

WhatsApp – User personas and UI Feature Enhancement

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Introduction:

We are introducing a **message scheduling feature** within WhatsApp to enhance user convenience and flexibility. This new feature will allow users to schedule multiple messages either from the home screen or within individual chats.

Key functionalities include:

- Users will receive a **reminder 10 minutes prior** to the scheduled message being sent.
- All the scheduled messages can be accessed through the menu option on the home screen.
- Scheduled messages can be edited or deleted any time before they are sent.
- Once the message is sent, it will follow the same rules for editing and deletion as any other WhatsApp message.
- Additionally, with **WhatsApp's integrated AI capabilities**, users can specify the **time zone** for which the message is to be scheduled, ensuring accurate delivery across different regions. (This can be a later extension)
- Group admins can schedule announcements to maintain engagement and share information.
- Doctor or clinic admins can use scheduling to remind patients of appointments and send instructions
- Team members spread across various time zones, can coordinate efficiently without disrupting others' time zones.
- WhatsApp Business users can schedule promotional messages to go out at peak engagement times, improving customer interactions

Users currently depend on some third-party applications for this but there is no built-in message scheduling.

User stories and personas for existing features of WhatsApp

Emily Davis – The Graduate Student

Personal Profile: Emily is a busy graduate student studying Communication Studies at a top university in New York City. Her academic schedule is demanding, and her social life revolves around staying connected with friends, family, and classmates. As someone who enjoys exploring the city, she uses WhatsApp daily to organize study groups, manage academic projects, and chat with her social circles. Emily also uses WhatsApp to maintain close contact with her international friends, making it her go-to communication platform.

Recently, Emily's group projects have intensified, and she relies on WhatsApp for collaboration due to its simplicity. She often uses WhatsApp Web for efficient document sharing and communication while working on her laptop. Despite her heavy usage, she is concerned about missing important messages in the flood of group chat notifications and struggles with storage due to frequent media sharing.

Scenario Needs Behavior Feature

Background:

- **Age:** 24
- **Occupation:** Graduate Student
- **Location:** New York City, USA
- **Education:** Bachelor's degree, currently pursuing a Master's
- **Technology:** Daily smartphone user, frequently uses WhatsApp Web on her laptop
- **Internet Proficiency:** Intermediate – confident in using apps and websites for academic and social purposes

Attributes:

- **Young, connected, and social**
- **Regularly switches between multiple WhatsApp groups for social and academic purposes**
- **Needs seamless file sharing across platforms (phone and laptop)**
- **Wants to minimize overwhelming group notifications while staying updated**

Customer Needs:

1. **Simplicity and ease-of-use:**
Emily wants a platform where she can organize study groups, share documents, and chat effortlessly.
2. **Efficient media sharing:**
Due to frequent sharing of photos, PDFs, and notes with classmates, Emily needs a platform that handles large files smoothly without storage issues.
3. **Control over group notifications:**
She wants to manage multiple group chats without getting distracted by excessive notifications but still receive key updates.
4. **Cross-device sync:**
As a student working on her laptop, Emily wants WhatsApp Web to provide a seamless experience for messaging and file sharing between her phone and computer.

Scenario, Needs, Features, and Behavior

Scenario 1:

Emily's Study Group Chat

Emily's group has a major presentation due at the end of the week. Her classmates have created a WhatsApp group to discuss research and share documents. Emily has to stay on top of messages, as there are important updates throughout the day. To avoid missing key points, she turns off general notifications and relies on @mentions from group members to stay informed.

- **Need:**
Emily needs a way to manage her group chat notifications, prioritizing important updates and mentions.
- **Feature:**
Group chat mute function with @mentions alerts and the ability to manage notification settings for each group.
- **Behavior:**
Emily mutes the group during lectures and uses the @mention feature to catch up on relevant messages without feeling overwhelmed by constant alerts.

Scenario 2:

Using WhatsApp Web for Document Sharing

During her study sessions at the university library, Emily prefers to use WhatsApp Web for easier file sharing and messaging while working on her laptop. Her project involves collaborating with classmates, and WhatsApp Web allows her to quickly exchange PDFs, presentations, and academic links.

- **Need:**
Emily needs a seamless way to send and receive large files between devices without switching back and forth between her phone and laptop.
- **Feature:**
WhatsApp Web syncs instantly with her phone, allowing easy file sharing and messaging. It also provides a drag-and-drop feature for uploading files.
- **Behavior:**
Emily logs into WhatsApp Web to efficiently send files during group study sessions. She uploads documents directly from her laptop and responds to messages without leaving her workflow

Scenario 3:

Voice Messaging for On-the-Go Updates

On her way to the library or heading home after class, Emily often finds herself too busy to type messages. She uses WhatsApp's voice messaging feature to quickly update her classmates or friends without stopping to text.

- **Need:**
Emily needs a fast, hands-free way to communicate while she's on the go, especially when she doesn't have time to type.
- **Feature:**
The voice message feature allows Emily to record and send updates to her group chats or individual contacts without needing to type. Recipients can reply with voice notes or text messages.
- **Behavior:**
Emily frequently uses voice notes to send quick updates to her study groups and friends, saving her time while she's commuting or between classes.

Scenario 4:

Managing Media Files to Free Up Storage

With frequent media sharing for both personal and academic purposes, Emily's phone storage often runs out. She regularly receives large files in WhatsApp, such as project-related PDFs and images, but wants to avoid cluttering her device storage.

- **Need:**
Emily needs a way to manage and store media files without consuming too much storage on her phone.
- **Feature:**
WhatsApp allows media auto-download settings to be customized, so Emily can choose not to download large files automatically. She can also move media to the cloud or delete older files from specific chats.
- **Behavior:**
Emily customizes her media settings to prevent automatic downloads of large files, and she periodically clears media from chats to manage her phone storage better.

Scenario 5:

International Communication with Friends

Emily has several close friends living abroad. WhatsApp's free international messaging and calling feature allows her to stay in touch without worrying about phone charges. Emily uses this feature to send updates, pictures, and voice notes regularly to maintain her international connections.

- **Need:**
Emily needs a reliable and cost-free way to communicate with her friends who live in different countries.
- **Feature:**
WhatsApp's free international messaging and calling feature allows her to send messages, make voice or video calls, and share media without extra costs.
- **Behavior:**
Emily frequently uses WhatsApp for international communication, keeping in touch with friends and family in different time zones and using voice or video calls when messaging isn't enough.

Challenges/Pain Points:

1. **Overwhelming notifications:**
Managing large group chats can be distracting, making it difficult for Emily to focus on important messages.
2. **Storage concerns:**
With regular media sharing, Emily's phone storage gets filled up quickly, causing issues in managing files.
3. **Message management in large groups:**
Emily struggles to find important information in long conversations, often having to scroll through endless chats.

Context:

- **When:**
Emily uses WhatsApp throughout the day, checking messages between classes and while studying.
- **Where:**
Primarily on her smartphone, but switches to WhatsApp Web when working on academic projects at home.
- **Why:**
WhatsApp helps Emily manage her academic life, maintain social connections, and communicate quickly with classmates and friends, especially with international contacts.
- **How:**
Emily interacts with WhatsApp by sending messages, sharing voice notes, creating group chats for projects, and using WhatsApp Web for document sharing.

Features:

1. **Group Chats:**
Emily can create and manage study groups, send files, and stay updated without feeling overwhelmed by notifications.
2. **WhatsApp Web:**
Syncs seamlessly with her phone, allowing her to message and share documents easily while working on her laptop.

3. Voice Notes:

Quick voice messaging helps Emily communicate on the go without typing.

User Persona 2 – School Administrator

Personal Profile: Emma is a dedicated school administrator at Green Valley High School, managing a variety of responsibilities, including staff coordination, parent communication, and student welfare. With a passion for efficient operations, she uses WhatsApp as a central communication hub to connect with teachers, parents, and students. Her role demands quick and clear communication, and she relies on WhatsApp for real-time updates, group coordination, and sharing important notices.

Scenario Needs Behavior Feature

Background:

- **Name:** Emma Roberts
- **Age:** 42
- **Occupation:** School Administrator
- **Location:** Dallas, USA
- **Experience:** 15 years in educational administration
- **Technology:** Regular smartphone user, often uses WhatsApp Web during office hours
- **Internet Proficiency:** Advanced – comfortable with mobile and desktop tools

Attributes:

- **Organized and Efficient:** Values streamlined communication with minimal clutter
- **People-Focused:** Balances professionalism with a personal touch
- **Multi-tasker:** Manages various WhatsApp groups across staff, parents, and students
- **Solution-Oriented:** Looks for ways to improve communication while maintaining work-life boundaries

Customer Needs:

1. **Seamless Communication:** Emma needs a quick way to disseminate information and stay connected with teachers and parents.
2. **Group and Broadcast Management:** She handles multiple WhatsApp groups and broadcast lists efficiently.
3. **Privacy and Boundaries:** Emma aims to protect student information and encourages teachers to manage communication within work hours.
4. **Cross-Device Sync:** WhatsApp Web allows Emma to send messages and access files from her computer during the day.

Scenario, Needs, Features, and Behavior

Scenario 1: Teacher Coordination in Staff Group

Emma uses a dedicated WhatsApp group to coordinate with teachers on daily schedules, events, and meetings. When urgent updates arise, such as class substitutions, she ensures all staff are notified instantly.

- **Need:** Emma needs an efficient way to update staff without multiple emails.

- **Feature:** Staff WhatsApp group with pinned messages and status updates.
- **Behavior:** Emma sends a morning briefing in the group and monitors status reports, ensuring staff are on the same page.

Scenario 2: Parent Communication via Broadcast Lists

Emma sends exam schedules, holiday announcements, and event reminders to parents using WhatsApp broadcast lists. This ensures parents receive messages individually without being part of a large group.

- **Need:** She wants a way to share information without overwhelming parents with notifications.
- **Feature:** Broadcast list for one-way announcements.
- **Behavior:** Emma creates separate lists for each grade and sends reminders a few days before exams or school events.

Scenario 3: Using WhatsApp Web for Administrative Tasks

During office hours, Emma prefers using WhatsApp Web to share important circulars and respond to queries from parents and staff without switching between devices.

- **Need:** Emma needs smooth file-sharing between phone and desktop.
- **Feature:** WhatsApp Web syncs messages instantly, allowing drag-and-drop file uploads.
- **Behavior:** Emma uploads circulars from her computer and responds to urgent messages while working on administrative reports.

Scenario 4: Handling Emergencies

In cases of sudden school closures or emergencies, Emma sends real-time alerts via WhatsApp to ensure parents and staff are informed promptly.

- **Need:** She requires a fast, reliable communication channel for emergencies.
- **Feature:** Urgent messages sent via broadcast lists or class groups with read receipts enabled.
- **Behavior:** Emma sends an emergency update and monitors read receipts to confirm that parents and teachers have seen the message.

Scenario 5: Maintaining Work-Life Boundaries

To prevent message overload, Emma encourages teachers to mute group notifications outside of school hours and respond only to urgent messages when tagged with @mentions.

- **Need:** Emma wants to foster a healthy balance between communication and downtime.
- **Feature:** Group mute and custom notification settings.
- **Behavior:** Emma sets communication policies for staff groups and advises teachers to use @mentions for urgent matters.

Challenges/Pain Points:

1. **Message Overload:** Managing multiple groups can be overwhelming, leading to missed messages.
2. **Balancing Privacy:** Ensuring sensitive information isn't shared inappropriately within WhatsApp groups.
3. **Notification Management:** Teachers and staff sometimes struggle with constant notifications from different groups.

Context:

- **When:** Throughout the day, with a focus on mornings for coordination and end-of-day reviews.
- **Where:** Primarily in the school office, with occasional use on the go.
- **Why:** WhatsApp helps Emma streamline school communication, ensuring that staff and parents stay informed.
- **How:** Emma interacts with WhatsApp by sending broadcast messages, managing group chats, and accessing WhatsApp Web for easier document sharing.

Key Features Emma Uses:

1. **Group Chats:** Coordinate staff communication and ensure quick updates.
2. **Broadcast Lists:** Share announcements with parents efficiently without forming large groups.
3. **WhatsApp Web:** Manage communication and share files seamlessly from her computer.
4. **Media Management:** Monitor file sharing to prevent storage issues.
5. **Custom Notifications:** Set personalized alerts for critical messages while muting non-urgent notifications.

This version reflects Emma Davis's persona as a school administrator using WhatsApp for communication.

User Persona: Isabella "Bella" Montague – The Social Media Influencer**Personal Profile:**

Bella Montague is a glamorous lifestyle influencer based in Los Angeles, known for her aesthetic content and engaging personality. With a background in fashion design, Bella effortlessly curates her Instagram, TikTok, and YouTube channels, building a loyal audience of over 500,000 followers. She shares everything from beauty tips and travel vlogs to behind-the-scenes moments of exclusive events. Bella relies on WhatsApp to coordinate with brand managers, photographers, and PR teams, making it a critical tool for managing her fast-paced life.

Background:

- **Age:** 29
- **Occupation:** Lifestyle Influencer
- **Location:** Los Angeles, USA
- **Education:** Bachelors in Fashion Design
- **Technology:** Heavy smartphone user; relies on WhatsApp, Instagram, TikTok, and YouTube
- **Internet Proficiency:** Advanced – highly comfortable with social platforms and collaboration tools

Attributes:

- **Creative and Ambitious:** Always looking for the next trend to jump on
- **Highly Connected:** Manages relationships with brands, followers, and collaborators
- **Organized but Always On-the-Go:** Frequently attends events, travels, and juggles multiple projects
- **Detail-Oriented:** Cares about aesthetics, deadlines, and building strong relationships with brands

Customer Needs:

1. **Quick and Seamless Communication:** Bella needs an easy way to communicate with brands and photographers on the go.
2. **Media Sharing:** She frequently exchanges high-resolution images, videos, and content drafts with her team.
3. **Organized Collaboration:** Bella manages different WhatsApp groups with PR agencies, brand managers, and other influencers.
4. **Privacy and Control:** She values privacy and prefers to maintain strict boundaries between work and personal life.

Scenario, Needs, Features, and Behavior

Scenario 1: Coordinating a Brand Collaboration

Bella partners with a luxury skincare brand for an Instagram campaign and needs to finalize deliverables with the brand manager. Using WhatsApp, she discusses timelines, negotiates details, and shares draft posts for approval.

- **Need:** Bella needs to manage professional communication efficiently.
- **Feature:** Dedicated group chat with brand reps to share media, approve drafts, and confirm deadlines.
- **Behavior:** Bella uses WhatsApp to send post ideas and story drafts, ensuring quick feedback and smooth coordination with the brand.

Scenario 2: Sharing Content Files with Her Photographer

During a photo shoot, Bella's photographer sends her high-quality images through WhatsApp for approval and editing suggestions.

- **Need:** She needs fast file-sharing without compromising media quality.
- **Feature:** WhatsApp supports sending high-resolution images and videos quickly.
- **Behavior:** Bella downloads photos on the spot and shares immediate feedback with the photographer, keeping the shoot running smoothly.

Scenario 3: Planning Influencer Events with Her Inner Circle

Bella frequently attends exclusive influencer events and travels for collaborations. She has a WhatsApp group with her stylist, makeup artist, and manager to coordinate her looks and schedule.

- **Need:** She needs an organized way to coordinate logistics and outfits.
- **Feature:** Group chat with pinned messages and shared calendar links.
- **Behavior:** Bella shares outfit ideas and schedules with her team, ensuring everyone is aligned before events.

Scenario 4: Using WhatsApp Web for Content Planning

When Bella works from her home studio, she prefers to use WhatsApp Web to plan posts and campaigns with her manager.

- **Need:** Seamless cross-device messaging.
- **Feature:** WhatsApp Web syncs instantly with her phone, allowing smooth communication during work sessions.
- **Behavior:** Bella reviews campaign briefs on her computer and sends edits via WhatsApp Web while finalizing her content plan.

Scenario 5: Managing Fan Communication via WhatsApp Business

Bella occasionally uses WhatsApp Business to connect with superfans and share exclusive updates. This gives her a way to build closer relationships with her audience.

- **Need:** She wants a way to engage with fans while maintaining personal boundaries.
- **Feature:** WhatsApp Business with autoreplies and separate inbox for fan messages.
- **Behavior:** Bella uses WhatsApp Business to send updates on upcoming events and respond to select fan messages, ensuring fans feel appreciated without overwhelming her.

Challenges/Pain Points:

1. **Message Overload:** Managing multiple brand collaborations and team chats can be overwhelming.
2. **Privacy Concerns:** Bella needs to maintain boundaries between work and personal life.
3. **Media Management:** Frequent sharing of large files can clutter her phone and take up storage space.

Context:

- **When:** Throughout the day, especially during travel or event prep.
- **Where:** At home, on the go, or in her studio.
- **Why:** WhatsApp helps Bella stay connected with her team, brands, and fans in real time.
- **How:** Bella interacts with WhatsApp using messages, media sharing, and group coordination features.

Key Features Bella Uses:

1. **Group Chats:** Coordinate with brand managers, stylists, and photographers.
2. **High-Resolution Media Sharing:** Exchange professional content files smoothly.
3. **WhatsApp Web:** Plan campaigns efficiently from her laptop.
4. **WhatsApp Business:** Connect with fans while maintaining personal boundaries.
5. **Custom Notifications:** Mute non-urgent chats to avoid distractions during shoots and events.

This persona highlights how Bella Montague, as a social media influencer, uses WhatsApp to efficiently manage her brand collaborations, content creation, and fan engagement while staying organized and on top of trends.

USER STORIES

User Story 1 - Group Chat Creation

As a: graduate student (Emily),

I want to: create and manage study group chats with my classmates,

So that: we can easily collaborate on projects and share resources in one place.

Acceptance Criteria:

1. Emily can create a new group chat by selecting contacts from her WhatsApp list.
2. Emily can assign a group name and icon to easily identify the study group.
3. Emily can send messages, images, and files to the group, and all members receive notifications.

4. Emily can mute the group to avoid excessive notifications but still get important updates via @mentions.

User Story 2 - Voice Messaging

As a: busy student (Emily),

I want to: send voice notes instead of typing messages,

So that: I can communicate faster with my friends and classmates when I'm on the go.

Acceptance Criteria:

1. Emily can press and hold the microphone icon to record a voice message.
2. The voice note is automatically sent upon release, or can be canceled by sliding her finger.
3. Emily can listen to the sent voice message and see if it has been delivered and played by recipients.
4. Recipients can reply with either text or another voice message.

User Story 3 - WhatsApp Web Integration

As a: multitasking student (Emily),

I want to: use WhatsApp Web to send and receive messages on my laptop,

So that: I can easily share documents and media while working on academic projects without switching between my phone and laptop.

Acceptance Criteria:

1. Emily can link her WhatsApp account to WhatsApp Web by scanning a QR code on her phone.
2. She can send and receive messages, documents, and media files through the web interface, synced with her phone.
3. Emily can access all her chats, including group conversations, and view media shared within chats on her laptop.
4. Notifications appear on her laptop for incoming messages while she is using WhatsApp Web.

User Stories for School Administrator – Emma Davis

User Story 1 – Group Chat Creation for Teachers and Staff

As a: school administrator (Emma),

I want to: create and manage WhatsApp groups for teachers and staff,

So that: we can share important updates and coordinate schedules in one place.

Acceptance Criteria:

- Emma can create a group by selecting staff members from her contact list.
- She can assign a group name (e.g., "Staff Coordination") and set an appropriate group icon.
- Emma can pin important messages (like meeting times or announcements) to keep them visible.
- Teachers and staff members receive notifications when Emma posts messages, but they can mute the group if they prefer.
- Members can use @mentions to notify others when urgent action is needed

User Story 2 – WhatsApp Web for Administrative Tasks

As a: multitasking school administrator (Emma),

I want to: use WhatsApp Web to communicate and share files from my desktop,

So that: I can efficiently coordinate with teachers and parents while working on reports and schedules.

Acceptance Criteria:

- Emma can link her phone with WhatsApp Web by scanning a QR code.
- She can send and receive messages, documents, and media through the web interface, synced with her phone.
- Emma can upload PDFs (e.g., circulars or event schedules) directly from her computer.
- Incoming message notifications pop up on her desktop to keep her updated in real-time.

User Story 3 – Broadcast Lists for Announcements

As a: school administrator (Emma),

I want to: use WhatsApp broadcast lists to send announcements to parents,

So that: I can ensure parents receive important updates without being part of a group chat.

Acceptance Criteria:

- Emma can create broadcast lists by selecting parent contacts from her WhatsApp list.
- She can send messages (e.g., exam schedules, holiday reminders) to all recipients individually.
- Parents receive the messages as private chats, ensuring personalized communication.
- Emma can track read receipts to confirm which parents have seen the message.

User Stories for Social Media Influencer – Isabella "Bella" Montague

User Story 1 – Group Chat Creation with Collaborators

As a: social media influencer (Bella),

I want to: create and manage WhatsApp groups with my team (e.g., stylists, photographers, brand managers),

So that: we can collaborate seamlessly on campaigns and events.

Acceptance Criteria:

- Bella can create a group by selecting team members from her contacts.
- She can assign the group a relevant name (e.g., "Campaign Shoot") and set an icon.
- Bella can share ideas, images, and documents within the group, and team members receive notifications.
- Members can mute the group and use @mentions for urgent matters during busy times.

User Story 2 – Media Sharing for Brand Collaborations

As a: social media influencer (Bella),

I want to: send high-resolution images and videos via WhatsApp,

So that: I can share drafts with brands and receive feedback quickly.

Acceptance Criteria:

- Bella can send large media files directly through WhatsApp without quality loss.

- The brand team can download and review the shared media on their end.
- Bella can track message delivery and see when the content has been viewed.
- She can upload files via WhatsApp Web for easy sharing during her workflow.

User Story 3 – WhatsApp Business for Fan Engagement

As a: social media influencer (Bella),

I want to: use WhatsApp Business to engage with fans and send exclusive updates,

So that: I can build closer relationships with my audience while maintaining personal boundaries.

Acceptance Criteria:

- Bella can create a separate WhatsApp Business account for fan engagement.
- She can set autoreplies for frequently asked questions (e.g., about upcoming events).

Bella can organize chats using labels (e.g., "Superfans" or "Event Invites") to manage communication efficiently.

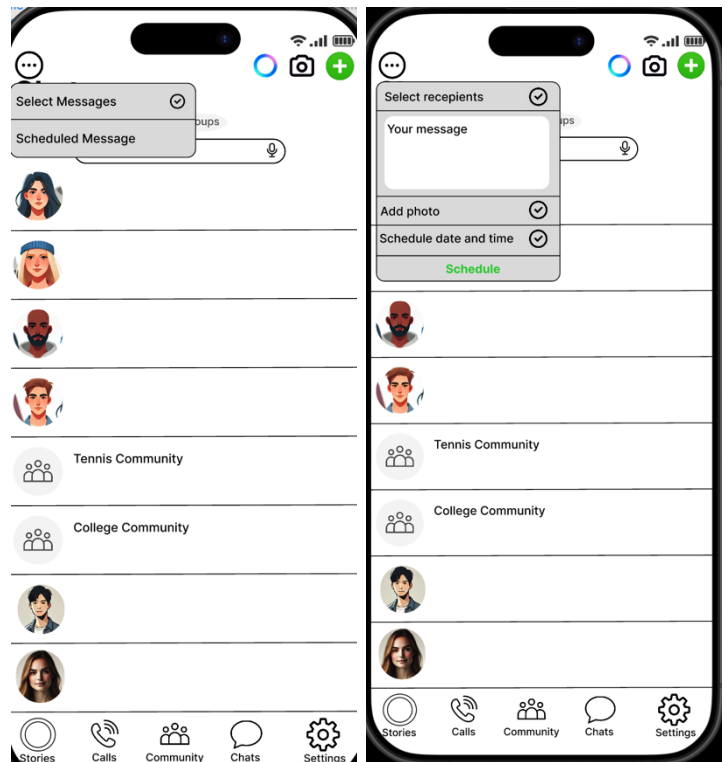
- She can send personalized messages to select fans and track read receipts for follow-up.

These user stories ensure Emma and Bella can leverage WhatsApp effectively for their unique needs—whether managing school operations or navigating influencer collaborations.

REDESIGNED UI

Scheduling a message:

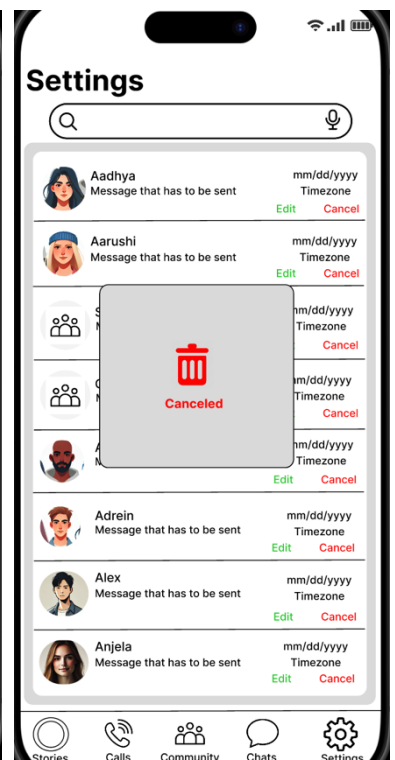
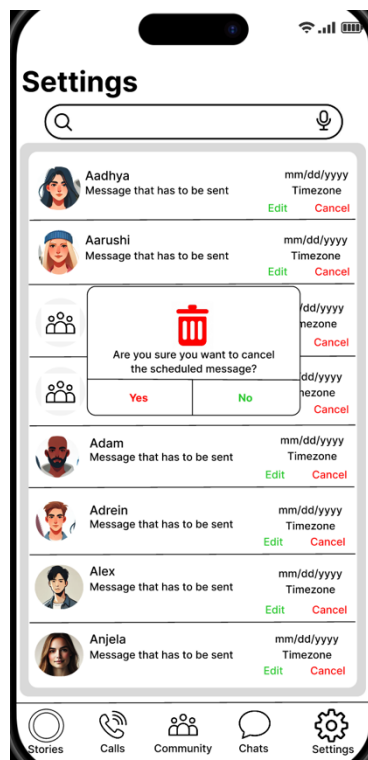
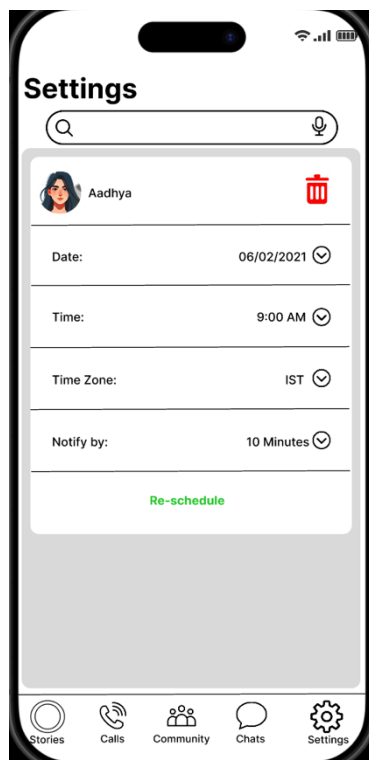
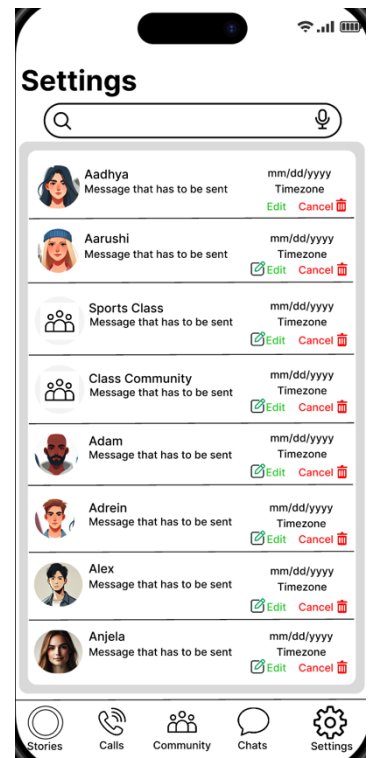
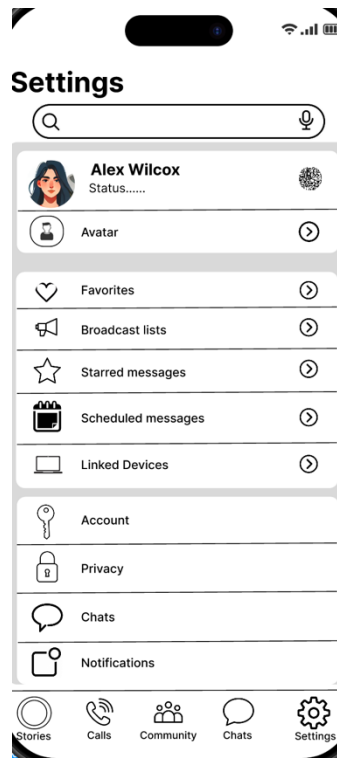
A new option “Scheduled Message” has been added to the list, which opens another list that requires the user to select recipients, type a message, attach media, and schedule details. The “Schedule date and time” option opens a secondary list where the user can select the date, time, time zone, and notification time. The user should then navigate back to the previous list and click on the “Schedule” option. Finally, the user receives an acknowledgement pop-up.



Navigating to “Scheduled messages” from the settings page and cancelling a scheduled message:

The first screenshot is the actual existing WhatsApp “Settings” page. The new design has a new option “Schedules messages” where the user has access to all the scheduled messages. This page allows the user to “edit” and “cancel” a scheduled message.

In order to cancel a message the user can click on the “cancel” option and again confirm if they really want to can cancel the message. When the user clicks on “yes” the message gets deleted and an acknowledgement pops-up. If the user clicks on “no” then they are redirected to the “Scheduled messages” page.

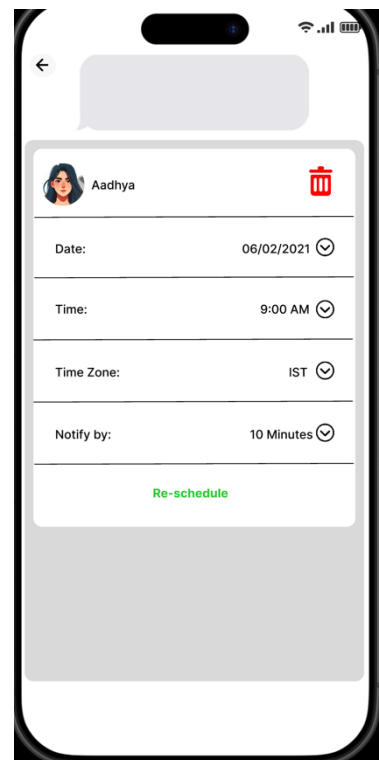
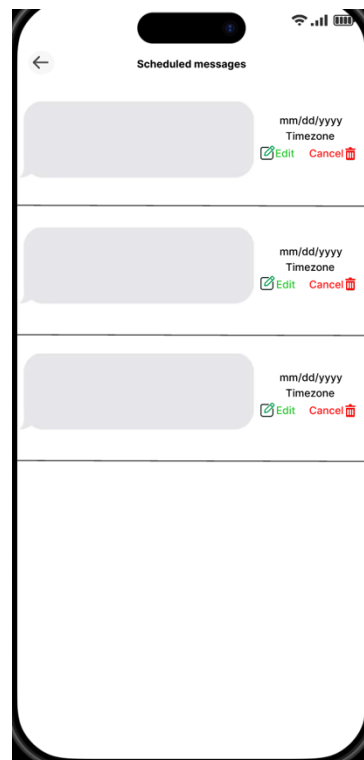
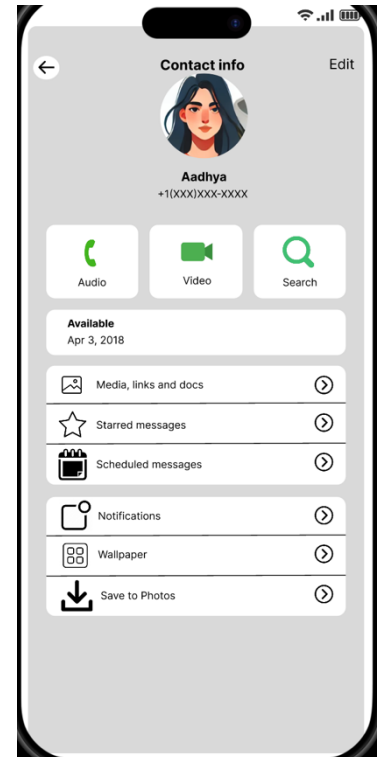


Scheduling a message or deleting a scheduled message from a personal chat/group chat page:

User can schedule a message to a recipient from the personal chat as we by clicking on the menu option to the left of the video call option. The UI would be the same as the pages mentioned above but towards the right side of the page.

User can also check all the scheduled messages they wanted to send to a user/in a group by clicking on the user/group information option. From the contact information page select the “Scheduled messages” option where the user has access to all the scheduled messages they wanted to send to a particular recipient/in a group.

From this page user can edit the message or delete a message. The UI for editing a message and deleting a message would be the same across.



User Stories for redesigned UI

User Story 1:

User Type

As a WhatsApp user who manages various communities on WhatsApp,

Goal or Action

I want to schedule messages to be sent later and day,

Benefit

So that I can communicate at the most appropriate time without needing to remember to do so manually.

Acceptance Criteria

- Users can access the “Schedule message” option either from the home screen or the individual or group chat.
- User can set the desired time, date and time zone for the message to be sent.
- The message gets sent at the scheduled time without requiring any action or intervention from the user.

User Story 2:

User Type

As a WhatsApp user who interacts with friends and family in different regions globally,

Goal or Action

I want to specify the time zone while scheduling a message,

Benefit

So that it can be delivered at the right time as required, even if I am not available.

Acceptance Criteria

- Users can select a specific time zone when scheduling the message.
- The scheduled time automatically adjusts based on the chosen time zone.
- The app will ask for confirmation of the scheduled time, including the time zone.
- The message gets delivered at the expected time.

User Story 3:

User Type

As a WhatsApp user who is scheduling multiple messages across the week,

Goal or Action

I want an alert before the scheduled message is sent, with the option to edit or delete it

Benefit

So that I can review, edit or cancel my communication if necessary.

Acceptance Criteria

- A notification is sent to the user 10 minutes (by default) before the message is scheduled to be sent.
- The scheduled message can be accessed from the menu in the home screen under **Scheduled messages**.
- These messages can be edited or deleted at any point by long pressing them.
- If no action is taken, the message will be sent as originally scheduled.

User Story 4:

User Type

As a WhatsApp user who has multiple conversations going on at a time,

Goal or Action

I want to access the message scheduling feature directly from the chat screen along with the home screen,

Benefit

So that I can quickly set up scheduled messages without navigating away from the conversation.

Acceptance Criteria

- Users can find a “Schedule Message” option in the menu option within the individual or group chat screen.
- The scheduling screen is seamless for the user to select a time and date without leaving the chat.
- The user receives a confirmation after scheduling a message
- The message is sent at the expected time.

Measuring Values Delivered by Message Scheduling

User Adoption

The number of users who begin to utilize the message scheduling feature, and a high adoption rate indicates that the feature is filling the users’ needs.

User Feedback

Asking users feedback questions like “How satisfied are you with the feature?”, a rise in the positive feedback for this feature would effect the perceived value

Frequency of Usage

Measuring how often users schedule messages to gauge the helpfulness of the feature.

User Retention

Evaluate if users who engage with the scheduling feature are more active on the platform as it signals the feature brings long-term value.

Scheduled Message Growth

A consistent increase in scheduled messages over time will demonstrate the feature’s utility and importance to users.

User Engagement

Assess the changes in overall messaging activity like longer user sessions.

Appendix

- Chat GPT prompts - provide us an example of user persona as a working middle-aged woman who uses WhatsApp frequently
- How to define a user persona - <https://careerfoundry.com/en/blog/ux-design/how-to-define-a-user-persona/>
- Figma collaboration - <https://www.figma.com/files/team/1429591606395193115/recents-and-sharing/recently-viewed?fuid=1429591602541596148>
- Figma File - <https://www.figma.com/design/RNtmPdZYliaeU8A8DNnyDW/WhatsApp-UI-Agile-Project?node-id=0-1&t=aak3eQ8fyALDH5e0-1>
- User Experience - <https://www.interaction-design.org/literature/topics/ux-design?srsId=AfmBOoqvM0qGRMHZTOF9OKEMNwnbsdYqrr35L3FO72HeghgFEfqbhhsI>
- WhatsApp - <https://www.imbee.io/resource/26-most-useful-whatsapp-functions>
- <https://www.whatsapp.com/privacy>

Team Member Contributions:

Everyone worked as team, to collaborate and collate our work.