


ZEN MODE FOR WHATSAPP



NEED SOME TIME OFF?

Staring at the screens for too long?





“Since the pandemic,
more and more people
are glued to the devices
and have reported loss
in productivity and
negative effects on
mental health”

Problems!

Loss in Focus

Interruptions while working

Productivity

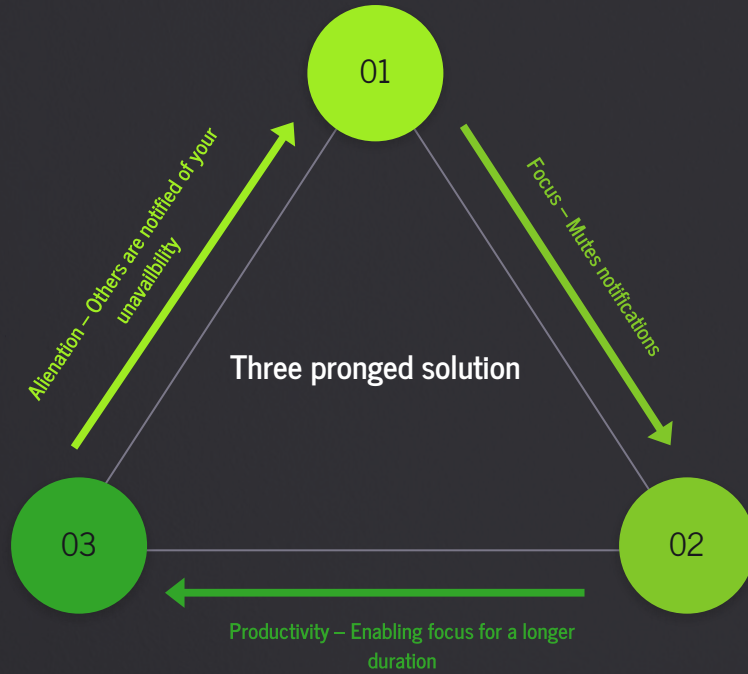
Divided focus

Fear of alienating people

Expectations of a prompt response



And how to enable people



Users



Kevin

Student having trouble focusing on his upcoming exams because his friends reach out a lot for exam preparations



Alisha

Facing challenge in finishing up one of her projects that is nearing deadline because of the constant message notifications



Yards











The cake shop is looking for a solution to set customer expectations right, and keep proper track of messages from customers

A Solution for platforms



Let it grow

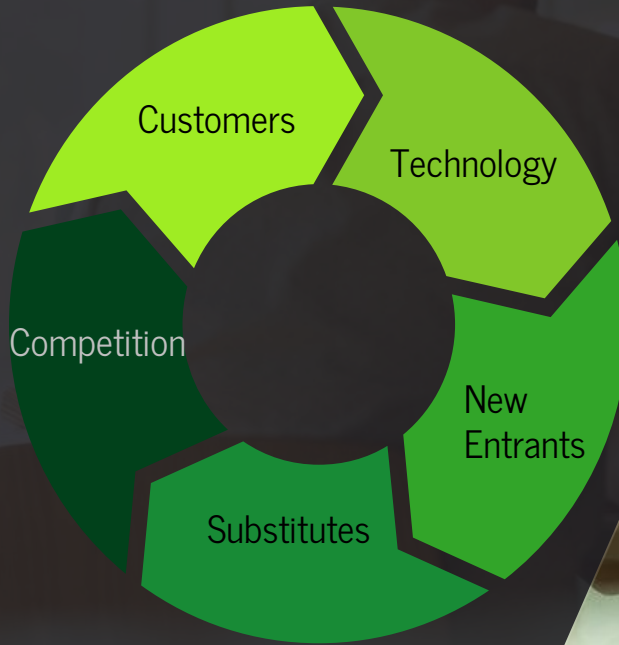


	AWARENESS	CONSIDERATION	ACTIVATION & TRIAL	DECISION
User Actions	Sees Zen mode for WhatsApp Ads on TV/Mobile, Hears about feature from friends/family	Search for benefits Check for Operating System/android/iOS compatibility	Activate the Zen Mode for WhatsApp	Decided to keep the Zen mode on for WhatsApp
Emotions	 Curious And Excited	 Ready to move forward	 Observing the features benefits	 Happy with the outcomes
Pain Points		Not Fully Aware of all the features that Zen Mode Offers 	 Not able to follow instruction manual and Getting stuck	 User is Concerned about missing on important/Emergency messages
Solutions		 Brochure with extensive feature descriptions should be available	 Follow up with Customer and give Troubleshooting steps	 Add a feature through which user can receive message from important contacts

Roadmap



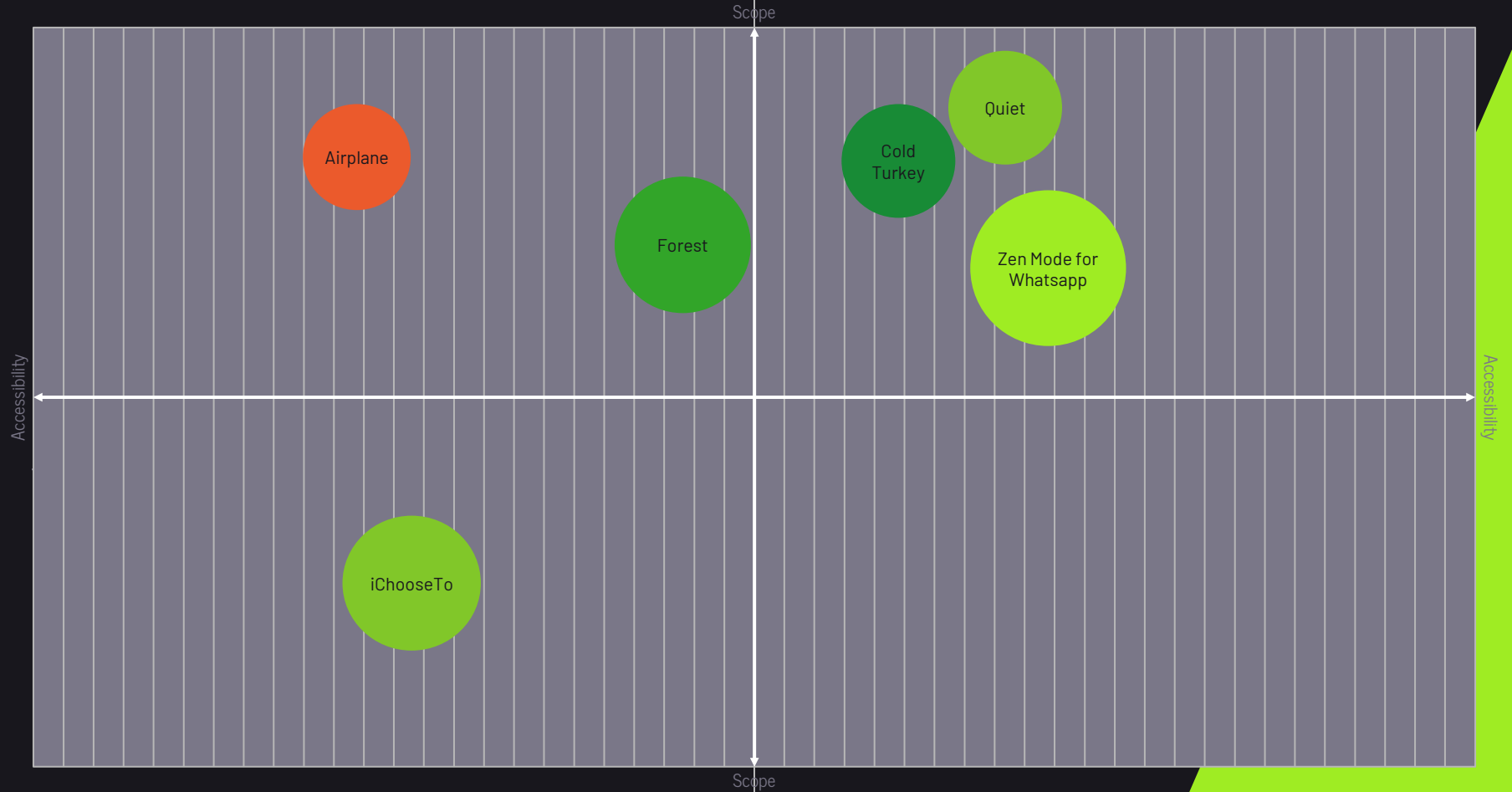
Factors affecting the solution





HOW DOES IT FIT INTO
THE PICTURE

Competitor Matrix



The Way Forward

WhatsApp

Feature launch targeted towards WhatsApp users and businesses using WhatsApp

Instagram

Second stage of ensuring long-term customer advocacy towards Instagram

Facebook

Since Facebook is the largest revenue earning entity for the enterprise, the earlier adoptions for WhatsApp and Instagram would serve as the test models for Facebook



Market Research

Growing awareness about digital content and hybrid working model has induced the need to switch off for the masses:

- <https://www.thinkimpact.com/whatsapp-statistics/>



1.8 Billion users

Pat yourselves for the
growth



5.5 B\$

That's a lot of money



390,00,000

In India alone



67%

User Advocacy Rate

Mockups

<https://marvelapp.com/hce94c7>

