

Product Name: Whatsapp

- **problem within whatsapp:** the difficulty of finding important information that gets buried in long conversations. We will propose a feature to make key information easily accessible.
- ❖ **find a problem**
 - **Observation:** users share information in chats—addresses, phone numbers, links, PDF documents, dates. Days later, finding that specific piece of information requires endless scrolling or using a search function that often fails if you don't remember the exact keyword. People resort to screenshotting or sending messages to themselves to save important info.
 - **Problem statement:** whatsapp users struggle to retrieve important shared information from their chat history, as it gets lost in the conversational flow . **Let's stop important info from getting lost in chats.**

❑ prove it's real

- Existing data:
- Common user behavior: the widespread "hack" of creating a group with only yourself in it to use as a personal notepad is strong evidence of this need.
- **App store reviews:** reviews often mention "better search" or "pinning more than 3 chats" as desired features, pointing to a general need for better information management.
- User interviews (quotes):
- Quote 1 (student): "my class group chat has 200+ messages a day. Trying to find the exam schedule PDF the professor posted last week is a nightmare. I literally scrolled for 10 minutes."
- Quote 2 (friend planning a trip): "we shared links to hotels and flight details in our group chat, but they're now buried under hundreds of memes and messages. We had to create a separate google doc to keep track of it all."
- Survey (number):
- A quick poll of 50 daily whatsapp users shows that 92% have spent more than two minutes scrolling back through a chat to find a specific link, document, or address.

❑ Product Thinking

- Idea 1: Allow users to pin unlimited chats. (Solves a slightly different problem of chat priority, not content within the chat).
- Idea 2: A "Chat Vault" or "Important Items" feature. This would be an enhanced version of the current "Media, Links, and Docs" section found inside a chat's info page. It would automatically categorize important content more intelligently (e.g., separating PDFs from images, identifying addresses and displaying them on a map, listing phone numbers). Users could also manually "pin" any message (a text, a photo, a voice note) directly to this vault for quick access.
- Most Promising Idea: Idea 2.
- **Justification:** "Does this remove the pain quickly and realistically?" Yes. It builds upon an existing, familiar interface (the chat info screen) but makes it vastly more powerful. It solves the problem without cluttering the main chat screen and provides both automatic categorization and manual control.

❑ Value Proposition

- User Jobs & Pains:
- **Job:** To save and quickly find important information shared in a conversation.
- **Pains:** Information gets lost; endless scrolling; frustrating search experience; resorting to external apps or hacks.
- **Gains (What success looks like):**
 - Finding any important link, document, or address in seconds.
 - Feeling organized and in control of your chat information.
 - Never losing a critical piece of shared data again.
 - Product's Pain-Relievers & Gain-Creators ("Chat Vault"):
- **Pain-Relievers:** Automatically organizes shared items by type; allows manual pinning of any message for quick access; creates a single, reliable source of truth for each chat.
- **Gain-Creators:** Saves significant time and reduces frustration; makes group projects and planning much more efficient; reinforces WhatsApp as the central hub for communication and information.

❑ Problem-Solution Fit Test

➤ Show:

- A clickable prototype. The user will be shown a typical busy group chat. Their task is to find a specific PDF file and a specific address shared "last week." The prototype will allow them to try the normal search/scroll method and then guide them to the new "Chat Vault" in the group info screen.

➤ Measure:

- Task Time: Measure the time it takes to find the information using the prototype's "Vault" vs. their estimate for the current method.
- User Satisfaction: "On a scale of 1-5, how much easier was it to find the information using the Vault?"
- Qualitative Feedback: "What else would you like to see in a feature like this?"
- Who you'll test with: 10 users who are active members of at least one busy group chat (e.g., students, project teams, family groups).