

# **Temporary Group Events — WhatsApp**

## **Feature PRD**

A Product Design Proposal for Cleaner, Simpler Event Coordination

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## 1. Problem Definition

Users frequently create short-term WhatsApp groups for trips, events, projects, or celebrations. Once these events end, the groups become inactive and clutter chat lists.

User pain point: There's no simple way to organize temporary discussions that automatically expire or archive.

Example: You create a group for a Goa trip 🏝 — it's buzzing for a week, then dead forever. You don't want to delete it (memories!), but it still clogs your chat list.

## 2. Goal

Introduce a Temporary Group Events feature — short-term event-based groups that expire automatically after a set duration. This lets users coordinate efficiently while keeping their WhatsApp clean and organized.

## 3. User Personas & Use Cases

Persona	Scenario	Value
Students	Organizing study sessions or meetups	Auto-expiry removes cluttered study chats
Professionals	Coordinating short projects or demos	Keeps workspace tidy
Friends & Families	Planning trips or celebrations	Automatically archives old event chats

## 4. Scenario Example

I planned a Goa trip with friends and created a WhatsApp group called "Goa Trip 🏝". After the trip, the chat became inactive but stayed in my list — cluttering it.

With Temporary Group Events, I could set a 3-day post-trip expiry. The group would auto-archive and create a Trip Summary with media and RSVP info — preserving memories while keeping WhatsApp neat.

## 5. Feature Overview

Temporary Group Events = short-term event groups with automatic expiry. They combine WhatsApp's simplicity with lightweight event tools.

Core Idea: "Create. Collaborate. Clean-up — automatically."

Key Features: Event creation with date, time, and expiry; RSVP system (Going / Maybe / Not Going); Countdown timer; Auto-archive or delete after event ends; Optional summary export.

## 6. User Flow

Create Temporary Event Group: Tap New Chat → Temporary Group Event; Fill details: Event Name, Type, Duration, Date, Time, Location; Add participants or share invite link.

Inside the Chat: Pinned Event Card shows title, countdown, RSVP options; Participants can chat, share media, and coordinate as usual.

Expiration: 24-hour "Group Expiring Soon" reminder; Options: Auto-Archive, Auto-Delete, or Save Summary.

Post-Event: System message: 'Your Goa Trip event has ended. View Summary or Restore Chat (within 24 hours).'

## 7. MVP Scope

Included: Create temporary groups; RSVP system; Countdown timer; Auto-archive / delete; Standard chat functions.

Excluded: Advanced polls; Calendar integration; Automatic summary exports.

## 8. Success Metrics

Adoption: # of temporary groups created

Engagement: % of active RSVPs & shared content

Experience: Fewer inactive chats per user

Satisfaction: Positive survey feedback

## **9. Technical Notes**

Minimum version: 2.26.0

Server logic for expiry (TTL)

Auto-archive syncs across devices

Summary exports saved in 'Event Summaries' folder

## **10. Competitive & Strategic Rationale**

Telegram: Self-destructing chats — No event structure

Discord: Temporary channels — Complex UX

WhatsApp: Simple, ephemeral, event-friendly

## **11. Post-Launch Evaluation**

Track % of groups expiring automatically

Measure reduction in manual 'Leave Group' actions

Collect user feedback via in-app survey

Observe retention among new feature users

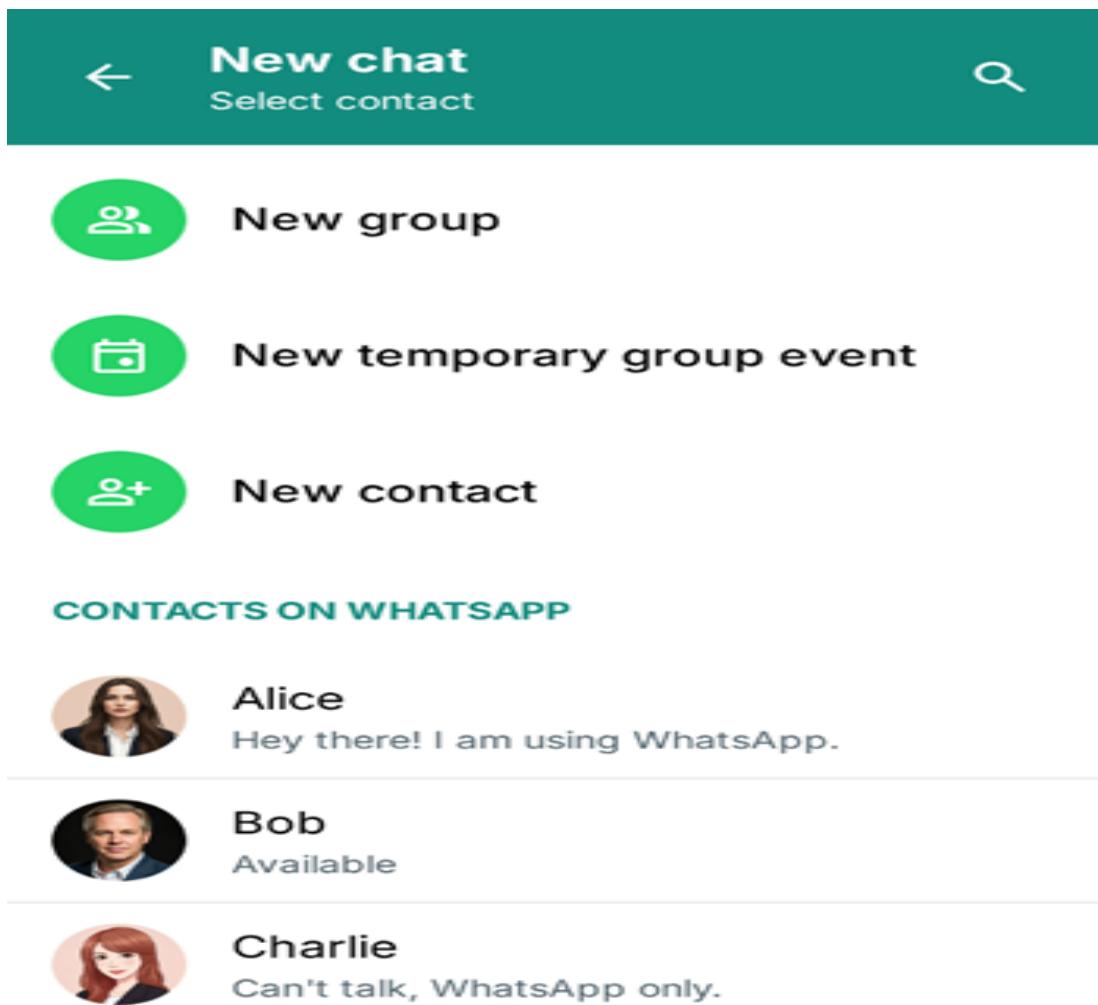
## **12. Future Enhancements**

Calendar integration

AI-based smart summaries

Integrated polls and expense tracking

## 13. Design – Mockup Gallery



The image shows a mobile application interface for creating a new chat or group. At the top, a green header bar contains the text "New chat" and "Select contact" on the left, and a magnifying glass search icon on the right. Below the header, there are three large, rounded green buttons with white icons and text: "New group" (with a person icon), "New temporary group event" (with a calendar icon), and "New contact" (with a person plus icon). Underneath these buttons, the text "CONTACTS ON WHATSAPP" is displayed in a teal color. Three contact entries are listed, each with a small circular profile picture on the left and the contact's name and status message on the right. The contacts are Alice (Hey there! I am using WhatsApp.), Bob (Available), and Charlie (Can't talk, WhatsApp only.).

-  **Alice**  
Hey there! I am using WhatsApp.
-  **Bob**  
Available
-  **Charlie**  
Can't talk, WhatsApp only.

New Chat Screen – Option for New Temporary Group Event

X

## New Event

Event Name

Event Type (Optional) ▾

### Duration

24 hours

3 days

7 days

Custom

### Event Details

Date

Time

Location



Description

### Participants

Add Participants



Share Invite Link

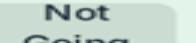


Create Event

Event Creation Form – Duration, Details, and Participants

[←](#)  **Goa Trip**

Event  
**Goa Trip**  
Jul 12, 10:00 AM · 12 participants



**12** Days      **04** Hours      **32** Minutes      **15** Seconds

Liam  
  
Hey everyone, I've booked the villa for the trip. It's a 5-bedroom place with a pool and a great view of the beach.

Sophia  
  
That sounds amazing, Liam! Can't wait to see it.

Ethan  
  
Awesome! Do we have a rough itinerary yet?

Sophia  
  
I was thinking we could explore the beaches in North Goa on the first day, maybe visit some local markets, and then head to South Goa for some relaxation and water sports.

**Message...**  

     
**Chats**      **Updates**      **Communities**      **Calls**

Event Group Chat – Countdown and RSVP Section

## Weekend Trip

### Crew

Liam, Sophia, Ethan, You

02

Days

12

Hours

34

Minutes

56

Seconds

Liam

Hey everyone, just a reminder that the event is in two days! Let's finalize the details.

You

Sounds good, Liam. I'm excited!

Sophia

Me too! Can't wait to see you all.

Ethan

I'm looking forward to it. Should we create a poll for who's driving?



Message



Active Chat Example – Event Countdown Header



## Group expiring soon

This group will expire in 24 hours. Choose what happens next.

### Auto-archive

Chat moves to Archived section



### Auto-delete

Chat disappears entirely after a 24-hour grace period



### Save summary

WhatsApp generates a compressed folder with shared media, top messages, and RSVP info



**Confirm**



## Event Summary

### Photos & Videos



### RSVP Summary

Going	12
Not Going	2
Invited	20

### Shared Links



**Hotel Booking**

hotel.com



**Itinerary**

itinerary.com



Chats



Updates



Communities



Calls

## **Closing Note**

Temporary Group Events give WhatsApp users the ability to plan, enjoy, and clear — all within a single, smartly managed feature. It aligns perfectly with WhatsApp's goal of simple, private, clutter-free communication.