Product Design Assignment

Problem Statement

Re-design the Indian Stock smallcase profile page (including the different tabs and pop-ups/bottom sheets that show up on tap) on the smallcase mobile app to drive more conversions through better information architecture, visual & interaction design. To access the page, tap any smallcase card on the Home tab, or go to Search → IN Stock Portfolios and tap any card

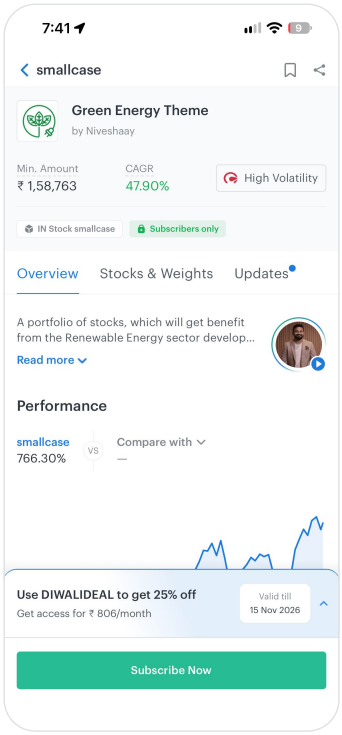
Feel free to add features you think would improve conversions, even if they don't exist today. Some context around the topic is mentioned below. Where details are missing, make assumptions and call them out in your solution.

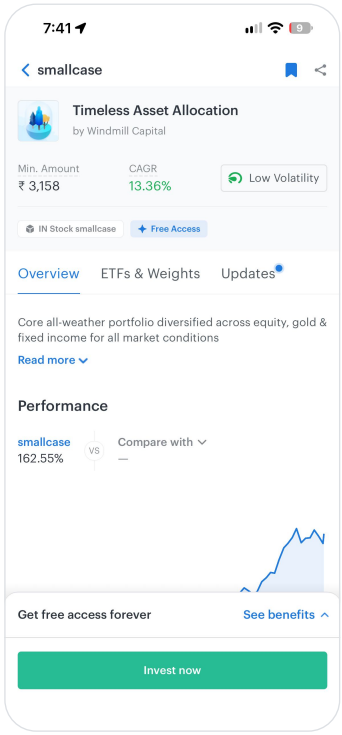
Context

Smallcase comes in two forms: **Paid and Free**. For the scope of this assignment you can only focus on the Paid smallcase use case.

1. **Paid (AKA fee-based) smallcase**, like Green Energy Theme, require a subscription before users can invest. The sonstituents are visible only to subscribers. Note that subscriptions are per smallcase, not platform-wide.. A successful conversion is defined as a subscription purchased through the smallcase profile. Each purchase contributes to smallcase's revenue through the subscription fee paid by the user.

2. **Free smallcases**, like Timeless Asset Allocation, let users see constituents and invest without a subscription. A successful conversion is defined as the first investment completed after tapping "Invest now"





We run regular surveys on the app and top reasons users visited a smallcase profile but didn't invest were:

- **33%** of survey respondents did not understand the theme or strategy of the smallcase
- **25%** of survey respondents were not clear about the actual returns after accounting for costs
- **23%** survey respondents said they are waiting for the right time to invest
- **17%** survey respondents were not clear about the process of investing