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**About**

It's okay to not have it all
figured out yet

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→ Introduction

More than **2 Billion** people in over **180 Countries** use WhatsApp to stay in touch with friends and family, anytime and anywhere.

What are we trying to add?

Message Scheduling: To give users complete control over their communication.

This feature enhances flexibility by allowing messages to be scheduled in advance, whether it is for personal or business use.

How will this add value?



Group Admins

Schedule announcements to maintain engagement and share information.



Teams across time zones

Can coordinate efficiently without disrupting others' time zones.



Doctors/Clinics

May use scheduling to remind patients of appointments or send follow-up instructions.



WhatsApp Business

Can schedule promotional messages to go out at peak engagement times, improving customer interaction.

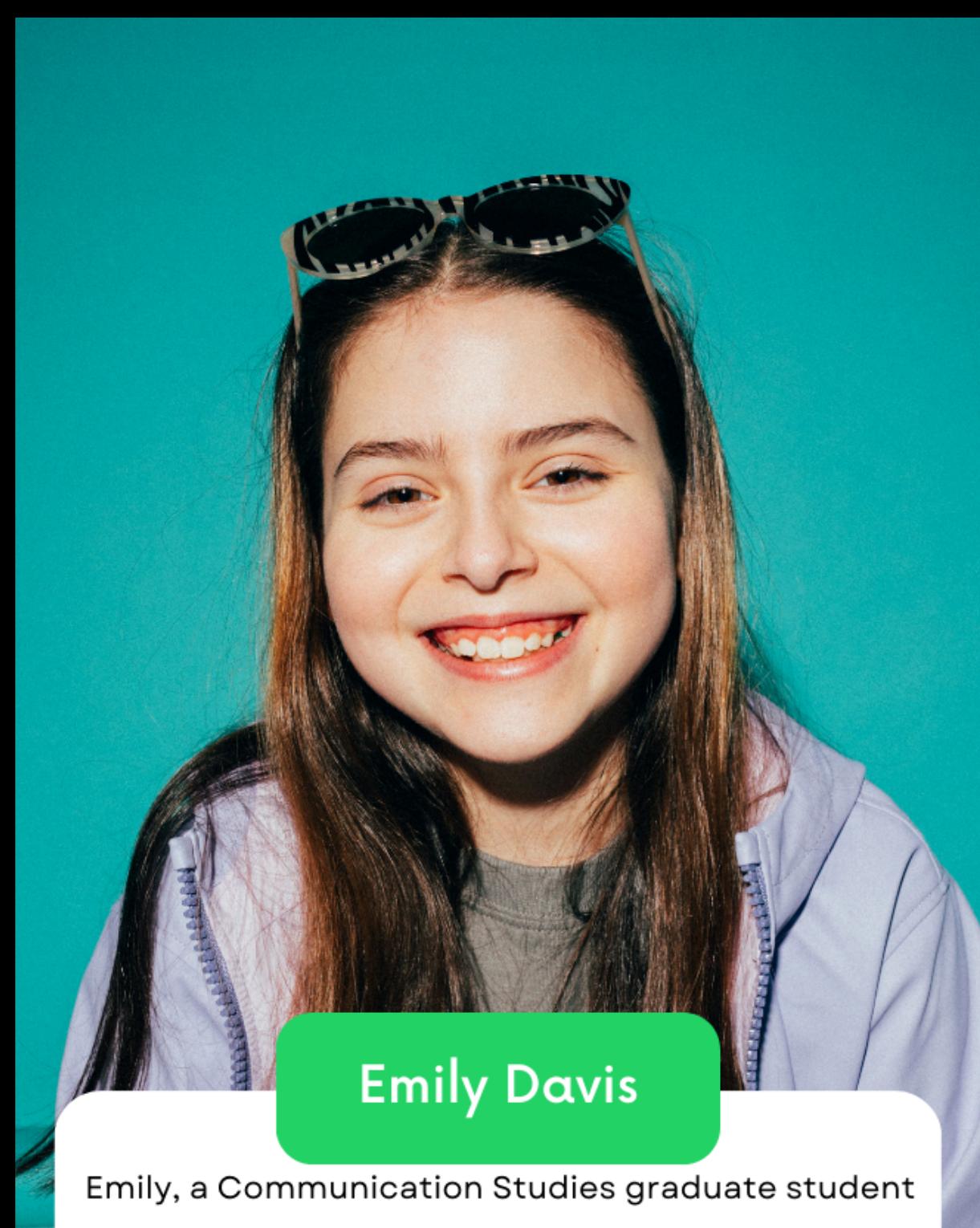


Welcome to WhatsApp

Read our [Privacy Policy](#). Tap "Agree and continue" to accept the [Terms of Service](#).

[Agree and continue](#)

 English ▾



Emily Davis

Emily, a Communication Studies graduate student in New York, uses WhatsApp to manage projects and stay connected with friends. As group work intensifies, she depends on it for collaboration but struggles with notifications and storage from frequent media sharing.

Personal information

- Age: 24
- Occupation: Graduate Student
- Location: New York City, USA
- Education: Bachelor's degree, currently pursuing a Master's

Customer Needs

Simplicity and ease-of-use:



Control over group notifications



Scheduling messages



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

Technology

Daily smartphone user, frequently uses WhatsApp Web on her laptop

Challenges

- Overwhelming notifications
- Storage concerns
- Message management in large groups

User Stories for Emily Davis



Group Chat Creation

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.



Voice Messaging

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.

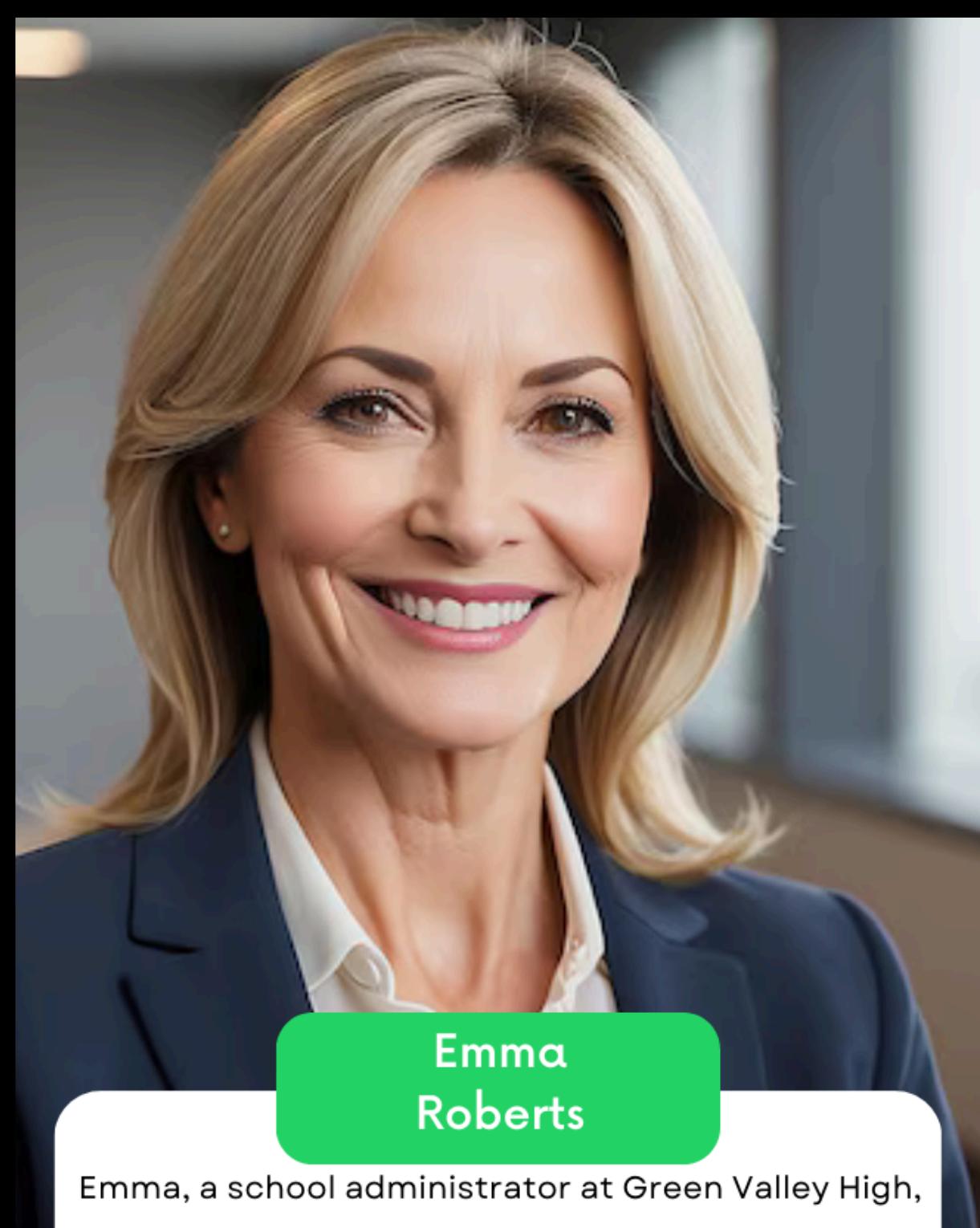


WhatsApp Web Integration

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.



**Emma
Roberts**

Emma, a school administrator at Green Valley High, uses WhatsApp to streamline staff, parent, and student communication. She relies on it for real-time updates, group coordination, and sharing key notices efficiently.

Personal information

- Age: 42
- Occupation: School Administrator
- Location: Dallas, USA
- Education: 15 years in educational administration

Customer Needs

Seamless Communication



Privacy and Boundaries



Scheduling messages



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

Technology

Regular smartphone user, often uses WhatsApp Web during office hours

Challenges

- Message Overload
- Balancing Privacy
- Notification Management

User Stories for Emma Roberts



Teaching services coordination

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:

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



Admin tasks collaboration (Web)

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:

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

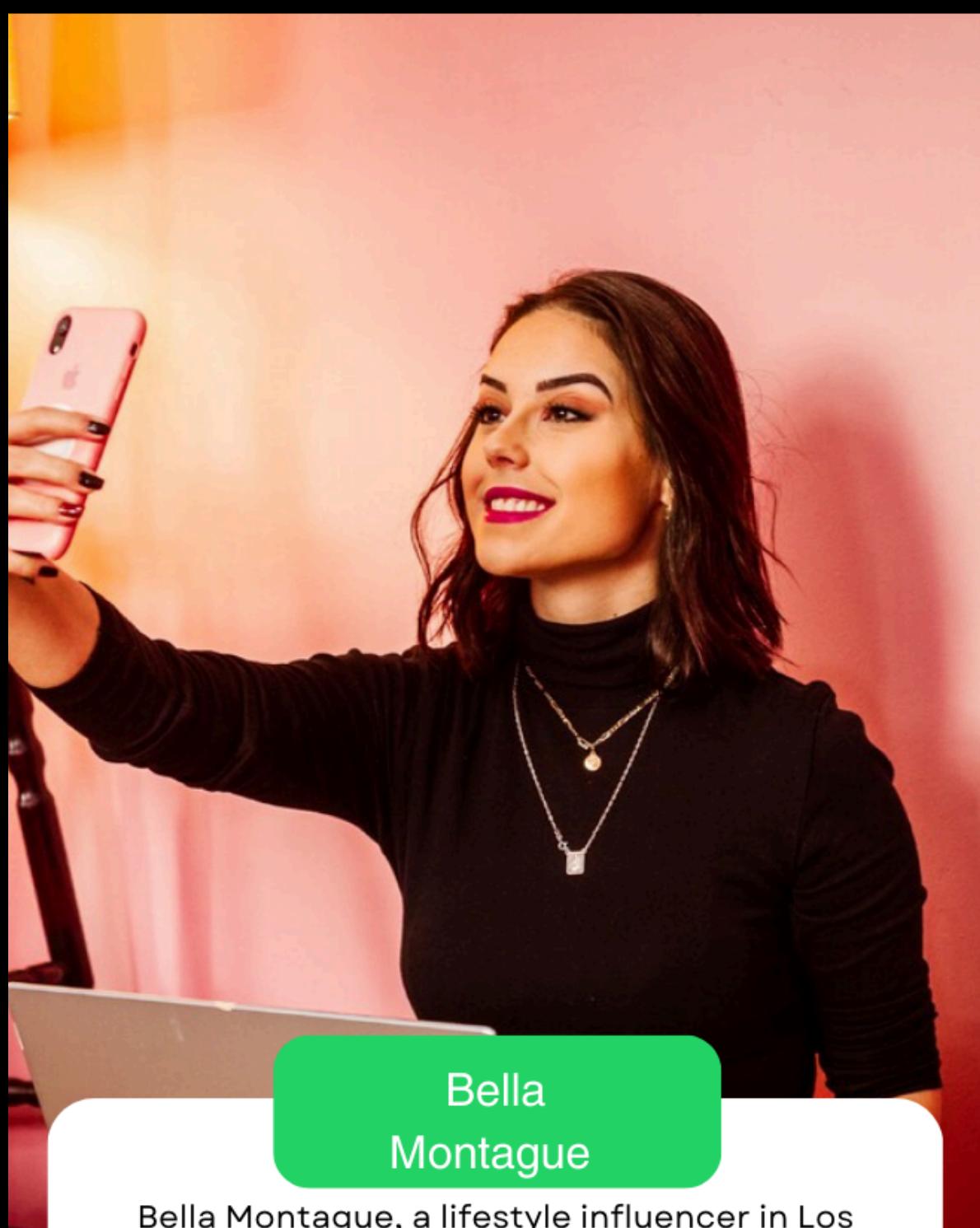


Broadcast for Announcements

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:

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



Bella
Montague

Bella Montague, a lifestyle influencer in Los Angeles, captivates over 500,000 followers with fashion, beauty, and travel content. She uses WhatsApp to stay organized, coordinating with brand managers, photographers, and PR teams.

Personal information

- Age: 29
- Occupation: Lifestyle Influencer
- Location: Los Angeles, USA
- Education: Bachelor's in Fashion Design

Customer Needs

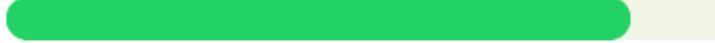
Organized Collaboration



Quick and Seamless Communication



Privacy and Control



Internet Proficiency

Intermediate – confident in using apps and websites for academic and social purposes

Attributes

- Creative and Ambitious: Always looking for the next trend to jump
- 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

Technology

Heavy smartphone user; relies on WhatsApp, Instagram, TikTok, and YouTube

Challenges

- Message Overload
- Privacy Concerns
- Media Management

User Stories for Bella



Group Chat with Collaborators

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:

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



Media Sharing for Brand Collaborations

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:

1. Bella can send large media files directly through WhatsApp without quality loss.
2. The brand team can download and review the shared media on their end.
3. Bella can track message delivery and see when the content has been viewed.
4. She can upload files via WhatsApp Web for easy sharing during her workflow.



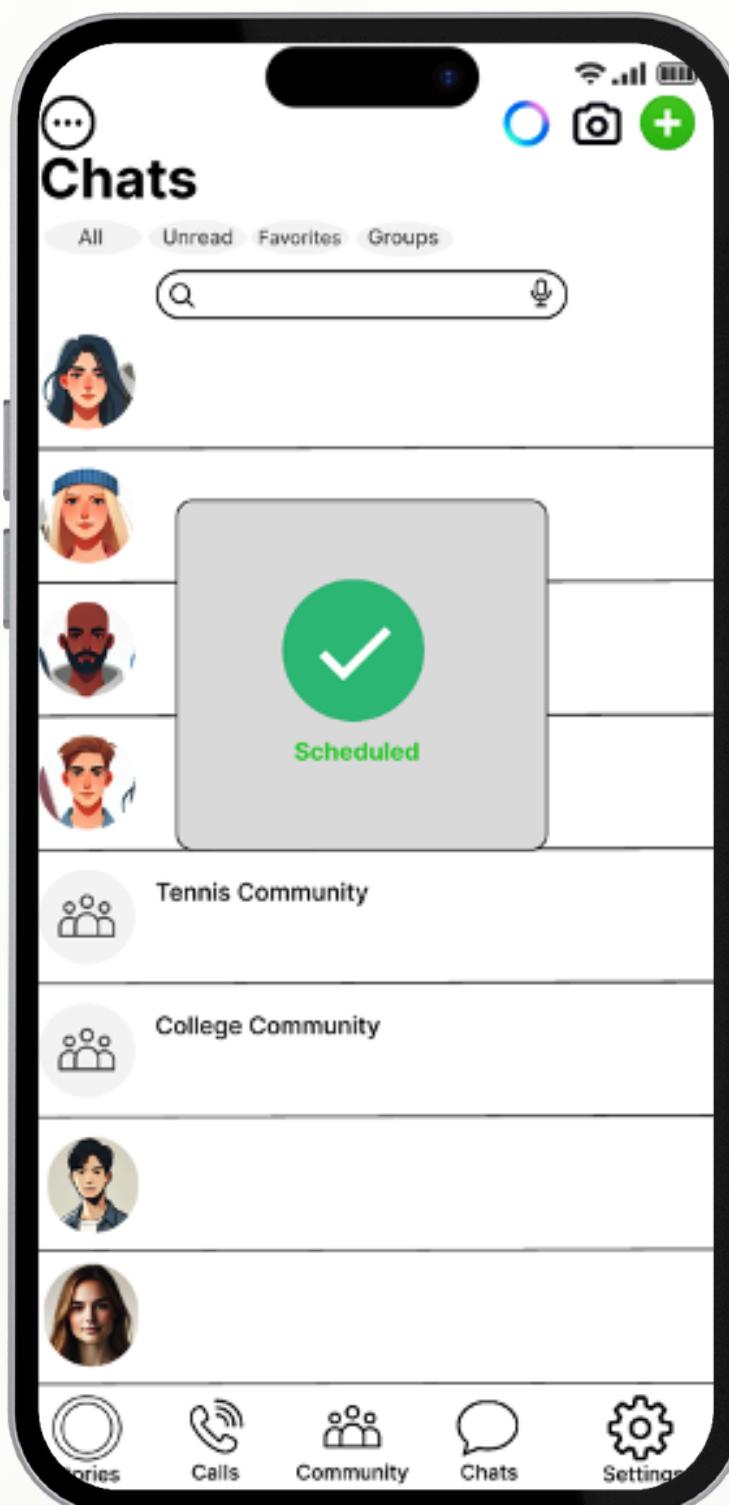
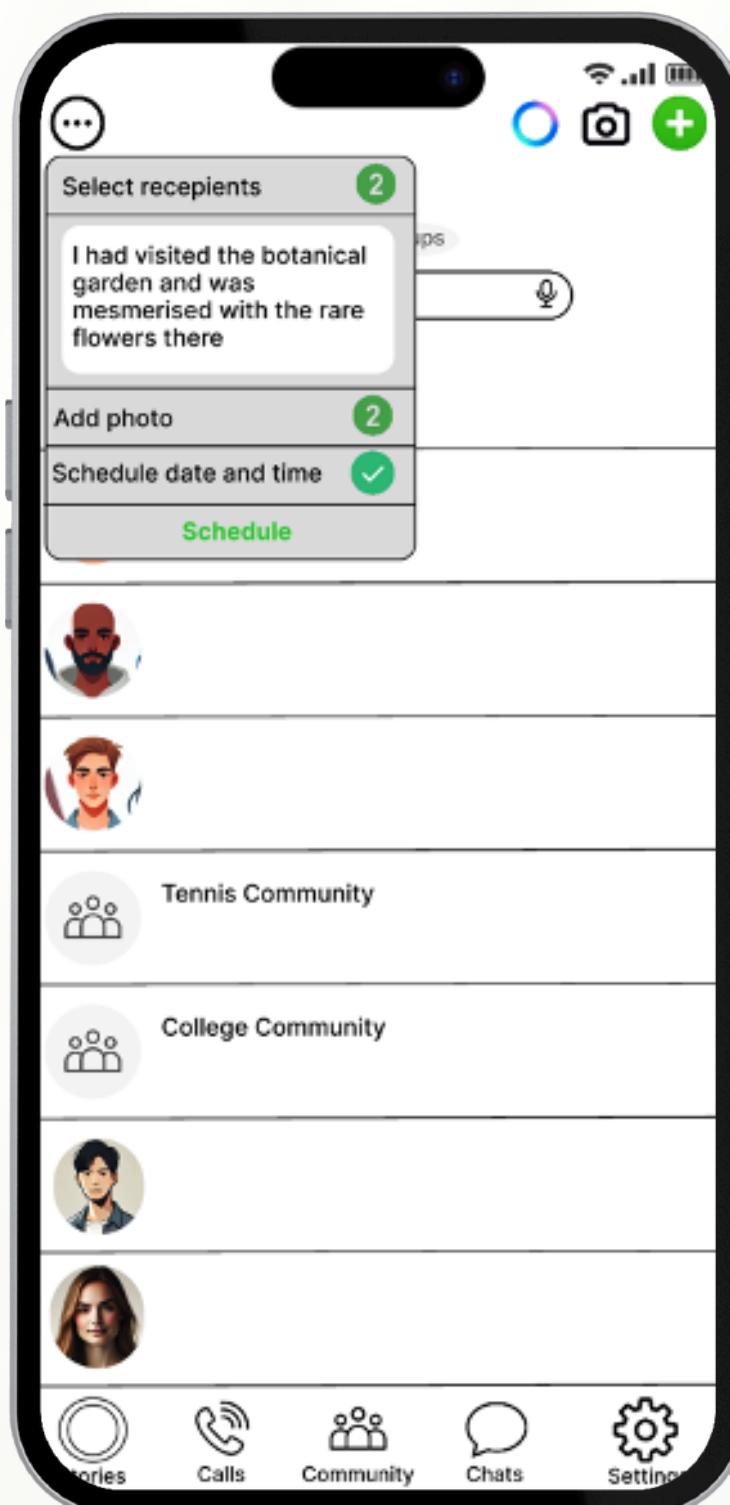
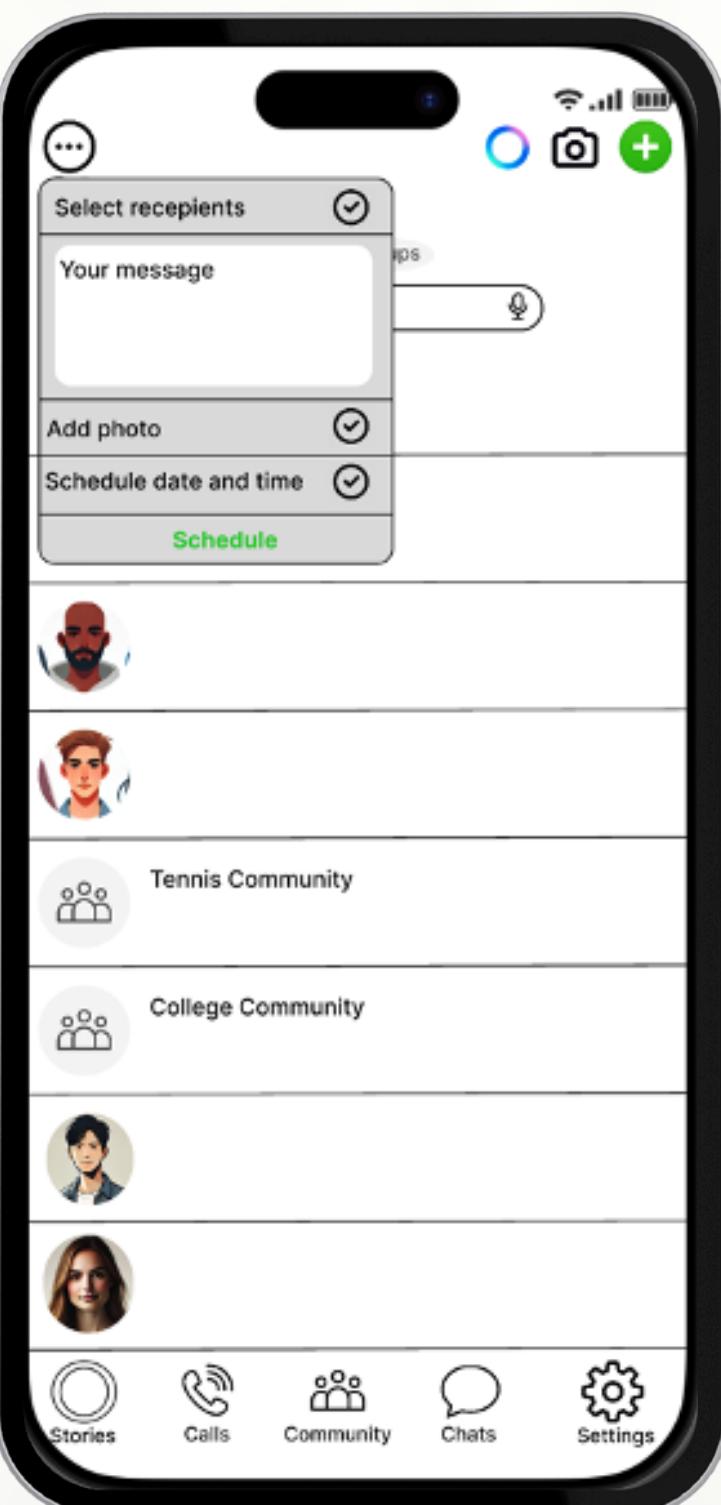
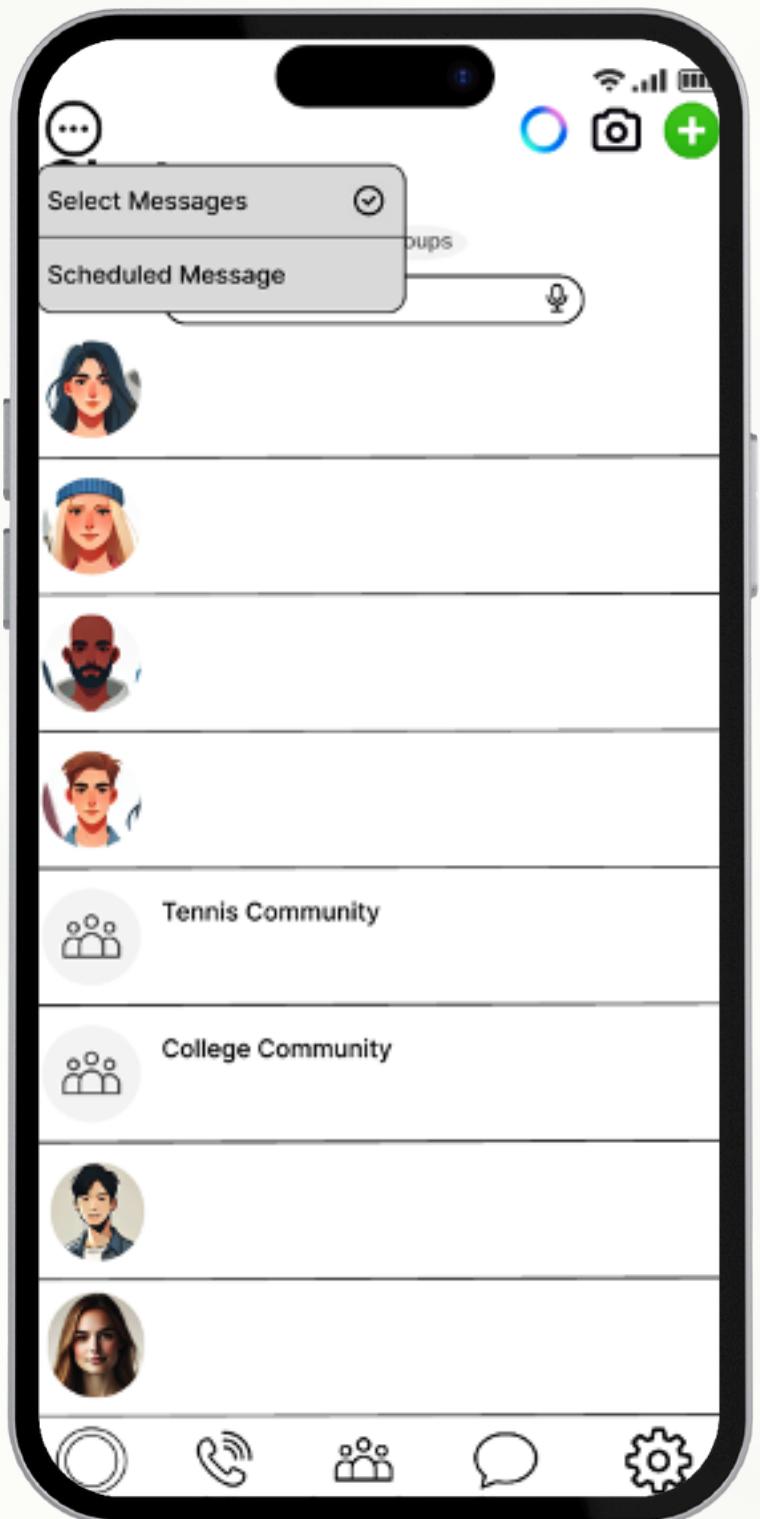
Fan Engagement via Business account

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.

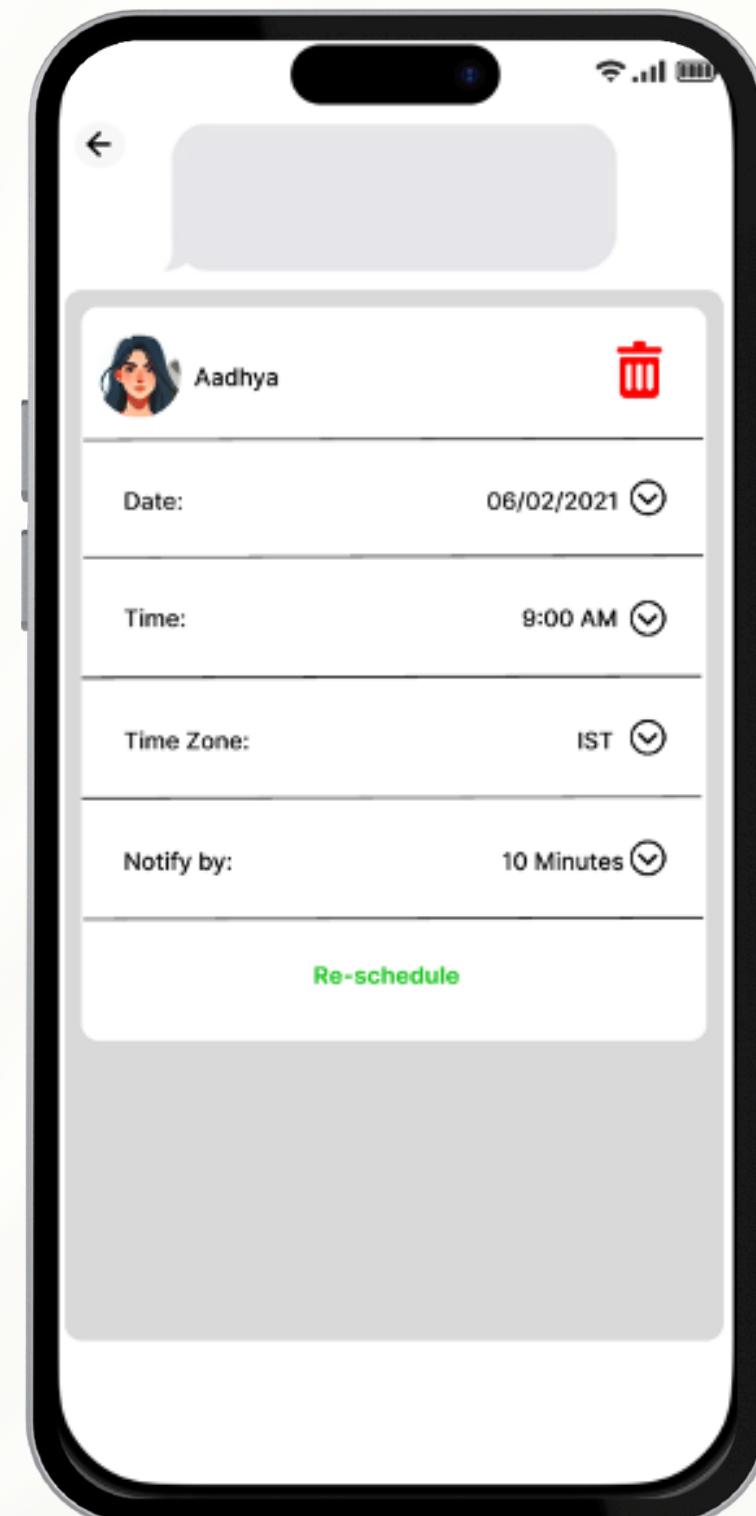
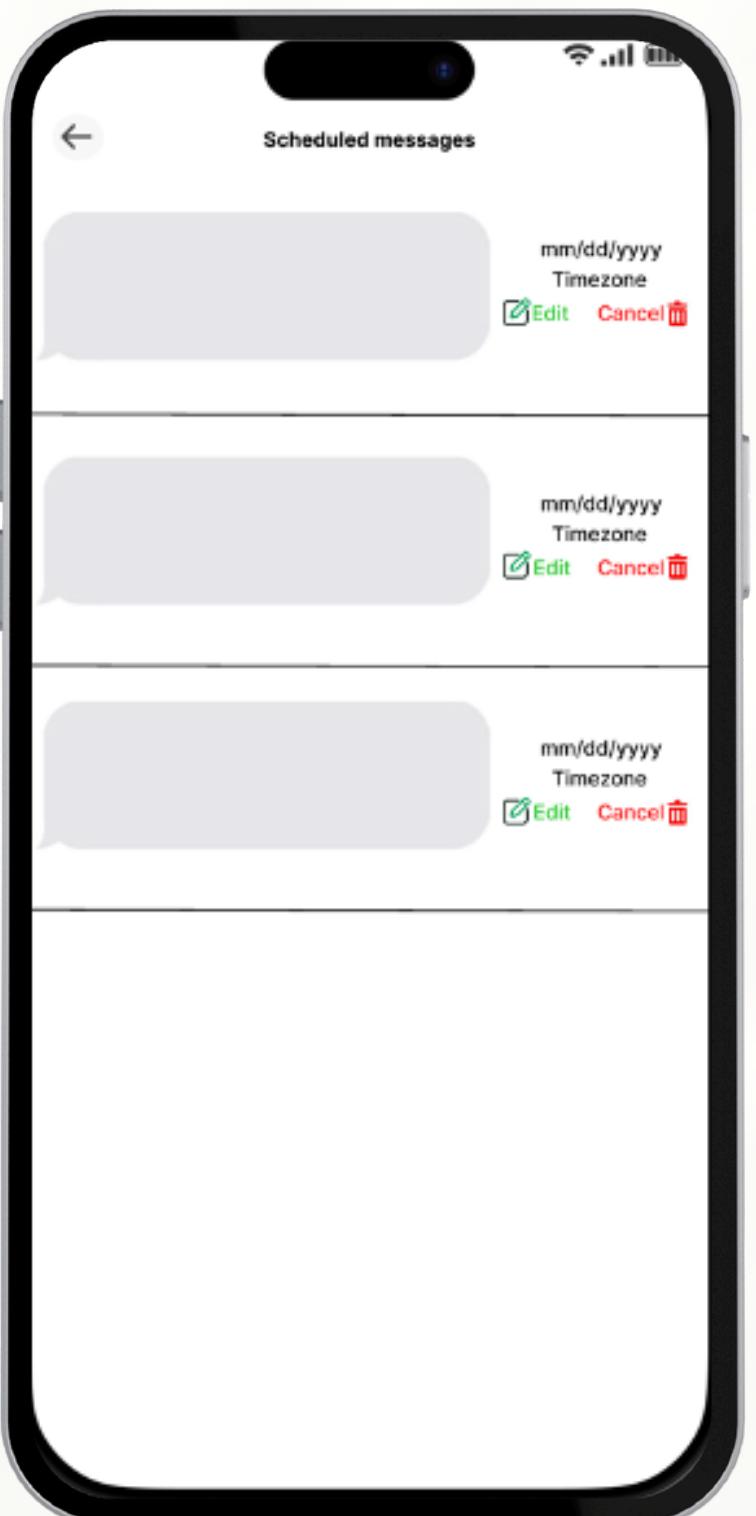
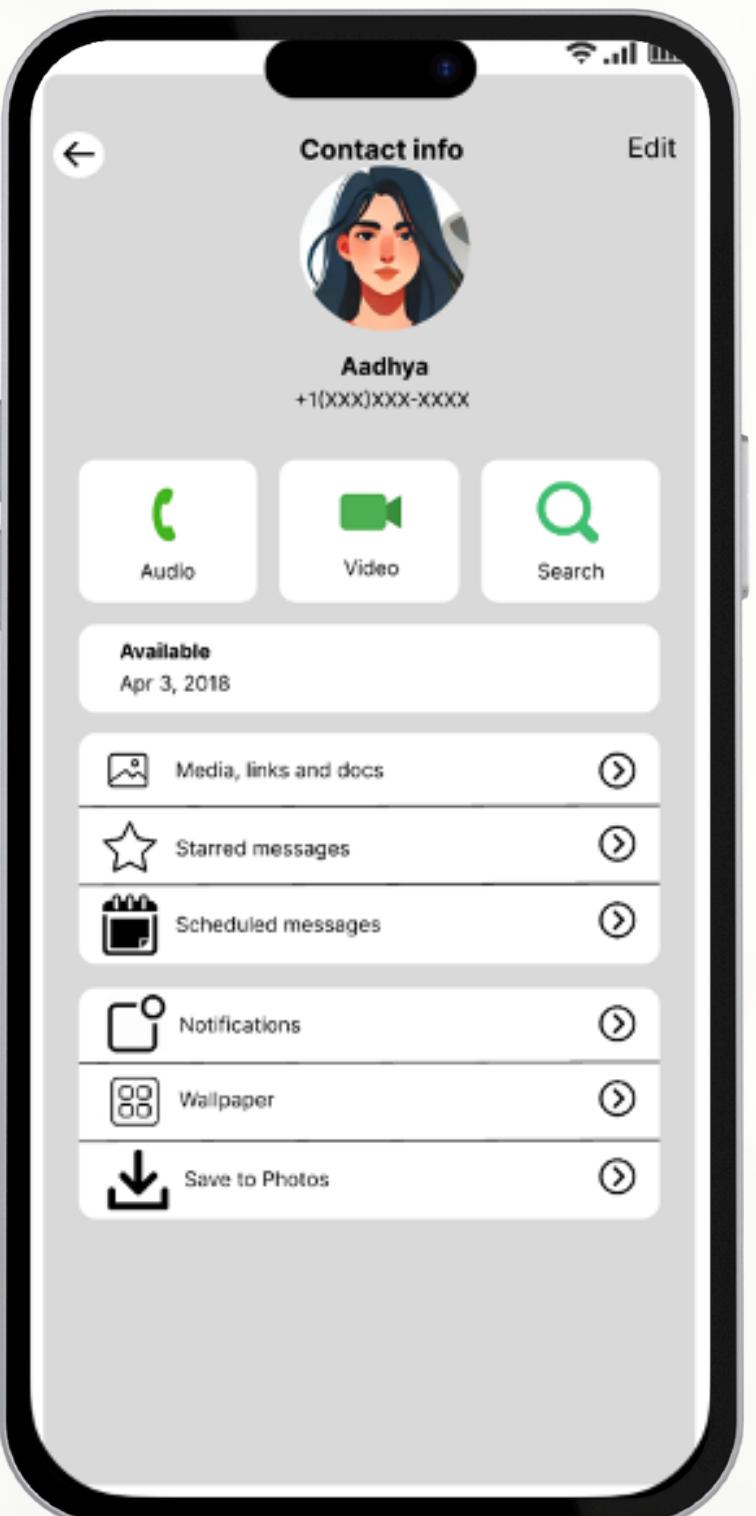
Acceptance Criteria:

1. Bella can create a separate WhatsApp Business account for fan engagement.
2. She can set auto-replies for frequently asked questions (e.g., about upcoming events).
3. Bella can organize chats using labels (e.g., "Superfans" or "Event Invites") to manage communication efficiently.
4. She can send personalized messages to select fans and track read receipts for follow-up.

User Experience



User Experience



User Stories with Message Scheduling



User Story 1

As a WhatsApp user who manages various communities on WhatsApp, I want to schedule messages to be sent at a later time and day, so that I can communicate at the most appropriate time without needing to remember to do so manually.

Acceptance Criteria

- User 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

As a whatsapp user who interacts with friends and family in different regions globally, I want to specify the time zone while scheduling a message, so that it can be delivered at the right time as required, even if I am not available.

Acceptance Criteria

- User 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 Stories with Message Scheduling



User Story 3

As a whatsapp user who is scheduling multiple messages across the week, I want an alert before the scheduled message is sent, with the option to edit or delete it 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

As a whatsapp user who has multiple conversations going on at a time, I want to access the message scheduling feature directly from the chat screen along with the home screen, So that I can quickly set up scheduled messages without navigating away from the conversation.

Acceptance Criteria

- User 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 reflect 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.

Value Measure Metrics



Adoption Rate

Number of users who begin to utilize the scheduling feature.

Indicates that the feature
may be helpful to users.   Indicates that this feature
has no effect.



User Activity

Evaluate if users who engage with the scheduling feature are more active on the platform.



User Feedback

Asking users open ended questions in feedback.

Positive feedback shows
that users are engaging   Negative feedback shows
that users are not happy
with the feature.



Scheduled Message Growth

Indicates that the feature
is being used.   Indicates that this feature
has no effect.



Usage Frequency

Measuring how often users schedule messages.



User Engagement

Length of user sessions.

Indicates that the feature
is being used.   Indicates that this feature
has no effect.



Thank You!