

Product Project 1

WhatsApp Business

(Research and Problem Identification)

Team members :

1. Ishan Goyal
2. Aryaraj Singh



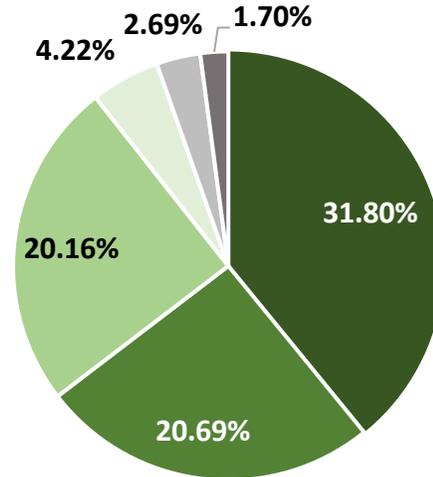
WhatsApp Business

WhatsApp Business is a free-to-use messaging platform designed for small businesses to interact with customers, offering features like automated responses, catalogs, and messaging tools to streamline customer communication.

Market Share
31.8%

The top three geographies of WhatsApp Business for communication are the **Brazil** (30.66%), **United States** (25.72%) and **India** (8.86%).

Business Communication & Customer Engagement - Market Analysis



Tool Name	Market Share
WhatsApp Business	31.80%
Slack	20.69%
MS Office	20.16%
Intercom	4.22%
Quip	2.69%
Skype	1.70%

- Unified Communication:** *Businesses want platforms that combine messaging, video, and voice.*
- Customer Engagement:** *Demand is rising for real-time, personalized communication tools.*
- Integration & Automation:** *Businesses need platforms with CRM integrations and automation features.*

Consumer Insights from Primary Research*

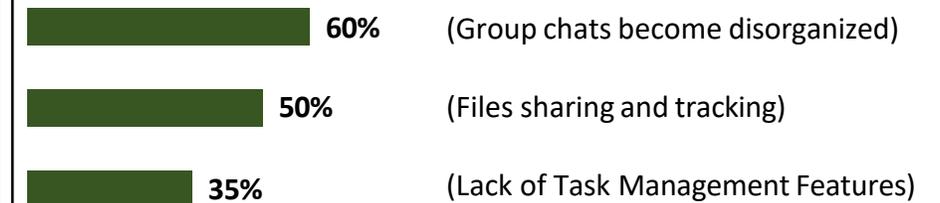
% of WhatsApp Business Users



Other Top 3 Tools used

(Small Business)	(Startups)
Microsoft Teams Google Workspace Telegram	Microsoft Teams Slack Google Workspace

Key Problems in WhatsApp Business



Desired Improvements in WhatsApp Business



*Primary Quantitative Market Research conducted with n size =76

Competitor Analysis – Product Feature Wise

Features	WhatsApp Business	Slack	Microsoft Teams	Intercom	Quip	Skype
1:1 Messaging	✓	✓	✓	✓	✓	✓
Group Messaging	✓	✓	✓	✓	✓	✓
Voice & Video Calls	✓	✓	✓	✗	✗	✓
File Sharing	✓	✓	✓	✓	✓	✓
Threaded Conversations	✗	✓	✓	✗	✓	✗
Task Management	✗	✓ (via integrations)	✓	✗	✓	✗
Integrations with Business Tools	✗	✓	✓	✓	✓	✗
Automation (e.g., chatbots)	✓	✓ (via bots)	✓	✓	✗	✗
Document Collaboration	✗	✗	✓	✗	✓	✗
Customer Support Features	✓	✗	✗	✓	✗	✗
Video Conferencing	✗	✓	✓	✗	✗	✓
End-to-End Encryption	✓	✓ (in paid plans)	✓	✗	✗	✓

- **Customer Focus:** WhatsApp Business excels in **customer communication** with strong messaging and automation, ideal for small businesses.
- **Lacks Collaboration:** It falls behind **Slack** and **Microsoft Teams** in **threaded conversations, task management, and document collaboration**, making it less useful for internal team workflows.
- **Limited Integrations:** WhatsApp Business lacks **integrations** with tools like CRMs, which is a key strength of competitors.
- **Automation Advantage:** It has basic **automation tools** like chatbots but lacks advanced workflow automation compared to Intercom and Slack.

Product Teardown – WhatsApp Business

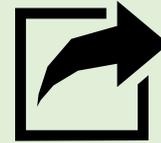
Key Features



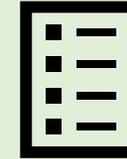
1:1 Messaging & Group Messaging



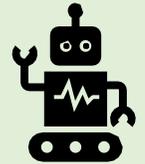
Voice & Video Calls



File Sharing



Catalog



Automated Messages

SWOT Analysis

Strengths

End-to-End Encryption
Ease of Use
Personalized Customer Interactions

Opportunities

Enhance team collaboration features
Improve file management
Expand integrations with CRM and project management tools

Weaknesses

Limited Collaboration Tools
Integration Capabilities
Data Privacy Concerns

Data Privacy Concerns

Competitors offer more comprehensive collaboration tools
Slack and Microsoft Teams have stronger integration offerings
Users are concerned about data handling despite encryption

Key Observations

- WhatsApp Business: Strong for customer support but lacks advanced features like task management and threaded conversations.
- Slack: Excellent for team communication and integrations but lacks native customer support features.
- Microsoft Teams: Comprehensive for businesses using Microsoft 365, with robust collaboration and conferencing features.

Opportunities

- Team Collaboration Features: Add threaded conversations and task management.
- File Management: Improve file organization and increase sharing limits.
- Integrations: Expand third-party integrations (e.g., CRM).
- Customer Support Automation: Develop advanced automation like chatbots.
- Security Enhancements: Add two-factor authentication and admin controls.



Priya Bansal
(Small Business Owner)

Age	42 years
Gender	Female
Location	Mumbai
Occupation	Owner of a local retail shop
Lifestyle	Busy, multitasking, community-focused
Personality	Ambitious, resourceful, customer-oriented
Values	Customer satisfaction, efficiency, growth
Interests	Local business networking, digital marketing, community events

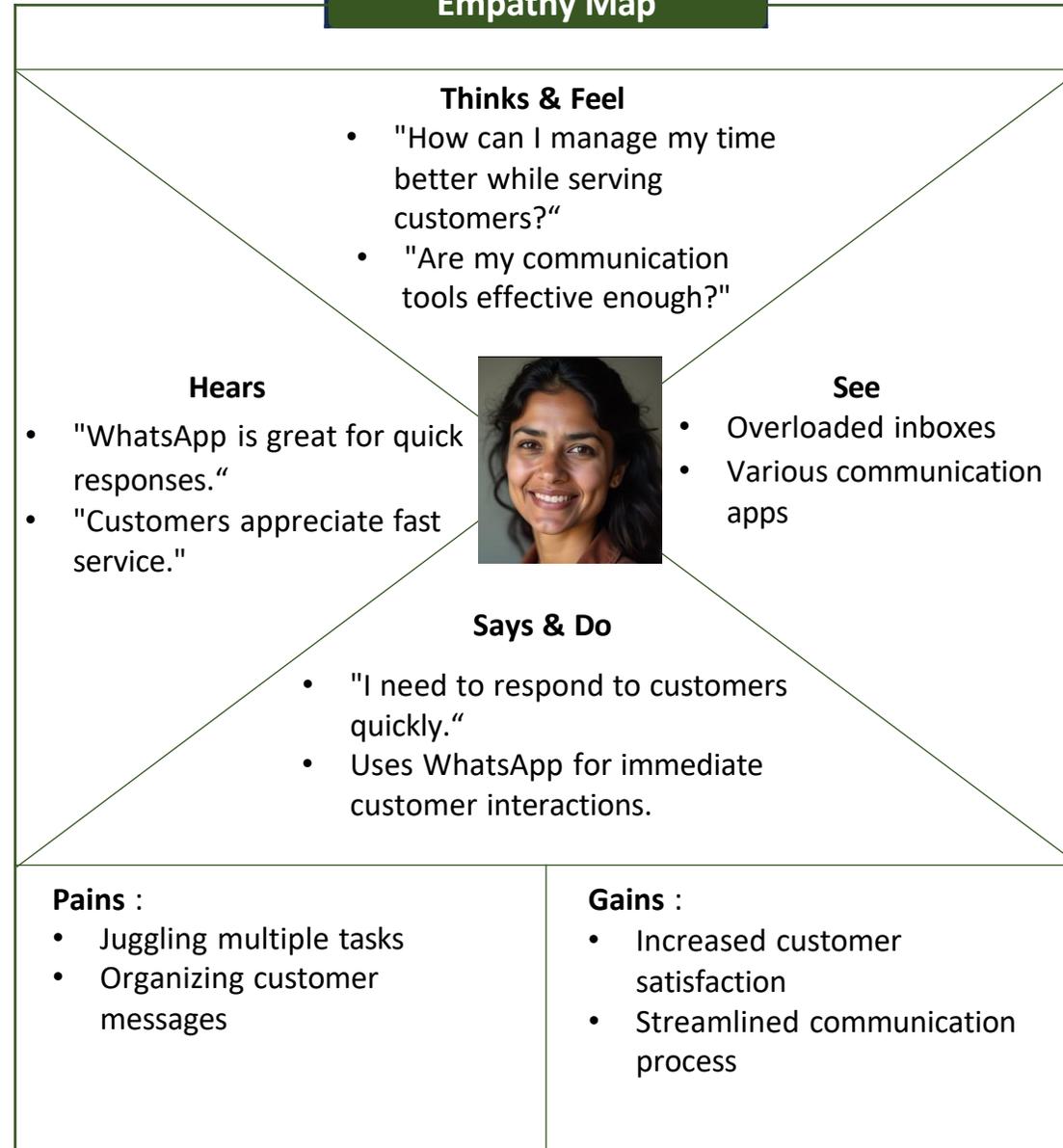
5 Whys Framework

- Why use WhatsApp Business?**
 To manage customer inquiries efficiently.
- Why manage inquiries efficiently?**
 To save time and improve customer service
- Why improve customer service?**
 To increase customer satisfaction and loyalty.
- Why increase satisfaction and loyalty?**
 To boost sales and business growth
- Why boost sales and growth?**
 To achieve long-term sustainability.

Motivations :

- Desire for efficient communication with customers
- Need for easy-to-use tools to manage interactions
- Preference for mobile-friendly solutions

Empathy Map





Alex Sharma
(Founder's Office Executive)

Age	34 years
Gender	Male
Location	Bangalore
Occupation	Executive Assistant to the Founder
Lifestyle	Highly organized, tech-savvy, strategic thinker
Personality	Proactive, detail-oriented, collaborative
Values	Efficiency, innovation, team alignment
Interests	Technology trends, productivity tools, strategic planning

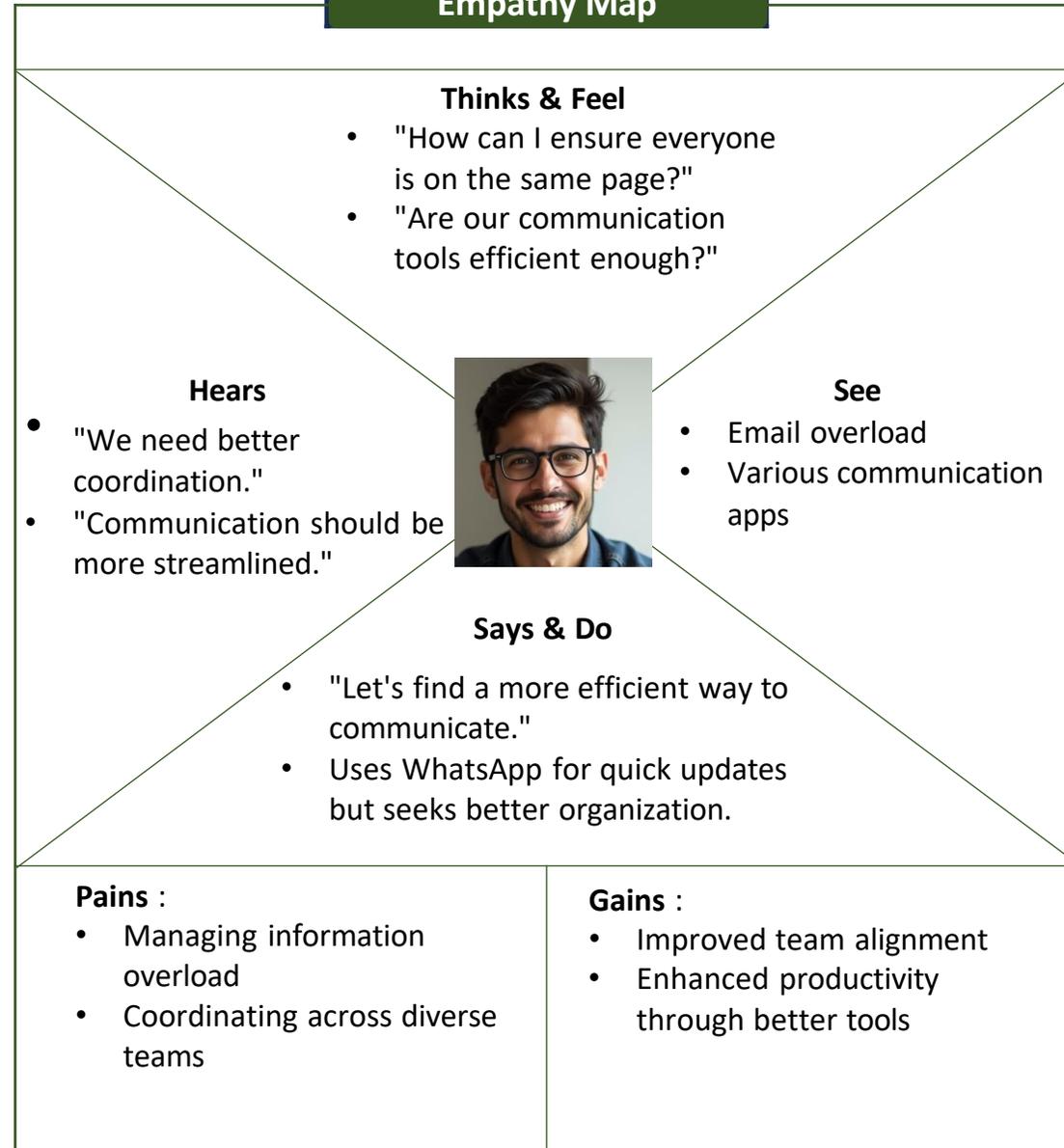
5 Whys Framework

- **Why use WhatsApp Business?**
To streamline internal communication
- **Why streamline communication?**
To ensure efficient information flow
- **Why ensure efficient information flow?**
To support strategic decision-making
- **Why support strategic decision-making?**
To execute initiatives effectively
- **Why execute initiatives effectively?**
To drive company growth and success

Motivations :

- Desire for seamless internal communication
- Need for tools that enhance productivity
- Preference for integrated communication platforms

Empathy Map



Problem Definition

Job : Enable seamless communication and collaboration for small businesses and startups.

Current Challenges:

- Lack of advanced collaboration tools like task management and threaded conversations.
- Limited integration with other business tools (e.g., CRM systems).
- Difficulty in organizing and managing large volumes of messages efficiently.

Desired Outcome:

- Improve team productivity by providing integrated communication solutions.
- Enhance user experience with features that support both customer interaction and internal collaboration.

User Flows



TASK

Coordinate team updates

Share documents with team

Schedule meetings

Share project Progress

Gather Team feedback

PAIN POINT

Messages can get lost in threads; no task management integration

Files may get buried, difficult retrieval

Lack of calendar integration; manual scheduling is inefficient

No structured format for updates; difficult to track project milestones

Informal process; lack of anonymity may affect honesty

Product Project Part 2

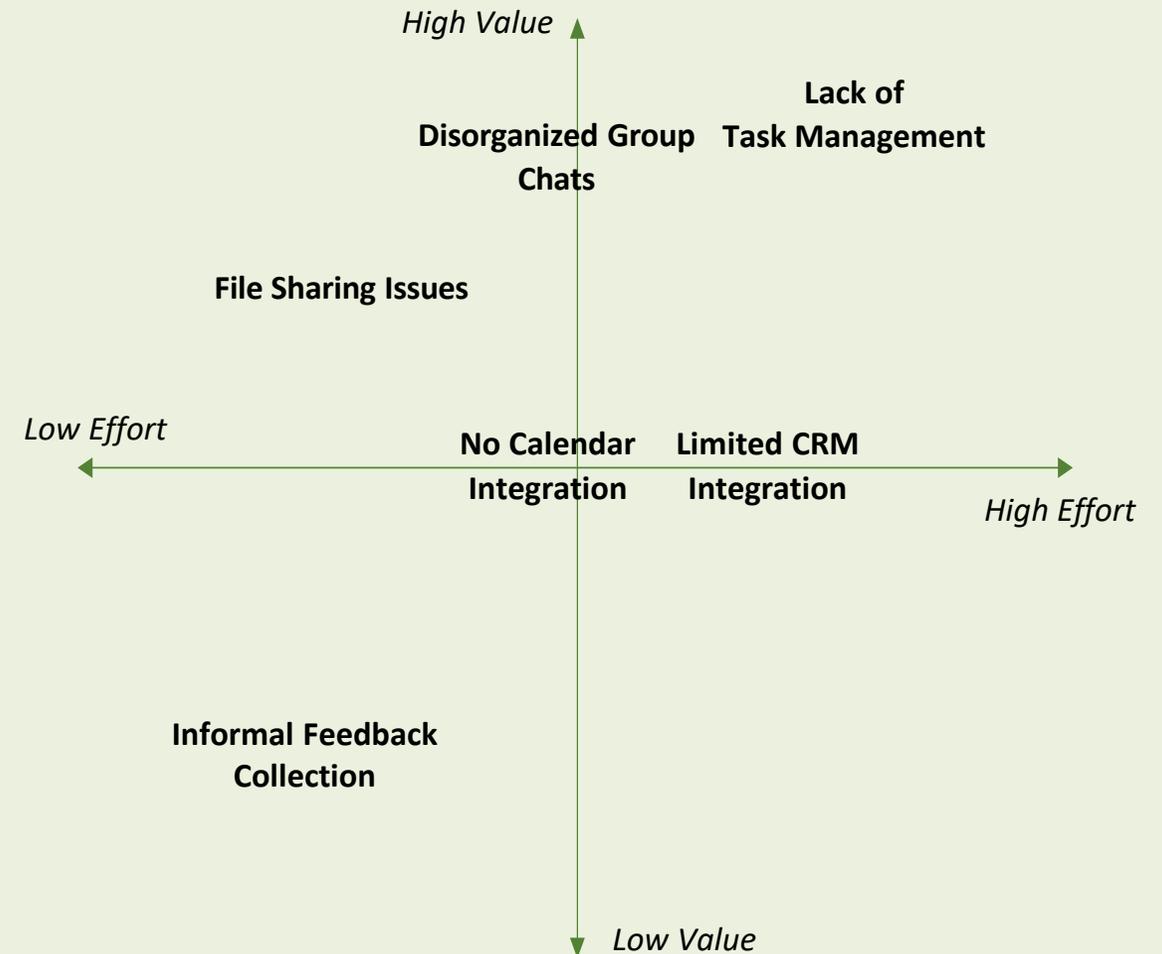
WhatsApp Business

(Ideation, Solutions & Designs)

User Pain Points

- **Disorganized Group Chats:** Messages are often lost in long threads without any structure, making it difficult to retrieve important information.
- **File Sharing Issues:** Files shared in chats are hard to track, leading to challenges in file retrieval and organization.
- **Lack of Task Management:** No in-chat feature to assign or track tasks, hindering productivity for teams using WhatsApp Business.
- **Limited CRM Integration:** Difficulty linking customer data with external CRMs, impacting customer management efficiency.
- **No Calendar Integration:** Meeting times have to be scheduled manually, leading to inefficiencies.
- **Informal Feedback Collection:** Lack of anonymous feedback options, which can limit honest communication within teams.

Value-Effort Matrix



Y-Axis :- Impact on User experience (Value)

X-Axis :- Implementation Difficulty (Effort)

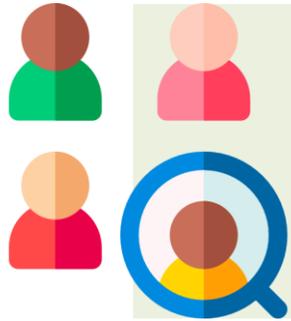
Proposed Features

- **Threaded Conversations:** Organize group chat messages into threads to help users retrieve and follow specific topics within chats.
- **Enhanced File Management:** Tagging, search filters, and pinning options to make file retrieval easier.
- **In-Chat Task Management:** Ability to create, assign, and track tasks within the chat interface.
- **CRM Integration:** Sync customer data with popular CRMs to streamline customer interactions.
- **Calendar Integration:** Allow users to schedule meetings directly from chat with calendar invites.
- **Anonymous Feedback Feature:** Enable users to collect anonymous feedback within group chats.

Feature Prioritization using RICE Framework

Feature	Reach (1-5)	Impact (1-5)	Confidence (1-5)	Effort (1-5)	Score
Threaded Conversations	5	5	4	3	33.3
Enhanced File Management	4	4	5	2	40
In-Chat Task Management	4	5	4	4	20
CRM Integration	3	4	3	4	9
Calendar Integration	3	3	3	3	9
Anonymous Feedback	2	2	5	2	10

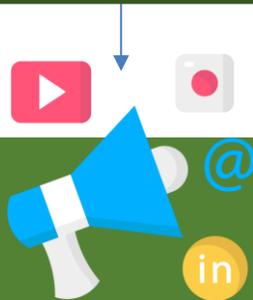
Go-To Market Strategy



Target Users

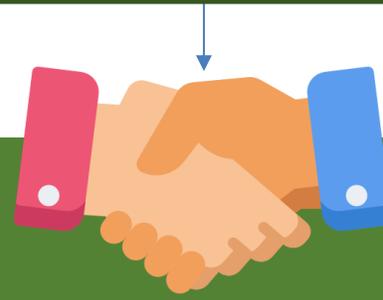
- Small Businesses (40% of WhatsApp Business users): These users need efficient communication tools to manage customer inquiries, share files, and maintain organized communication.
- Startups (60% of WhatsApp Business users): Startups require better collaboration tools like threaded conversations to manage internal team discussions and project-related communications.

Launch Channels



Digital Marketing Channels

- Click-to-WhatsApp Ads on Facebook/Instagram: Use targeted ads that bring users directly into a WhatsApp chat for a demo of the new features
- In-App Notifications: Promote the new features directly within the app through onboarding prompts or feature highlights.



Partnerships

- Collaborate with CRM platforms (HubSpot, Salesforce) and productivity tools (Trello, Asana) to promote the new features as part of an integrated solution.



Content Marketing

- Publish blogs, webinars & case studies highlighting how Enhanced File Management, Threaded Conversations improve business efficiency.
- Create educational content around best practices for using these features in real-world business scenarios.

Growth Strategy

Objective

Actions

Key Metrics



0 → 1 Users
(Beta Testing)

Test the new features with a small group of high-engagement businesses.

- Select 50–100 small businesses/startups for early access to Enhanced File Management and Threaded Conversations.
- Collect detailed feedback on usability, feature performance, and pain points.
- Use feedback to refine the product before full-scale launch.

- Feature engagement rate during beta testing.
- User satisfaction scores from beta testers.
- Number of bugs or issues reported.



1 → 10 Users
(Early Adoption)

Drive early adoption through targeted marketing efforts.

- Launch referral programs offering incentives for users who invite other businesses to try the new features.
- Partner with influencers in the small businesses/startup space to demonstrate how these features can improve the workflow efficiency.

- Referral Conversion rate
- Number of early adopters signing up for WhatsApp business after seeing influencer campaigns

Growth Strategy

Objective

Actions

Key Metrics



10 → 100 Users
(Growth Phase)

Scale user adoption through targeted campaigns and educational content.

- Launch webinars and workshops demonstrating how new features can streamline business operations.
- Run targeted ad campaigns on social media platforms focusing on specific industries that would benefit from these features
- Engage in email marketing campaigns targeting existing WhatsApp Business users who haven't yet adopted the new features.

- Monthly active users engaging with Enhanced File Management and Threaded Conversations.
- Feature adoption rate across different industries/geographies.



100+ Users
(Scale Phase)

Expand user base by entering new markets and enhancing feature sets based on feedback.

- Expand geographically into new markets with localized marketing campaigns in regions like Europe & Southeast Asia.
- Develop advanced integrations with more CRM platforms & productivity tools to make WhatsApp Business indispensable for larger teams.
- Build community forums where users can share tips, use cases, and feedback on how they're using new features.

- Market share growth in new geographical regions.
- Customer retention rate after adopting these new features