Assignment 1 – Phase 3 Document

P0 Problem & User Insight

P0 Problem

High-income professionals who receive RSUs use INDmoney mainly to track their portfolio, but they cannot see their RSUs holistically within the app and do not receive clear guidance on what to do when those RSUs vest. As a result, they rarely execute US investment transactions inside INDmoney.

User Evidence

From interviews:

- "It's only a portfolio tracking tool."
- "It's not actionable."
- "I don't trust INDmoney with high value transactions."

From surveys:

- 50% never diversified their RSUs or are unsure how.
- 0% diversified in the last three months.
- Some users knowingly pay ~2.5% FX conversion fees and wait 5–7 days for transfers just to use other platforms they trust more.

What We Learned

- Users see INDmoney as a **portfolio tracker**, not a platform to make high-value transactions.

- For RSU-heavy users, a significant portion of their wealth sits outside INDmoney — creating a **fragmented net worth view**.
- 50% of surveyed RSU earners have never diversified their employer stock, largely due to lack of clarity and guidance.
- Even users aware of concentration risk still transact elsewhere — despite paying ~2.5% FX fees and waiting 5–7 days for settlement.
- The vesting moment is the highest intent point — but INDmoney does not currently participate in that moment.

Opportunity

- Integrate RSUs into the core portfolio view.
- Use vesting as a trigger for structured diversification.
- Reduce FX friction and make USD-to-USD investing seamless.
- Shift RSU users from passive tracking to active investing within INDmoney.

Business Goal

Increase US investment activation by 25% within 6 months among RSU-heavy users who currently use INDmoney primarily for tracking.

Solution Exploration

Before finalizing the solution, I explored ideas across three major areas:

1. Holistic Tracking

- Brokerage account linking
- Statement upload fallback
- Unified USD dashboard

Goal: Make RSUs part of the main net worth experience.

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2. Activation Triggers

- Vesting notifications
- Concentration risk insights
- Portfolio risk scoring

Goal: Turn awareness into urgency at the right moment.

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3. Execution Layer

- Guided diversification plan
- USD-to-USD transfer bridge
- Optional auto-diversify rule

Goal: Reduce friction between insight and action.

Ideas were categorized into high-confidence, low-confidence, and moonshots. The focus remained on solutions directly tied to the activation objective.

Prioritization (Converge)

Using a simple RICE model (1–3 scale), the highest-priority items were:

1. Brokerage Linking
2. Vesting Trigger
3. Guided Diversification Plan
4. USD Bridge + Reinvest

These create a logical behavioral sequence:

Visibility → Trigger → Plan → Execute

We deliberately avoided adding unrelated features (e.g., robo-advisory automation or mutual fund nudges) to keep the solution focused and measurable.

Final Solution: Integrated RSU Activation Journey

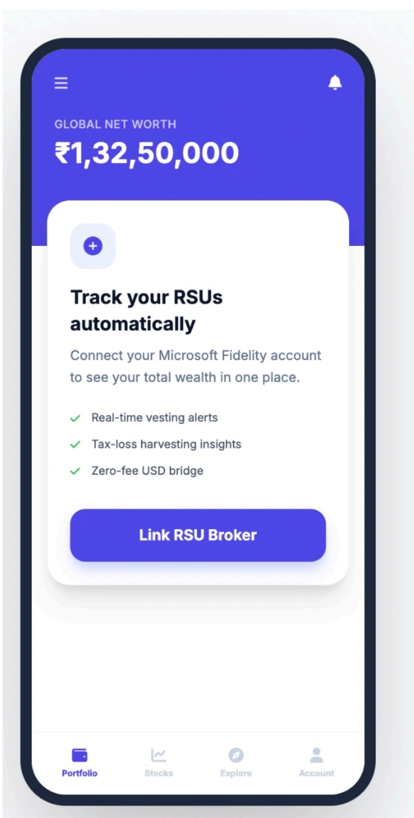
The solution unfolds in three structured phases.

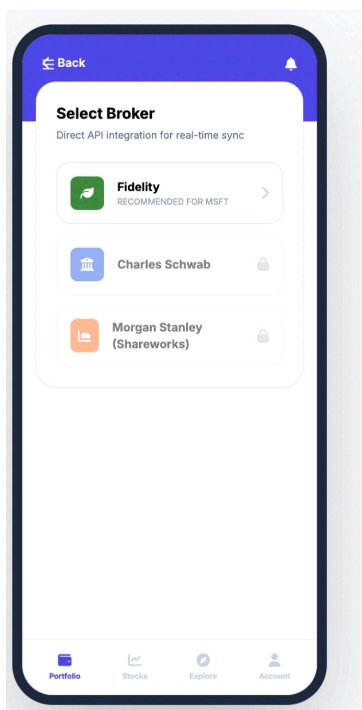
Phase 1: Portfolio Enrichment

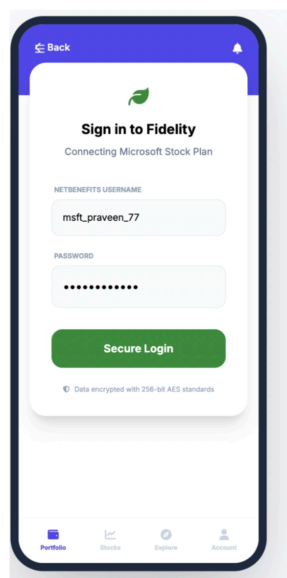
Portfolio → Link RSU → Live Sync → Vesting Card

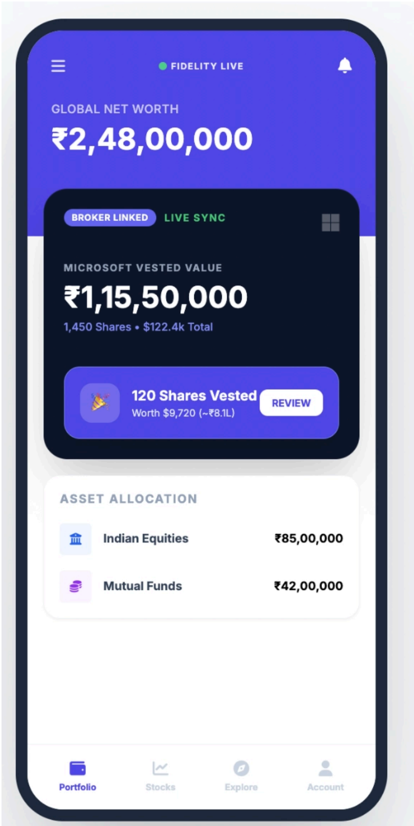
- Users see a banner to track RSUs.
- Once linked, RSUs are integrated into net worth.
- Exposure percentage becomes visible.

This solves fragmented tracking and builds trust through real-time sync.









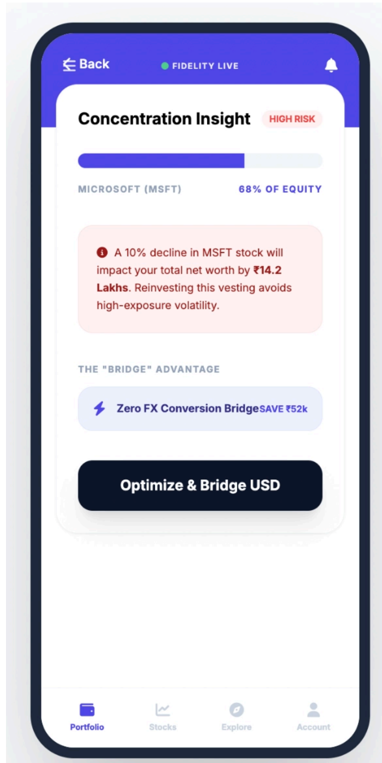
Phase 2: Activation

Vesting Event → Concentration Insight → Risk Quantification

When RSUs vest:

- User receives a notification.
- Exposure and downside impact are clearly quantified.
- A recommended exposure range is provided.

This directly addresses the “not actionable” feedback from interviews.



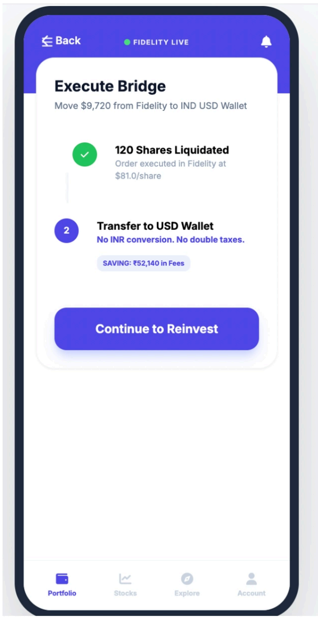
Phase 3: Execution

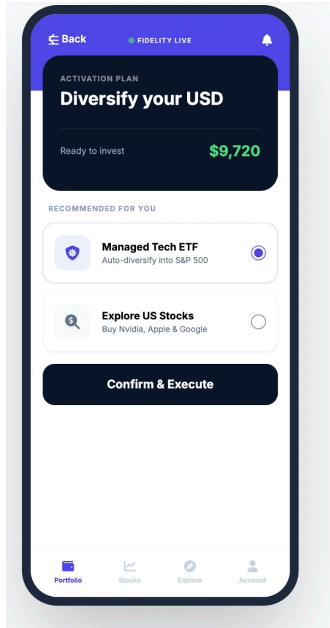
Sell RSU → USD Bridge → Reinvest → Success

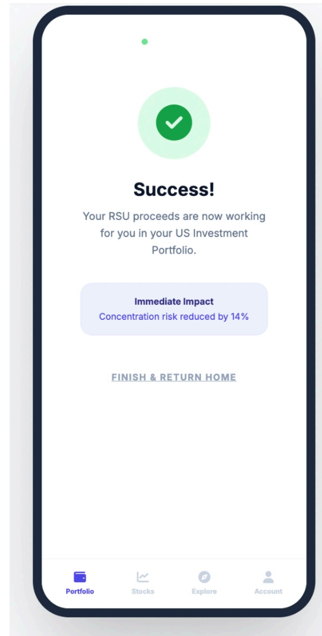
- Vested shares are liquidated.
- Funds are moved USD-to-USD (avoiding FX loss).
- User reinvests into diversified US ETFs or stocks.
- A success screen reinforces reduced concentration.

Each screen is designed to:

- Keep context clear
- Reduce cognitive load
- Make the next action obvious
- Reinforce outcome







Metrics

Key Metric

% of RSU-linked users who execute at least one US investment transaction within 30 days of vesting.

Supporting Metrics

- Brokerage linking rate
- Vesting notification open rate
- Diversification plan click-through rate
- Bridge completion rate
- Reinvestment rate

Guardrail Metrics

- Increase in support tickets
- Bridge failure rate
- Transaction reversals
- Drop in overall DAU

Risks & Mitigation

Risk	Mitigation
Security hesitation when linking brokerage	Clear encryption messaging + trusted broker branding
Vesting notification ignored	Reinforced in-app banner
Users stop after bridge	Default ETF suggestion
Settlement delays	Pilot rollout with limited broker integration

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Summary

Today, INDmoney helps users see their wealth.

This solution helps them act on it.

By integrating RSUs into the portfolio, capturing the vesting moment, reducing FX friction, and simplifying diversification, INDmoney can move RSU-heavy users from passive tracking to active US investing — directly aligned with the activation goal.

Product Requirement Document

Feature: RSU → Vesting → US Investment Activation (Integrated within Portfolio)

1. Background

Through user interviews and survey responses, one pattern stood out clearly: RSU-heavy users are actively using INDmoney — but only as a tracking tool.

They open the app to check their net worth, see their holdings, and then leave to execute transactions on other platforms.

Several users described INDmoney as:

- "Only a portfolio tracking tool."
- "Not actionable."
- "Not something I trust with large transactions."

At the same time:

- 50% of surveyed RSU earners have never diversified their employer stock.
- 0% diversified in the last 3 months.
- Some users knowingly incur ~2.5% FX loss and wait 5–7 days for settlement just to transact elsewhere.

The vesting event is when intent is highest. But INDmoney does not currently participate meaningfully in that moment.

Today, INDmoney owns awareness — not activation.

2. Problem Statement

High-income RSU earners use INDmoney to track their portfolio but cannot see their RSUs holistically or receive structured guidance at vesting. As a result, they do not execute US investment transactions within the app.

3. Business Goal

Increase US investment activation by 25% in 6 months among RSU-heavy users who currently use INDmoney primarily for portfolio tracking.

Activation is defined as executing at least one US investment transaction within 30 days of a vesting event.

4. Target User

Primary user:

- High-income professionals receiving RSUs (e.g., tech employees).
- Significant portion of wealth tied to employer stock.
- Comfortable with investing but time-constrained.
- Aware of concentration risk but unsure how to act.
- Currently using external platforms for execution.

This is a high lifetime value segment with recurring vesting events.

5. Solution Overview

The solution integrates RSU tracking and activation directly into the existing Portfolio experience.

Rather than launching a separate product, we:

1. Integrate RSUs into holistic net worth.
2. Use vesting as a trigger for risk insight.
3. Provide a guided diversification plan.
4. Enable USD-to-USD bridge to remove FX friction.
5. Reinforce successful diversification outcome.

The goal is to create a clean behavioral chain:

Visibility → Trigger → Decision → Execution → Reinforcement

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6. Detailed User Flow

Phase 1: Portfolio Enrichment

Step 1 – Portfolio Home

User opens Portfolio.

They see:

- Global Net Worth.
- Investment breakdown.
- A contextual banner: “Track your RSUs automatically.”

Purpose:

- Bring RSUs into the core wealth view.
- Reduce fragmented tracking.
- Introduce value before pushing transactions.

Interaction:

- Tap “Link RSU Broker” → Broker selection screen.

Step 2 – Broker Linking

User selects Fidelity (or supported broker).

Secure login with visible encryption messaging.

Purpose:

- Build trust early.
- Reduce security hesitation.
- Keep linking flow simple.

Step 3 – Live Sync & Vest Card

After linking:

- RSU value appears in net worth.
- Exposure percentage becomes visible.
- A vesting event card appears: “120 shares vested – Review.”

Purpose:

- Show immediate value.
- Surface activation moment naturally.

Phase 2: Activation

Step 4 – Concentration Insight

User taps “Review.”

They see:

- Exposure: 68% in Microsoft.
- Downside math: “A 10% decline would reduce your net worth by ~₽14L.”
- Recommended exposure range: 30–40%.
- FX savings message: “Avoid ₽52k in unnecessary conversion.”

Purpose:

- Make risk tangible.
- Anchor urgency.
- Position bridge as a rational financial decision.

Interaction:

- CTA: “Optimize & Bridge USD.”

Phase 3: Execution

Step 5 – Execute Bridge

User confirms liquidation of vested shares.

System:

- Sells shares via broker.
- Transfers USD directly into INDmoney USD wallet.
- Avoids INR conversion.

Purpose:

- Eliminate FX friction.
- Reduce leakage.
- Keep capital in USD.

Step 6 – Diversify USD

User sees:

- Available USD balance.
- Recommended diversified ETF allocation.
- Option to explore individual US stocks.

Purpose:

- Reduce decision fatigue.
- Provide structured default path.
- Encourage immediate reinvestment.

Interaction:

- Confirm & Execute.

Step 7 – Success Screen

User sees:

- Confirmation of investment.

- “Concentration risk reduced by 14%.”
- Option to return to Portfolio.

Purpose:

- Reinforce behavior.
- Show measurable improvement.
- Encourage habit at next vest.

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7. Success Metrics

Key Metric

% of RSU-linked users who execute at least one US investment transaction within 30 days of vesting.

Supporting Metrics

- Brokerage linking rate.
- Vesting review CTR.
- Concentration insight engagement.
- USD bridge completion rate.
- Reinvestment completion rate.

These metrics help identify where drop-offs occur in the funnel.

Guardrail Metrics

- Increase in support tickets related to linking or transfers.
- Bridge settlement failure rate.
- Transaction reversals.
- Overall DAU decline.

These ensure activation does not damage trust or experience.

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8. Risks & Mitigation

Risk	Impact	Mitigation	Detection
Users hesitate to link brokerage	Low activation	Strong encryption messaging + broker branding	Low linking rate
Vesting notification ignored	No trigger engagement	Persistent in-app banner	Low CTR
Users drop after bridge	Lost reinvestment opportunity	Pre-selected ETF recommendation	Low reinvest rate
Settlement or transfer delays	Trust erosion	Pilot with single broker	Failure rate >2%

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9. Pilot & Rollout Plan

Phase 1:

- Pilot with 1,000 RSU-heavy users.
- Single broker integration.
- 6-week observation window.

Success criteria:

- ≥15% relative lift in activation within pilot cohort.
- No significant spike in guardrail metrics.

Phase 2:

- Expand broker support.
- Scale to larger user base.

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10. Out of Scope

- Mutual fund nudges.
- AI chat
- Overall Portfolio insights
    - Excludes insights on INR Stocks, equity mutual funds and debt instruments

The solution is specific to USD investing insights and triggers for RSU income earners Target group

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11. Conclusion

INDmoney currently helps users see their wealth.

This feature helps them act on it.

By integrating RSUs into portfolio, capturing vesting moments, reducing Foreign Exchange friction, and simplifying diversification, INDmoney can shift RSU-heavy users from passive trackers to active US investors — directly aligned with the 25% activation goal.