Ideas for smallcase

Product Growth

Aug 2019 | 1 Day

Image Source : smallcase.com

Introduction

I was interviewing with smallcase for a product role and was asked to device a strategy to acquire and retain users through channles like education, entertainment, integration. Below are details of the ideas that I sent them. They really liked my work, but things didn't move forward due to some constraints

Feature

10

Feature Score

Minimum and basic filters

Value, Past, Health, Dividend, Value, Innovation, etc which helps beginners quicky find new stock

Channel

Education

Focus Metric

Retention

User Type

Beginner

Products

tickertape

Moderate
Impact

Product
Team

Moderate
Efforts

Feature

10
Feature Score

Better on-boarding to understand smallcase

A quick curriculum of videos which one needs to watch. It explains basics of smallcase, how it works and how they are different and better. This is available for users over regular email. The idea is to keep the user in the loop

Channel
Education

Focus Metric
Retention

User Type
Beginner
Intermediate
Advanced

Products
tickertape

High
Impact

Product
Team

Moderate
Efforts

Feature

9
Feature Score

Smallcase as predefined watchlist/add new smallcase in Kite app

This will make user learn about smallcase and reinforce the fact that they are well researched by experts

Channel
Integration

Focus Metric
Acquisition

User Type
Intermediate

Products
smallcase

High
Impact

Product
Team

Low
Efforts

Feature

9
Feature Score

Mobile and iPad application

A mobile application built using Flutter so that you can have offerings on all platforms with a single code base.

Channel
Integration

Focus Metric
Acquisition

User Type
Beginner
Intermediate
Advanced

Products
tickertape

High
Impact

Product
Team

Low
Efforts

Feature

8
Feature Score

Feature based on user level of understanding

Some basic questions are asked to the user based on which the user is categorized in Beginner, intermediate or advanced. Then the user is exposed to the features based on their level

Channel
Education

Focus Metric
Retention

User Type
Beginner
Intermediate
Advanced

Products
tickertape

High
Impact

Product
Team

Moderate
Efforts

Feature

8
Feature Score

Leveraging app push notification to educate users

Sending blogs, ideas, new smallcases, updates etc over push notification to keep users engaged even when they are not on the app. Some sort of user preference can be asked, time to send notification, interests, etc

Channel
Education

Focus Metric
Retention

User Type
Beginner
Intermediate
Advanced

Products
smallcase

High
Impact

Product
Team

Moderate
Efforts

Feature

8
Feature Score

In-app Zerodha Signup

User should be able to signup to Zerodha on Smallcase. If not atleast the details should be shared between smallcase/tickertape and zerodha for a seamless signup

Channel
Education

Focus Metric
Retention

User Type
Beginner
Intermediate
Advanced

Products
smallcase
tickertape

High
Impact

Product
Team

Moderate
Efforts

Feature

8
Feature Score

Referral scheme for Tickertape

Share the account and extend your trial period

Channel

Offers

Focus Metric

Acquisition

Retention

User Type

Beginner

Intermediate

Advanced

Products

tickertape

High
Impact

Product & Marketing
Team

High
Efforts

Feature

8
Feature Score

Quality and appreciation should be prominent

SEBI registered research analyst, 3lac+ investor and testimonials should be prominent in the app.

Channel

Education

Focus Metric

Acquisition

Retention

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

Moderate
Impact

Product
Team

Low
Efforts

Feature

7
Feature Score

Online & offline courses, partnering up with youtubers and bloggers

"Online high-quality video course on Coursera/Udemy/Grades Don't Matter, Webinars etc
Offline courses, free classes which cover basics. The course finishes over 2-4 weeks
Youtubers and blogs like Jago investor. These are the places where people go to learn something new."

Channel
Education

Focus Metric
Acquisition

User Type
Beginner

Products
smallcase
tickertape

High
Impact

Product & Marketing
Team

High
Efforts

Feature

7
Feature Score

Checklist to learn more about stocks

"Popular financial book summaries in learn section of tickertape.
Popular movies to watch. Popular Blogs to follow."

Channel
Education

Focus Metric
Retention
Acquisition

User Type
Beginner

Products
smallcase
tickertape

Moderate
Impact

Product & Marketing
Team

High
Efforts

Feature

7
Feature Score

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tickertape

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Impact

Product & Marketing
Team

High
Efforts

Feature

7
Feature Score

Stackoverflow for stock knowledge (Stockoverflow :P)

A place to ask questions, resolve queries, share detailed analysis, articles, etc

Channel

Education

Focus Metric

Retention

Acquisition

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

High
Impact

Product
Team

High
Efforts

Feature

7
Feature Score

Network of users/brokers as evangelist/co-creators

Select users of smallcase/tickertape who wants to opt-in as an evangelist. These users can be given rewards based on several new users they get in. They talk to their peers, friends, family, and customers explain to them about smallcase and benefits

Channel

Education

Focus Metric

Acquisition

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

High
Impact

Product & Marketing
Team

Moderate
Efforts

Feature

7
Feature Score

Interation with expense manager apps

"The expense app gives a goal to save every month and the saved amount can be invested in smallcase Alongside, it can also show expenses which were unnecessary and can help users save money to invest"

Channel

Integration

Focus Metric

Acquisition

User Type

Beginner

Products

smallcase

tickertape

Moderate
Impact

Product & Marketing
Team

Moderate
Efforts

Feature

7
Feature Score

Tying up with consumer apps and taking a part of expense to smallcase

Tying up with Zomato, Uber, BMS, Payment apps etc. On every purchase, the user adds 10(or more) in their smallcase. That amount is then used to buy smallcase.

Channel
Integration

Focus Metric
Acquisition

User Type
Intermediate

Products
smallcase

Moderate
Impact

Product & Marketing
Team

High
Efforts

Feature

7
Feature Score

Partnering with Meesho and other reseller services

These on ground influencers can explain people who are not aware about investment and can just sell AWI to them and explain how smallcase is better than MF as it offers easy liquidity.

Channel
Integration

Focus Metric
Acquisition

User Type
Beginner
Intermediate
Advanced

Products
smallcase

Moderate
Impact

Product & Marketing
Team

High
Efforts

Feature

Feature Score

7

Chrome Extension

Chrome Extension to show when a new tab is opened every time based on the users level
Things like MMI, Ticker, Quotes.

Channel

Integration

Focus Metric

Acquisition

Retention

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

Moderate

Impact

Product

Team

High

Efforts

Feature

Feature Score

7

Chatbots and Voice asistant integration

Asking anything on these chatbots to get a response
Setting up daily reminders to learn about stocks, Daily Market Insights, Updates in Picked stock, etc

Channel

Integration

Focus Metric

Acquisition

Retention

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

Moderate

Impact

Product

Team

High

Efforts

Feature

Feature Score

7

Localization

Supporting native languages if you are aiming for tier 2 and 3 customers

Channel

Product Feature

Focus Metric

Acquisition

Retention

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

Moderate

Impact

Product

Team

High

Efforts

Feature

Feature Score

7

Compare Smallcases/screens

A comprehensive and easy to use comparision of smallcases and stocks

Channel

Product Feature

Focus Metric

Acquisition

Retention

User Type

Intermediate

Products

smallcase

tickertape

Moderate

Impact

Product

Team

High

Efforts

Feature

Feature Score

7

Qualitative details about organizaiton

Details of people behind the company, company innovations, brands, details of buyers and suppliers, etc should be made available

Channel

Product Feature

Focus Metric

Acquisition

Retention

User Type

Beginner

Intermediate

Advanced

Products

tickertape

Impact

Moderate

Team

Product

Efforts

High

Feature

Feature Score

7

Detailed history of smallcase rebalancing and its reasons

Many users are asking this feature on Playstore. This also gives the user a clear understanding of the process and brings in transparency.

Channel

Product Feature

Focus Metric

Retention

User Type

Beginner

Intermediate

Advanced

Products

smallcase

Impact

Moderate

Team

Product

Efforts

High

Feature

7

Feature Score

Video Commerce Platform Integration

Platforms like BulBul, SimSim are a great way to create awareness about Smallcase. It is easy to convince users save and invest. This though could be bit expensive.

Channel

Education

Focus Metric

Acquisition

User Type

Beginner

Intermediate

Products

smallcase

High

Impact

Marketing

Team

Moderate

Efforts

Feature

6

Feature Score

Assitance to buy first smallcase

User sets up a support call and can talk to an expert who can help them understand smallcase/tickertape etc based on their awareness. After that, chat and chatbots could also be used.

Channel

Education

Focus Metric

Acquisition

User Type

Beginner

Intermediate

Products

smallcase

Moderate

Impact

Product & Operations

Team

High

Efforts

6

Feature

Feature Score

Goal and Returns Calculator/Filter

A calculator which doesn't just ask you your goals/duration but also asks you your interest, background, plans, etc and suggests you smallcase

Channel

Education

Focus Metric

Acquisition

User Type

Beginner

Products

smallcase

tickertape

Moderate

Impact

Product

Team

Moderate

Efforts

Feature

6

Feature Score

Making your screens/filters on tickertape public for others to learn

Users can pick from most popular filters created by other expert users too. Users can view the top 50 screeners/filters and see all aswell.

Channel

Education

Focus Metric

Retention

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

High

Impact

Product

Team

Low

Efforts

Feature

6

Feature Score

Integration with Cashify

The amount earned on selling electronics could be directly used to invest in appropriate smallcase

Channel	Focus Metric	User Type	Products
Integration	Acquisition	Intermediate	smallcase tickertape

Impact	Team	Efforts
High	Product & Marketing	Moderate

Feature

Feature Score: 6

Tying up with payment apps used by Merchants

Tying up with apps like Khatabook, Porter, Udaan which are used by merchants. Merchants make transaction here and they can be promoted with AWI smallcase which is low risk guarantees better retruns.

Channel	Focus Metric	User Type	Products
Product Feature	Acquisition	Beginner Intermediate Advanced	smallcase tickertape

Impact	Team	Efforts
High	Product & Marketing	High

Feature

Feature Score: 6

Follow a stock

User can get highlights via push notification/email once they follow a stock

Channel

Product Feature

Focus Metric

Retention

User Type

Beginner

Intermediate

Advanced

Products

tickertape

Moderate

Impact

Product

Team

Moderate

Efforts

Feature

5

Feature Score

Buy, Sell, Hold

You are presented with some stocks everyday and basic insights about it. You have to choose to buy, selling or stay with it. Every appropriate choice gives you score and your ranking improves.

Channel

Entertainment

Focus Metric

Acquisition

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

Moderate

Impact

Product

Team

High

Efforts

Feature

5

Feature Score

Integration with Virtual trading games like Olymp Trade(10M+ users), Binomo etc

Along with other stock, indexes working with them to also show Smallcase which can be used to trade virtually.

Channel

Integration

Entertainment

Focus Metric

Acquisition

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

High

Impact

Product

Team

Moderate

Efforts

Feature

5

Feature Score

Working with The Bar Stock Exchange

Add smallcases in TBSE app. People are there for entertainment and know the basics of how stock works. This can be the right placement for smallcase

Channel

Integration

Entertainment

Focus Metric

Acquisition

User Type

Beginner

Intermediate

Advanced

Products

smallcase

tickertape

High

Impact

Product & Marketing

Team

Moderate

Efforts

Feature

5

Feature Score

Integration with Lokal, Vokal, Tiktok to get users from Tier 2 & 3 cities

A place for users to get inputs on stocks and tips to make money from money

Channel

Integration

Focus Metric

Acquisition

User Type

Beginner

Products

tickertape

Education

Moderate
Impact

Product & Marketing
Team

High
Efforts

Feature

5
Feature Score

A standalone/in-product virtual multiplayer game

Buy a virtual smallcase/custom one on tickertape. A way to give beginners an option to see how their money would have performed if they would have invested in a particular smallcase

Channel
Education
Entertainment

Focus Metric
Acquisition
Retention

User Type
Beginner

Products
smallcase
tickertape

Moderate
Impact

Product
Team

High
Efforts

Feature

5
Feature Score

Pre added to-do item in a to-do list app

Any Indian user who installs the app for the first time has a pre-added task in their to-do which they can either continue to keep or remove it. But on tap of it, they get to know about smallcase

Channel
Integration
Education

Focus Metric
Acquisition

User Type
Beginner

Products
smallcase
tickertape

Moderate
Impact

Product
Team

Low
Efforts

Feature

5
Feature Score

Smallcase Leaderboard

A mechanism to gives scores to users for their loyalty, awareness, investments(not just quantity but quality too), answers on forum, response to polls/questions, etc

Channel
Entertainment

Focus Metric
Retention

User Type
Beginner
Intermediate
Advanced

Products
smallcase
tickertape

Low
Impact

Product
Team

High
Efforts

Let’s Talk

Thank you for reaching till the end. If you like my work, have any feedbaack or just want to say Hi. Please get in touch with me.

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