



Review purchase transactions

Transaction proposed by:	ARN Code:	EUIN:
Ettica Financials	ARN-1237	Execution Only
Transaction proposed for:	Email:	Mobile Number
Rajeev Biswas	tharun@gmail.com	+91 9788543708

Systematically withdraw funds

SWP 1:



Parag Parikh International Flexi-cap Fund

Total Amount: ₹24,000

Folio # 24561462 [Home Loan](#)

Bank Selected



HDFC Bank [SB/041990600029998](#)

SWP Date

12th

No. of Instalments

6

SWP 2:



Parag Parikh International Flexi-cap Fund

Total Amount: ₹24,000

Folio # 24561462 [Home Loan](#)

Bank Selected



HDFC Bank [SB/041990600029998](#)

SWP Date

12th

No. of Instalments

6

REJECT TRANSACTIONS

APPROVE TRANSACTION

Nudges: Features Overview

Nudges was something that was introduced in the pages of new purchase, switch, STP, redemption and SWP, which helped the distributor get instant updates on the profile before making a transaction.

User Insight: When making a new transaction for their investors, MFDs don't have a clear view of the impact on the investor's portfolio. They typically have to wait for the monthly CAMS report to see what the current state of the portfolio is, and then if rebalancing is required, identify the degree and action required. To overcome this problem, nudges were introduced in multiple places. The list of nudges are given below.

 **Overlap with existing portfolio** 

SBI Liquid Fund has an overlap with Rajeev's existing portfolio holdings.

Fund Name	80.75%
-----------	--------

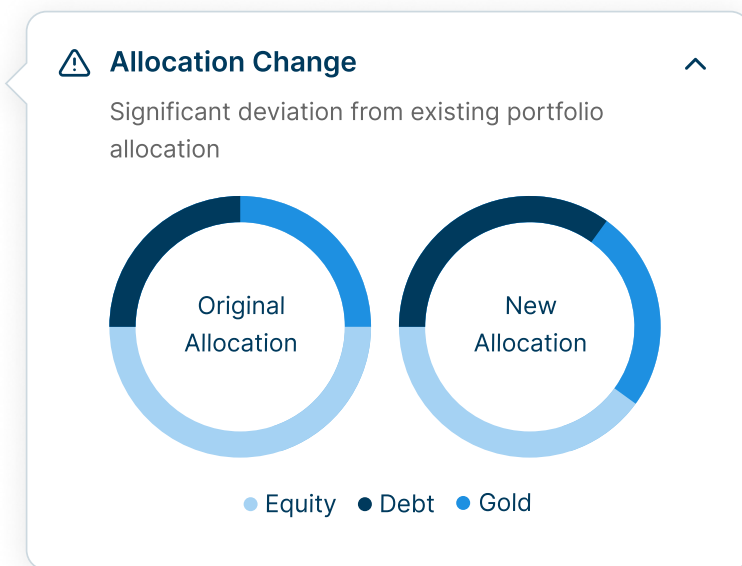
Fund Overlap (Single)

TRIGGERS

1. When a selected fund overlaps with the client's existing portfolio.

EXCEPTIONS

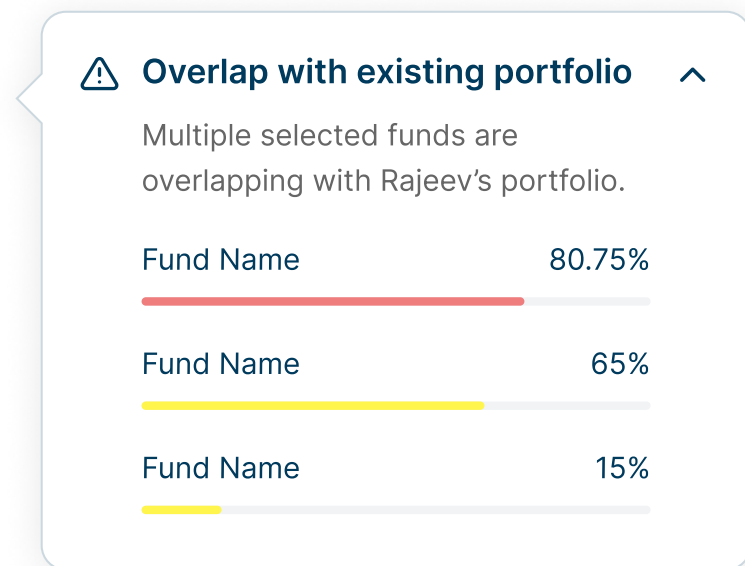
1. Not displayed if the selected fund already exists in the client's portfolio.
2. Not displayed below 20% overlap.



Portfolio Allocation Change

TRIGGERS

1. More than 5% change in any asset class allocation in the client's existing portfolio.



Fund Overlap (Multiple)

Same as Fund Overlap (Single), but shows multiple overlapping funds.

Bar Colours:

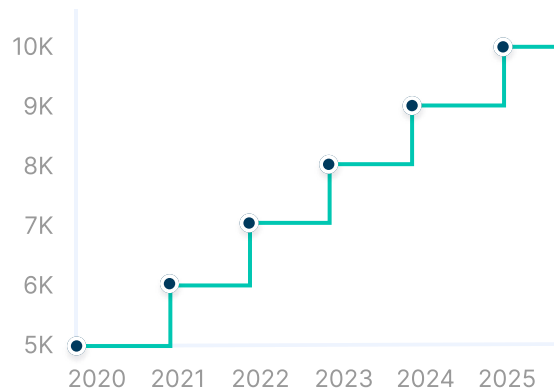
1. 20-65% - Alert/Warning
2. 66-100% - Alert/Error



Changes in SIP amount



By the time of OTM expiry, SIP amount will be ₹50,000



[VIEW DETAILS →](#)



Difference between Risk Profile & Riskometer



Fund risk is higher than Rajeev's risk profile

Investor Risk Profile

Low

Fund Riskometer

High

Top-up SIP Visualisation

TRIGGERS

1. Top-up has been enabled and configured for an SIP.

Risk Profile vs Riskometer

TRIGGERS

1. Fund Riskometer indicates higher risk than the investor's Risk Profile.

 Looks like there are no suitable mandate for these funds

Select "Create a new mandate" to have the investor create a new mandate

[CREATE MANDATE →](#)

 There is another SIP on the selected date

Try spreading out your SIPs over multiple dates

Fund Name	Amount
SBI Liquid Fund	₹50,000

Unsuitable Mandates

TRIGGERS

1. No available OTMs meet the requirement for the SIPs configured.

SIP Date Overlap (Single)

TRIGGERS

1. Selected date for the SIP coincides with another SIPs date.



Cost of switching



The taxation and Exit Load implications for this fund are:

LTCG	STCG	Exit Load
₹50,000	₹80,000	₹12,000
10%	20%	1%



There are other SIP on the selected date



Try spreading out your SIPs over multiple dates

Fund Name	Amount
SBI Liquid Fund	₹50,000
UTI Liquid Fund	₹50,000

Cost of Switching (Rupee Amounts)

TRIGGERS

1. For a fund selected for Switch or STP, once switch details have been added, exact rupee amounts can be shown to indicate the cost of switching which may be incurred by the client.

SIP Date Overlap (Multiple)

TRIGGERS

1. Same as SIP Date Overlap (Single).



Cost of Switching



The taxation and Exit Load implications for this fund are:

LTCG	STCG	Exit Load
10%	20%	1%

Cost of Switching (Percentages)

TRIGGERS

1. If fund selected for Switch or STP has an exit load and/or tax implication.



Investor Readiness



2 requirements pending for Rajeev



KYC (In Process)



Aadhar linked to PAN (Mandatory)



CAMS OTM



KFin OTM



Risk Profile

FIX NOW →

Investor Readiness

TRIGGERS

1. Pending requirement for the client's transaction to successfully go through.

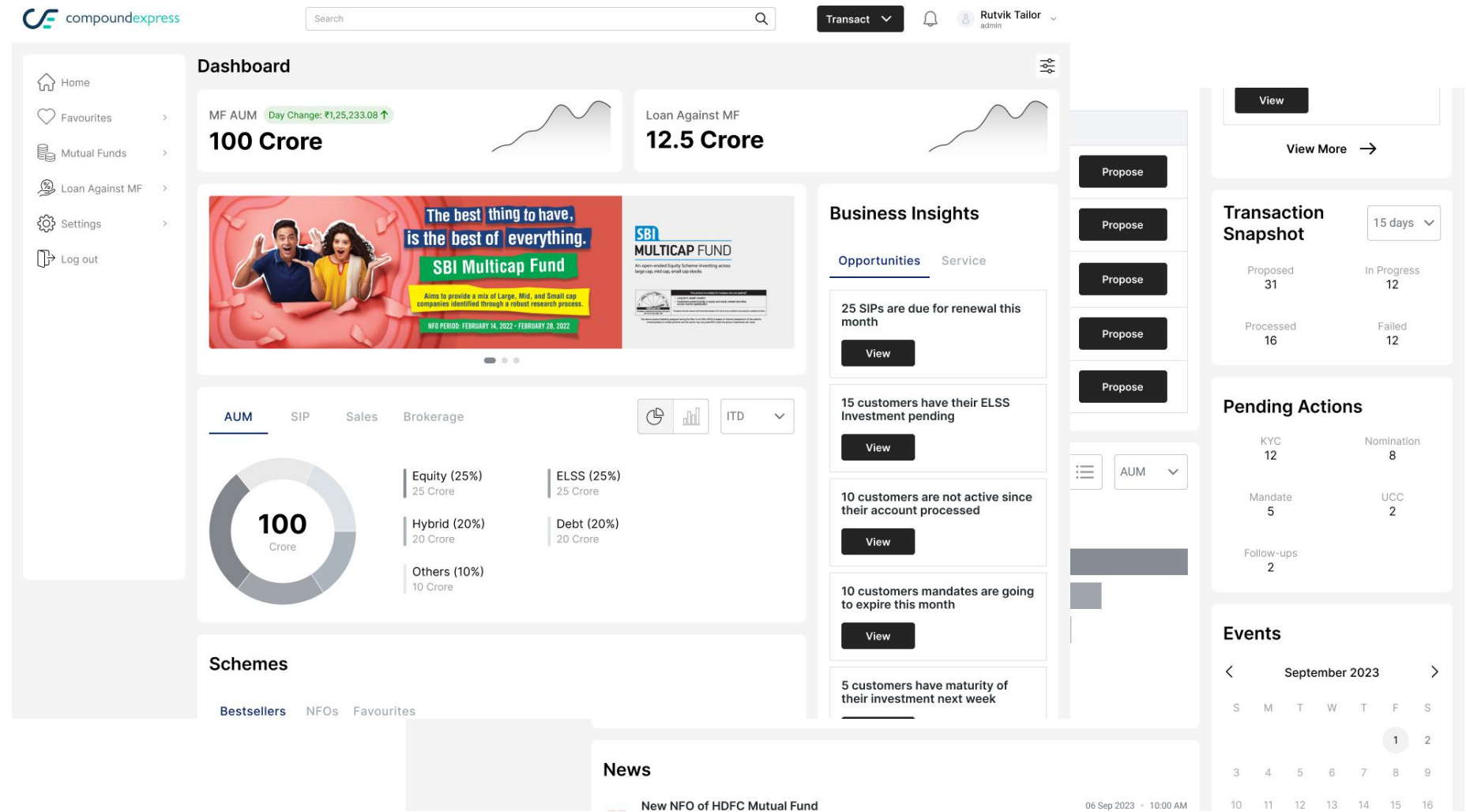
EXCEPTIONS

1. Investor Readiness is already complete.

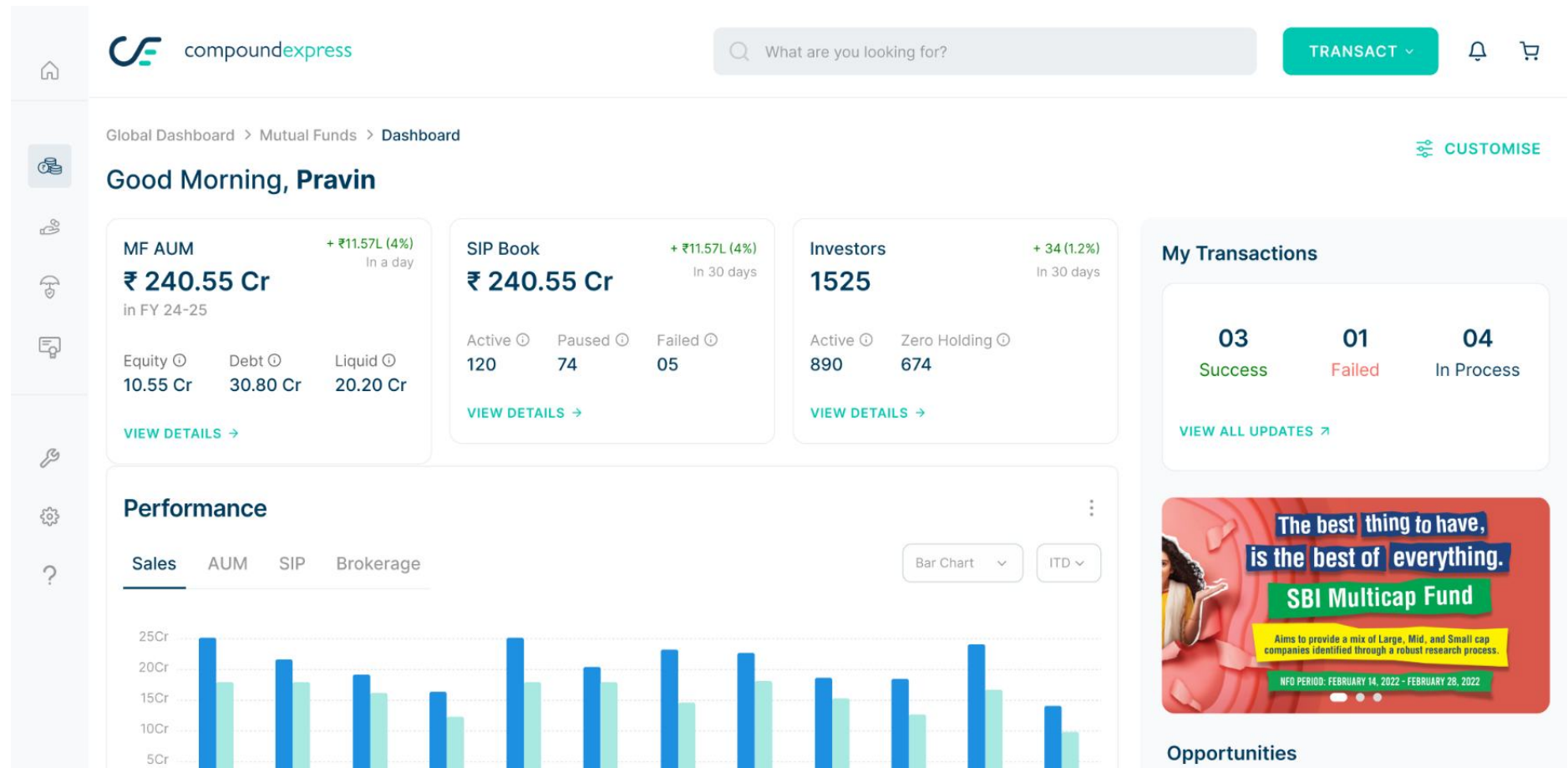
BEHAVIOUR

1. The nudge icon switches as follows:
 - a. alert-outline: Immediately resolvable requirement
 - b. tick-within-circle: All requirements resolved
 - c. cross-within-circle: Showstopper requirement pending
2. Auto-collapses on completion.

Dashboard – Wireframe

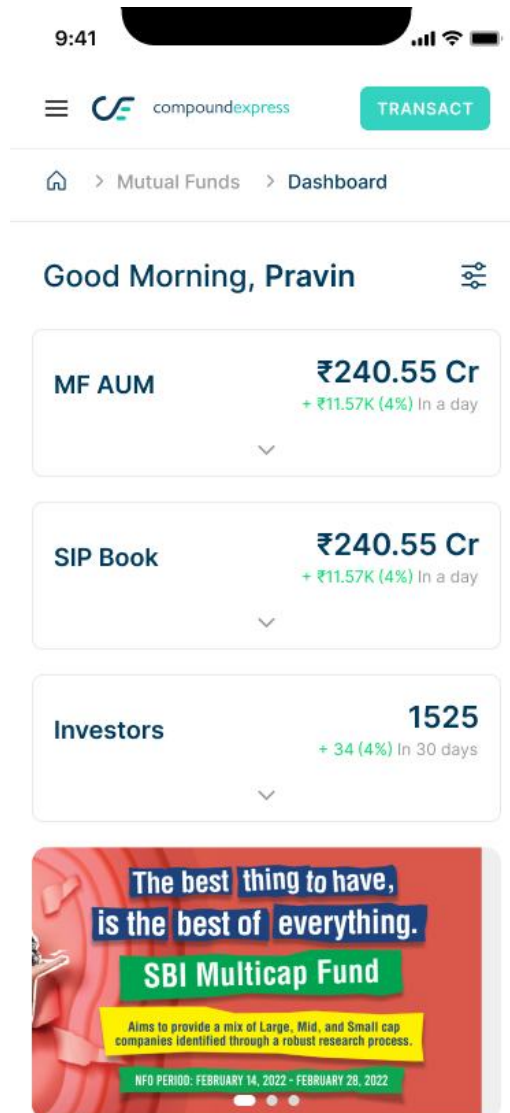


Dashboard

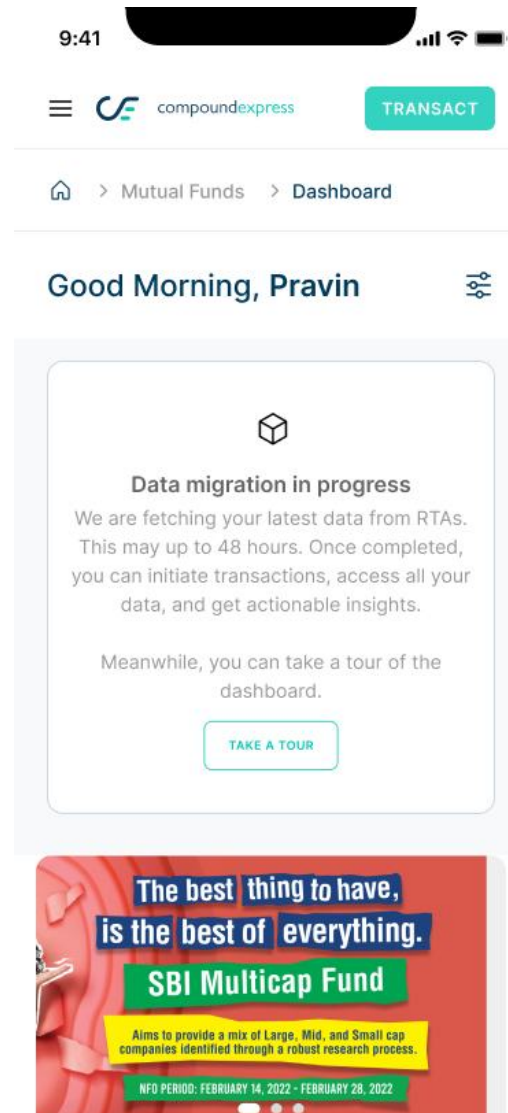


How is it different from its existing competitors? The UI is smoother and more intuitive. In other platforms the distributor has to check all the information about each client manually while this platform presents the required information on the front for the distributor to take decisions easily.

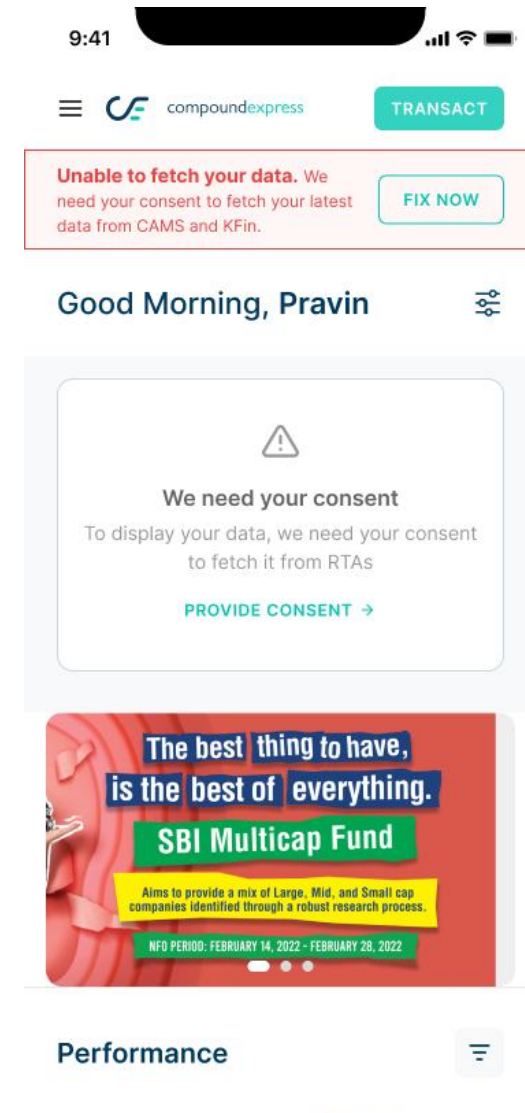
Dashboard – Mobile



Default

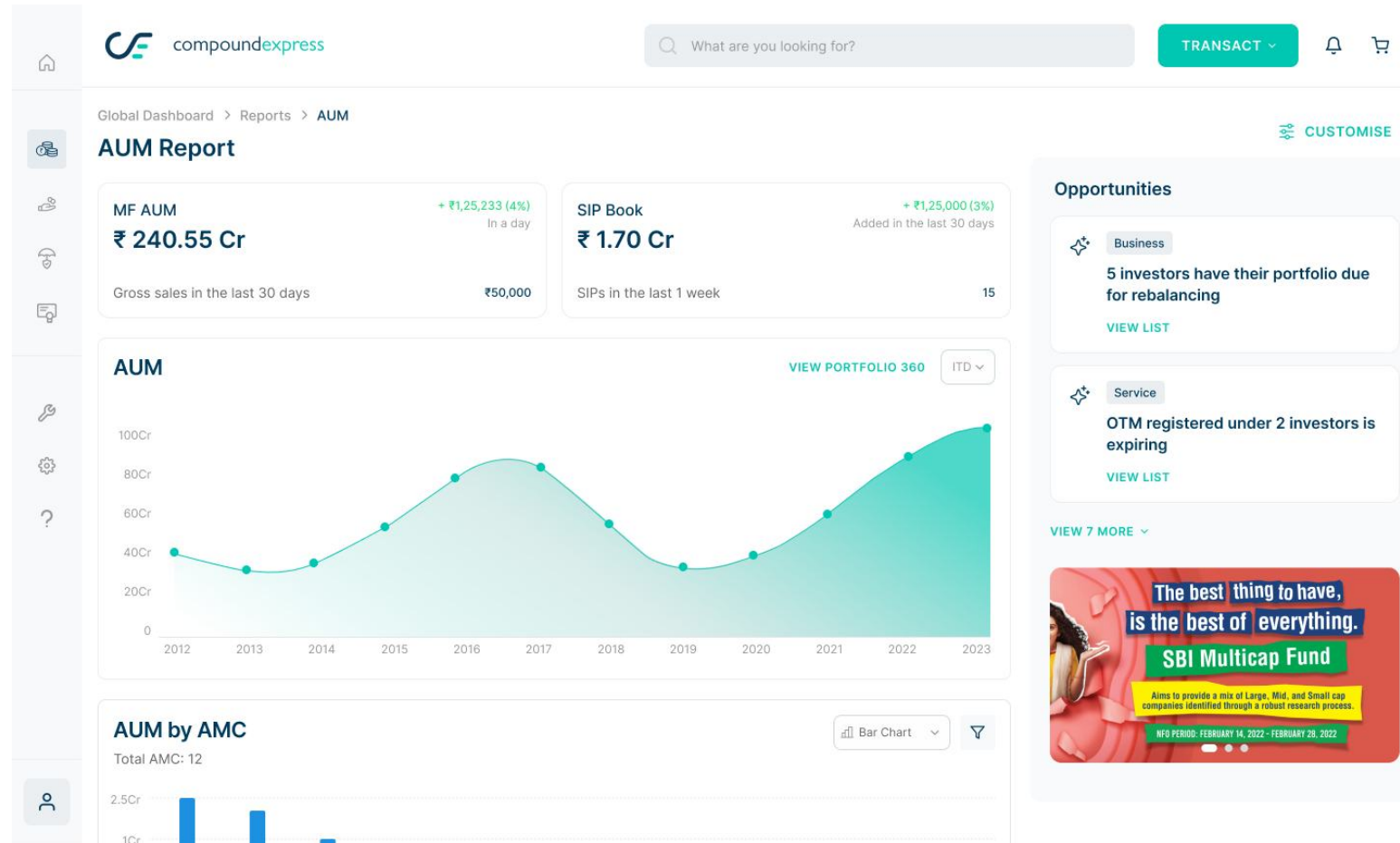


Empty State



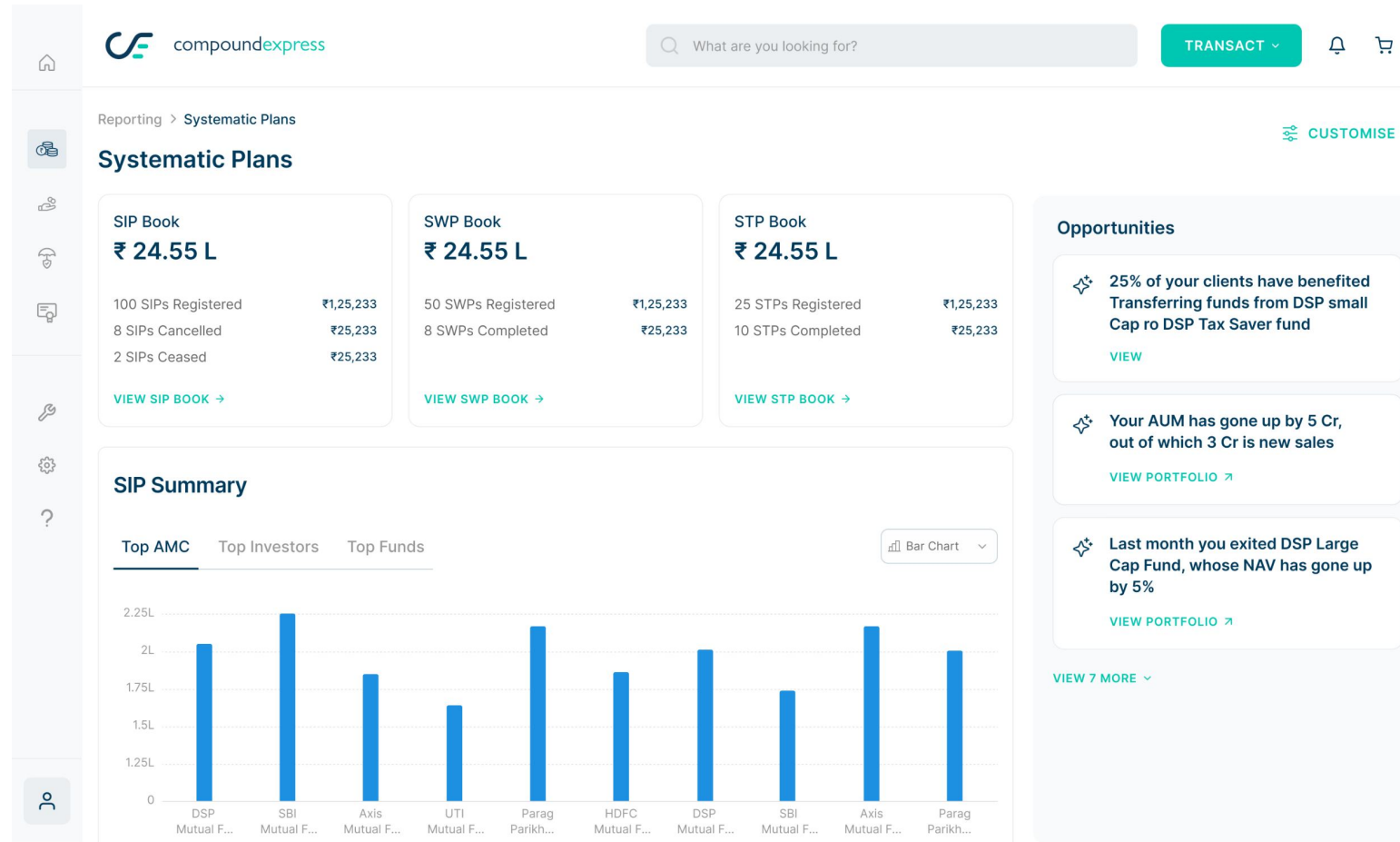
No Consent

AUM Report



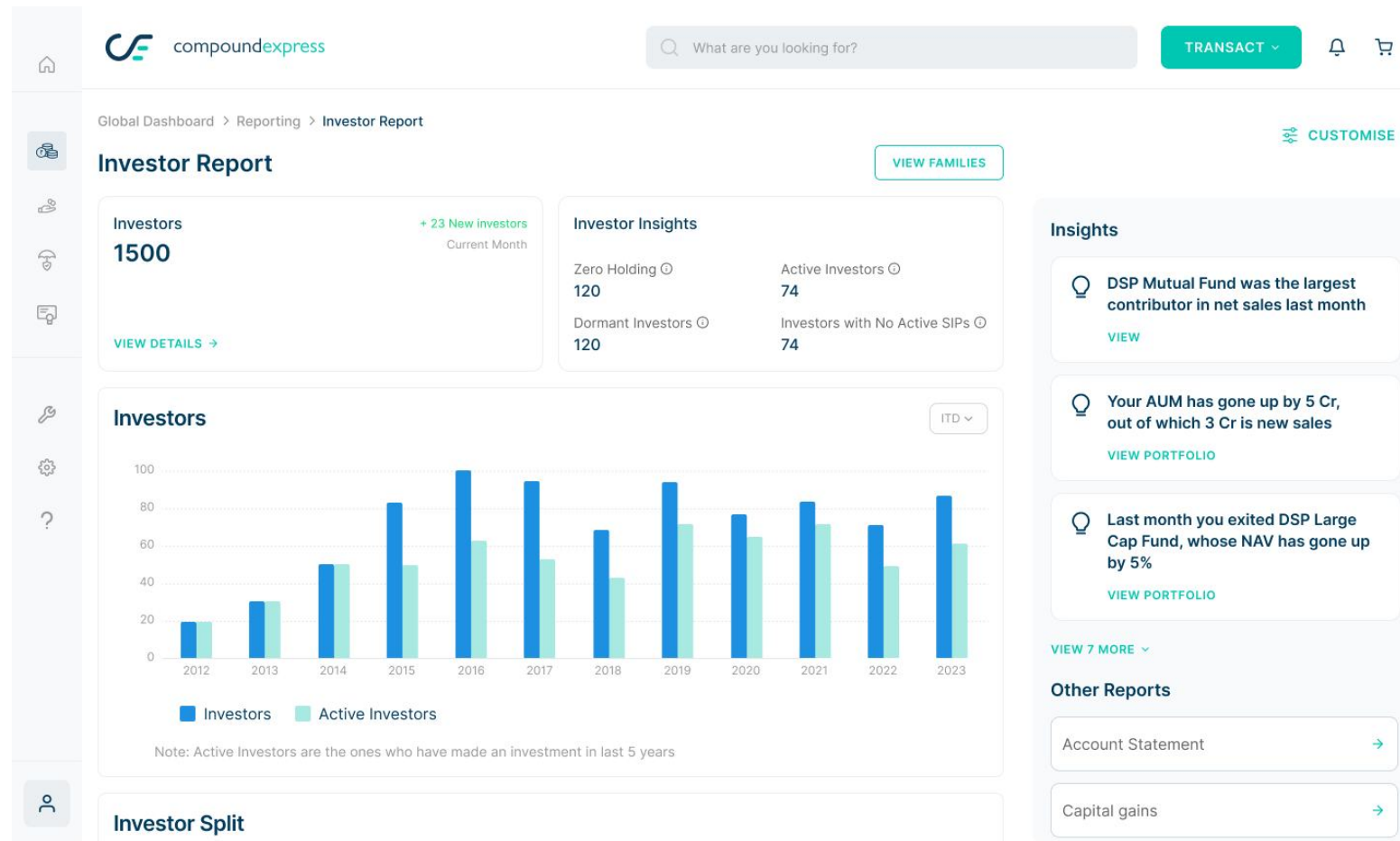
AUM (Assets Under Management) are visible in one screen. There are different graphs and tables based on the clients and company holdings. There are also insights and opportunities on the right side which briefs the distributors on different things that they might have missed otherwise.

Systematic Plans



Under Systematic Plans there are separate pages for SIP, STP and SWP showing the amount of funds invested in each company by all their clients.

Investor Report



Investor Report shows all their clients at a glance categorised by age, AMC, funds. They also get a list of top investors, which will help them prioritise their clients.

Family Report





What are you looking for?

TRANSACTION



Investors > Investor List > Individual Investor

Rutvik Tailor Family

AllStatementExport

CUSTOMISE

MF AUM

₹1,25,233 (4%) ↑
Day Change

₹ 240.55 Cr

View Details

Systematic Plans

SIP	STP	SWP
₹ 8,50,000	₹ 8,50,000	₹ 8,50,000
Count: 2455	Count: 2455	Count: 2455

Family Members

Bar Chart

Client	Portfolio Share %	Invested Funds	Current Value	XIRR %
Rutvik Tailor	25%	5	₹6.25 Cr	16.85%
Riya Tailor	25%	7	₹6.25 Cr	12.85%
Felicy Tailor	20%	4	₹5.50 Cr	16.85%
Rajendra Tailor	20%	2	₹5.50 Cr	16.85%
Dhaneshwari Tailor	10%	5	₹2.50 Cr	16.85%

Recent Transactions

AllProcessedIn ProgressFailedReversed

Insights

DSP Mutual Fund was the largest contributor in net sales last month

VIEW

Your AUM has gone up by 5 Cr, out of which 3 Cr is new sales

VIEW PORTFOLIO

Last month you exited DSP Large Cap Fund, whose NAV has gone up by 5%

VIEW PORTFOLIO

VIEW 7 MORE

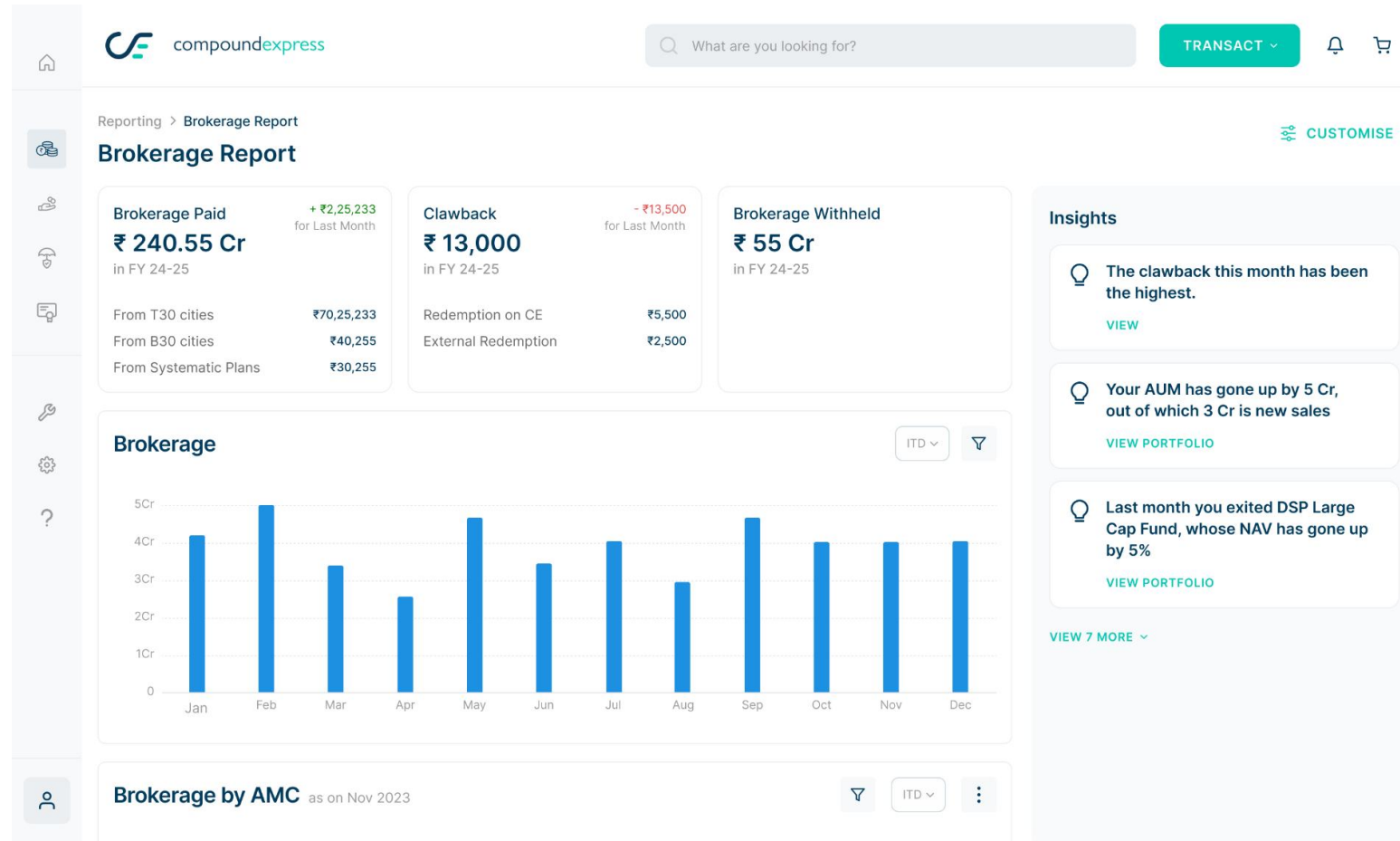
Other Reports

Account Statement

Capital gains

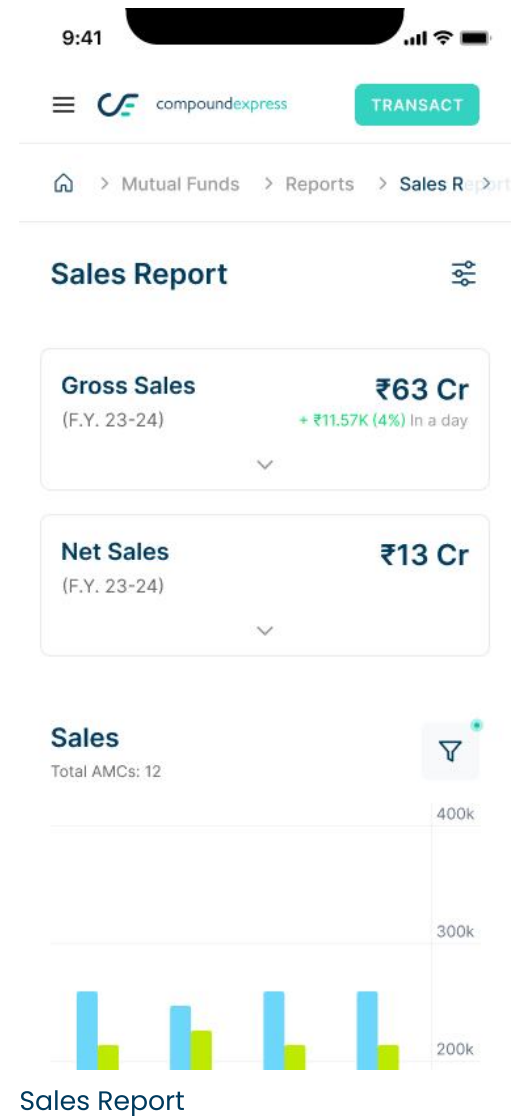
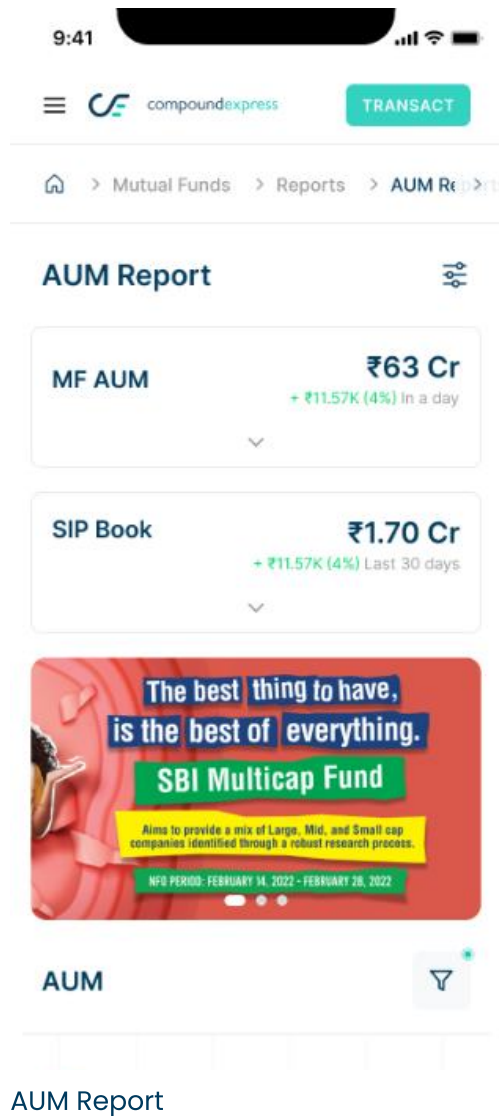
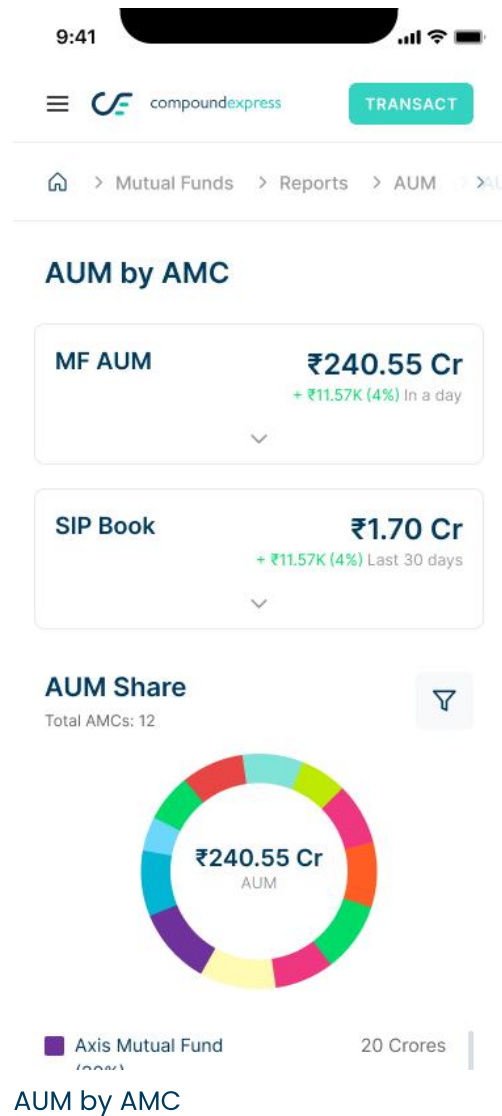
Family Report gives details about the fund allocation of each family member by percentage and amount.

Brokerage Report



Brokerage Report shows the statistics of the brokerage paid by the clients, clawbacks if any, and brokerage that is withheld from the client.

AUM Mobile Screens



Product Catalogue



 compoundexpress

What are you looking for?

TRANSACTION



Explore Funds

Trending Mutual Funds

1 / 12

**Nippon India Index Fund - Nifty 50 Plan - Direct Plan - Growth Plan**

AUM 3.5 Cr Expense Ratio 0.2% 3Y Return +12.4%

Quick Insight

- Top 40% of MFDs present on compoundexpress have invested in this fund



The best thing to have, is the best of everything.

SBI Multicap Fund

Aims to provide a mix of Large, Mid, and Small cap companies identified through a robust research process.

NFO PERIOD: FEBRUARY 14, 2022 - FEBRUARY 28, 2022

Browse Mutual Funds

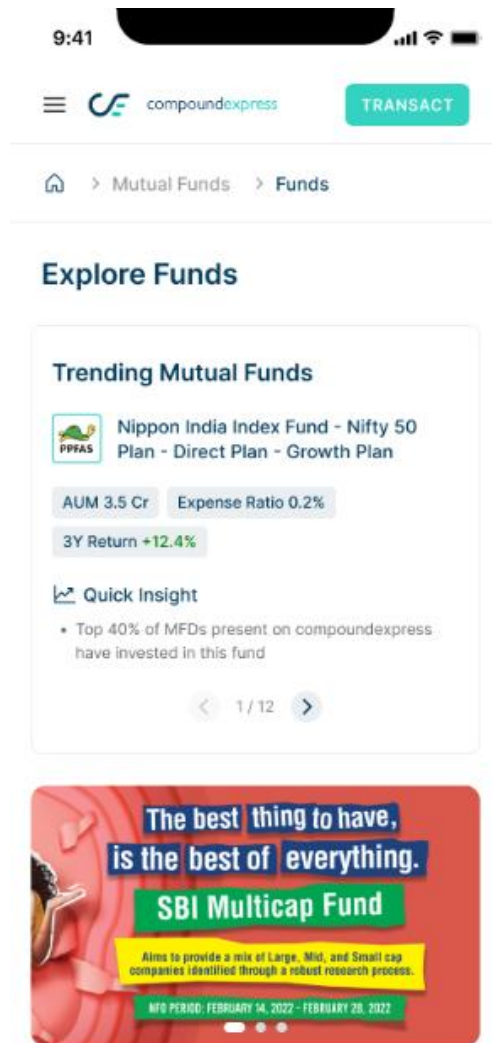
Equity Funds Debt Funds Hybrid Funds NFO By Fund Manager

Tax Saver Funds Large Cap Mid Cap Small Cap Multi Cap Flexi Cap Value-Oriented Value-Oriented Value-Oriented

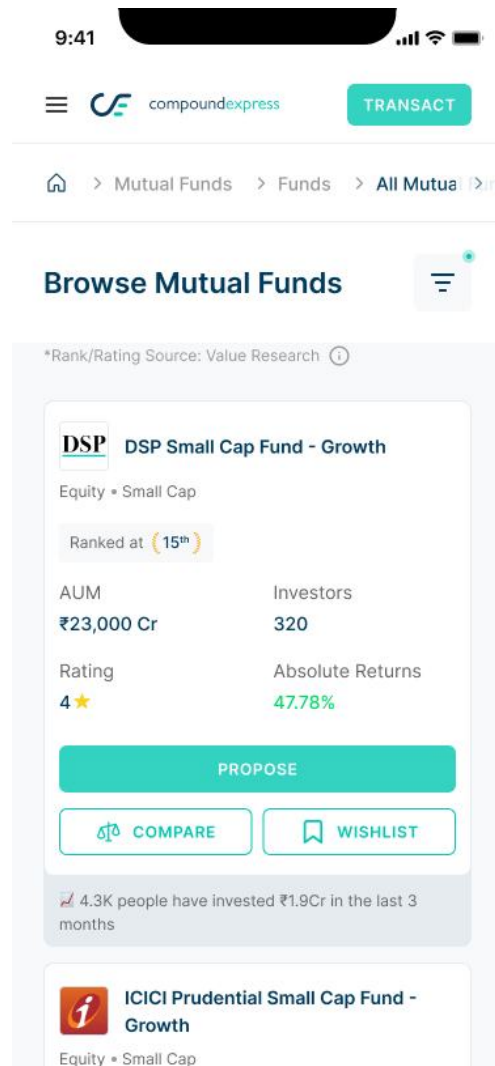
Fund	AUM	Investors	Rating	Rank	Abs Returns	
 Parag Parikh Large Cap Fund- Growth Equity • Small Cap	₹23,000 Cr	320	4★	(15 th)	47.78%	PROPOSE
 UTI Large Cap Fund - Growth Equity • Small Cap	₹7,036 Cr	28	4★	(15 th)	47.78%	PROPOSE

Product Catalogue is a page where all the funds are listed along with the comparison to make the decision to purchase a bit easier.

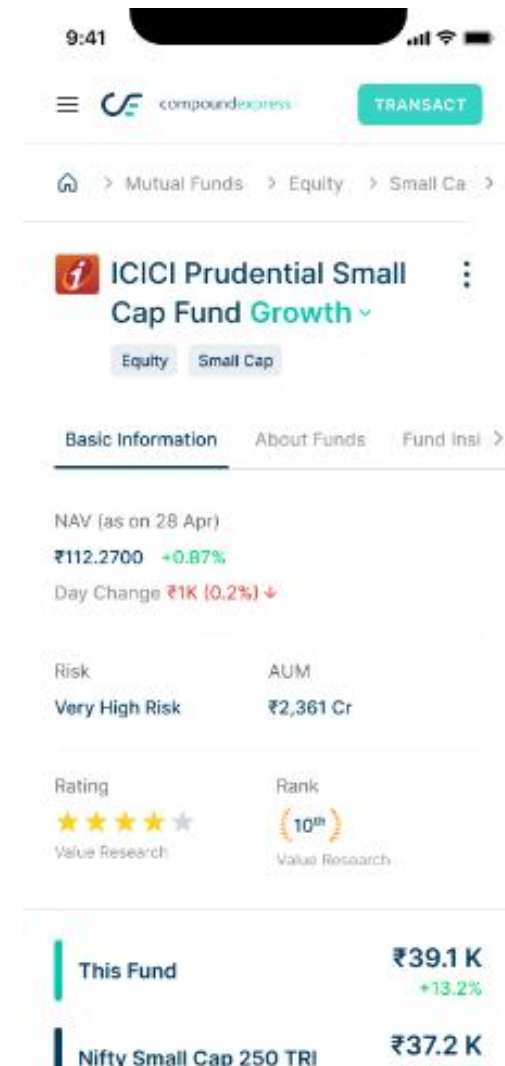
Product Catalogue – Mobile Screens



Product catalogue: Landing



Fund Listing



Individual Fund Details

Service Request

compoundexpress

What are you looking for?

ADD NEW REQUEST

Service Requests

24
✓ Success

12
✗ Rejected

17
⌚ Pending

Search tracking ID, client or request type

Request ID	Client Name	Request Type	Status	Initiated Date	User	Actions
145628	Abhinav Datta	Add/Edit Nominee	Success	31/12/2024	AX2	
155328	Aman Garg	Update Contact Details	Pending	10/01/2024	AX2	
163423	Ananya Deshpande	Consolidation of Folios	Success	09/01/2024	AX2	
132341	Sahana Parvez	Change Bank Account	Rejected	09/01/2024	AX2	
142315	Rupinder Sharma	eKYC	Pending	07/01/2024	AX2	
100132	Anjal Basu	Add Bank Account	Success	06/01/2024	AX2	
191092	Jai Grover	OTM(eNACH)	Success	05/01/2024	AX2	
141291	Sahana Parvez	FATCA	Rejected	09/01/2024	AX2	
109193	Anu Bhatnagar	Investor Statements	Success	09/01/2024	AX2	

The "Service Request" page acts as a central hub for managing all client profile modification requests.

Here are the options for client profile modifications available through the "Service Request" feature:



Update Contact Details

Update your client's email or mobile number



Add Bank Account

Manage bank accounts registered under folios with quick add facility.



Change Bank Account

Manage bank accounts registered under folios with quick change facility



Add/Edit Nominee

Instant nominee registration / alteration for folios across AMCs



OTM (eNACH)

Register for bank auto-debit facility for easy recurring investments



Investor Statements

Download or Share SoA, Capital Gains and other statements with your investors



Consolidation of Folios

Consolidate investments across multiple folios of an AMC in a single folio



FATCA

Online FATCA submission for frictionless investments



eKYC

Online KYC for faster onboarding of investors

LAMF(Loans Against Mutual Fund)

Onboarding and dashboard screens are there for both the modules which follow the same structure. There are a few screens that are exclusive to LAMF module which will be shown below.





What are you looking for?

Global Dashboard > Loan Against Mutual Funds > Dashboard > Active Loans

Active Loans

Last month

Offer Value - <1L to 2L>

Loan ID	Name	Financer	Offer Value	Loan Amount	Actions
12345678	Rajeev Biswas	TATA CAPITAL	₹2,00,000	₹2,00,000	
12345678	Rutvik Tailor	B	₹1,00,000	₹1,00,000	
12345678	Prateek Mehta	TATA CAPITAL	₹1,50,000	₹1,32,000	
12345678	Rajeev Biswas	TATA CAPITAL	₹2,00,000	₹1,50,000	
12345678	Rutvik Tailor	B	₹2,00,000	₹2,00,000	
12345678	Prateek Mehta	TATA CAPITAL	₹2,00,000	₹2,00,000	

Active Loans



Loan Against Mutual Funds > Dashboard > Commission



Commission



Refer & Earn



Share



Settings



Help



Profile



Logout



Menu



Profile



compoundexpress



What are you looking for?



Good Morning, Pravin

Commission

₹ 5,40,000 (4%)
In 1 Month

₹ 10,40,000

Referral

₹ 30,000
In 1 Month

₹ 50,40,000

Refer & Earn

Earn on referral commission by every line of credit that gets set up on the platform. Use link or share invite via WhatsApp or Telegram to refer anyone for Loan Against Mutual Funds.

SHARE INVITE

or

COPY LINK

Commission

ITD ▾

DOWNLOAD COMMISSION REPORT

Commission Type	Commission Amount ↕
Offer Earning	₹2,00,000
Trail Earning	₹1,00,000
Upfront Earning	₹1,50,000
Total Earning	₹2,00,000

The best thing to have,
is the best of everything.

SBI Multicap Fund

Aims to provide a mix of Large, Mid, and Small cap companies identified through a robust research process.

INFO PERIOD: FEBRUARY 14, 2022 - FEBRUARY 28, 2022

Commission

48 2020BDes | Shamyuktha San





What are you looking for?



Global Dashboard > Loan Against Mutual Funds > Dashboard > Leads

CREATE NEW LEAD

Leads

Last month

Name	Added On	Email ID	Mobile No.	Status	Available credit amount
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Pending registration	₹1,92,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Pledge portfolio pending	₹50,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	KYC pending	₹70,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Bank Verification pending	₹80,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Mandate setup pending	₹2,80,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Agreement pending	₹65,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Pending registration	₹70,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Pending registration	₹90,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Pending registration	₹1,75,000
Prateek Mehta	21/11/2023	rutviktaylor@dspim.com	9878942801	Pending registration	₹50,000

Leads Listing

Rajeev Biswas's Loan



Name
Rajeev Biswas

Loan Amount
₹ 30,00,00,000

Lien Amount
₹ 64,00,000

Outstanding Amount
₹ 30,00,000

Loan Type
Overdraft

Repayment Type
EMI

Monthly EMI
₹34,769

Interest Rate
9.50 %

ITD ▾



Date	Description	Debit ▾	Credit ▾	Outstanding ▾
21/11/2023	Lien Marked	-	-	-
23/11/2023	Fund Withdrawal	₹ 1,50,000	-	₹ 1,50,000
23/11/2023	Fund Received	-	₹ 20,000	₹ 1,30,000
24/11/2023	EMI Payment	-	-	₹ 1,00,000
25/11/2023	Fund Withdrawal	₹ 4,75,000	-	₹ 5,75,000
27/11/2023	Lien Marking Required	-	-	₹ 5,35,000

Client Loan Detail



JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

**Improving experience and productivity:
Designing a Sales and Performance
Management System for Territorial Managers
Vol. 2 of 2**

Student: **Shamyuktha San**

Sponsor: **HumanX**

Mentor: **Raj Menon**

Consultant: **N/A**

Programme:

Bachelor of Design(B.Des)

Interaction Design

The Evaluation Jury has recommended **Shamyuktha San**
For graduation from **Institute of Design, JK Laksmipat University**
with specialization in **Interaction Design**

Herewith, for the project titled **“Designing the All-in-one platform for Financial Distributors”** on fulfillment of requirements by

Jury Chairman _____

Jury Member _____

Jury Member

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
JK Lakshmipat University

Dean, Institute of Design
JK Lakshmipat University

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Student Name in Full: _____

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Student Name in Full: _____

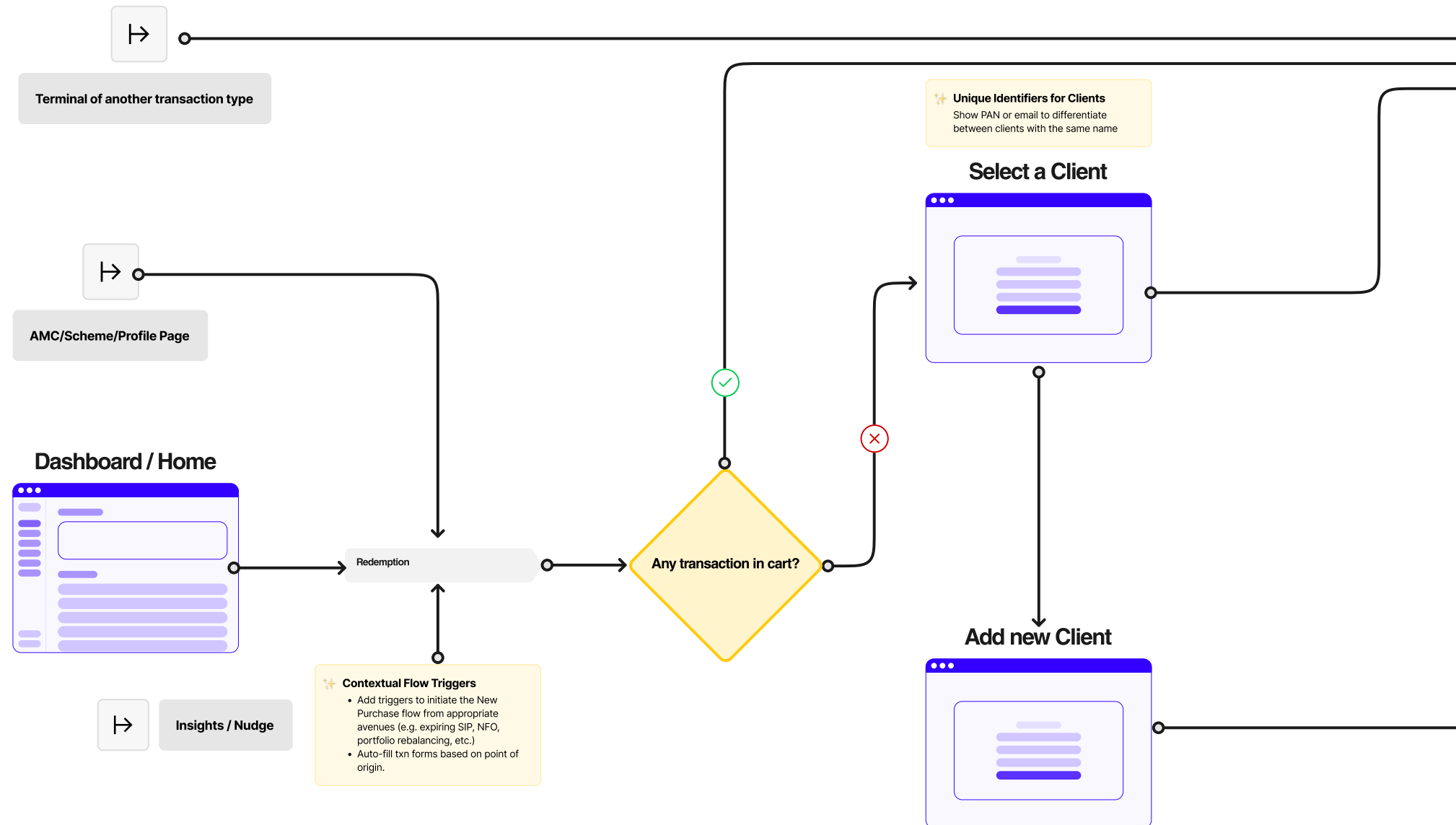
Signature: _____

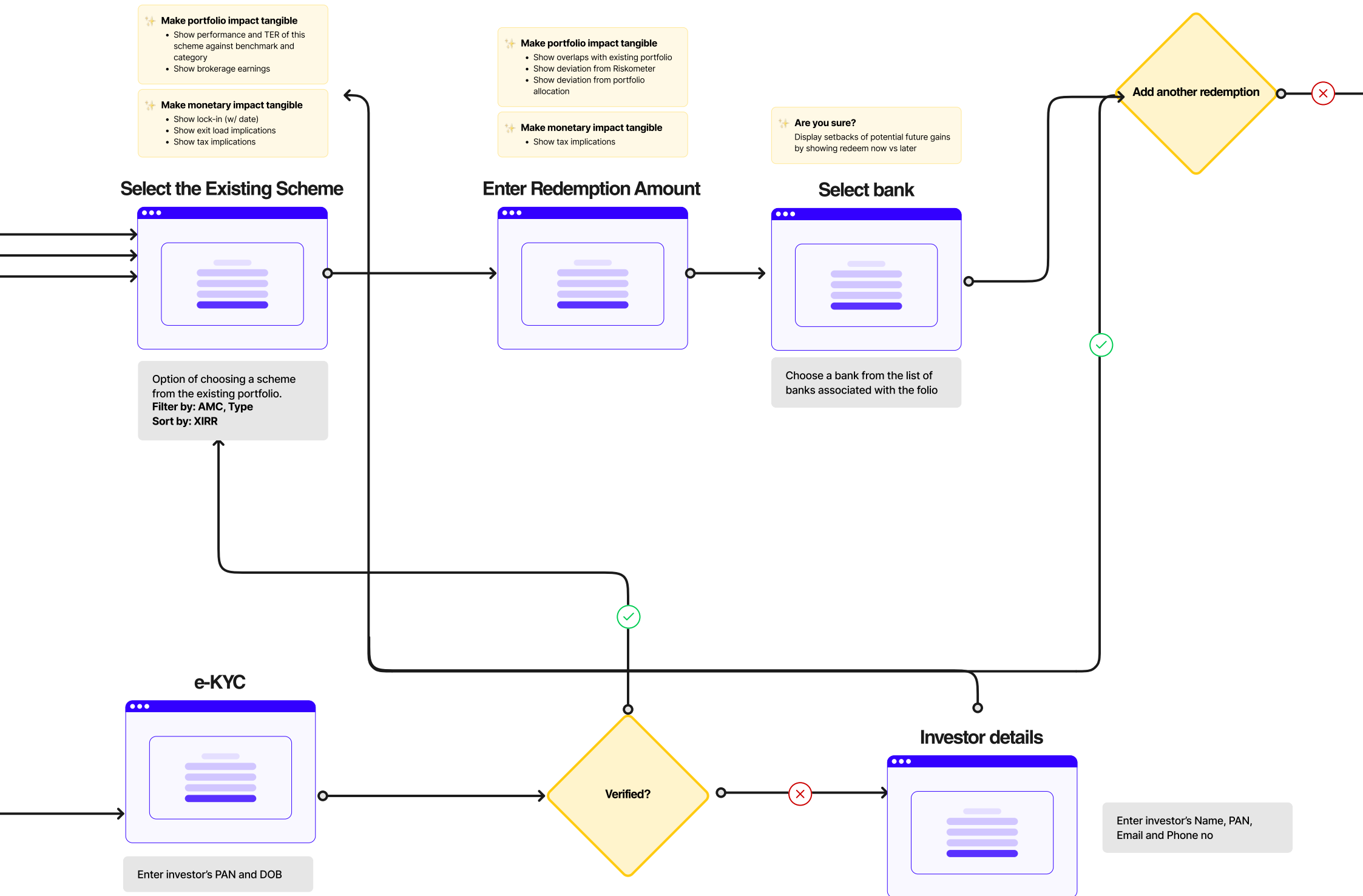
Date: _____

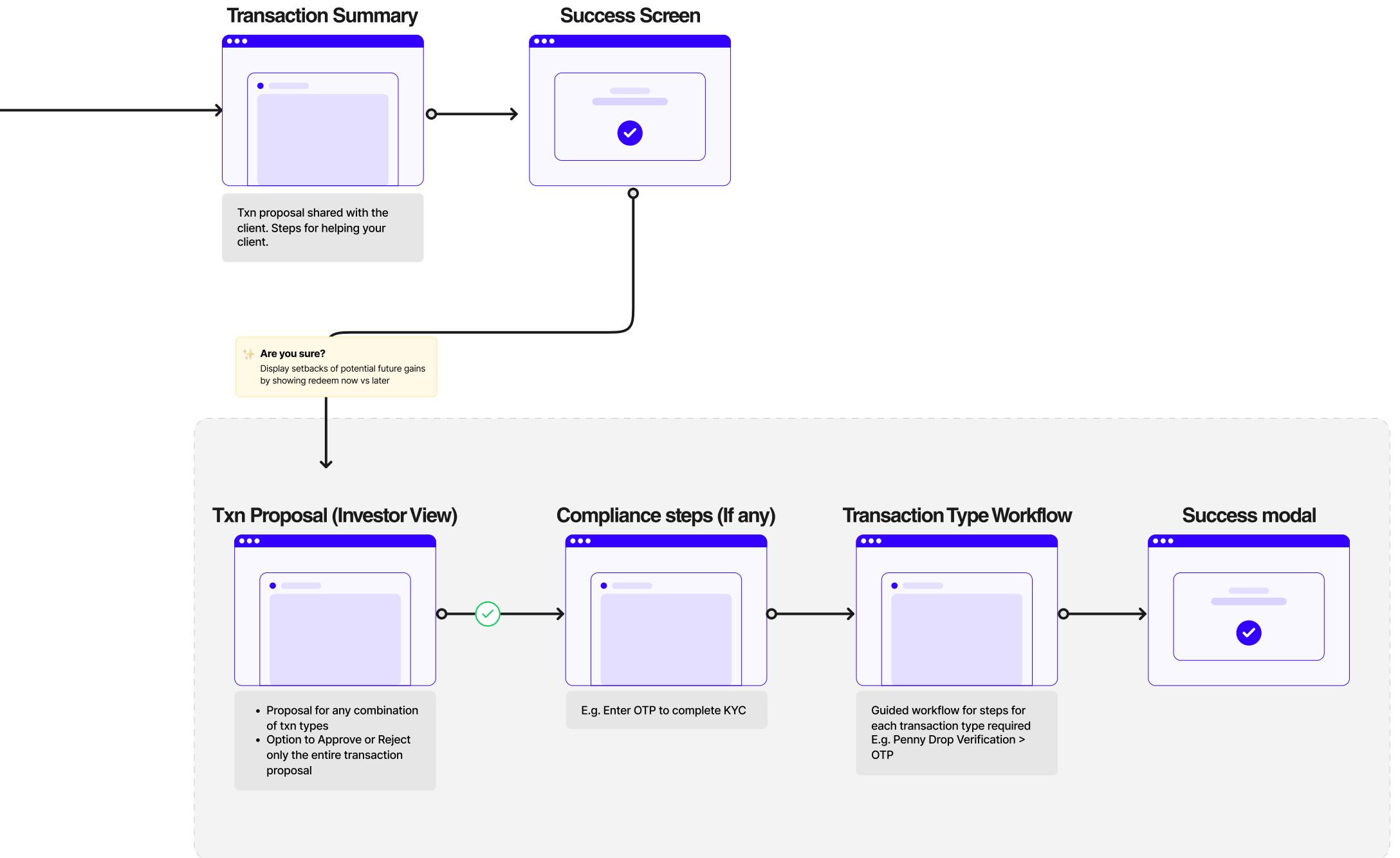
Contents

User Flow	08
SWP & Redemption	08
Final Design	11
New Purchase	12
Switch & STP	16
Redemption & SWP	22
Nudges: Feature Overview	27
Dashboard	34
Reporting	37
Product Catalogue	43
Service Requests	45
LAMF	47
UAT Testing	51
Annexure	52

User Flow: SWP & Redemption





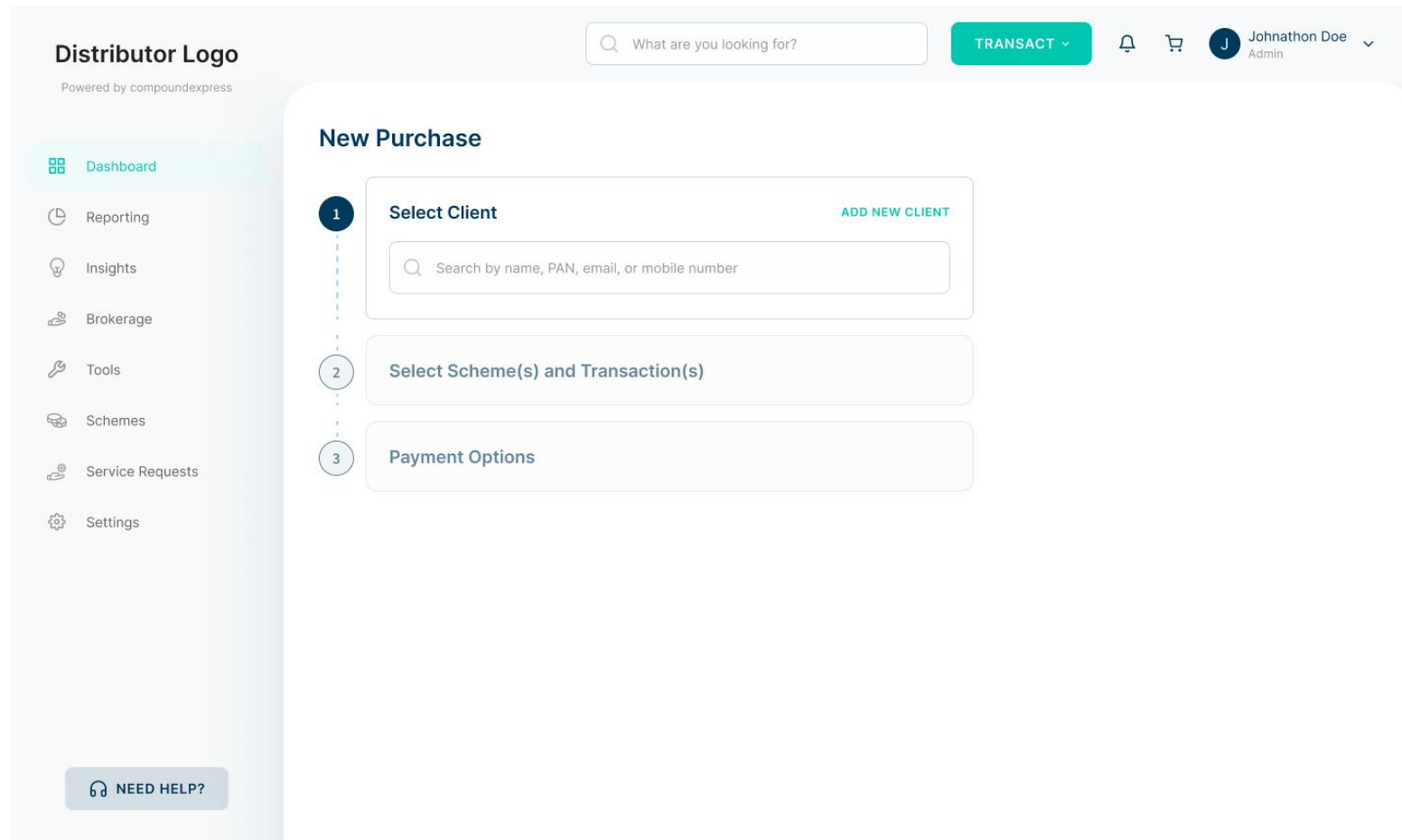


Final Design

In the world of user experience (UX) design, the final screen design is the polished endpoint of a user's journey within a specific task or interaction. It represents the culmination of all design decisions, ensuring clarity, usability, and a satisfying completion of the user's goal.

New Purchase

New Purchase is the place to buy any new funds you want to add it to your profile.



Purchase screens were made at the early stage of the project, the client will update it to the latest UI when undergoing development.

Distributor Logo

Powered by compoundexpress

 Dashboard

 Reporting

 Insights

 Brokerage

 Tools

 Schemes

 Service Requests

 Settings

 NEED HELP?

 What are you looking for?

TRANSACTION



Johnathon Doe
Admin

New Purchase



Select Client

[SELECT A DIFFERENT CLIENT](#)

Name	PAN	Mobile Number	Email
Rajeev Biswas	ABCTY1234D	+91 9788543708	rajeev.b@gmail.com



Investor Readiness



No tasks pending



Select Scheme(s) and Transaction(s)

SBI Liquid Fund Growth



Folio	Lumpsum Amount
# 24561462 Home Loan	₹10,000

[+ ADD ANOTHER SCHEME](#)
Upto 5 transactions

SELECT PAYMENT MODE



Difference between Risk Profile & Riskometer



Fund risk is higher than Rajeev's risk profile

Investor Risk Profile	Fund Riskometer
Low	High



Payment Options

- Insights
- Brokerage
- Tools
- Schemes
- Service Requests
- Settings

NEED HELP?

Name: Rajeev Biswas | PAN: ABCTY1234D | Mobile Number: +91 9788543708 | Email: rajeev.b@gmail.com

2

Select Scheme(s) and Transaction(s)

SBI Liquid Fund IDCW ⓘ 

3Y CAGR 12%

IDCW Sub-option: Reinvest 

IDCW Frequency: Daily 

Select Folio

24561462 Home Loan  NAME THIS FOLIO ⓘ +ADD NEW FOLIO

Lumpsum **SIP**

SIP Amount: SIP Tenure ⓘ

Continue until OTM expires 

Minimum SIP amount is ₹5,000

+ ₹5,000 + ₹10,000 + ₹25,000

SIP Frequency ⓘ: Monthly 

Monthly Instalment Date ⓘ: 

☒ Increase SIP installment amount every

Step-up Frequency: Yearly 

Step-up Amount: % 

Step-up Limit (Optional): VIEW SCHEDULE

SAVE

⚠ Difference between Risk Profile & Riskometer ^

Fund risk is higher than Rajeev's risk profile

Investor Risk Profile	Fund Riskometer
Low	High

3

Payment Options

Brokerage

Tools

Schemes

Service Requests

Settings

NEED HELP?



Select Scheme(s) and Transaction(s)

SBI Liquid Fund Growth

Folio
24561462 Home Loan

SIP Amount
₹10,000
Top-up enabled

SIP Date
3rd of every month
Paying first instalment immediately



+ ADD ANOTHER SCHEME

Upto 5 transactions

⚠ Difference between Risk Profile & Riskometer ^

Fund risk is higher than Rajeev's risk profile

Investor Risk Profile Low Fund Riskometer High



Payment Options ⓘ

CHANGE PAYMENT SELECTION

ADD BANK ACCOUNT

For SIP ⓘ

PAYMENT TIMELINE ^

CAMS OTM ⓘ

Scheme	Folio	Amount
Parag Parikh International Flexi-ca...	24561462	₹8,000
DSP Liquid Fund	24561462 Car DP	₹8,000

Select Mandate for above schemes

☐ HDFC Bank SB/041990600029998 ✗ OTM limit too low

OTM Limit: Rs. 30,000 Expiry Date: 31st Jan 2099

☐ Create New Mandate

KFin OTM ⓘ

Scheme	Folio	Amount
Axis Liquid Fund	24561462	₹8,000

Select Mandate for above scheme

☐ HDFC Bank SB/041990600029998

OTM Limit: Rs. 30,000 Expiry Date: 31st Jan 2099

☐ Create New Mandate

CONTINUE

⚠ Looks like there are no suitable mandate for these funds

Select "Create a new mandate" to have the investor create a new mandate

[CREATE MANDATE →](#)

Switch and STP

In switch transaction you can transfer the fund amount to multiple different funds, while in STP(Systematic Transfer Plan) the whole amount is transferred from one fund to another.

Distributor Logo
Powered by compoundexpress

Dashboard

Reporting

Insights

Brokerage

Tools

Schemes

Service Requests

Settings

NEED HELP?

What are you looking for?

TRANSACT

Johnathon Doe

Admin

Switch your Investment

1

Select Client

SELECT A DIFFERENT CLIENT

Name	PAN	Mobile Number	Email
Rajeev Biswas	ABCTY1234D	+91 9788543708	rajeev.b@gmail.com

2

Add Switch

Select Existing Scheme

Search by scheme name, AMC

Select AMC

Sort by

	Scheme Name	Folio No.	Exit Load Free Balance	Current Value
☐	Label DSP Liquid Fund- Growth	8912374	542 ₹10,000	₹6,00,
☐	Label Axis Liquid Fund- Growth	8912374	542 ₹10,000	₹6,00,
☐	Label Kotak Bluechip Fund- Growth	8912374	542 ₹10,000	₹6,00,
☐	Label Parag Parikh Mutual Fund- Growth	8912374	542 ₹10,000	₹6,00,
☐	Label ICICI International Fund- Growth	8912374	542	₹6.00

CONTINUE

Investor Readiness

No tasks pending

Cost of Switching

The taxation and Exit Load implications for this fund are:

LTCG	STCG	Exit Load
10%	20%	1%

Dashboard

Reporting

Insights

Brokerage

Tools

Schemes

Service Requests

Settings

🗣️ NEED HELP?

Switch your Investment

1

Select Client

SELECT A DIFFERENT CLIENT

Name	PAN	Mobile Number	Email
Rajeev Biswas	ABCTY1234D	+91 9788543708	rajeev.b@gmail.com

Investor Readiness

No tasks pending

2

Add Switch

Switch From

SBI Liquid Fund Growth

CHANGE SCHEME

Folio

24561462 Home Loan

Available for switch

542 Units
₹ 10,000

Exit Load free balance

542 Units
₹ 10,000

Switch To

SBI Liquid Fund Growth

3Y CAGR 12%

Select Switch type

Amount (₹)

Label

4,000

50%

Minimum Amount: 2000

Switch To

SBI Liquid Fund Growth

3Y CAGR 12%

Select Switch type

Amount (₹)

Label

4,000

50%

Minimum Amount: 2000

+ ADD ANOTHER SCHEME

SAVE

Overlap with existing portfolio

1 fund overlapping

Difference between Risk
Profile & RiskometerFund risk is higher than the investor
risk profile

Distributor Logo

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 Dashboard

 Reporting

 Insights

 Brokerage

 Tools

 Schemes

 Service Requests

 Settings

 NEED HELP?

 What are you looking for?

TRANSACTION



Johnathon Doe
Admin

Switch your Investment



Select Client

[SELECT A DIFFERENT CLIENT](#)

Name	PAN	Mobile Number	Email
Rajeev Biswas	ABCTY1234D	+91 9788543708	rajeev.b@gmail.com



Add Switch

Switch 1 Folio # 24561462 Home Loan



Switch From	Switch To
SBI Liquid Fund Growth	SBI Liquid Fund Growth
₹8,000	₹2,000
	Parag Parikh Mutual Fund Growth
	₹2,000
	Kotak Bluechip Fund Growth
	₹2,000
	SBI Liquid Fund Growth
	₹2,000

[+ ADD ANOTHER SWITCH](#)
Upto 5 Switch

CONTINUE TO CART

Investor Readiness

No tasks pending

Overlap with existing portfolio

1 fund overlapping

Difference between Risk Profile & Riskometer

Fund risk is higher than the investor risk profile



Review purchase transactions

Transaction proposed by:	ARN Code:	EUIN:
Ettica Financials	ARN-1237	Execution Only
Transaction proposed for:	Email	Mobile Number
Rajeev Biswas	tharun@gmail.com	+91 9788543708

Switch

Switch 1:

From



DSP Mutual Fund Pvt Ltd.
Folio # 24561462 **Home Loan**

Total Amount: ₹24,000

To



Parag Parikh Mutual Fund- Growth

Amount

₹8,000



Axis Liquid Fund

Amount

₹8,000

Switch 2:

From



DSP Mutual Fund Pvt Ltd.
Folio # 24561462 **Home Loan**

Total Amount: ₹24,000

To



Parag Parikh Mutual Fund- Growth

Amount

₹8,000



Axis Liquid Fund

Amount

₹8,000

REJECT TRANSACTIONS

APPROVE TRANSACTION

STP – Systemic Transfer Plan

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Dashboard

Reporting

Insights

Brokerage

Tools

Schemes

Service Requests

Settings

NEED HELP?

What are you looking for?

TRANSACT

Johnathon Doe
Admin

1

Select Client

SELECT A DIFFERENT CLIENT

Name	PAN	Mobile Number	Email
Rajeev Biswas	ABCTY1234D	+91 9788543708	rajeev.b@gmail.com

2

Add STP

STP 1

Folio # 24561462

Home Loan

STP From

SBI Liquid Fund

Growth

STP To

SBI Liquid Fund

Growth

STP Frequency

5th of every month

Starts Sep 6, 2023

STP Tenure

Continue until cancelled

Amount

₹8,000

+ ADD ANOTHER STP

Upto 5 Switch

CONTINUE TO CART

Investor Readiness

No tasks pending

Overlap with existing portfolio

1 fund overlapping

Difference between Risk Profile & Riskometer

Fund risk is higher than the investor risk profile



Review purchase transactions

Transaction proposed by:	ARN Code:	EUIN:
Ettica Financials	ARN-1237	Execution Only
Transaction proposed for:	Email	Mobile Number
Rajeev Biswas	tharun@gmail.com	+91 9788543708

Systematically Transfer your investment

STP 1:

From



DSP Mutual Fund Pvt Ltd.
Folio # 24561462 Home Loan

Total Amount: ₹24,000

To



SBI Liquid Fund

STP Frequency
5th of every month
Starts Sep 6, 2023

STP Tenure
Continue until
cancelled

Amount
₹8,000

STP 2:

From



DSP Mutual Fund Pvt Ltd.
Folio # 24561462 Home Loan

Total Amount: ₹24,000

To



SBI Liquid Fund

STP Frequency
5th of every month
Starts Sep 6, 2023

STP Tenure
Continue until
cancelled

Amount
₹8,000

REJECT TRANSACTIONS

APPROVE TRANSACTION

Redemption and SWP

Redemption and SWP(Systematic Withdrawal Plans) are both for withdrawing funds while Redemption is immediate withdrawal and in SWP the funds will be transferred to your account in instalments.

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Dashboard

Reporting

Insights

Brokerage

Tools

Schemes

Service Requests

Settings

NEED HELP?

What are you looking for?

TRANSACT

Johnathon Doe
Admin

Redeem your Investment

✓

Select Client

SELECT A DIFFERENT CLIENT

Name

PAN

Mobile Number

Email

Rajeev Biswas

ABCTY1234D

+91 9788543708

rajeev.b@gmail.com

✓

Add Instant Redemption

Scheme Selected

SBI Liquid Fund Growth

CHANGE SCHEME

Folio

Available for redemption

Exit Load free balance

24561462 Home Loan

542 Units
₹ 10,000

542 Units
₹ 10,000

Select redemption type

Label

Amount (₹)

₹ 8,000

Can be made in amount only

Minimum Amount: ₹100
Maximum Amount: ₹50,000

Select Bank For Redemption

HDFC Bank

SAVE

✓ Investor Readiness

No tasks pending

⚠ Cost of Redeeming

The taxation and Exit Load implications for this fund are:

LTCG

STCG

Exit Load

10%

20%

1%

22

2020BDDes | Shamyuktha San

Dashboard

Reporting

Insights

Brokerage

Tools

Schemes

Service Requests

Settings

🗣️ NEED HELP?

Redeem your Investment



Select Client

SELECT A DIFFERENT CLIENT

Name	PAN	Mobile Number	Email
Rajeev Biswas	ABCTY1234D	+91 9788543708	rajeev.b@gmail.com



Add Instant Redemption

Instant Redemption 1 Folio # 24561462 Home Loan

Scheme Selected	Amount	Bank Selected
SBI Liquid Fund Growth	₹ 8,000	HDFC Bank
SB/041990600029998		

+ ADD ANOTHER INSTANT REDEMPTION

Upto 3 redemptions

CONTINUE TO CART



Investor Readiness

No tasks pending



Cost of Redeeming

The taxation and Exit Load implications for this fund are:

LTCG	STCG	Exit Load
10%	20%	1%



Review purchase transactions

Transaction proposed by:	ARN Code:	EUIN:
Ettica Financials	ARN-1237	Execution Only
Transaction proposed for:	Email	Mobile Number
Rajeev Biswas	tharun@gmail.com	+91 9788543708

Instant Redemption

Instant Redemption 1:



Parag Parikh International Flexi-cap Fund

Total Amount: ₹24,000

Folio # 24561462 Home Loan

Bank Selected



HDFC Bank SB/041990600029998

Instant Redemption 2:



Parag Parikh International Flexi-cap Fund

Total Amount: ₹24,000

Folio # 24561462 Home Loan

Bank Selected



HDFC Bank SB/041990600029998

REJECT TRANSACTIONS

APPROVE TRANSACTION

SWP – Systematic Withdrawal Plans

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Dashboard

Reporting

Insights

Brokerage

Tools

Schemes

Service Requests

Settings

NEED HELP?

What are you looking for?

TRANSACT

Johnathon Doe
Admin

Systematically withdraw funds

✓

Select Client

SELECT A DIFFERENT CLIENT

Name	PAN	Mobile Number	Email
Rajeev Biswas	ABCTY1234D	+91 9788543708	rajeev.b@gmail.com

✓

Add SWP Details

SWP 1 Folio # 24561462 Home Loan

Scheme Selected	Amount	SWP Date
SBI Liquid Fund Growth	₹ 8,000	12th
Bank Selected	SWP Frequency	No. of Instalments
HDFC Bank	12	6

SB/041990600029998

+ ADD ANOTHER SWP

Upto 5 SWPs

CONTINUE TO CART

Investor Readiness

No tasks pending

Cost of Switching

The taxation and Exit Load implications for this fund are:

LTCG	STCG	Exit Load
10%	20%	1%

UAT Testing

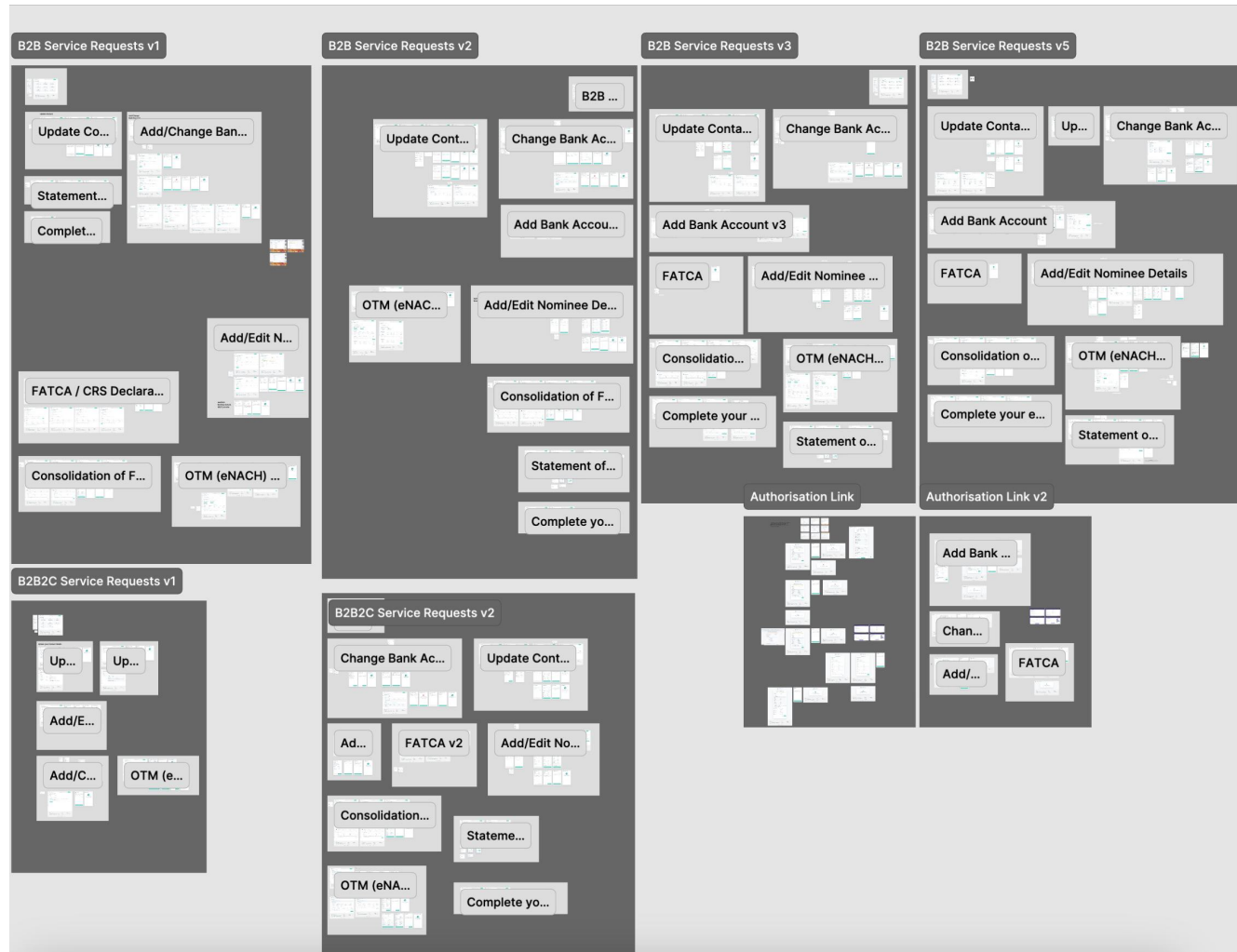
The User Acceptance Testing (UAT) process will verify if the design mockups have been accurately translated into a functional website. Any discrepancies identified during testing will be documented in a table and communicated to the development team for correction on the main website.

	A	B	C	D	E	F	G	H	I	J	K	
1	Page	Section	Component	Description of the issue	Issue Type	Expected behaviour	Observed behaviour	Screenshot	Status	Dev Comment	Design Comment	
2	Login		Email/Mobile input	The placeholder text is darker. It should be #999999	Visual				Done			
3	Global	N/A	Button	The button are in title case. It must be in uppercase	Copy				Done		We have taken a call to use Camel Case for Buttons, Links	
4	Global	N/A	Button	Button with the right arrow don't have any interaction	Interaction				Done			
5	Global	N/A	Icon	Export for icons seems to have an issue. The asset should be exported along with the shell container. As of now, the inner icon layer is selected on export which is causing alignment issue. Adding SS for reference of icon that is to be selected for export	Visual				Done			
6			Search Bar	It must expand on the click of the icon	Interaction		It is already in expanded view		Done		We don't want to increase a User Click	
7			Search Bar	The length of the search bar is not the same as the design	Visual	The length must be 229px	It is 200px instead					
8			Search Bar	The icon used in the search bar is not from the design system	Visual				Done		It's from Our Icon Design System	
9												
10	MFD Dashboard											
11		Data Highlight	Data highlight cards	CTA arrow icon animation for all 3 cards	Interaction	On hover interaction, the arrow on button moves 2 pixels to the right	No hover interaction happening		Done			
12			Customize toggle	The text is in title case. It must be in uppercase	Copy				Done		We have taken a call to use Camel Case for Buttons, Links	
13			View details CTA	The text is in title case. It must be in uppercase	Copy				Done			
14		RHS Transaction	View all updates CTA	The text is in title case. It must be in uppercase	Copy				Done		We have taken a call to use Camel Case for Buttons, Links	
15				Animation Issue	Interaction	On hover interaction, the arrow on button moves 2 pixels to the right	No hover interaction happening		Done			
16			AUM	The text is incorrect, it must be MF AUM	Copy				Done			
17			AUM	Adjust the spacing between card title and number	Visual				Done			

+
≡
MFD Dashboard UI Testing
MFD - Reporting
Product Catalog
LAMF

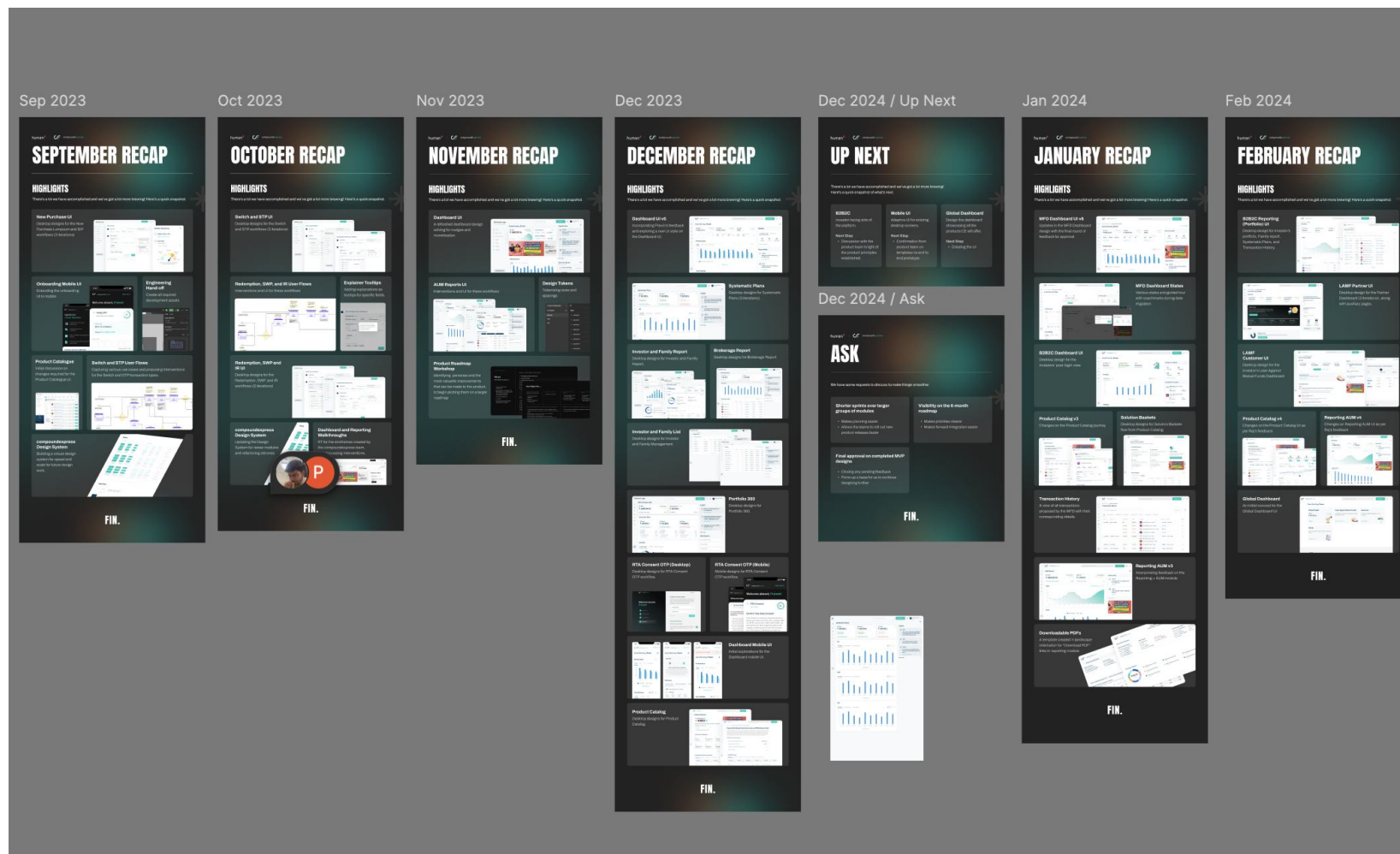
Annexure

Multiple versions of the same screens before getting approved and sent for development



Annexure

Snapshot of the presentations shown to the client documenting the process.



Annexure

Evolution of the dashboard

