

User Journey

Understanding the customer segment

User Persona



Satwik [22, College Student]

- receives a lot of academic messages
- difficult to save imp. messages
- Academically Inclined



Manisha [30, HR Pro]

- primary mode of communication
- annoying to use diff. products
- Hiring Problems



Divy [42, Hotel Owner]

- receives a lot of orders on WhatsApp
- diff. to set reminder for orders
- Hard to keep track of orders

Pain Points

Pain Point (personal space)

I don't have a personal space of mine where I could save some important things which are need to refer back in the future. I have to create a group with my friend and have to kick him out to make a space for myself.

Pain Point (set reminders)

I use WhatsApp for a lot of work related communications such as sharing meeting links and sharing documents. There is no way to set reminders directly to messages.



User Survey

70% of the people use Google Calendars to set reminders and around 60% of them working pros.



Messaging services by competitors include Signal, Telegram, Sharechat, WeChat, Skype, Discord





Self Messaging

Users can have a private space of their own to save important things.



Product 1: Self Message

Self Message is a personal space where users can add personal notes, messages, images, documents, etc.

Who

This feature will help the user in multitude of ways. It will help solve the user personas discussed in the previous slide.

Why

Users now use WhatsApp for multiple purposes such as keeping a grocery list, saving important documents, etc.

How

Self message will be like a normal WhatsApp group with just the user. The chat will save the message till the user delete it.



Action Button

User can click on the profile icon near the "WhatsApp Search" icon on top.

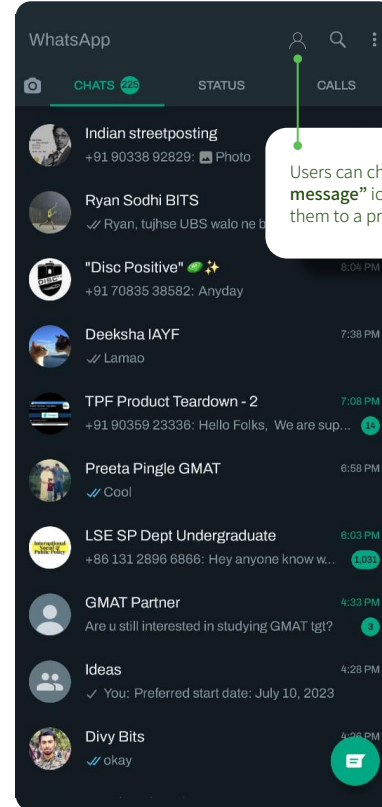


Self Chat Function

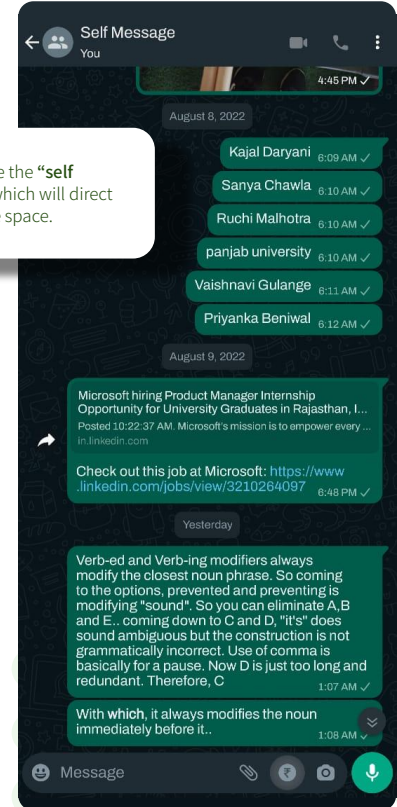
A new chat with the self messages will open. The User can add messages, audio, images documents, etc.



Space Hunter



Users can choose the "self message" icon which will direct them to a private space.



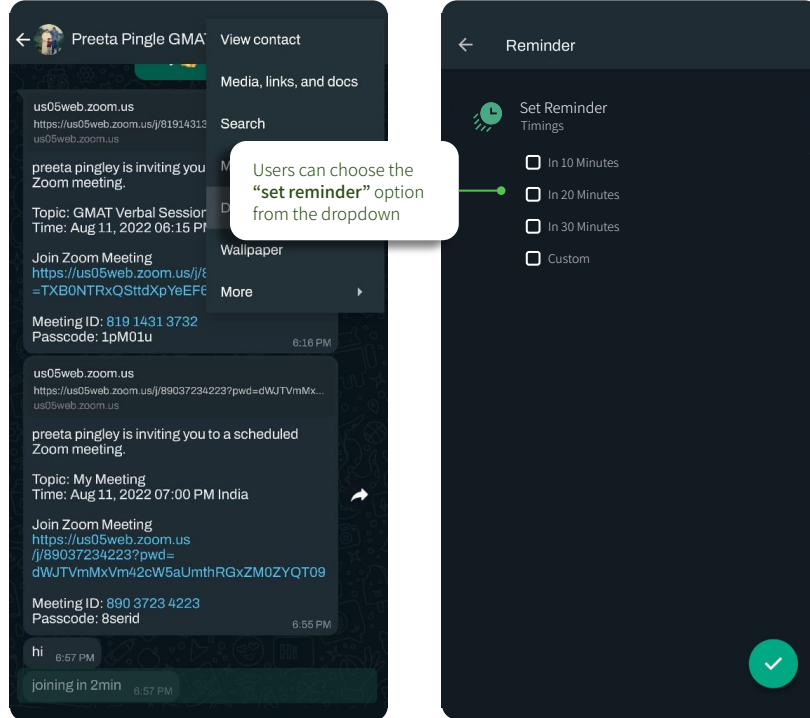


Set Reminder

Users can set a reminder of important messages such as a meet scheduled, exam preparation time, etc.

Product 2: Set Reminder

Set reminder is a feature which will notify the user about a specific message after a certain time as decided by the user.



User can select the particular message he/she wants WhatsApp to remind him/her later. User clicks on the “Set Reminder” feature.

A new page with default reminder time will show up. The user can click on the default durations or a custom one.

After the selected duration, WhatsApp will send a reminder notification to the user of the message. It will be a push notification.

Satisfied customers
after getting reminder





Key Metrics

Some of the key success metrics that will validate the products performance.

Hacker Way

Impact

Key metrics and indicators



	Key Performance Indicators	Utility	Cost to Company	Ease of Implementation	User Experience	
Self Message (SM)	Click rate per user (SM icon) # Messages sent in the chat (SM) # Users started using SM feature	★★★★	★★★★	★★★★	★★★★	3.7
Set Reminder (SR)	Click rate per user (SR option) # Messages reminded using this feature # Users started using SR feature	★★★★	★★★★	★★★★	★★★★	

Roadmap

Testing

1. Self Message tested on target segment using A/B testing.
2. Set Reminder made available first to Meesho employees.

Beta launch

1. Devs onboarded for the Reminder functionality..
2. The beta version made available on the playstore

Final update

1. New features launched in closed user group to understand retention.
2. Release of the new functionalities to the general public.

Plan of Action

Each of the new feature can be launched in a subsequent fashion with the above 3 major milestones in the roadmap.