Title

Fixing Unwanted Message Harassment in Telegram

Subtitle:
 A Product Management Case Study

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Problem Statement

Telegram allows users to send messages using usernames, even if they don't have your phone number. This makes it easy for strangers to find and message you — leading to harassment, especially for women. There's no approval system before someone messages you, and usernames are searchable. This creates a privacy loophole and affects user trust.

User Personas

Name	Age	Role	Pain Point
Shivani	26	Marketing Manager	Gets vulgar messages daily
Yashika	20	Student	Gets found via username
Najma	34	Product Designer	Receives spam bots,wants clean inbox

Proposed Solutions

- Add **"Approve Before Chat"** setting

- Introduce **AI-powered message filtering**

- Allow **username search blocking**

- Add **"Privacy Lock Mode"** toggle

- One-tap **Report + Block** option for unknown messages

Feature Prioritization – MoSCoW Method

Must Have	Should Have
Approve Before Chat Toggle	AI Message Flagging
Hide from Username Search	Profile View Alert
Simple Block/Report Gesture	Auto-block offensive words

Could Have	Won't Have
Privacy Lock Timer	Encrypted Face Login
Risk Score for New Senders	Telegram Coins/ Payments

Success Metrics / KPIs

- 60% reduction in reported harassment in DMs

- Higher retention of female users

- Positive reviews mentioning "privacy" and "safety"

- Faster spam detection and response time

Learnings

- How to balance openness with privacy in product design

- Importance of user empathy, especially in safety features

- How AI and UX can work together to reduce harm

- How to structure and present a real product case study