



Groww


Product Teardown: New User Onboarding


By
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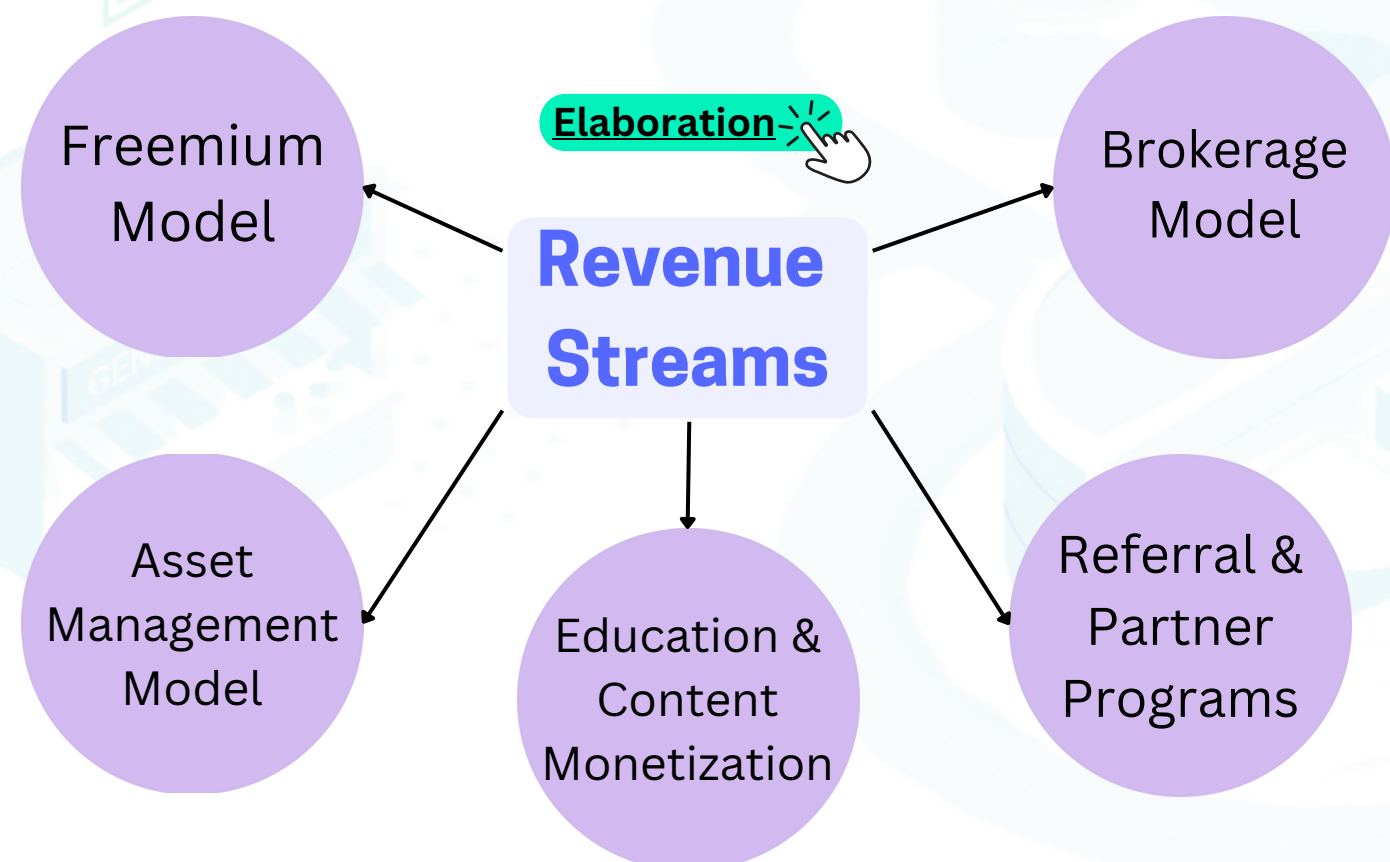
Groww at a Glance

Groww is an app designed to **make investing easy**. You can trade stocks and mutual funds, learn from articles and videos, and enjoy low brokerage rates, all in one place.

 Offers a user-friendly platform to trade stocks, mutual funds, and ETFs.

 It provides a free Demat account, low brokerage fees and educational resources like articles and videos.

 Users get real-time market updates and access to a wide range of investment options, with easy customer support available through the app.




[CLICK HERE](#)
Peer Analysis

Focus



To analyze and **enhance Groww's onboarding process**, ensuring a smooth, intuitive, and engaging journey for new users.

Statistics

13 million 

Achieved active User Base

25% 

Market share exceeding

\$346 million. 

Revenues increased by 124%

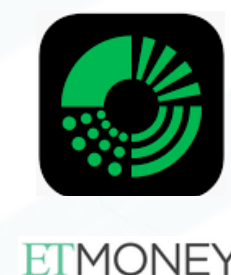
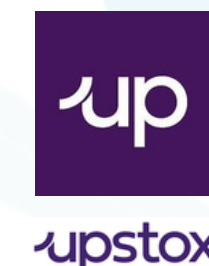
50 million 

App downloads across iOS & Android platforms.

0.5 to 1 million 

Users monthly sign-up rates ranging

Competitors



Identifying User Segments

Potential User Segments:

Why ?



Young Professionals
(Age: 22–35)

- They are tech-savvy and open to investment opportunities.
- Looking for easy-to-use platforms with educational resources to start their investment journey.



Experienced Investors
(Age: 35–50)

- Prefer platforms with low brokerage rates and comprehensive market data.
- Interested in advanced features like analytics, reports, and personalized recommendations.



Students and First-Time Investors
(Age: 18–25)

- Looking for affordable investment options like mutual funds and ETFs.
- Value educational resources and gamified learning for better financial literacy.



Non-Metro Urban Users
(Age: 25–40)

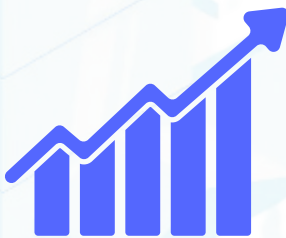
- Growing awareness about financial literacy in Tier 2 and Tier 3 cities.
- Increasing access to smartphones and digital payments.

Why This User Group?



Business Alignment

Matches Groww’s focus on simplicity and education.



High Growth

Young professionals ensure premium transactions; students offer long-term loyalty.



Engagement

Drives frequent app usage and interest in financial tools.



Strategic Fit

Simplifies onboarding and enhances user satisfaction.



Future Value

Immediate revenue from professionals; long-term loyalty from students.

User Personas



Name: Rohan Sharma
Gender: Male
Age: 28
Location: Mumbai, India

Background:

- Works as a software engineer in a mid-sized IT company.
- Earns ₹12–15 lakhs annually.
- Interested in creating a diversified investment portfolio.

Needs and Goals:

- Wants a platform that offers real-time stock trading and market insights.
- Seeks **personalized recommendations** to align investments with financial goals.

Pain Points:

- Finds it difficult to **track multiple investments across platforms**.
- Lacks advanced insights for **day trading decisions**.



Name: Aditi Patel
Gender: Female
Age: 22
Location: Ahmedabad, India

Background:

- Final-year commerce student.
- Learns about finance and investments from YouTube and blogs.
- Prefers affordable investment options to start with.

Needs and Goals:

- Seeks an intuitive **app for easy mutual fund** investments.
- Wants access to **educational resources** for **better financial literacy**.

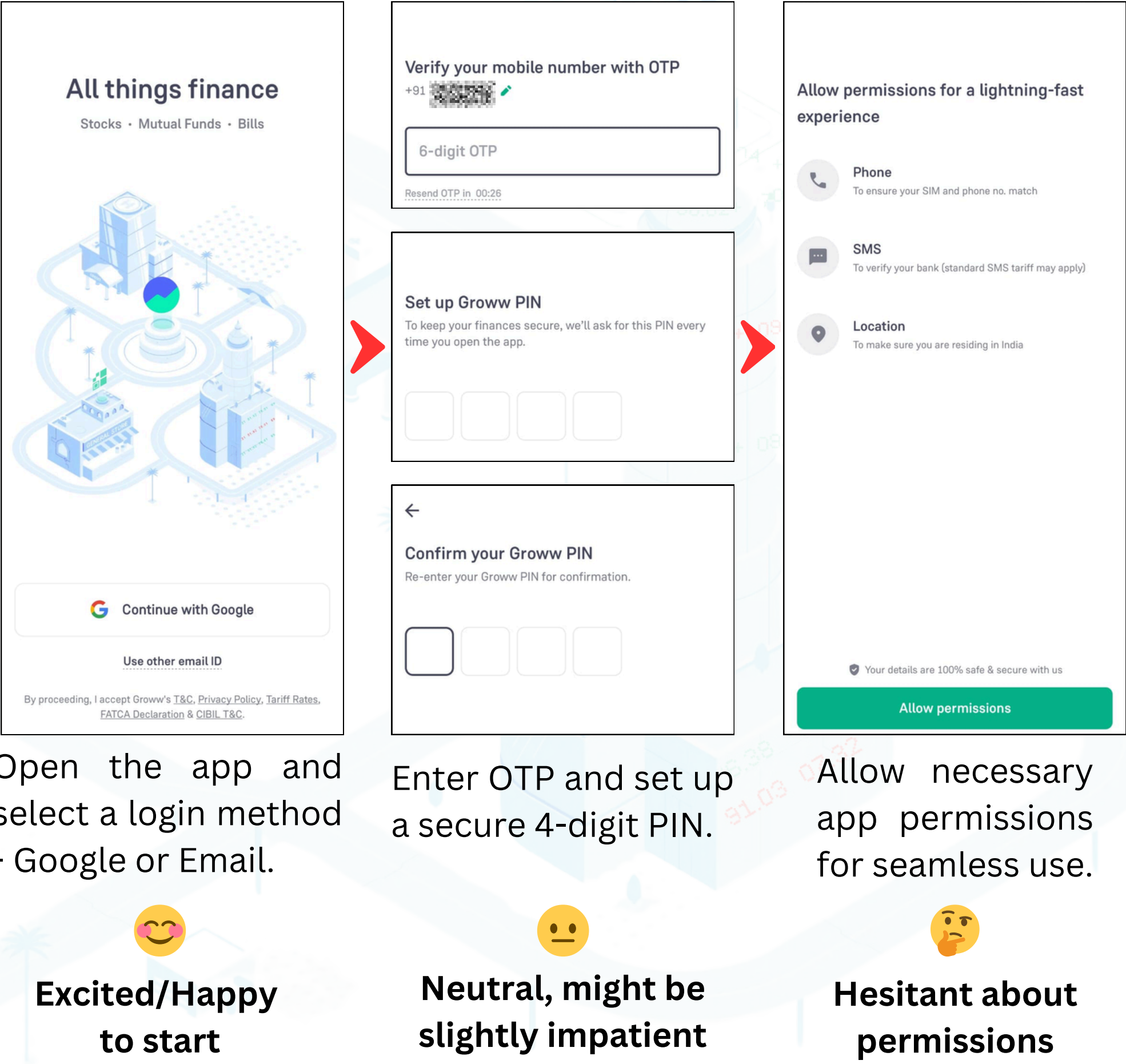
Pain Points:

- Overwhelmed by **complex financial terms**.
- Finds it **hard to save money for investments** while managing daily expenses.

User Flow

- Install and Open the App:**
First interaction where the user accesses the app for the first time.
- Choose Login Option:**
Includes "Continue with Google" or entering email and phone number.
- Verify User Identity:**
OTP verification (auto-fetched) and setting a 4-digit PIN.
- Grant Permissions:**
Covers access to phone, SMS, and location, as well as selecting the cellular network provider.
- Link Bank Account:**
Includes selecting a bank account linked to the phone number and verifying with a ₹1 transaction.
- Enter Personal Details:**
Merged: PAN details, parent information, annual income, occupation, and marital status.
- Complete KYC Verification:**
Includes Aadhaar verification via DigiLocker, providing consent, and taking a selfie.
- Submit Final Details:**
Digital signature, nominee details, and e-signing the account setup.
- Dashboard Access:**
Indicates the completion of the process and a pending document verification status.

User journey mapping



User journey mapping

←

Select your bank linked with +91-

Search your bank here

State Bank Of India

HDFC BANK LTD

ICICI Bank

AXIS BANK

Kotak Mahindra Bank

Punjab National Bank

More banks

ABHYUDAYA CO OP BANK LTD

AMBARNATH JAI HIND CO OP BANK LTD

ARUNACHAL PRADESH RURAL BANK

AU SMALL FINANCE BANK

ADARSH CO OPERATIVE BANK LTD



←

Enter your PAN

PAN is compulsory for investing in India

BKRYSD108A

Where can I find my PAN?

Confirm PAN details

SURYA NARAYAN XXXXX XXXXX

XXXXX XXXXX

Once confirmed, PAN details CANNOT be changed later.

☒ I give my consent to undertake Online KYC... See more

No, Edit PAN Yes, Confirm



←

Verify Aadhaar using OTP

Enter your Aadhaar and verify using OTP sent to your Aadhaar linked mobile number

XXXX XXXX XXXX

Don't know your Aadhaar?

← Verify Aadhaar Forgot Aadhaar?

Groww English Secured by digio

DigiLocker

Groww - KYC Documents

Groww uses digilocker to fetch your documents

☒ By proceeding further I hereby authorize Digio to pull my documents from Digilocker and share with Groww

Cancel Allow



←

Finish account setup using Aadhaar eSign

Enter your Aadhaar and verify using OTP sent to your Aadhaar linked mobile number

XXXX XXXX XXXX

Don't know your Aadhaar?

☒ I wish to receive ECN and other communications on my email.

Secured by UIDAI, Govt. of India

Finish setup with eSign



Stocks

NIFTY 50 23,183.80 +7.75 (0.03%)

BANK NIFTY 48,634.70 -94.45 (0.19%)

Explore Holdings SURYA's Watchlist

Account activation: In progress

Your documents are being verified. You'll be ready to invest in stocks in 48 hours.

Most traded on Groww

Kaynes Technology ₹6,620.00 +423.30 (6.83%)

One Mobikwik Systems ₹462.45 -67.05 (12.66%)

Aegis Logistics ₹826.95 +10.50 (1.29%)

Kalyan Jewellers ₹540.10 -56.30 (9.44%)

Product & Tools

Prices will be live after stocks account is active.

Select a linked bank account for transactions.



Select a linked bank account for transactions

Fill in required details PAN and confirm it



Neutral, feels repetitive

Verify Aadhaar and submit a selfie for KYC.



Might feel frustrated due to steps

Provide nominee details and finish account setup



Hopeful to finish soon

View the main screen with pending verification status.



Happy, onboarding is almost complete

Key learnings



Simplified Onboarding Process

The app employs a straightforward onboarding sequence, allowing users to sign up using their Google account or an email ID.

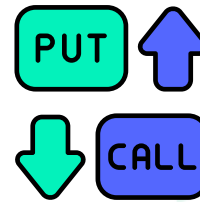
This reduces entry barriers, enabling quick access for users, especially beginners in investing.



Clean and Intuitive Interface

Groww features a minimalist design with clear icons and a consistent color scheme.

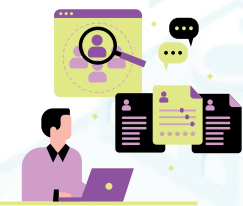
A clutter-free interface helps users navigate the app effortlessly, making investment decisions more straightforward.



Streamlined Investment Options

The app categorizes investment products clearly, such as stocks, mutual funds, and IPOs, each with detailed information.

Organized categorization aids users in easily finding and selecting suitable investment options.



Educational Resources Integration

Groww provides educational content within the app to assist users in making informed investment choices.

Educating users fosters confidence and promotes informed decision-making, enhancing user satisfaction.



Responsive Customer Support

The app offers prompt customer service, with a team that is patient, cordial, and quick in their responses.

Effective customer support builds trust and encourages user engagement with the platform.



Security Measures

Groww incorporates multiple verification steps, including OTP verification and PIN setup, to secure user accounts.

Robust security protocols protect user data and investments, fostering trust in the platform.

Positive Aspects



User-Friendly Interface

Easy navigation for all users



Responsive Customer Support

Quick and helpful assistance



Educational Content

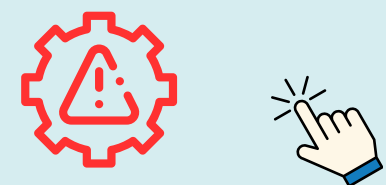
Offers guides for informed investing

Areas for Improvement



Transaction Clarity

Difficulties in using key features.



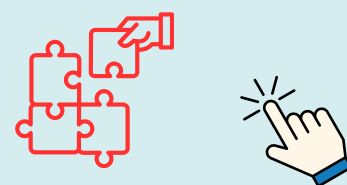
Technical Glitches

Slow performance and app errors



Fraud Concerns

Issues with fund withdrawals.



Design Issues

Feels like a shopping app, not financial

Recommendations for Enhancement



Enhance Feature Tutorials

Implement comprehensive guides or tooltips to assist users in navigating complex features, thereby improving transaction clarity.



Optimize App Performance

Regular updates focusing on performance optimization can mitigate technical glitches, ensuring a smoother user experience.



Address Security Concerns

Investigate and resolve any allegations related to fund withdrawals to maintain user trust and platform integrity.



Refine Design Aesthetics

Consider design adjustments to reinforce the app's identity as a serious investment platform, ensuring it aligns with user expectations.

Metrics for Gauging Product Success

Why ?

North Star Metric
(NSM)

Percentage of users who complete onboarding and make their first investment within 48 hours.

It directly reflects user activation and conversion, aligning with Groww’s core goal of empowering investments.

LL0:
User Onboarding Metrics

Completion Rate of KYC Process

Indicates how many users successfully set up their accounts.

Average Time to Complete Onboarding

Highlights friction points in the onboarding journey.

LL1:
Activation Metrics

First Investment Rate

Tracks if users proceed to invest, which is the ultimate goal of onboarding.

Feature Engagement Rate

Measures interaction with Groww’s features like educational content, watchlists, and market tracking.