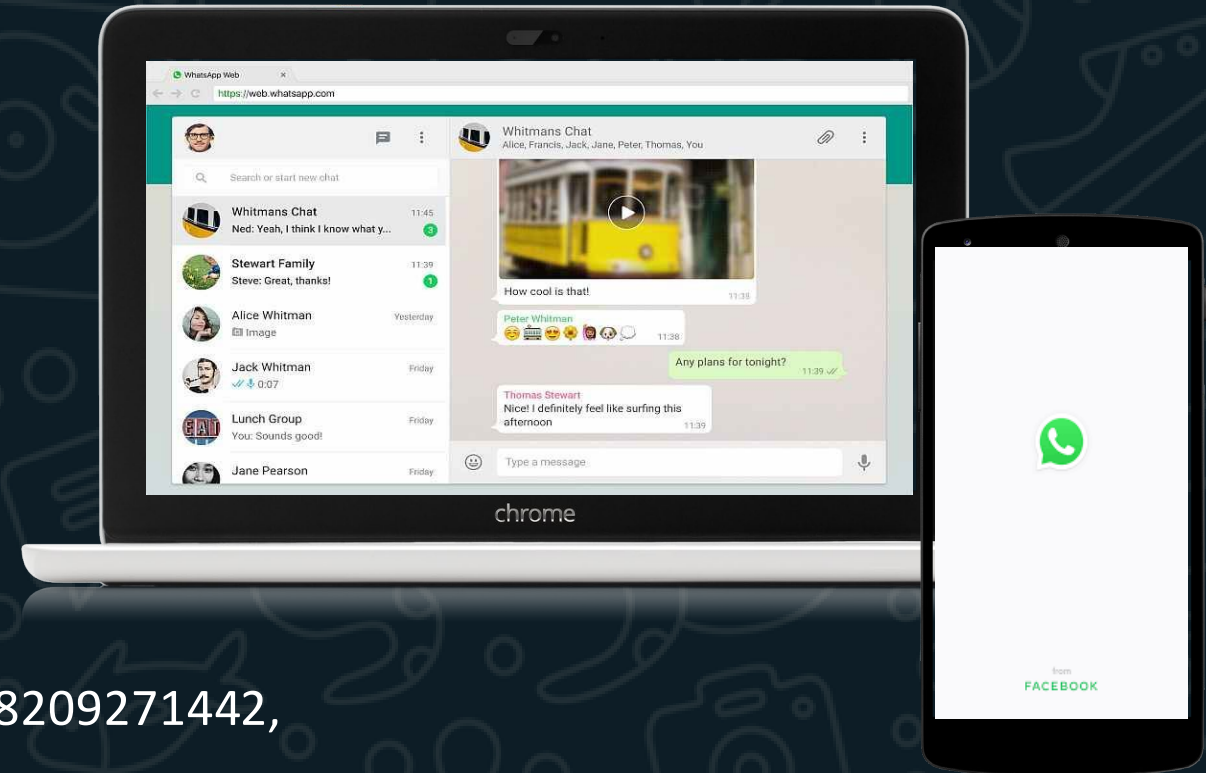


Product Improvement Suggestions



WhatsApp

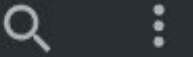


BY: JAYS JOSE THOMAS

F2016717@PILANI.BITS-PILANI.AC.IN, [LINKEDIN](#), +91-8209271442,



Introduction



About the Product

WhatsApp is a communication platform that is primarily equipped with text messaging services and is also seconded with voice and video call features. Sharing documents was not ever as easy before WhatsApp. It has made such a space amongst us that using WhatsApp is no longer a choice but a necessity.

WhatsApp's Mission

“Behind every product decision is our desire to let people communicate anywhere in the world without barriers”

What makes WhatsApp so special?

- **Highly Intuitive:** Feature discoverability and usage has been given utmost importance to, by the designers. The process flow for every use case is highly intuitive.
- **Integration of Emoji & Gifs:** Introduction & update of highly relevant emojis & GIFS has enabled the millennials give a new dimension to communication. Capturing the exact emotion of the other person without knowing the facial expression/verbal tone was not an easy task 10 years back.
- **User Psychology captured well:** Arguably, in the social media space, WhatsApp has the best notification sound & visual design that triggers and positively captures user attention. It's well designed to satisfy the user at all times. E.g.: How WhatsApp accommodates low internet speed

User Personas and Pain Points

User Personas

Rahul (21) - Student



- Receives a lot of messages related to exams, class notes daily.
- Finds it difficult to not able to save everything in one place and not able to set reminders for important information

Preethi (35) – HR Manager



- WhatsApp is one of the primary medium of communication for official purposes.
- Finds it very annoying to use a different product to keep track of things in WhatsApp.

Ram (45) – Hotel Owner



- Receives a lot of orders on WhatsApp. Most of the orders need to be delivered at a particular time.
- Finds it difficult to go outside WhatsApp every time to set reminders.

Pain Points Associated with the User Personas

Pain Point 1: Not able to self message

I am not able to message my selves some important things I want to save. I will have to create a group with a friend and then kick him out to keep sending important messages.

Pain Point 2: Not able to set reminders

I use WhatsApp for a lot of official purposes, and I receive a lot of such official messages or meeting links, etc. But there's no way to directly set reminders for such messages.

Pain Point 3: Not able to Unread messages

Sometimes, I accidentally read long messages and I might not have to read it at the moment. It would be great if I could unread messages like how I do with my mails.

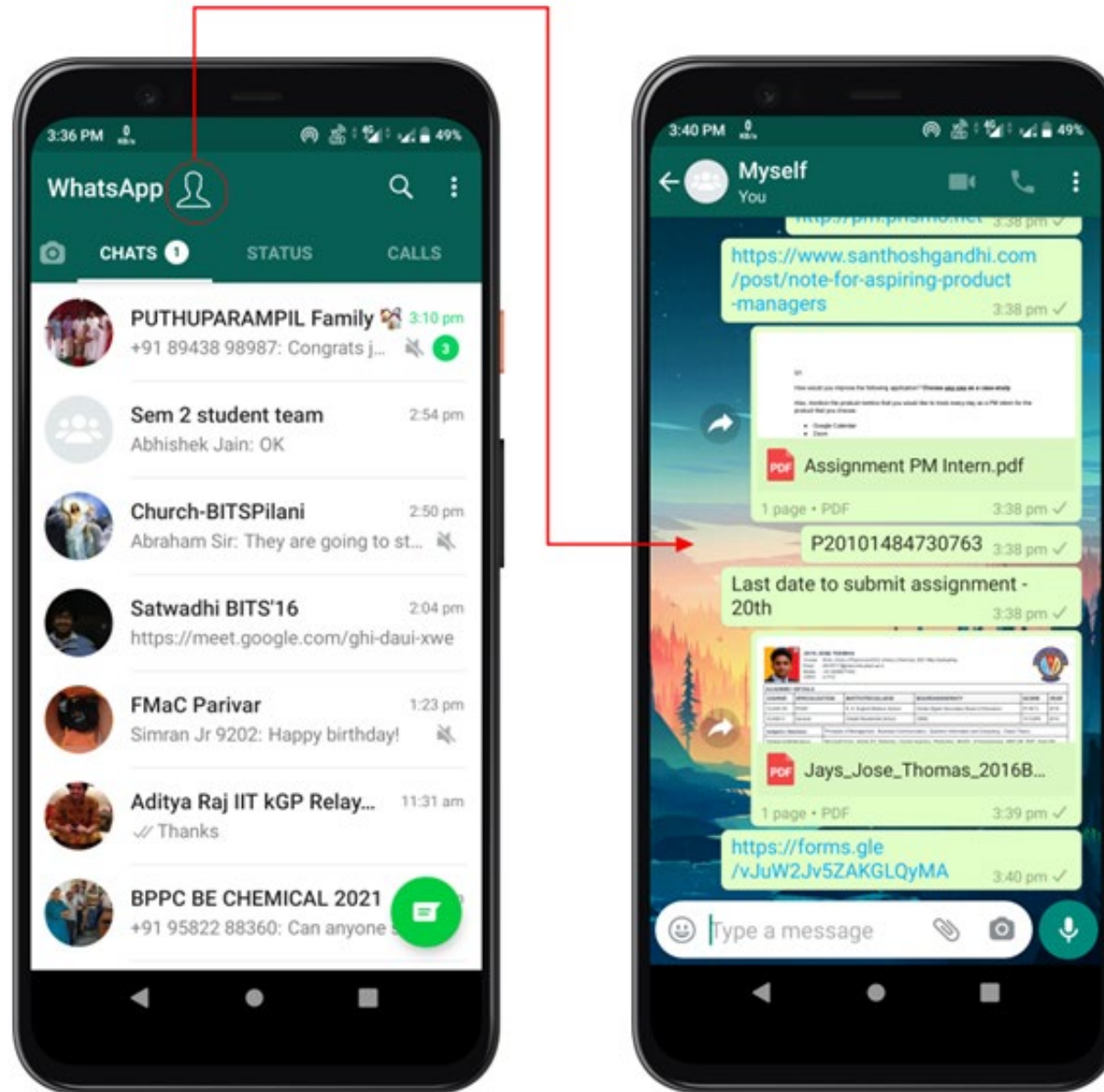
Solution 1 – Self Message

What?

- Self message is a feature which will work like notes where the user can type/ add messages, images documents, etc.
- In short self message will be like a normal WhatsApp group with just the user

How?

- User can click on the profile icon near the “WhatsApp” name on top.
- A new chat with the self messages will open.
- The User can add/type messages, audio, images documents, etc.
- The chat will save the message till the user want to delete it.



Why?

- Indians spent 90 percent of their online time on mobile with an average Indian spending 2.4 hrs. daily on WhatsApp (Source: [Statista](#))
- Users now use WhatsApp for multiple purposes other than messaging like keeping the grocery list, keeping important links, saving important docs, etc.

Who?

- Implementing this feature will help the user in multiple ways. It will help the user personas we saw in the previous slides as well the people who uses WhatsApp for other purposes like the above



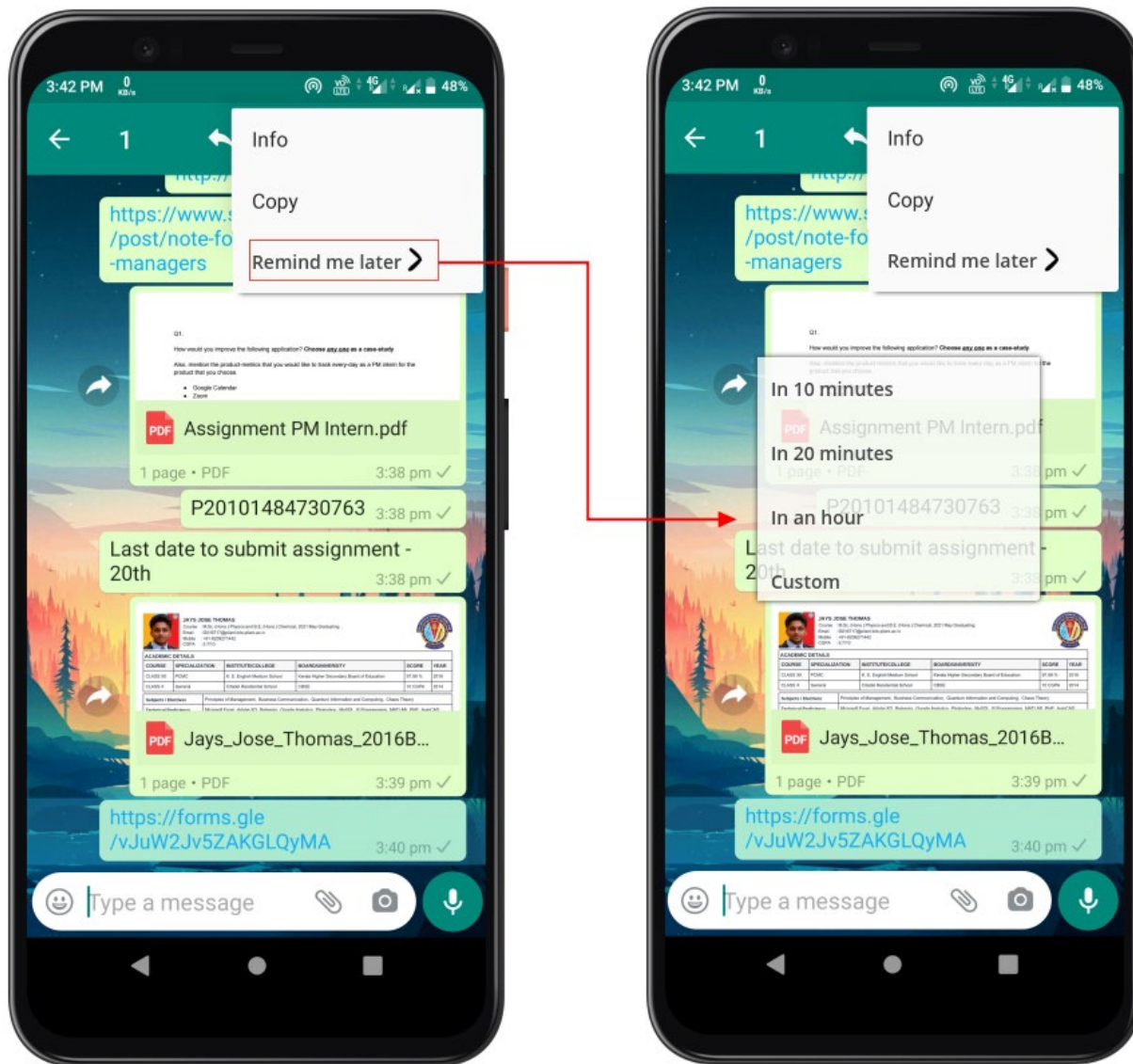
Solution 2 – “Remind me later” feature

What?

- Remind me later is a feature which will notify the user about a specific message after a certain time chosen by the user.

How?

- User can select the particular message he/she wants WhatsApp to remind him/her later.
- User clicks on the “Remind me later” feature.
- A new pop-up with default reminder time will show up. The user can click on the default durations or a custom one.
- After the selected duration, WhatsApp will send a reminder notification to the user of the message.



Why?

- A lot of official/business conversations also happen through WhatsApp. Most of the workplaces still use WhatsApp as medium.
- User might have a lot of work related information in WhatsApp which needs to be reminded at a later stage. The user usually has to remember this or use a third-party app to remind this.
- Users will find it useful if WhatsApp itself could remind the user.

Who?

- Implementing this feature will help mainly user who use WhatsApp for official/business purposes or users who the platform for reading purposes.



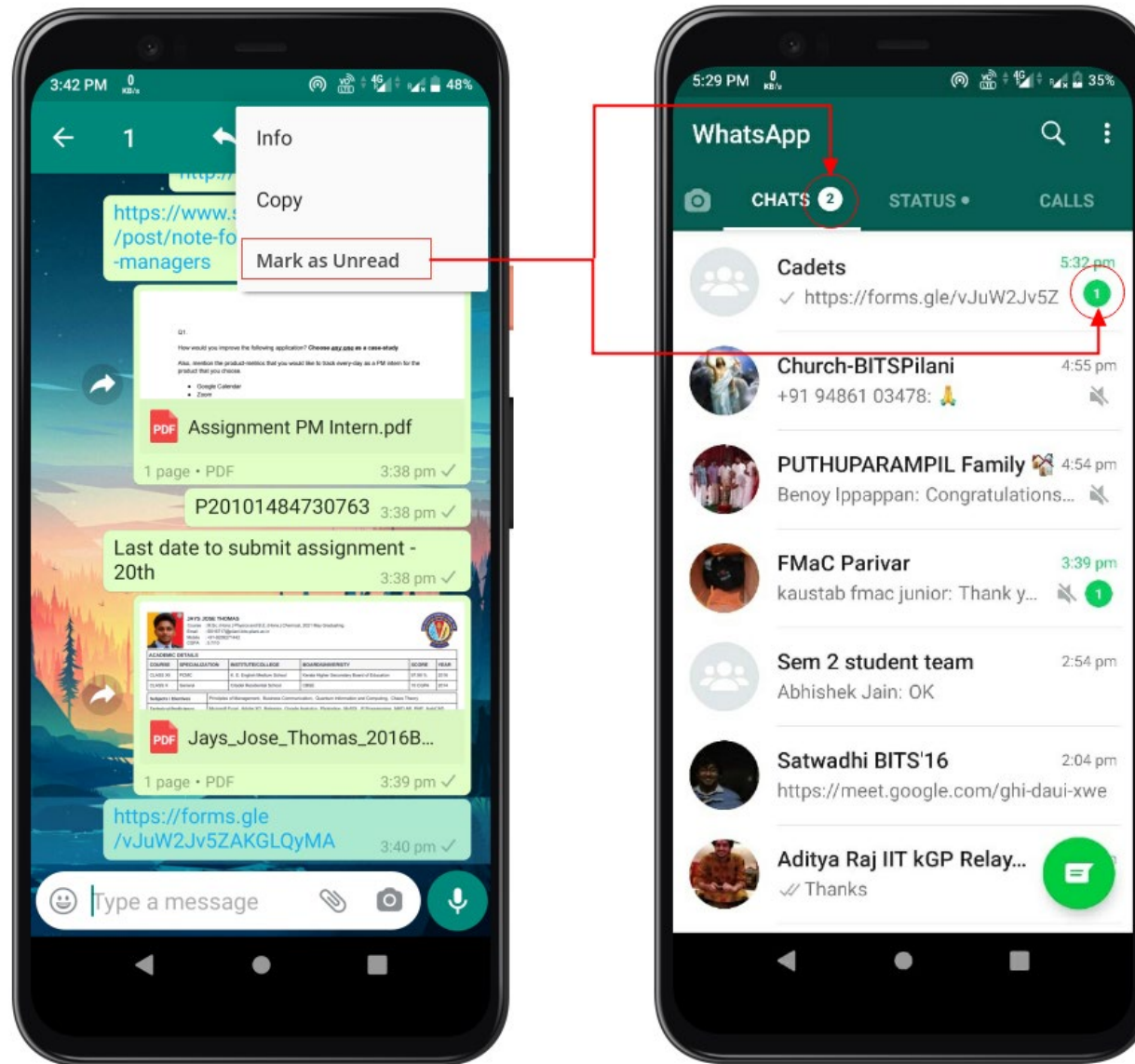
Solution 3 – “Unread Message” feature

What?

- “Unread messages” is a feature which will mark the latest message as unread and will respectively add it to the unread messages.

How?

- User can select the message he/she wants mark as unread.
- User clicks on the “Mark as unread” feature.
- WhatsApp will consider the message as unread and will add it to the unread messages.
- The number of unread messages (as shown in the mockup) will also increase and will indicate the success of the action.



Why?

- Sometimes the user might accidentally open a message but won't have time to read it now or might find message too long to read now. The user usually has to remember that there's a message which needs to read or use a third-party app to note this down.
- If the unread notifications are still there for the message, users might find it easy to get back to the message

Who?

- Implementing this feature will help mainly user who use WhatsApp for information gaining or reading purposes and people who engage in long group conversations.



Prioritizing Solutions



Criteria (All out of 5)	Self Message	Remind me later	Mark as Unread
Reach	3	5	4
Impact on Pain Points	3	5*	4.5*
Impact on User experience	4	5	4.5
Easiness of implementation	5	3	4
Relevance to WhatsApp's vision and Design Principles (Simplicity)**	3	4	5
Cost of implementation	-1	-4	-3
Total	17	18	19

* - Both "Remind me later" and "Mark as Unread" can solve for pain points 2 and 3

** - WhatsApp always valued a simple and easy to understand UI

Common

- **Stickiness** = Daily active users / Monthly active users – Should Increase (Engagement)
- **Number of sessions per user per day** - Should Increase ((Engagement)

Self Message

- **Number of Users who started using this “Self Message” Feature** – Should Increase (Activation)
- **Click-rate per user on “Self message” Icon** - Should Increase (Engagement)
- **Number of messages sent (sent and forwarded) in self message chat**- Should Increase (Engagement)

Remind me Later

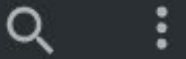
- **Number of Users who started using this “Remind me later” Feature** – Should Increase (Activation)
- **Click-rate per user on “Remind me later” button** - Should Increase (Engagement)
- **Number of messages reminded using the feature per user per cohort**- Should Increase (Engagement)

Unread Message

- **Number of Users who started using this “Unread” Feature** – Should Increase (Activation)
- **Click-rate per user on “Mark as Unread” button** - Should Increase (Engagement)
- **Number of messages marked as unread per user per cohort**- Should Increase (Engagement)

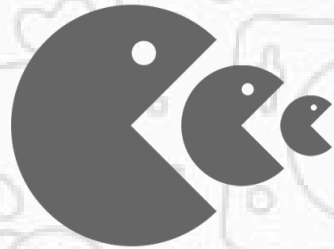


How could our feature fail? - Pitfalls



Overwhelming the user

Including these features might overwhelm the user with too many features and will affect their normal usage of WhatsApp.



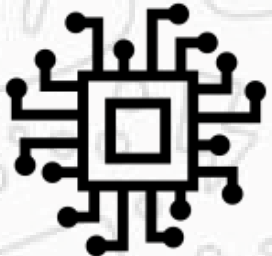
Cannibalizing Other features

These features have the potential to reduce the usage of other features. Eg: Self message on starred messages



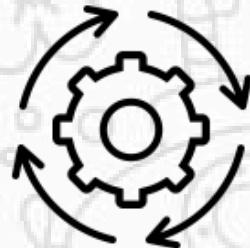
Internet Usage

These features will take up a lot more data compared to the current case and might not work well in low internet speed.



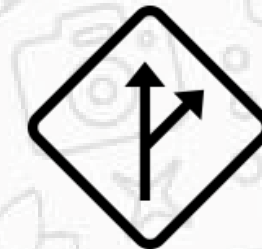
Technology acceptance

Certain User might find these features too complex and might not accept these features, especially the user who are not that comfortable with technology



Difficulty in Implementation

Implementing these features will need a lot of capital investments in talent, data storage and other technologies



Deviation from WhatsApp's Core vision and principles

Implementing these features might deviate a lot from WhatsApp's core vision and especially their design principles



Thank you