# PORTFOLIO project 1

## Aditya Gurram

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1. WhatsApp redesign

## Product Overview

WhatsApp has over 2 billion monthly active users worldwide, according to reports. It is also one among the world's most popular mobile messaging apps.
• Global user base of 2 billion subscribers.
• World's most popular mobile messaging app.
• Around 100 billion messages send every day
• On average, each Android user spends 38 minutes per day using WhatsApp.
• The country with highest monthly active WhatsApp users is India(390.1 million)
WhatsApp was precisely what texting required. Quick, simple, painless, and limitless It's
so successful that it's become synonymous with texting. I set out to redesign WhatsApp,
the world's most popular messaging software, to make it easier to use and more engaging.

# Challenge

The task was to find flaws in a system that was currently functioning successfully.
Making excellent things even better, I feel, is the true test!

Timeline - 1 week
Role - UX/UI designer
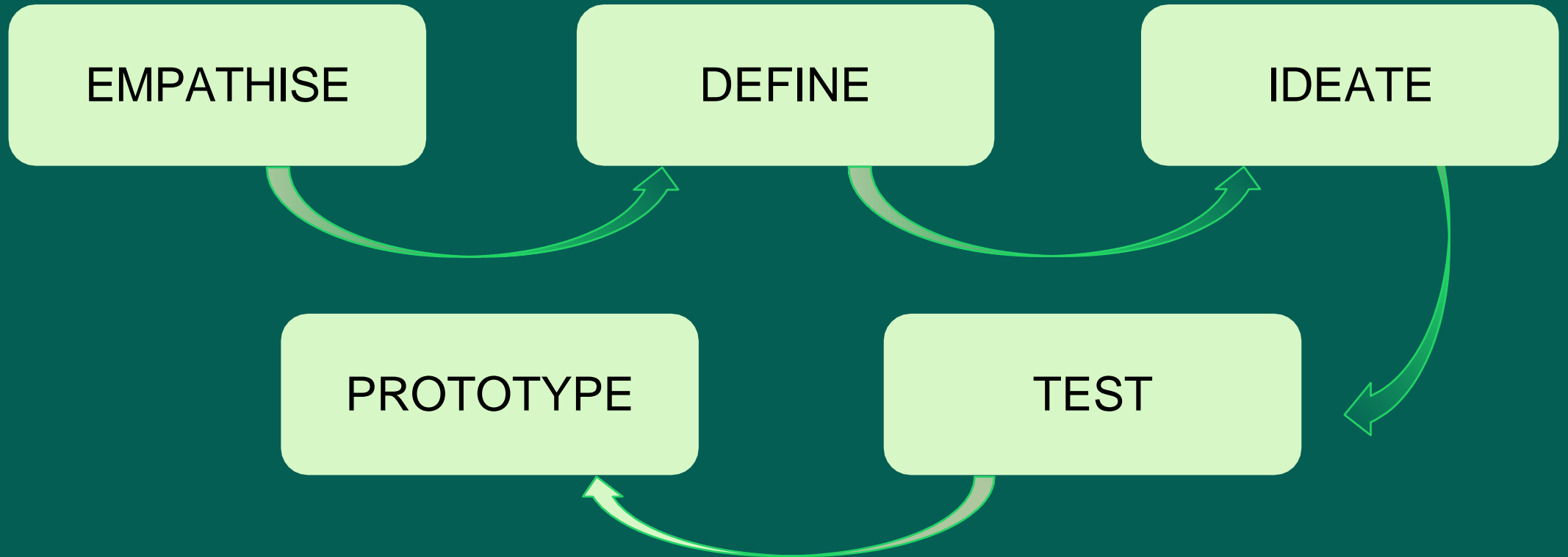Tools - Adobe illustrator, Figma, Google forms

Error

# Qualitative Research

I chatted with a few friends and family members and observed their behavior while using the app.
- Comments: what others had to say about the group chat
- Faces: what people said with their faces when participating with the group chat or discussing it, and how they felt about it
- User behavior in the group chat: what they did and didn't do

**User's behavior when sending a conversation**

- Open WhatsApp, type the name of the person they wish to communicate into the search bar.
- Select the individual from the search results.
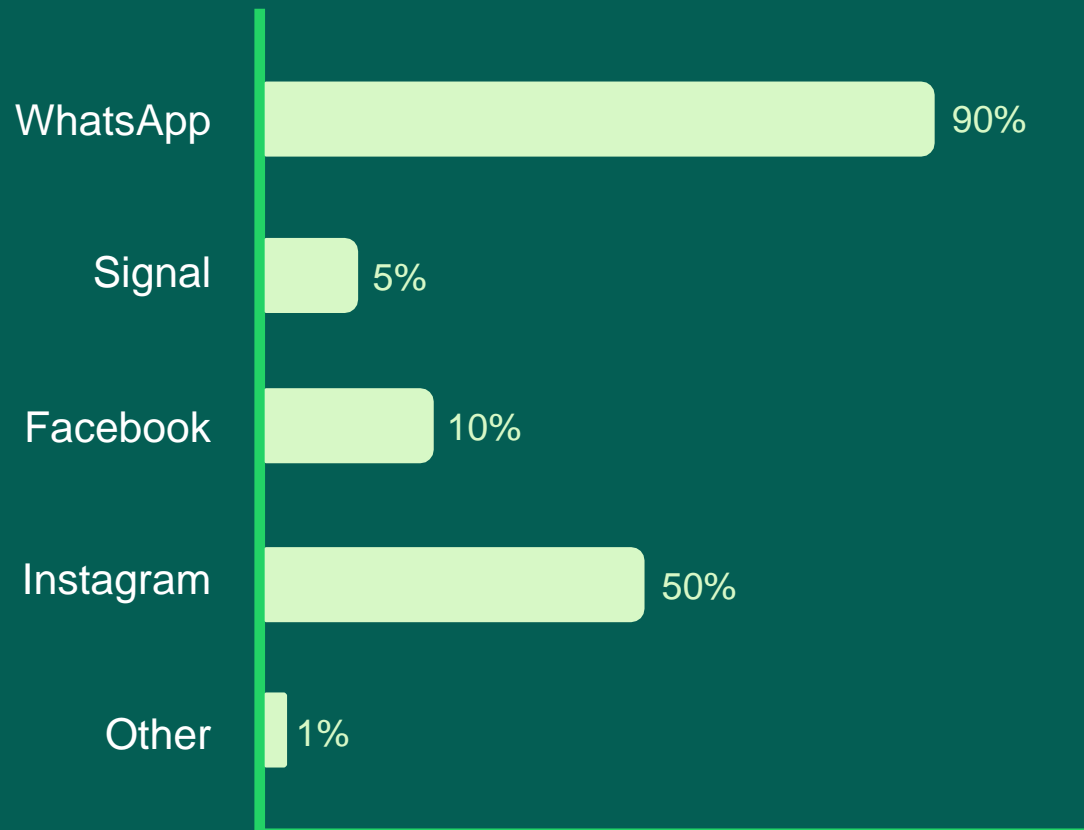- Begin entering your message in the chat box and send it.

**When they're not conversing on WhatsApp**

- Change profile photo
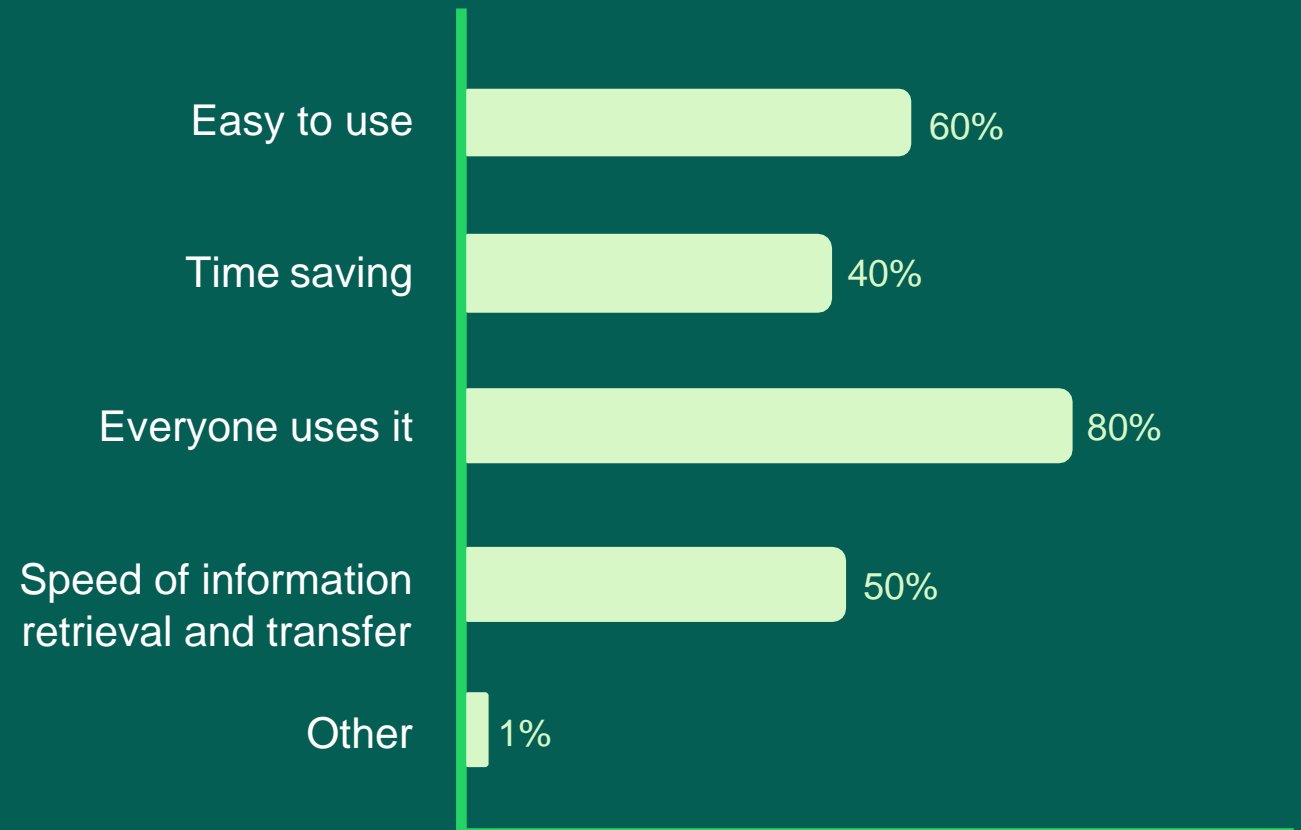- Call pals
- Share status.

# Who do you usually send messages to?

| Category | Percentage |
|---|---|
| Friends | 90% |
| Relatives | 40% |
| Clients | 10% |
| Groups | 50% |
| Other | 1% |
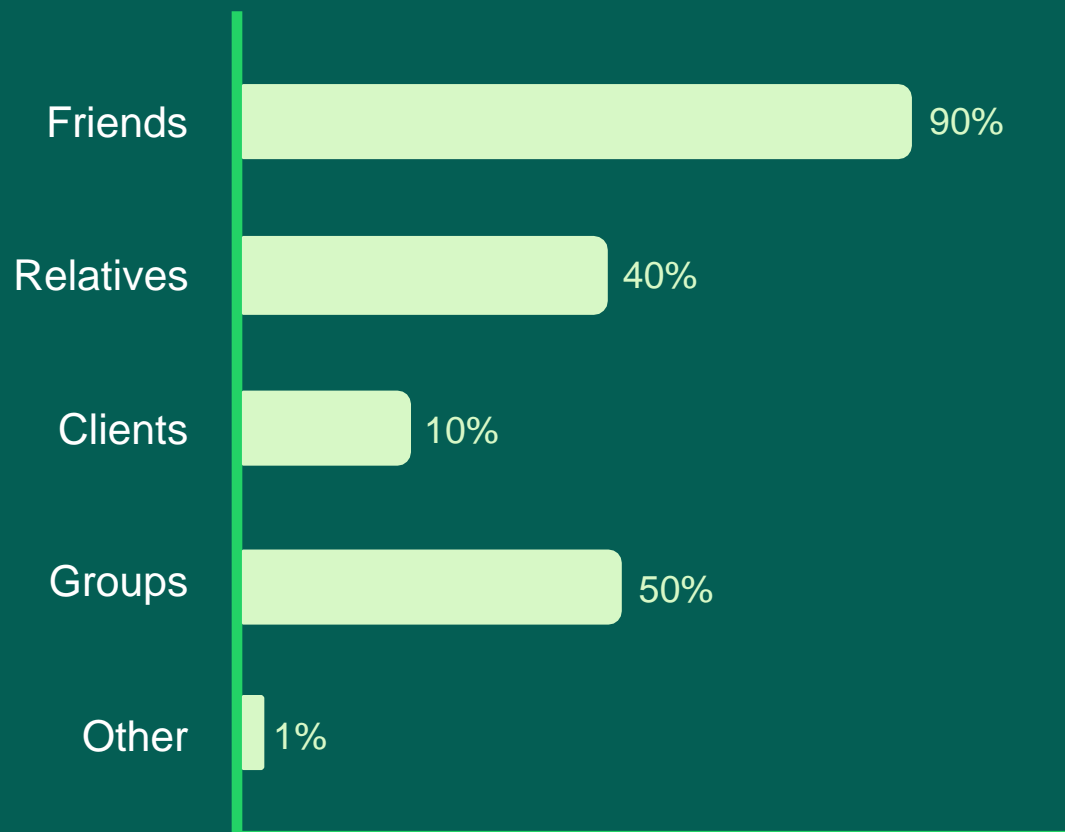
# What current features of this app you mostly use?

| Feature | Percentage |
|---|---|
| Text messages | 90% |
| Photos | 50% |
| Videos | 50% |
| Forwards (news, events etc.) | 40% |
| Voice messages | 40% |
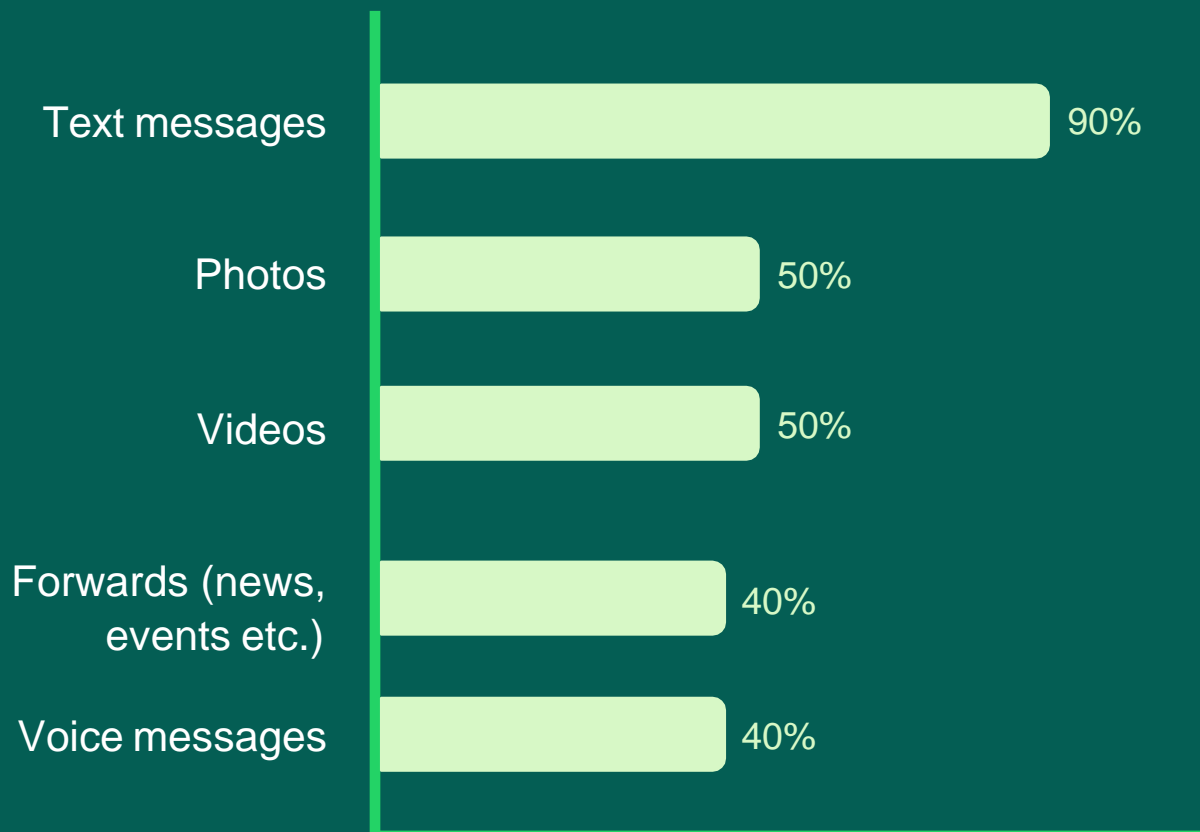
# End User Personas

Aditya is a university student. Staying in touch and available at all times is key to staying updated is her motto. WhatsApp is like a lifeline for Aditya. Messaging not just his friends but also her colleagues, receiving and relaying important news to his team. And although groups on the app are a boon to Aditya to help stay updated, they are also the bane of her fast paced lifestyle and busy schedule.

**Aditya - 21 -UG**

*I need the ability to skim contents quickly*

## GOALS

- To be part of groups which remain relevant to the topic.
- Able to quickly navigate through all the chats.
- Keep track of potential clients while managing numerous marketing groups.

## FRUSTRATIONS

- Chat page is clustered with multiple group chats and personal chats.
- Having lot's of messages to reply
- Status update page is not interesting
- Open user chats to see who's active
- Added to groups which I'm not interested.
- No space for private chat

**Yodha - 29 - Engineer**

*I wanna make my life simple and easy to save time*

Yodha is a working engineer from India who is 29 years old, now Yodha is working at one of the MNCs in USA, Yodha is very active in activities outside and inside workplace.

Yodha is active in the Charity organizations as secretary general. Moreover, Yodha is also a department delegate.

Yodha uses WhatsApp mostly because all his clients and colleagues use it to communicate work, making it an important part of daily life. Yodha prioritizes time more than anything. Yodha is very organized.

**GOALS**

- To be part of groups which remain relevant to the topic.
- Make Some Chat private and hide.
- Can easily organize chats and groups.
- Send message or make calls to new users quickly.

**FRUSTRATIONS**

- Too much Activity
- Too many steps to access anything
- Sometimes miss important message
- Feeling bored when someone is not online for chat
- Gets frustrated when he wants to send messages to new user

# Problem Statements

1. Difficulty in finding the individuals we're looking for at the top of the list (can pin a maximum of 3 chats)

2. Time-consuming steps to modify your DP > More option > Select Settings > Select the profile photo > Tap the camera icon > Open the gallery and choose the picture or take a picture using the camera > Browse the gallery > select a photo > Done

3. The status view feature is monotonous

4. Multiple steps to perform tasks

5. Difficulty in knowing which user is currently active /online

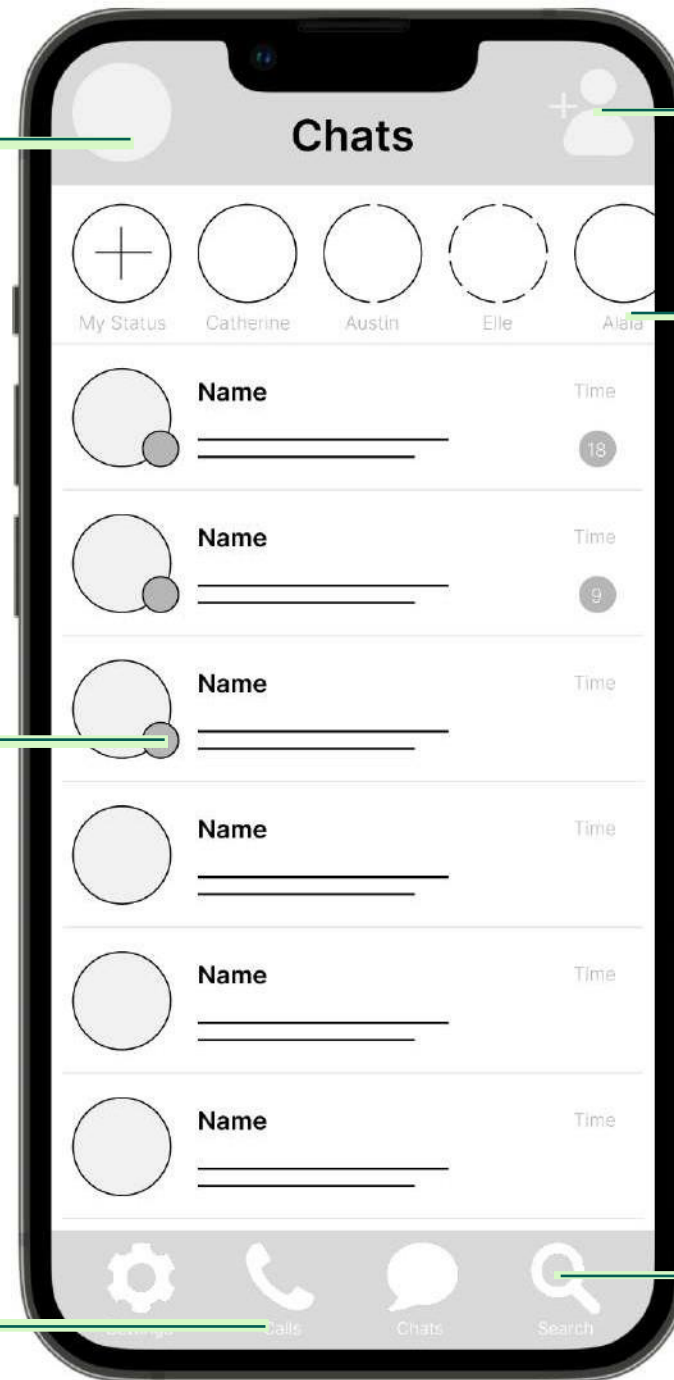6. Clustered chat page (group chat, personal chats)

7. Too complicated search option

User Flow

Chats

My Status   Catherine   Austin   Elle   Alaia

Name                    Time
                        18

Name                    Time
                        9

Name                    Time

Name                    Time

Name                    Time

Name                    Time

Easy access to create group or add contact

Quickly change your profile picture and settings

Status bar in homepage making it easy to access

Currently active users icon

Easy access to search

Easy access to calls

**New**

Search

New Group     New Contact

Frequently Contacted

Catherine

Austin

Elle

Contacts

Name

Name

Name

Name

Name
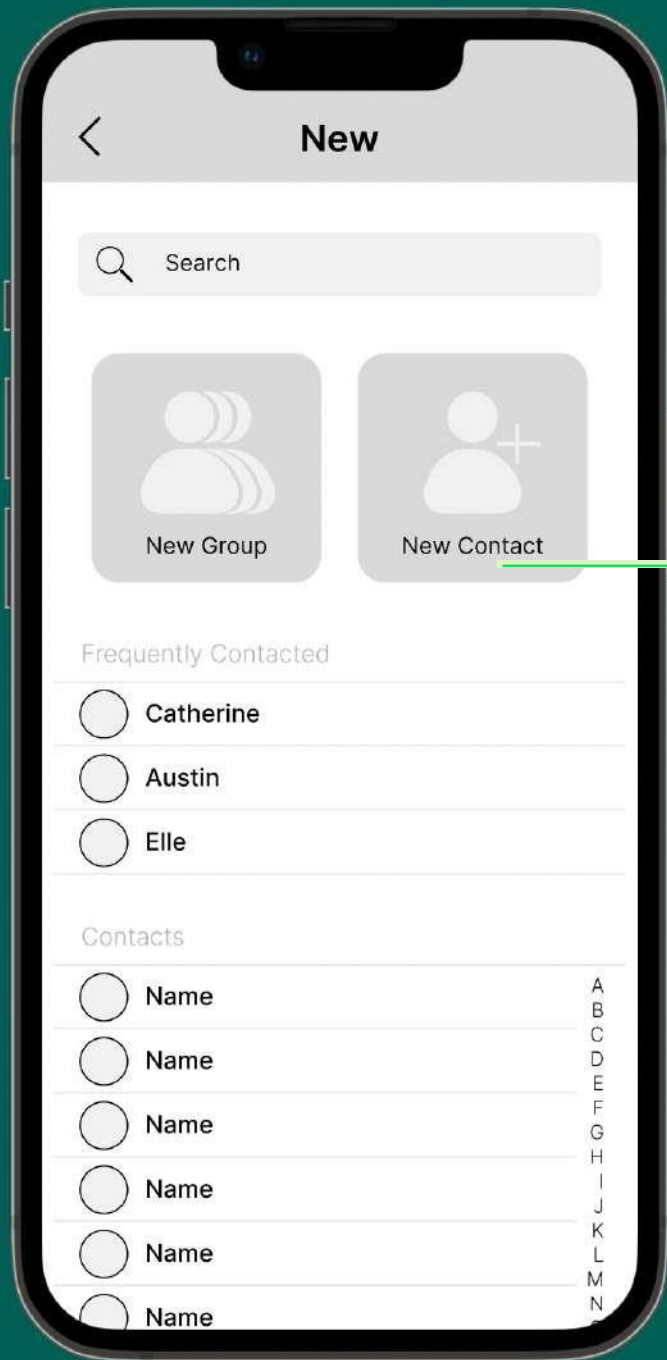
Quickly create groups or add contacts

Catherine
Yesterday, 00.00 PM

Quick reactions

😂 😍 💜
💀 😭 More
• • •

Reply
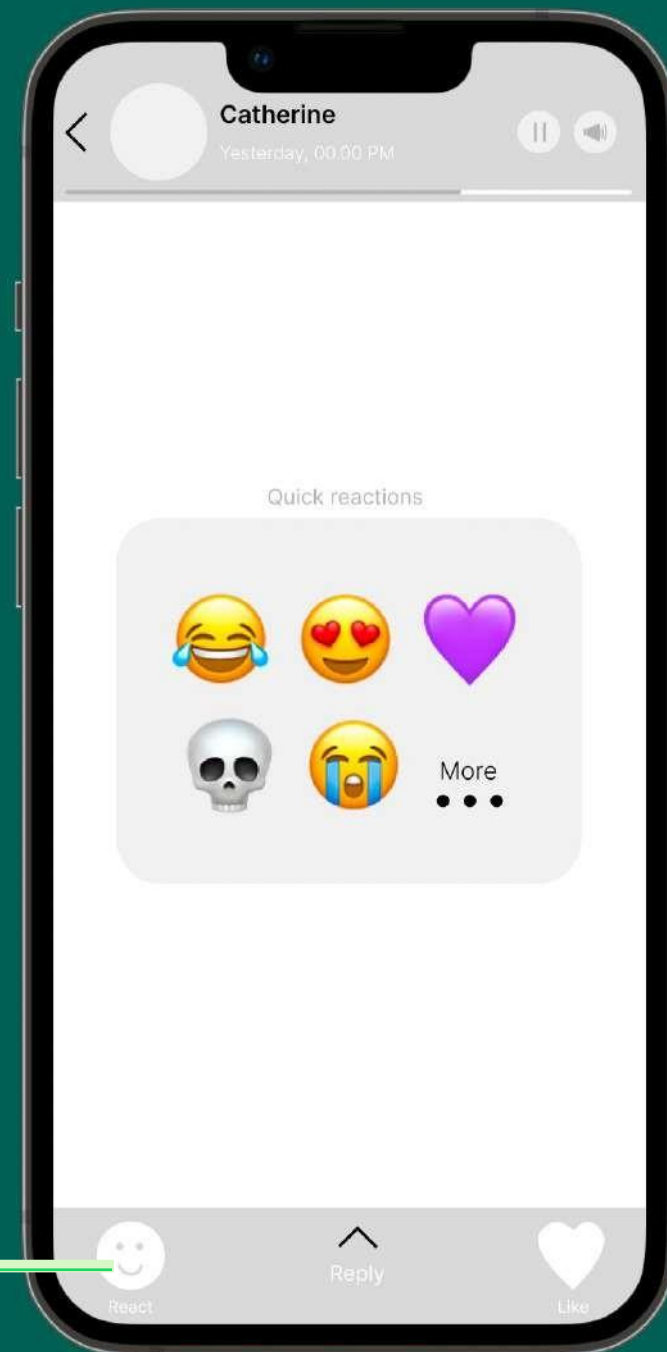
React and like people's status

**Profile**

Your Name
Alex Jen

About
Lorem ipsum

Phone Number
000 0000000000

Edit Profile Pic

Notifications     Privacy     Security

Theme     Chat Wallpaper     Request Account info

Shortcuts     Help
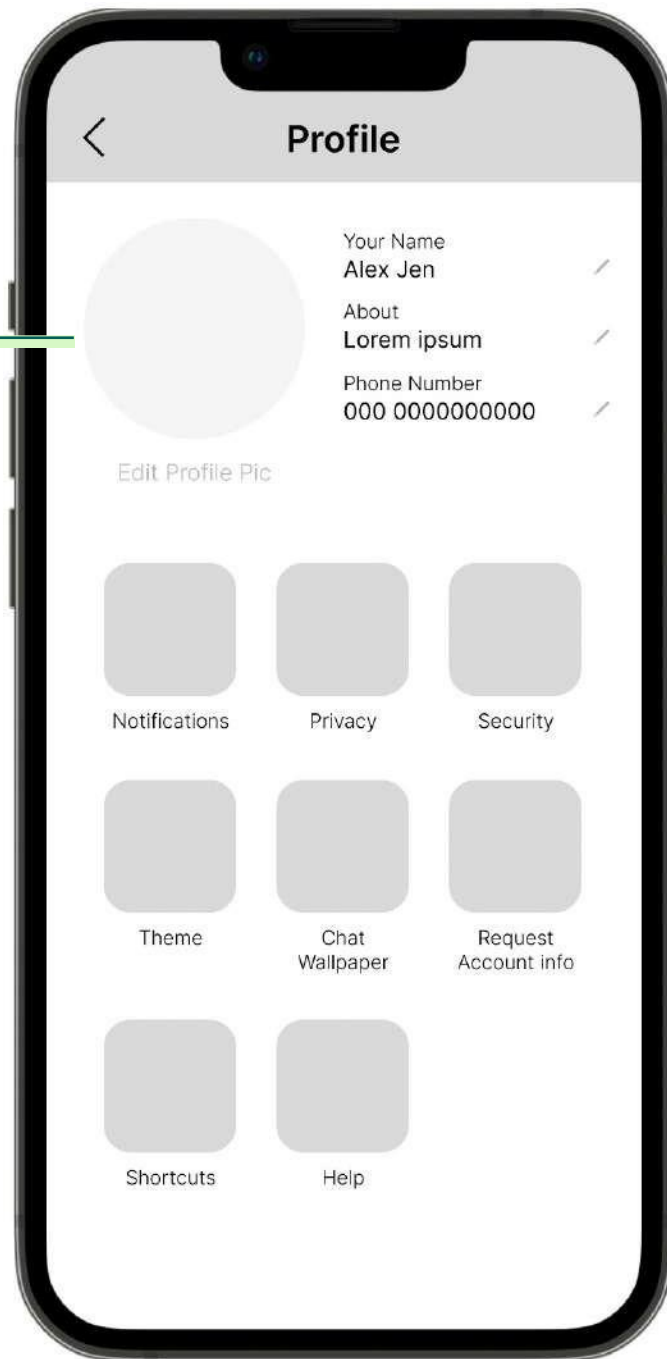
Quickly change profile picture and settings

**Name**
Online

Today

Lorem ipsum

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation 😂

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation 😂

Lorem ipsum

React to messages

## Contact Info · Edit

Elle

+00 0000000000

About

Media · Files

Starred messages

Mute

Wallpaper & Sound

Save to Camera Roll

Disappearing Messages

Encryption

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## Whatsapp Voice call

Calling

Austin Lively

+00 00000000

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## Calls

All · Missed

Catherine
Incoming · Yesterday

Name
Outgoing · Yesterday

Name
Missed · Yesterday

Monday

Name
Missed · Monday

Catherine
Incoming · Sunday

Name
Outgoing · Sunday

Name
Missed · Sunday

Name
Missed · Sunday

Name
Missed · Sunday

Settings · Calls · Chats · Search
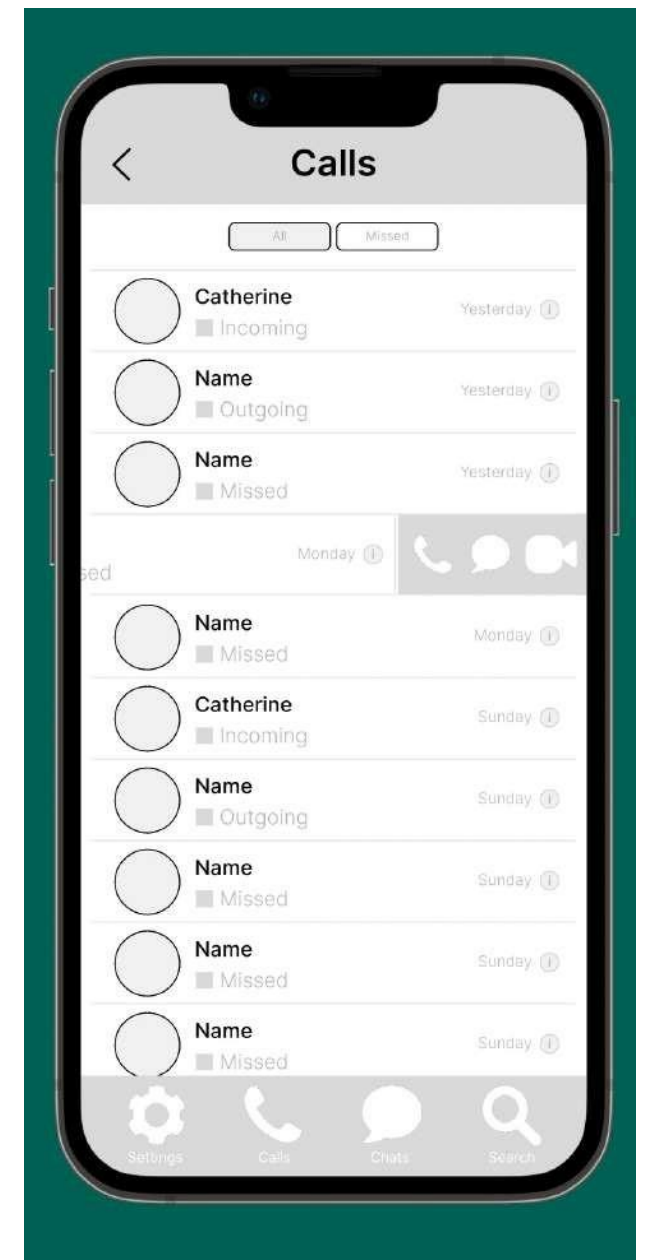
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Access well organized media, files from a contact or group easily
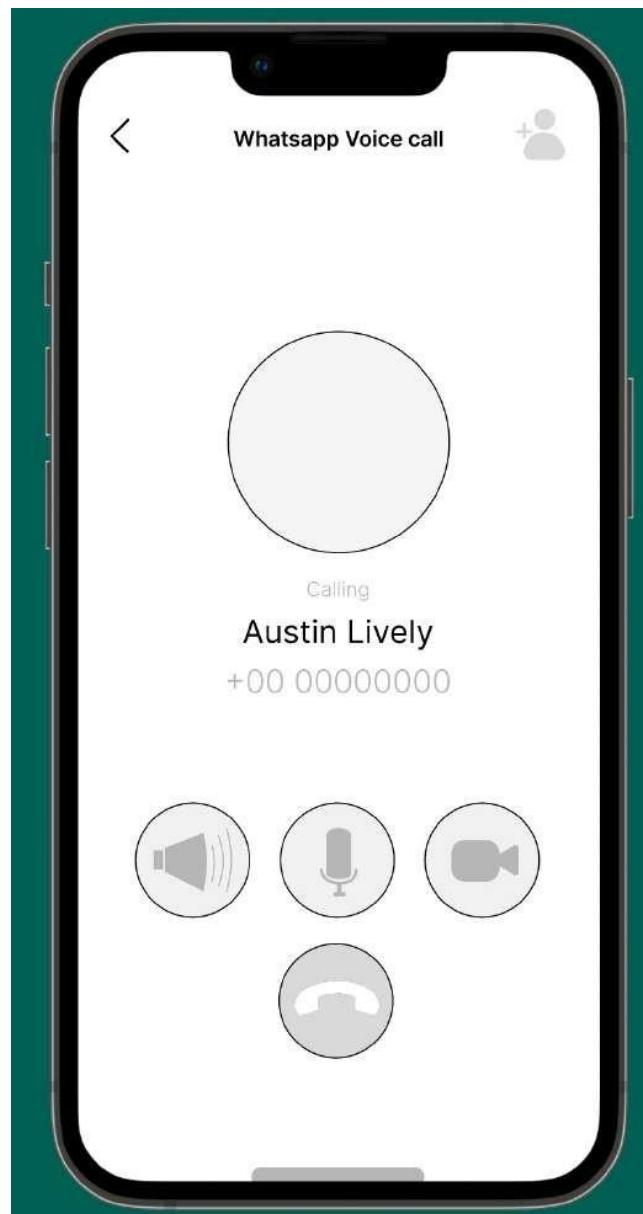
Access calls real quick and also reach the missed calls when you need

Voice call or video call people, add people during a call

# Thanks for your time

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