PRDs and Epics for WhatsApp Monetization Features

I have created PRDs for 3 Monetization features I thought of using templates in 'Aha!' software. The link to PRDs is as follows: https://yoyo4.shared.aha.io/shared/note/2Xb8YgjfGd1VvNyU1EYdyaIif180FcsOSMxS3l6p9vg

I have pasted screenshots of PRDs below just in case the link doesn't work.

Feature 1: Transaction Fee

Product name:	
Vision/Problem Statement	Enable businesses to leverage WhatsApp as an e-commerce platform by facilitating secure and convenient transactions, while generating revenue for WhatsApp through a transaction fee.
Description	This feature empowers businesses to seamlessly communicate with users, showcasing their products or services, and facilitating payments within the WhatsApp platform. A percentage of each transaction goes to WhatsApp as a transaction fee. Users benefit from a one-stop shopping and communication experience within WhatsApp.
Metrics	• **Conversion Rate**: Percentage of users who complete a purchase after a business interaction. • **Transaction Volume and Revenue**: Total value of transactions and resulting revenue generated. • **User Satisfaction**: User feedback and ratings on their shopping experience. • **Payment Processing Uptime**: Ensure reliability and availability of payment processing services.
Who it benefits	• **WhatsApp**: New revenue stream from transaction fees, strengthening its position as an e-commerce platform. • **Businesses**: Increased sales, brand visibility, and customer engagement. • **Users**: Seamless, secure, and convenient shopping experience without leaving WhatsApp.

Use cases	1. **Business Interaction:**
	  • A business initiates contact with a user to showcase a product or service.
	  • User expresses interest in the product or service.
	2. **Payment Process:**
	  • The user makes a payment within WhatsApp for the selected product or service.
	  • WhatsApp deducts a transaction fee.
	3. **Confirmation:**
	  • Both user and business receive confirmation of the completed transaction.

Core Features	• **Payment Integration**: Secure and efficient payment processing. • **Business Verification**: A verification process for businesses to ensure their legitimacy. • **Secure Communication**: Protection of user data and communication. • **Reporting and Analytics**: Tools for businesses to analyze their performance.
Scope	• Initially, this feature will be available to businesses in select regions. • The feature will be limited to specific types of products and services to manage scope. • Strict compliance with local regulations regarding payments.
Additional Notes	• The utmost priority is user data protection and end-to-end encryption. • Regular audits of business accounts will be conducted to ensure compliance and protect users.
Launch Checklist	`NOT STARTED` Develop and thoroughly test payment processing functionality. `NOT STARTED` Implement and test business verification process. `NOT STARTED` Develop user communication and guidance materials. `NOT STARTED` Implement data protection measures and encryption. `NOT STARTED` Ensure compliance with regional payment regulations.

Feature 2: Digital Goods/Services

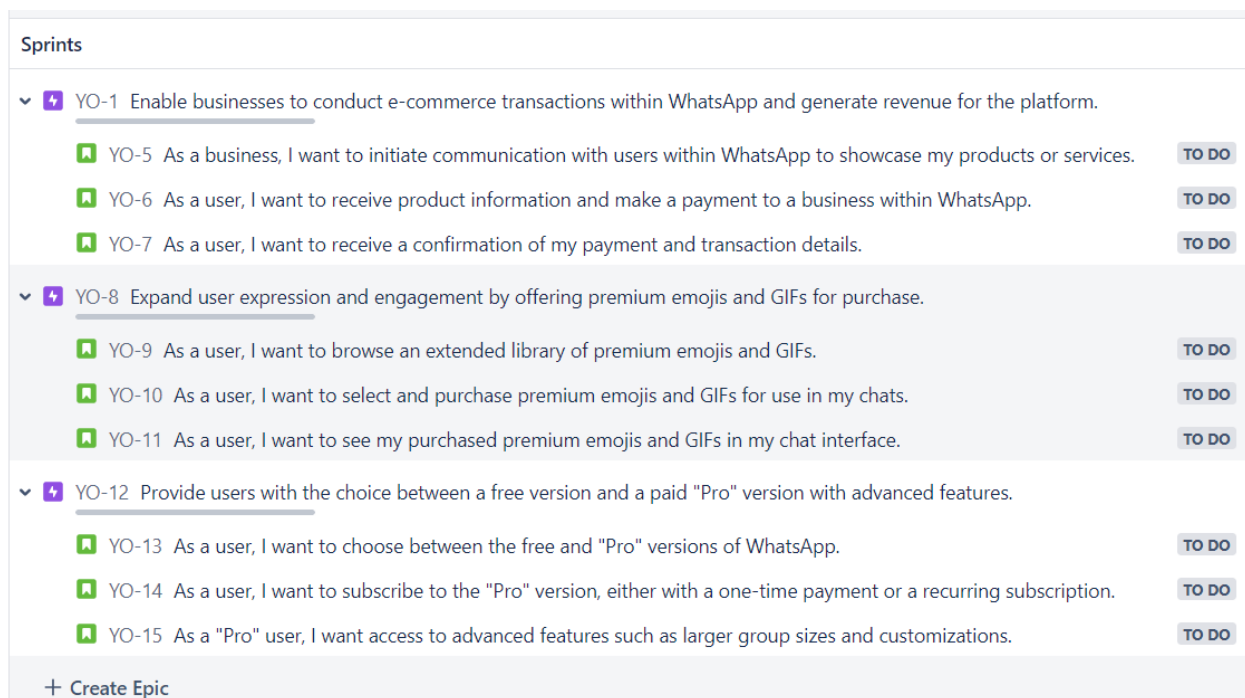| Release name:	
Vision/Problem Statement	Enrich user conversations by offering an extended library of premium emojis and GIFs, which users can purchase to express themselves uniquely.
Description	WhatsApp introduces a marketplace for premium emojis and GIFs, allowing users to enhance their conversations with unique and engaging digital content. Users can purchase these digital goods to express themselves in more personalized and fun ways.
Metrics	• **Revenue from Digital Goods Sales:** The total revenue generated from the sale of premium emojis and GIFs. • **User Engagement:** The extent to which users interact with and purchase new digital goods. • **User Feedback:** Gathering feedback on the quality, appeal, and demand for new emojis and GIFs.
Who it benefits	• **WhatsApp:** Additional revenue stream from the sale of premium digital content. • **Users:** Enhanced conversations and self-expression through the use of premium emojis and GIFs.

Use cases	1. **Emoji/GIF Selection:**
	  • Users access an extended library of premium emojis and GIFs.
	  • Premium items are marked with a price tag.
	2. **Purchase:**
	  • Users select and purchase premium emojis/GIFs.
	  • Payment is processed conveniently within WhatsApp.
	3. **Use:**
	  • Purchased premium emojis and GIFs are accessible in chat conversations.

Core Features	• **Digital Goods Marketplace:** A dedicated marketplace within WhatsApp to showcase and purchase digital content. • **Payment Integration:** Seamless and secure payment processing within the app. • **User-Friendly Design:** A user interface that highlights premium digital goods and encourages purchases.
Scope	• Initially, a limited selection of premium digital goods to manage content creation and quality. • Ensuring that user data privacy and security are maintained throughout the feature's implementation.
Additional Notes	Regular updates to the digital goods library are essential to maintain user interest and engagement.
Launch Checklist	`NOT STARTED` Create a digital goods marketplace within WhatsApp. `NOT STARTED` Implement and test the payment processing system. `NOT STARTED` Design and integrate a user-friendly interface for accessing and purchasing digital goods. `NOT STARTED` Regularly update the digital goods library to maintain user engagement.

Feature 3: Freemiums

Epic name:	
Vision/Problem Statement	Offer users the flexibility to choose between a free, ad-supported version of WhatsApp, and a paid "Pro" version with advanced features for a subscription fee.
Description	WhatsApp introduces a freemium model, allowing users to select between a free version of the app, supported by ads, and a "Pro" version with advanced features for a subscription fee. Users can enjoy a more personalized and feature-rich experience with the "Pro" version.
Metrics	• **Conversion Rate:** The percentage of users who upgrade from the free to the "Pro" version. • **Revenue from Pro Version Subscriptions:** Total revenue generated from "Pro" version subscriptions. • **User Satisfaction with Pro Features:** Gathering feedback and satisfaction ratings on the advanced features. • **Retention Rate:** Measuring how well the "Pro" version retains subscribers over time.
Who it benefits	• **WhatsApp:** A new revenue stream through "Pro" version subscriptions. • **Users:** Choice and customization of their WhatsApp experience. • **"Pro" Users:** Access to advanced features and a personalized messaging platform.

Use cases	1. **Free vs. Pro Selection:**
	    • Users are presented with the choice between the free version and the "Pro" version.
	2. **Subscription:**
	    • Users subscribe to the "Pro" version, either through a one-time payment or a recurring subscription.
	3. **Pro Features:**
	    • Subscribers gain access to advanced features like larger group sizes, customizations, and an ad-free experience.

Core Features	• **Subscription Management:** Tools to manage "Pro" version subscriptions and payments. • **Pro Feature Development:** Ongoing development and management of advanced features. • **User Interface:** Effective UI/UX to showcase "Pro" features and encourage subscriptions.
Scope	• Initial "Pro" features may include larger group sizes, customizations, and an ad-free experience. • Support for various payment methods to accommodate user preferences.
Additional Notes	• Balancing free and "Pro" features to maintain a user base for both versions. • Regular updates to "Pro" features to incentivize subscription renewals and retention.
Launch Checklist	NOT STARTED Develop and implement subscription management tools. NOT STARTED Create clear and engaging communication materials to inform users about the new "Pro" version and its benefits. NOT STARTED Establish a customer support system to address user inquiries and issues related to the "Pro" version.

Epics and User Stories:

Made use of Jira Software to write Epics and user stories under them. Link to this is:

https://iiiiii.atlassian.net/jira/software/projects/YO/boards/2/timeline?shared=&atlOrigin=eyJpIjoiMjFlNTk4NzA0ZTk5NDM1MDg1MmYyOGY0MmI2OGY5MTQiLCJwIjoiaiJ9

Screenshot is as follows:

Since Time period for Agile process is not known precisely, I didn't add timelines for them.

Also, since Agile Methodology is iterative, Epics and User stories can be changed at any point of time.