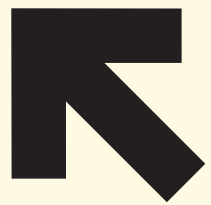
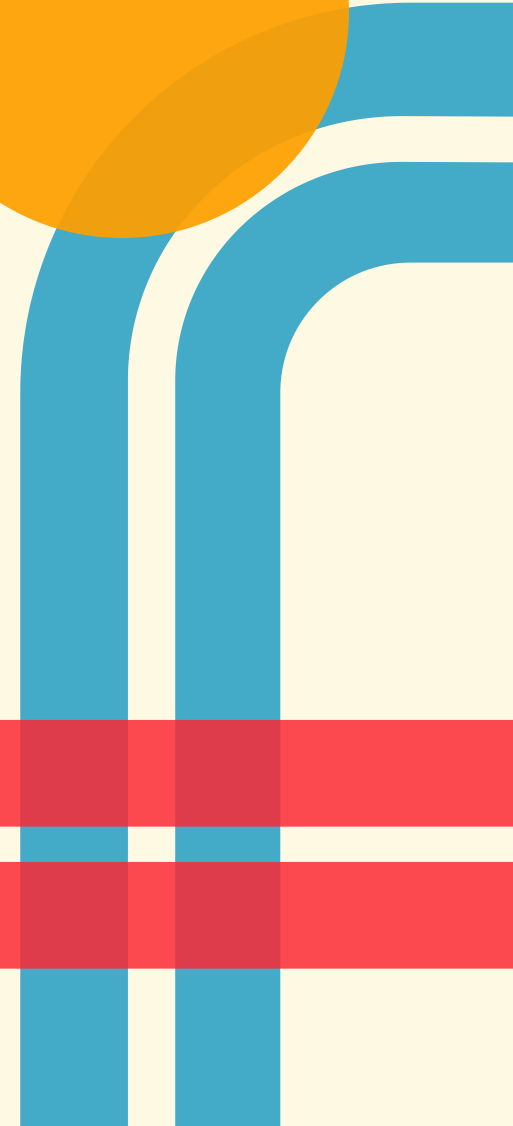
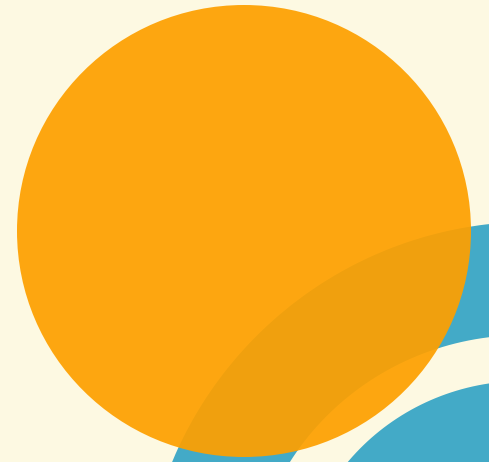




Presented By: Raginee Jha



SOLVING WHAT MATTERS: A
PRODUCT THINKING CASE
STUDY

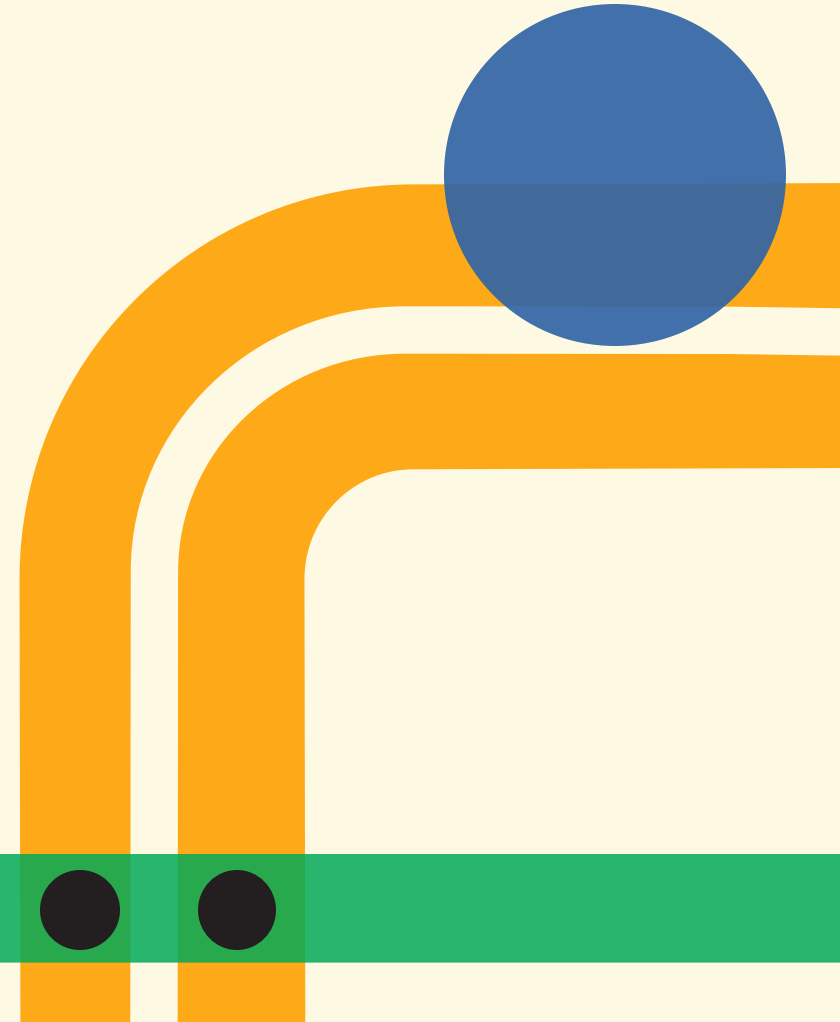
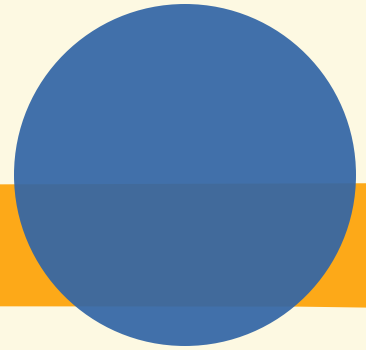




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Agenda

- 1. Product Introduction**
- 2. Problem Statement**
- 3. Jobs-To-Be-Done**
- 4. User Research Plan**
- 5. Persona Snapshot**
- 6. Customer Journey Map**
- 7. Opportunity Sizing**
- 8. Proposed Solution & AI Thinking**
- 9. Prioritization**
- 10.MVP**
- 11.Roadmap Format**
- 12.AI Thinking**





Product Introduction

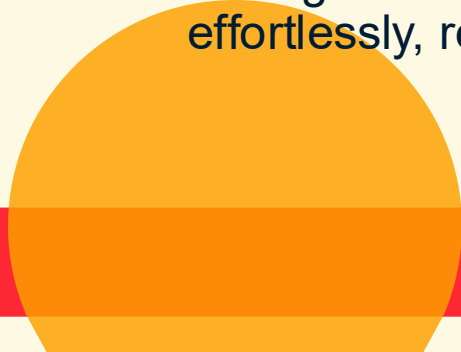
WhatsApp

- One app which comes to our mind when we think about connecting to people via messaging.
- Connecting people seamlessly across the globe.

Vision:

“Behind every product decision is our desire to let people communicate anywhere in the world without barriers.”

Mission: WhatsApp's mission is to empower people with simple, reliable, and private communication tools, ultimately aiming to create a world where people can connect and share effortlessly, regardless of their location.





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Problem Statement

- **When I** am busy and unable to check my WhatsApp group messages for several hours, **I want** to quickly catch up on any important updates at the end of the day, **but I often struggle** to find them among hundreds of unread messages, **which leads** to missing crucial information.



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Jobs-To-Be-Done(JTBD)

- Users hire WhatsApp to send updates to a larger community or coordinate social events.



User Research Plan

- **Interviews:** We conducted interviews with individuals from key target groups, including busy parents, working professionals, and college students. These conversations helped us uncover common pain points and challenges users face when using messaging apps i.e overwhelmed by group messages on busy days.
- **Observation:** Through user observation, we found that when users are faced with hundreds of unread group messages, they often choose to ignore them entirely rather than attempting to sift through the content-highlighting a gap in efficient message prioritization or summarization.

An abstract graphic design on a light cream background. It features several thick, rounded lines in green, blue, and red. A green line starts from the left, curves down, and then continues horizontally. A blue line starts from the bottom, curves up, and then continues horizontally, overlapping the green line. A red line starts from the top right and curves down. There are two small black dots: one on the green line and one on the blue line. A large orange circle is positioned on the left side of the image.

Persona Snapshot



Persona 1



- ***Busy Parent- Kavita -Age 38***

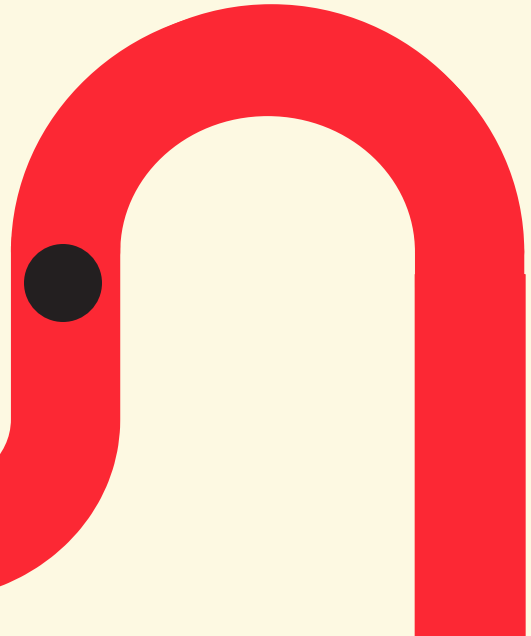
- **Occupation:** Dance teacher
- **Location:** Lucknow, India
- **Family:** Married with two children (ages 6 and 10)

Goals:

- Stay updated on the kid's school WhatsApp groups and her own different dance groups chats.
- Catch up on important updates without going through endless group messages.

Pain Points:

- Often misses school announcements or urgent messages buried in group chats.
- Finds it time-consuming to scroll through hundreds of unread messages.
- Gets overwhelmed by constant notifications and irrelevant chatter.





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Persona 2



Working Professional- Ashok

Age: 32

- **Occupation:** Project Manager at a tech firm
- **Location:** Bangalore, India

Goals:

- Stay connected with multiple team and interest-based WhatsApp groups.
- Quickly identify critical work-related updates.
- Balance work-life communication without burnout.

Pain Points:

- Drowns in notifications during busy workdays.
- Important project updates often get lost in casual group chatter.



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Persona 3



College Student-Avantika

Age: 20

- **Occupation:** B.Tech Student
- **Location:** Mumbai, India

Goals:

- Stay in the loop with college groups, event announcements, and academic interest groups.
- Connect with peers for project coordination and updates.

Pain Points:

- Academic messages often get buried under casual puns and unrelated media.
- Feels anxious about missing out on assignment deadlines or event notices.
- Too many groups, not enough clarity on what's important.

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Customer Journey Map

Journey steps	Stage 1: Morning hour			Stage 2: Afternoon			Stage 3: evening		
Actions	Kavita prepares kids for school; glances at phone but ignores WhatsApp notifications	Ashok briefly checks WhatsApp while commuting	Avantika uses WhatsApp during class breaks	Kavita checks WhatsApp during lunch	Ashok focused on meetings and tasks, doesn't check messages often	Avantika tries to find professor updates or task reminders	Kavita wants to know if anything important was shared in school group	Ashok responds to a few messages; checks if anything needs attention	Avantika checks group chats for assignments/event info
Touchpoints	Lock screen, notification bar	Mobile app, group chats	Phone notifications	Mobile app/WhatsApp groups	Laptop notifications		WhatsApp groups, scrolling chat history	Event WhatsApp groups	
Pain points	Too busy to check messages in real-time	Too many notifications from multiple work and interest groups	Distracted by memes and off-topic chatter	Hundreds of unread messages; overwhelmed	Misses critical team updates	Important academic updates lost in general discussions	Misses time-sensitive or urgent school messages	Time-consuming to scroll; key messages buried under less relevant content	Difficulty separating fun content from critical academic or deadline-related info

<https://miro.com/app/board/uXjVluoHP14=/?moveToWidget=3458764615953162934&cot=14>



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Opportunity Sizing: Top-Down Approach

- **TAM:**
 - As of 2025, India has ~535 million WhatsApp user
 - Assume ~70% are active in multiple groups daily
TAM \approx 375 million people
- **SAM:** Target users who are part of 3+ active WhatsApp groups
 - Estimated segment: ~35–40% of TAM
SAM \approx 130–150 million users in India
- **SOM:** Users Likely to Adopt Within 1–2 Years
 - Focused launch for urban smartphone users specifically for ios (around 30%)
 - ~8–10% of SAM in first 1–2 years
SOM \approx 4-5 million users



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Proposed Solution

- “Highlights” feature for each WhatsApp Groups
- Customizable periodic concise summary notification.
- Categorizing and tagging of messages according to importance and type of message.
- Integrated Calendar booking.
- *All these features will be powered with AI/ML*

PRIORITISATION

RICE Framework

	Feature	Effort	Reach*Impact*Confidence	RICE Score	Priority	Comment
1	Categorizing & tagging messages (using AI/ML)	9 story point	$150 \times 3 \times 0.7$	35	3	High impact, but high complexity due to AI/ML
2	Highlight tab per group	7 story point	$150 \times 2.5 \times 0.8$	42.8	2	Strong UI/UX enhancement, medium effort
3	Smart notification summary; Instead of dozens of alerts, WhatsApp sends one concise notification	6 story point	$150 \times 3 \times 0.85$	63.7	1	Highest value, low effort
4	Integrated Calendars to book ,So that any meeting/appointments don't get missed	8 story point	$100 \times 2 \times 0.65$	16.25	4	Applies only to small group of users, but requires high integration cost



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MVP

MVP Core values:

➤ **Smart Notification Summary**

Replace multiple notifications from the same group with a single, concise Summary.

➤ **Basic Highlights View**

In each group, add a new “Highlights” tab showing messages marked “Important” by senders (admins only in MVP).

➤ **Settings Panel**

Allows users to toggle Highlights on/off and set summary frequency (Daily/Weekly).

Won't Have Feature for MVP : Calendar integration



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Roadmap Format

Goal 1: Help users easily identify important messages in overwhelmed group chats.

Initiatives:

- Build a “Highlights” section that extracts all the important messages.
- Introduce message summarization for group chat digests.
- Add message pinning by group admins.
- Allows users to toggle Highlights on/off and set summary frequency in settings panel.

Metrics:

- % reduction in missed important messages (via feedback)
- Increase in user engagement with summaries
- Users find Highlights useful and keep the highlights toggle on(opt in for highlight feature) over a period of 3-4 weeks

Goal 2: Give users control over what they consider important

Initiatives:

- Add keyword-based filters or alerts (e.g., “exam”, “meeting”)
- Enable custom message tagging (Info, Task, Social)
- Let users mute/unmute message types rather than full chats

Metrics:

- Usage rate of custom filters
- Reduction in full chat mute rates

Goal 3: Reduce time spent catching up & booked calendars /reminders from group messages

Initiatives:

- Roll out a Daily Digest summarizing missed(unread) updates
- Smart “Catch Up” button that jumps to important unread messages
- Introduce visual message priority indicators (colors or icons)
- Integrated outlook/google calendars to book.

Metrics:

- Average time to catch up reduced
- Increase in daily active return users
- % reduction in missed important appointments/events (via feedback)

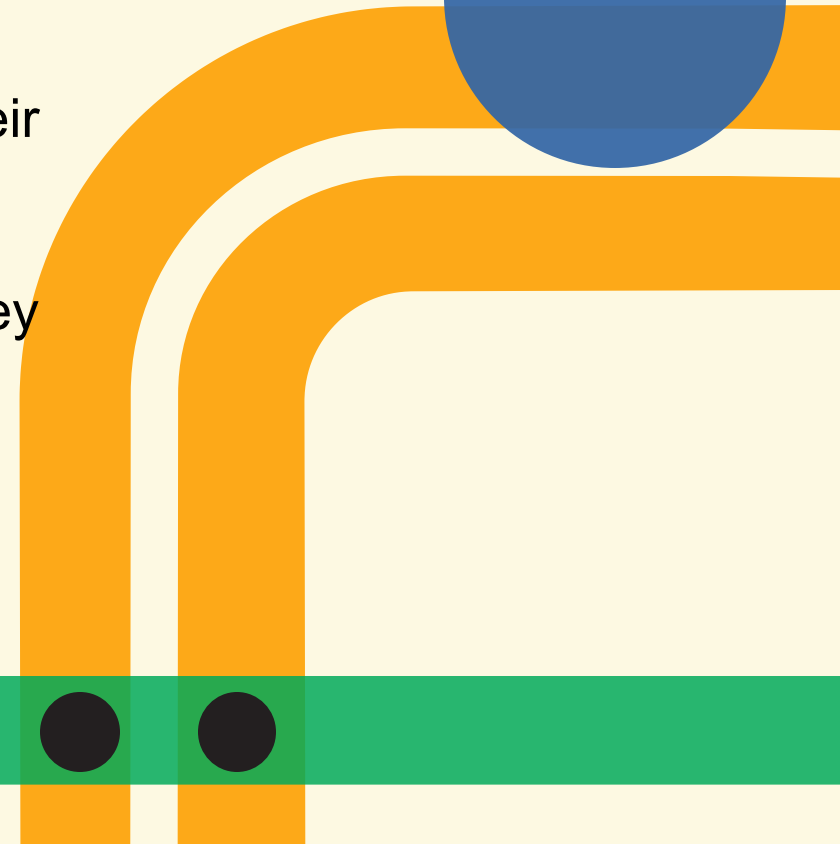
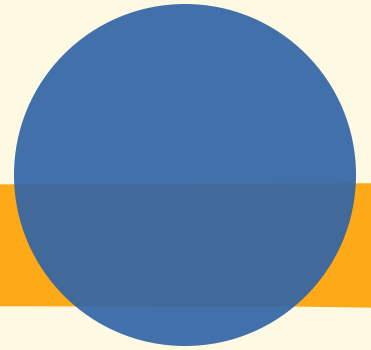


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AI Thinking

Once the MVP metrics indicate success we can enhance the core valued features by integrating AI/ML capabilities. This includes,

- Intelligently categorizing and tagging messages based on their type and importance.
- Generating concise summaries by automatically extracting key messages from busy group chats.





**Thank
you**

RAGINEE JHA