WhatsApp
UIUX case study

Title:

Redesigning WhatsApp: Enhancing User Engagement
with New Features

Project Overview

WhatsApp is a popular messaging app used by millions of people around the world. It was created with a focus on simplicity and ease of use, but as technology and user demands have evolved, the app has fallen behind in terms of features. To stay competitive in the market, WhatsApp decided to redesign its app with several new features that would enhance user experience and provide more functionality. The redesign included the addition of a "Save Status" feature, an increased time limit for updates, and the ability to add short videos on user profiles.
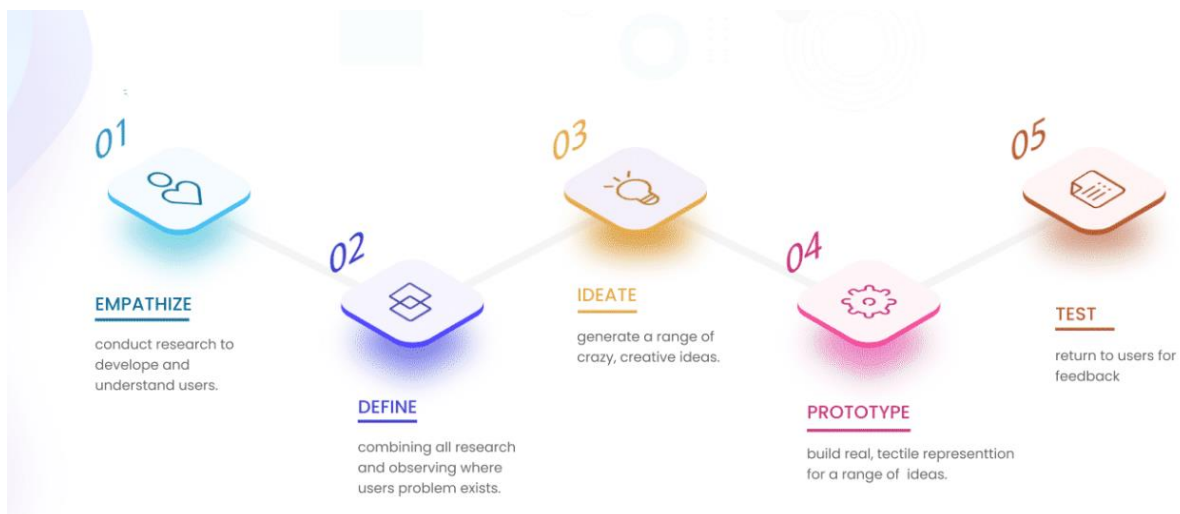
Introduction:

WhatsApp is a leading messaging app that connects billions of people worldwide. To keep pace with evolving user preferences and enhance the user experience, WhatsApp embarked on a redesign project. The goal was to introduce new features, including the ability to save status updates, increase the time limit for updates, and add short videos on WhatsApp DP.

Goal

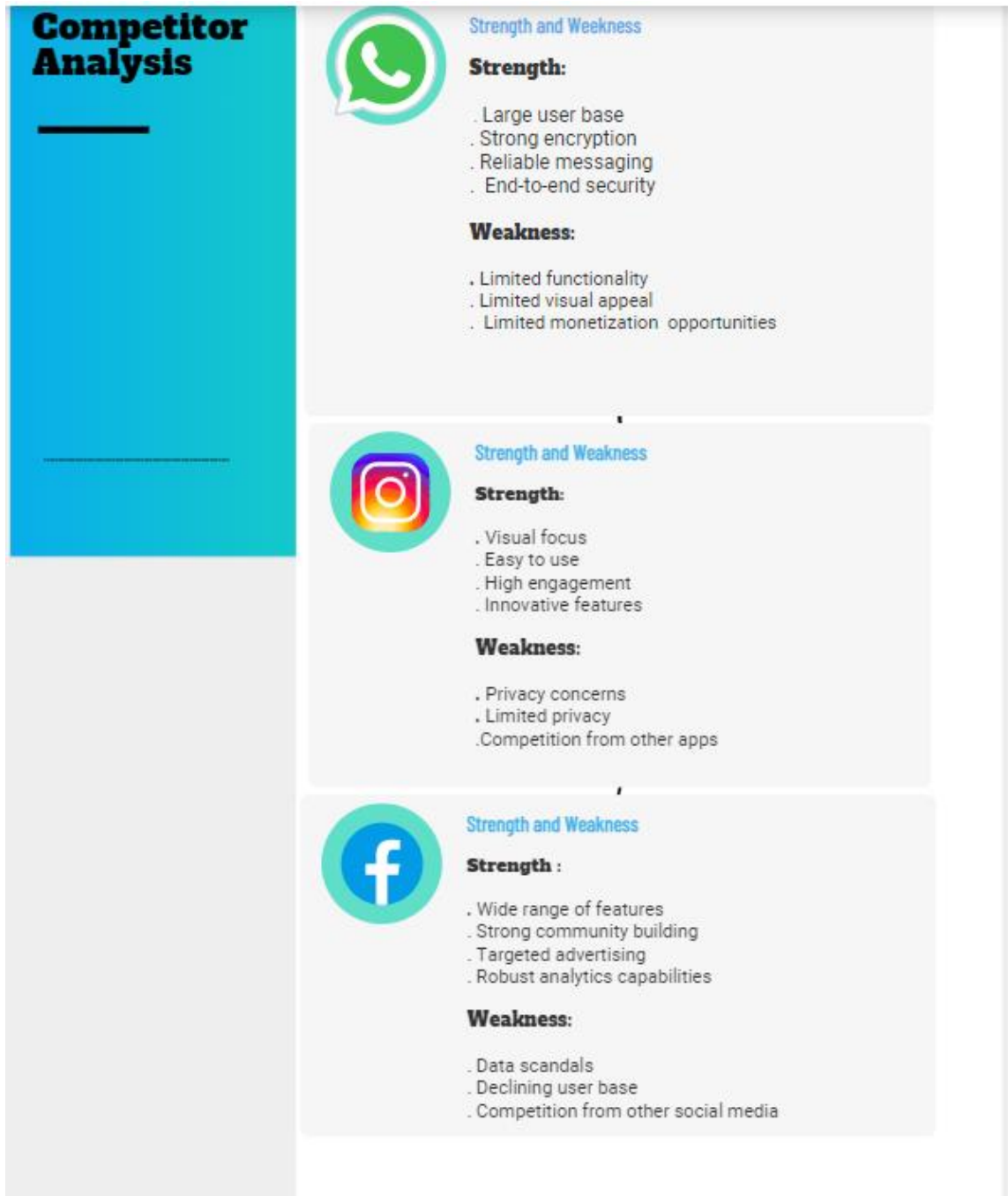The main goals of the redesign were to:

- Enhance user experience by adding new features that are useful and intuitive.
- Increase engagement on the app by providing users with more ways to interact with their contacts.
- Stay competitive in the market by keeping up with user demands and expectations.

Design Process

01 EMPATHIZE — conduct research to develope and understand users.

02 DEFINE — combining all research and observing where users problem exists.

03 IDEATE — generate a range of crazy, creative ideas.

04 PROTOTYPE — build real, tectile representtion for a range of ideas.

**05 TEST** — return to users for feedback

Competitor Analysis

Here is a mind map that includes the strengths and weaknesses of WhatsApp, Instagram, and Facebook as competitors in the messaging and social media market.

Competitor Analysis

WhatsApp — Strength and Weakness

Strength:
. Large user base
. Strong encryption
. Reliable messaging
. End-to-end security

Weakness:
. Limited functionality
. Limited visual appeal
. Limited monetization opportunities

Instagram — Strength and Weakness

Strength:
. Visual focus
. Easy to use
. High engagement
. Innovative features

Weakness:
. Privacy concerns
. Limited privacy
. Competition from other apps

Facebook — Strength and Weakness

Strength:
. Wide range of features
. Strong community building
. Targeted advertising
. Robust analytics capabilities

Weakness:
. Data scandals
. Declining user base
. Competition from other social media

This mind map visualizes the messaging/social media market, with WhatsApp, Instagram, and Facebook as competitors. The strengths and weaknesses of each platform are listed, including WhatsApp's strong encryption and reliable messaging, Instagram's visual focus and high engagement, and Facebook's wide range of features and robust analytics capabilities. However, each platform also has its weaknesses, such as limited functionality for WhatsApp, privacy concerns for Instagram, and declining user base for Facebook.

Here's the complete breakdown of the percentage of US internet users who use WhatsApp by age group.
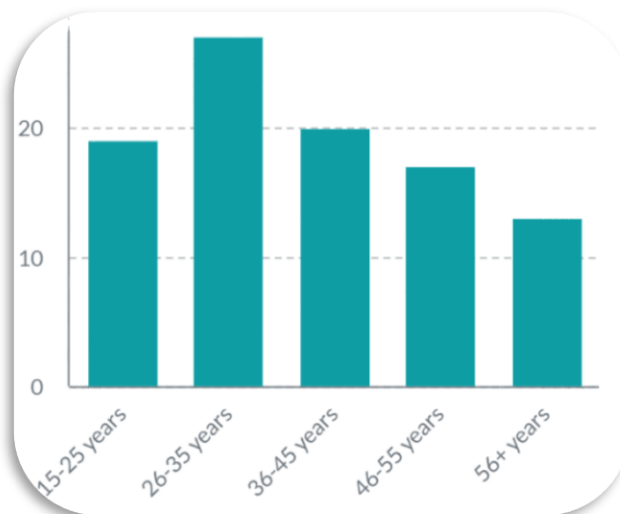
WhatsApp usage among US internet users
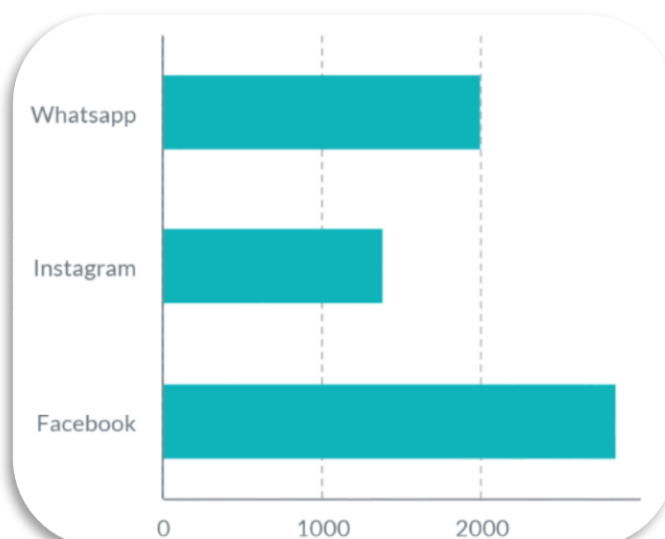
Active Users

Strengths and Weaknesses

Strengths of WhatsApp:

- Large user base: WhatsApp has over 2 billion monthly active users worldwide, making it one of the most popular messaging apps.
- End-to-end encryption: WhatsApp uses end-to-end encryptions for all messages and calls, making it a secure platform for communication.
- Cross-platform compatibility: WhatsApp can be used on both iOS and Android devices, as well as on desktop through its web and desktop apps.
- Easy to use: WhatsApp has a simple and user-friendly interface that makes it easy for users to send and receive messages, make calls, and share media.

Weaknesses of WhatsApp:

- Limited customization: WhatsApp has limited options for customization, such as changing the background or font size.
- Limited file sharing: While WhatsApp allows users to share photos, videos, and documents, there is a size limit on file uploads, which can be a limitation for users.
- Limited group chat options: While WhatsApp offers group chats, it can be difficult to manage large groups and there are limited options for controlling the chat, such as muting specific users.

Changes in WhatsApp when adding new features:
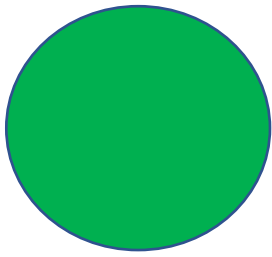
Save status:

Adding the ability to save statuses would make it easier for users to save and share content with their contacts, increasing engagement and user satisfaction.

Increase time limit for WhatsApp update:

Increasing the time limit for updates would give users more flexibility in updating the app and would reduce the number of users who miss updates due to time constraints.

Add short video on WhatsApp DP:

Adding the ability to add short videos as profile pictures would increase customization options for users and improve the overall user experience.
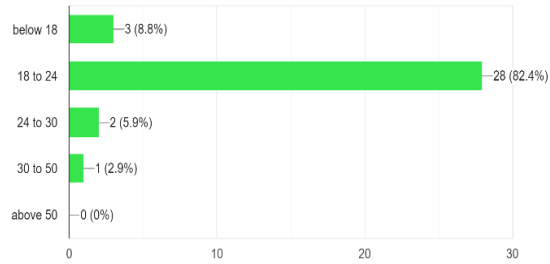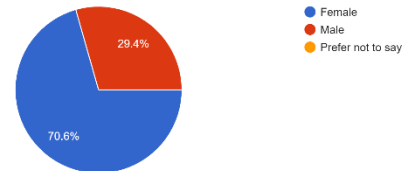
Research and Analysis:

Quantitive Research:

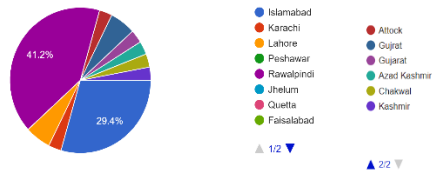### Select Your age group
34 responses

Age group	Responses
below 18	3 (8.8%)
18 to 24	28 (82.4%)
24 to 30	2 (5.9%)
30 to 50	1 (2.9%)
above 50	0 (0%)

Select your gender
34 responses

- Female 70.6%
- Male 29.4%
- Prefer not to say

Select your location
34 responses

- Islamabad 29.4%
- Karachi
- Lahore
- Peshawar
- Rawalpindi 41.2%
- Jhelum
- Quetta
- Faisalabad
- Attock
- Gujrat
- Gujarat
- Azad Kashmir
- Chakwal
- Kashmir

1/2 2/2

Select your profession
34 responses

- Student 91.2%
- Employee 8.8%
- House wife
- Bussiness man
- Lecturer
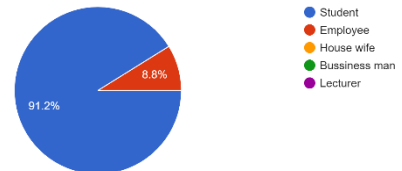
Technical:

Experience with the technology
34 responses

Rating	Responses
1	3 (8.8%)
2	0 (0%)
3	3 (8.8%)
4	3 (8.8%)
5	5 (14.7%)
6	1 (2.9%)
7	6 (17.6%)
8	4 (11.8%)
9	2 (5.9%)
10	7 (20.6%)
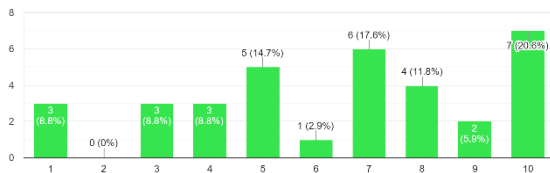
Which app do you find more attractive?
34 responses

- Whatsapp 50%
- Facebook
- Instagram 50%
- Twitter
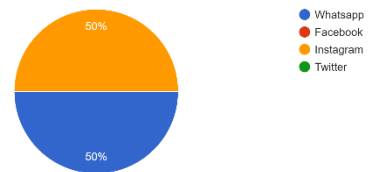
Rate yourself in internet uses
34 responses

Rating	Responses
1	3 (8.8%)
2	4 (11.8%)
3	10 (29.4%)
4	12 (35.3%)
5	5 (14.7%)
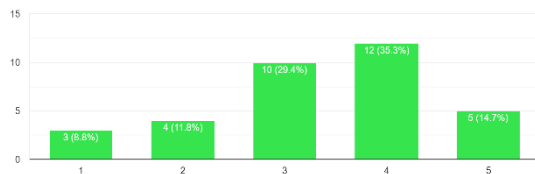
On a scale of 1 to 10, how much do you enjoy using social media?
34 responses

Rating	Responses
1	2 (5.9%)
2	2 (5.9%)
3	2 (5.9%)
4	2 (5.9%)
5	3 (8.8%)
6	7 (20.6%)
7	1 (2.9%)
8	7 (20.6%)
9	2 (5.9%)
10	6 (17.6%)
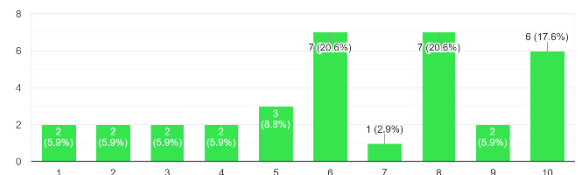
What device do you primarily use for internet access?
34 responses

- Mobile
- Tablet
- Laptop
- Laptop and Mobile

85.3%
8.8%
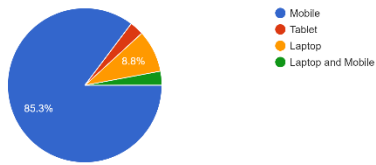
How attractive do you find the colors used in WhatsApp?
34 responses

2 (5.9%) | 2 (5.9%) | 4 (11.8%) | 1 (2.9%) | 2 (5.9%) | 0 (0%) | 4 (11.8%) | 4 (11.8%) | 7 (20.6%) | 8 (23.5%)
1 2 3 4 5 6 7 8 9 10
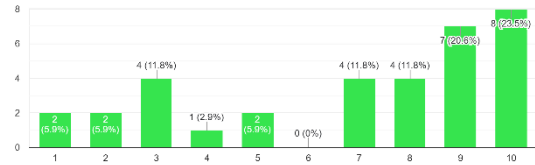
Domain:

Is it a good idea to redesign WhatsApp? What are your thoughts on this?
34 responses

- Agree
- Disagree

88.2%
11.8%
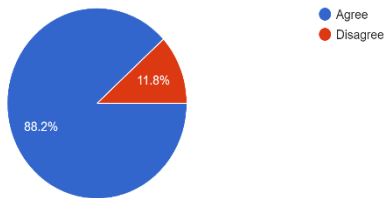
What motivates you to use whatsapp
34 responses

- Easy to use
- Free chatting
- Free calling
- Groups messages
- Links sharing
- files sharing
- Just a medium of communication
- nothing

47.1%
20.6%
23.5%
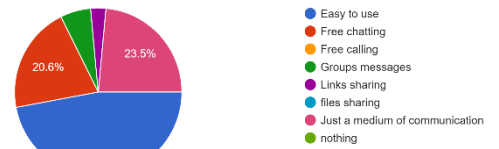
Which feature do you like the most on WhatsApp?
34 responses

2 (5.9%) ... 1 (2.9%) ... 2 (5.9%)

All, Chatting with the fr…, Dissappearing me…, Emoji react on mesg, Everything Is Good, Hiding contact info, Nill, Privacy options, Sending message…, Yeh, dark theme
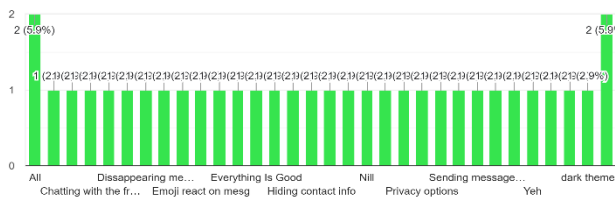
Objective behind using whatsapp
34 responses

- Easy communicaton with friends and family
- Easy communication with relatives , professional life
- For bussiness purpose

82.4%
14.7%
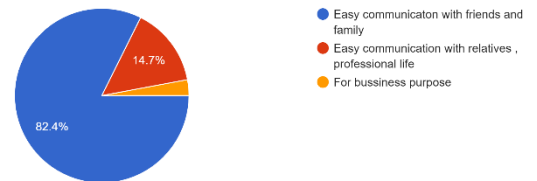
Which feature do you find challenging on WhatsApp?
34 responses

8 (23.5%) | 3 (8.8%) | 2 (5.9%) | 1 (2.9%) ...

., Ban from Whats…, Font style, Nill, No feature, Nothing, The limit it has o…, To upload status…, Uploading statu…, Yeh, file upload, save contact
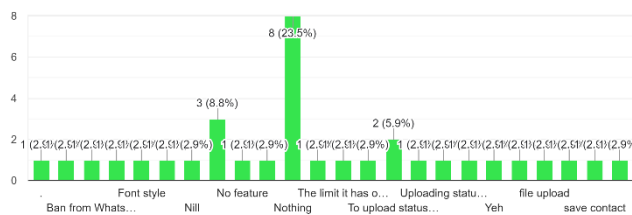
Rate yourself using whatsapp
34 responses

4 (11.8%) | 1 (2.9%) | 1 (2.9%) | 0 (0%) | 4 (11.8%) | 3 (8.8%) | 2 (5.9%) | 5 (14.7%) | 1 (2.9%) | 13 (38.2%)
1 2 3 4 5 6 7 8 9 10
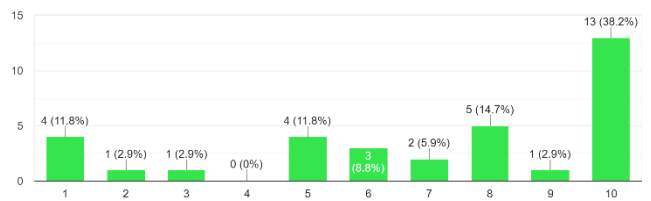
Which one of them are you not satisfied with?
34 responses

- Chat
- Status
- Contact
- None
- Community
- Nothing
- Font style typing
- Sharing of links and picture

- nill
- In Chat And Messages Delete for Every one Should Show Message that Is deleted
- Privacy

26.5%
29.4%
17.6%

▲ 1/2 ▼   ▲ 2/2 ▼

Rate color combination of whatsapp
34 responses

Bar chart values:
- 1: 4 (11.8%)
- 2: 0 (0%)
- 3: 2 (5.9%)
- 4: 3 (8.8%)
- 5: 4 (11.8%)
- 6: 1 (2.9%)
- 7: 2 (5.9%)
- 8: 5 (14.7%)
- 9: 6 (17.6%)
- 10: 7 (20.6%)
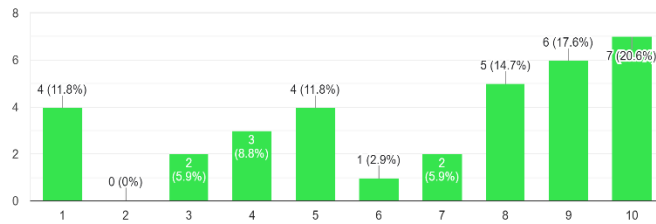
Rate ease of use of whatsapp
34 responses

Bar chart values:
- 1: 3 (8.8%)
- 2: 1 (2.9%)
- 3: 1 (2.9%)
- 4: 1 (2.9%)
- 5: 0 (0%)
- 6: 3 (8.8%)
- 7: 3 (8.8%)
- 8: 4 (11.8%)
- 9: 7 (20.6%)
- 10: 11 (32.4%)
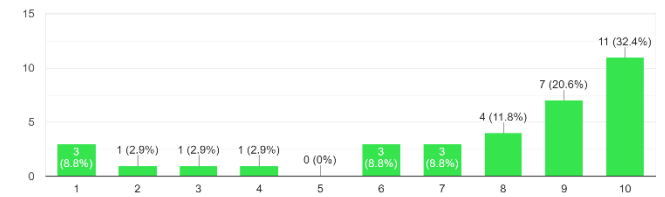
Do you think WhatsApp should have an option for recording calls and videos?
34 responses

- Yes: 73.5%
- No: 26.5%
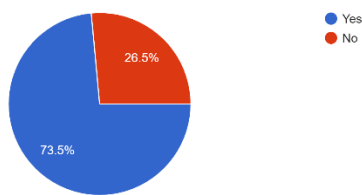
Do you think that WhatsApp should increase the time limit for posting status updates?
34 responses

- yes: 64.7%
- no: 35.3%
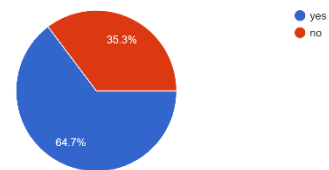
Do you think that WhatsApp should have a feature that allows users to save statuses?
34 responses

- yes: 76.5%
- No: 23.5%
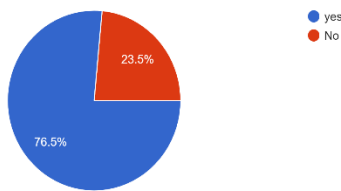
Do you think that the limit for sharing things on WhatsApp should be increased so that more people can be reached at once?
34 responses

- yes: 85.3%
- no
- Satisfied: 8.8%
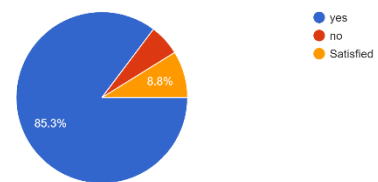
Other:

What is your scree time on whatsapp in a day?
34 responses

- 30 min: 12 (35.3%)
- 40 to 50 min: 2 (5.9%)
- 1 hour: 8 (23.5%)
- above 1 hour: 15 (44.1%)
- 1 (2.9%)
- 5 hours: 1 (2.9%)
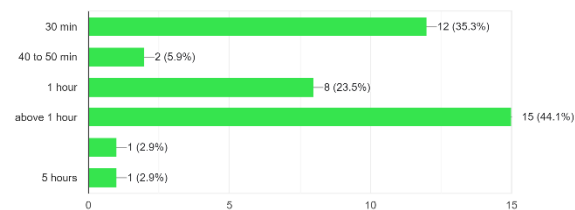
If you had to add a feature to WhatsApp, what feature would you add?
34 responses

- set Reminder of wo...
- Adding reels
- Dp privacy
- Ictease no of sharing
- Increasing number...
- Nothing: 3 (8.8%)
- Saving status
- Sharing of more data
- Without wifi
- nill: 2 (5.9%)
- to...

Which feature do you think should not be on WhatsApp?
34 responses

- . : 1 (2.9%)
- All are good eno...: 3 (8.8%)
- : 2 (5.9%)
- Community
- Gb Whatsapp
- Nil
- No
- People should n...: 2 (5.9%)
- Nothing: 5 (14.7%)
- Saving statuses
- Yes
- every Feature is...: 4 (11.8%)
- not...: 1 (2.9%)
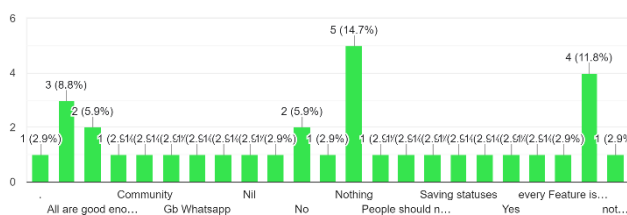
Can you please explain the reason why you would add the particular feature you mentioned earlier?
34 responses

- It help us to remind o...
- As WhatsApp is wise...
- Busy
- For saving memories
- Just want it.: 3 (8.8%)
- Nill
- Nothing: 2 (5.9%)
- To make it easy for u...: 2 (5.9%)
- because i feel challe...
- screen sh...: 2 (5.9%)
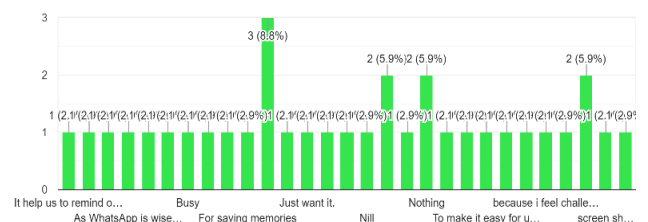
What is the reason for the feature you mentioned that should not be on WhatsApp?
34 responses
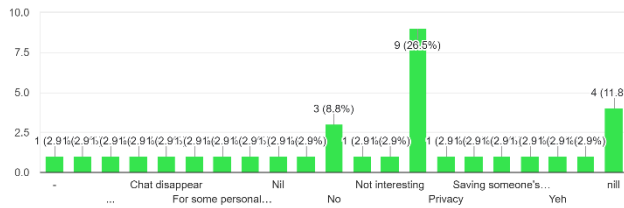
If you compare WhatsApp to other apps, to what extent are you satisfied with it?
34 responses
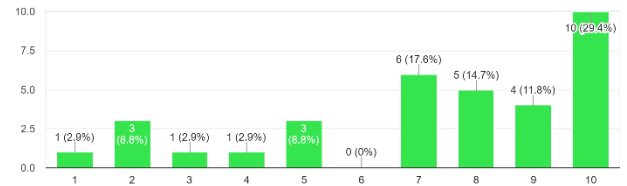
How satisfied are you with all the features on WhatsApp up until now?
34 responses
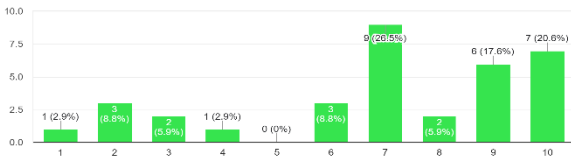
How satisfied are you with the security of WhatsApp?
34 responses
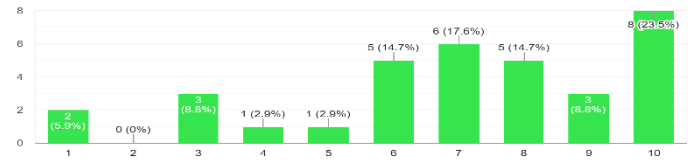
What rating would you give to the user interface (UI) of WhatsApp?
34 responses
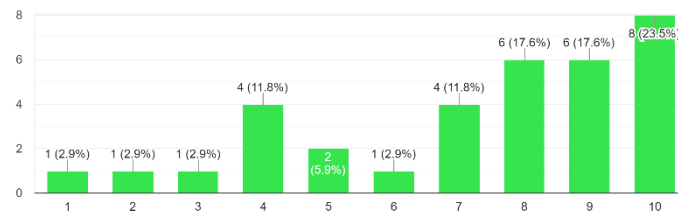
Suggested Improvements

If you are satisfied with chatting, status, and contacts, then why? And if you are not satisfied, then what additions do you think should be made?

34 responses

Yes

Satisfied

yes i am satisfied

No status save option

No

status saving

Ease to contact with friends and family

I am satisfied

It is easy to reach any friend or family through WhatsApp chatting

34 responses

Satisfy

Typing style must be changed

None

Satisfies with chatting ,status and sharing

yes satisfied

Uploading status limit should be of 1 min

Increase length of uploading status

Limit should be increase to upload status

Time limit is not enough

Using without internet

Privacy

Should be able to make calls without Internet

Not satisfied with the quality of status....quality drops down as compared to original quality of the picture or video

In Chat And Messages Delete for Every one Should Show Message that Is deleted

And After. 1 or 2 hours Of Delete For Everyone Message Should Be Deleted

The research highlighted the following key findings:

- Users desired the ability to save status updates from their contacts that they found interesting or inspiring.
- The existing time limit for updates was often perceived as restrictive, especially when users wanted to share longer videos or express themselves more effectively.
- Users expressed a strong interest in adding short videos on their WhatsApp DP to personalize their profiles and showcase their individuality.

Empathy Map

By using this empathy map, designers can gain a better understanding of the needs and pain points of WhatsApp users, which can inform the design decisions made when adding new features.

The empathy map helps understand how the user behaves in different situations and contexts, which can inform the design of new features.

User Persona

David

NAME

David

MARKET SIZE

33 %

Demographic

♂ Male ⚙ 42 ↕ years

📍 Gender: Male

Small Business Owner

Ethnicity: African

Skills

Web proficiency

0   25   50   75   100

Time management

0   25   50   75   100

Browsers

Chrome   Type here   Type here   Type here   Safari

Background

David is the owner of a small landscaping business. He uses WhatsApp to communicate with his employees, clients, and family. He is married with three children and values spending time with his family. He is also an active member of his local community and participates in charity events. David is technology-savvy and enjoys using the latest gadgets and apps. He values security and privacy, especially when it comes to his business-related conversations.

Behaviour

"

Uses WhatsApp frequently throughout the day for work and personal communication

Sends and receives a large volume of messages, media, and documents

Participates in work-related group chats and shares confidential information

Prioritizes security and privacy in business-related conversations

Enjoys customizing and personalizing his technology devices and apps.

"

Goals

1. Communicate efficiently with employees and clients for business-related matters
2. Stay in touch with family and friends who live far away
3. Share photos, videos, and documents related to work and personal life
4. Manage his conversations and notifications more effectively
5. Have more control over his privacy settings.

Motivations

Being productive and organized in both personal and professional life

Staying connected with loved ones and colleagues

Keeping up with the latest technology trends and features

Technology

Channels ⚙

Smartphone   Laptop

YouTube   Mobile app

Online ad   Email

Pain Points:

Difficulty managing multiple conversations and groups

Distractions from notifications during work hours

Limited options for customization and personalization

Security concerns with business-related conversations.

Sarah Williams ⊙ ✎

40 %

⁞ Background

Sarah is a college student studying environmental science. She uses WhatsApp to communicate with her classmates, friends, and family. She is passionate about environmental conservation and sustainability. She enjoys hiking, camping, and other outdoor activities in her free time. Sarah is technology-savvy and values privacy and security in her online communications.
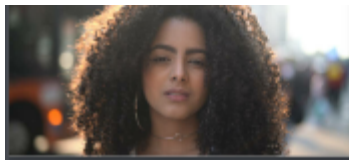
⁞ Demographic

🔍 Female   ⚙   22 ⬍ years

📍 Caucasian

Education: College student studying environmental science

⁞ Behaviour

"
. Uses WhatsApp frequently throughout the day for academic and personal communication

. Sends and receives a large volume of messages, media, and documents

. Participates in school-related group chats and shares academic information

. Prioritizes privacy and security in online communication

. Enjoys customizing and personalizing her technology devices and apps.

,,

‖ Skills

Technical skills

| 0 | 25 | 50 | 75 | 100 |

Communication skills

| 0 | 25 | 50 | 75 | 100 |

Physical skills

| 0 | 25 | 50 | 75 | 100 |

⁞ Needs and Goals

. Communicate efficiently with classmates for school-related matters

Stay in touch with family and friends who live far away

. Share photos, videos, and documents related to school and personal life

Manage her conversations and notifications more effectively

. Have more control over her privacy settings.

⁞ Interests and Hobbies

Environmental conservation and sustainability

Hiking, camping, and other outdoor activities

Listening to music and podcasts

‖ Motivations

. Being productive and organized in both personal and academic life

. Staying connected with loved ones and classmates

. Keeping up with the latest technology trends and features

⁞ Channels   ⚙

📱 Smartphone   💻 Laptop

▶ YouTube   📱 Mobile app

📅 Online ad   📧 Email

🔊 Audio

⁞ Pain Points:

. Difficulty managing multiple conversations and groups

. Distractions from notifications during class and study time

. Limited options for customization and personalization

. Concerns about privacy and security in online communication

⁝ Maria Rodriguez ⊙ ✎

⁝ Background

1. Maria is a young professional who loves to stay connected with her friends and family, especially since most of them live outside of Florida. She's always on the go and values efficiency and simplicity in her daily life. She's an avid traveler, foodie, and fitness enthusiast.

⁝ Demographic

🔍 Female   ⚙   25 ↕ years

📍 Miami, Florida

Marketing Manager

Bachelor's degree in Marketing

Marital Status: Single

Income: $65,000/year

⁝ Status

"
Active social media user

Engaged in her community through volunteer work and local events

Career-focused and ambitious in her professional life

"

⁝ Skills

Strong communication skills

| 0 | 25 | 50 | 75 | 100 |

Excellent organizational skills

| 0 | 25 | 50 | 75 | 100 |

⁝ Needs and Goals

Stay connected with friends and family who live outside of Florida

Easily communicate with colleagues and business partners

Share photos, videos, and updates with friends and family

Manage and organize her conversations efficiently

Use a platform that is secure and respects her privacy

⁝ Interests and Hobbies

. raveling

. Trying new restaurants and cuisines

. Yoga and running

. Reading and writing

. Learning new skills through online courses

⁝ Motivations

. Staying connected with her loved ones is very important to Maria

. She values efficiency and productivity in her daily life

. She's always looking for ways to simplify and streamline her communication and social media habits

⁝ Technology

. Uses an iPhone X

. Relies heavily on social media apps for staying connected with friends and family

. Has a strong understanding of digital marketing and social media platforms

. Values simplicity and user-friendliness in her apps

⁝ Pain Points:

. Having to switch between multiple messaging apps to keep in touch with different groups of people

. Missing important messages because they get lost in a sea of notifications

. Feeling overwhelmed by the number of conversations and messages she receives on a daily basis

. Feeling concerned about the privacy and security of her personal information

With this persona in mind, designers can create a WhatsApp redesign that addresses Alex's pain points, meets his goals, and aligns with his behaviours and motivations. The new design could include features such as improved message filtering, more control over notification settings, and enhanced customization options for the app's appearance and features. It could also include enhanced security measures for work-related conversations, such as encrypted messaging and passcode protection.

User Journey Map

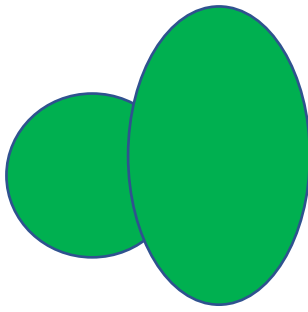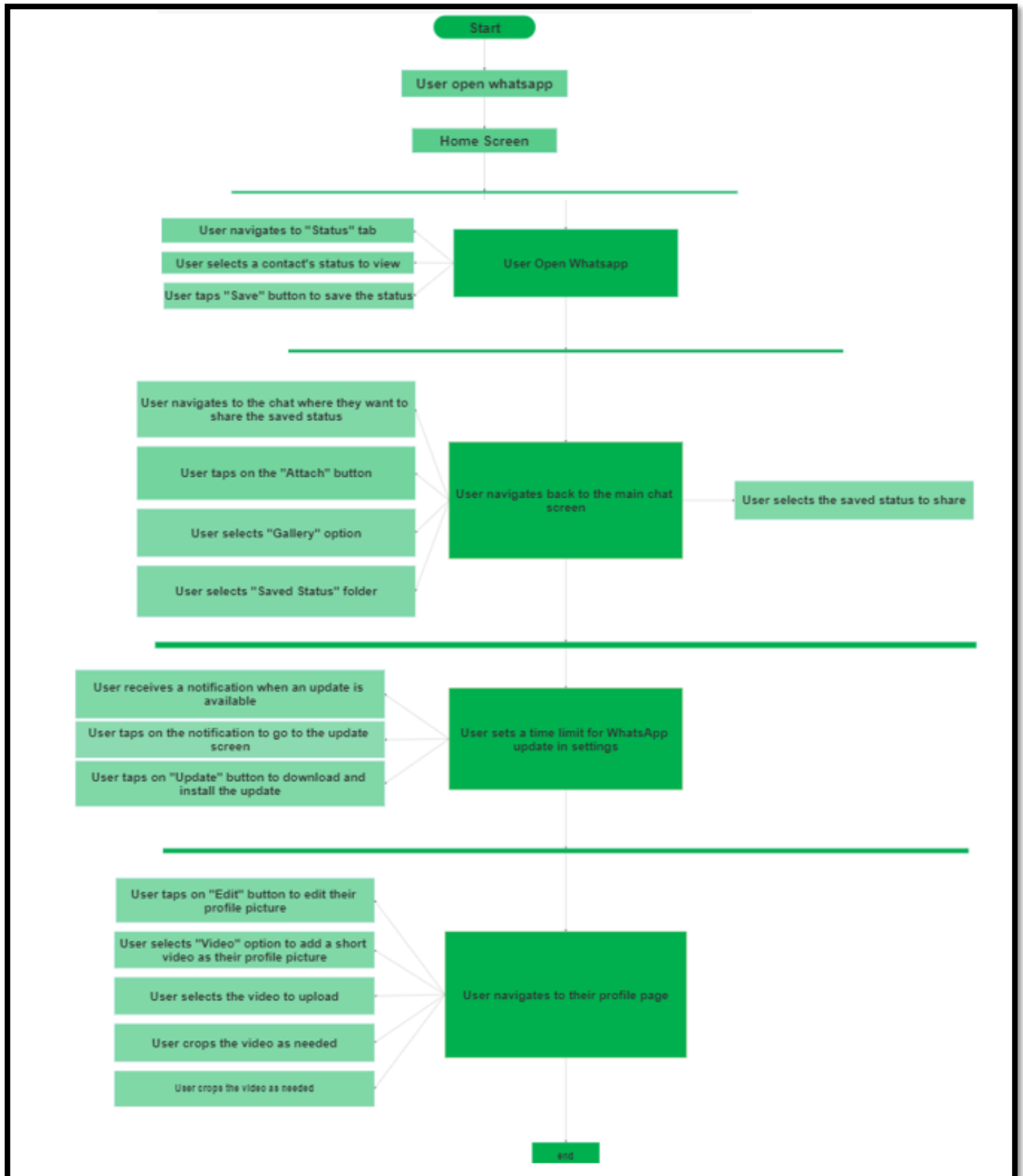|	AWARENESS	CONSIDERATION	INSTALLATION	USAGE		CONTINUE
	Discovery	Research	Sign-up	Onboarding	Activation	Engagement
User actions	Received notification.	Opens WhatsApp on his smartphone.	Selects a contact or group to message.	Composes a message or shares a photo/video.	Sends the message. Receives a notification when the message is read or replied to.	Views and responds to messages from other.
User goals	Maria receives a notification from WhatsApp about a new update that includes improved photo sharing features. She decides to check out the new features.	Maria opens WhatsApp and navigates to the photo sharing feature. She explores the new features and reads about how they work. She also checks out some of the other new features and improvements.	Maria already has an existing account with WhatsApp, so she doesn't need to sign up again.	Maria is presented with a tutorial on how to use the new photo sharing features. She follows along and learns how to use them.	Maria starts using the new photo sharing features to share photos and updates with her friends and family who live outside of Florida. She finds the new features to be easy to use and efficient.	Maria continues to use WhatsApp to share photos and updates with her loved ones. She also starts using some of the other new features, such as the improved messaging interface.
Problems	. Lack of information about the new image sharing feature, making it difficult for Maria to learn about it. . Difficulty finding the feature within the app, especially if it's not prominently displayed.	. Limited information available online about the new feature, its benefits, and how to use it. . Uncertainty about how the new feature will fit into Maria's existing use of the app and whether it will meet her needs.	No issues here, as Maria is an existing user of the app.	. Difficulty finding and accessing the new image sharing feature within the app. . Confusing or overwhelming interface for using the new feature, especially if it's not intuitive or well-designed.	. Difficulty understanding how to use the new feature, resulting in frustration and reduced usage. . Technical issues with the new feature, such as slow load times or bugs, that make it difficult or impossible to use.	. Limited functionality or customization options for the new feature, making it less appealing for regular use. . Difficulty sharing images with certain contacts or groups due to technical limitations or restrictions in the app.
Ideas	. Increase awareness and visibility of the new image sharing feature through in-app notifications, tutorials, and social media advertising. . Collaborate with tech bloggers and influencers to showcase the new feature and its benefits to potential users.	. Conduct user testing and feedback surveys to identify areas of improvement for the new feature and determine what users want to see in future updates. . Monitor online forums and social media conversations to identify user pain points and feedback related to the new feature.	No ideas necessary here, as Maria is an existing user of the app.	. Offer clear and concise instructions for using the new feature through in-app tutorials and guidance. . Simplify the interface and design of the new feature to make it more user-friendly and intuitive.	Address any technical issues or bugs related to the new feature through frequent updates and bug fixes. Allow for increased customization options for the new feature, such as adding filters or editing tools, to make it more appealing for regular use.	. Continue to update and improve the new feature with new capabilities and functionality over time. . Offer rewards or incentives for regular use of the new feature, such as exclusive stickers or themes, to increase engagement and usage.

User Flowchart

Start

User open whatsapp

Home Screen

User navigates to "Status" tab

User selects a contact's status to view

User taps "Save" button to save the status

User Open Whatsapp

User navigates to the chat where they want to share the saved status

User taps on the "Attach" button

User selects "Gallery" option

User selects "Saved Status" folder

User navigates back to the main chat screen

User selects the saved status to share

User receives a notification when an update is available

User taps on the notification to go to the update screen

User taps on "Update" button to download and install the update

User sets a time limit for WhatsApp update in settings

User taps on "Edit" button to edit their profile picture

User selects "Video" option to add a short video as their profile picture

User selects the video to upload

User crops the video as needed

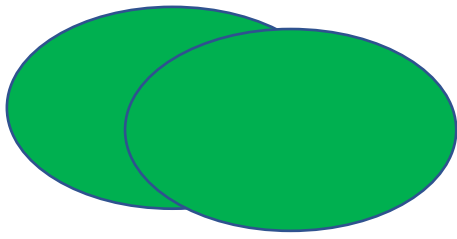User crops the video as needed
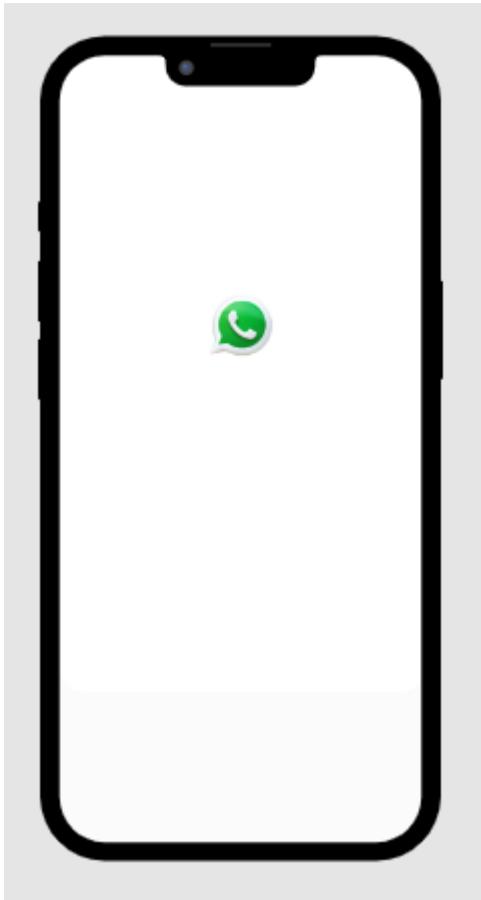
User navigates to their profile page

end

Guide
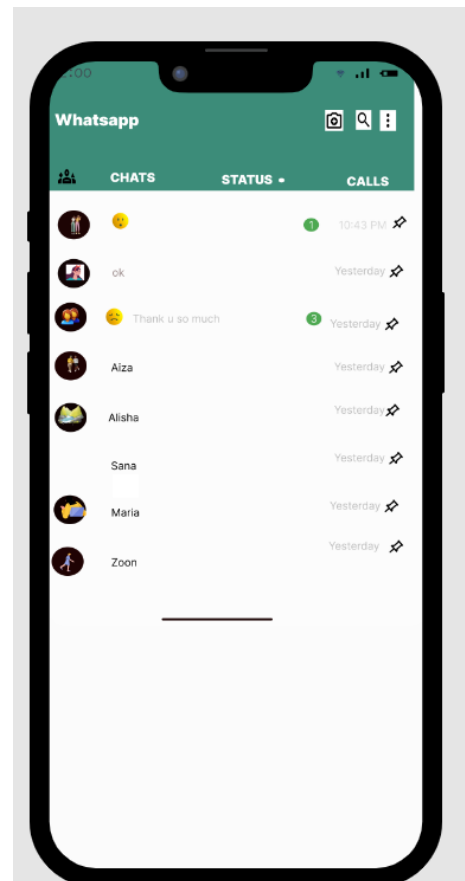
- Colors
- Typography
- Icons
- Buttons
- Input field

High Fidelity Wireframes

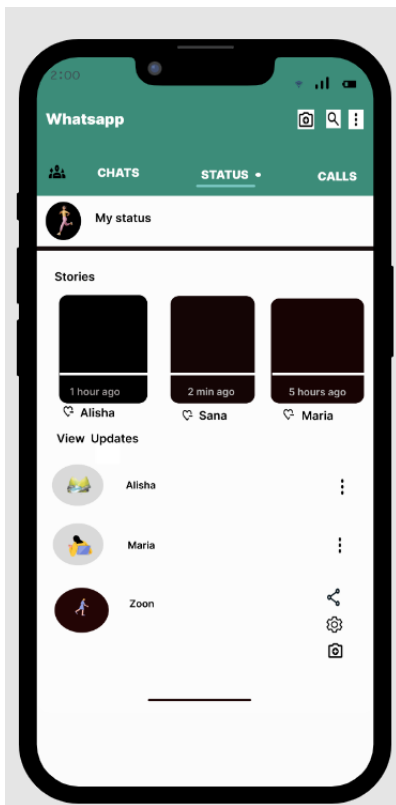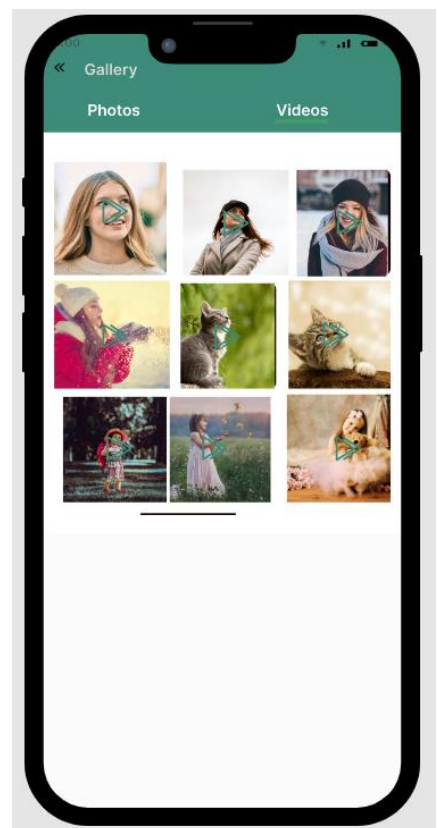*https://www.figma.com/file/apTqnG5DvDkQYLyy27TpJ o/Untitled?node-id=0%3A1&t=hFOxqnHY9i8HMiFX-1*

Registration

Chats

Status

Profile

Cancel	Edit	Done

Profile

Name
Zunaira

This is not your username or pin . This name will be visible to your watsapp contacts.

About
Live today tomorrow is not..............

phone
+92 435562187