PRODUCT REQUIREMENTS DOCUMENT (PRD) – SCALABLE CAPITAL – NEW ETF SETUP

Title / Initiative	Confidence-First ETF Setup Experience
Date & Version	22/02/2026
Product-POC	Supradeep Manjunath
Design POC	
Tech POC	
Marketing POC	

WHY? (OBJECTIVE)

1. For Business

- Improve 30-day savings plan retention for new ETF investors.
- Increase long-term AUM growth.
- Reduce volatility-driven early plan modifications.
- Strengthen user trust in Scalable Capital's guidance layer.

2. For Users

- Reduce overwhelm during ETF selection.
- Provide clarity on how many ETFs are sufficient.
- Reinforce diversification logic before confirmation.
- Increase conviction to avoid panic-driven changes.

HOW DO WE MEASURE SUCCESS?

1. Associated OKR / Goal

Objective:
Increase long-term retention of new ETF savings plans.

Key Result:
Improve 30-day savings plan retention by +15% among new ETF investors.

2. Success Metrics

Metric Type	*Metric Name*	*Definition*	*Why it matters*
Key Metric	30-day Savings Plan retention	% of new savings plans active after 30 days	Direct indicator of conviction & stability

Secondary	ETF setup completion rate	% completing ETF selection after starting setup	Measures reduced friction
Secondary	Early modification rate (14d)	% modifying allocation within first 14 days	Proxy for confidence
Secondary	Exit rate during ETF selection	% users dropping during ETF step	Detects overload

3. Guardrail / Do Not Disturb Metrics

Metric	*Why it matters*
ETF Concentration risk	*Prevent oversimplification harming diversification*
Support Tickets(ETF Confusion)	*Avoid misleading guidance*
Plan cancellation during market dip	*Ensure we're not artificially suppressing churn*

WHO ARE THE USERS:

1. Persona

Name: Anirudh – The Habit Builder
Profile: Salaried professional investing monthly via ETF savings plans
Mindset: Long-term wealth builder, moderate financial literacy

Quote:

"I want to invest long term, but I'm not sure if I picked the right ETFs."

2. Problems We Are Solving (Needs / Jobs To Be Done)

Core Job To Be Done

"When I set up my ETF savings plan, I want to feel confident that my ETF mix is correct, so I don't second-guess or panic later."

Needs

- Clarity on ETF quantity
- Simple comparison
- Diversification understanding
- Reinforcement before commitment

Core Problems

- Too many ETF options
- No structured guidance

- Lack of post-selection reassurance
- Dependence on external validation

3. How Do We Know These Problems Exist?

From Phase 2 Research:

- 60% reported low/medium confidence when choosing ETFs
- 100% of setup friction tied to ETF selection
- 40% modified or paused plans during volatility
- 60% relied on friends/YouTube for validation

These patterns confirm that confidence - not execution - is the primary friction.

SOLUTION:

1. Brief of the Solution

Introduce a **Confidence-First ETF Setup Experience**, consisting of:

A. Portfolio Presets

Curated ETF bundles (1, 2, or 3 ETF models) to reduce blank-slate decision anxiety.

B. ETF Comparison Simplifier

Show only 3 essential metrics by default:

- Region
- Cost (TER)
- Risk level

Advanced metrics hidden under “Advanced details”.

C. “Why This Mix Works” Reinforcement Panel

Before confirmation:

- Diversification count
- Geographic exposure
- Risk alignment
- Historical recovery context

This addresses:

- Overload (before decision)

- Structure (during decision)
- Conviction (after decision)

2. Other Alternatives Considered (with Prioritization)

Idea	*RICE score*	*Reason Not Prioritized*
Guided ETF Wizard	*9*	*Scores less on confidence*
Diversification Visual Meter	*6*	*High effort + Compliance risk*

Selected ideas scored highest on:

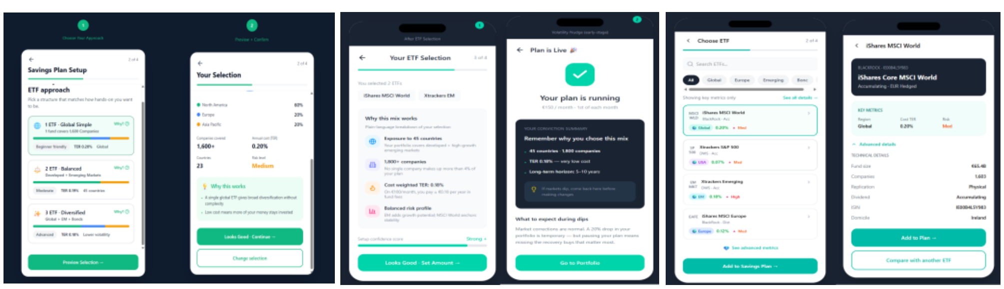
- Reach
- Impact on retention
- Confidence from research
- Feasibility

PRODUCT FLOW (DETAILS OF THE FEATURE/PRODUCT):

1. Customer Journey

1. User taps “Create ETF Savings Plan”
2. Sees “Choose Your Approach”
   - Simple Presets (Recommended)
   - Build Custom
3. Selects preset OR manually selects ETF
4. Views simplified comparison
5. Sees “Why This Mix Works” reinforcement
6. Confirms allocation
7. Sets amount & schedule
8. Plan becomes active

2. Wireframes and Flow Diagrams (Conceptual)



3. User Stories

- As a new investor, I want preset portfolio options, so I don’t feel overwhelmed.
- As a cautious investor, I want to understand why my ETF mix works.

- As a long-term investor, I want reassurance before confirming my plan.

4. User Acceptance Criteria

- Preset options visible before ETF list.
- Each preset displays allocation and risk summary.
- Explanation panel appears before confirmation.
- User can modify or skip presets.
- Page load time < 2 seconds.
- Compliance-approved disclaimer displayed.

5. Edge Cases

- User selects >5 ETFs manually.
- Users choose high risk with short investment horizon.
- Market data temporarily unavailable.
- User revisits setup after partial completion.
- Region-specific compliance constraints.

6. Event Tracking Sheet

Event Name	*Trigger*	*Purpose*
Setup_mode_Selected	Users selects preset/custom	Adoption split
Preset_selected	User chooses preset	Measure preset usage
Simplified_view_used	Default ETF comparison view	Engagement tracking
Explanation_viewed	"why mix works" screen displayed	Reinforcement exposure
Savings_plan_created	Plan confirmed	Conversion
Allocation_modified_14d	Allocation changed within 14 days	Confidence proxy
Plan cancelled_30d	Plan paused within 30 days	Retention metric

TENTATIVE TIMELINES:

Task	*Date*
Leadership approval	
Design ready	
Prototype testing	
Development starts	
Beta launch	

DEPENDENCIES:

1. Open Questions

- Should presets vary by geography?
- Should explanation panel be skippable?
- How to phrase guidance without implying financial advice?

2. Infrastructure Requirements

- Backend storage for preset configurations
- Event tracking instrumentation
- Portfolio diversification computation logic

3. Budget Approvals

- Design sprint cost
- Engineering allocation (2 sprints)

4. Partner Support

- Market data API reliability
- Historical return data integration

5. Internal Dependencies

- Compliance approval
- UX writing review
- Analytics implementation

RELATED DOCUMENTS:

1. Tech Planning Document
2. Design Planning Document
3. Go-To-Market Planning Document

PRODUCT: SCALABLE CAPITAL (INVESTING APPLICATION)

STEP 1: BRAINSTORM SOLUTIONS

Root Cause Breakdown - from phase 2 research

- Users lack clarity on how many ETFs are enough
- Users don't understand why a mix works
- Users seek external validation (friends/YouTube)
- Initial conviction is weak -> volatility exposes fragility

IDEAS

Solution	**Short description**	**Key Assumption**	**Category**
Portfolio Presets (3 simple models)	• ETF Simple • ETF Balanced • ETF Diversified	Structured options reduce overload	High confidence
Guided ETF wizard	Ask 4-5 questions -> Suggest ETF mix	Guided decisions increase confidence	High confidence
Why this mix works -> explanation panel	Plain-language explanation of diversification logic	Understanding reduced doubt	High confidence
Diversification Visual Meter	Visual bar showing exposure by region/sector	Visual clarity increases conviction	High confidence
Social Validation insight	"X% of investors use similar allocation"	Social proof increases confidence	Meidum
Beginner mode toggle	Simplified ETF discovery mode	Simplicity reduces paralysis	Medium
Conviction Lock period	Suggest no modification for first 30 days	Friction reduces emotional edits	Medium
Volatility Education Module	What happened during market dips?	Education reduces panic	Medium
ETF comparison Simplifier	Show only 3 key metrics (Cost, Region, Risk)	Reduces cognitive load	High
AI portfolio assistant	Conversational ETF guidance	Personalization increases trust	Moonshot
Community portfolio gallery	Anonymous real portfolio	Peer benchmarking builds trust	Moonshot
Confidence check prompts	How confident do you feel? -> show explanation	Self-reflection increases commitment	Medium

STEP 2: PRIORITIZATION (RICE)

RICE Formula: (Reach*Impact*Confidence) / Effort

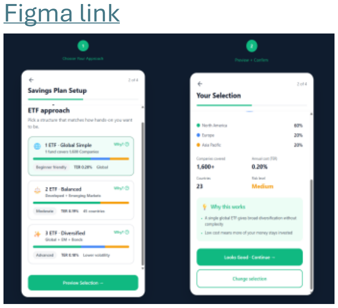
Solution	R	I	C	E	Score
Portfolio Presets	3	3	3	2	13.5
Guided ETF Wizard	3	3	2	3	6
Why this mix works -> Panel	3	2	3	1	18
Diversification Visual Meter	3	2	2	2	6
ETF Comparison Simplifier	2	2	3	1	12

Top 3 Selected

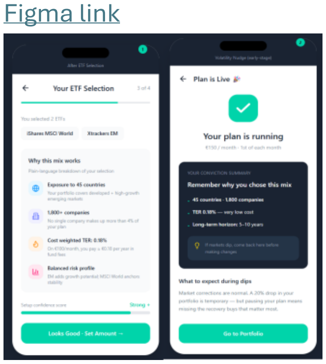
1. Why this mix works panel (highest score) - Solves Lack of clarity
2. Portfolio Presets - Solves choice overload
3. ETF Comparison Simplifier – Solves Fragile conviction

STEP 3: WIREFRAME FLOWS

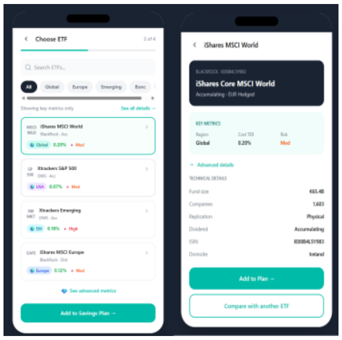
1. User → Savings Plan Setup → ETF Selection Screen
   [Figma link]



2. Why this mix works panel → appears after ETF selection
   [Figma link]



3. ETF Comparison simplifier → appears before the ETF selection
   [Figma link]



STEP 4: DEFINE SUCCESS METRICS

Phase 2 goal: Improve 30-day savings plan retention by 15% for new ETF investors.

Metric type	Metric name	Definition	Why it matters
Key Metric	30-day savings plan retention	% of new plans active after 30 days	Direct measure of confidence + conviction
Secondary	ETF setup completion rate	% of users completing ETF selection	Measures reduced drop-off
Secondary	Early modification rate	% of ETF changes within 14 days	Measures fragile conviction
Guardrail	Customer Supporrt Tickets (ETF confusion)	ETF-related queries	Ensure solution doesn't create confusion
Guardrail	ETF Concentration Risk	% portfolios overly concentrated	Prevent oversimplification

STEP 5: PITFALLS AND MITIGATIONS

Assumption	Failure mode	Impact	Likelihood	Mitigation	Detection Signal	Rollback
Presets increase confidence	Users ignore presets	High	Medium	Add explanation layer	Preset adoption rate	Remove preset-first UI
Explanation improves conviction	Users skip reading	Medium	Medium	Keep summary < 3 lines	Scroll completion rate	Simplify copy
Simplification doesn't reduce quality	Users under-diversify	High	Low	Preset guardrails	Portfolio concentration %	Disable risky preset