Question

Context
Pluang is a platform offering multi assets to users in Indonesia. With the objective to make users transact more it is considering to offer

- Trading Bots

Side Explanation

- Crypto market is open 24/7 and Global stocks (US) starts at local time 9PM.
- Ability to analyze, trade and monitor positions is difficult to the average user

Your brief
Task 1 (audience product)

1. Which metrics would you define to measure the success of this feature? [Metrics]
2. One of them should be the transaction value. Also state reasons why such a feature will impact the transactions [Impact on Transactions]
3. What's your methodology to provide the trading experience? Make a quick design proposal (designing low-fi wireframes is fine) [Capabilities ; Wireframes]

Task 2 (audience product + Tech)

4. Can you make a roadmap proposal for implementing the feature with a proper prioritization? [Roadmap]
5. The other teams want more visibility on the timelines, you're missing the visibility from your team because there are some dependencies with 3rd parties (regulators) which are hard to estimate. What are the risks? How do you proceed? [Timelines]

Assumptions

1. Objective to transact more could mean more transactions in terms of number of transactions or dollar amount. Here, focussing only on **number of transactions**
2. The target market for this feature remains current user base of Pluang itself
3. Any user pain points that are discovered are to be resolved by using trading bots
4. All analysis is done taking into consideration two primary pain points highlighted:
    a. Some markets operate 24x7 which makes monitoring difficult
    b. Users trade in markets outside of local timezones

Pluang

Structure of the Document

1. Problem Alignment
2. User Personas
3. Solution Alignment
4. Appendix

Problem Alignment

What problem (or opportunity) are we trying to solve ?

- Increase the number of user transactions on Pluang

Why is it important to our business ?

- **Revenue Opportunity**
  - Increased transaction volumes can lead to more revenues via fees associated with transactions
- **Improved User Experience**
  - Allow users to trade different markets across different time zones with ease
  - Enable users to trade conveniently across different asset classes platforms
  - Enables emotion free trading - reduces panic buying/ selling
- **User Engagement and Retention**
  - Allow users to efficiently monitor their investments avoiding manual oversight
  - Improved customer engagement leading to higher retention in the long run

What insights are we operating on ?

Company Alignment

- Pluang is aimed at making investing accessible, convenient, and rewarding
- **Prioritizes access:**
  - Pluang allows users to invest in a variety of assets including gold, mutual funds, US Stocks and cryptocurrencies
  - Caters to different investor preferences and risk appetites
  - Provides educational resources and news insights to enable users make informed investment decisions

- **User Convenience**:
  - User-friendly interface
  - Tutorials on how to use the platform effectively
  - Both mobile and web app that enables easy access
- **Innovation in Financial Technology:**
  - Multi-asset support
  - Integrations with global markets
  - Payment solutions

User base

- Pluang is centered towards addressing investment goals primarily for Indonesian markets with a TAM of **~174 million** [Number of Users]
- Pluang offers a range of investment assets catered to different levels of risk profiles
  - Users with moderate to high risk profiles via US Equities and Crypto market
  - Users looking to build long-term wealth via Gold and MF offerings

Specific Industry Trends - FinTech

Trend	Description	Relevance	Companies
Automated Trading and AI-Powered Bots	Use of AI to develop trading bots for 24/7 operation	Ideal for the always-open crypto market and late US stock market hours	TokoCrypto, Indodax
Personalized Investment Advice	AI-driven tailored investment recommendations	Guides users through complex trading decisions	Betterment, Wealthfront, Nutmeg
Robo Advisors	Automated portfolio management using algorithms	Ensures effective management for users unable to constantly monitor their positions	Schwab Intelligent Portfolios, SoFi Automated Investing, Acorns
Integration of DeFi	Adoption of decentralized trading and finance platforms	Provides additional 24/7 trading opportunities with more control	Compound, Aave, Uniswap
Real-Time Analytics and Data Visualization	Advanced tools for quick market analysis	Simplifies market understanding for timely decision-making	TradingView, Stockbit, Investing.com
Mobile Trading Platforms	Robust apps for trading on-the-go	Allows users to trade anytime, anywhere	Pluang, Ajaib, Bibit, Robinhood
Social Trading and Copy Trading	Platforms to follow and copy successful traders	Leverages expertise, helping average users	eToro, ZuluTrade, Covesting

Enhanced Security Measures	Advanced security protocols	Builds user confidence in trading, crucial for crypto markets	Coinbase, Binance, Gemini
Gamification of Trading	Incorporating game elements into trading platforms	Engages users, encouraging frequent transactions	Freetrade, BUX, Invstr

Learnings from adjacent industries

We want to analyze how other industries have:

- Used bots for different use cases
- Increased engagement on their platform

Industry	Trend	Impact	Opportunity for Pluang
E-commerce and Streaming [Link]	Utilize AI to personalize user experiences, recommending products or content based on individual preferences and behavior	Increased user engagement and cart conversions	Utilize AI for recommending investment products/ investment strategies to users
Logistics and Manufacturing [Link]	- Embrace complexity through automations - Improved demand forecasting - Improving process efficiency	- Reduced costs - Reduced wait time for customers for products	Pluang can provide similar automations for users to reduce manual effort in managing portfolios
Social Media [Link]	- Leverage user data for providing more personalized content and ads - Usage of automations by marketing and customer support teams to streamline workflows	- Higher user engagement - Improved cross selling of services and ad conversions - Improved personalization over support channels	- Pluang can utilize investment patterns of users for identifying interest patterns of users - Pluang may introduce automations to streamline repetitive tasks for users
Telecom [Link]	- Partnerships with adjacent partners for bundling services	- Improved user stickiness - Higher user growth trends for all involved partners	Pluang can partner with players in other domains like chart providers/ news providers etc. to improve user experience

Competition

Criterion	Pluang	Bareksa	Ajaib	Stockbit
Core Services	- Gold - Mutual funds - US Stocks - Cryptocurrency	- Mutual funds - ETFs	- Stocks	- Stocks - Community insights
Platform accessibility	- Mobile-first app on Android and iOS - Web based platform	- Mobile-first app on Android and iOS - Web based platform	- Mobile-first app on Android and iOS	- Mobile-first app on Android and iOS - Web based platform
Investment Options	- Diverse global assets	- Mutual Funds	- Stocks	- Stocks - Cryptocurrency
User Base	Broad demographic, Tech-savvy investors	Established investor base	Young professionals	Retail investors
Educational Resources	Comprehensive guides, Market insights, News analysis, Blogs	Investment Articles	Trading tutorials	Community discussions
Market Positioning	Growing presence in Indonesian as a multi-asset fintech	Leading mutual fund platform	Emerging stock trading app	Stock trading community
Customer Support	- Email support - FAQs	- 24/7 customer service	- Email support	- Live chat - Email support
Growth Strategy	- Enhancing mobile app features - Expanding investment options	- Partnerships with banks	- Market expansion	- Community engagement focus
Revenue Streams	- Commissions from transactions - Fees from AUM (Mutual funds) - Subscription for premium features	- Transaction fees on mutual fund purchases/sales - Fees from AUM (Mutual funds + ETFs)	- Commissions from transactions - Interest on cash balances - Subscription for premium features	- Transaction fees - Subscription for access to advanced data and insights - Advertising and partnerships

	- Interest on cash balances	- Fees for wealth management services - Advertising and partnerships		- Potential fees from offering educational courses and webinars

User Personas

Personas have been defined on the basis of **user interviews** conducted across 10 individuals. Additionally the pain points mentioned in the side explanation in the prompt have been used to restrict scope of current problems faced by users

- Casual Trader
- Active Day Trader
- Part-Time Trader
- Long-Term Investor

User Personas				
Behavior				
Type of User	Casual Trader	Active day trader	Part-time trader	Long term investor
Risk Profile	Low Risk	High Risk	Moderate Risk	Low Risk
Financial Situation	Moderate disposable income	High disposable income	Moderate-high disposable income	High disposable income
Knowledge of finance	Beginner - Intermediate	Intermediate - Advanced	Intermediate	Intermediate - Advanced
Background	Working professionals, tech-savvy	Finance professionals, experienced traders	Professionals in various fields, time-constrained	Business owners, professionals, retirees, conservative investors
Aspirations	Grow wealth gradually Supplement income	Maximize short-term gains Full-time trading career	Build secondary income Transition to full-time trading	Preserve wealth Ensure steady income

Lifestyle				
Type of User	Casual Trader	Active day trader	Part-time trader	Long term investor
Needs	Simple, automated solutions Occasional trading	Fast execution, real-time data Advanced tools High-leverage options	Automated trading Flexible schedules	Portfolio management Long-term growth strategies
Free time activities	Socializing, casual investing	Researching stocks, trading strategies	Balancing family, work, and trading	Reading, family time, travel
Excitement	Easy gains from occasional trades	Successful intraday trades	Profitable trades during free time	Long-term portfolio growth
Worries	Missing out on market opportunities Significant financial loss due to market swings	High volatility Unexpected losses	Inability to monitor trades constantly Loss of principal	Market downturns affecting portfolio Loss of principal
Jobs to be Done				
Jobs	- **Automate trades** to take advantage of market opportunities **without constant monitoring** - **Simplify market insights** to make informed decisions - **Manage investments** efficiently with minimal effort	- Execute trades quickly and efficiently - **Access real-time data and analytics from multiple sources** for informed decision-making - Utilize **advanced trading strategies** such as momentum trading	- Leverage automated trading to **manage investments without constant attention** - Analyze market trends and positions during **non-working hours**	- **Automate portfolio rebalancing** with **minimal intervention** - Optimize for **long-term returns** while **minimizing risk** - Receive alerts and nudges for safe investment opportunities

Solution Alignment

Assumptions

- **Technological Feasibility**: Assuming that Pluang has the technical capabilities or can acquire them to develop and integrate sophisticated trading bot algorithms
- **Regulatory Compliance**: Assuming that the development and deployment of trading bots comply with existing financial regulations in Indonesia
- **Education and Support**: Assuming that adequate educational resources and support mechanisms will be provided to help users understand and effectively utilize the new offerings

High Level Alignment

Proposed Solutions	Solution Description	Pain Points Addressed
Automated Trading Bots	Bots that execute trades based on predefined strategies 24/7 without requiring constant monitoring	- Automate trades without constant monitoring - Manage investments efficiently with minimal effort - Execute trades quickly and efficiently - Utilize advanced trading strategies
Automated Portfolio Manager	Bot trades that periodically rebalance portfolios to optimize long-term returns with minimal intervention, adaptable to different market times	- Manage investments without constant attention - 24x7 market trend analysis - Minimal intervention based portfolio management - Automated risk management
Market Insights Bot	AI powered QnA based chatbot that analyzes news During live trading shares intents When offline shares insights to a mailbox with a specific call to action for the user	- Simplify market insights - Manage investments efficiently with minimal effort - Analyze real-time data from multiple sources

Prioritization

- Prioritizing basis the DHM model [Link] which helps focus on implementing initiatives that not only meet customer needs effectively but also provide strategic differentiation and potential for significant business impact

Feature Name	Delight to Customers (D)	Hard to Copy (H)	Margin Moving (M)	Priority
Automated Trading Bots	High	High	High	High
Automated Portfolio Manager	High	Medium	High	Medium
Market Insights Bot	Medium	Low	Low	Low

Roadmap

- Sharing the roadmap for the first prioritized feature: Automated Trading Bots

Team	Activities and Objectives	Dependencies
Phase 1: Planning and Preparation		
Product	- Define user needs, personas, market research, regulatory constraints for Automated Trading Bots	- Legal Team - User studies
Engineering	- Translate product requirements to functional requirements - Development of system design for efficient implementation	- Sync with product to understand required capabilities
Design	- Functional requirements translation to wireframes	Requirements definition from product
Phase 2: Development and Prototyping		
Product + Engineering	- Design algorithm frameworks and investment logic	- User data analysis - Regulatory approvals - Backend development
Design	- Create UI/UX flows	Requirements definition from product
Phase 3: Testing and Iteration		
QA	- Conduct usability testing and gather feedback	Development completion

Engineering	- Refine algorithms and optimize performance based on user feedback	Usability testing feedback from product team
Phase 4: Launch and initial rollout		
Marketing + Product	- Adoption collateral development - GTM strategy sync with product - Success and guardrail metrics definition - Integration with user analytics and usage pattern tracking	- GTM development - User education collaterals
Engineering	- Plan and execute phased rollout	Backend infrastructure readiness
Phase 5: Optimization and Scaling		
Product	- Monitor initial user adoption and feedback, provide support as needed - Gather insights from user studies for next iterations	- User adoption metrics monitoring - Feedback from Customer support - Analytics monitoring
Customer Support	- Resolve customer queries - Collate feedback and report issues to product	- Stabilized feature launch
Engineering	- System health monitoring - Optimize algorithms based on real-time analytics and user feedback	- Feature stabilization

Low level Alignment - Automated trading bots

Why will the feature impact the number of transactions ?

- Speed and Efficiency:
  - Execute trades in milliseconds, much faster than human traders
  - Capitalize on price movements and trading opportunities promptly, potentially increasing the frequency of transactions
- 24/7 Market Coverage:
  - Automated bots can operate continuously, including during non-trading hours and across global markets
  - Helps capture opportunities that human traders might miss
- Scalability:
  - Handle multiple trades simultaneously across different assets and markets
- Algorithmic Strategies:
  - Bots can execute complex trading strategies and algorithms with precision and consistency

Capabilities

- Real-Time Market Monitoring:
    - Receiving and processing real-time market data
    - Analyze price movements, trends, and indicators across multiple assets
- Customizable Parameters:
    - Allows users to define and customize trading strategies based on different indicators
    - Enables users to set parameters for trade entry, exit points, position sizing, and risk management rules
- Stop-Loss Orders/ Take profit Orders:
    - Triggers sell orders when predefined price thresholds are reached
    - Allows users to set and adjust threshold levels
        - Absolute levels
        - %age relative to a price - buy price/ custom price
- Reporting:
    - Generates customizable reports on risk exposures, mitigation strategies, and performance attribution
- Backtesting:
    - Provides tools for backtesting strategies to evaluate performance and refine algorithms before deployment

Limits

- Time based limit
    - Hours or specific time frames during which bot can operate
    - Different time zones can be specified

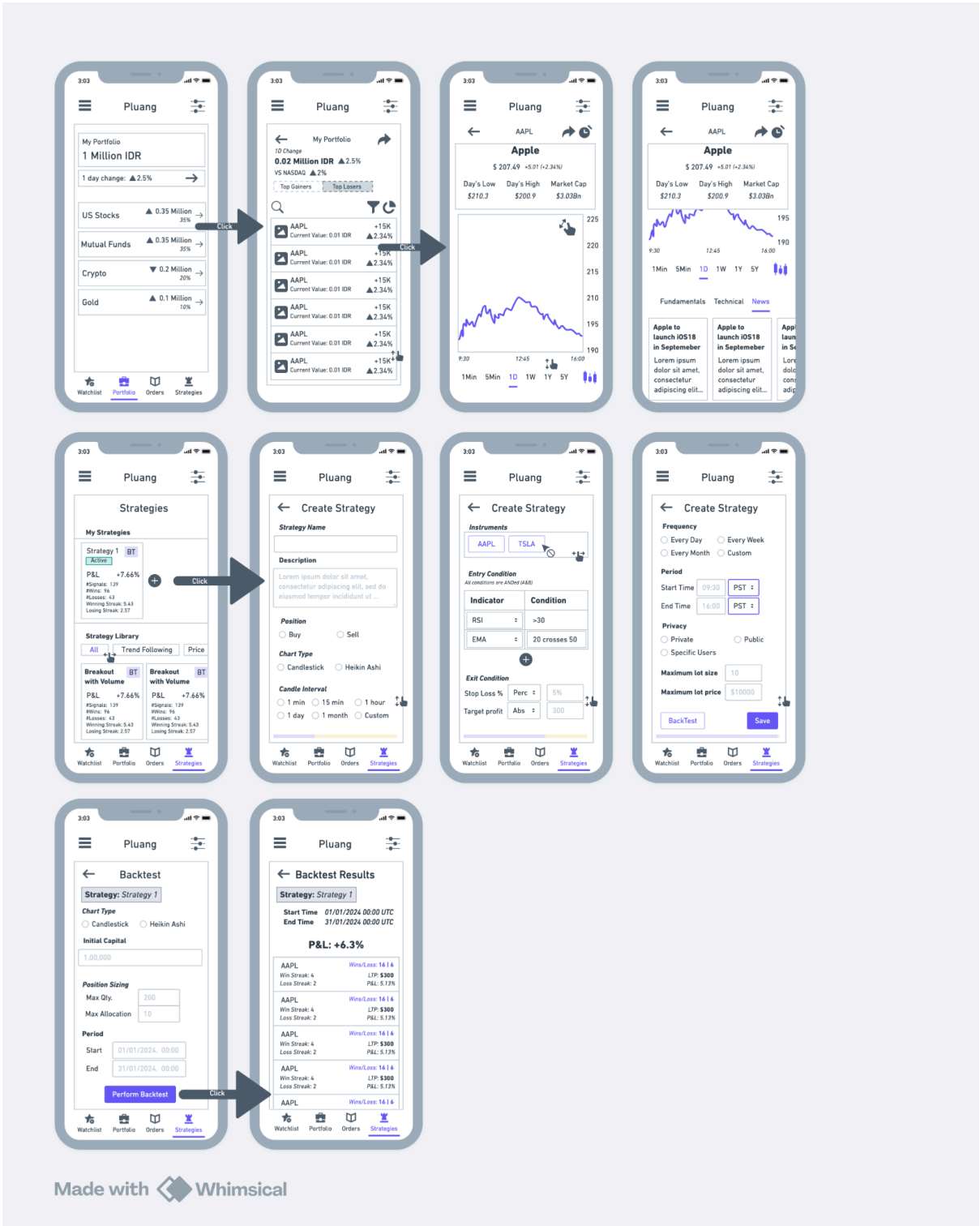
- Maximum exposure of the bot in terms of dollar value
    - On an asset level
    - On an asset class level

- Stop loss limits
    - Auto sell asset incase stop loss hits
        - In terms of specific dollar value
        - In terms of %age of units to be sold
- Orders
    - Maximum size of orders

    - In terms of
        - Monetary value
        - Quantity of assets

    - Maximum loss bot can incur in a specific time frame from initial position in absolute/ relative terms

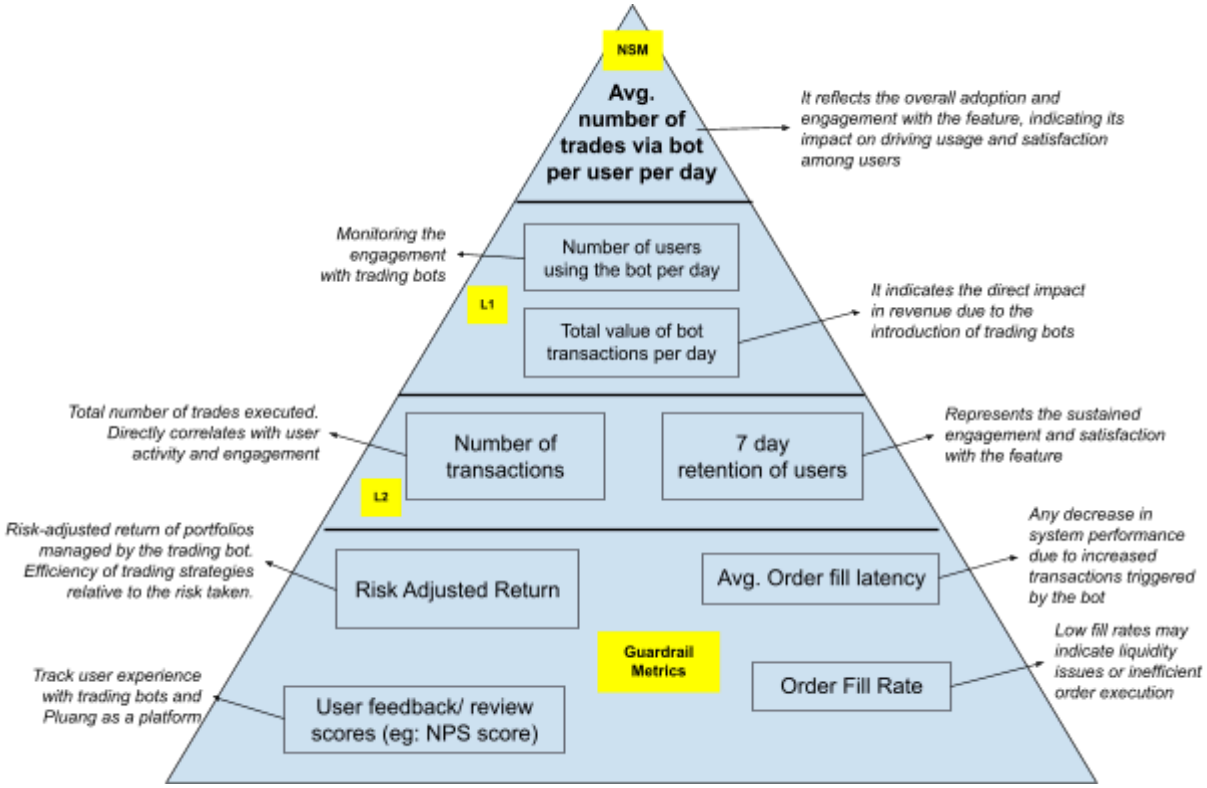
Wireframes



Made with Whimsical

Success Metrics

The objective of this launch is to enable more users to trade by introducing automated bots. Hence the primary goal we wish to establish is engagement



Visibility on Timelines

Q. The other teams want more visibility on the timelines, you're missing the visibility from your team because there are some dependencies with 3rd parties (regulators) which are hard to estimate. What are the risks? How do you proceed?

<u>Risks</u>

1. Uncertain timelines: difficult to prioritize tasks in backlog
2. Understanding compliance complexity: understanding anticipated changes due to changes in compliance policies
3. Resource Allocation: diverting attention and resources from core development tasks, potentially impacting overall project efficiency

<u>How to Proceed</u>

1. Initiate early and proactive engagement with regulatory authorities to understand requirements, anticipate timelines, and establish clear communication channels

2. Continuous monitoring to track regulatory developments and adjust project plans accordingly
3. Regular updates to stakeholders about regulatory progress
4. Develop contingency plans and build buffer timelines
5. Foster open communication and collaboration between internal teams, stakeholders, and regulatory bodies to maintain transparency and manage expectations effectively
6. Development of features in modularized manner to allow changes to a smaller section of code

Appendix

Documents:

1. Feature Pitch - Automated Trading Bot
2. Feature Spec - Automated Trade Executor
3. Number of Users

Concepts

DHM Framework and how to use:

- **Delight to Customers (D):** How much the solution enhances user experience and satisfaction
- **Hard to Copy (H):** The level of difficulty competitors would face in replicating the solution
- **Margin Moving (M):** The potential impact of the solution on revenue generation or cost savings
- Methodology
    - Provide each cell in the table one of the following values
        - High
        - Medium
        - Low
    - Prioritization:
        - **High Priority**: Solutions that score high across Delight to Customers, Hard to Copy, and Margin Moving criteria
        - **Medium Priority**: Solutions with a mix of high and medium scores across the DHM criteria
        - **Low Priority**: Solutions that score lower across one or more criteria and may have less immediate impact or differentiation

PR Note:

“Pluang Unveils Advanced Automated Trading Bot to Empower Investors”

Pluang introduces its groundbreaking Automated Trading Bot, revolutionizing how users manage investments effortlessly. Powered by cutting-edge algorithms, the bot offers real-time market analysis and automated trading strategies tailored to individual preferences. This innovative tool enhances accessibility and precision in financial decision-making, reinforcing Pluang's commitment to empowering users with sophisticated yet user-friendly fintech solutions. With seamless integration and robust security features, the Automated Trading Bot marks a significant leap forward in democratizing investment opportunities across Indonesia. Explore this transformative tool today and elevate your investments

Pricing:

- **Subscription Model**
  - *Tiered Pricing* - basic, standard, premium
  - *Monthly or Annual Plans*
- **Transaction-Based Pricing**
  - *Per Trade Fee*
  - *Volume Discounts* - lower fees for higher volumes of trades
- **Performance-Based Pricing**
  - *Profit Sharing*: Charge a percentage of profits
  - *Exceeding expectations*: Fees based on performance benchmarks
- **Flat Rate Pricing**
  - *Fixed Monthly Fee*
  - *One-Time Setup Fee*