

ZERODHA

VISSION

Creating a brokerage-free world to benefit the most important stakeholders when it comes to the financial markets. Zerodha's vision is to create a tech-enabled brokerage firm that empowers traders and investors to participate in the Indian capital markets with ease and affordability.



COMPETITIORS

AngelOne

Groww

upstox

ICICI Direct

ZERODHA

ZERODHA PRODUCTS

Kite by Zerodha is a flagship trading and investment platform, used by over **50 Lakh traders and investors** who place **2+ crore** orders every day.

1 **Kite**

Trading App

Coins by Zerodha is **India's largest zero commission** direct mutual funds platform that has helped Indians invest over **Rs 70,000 crores**.

2 **Coins**

Mutual Funds

Console (WEB), provided by Zerodha, is an online back-office platform that grants clients access to a wide range of account-related information, reports, statements, and analytics.

3 **Console**

Dashboard

Zerodha Varsity is an esay to grasp, collection of stock market lessons with in-depth coverage and illustrations. Content is broken down into bite-size cards to help you learn on the go.

4 **Varsity**

Learning Platform

ZERODHA

ZERODHA PROVIDES

- Brokerage-free equity Investments
- Currencies
- Institutional Broking
- Commodities Trading
- Retail

UNIQUE SELLING PROPOSITION

Discount brokerage + Transparency on actual costs involved in trading

21%



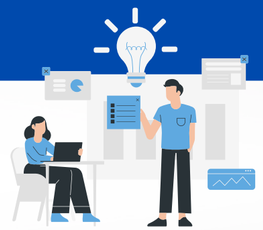
In the Indian retail stockbroking market, Zerodha holds a market share of more than 21%

$857M



Annual Revenue as on Mar 31, 2023

$3.6B



Zerodha's valuation

6M



Zerodha trading software boasts over 6M active customers, making it the largest online brokerage in India.

BUSINESS MODEL



ZERODHA

Low-cost Brokerage

- Flat fee of Rs. 20 per trade for equity delivery.
- The low-cost brokerage model has helped Zerodha to attract alarge customer base of over 4 million clients.



Technology-Driven

- Zerodha's trading platforms are built in- house and offer a range of features such as advanced charting, trading tools, and analytics.
- The trading platforms have over 3 million active users and account for over 15% of India's retail trading volume.
- Zerodha also offers various technology-driven tools such as Sentinel, a customizable market alert tool, and Console, a reporting and analytics platform.

Demat Account Services

Investors can make use of Zerodha business model Demat (Dematerialized) account services. For the upkeep of these accounts, they collect an annual maintenance fee, which provides a reliable source of revenue

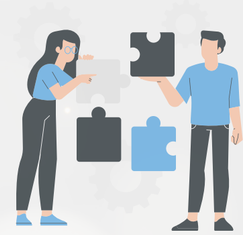


COMPETITOR ANALYSIS



	Zerodha	Grow	Upstox	Angle one	ICICI Direct
Fees and Charges	Low brokerage fees, charging a flat fee per trade. Offers zero brokerage on equity delivery trades.	Commission-free equity delivery trades, but charges a flat fee for intraday and F&O trades.	Follows a similar model to Zerodha, offering competitive brokerage rates with a flat fee per trade.	Brokerage charges vary based on the type of service and account type. Offers both flat fee and % based brokerage models	Higher brokerage fees compared to Zerodha. Offers a wide range of services including research and advisory.
Trading Platforms	provides a robust trading platform called Kite	Groww primarily focuses on a mobile app-based trading platform	Offers a range of platforms - Upstox Pro Web, Upstox Pro Mobile, and Upstox MF Platform	Provides various platforms - website-based trading, mobile app, and desktop software	Offers Angel Broking App, Angel Speed Pro, and Angel Bee
Bounce Rate	48.94%	55.99%	41.48%	48.4%	34.12%

PROBLEM STATEMENT



Zerodha caters primarily to experienced or active traders. How can Zerodha attract new user segments, such as first-time investors or those with smaller investment portfolios?

Knock down the Problem Statement

Current Target Audience:

Zerodha mainly serves experienced or active traders who are comfortable with trading platforms and often have substantial investment portfolios. They're likely to be familiar with the ins and outs of trading.



New User Segment:

Zerodha aims to attract new user segments, such as first-time investors or those with smaller investment portfolios. These users might not have much experience with trading platforms and could be more careful with their investments. They may also be sensitive to costs and fees.

Why to solve this?

Market Expansion

By targeting new user segments, Zerodha can tap into a broader market of potential customers. This allows them to increase their user base and grow their business.

Customer Lifetime Value

Engaging new user segments early in their investing journey allows Zerodha to establish long-term relationships with customers. As their trading activity increases, their lifetime value to Zerodha also increases

Competitive Advantage

Attracting new user segments, especially those who are more cautious or price-sensitive, can provide Zerodha with a competitive advantage in the market

MARKET ANALYSIS

Stock Trading and Investment Market size was valued at **USD 24.1 B in 2022 &** is anticipated to register at a **CAGR of over 19%** between **2023–2032**. The availability of real time market data, news and financial analysis tools is a significant growth factor in the market.

ZERODHA

USER RESEARCH

Conducted over 25+ users interviews through meets, direct calls, face to face, usability testing and Whatsapp groups to understand the challenges users faced in their journey



INSIGHTS

1. Onboarding Flow - **Lengthy Verification Process**
2. Information Overload - **Limited Support Resources**
3. Continuous Improvement - **Technical Glitches**
4. Customer Support- **Difficult to find ID**

USER PERSONA



Rahul Sharma, Age: 35

Financial Analyst

Bangalore

Working in Big4

Experience with Trading: 10+ years

Challenges:

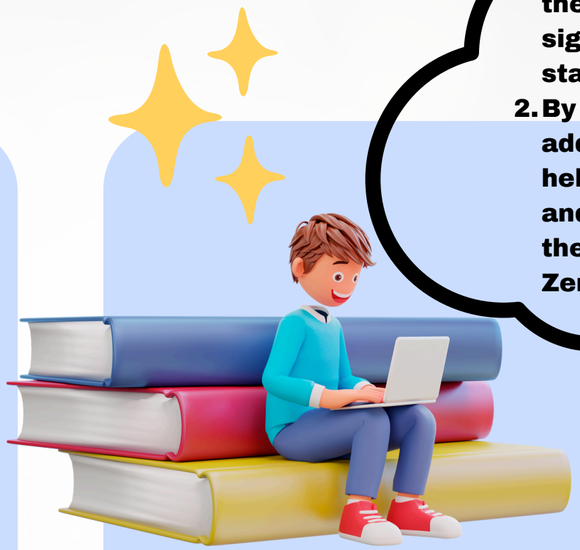
- Keeping up with market trends and news
- Analyzing complex financial data and making informed decisions
- Managing multiple trades and investments efficiently

Needs:

- Real-time market data and insights
- Performance and reliability of the trading platform

Goals:

- Maximize returns on investments
- Continuously improve trading strategies
- Staying updated with market trends



1. Because we believe that the impact of these segments would be the most significant. alligned with problem statement
2. By providing a user-friendly platform and addressing their pain points, Zerodha can help casual users become more confident and active traders over time, increasing their trading activity and contribution to Zerodha's revenue.



Rohit, 20yr

B.Tech Student

Delhi

Summer Intern

Experience with Trading: 6 Months

Challenges:

- Limited time to dedicate to trading due to busy work schedule
- Overwhelmed by Information, Need for Guidance & Education
- Fear of Making Mistakes

Needs:

- User-friendly interface for quick and easy trading
- Educational resources to improve trading knowledge
- Automated features for passive investing

Goals:

- Grow investment portfolio steadily over time
- Achieve financial independence
- Build a diversified investment portfolio

ZERODHA

USER PERSONA





Vivek, 40 yr

Fulltime trader

Gurgaon

Software Engineer

Experience with Trading: 15+ years

Challenges:

- Managing risk in a volatile market
- Differentiating between long-term and short-term gains.
- Staying compliant with regulatory requirements

Needs:

- Advanced risk management tools
- Comprehensive support for complex trading strategies
- Stability and Reliability in Trading

Goals:

- Generate consistent returns through active trading
- Achieve financial security and retirement goals



Priya, 27yr

Freelancer

Mumbai

Content Writer

Experience with Trading: 3 years

Challenges:

- Limited time to dedicate to trading due to busy work schedule
- Balancing risk in investment decisions
- Limited Budget &Income

Needs:

- User-friendly interface for quick and easy trading
- Educational resources to improve trading knowledge
- Automated features for passive investing

Goals:

- Steadily growing your investment portfolio over time.
- Striving for financial independence.

ZERODHA

USER JOURNEY





	DISCOVERY	ONBOARDING	EXPLORE HOME	INITIAL INVESTMENT/TRADING	GAIN EXPERIENCE
User Action	User visits the Zerodha website or download the mobile app to learn about the platform	User begins the account opening process by providing personal information and verifying their identity	User navigates the platform to familiarize themselves with its features and functionalities.	User researches investment options and makes their first investment.	User continues to educate themselves about trading strategies, investment opportunities, and market trends
Emotions					
Thoughts	Heard good things about Zerodha. Let's see if it's as good as they say	Why do they need so much personal information?	Too much to explore! very overwhelming	How much should I invest for my first trade? Am I making the right decision?	I made a profit on this trade! Maybe I'm getting the hang of this
PainPoints	Lack of awareness about Zerodha's features	Time taken to open an account so many steps	Difficulty in finding specific features or functionalities within the platform	Uncertainty and hesitation about making the first investment, fear of making a mistake	Difficulty analyzing trading performance and identifying areas for improvement without tools.

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PAIN POINTS

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Priority	Painpoints	Reasons
• Must Have	Interactive Learning Tools/Technical Jargon	• Offer interactive learning tools, such as practice trading simulations or practice accounts, where users can experiment with trading strategies in a risk-free environment.
• Should Have	Information Overload	• Zerodha offers a lot of educational materials and trading tools, which can be a bit much for new users.
• Could Have	Personalized Support/Technical Glitches	• Experiencing technical glitches or errors while navigating the platform, placing trades.
• Should Have	Lengthy Verification Process	• New users may find the account opening and verification process daunting or time-consuming
• Won't Have	Community Engagement	• Users might struggle to connect with other traders, ask questions, or share experiences. This sense of isolation can make it hard for them to get the guidance

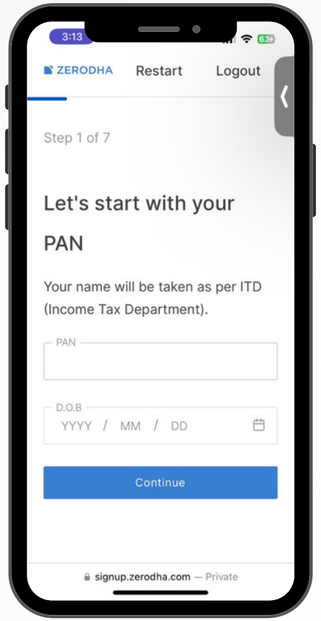


SOLUTIONS

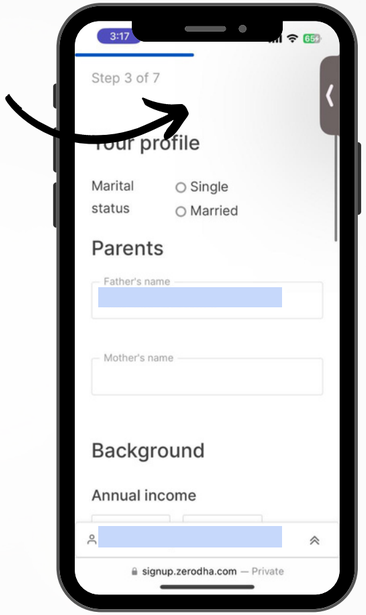
Feature: Onboarding flow Revamp

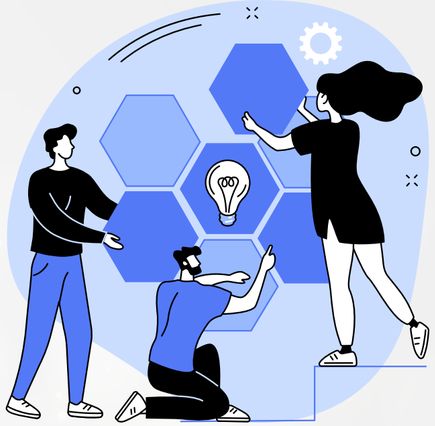
- **Provide clear guidance and instructions during the account opening process to help new users understand what information is required and how to submit it.**
- **Offer support through live chat to assist users who encounter difficulties during account setup.**
- **Streamline the verification process by minimizing documentation requirements and automating verification wherever possible.**

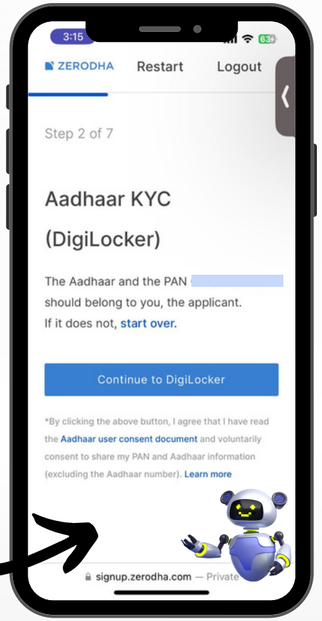




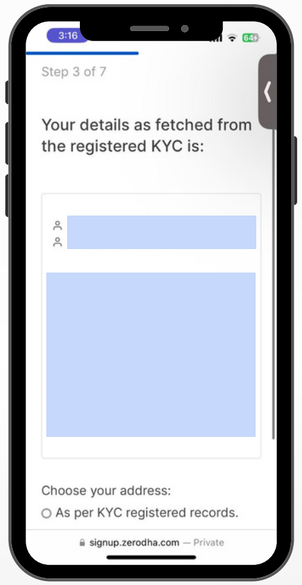
Add visual aids for more interactive user interface

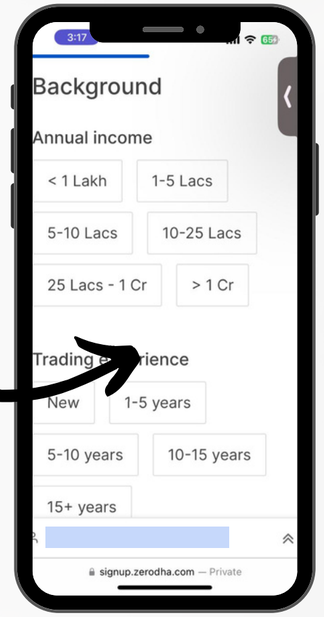




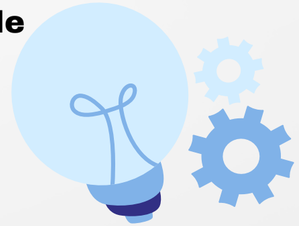


Chat Assist





Removing this with additional support to support users while onboarding



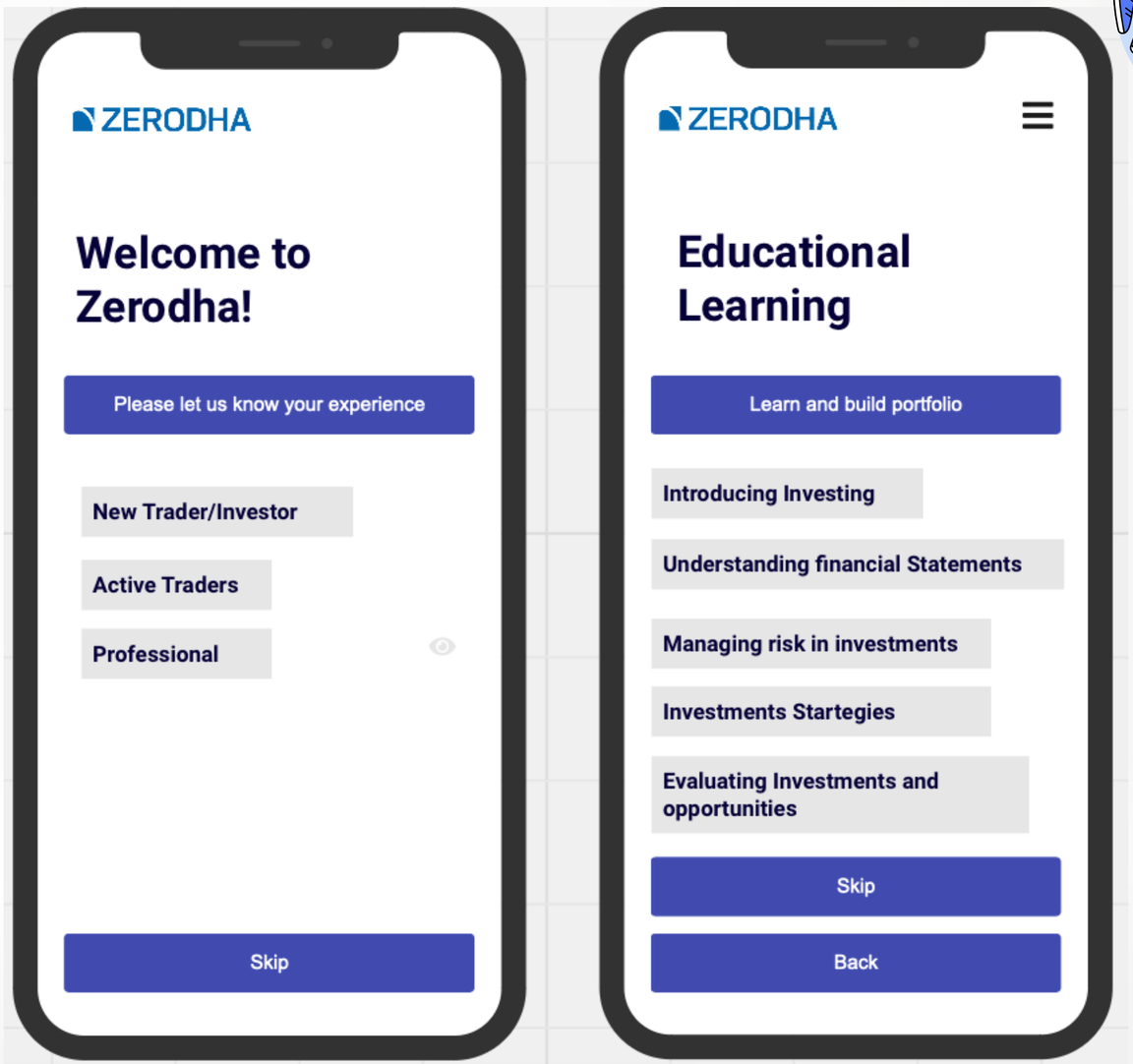
SOLUTIONS



Feature: Educational Learning for New Investors or Traders

During the onboarding process, users can select the experience level and for new traders or investors will give the access of a dedicated set of features designed of their needs. As user proceed its journey they will have the opportunity of earn achievements for completing specific educational milestones. For every achievement, a predetermined amount of money will be invested in suggested funds to help them build their investment portfolio



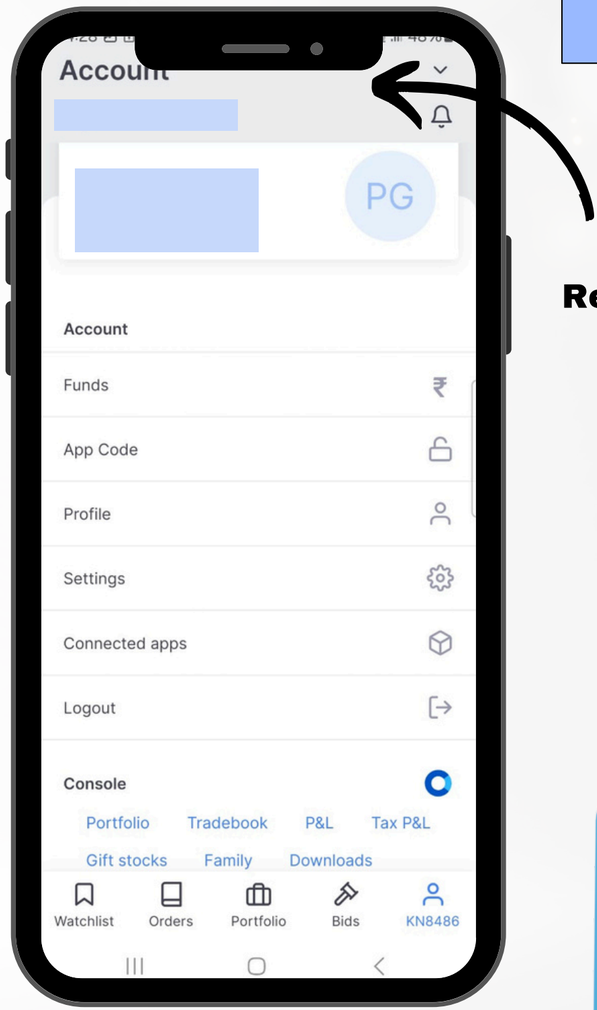


SOLUTIONS

Feature: Personalized Recommendations

To enhance user engagement and satisfaction through personalized recommendations and tailored communication, we'll employ data analytics and machine learning algorithms to reduce the glitches also





Your Recommendations option

Here’s a step-by-step approach to achieve this:

1. Data Collection: On he basis of Demographic Information, Behavioral Data, Engagement Data

2. Data Preprocessing : Process the data that gathered

3. Data Analysis: Identify educational resources and trading tools and Visualize user engagement metrics.

4. Machine Learning Models
Recommendation Systems:

Content-Based Filtering: Recommend resources similar to those a user has interacted with.



SOLUTIONS

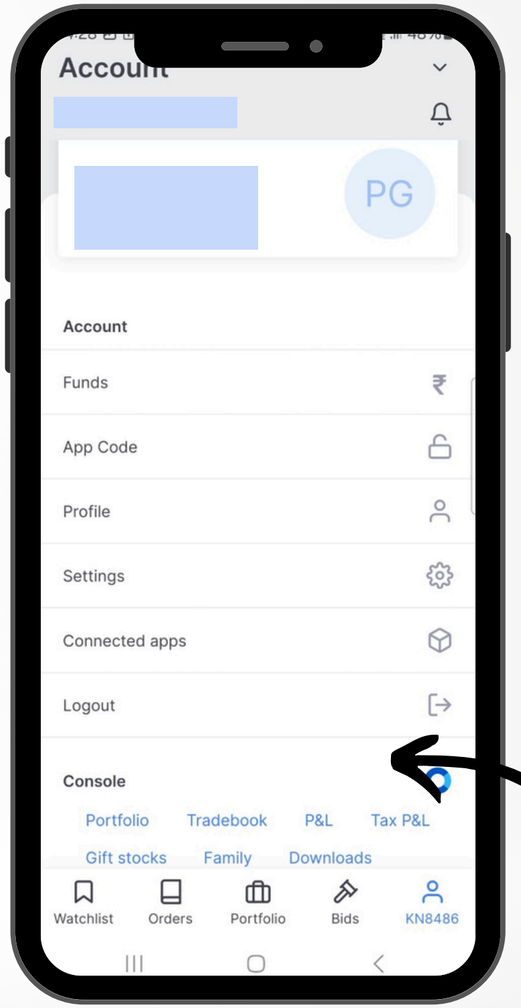
Feature: Community Forums



Support Channels

- **Create community forums where users can ask questions and share experiences with other users while facing the Information Overload**
- **Their should be a channel where users can connect and Live Chat Support that address their queries in real-time.**
- **Interactive Guides: Use interactive walkthroughs that guide users through the essential features of the platform.**
- **Responsive Design: The chat interface is mobile-friendly.**





Channels

ADDITIONAL SOLUTIONS

Glossary of Terms: Provide a glossary that explains common financial and trading terms in simple language.

Help Center: Ensure there is an easily accessible help center that users can refer to for more detailed information.

Maintain a comprehensive FAQ section to address common queries and concerns

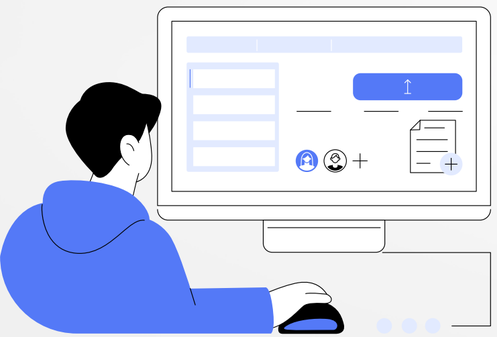
Interactive Tour: Offer an interactive tour of the platform, showing users how to navigate and use essential features.



SOLUTIONS
PRIORITIZATION



Priority	Solutions	Reasons
• Must Have	Onboarding flow Revamp	• Optimized onboarding experience that reduces user friction, enhances engagement, and encourages new users to become active traders on the platform
• Could Have	Community Forums	• Zerodha can foster a supportive trading community, ultimately improving user satisfaction and loyalty
• Should Have	Personalized Recommendations	• Enhance the user experience, promote more informed trading decisions, and foster greater user engagement
• Should Have	Educational Learning for New Investors or Traders	• Zerodha can empower its users with the knowledge and skills needed to succeed in trading, ultimately enhancing their overall experience and satisfaction with the platform



METRICS



FEATURE	METRICS (IN A MONTH)
Simplify Onboarding Process	• **New Users:** Number of new users sign up on a platform. • **Completion Rate:** Percentage of new users who successfully complete the account opening and verification process. • **Time to Completion:** Average time taken by new users to complete the onboarding process from start to finish. • **Drop-off Rate:** Percentage of new users who abandon the onboarding process before completion.
Personalized Recommendations	• **Click-through Rate (CTR):** Percentage of new users who click on personalized recommendations, trading tools, or community engagement opportunities. • **Conversion Rate:** Percentage of users who take desired actions after receiving personalized recommendations. • **Retention Rate:** Percentage of new users who continue to engage with the platform
Guided Education and Support	• **Engagement Metrics:** Tracking user engagement with educational resources, such as page views, time spent on tutorials • **Support Ticket Resolution Time**: Average time taken to resolve support tickets raised by new users. • **Customer Satisfaction (CSAT) Score:** Feedback rating from new users on educational materials and support.



ZERODHA

THANK YOU



CONNECT WITH US ON LINKEDIN

Harshika Sharma Shivam Sharma