



Mini Project: Real-world App Evaluation

WhatsApp Application

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FE/23/52056936



WhatsApp Application

- WhatsApp is a free messaging app that allows users to send text messages, make voice and video calls, and share photos, videos, and other media. Owned by Meta, it's designed for both personal and business communication, with a focus on ease of use and privacy.
- The main purpose of the app is to ease communication and its audience is the general public
- Its core features include chat or message function, call function, communities function and updates or status function

UI Evaluation

- They do provide consistency over all platform on phone and pc, and its simplicity make it easy and pleasing to use across all platform i.e. android, iOS, and pc.
- WhatsApp uses a clear and legible typeface contributing to its readability.
- The layout and spacing of the app is okay making it easy to navigate

UX Evaluation

- The users can easily find and start conversation, send messages, make calls and share media files and there is no confusion interactions whatsoever in the app.
- The users are able to navigate through the app seamlessly.
- There is no slow loading screen while interacting with the app

WHATSAPP OUTLOOK

UPDATES

Whats status, for posting short videos, pic

CHATS

For interacting with the individuals within my chat cycle with options for sharing videos,music , documents and location

GROUP

Group chat and communities are found here

CALL

Calling with stable network and group calls included.

CHANNEL

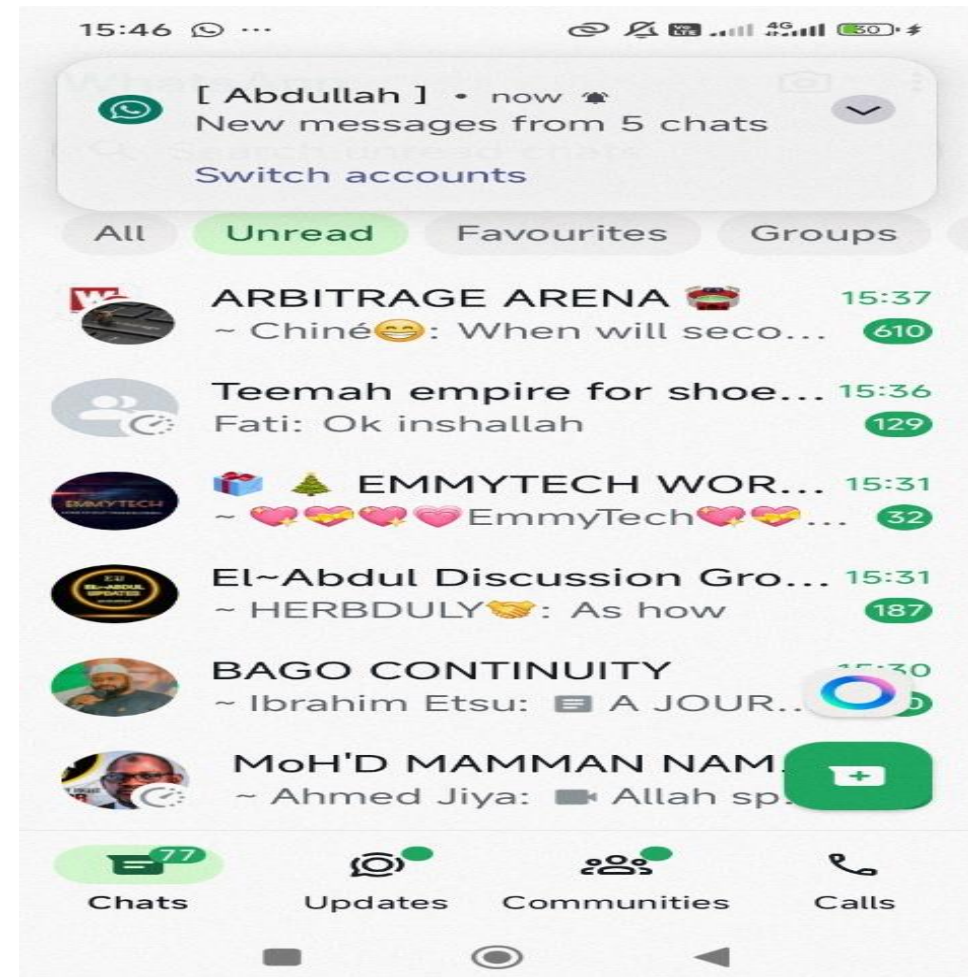
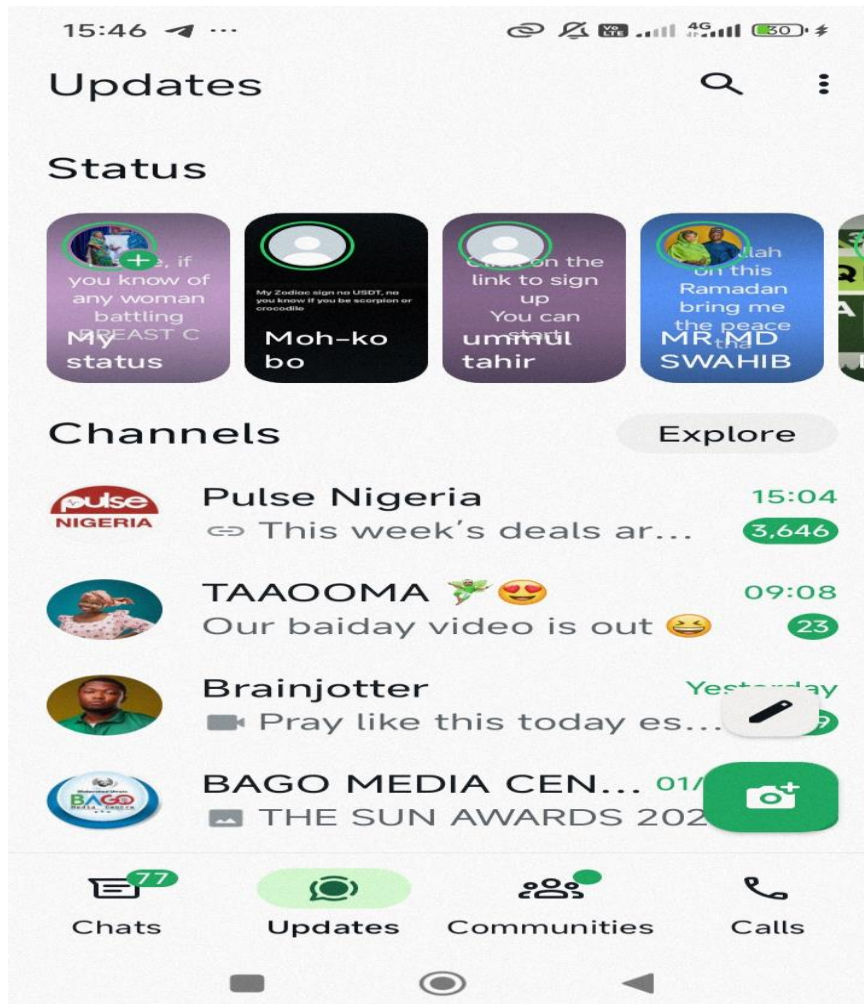
In this channel you can see news updates.

WhatsApp

Identify Problems and Justify Findings

- Information overload (status/updates); the updates can be overwhelming with numerous stories and updates leading to information fatigues.
- `group chat noise ; excessive notifications and messages in large group chats can disrupt users and leads to missed important information's
- Limited customization ; it offers limited customization options for the interface, which can be annoying for users whom prefer a more personalized experience.
- Privacy concerns; while end to end encryption is a strength, users have concerns of data collections and sharing practices with meta involvement and this leads to loss of trust among users and might change to reliable messaging apps such as X.

WhatsApp interface and Problems overview



Executive Summary:

This document outlines a proposed redesign of WhatsApp to address key user experience (UX) pain points identified through analysis. The goal is to enhance user satisfaction, engagement, and overall usability of the app.

Problem Statements:

- Information Overload: The "Updates" tab can become cluttered and overwhelming, leading to user fatigue.
- Group Chat Management: Excessive notifications and messages in large group chats can disrupt users and cause them to miss important information.
- Privacy Concerns: Users may have concerns about data collection and sharing practices, especially given Meta's ownership of WhatsApp.
- Limited Customization: WhatsApp offers limited options for personalizing the interface, which can be a drawback for some users.
- Search Functionality: Searching for specific older messages within very active chats can be challenging.
- Call UI Improvements: The call UI could be made more user friendly.

Executive Summary:

1. Updates Tab:

Prioritized Updates: Allow users to prioritize updates from specific contacts or groups, ensuring they see the most important content first.

Categorized Updates: Introduce categories or filters for updates (e.g., work, friends, family) to help users organize and navigate content.

"Mute All" Option: Add a "Mute All Updates" option for users who prefer not to see any updates temporarily.

2. Group Chat Management:

Granular Notification Controls: Provide more specific notification settings for group chats, allowing users to mute specific types of messages (e.g., media, documents) or mute notifications during certain hours.

Threaded Conversations: Implement threaded replies within group chats to make it easier to follow specific conversations and reduce clutter.

Group Chat Roles: Introduce roles within group chats (e.g., admin, moderator) to better manage large groups and assign responsibilities.

3. Privacy:

Enhanced Privacy Settings: Provide more detailed privacy settings, allowing users to control exactly what data is collected and shared.

Transparency Report: Publish regular transparency reports detailing data requests and usage.

In-App Privacy Education: Offer in-app resources and tutorials to educate users about privacy settings and best practices

Conclusions

This redesign proposal aims to address key UX pain points in WhatsApp and create a more user-friendly, customizable, and engaging experience. By implementing these changes, WhatsApp can solidify its position as a leading messaging platform and better serve its global user base.

THANK YOU!



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