Product Requirement Document (PRD): WhatsApp Chat Management Improvements

Background

WhatsApp is one of the most widely used communication tools globally, offering both mobile and web experiences. However, while the product is largely consistent, users encounter friction when performing actions such as deleting or managing multiple chats on WhatsApp Web compared to mobile.

Problem Statement

I am a frequent WhatsApp Web user trying to keep my workspace clean and consistent. But deleted chats on my phone still appear on the web because deletions don't sync across platforms, which makes me feel frustrated and inefficient. Additionally, managing multiple chats on the web is cumbersome as there's no "Select All" or "Delete" option for bulk actions.

Goals

• Enable real-time synchronization of chat deletions across mobile and web.
• Introduce full "Select All" and "Delete Selected Chats" functionality for both platforms.
• Improve user experience consistency across devices.
• Reduce user frustration and improve efficiency in managing chats.

Hypothesis & Feature Description

If we allow users to sync deletions and perform bulk deletions seamlessly, they will have a cleaner, faster, and more reliable cross-platform experience.

Feature Components

1. Cross-Platform Chat Deletion Sync:
- When a user deletes a chat on mobile, it should automatically reflect on WhatsApp Web (and vice versa) within seconds.
- Applies to personal, group, and business chats.

2. Enhanced Multi-Select on Web & Mobile:
- Introduce a "Select All" checkbox for easier management.
- Add "Delete Selected" to existing options ("Read," "Mute," "Clear").
- Display confirmation modal: "Are you sure you want to delete selected chats permanently?"

Vision Narrative

Imagine you're cleaning up your chats after a busy day. You delete outdated messages from your mobile — and instantly, your WhatsApp Web inbox mirrors that cleanup. No manual deletion. No inconsistencies. Now, when managing dozens of chats, you can 'Select All' and

'Delete' with one click. You feel in control, efficient, and delighted with the seamless experience — exactly what users expect from WhatsApp.

Key Trade-Offs & Decisions

• Alternative Considered: Only local deletion (Web only).
• Decision: Opted for synchronized deletion for true cross-platform consistency.
• Trade-Off: Slightly increased server load due to sync actions, but worth it for better UX.
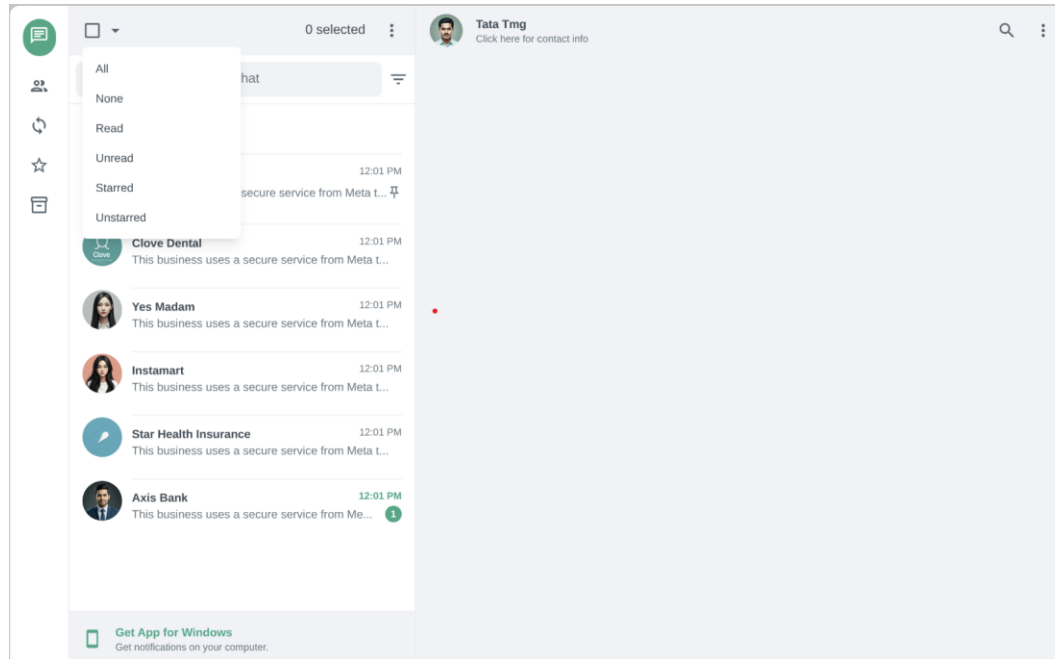
Concept Mocks

Figure 1: Mock showing the proposed 'Select All' option for easy bulk management.
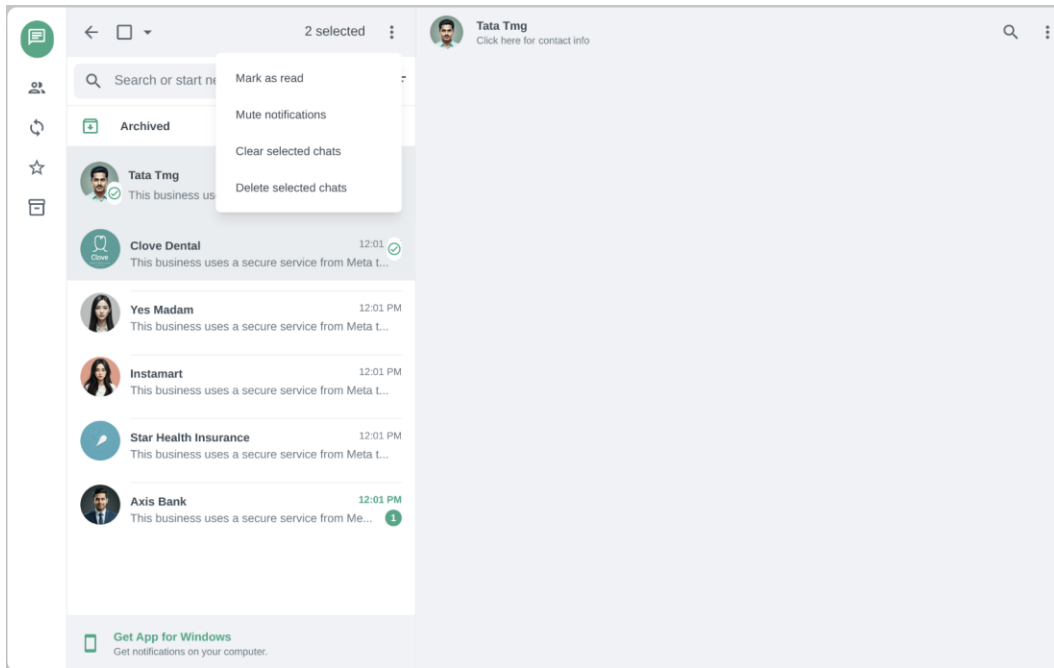
Figure 2: Mock showing the addition of 'Delete Selected Chats' in the options menu.

Risks & Mitigations

Risk	Mitigation
Accidental deletion of chats	Add confirmation popup for multiple deletions
Sync delays due to server load	Implement incremental background sync
Confusion between "Clear" vs "Delete"	Add tooltip or icons explaining action difference

Appendix: Research
• Compared chat management features on Telegram, Slack, and Signal.
• Observed that both Telegram Web and Slack allow "Select All" + "Delete" seamlessly.
• User feedback forums frequently request better chat cleanup options on WhatsApp Web.