



WhatsApp for Teams

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What is the product or service you will improve: WhatsApp Messenger

Current Solution: WhatsApp messenger is a text messaging application used by over 1.8 billion users spanning 180 countries. By design, WhatsApp has a simple messaging interface. It allows users to share text, images, videos and other types of files with one another and in groups. It features a web interface (web.whatsapp.com) as well as dedicated applications on desktop, iOS, and Android.

Decision Rationale: Due to its prevalence in the internet ecosystem, people often use WhatsApp to collaborate in teams. Even though better alternatives such as Slack exists, those already using WhatsApp have a high-tendency to default to it for their team communication requirements. This is because of WhatsApp's existing large userbase, simple and easy-to-use interface. The above tendency of people to use WhatsApp for collaboration directed me in pursuing the idea of improving WhatsApp to allow for more team capabilities.

Anticipated Users: The users I anticipate are nonpermanent teams such as groups of students or early-stage startup teams who have not yet standardized on a major collaboration tool such as Slack.

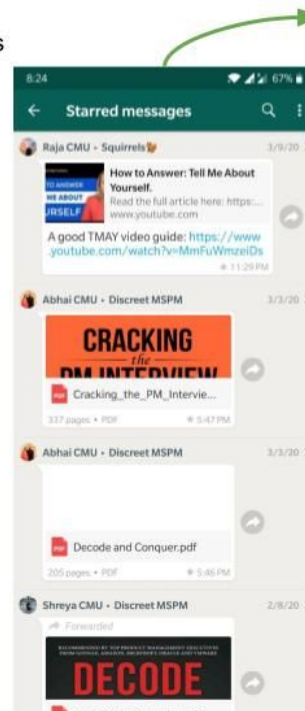
Unmet Needs: The unmet needs for team collaboration in the current version of WhatsApp are:

1. **Scheduling:** Users often have to exchange a number of messages between each other before zeroing down on a meeting time convenient for everyone.
2. **Polling and Surveying:** Users have no easy way to quickly take poll opinions of others
3. **Reminders & Task Management:** Users often have to rely on other applications for managing simple tasks and setting reminders on the group
4. **Starred Messages:** Important messages are often difficult to find and search for. There needs to be a better way to mark and categorize such messages within teams.

Photo or screenshot:



Scope for better scheduling features



Scope for improving starring and bookmarking of messages