

Course 3 Project - Product Development Lifecycle

Hello students! Hope you are having a great time learning product management and are gearing up to become amazing product managers. Given below is the project problem statement for course 3.

Problem Statement:

Draft PRDs and respective user stories of launching monetization features of WhatsApp.

Expectations from the project:

- Suggest at least 5 monetizable features and share their reasoning in the PRD -
- Your PRD should include
 1. Problem statement
 2. Solution
 3. User workflow & Mock-ups
 4. Key success metrics
 5. Key dependencies
 6. Launch checklist
- Create epics for each feature and their respective user stories


Submission Guidelines:

- Submit the detailed project report in PDF format.
- If you have more than one document, put together all the documents in one folder; zip the folder & submit the zip file. (Submit the zip file (<20MB) from the “upload project solution” on your dashboard.)
- Compress the folder. To compress the folder, right-click on the folder and click on send to – zip (compressed).
- Submit the compressed folder on your dashboard.

In order to submit the project please follow the following steps-

1. Click on “**Go to course**” using the **Course content** section of the dashboard.

Course content



1. Product Management Fundamentals

Go to course


FINAL TEST

PROJECT

Pending

Incomplete


2. Under the **Progress Report** section, you will find the course project heading. Please click on “**download problem statement**” to download the question. Follow the guidelines mentioned on the project to make the correct submissions and click on “**upload project solution**” in order to submit the project.




Course project

Project pending

Course projects let you apply what you have learned in this training program to a real-life problem statement.

 [Download problem statement](#)

 [Submit project solution](#)

Whatsapp Monetization Features

A PRD JOURNEY BY PRATIBHA MISHRA

WHATSAPP - A POPULAR MESSAGING INTERFACE



WhatsApp is a popular messaging application that allows users to send text messages, make voice and video calls, share images and files, and engage in group chats. It was founded in 2009 by Brian Acton and Jan Koum, and it quickly gained popularity for its simple and user-friendly interface.

It was acquired by Facebook (now Meta Platforms, Inc.) in 2014 but continues to operate as a separate and independent platform. It has become one of the most widely used messaging apps globally, with billions of users.



KEY FEATURES OF WHATSAPP

Sl.No:	FEATURES	DESCRIPTION
1.	Messaging	Users can send text messages, emojis, and stickers to their contacts or in group chats. WhatsApp also supports voice messaging.
2.	Voice and Video Calls	WhatsApp enables users to make high-quality voice and video calls to other WhatsApp users, both one-on-one and in groups
3.	End-to-End Encryption	WhatsApp is known for its strong security features, including end-to-end encryption, which means that only the sender and recipient of a message can read its contents.
4.	Media Sharing	Users can send photos, videos, documents, and other files to their contacts. WhatsApp also provides the option to share status updates in the form of photos or videos that disappear after 24 hours.

Sl.No:	FEATURES	DESCRIPTION
5.	Group Chats	Users can create and participate in group chats with multiple contacts, making it easy to communicate with friends, family, or colleagues.
6.	WhatsApp Web and Desktop	WhatsApp can be accessed on a computer through a web browser or a dedicated desktop app, allowing users to continue their conversations from a larger screen.
7.	Voice Messages	Users can record and send voice messages, which is particularly useful when they prefer not to type.
8.	Status Updates	Similar to Stories on other social media platforms, users can post status updates that disappear after 24 hours. This feature allows for sharing photos, videos, and text updates with their contacts.
9.	Payments	Users can send and receive money directly within the app. This feature is designed to facilitate peer-to-peer (P2P) payments and payments to businesses, making it convenient for users to send money to friends, family, or make purchases from businesses without leaving the WhatsApp platform.

MONETIZABLE FEATURES OF WHATSAPP

Here, are some of the most important features of whatsapp that can be transformed in an aspect of generating tons of revenues.

Sl. No:	FEATURE AND REASONING
1.	<p>WhatsApp for Business Premium Services:</p> <ul style="list-style-type: none">• Feature: Introduce a subscription-based model for businesses that includes advanced customer service tools, enhanced analytics, and integrations with CRM systems.• Reasoning: Businesses would be willing to pay for a more comprehensive suite of tools to efficiently manage customer interactions on WhatsApp, ultimately improving their customer service and engagement.
2.	<p>Customized Personal Profiles:</p> <ul style="list-style-type: none">• Feature: Offer users the option to purchase premium profile customization options, such as unique backgrounds, fonts, and personalized stickers.• Reasoning: Many users enjoy personalizing their profiles. Offering premium customization options could tap into this desire and generate revenue for WhatsApp.

3.	<p>Group Collaboration Tools:</p> <ul style="list-style-type: none"> • Feature: Develop premium collaboration features for WhatsApp groups, such as advanced project management tools, file organization, and enhanced voice/video conferencing options. • Reasoning: Businesses, educational institutions, and other organizations would find value in comprehensive group collaboration features, making them willing to pay for a premium version.
4.	<p>Exclusive Content Channels:</p> <ul style="list-style-type: none"> • Feature: Allow content creators, brands, and influencers to create exclusive content channels that users can subscribe to for a fee, providing access to unique content, updates, and interactions. • Reasoning: This could be particularly appealing to creators who want to monetize their content directly within WhatsApp, similar to paid subscriptions on other platforms.
5.	<p>Secure Data Storage and Backup:</p> <ul style="list-style-type: none"> • Feature: Offer users premium options for secure data storage and backup, allowing them to store their chat history, media, and files on cloud servers with enhanced privacy features. • Reasoning: Privacy-conscious users might be willing to pay for additional data security and backup options, ensuring their conversations and media remain protected.

WHAT IS A PRD ?

A PRD, or Product Requirements Document, is a formal document used in product development and project management. It outlines the detailed specifications and requirements for a specific product or project. The PRD serves as a crucial reference point and communication tool between various stakeholders, including product managers, designers, engineers, and quality assurance teams.



PRD Template

by 13 templates

It is the Product Requirements Document (PRD) template. All you need to do is to fill in the details. You should put the title of the document, and also details of the PRD.

Name	[The title of this PRD, that points to product or requirement]
Team	[The team working on this PRD]
Summary	[The summary of what this PRD is for]
Status	[Current status, e.g. Discovery / Definition / Refinement / Development]
Next Milestone	[Next or later major milestone, e.g. Product Release after launch]

Problem Definition

Objective

What we are trying to achieve with this feature. Which company goals it relates to.

Success metric

The metrics that we will use to measure whether the feature has been successful.

Stakeholders

Who needs to be kept up to date on the progress of this feature, or should be getting input on it.

Responsible	The people doing the work. Usually the team.
Accountable	The person ultimately responsible for the work. Usually the PM.
Consulted	Stakeholders that should have input into the design, i.e. feedback loop.
Informed	Stakeholders that should be kept up to date, but who don't need input into the feature, i.e. one-way dialogue.

How to write a
for your next project



IN 5 STEPS

product requirements document

planio



KEY COMPONENTS OF A PRD

Here are some key components typically found in a PRD:

1. **Product Overview:** A brief description of the product or project, including its purpose and objectives.
2. **User Stories or Use Cases:** Detailed scenarios or examples of how users will interact with the product, outlining the specific actions they can perform and the expected outcomes.
3. **Functional Requirements:** A list of features and functionalities the product must include, along with detailed descriptions of how they should work.
4. **Non-functional Requirements:** These include performance expectations, scalability, security requirements, and any other criteria that are not directly related to specific features but are essential for the product's success.
5. **User Interface (UI) and User Experience (UX) Design:** Design specifications, wireframes, or mockups that illustrate the visual and interactive aspects of the product.

6. **Technical Architecture:** Information about the technology stack, databases, APIs, and any other technical details necessary for development.
7. **Dependencies:** Any external systems, components, or services that the product relies on or integrates with.
8. **Testing and Quality Assurance:** Guidelines for testing the product, including test cases, scenarios, and acceptance criteria.
9. **Timeline and Milestones:** A project timeline that outlines key milestones, deadlines, and the overall development schedule.
10. **Budget and Resource Allocation:** Information about the budget allocated to the project, as well as the human and material resources required.
11. **Risks and Mitigation Strategies:** Identification of potential risks that could impact the project's success and strategies for mitigating them.
12. **Approval and Sign-off:** Space for stakeholders to review and approve the document, indicating their agreement with the proposed requirements.

PRD TEMPLATE FOR WHATSAPP MONETIZATION FEATURES

Product Name: WhatsApp Monetization Features

Product Description: This document outlines the requirements and user stories for the launch of monetization features within WhatsApp. The goal is to introduce revenue-generating capabilities while maintaining a positive user experience.

I. Introduction

Objective:

- To introduce monetization features in WhatsApp.
- To provide businesses with tools to reach their target audience effectively.
- To ensure that user privacy and experience are not compromised.

II. Features and Functionalities

Advertise Within Status Updates

- Businesses can create short video or image ads.
- Users will see ads within their Status updates.
- Advertisers can target ads based on user demographics and interests.

WhatsApp Business Subscription

- Businesses can subscribe to premium plans for enhanced features.
- Features include automated responses, custom branding, and analytics.
- Subscriptions are available on a monthly or annual basis.

III. User Stories

User Story: As a WhatsApp user, I want to see relevant ads in my Status updates so that I can discover products and services that interest me.

- Acceptance Criteria:
 - Advertisements must be visually distinguishable from regular Status updates.
 - I should have control over the types of ads I see and can report irrelevant or offensive ads.

User Story: As a business owner, I want to create and target ads to specific demographics and interests to reach potential customers effectively.

- Acceptance Criteria:
 - The ad creation process should be user-friendly.
 - Ad targeting options should include age, location, interests, and user behavior.

User Story: As a WhatsApp Business user, I want to subscribe to premium plans to access advanced features for my business account.

- Acceptance Criteria:
 - Premium plans should be clearly explained with pricing details.
 - Once subscribed, I should be able to access features like automated responses and analytics.

IV. Design Considerations

- Maintain a clean and unobtrusive design to ensure user-friendliness.
- Clearly label and differentiate ads from regular user-generated content.
- Create an easy-to-navigate interface for businesses to create and manage their ads and subscriptions.

V. Privacy and Data Protection

- Ensure that user data is protected and not shared with advertisers without explicit consent.
- Clearly communicate the data usage policy to users and allow them to control their data settings.

VI. Launch Plan

- Conduct beta testing with a select group of users to gather feedback.
- Gradually roll out the monetization features to all WhatsApp users in stages.

VII. Metrics and Success Criteria

- Measure user engagement with ads and the adoption rate of premium business subscriptions.
- Monitor user feedback and address any privacy concerns promptly.

VIII. Risks and Mitigations

- *Risk:* User backlash due to intrusive ads.
 - *Mitigation:* Implement strict ad quality guidelines and allow user reporting of inappropriate ads.
- *Risk:* Privacy concerns regarding data sharing with advertisers.
 - *Mitigation:* Clearly communicate data usage policies and allow users to control their data settings.

The link of [PRD template](#) using Figma is attached here for reference.

Short and Long term goals and expectations of users

When WhatsApp is monetized, users may have both short-term and long-term goals, concerns, and expectations:

Short-Term Goals (Immediate Impact):

Ad Avoidance: Users may want to quickly adapt to and find ways to avoid or minimize the impact of advertisements in their chat experience. This could include adjusting privacy settings or exploring premium subscription options to remove ads.

Evaluate Premium Benefits: Users may be interested in exploring the premium subscription plans to determine if the extra features and ad-free experience justify the cost.

Manage Costs: Users may want to monitor their spending on in-app purchases or premium subscriptions to ensure they don't exceed their budget.

Feedback and Complaints: In the short term, users might provide feedback or express concerns about intrusive ads or changes to the app's functionality.

Long-Term Goals (Adaptation and Continuation):

Seamless Experience: Users may hope for a smooth integration of monetization features without compromising the core messaging experience. They may want to see ads that are relevant and non-disruptive.

Value from Premium Services: Users who subscribe to premium plans will expect ongoing value from the extra features and services offered. They will evaluate whether these features are worth the recurring subscription fee.

Financial Planning: Over the long term, users may incorporate WhatsApp-related expenses into their financial planning, especially if they regularly make in-app purchases or subscribe to premium plans.

Privacy and Data Security: Users will continue to prioritize their privacy and data security, expecting that their data is handled responsibly and in compliance with privacy regulations.

Feedback and Improvement: Users may provide ongoing feedback to WhatsApp, hoping to influence the app's evolution and ensure that any issues related to monetization are addressed over time.

Adaptation to New Features: As WhatsApp evolves with new monetization features, users will adapt to these changes and possibly find new ways to use the app or engage with ads and promotions.

Value Assessment: Users will periodically assess whether their continued use of WhatsApp aligns with the value they receive from the platform, taking into consideration both free and premium features.

Value proposition of monetizable features on Whatsapp

The value proposition of monetizable features on WhatsApp revolves around providing enhanced and personalized experiences to users, enabling businesses to reach their target audiences effectively, and generating revenue for WhatsApp itself. Here's a breakdown of the value proposition for each key monetizable feature:

Advertisement Features:

- *For Users:*
 - Relevant Content: Users will see ads that are more relevant to their interests, improving the overall user experience.
 - Enhanced Privacy: WhatsApp ensures user privacy by not sharing personal data with advertisers.
 - Support for Small Businesses: Users can discover and support local businesses through ads.

- *For Businesses:*
 - Targeted Reach: Businesses can reach a highly targeted audience based on user demographics and interests.
 - Ad Analytics: Access to ad metrics helps businesses measure the effectiveness of their campaigns.
 - Increased Visibility: Ads increase brand visibility and product/service exposure.

Premium Subscription Plans:

- *For Users:*
 - Ad-Free Experience: Users can enjoy an ad-free messaging experience.
 - Exclusive Features: Access to premium-only features like custom stickers, themes, or enhanced chat functionality.
 - Priority Support: Premium subscribers may receive priority customer support.
- *For WhatsApp:*
 - Recurring Revenue: WhatsApp generates a steady stream of revenue from subscription fees.
 - Enhanced Loyalty: Premium subscribers tend to be more loyal users.
 - Differentiation: WhatsApp differentiates itself by offering a premium tier with unique features.

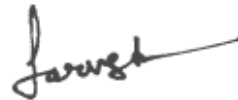
In-App Purchases:

- *For Users:*
 - Convenience: Users can purchase digital goods and services without leaving the app.
 - Expressive Communication: Access to premium stickers or emojis allows for more expressive conversations.
 - Supporting Creators: Users can support content creators by purchasing their digital products.
- *For Businesses and Creators:*
 - Revenue Generation: Businesses and creators can monetize their products, services, or content within WhatsApp.
 - Direct Engagement: Directly engage with customers and fans within the app.
 - Data Insights: Gain insights into user preferences and purchasing behavior.

Certificate of Training

Pratibha Mishra

from New Horizon College of Engineering has successfully completed **Product Development Lifecycle** course as a part of the Product Management. The course consisted of Agile Methodology, Communicating Requirements, Sprint Planning, Product Roadmap, and Jira modules. Pratibha has scored 78% marks in the final assessment of this course.

A handwritten signature in black ink, appearing to read "Sarvesh".

Sarvesh Agarwal
FOUNDER & CEO, INTERNSHALA

Date of certification: 2023-09-10

Certificate no. : id405s120fk

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