

WHATSAPP GAP ANALYSIS

Product features	Curent state	Gap	Future state	Action plan
File sharing	Limited to 100mb file size	Users need to share large files	Increase the file size limit	Consider integrating cloud storage solutions for large files
Group chat management	Basic group management futures	Uses made more advantages group management tools	Enhance group management futures	Conduct user research to identify specific needs
End to end encryption	Partial encryption	Users need end to end encryption for all features	Fully encrypted Features	Implemented end to end encryption for all features
Customization	Limited customisation options	Uses need more personalization	More themes notifications settings and chart customisation	Design and implement new customisation features