Enhancing WhatsApp

Reimaging WhatsApp For Better User Experience

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WhatsApp

GENERAL OVERVIEW

WhatsApp

WhatsApp is a cross platform centralized messaging and voice overIP service, which allows the users to send text and voice messages, make voice and video calls and share images and documents. It has over 500 million users in India .

Key Points

- Over 500 million users in India
- Leading messaging platform with 400M+ daily active users
- Core features: chatting, voice/video call, status update, document sharing
- Used by all categories of users

Goal

Despite its popularity, WhatsApp faces several challenges that hinder user experience. I following slides, we will explore the issues and propose innovative solutions

USER PERSONA

USER BEHABIOUR & PAIN POINTS

Student | Age: 18 - 24

Lifestyle: Balancing academics, social life, and part-time job

Needs: Efficient chat management for multiple group chats, reliable backups for important assignments, and creative expression through video status update

Business Professional | Age: 25- 45

Lifestyle: Fast-paced work environment, juggling personal and professional life

Needs: Quick access to essential chats, secure and frequent backups for important work-related messages, and professional video status update

Senior Citizen | Age: 60+

Lifestyle: Leisurely lifestyle, staying connected with family and friends

Needs: Simple chat management, reliable backups for cherished memories, and easy-to-use video features

WhatsApp's Pinned Chat Limitation: A Bootleneck

Problem Statement

1. WhatsApp currently allows only three pinned chats, which is insufficient for many users
2. This limitations hinders efficient chat management and lead to frustration
3. User often miss important message due to inability to pin essential chats
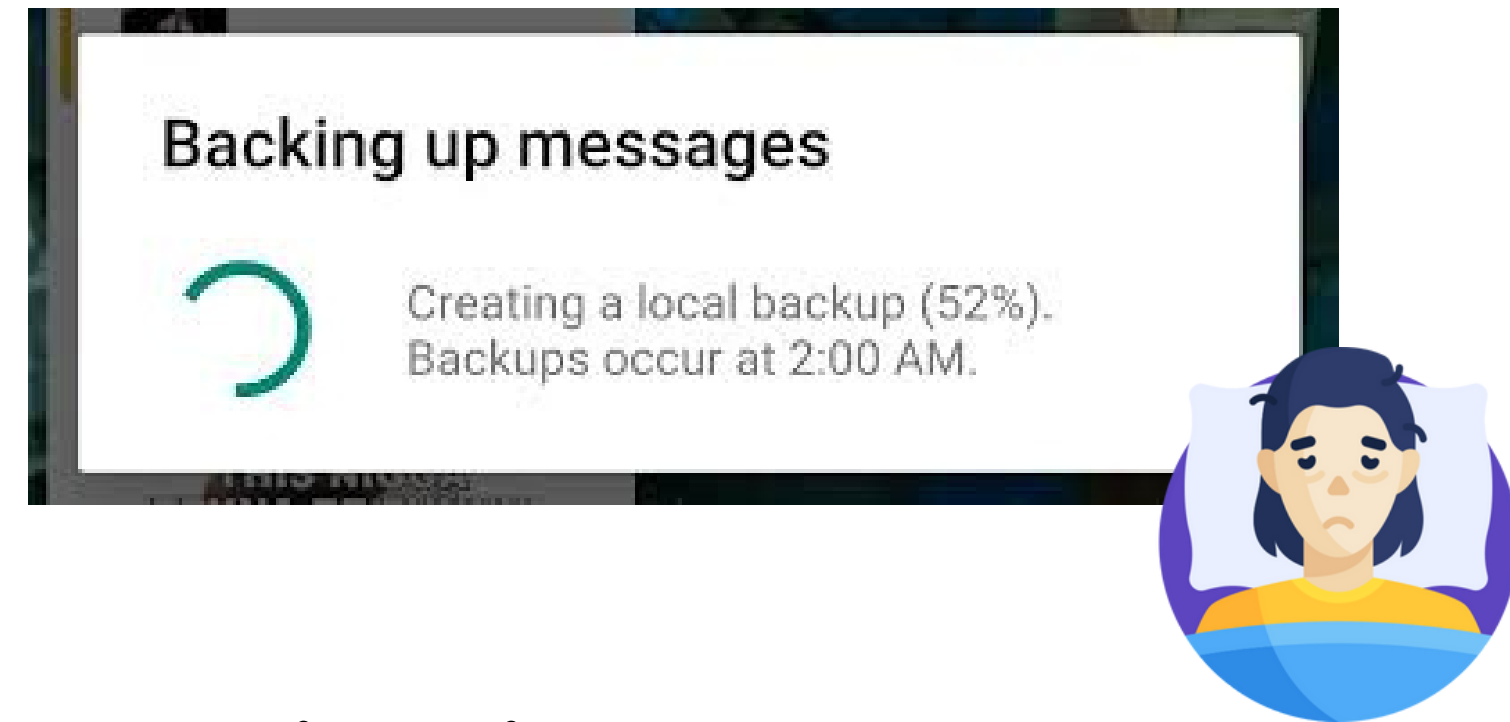

User Pain Points

1. Student juggling multiple academic groups
2. Professionals balancing work and personal communications
3. Families with large chat groups

WhatsApp's Rigid Backup Schedule: A Sleep Disruptor

Problem Statement

1. WhatsApp's automatic backup at 2AM is inconvenient and disruptive
2. User often experience interrupted sleep or data usage issues due to the fixed backup time
3. This rigid schedule lacks flexibility and control for users

Backing up messages

Creating a local backup (52%).
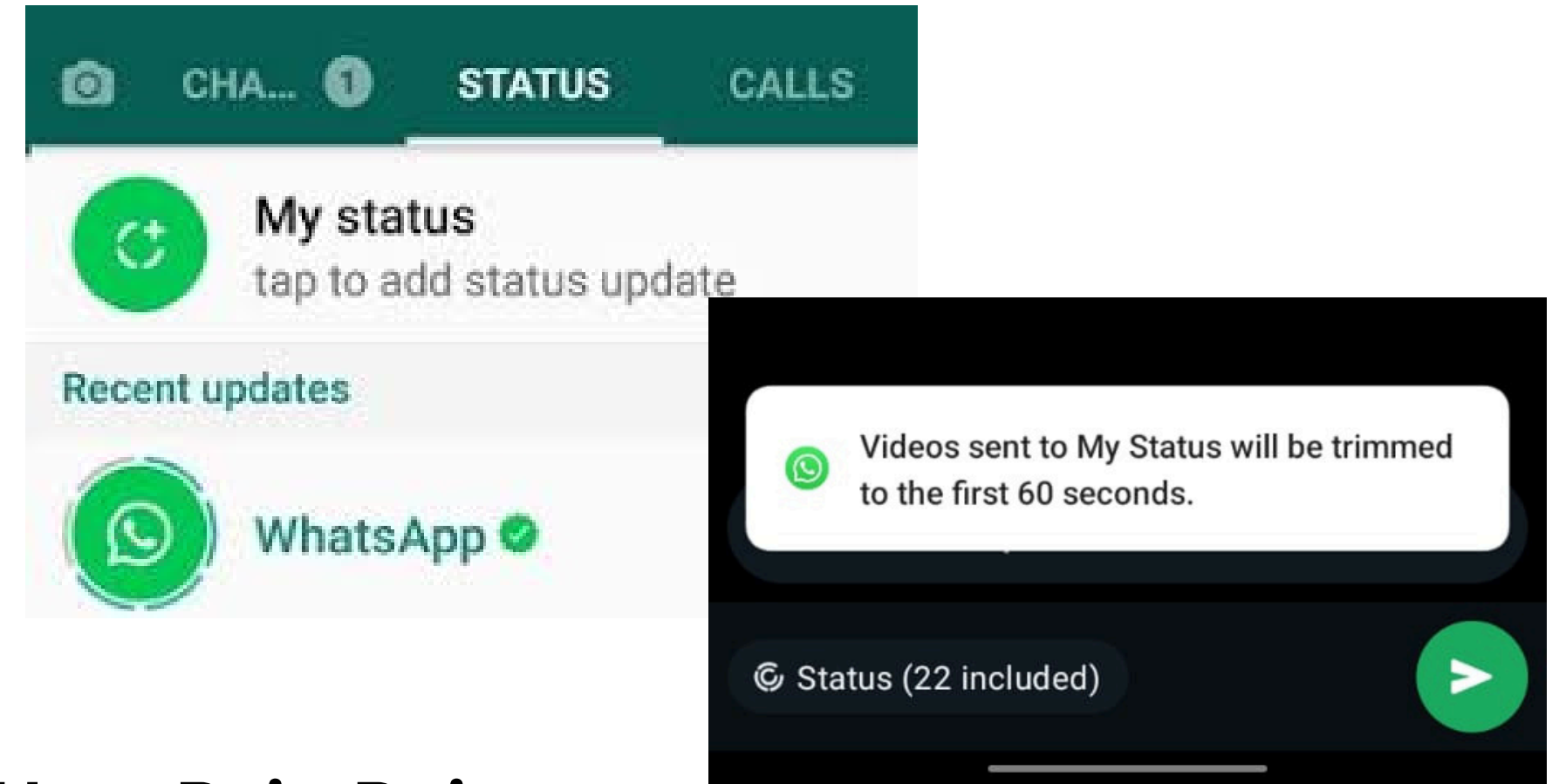Backups occur at 2:00 AM.

User Pain Points

1. User with inconsistent internet connections
2. Those who value uninterrupted sleep
3. Users in between some important chatting

WhatsApp's Rigid Backup Schedule: A Sleep Disruptor

Problem Statement

1. WhatsApp's 60-second video status limit restricts user expression and creativity
2. Users are unable to share longer, more engaging video on status
3. This limitation hinders user engagement and satisfaction

User Pain Points

1. User who wants to share longer video moments
2. Creators looking to express themselves through video
3. Those who prefer a more immersive storytelling experience

Enhancing WhatsApp: Summary

WhatsApp, while a popular platform, faces several limitations that hinder user experience. By addressing the issues of limited pinned chat, a rigid backup schedule, and short video status, we can significantly improve user satisfaction and engagement

Our proposed solution include:

- Flexible Pinned Chat: Allowing users to pin an unlimited number of chats for better organization and accessibilty
- Customizable Backup: Giving user control over backup timing and frequency to avoid disruptions
- Extended Video Status: Increasing the video status duration to enable more creative and engaging content

I believe that implementing these changes will transform WhatsApp into an even more powerful and user-friendly communication tool