**Application**: WhatsApp

**Current SDLC phase**: Deployment Phase

**Observations**:

* Recently Forbes published a post that WhatsApp plans to roll out a dozen new features all through the month of April to improve every day messaging and call experiences.
* Two weeks before now, according to Apple App Store, WhatsApp released a feature that lets users create and organize stickers into packs.
* Four days ago, WhatsApp announced that users can choose to get Highlight notifications in their group. This feature will roll out in coming weeks.

**Justification**:

* For over 3 weeks WhatsApp has rolled out a few features with few minor bug fixes. The recent announcement of another feature release suggests that WhatsApp is in the Deployment phase of the SDLC cycle, and it is known that WhatsApp is an established app with over a billion users worldwide.