

Problem Statement:

Draft PRDs and respective user stories of launching monetization features of WhatsApp.

About WhatsApp

- WhatsApp is a freeware, cross-platform, centralized instant messaging and voice-over-IP service owned by United States tech conglomerate Meta Platforms.
- It allows users to send text, voice messages and video messages, make voice and video calls, and share images, documents, user locations, and other content.
- WhatsApp was founded in 2009 and bought by Meta (formerly Facebook) in 2014 for \$19 billion.
- The way WhatsApp used to make money was through a subscription model. It costed \$1 to download and then \$1 a year going forward.
- Meta eventually removed the \$1 fee and made WhatsApp a free service, with the idea that consumers would communicate with businesses through it and businesses would pick up the cost.



How does WhatsApp make money?

WhatsApp for Business

WhatsApp API lets the businesses integrate WhatsApp for Business with their systems to reach out to customers through notifications and deal with their queries automatically. It charges businesses for slow replies.

This means that the businesses are able to respond to messages from users for free for up to 24 hours, but have to pay a fee for every message sent after 24 hours. The charge is fixed but is different for different countries.

WhatsApp Payments

WhatsApp has introduced a payments option (P2P payments) within the application for Indian users.

The payments feature on WhatsApp is powered by BHIM UPI and processed by payment partners in India.

Solution: Possible Monetization Features for WhatsApp

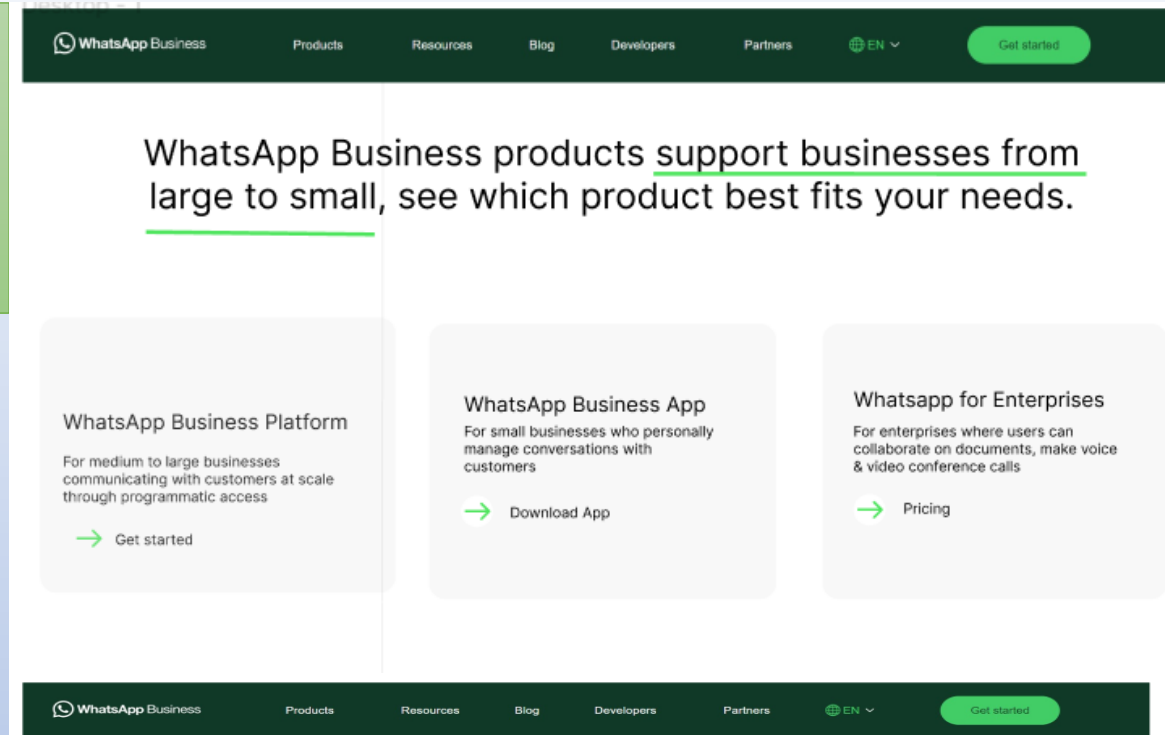
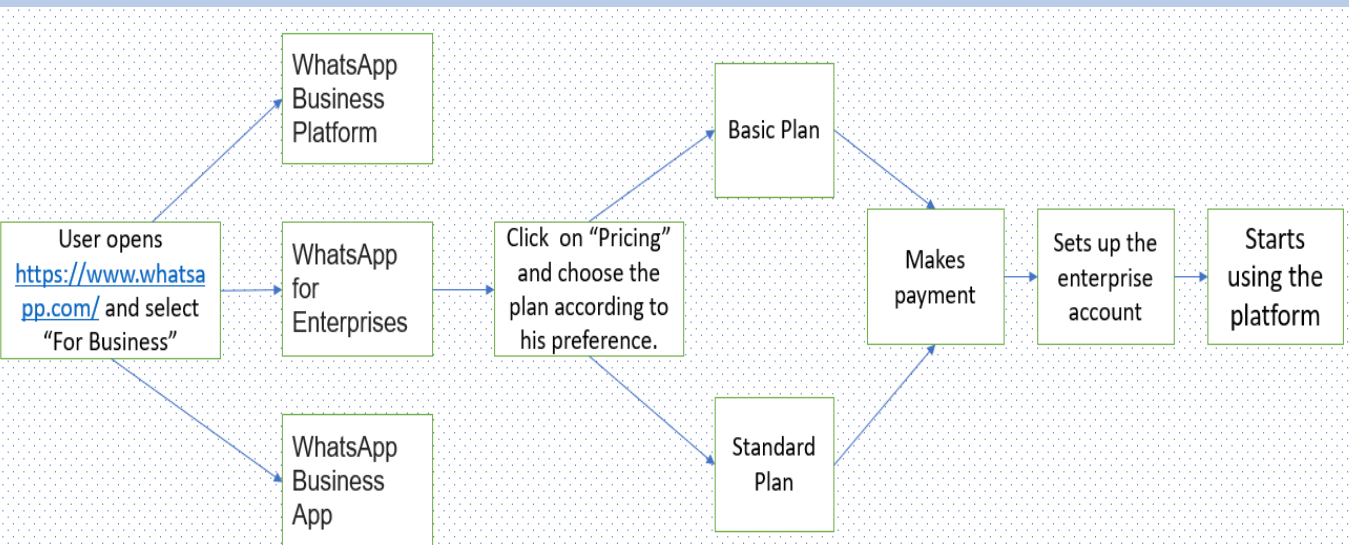
1. Whatsapp for Enterprises (web and desktop)
2. Advertising
3. Premium Subscription for Users
4. Whatsapp in-app gaming
5. Improving Whatsapp Payments

Introducing Whatsapp for Enterprises

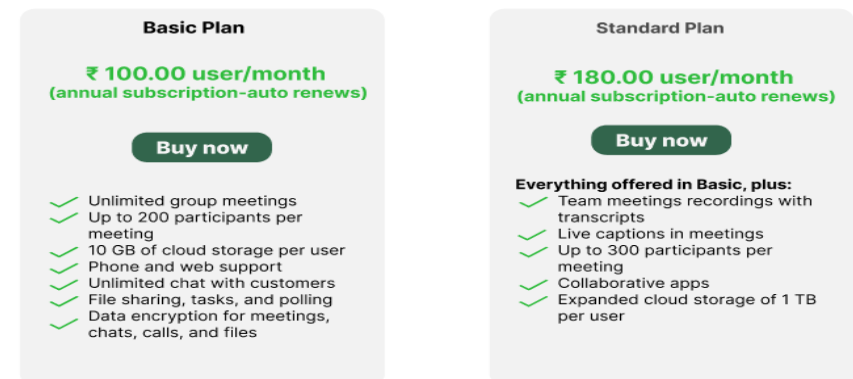
Whatsapp can provide a chat-based workspace which lets users collaborate on documents, make voice & video conference calls, view chat logs, share screens and more.

Whatsapp for Enterprises can provide 2 plans to the users who can select according to their needs and preferences.

User Flow and Mockups



Get Started with Whatsapp for Enterprises



Features of Whatsapp for Enterprises

- High-quality video and voice calling features for remote meetings and discussions.
- End-to-end encryption to ensure the security and privacy of enterprise communications.
- Features for teams to collaborate effectively, including group chats, file sharing, and integration with productivity tools like Microsoft Office and Google Workspace.
- Support for creating channels and groups for different teams, projects, or departments to organize communication.
- Sharing and collaborating on documents and files within the app.
- Task and project management features to help teams organize and track their work.

Key Dependencies

- Understanding the specific needs and requirements of large enterprises to tailor the premium features and support accordingly.
- Facilitating seamless integration with an organization's existing IT infrastructure
- Providing training and onboarding services to help enterprise users
- Providing customization options and integration capabilities

Success Metrics

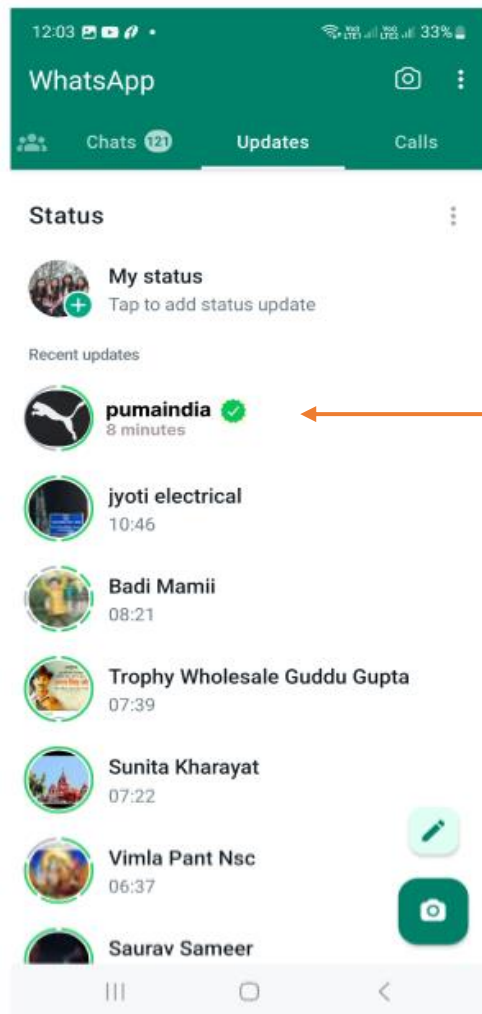
North star	Daily/Monthly active users
User engagement	Session duration Active users Frequency of interactions
Adoption	# new users onboarded
Retention	# users buying the annual subscription after using the monthly plan (returning users) # enterprise whatsapp users over a period of time
Conversion Rate	# users who bought the plan
Customer satisfaction	Feedback through surveys, ratings, or reviews

Epics and User Stories

 WMP-6 As a user, I want a simple onboarding process, so that I can set up my account quickly and start using whatsapp for c...	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	
 WMP-7 As a user, I want to create groups for different teams, so that the members can collaborate effectively.	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	
 WMP-8 As a user, I want powerful search capabilities within the app, so I can find specific messages, documents, or conversati...	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	
 WMP-9 As a user, I want to able to share my screen, so that I can easily communicate with my team members about the work ...	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	
 WMP-10 As a user, I want to be able to share documents before meeting, so that the team is aware of the numbers, topics, et...	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	
 WMP-11 As a user, I want a multi-language support, so that I can connect with the global teams effectively.	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	
 WMP-12 As a user, I want to be able to delete/edit a sent message, so that correct information is conveyed to the team mem...	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	
 WMP-13 As a user, I want to create and assign tasks to colleagues within the enterprise version, so we can keep track of proje...	WHATSAPP FOR ENTERPRISES	TO DO ▾	-	

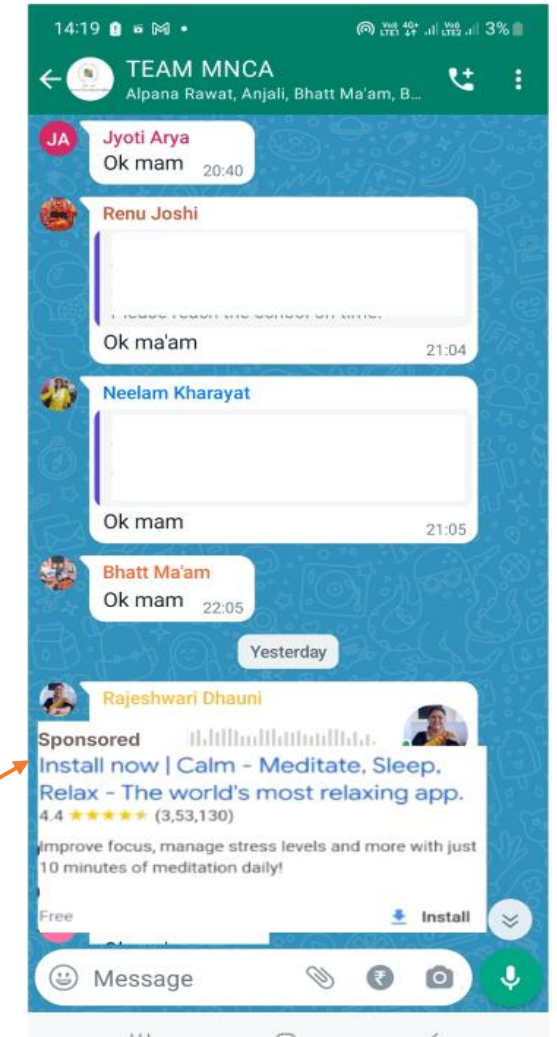
Advertising

- WhatsApp could implement a revenue-sharing model, which allows businesses to advertise within the Status feature, where businesses pay for ad placements.
- Integrating ads into the Status feature so that they look and feel like regular status updates from friends and contacts.
- Ads can also be included in groups based on the conversations happening in the group
- WhatsApp may implement frequency capping to ensure that users do not see an excessive number of ads in their Status feed, which could otherwise become annoying.
- WhatsApp could use user data (while respecting privacy regulations and obtaining user consent) to show relevant ads to users based on their interests, demographics, or behavior.



Ads based on Interest
of users between
WhatsApp Stories

Ads in groups based
on the conversation
of the users



Key Dependencies

- Ensure a robust technical infrastructure to deliver and display ads within WhatsApp
- Rely on user data collected from WhatsApp for ad targeting and personalization while adhering to privacy regulations.
- Develop and support various ad formats, such as image ads, video ads, carousel ads, and interactive ads.
- Implement an algorithm that determines when and where ads are displayed within WhatsApp Status or other ad placements.

Success Metrics

Click-Through Rate (CTR):	% of users who clicked on the ad after seeing it
Impressions	Average no. of ads shown per user per day
Conversion Rate	% of users who completed a desired action after clicking on the ad
Ad Revenue	Total revenue generated from in-app advertising
Engagement	user interactions with ads

Epics and User Stories

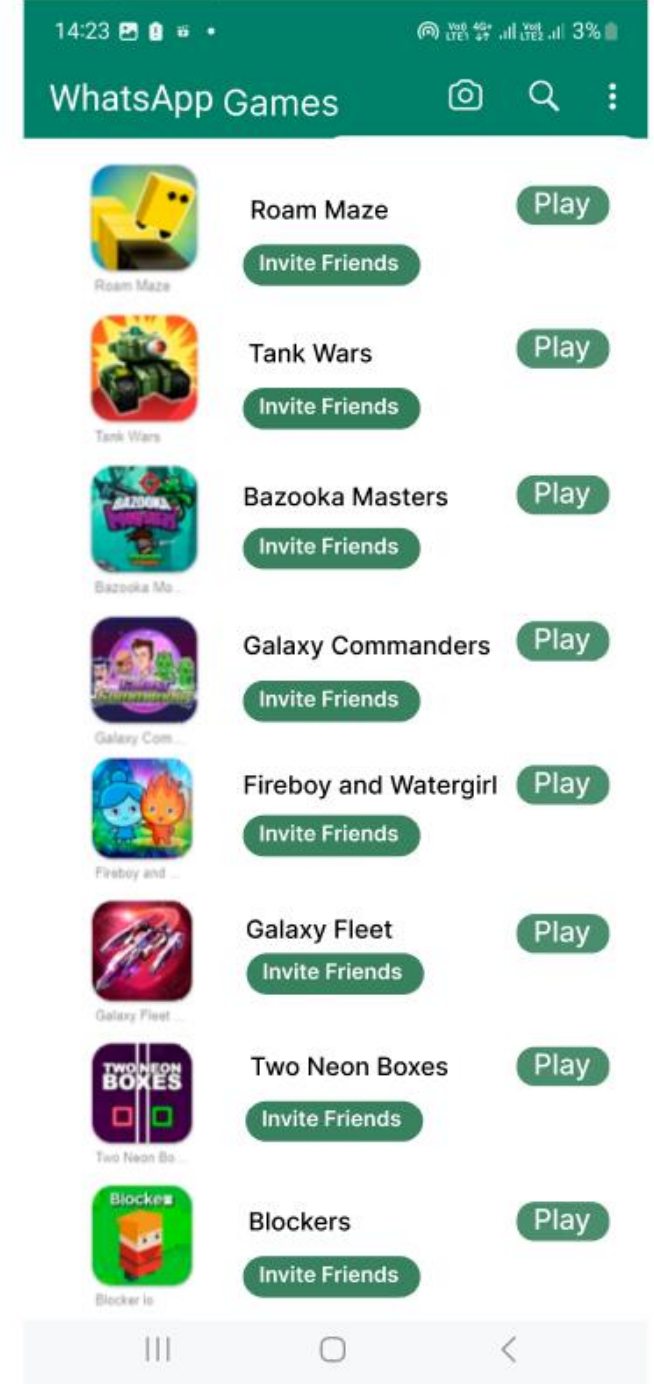
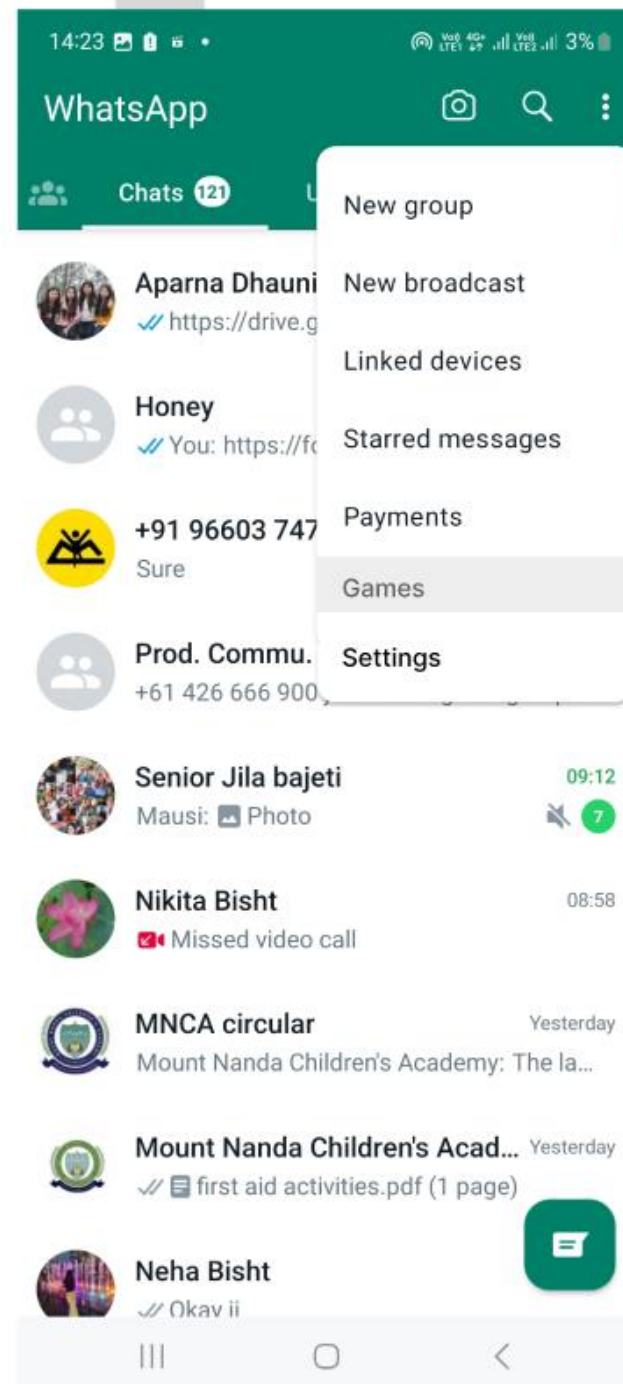
WMP-40 As a user, I want to control my ad preferences so that I do not see irrelevant ads.	ADVERTISING	TO DO ▾	
WMP-41 As a user, I want my data to be protected so that I have control over how my data is used for advertising.	ADVERTISING	TO DO ▾	
WMP-42 As a user, I do not want to receive more than 5 ads in a day so that I do not get irritated with the lots of ads.	ADVERTISING	TO DO ▾	
WMP-43 As a user, I want clear and transparent disclosure of sponsored content and ads within the app.	ADVERTISING	TO DO ▾	
WMP-44 As a user, I want to be able to receive personalised ads so that I can have an enhanced experience.	ADVERTISING	TO DO ▾	
WMP-45 As an advertiser, I want to create and customize ad campaigns within WhatsApp so that I can promote my product effectively	ADVERTISING	TO DO ▾	
WMP-46 As an advertiser, I want a detailed insights into my ad performance, including demographic data on who engaged with my ads and ho...	ADVERTISING	TO DO ▾	
WMP-47 As an advertiser, I want to be able to upload and manage my ad's images and videos so that I'm aware what resonates with the users	ADVERTISING	TO DO ▾	

WhatsApp Games

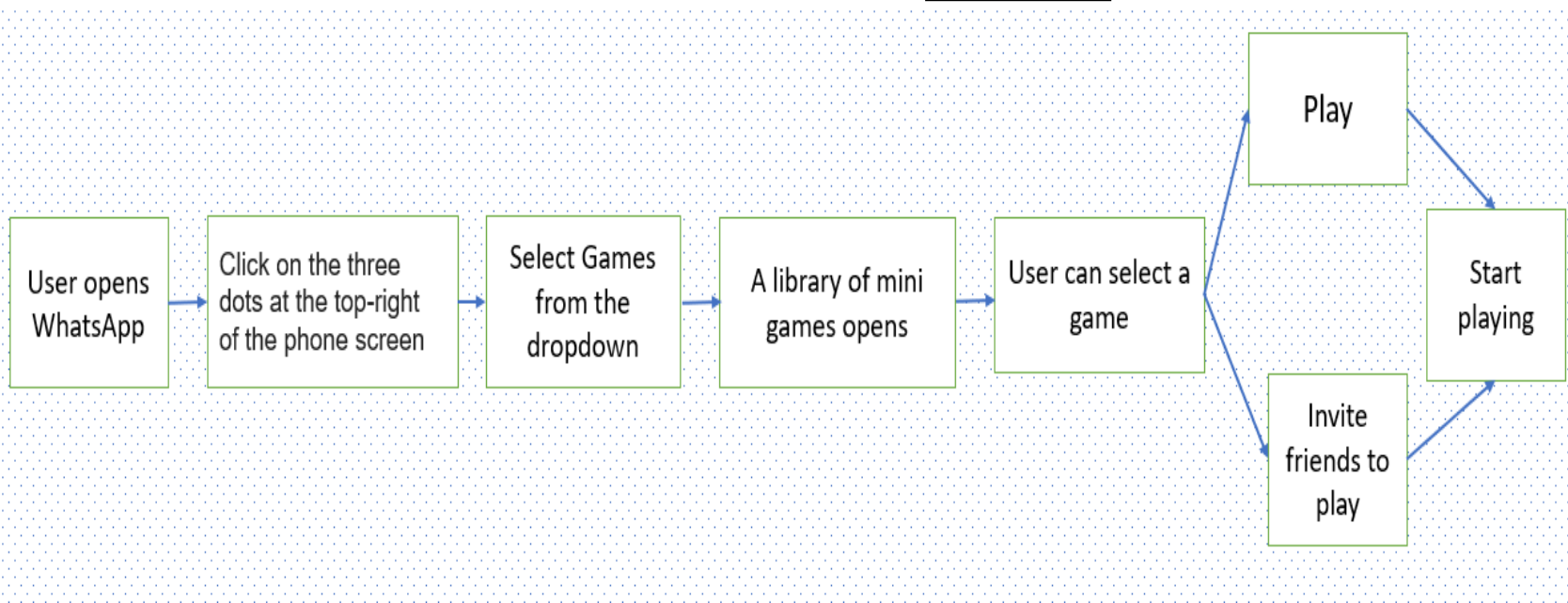
- Integrating games within the application which be accessible both on the mobile app and the web version of WhatsApp to ensure that users can play games seamlessly across devices.
- WhatsApp could create a library of mini games from different genres (e.g., puzzles, quizzes, multiplayer games) that users can choose from.
- Users might have the option to play mini games with their contacts, turning it into a social gaming experience.
- Whatsapp could sign contracts with several mini-game content provider firms to provide a vast library of games.

Success Metrics

North Star	Daily active users, Weekly active users, Monthly active users
User engagement	# game sessions per user, #challenges/levels completed # multiplayer gaming users
Retention	# users who continue to play after a certain time
Session length	Average duration of game session



User Flow



Key Dependencies

- Ensure a reliable technical infrastructure to host and deliver the games within WhatsApp
- Develop games that can be seamlessly integrated into the WhatsApp platform, considering the app's user interface and user experience.
- Include engaging and enjoyable games that cater to WhatsApp's user base

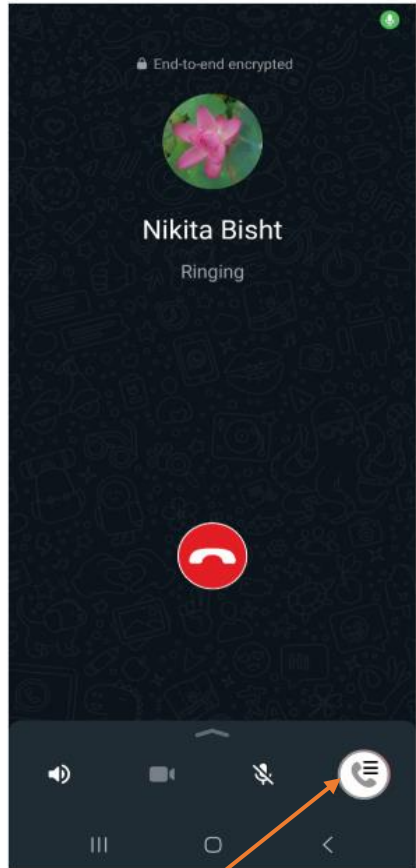
Epics and User Stories

WMP-14 As a user, I want to explore and access a variety of mini games within the app, so I can have fun with friends without leaving ...	WHATSAPP GAMES	TO DO ▾	-	👤
WMP-15 As a user, I want to be choose from a variety of mini games so that I can pick games according to my preference.	WHATSAPP GAMES	TO DO ▾	-	👤
WMP-16 As a user, I want to be able to invite my contacts to play mini games with me, so I can enjoy games with my friends	WHATSAPP GAMES	TO DO ▾	-	👤
WMP-17 As a user, I want to receive notifications when my friends challenge me for a game, so I can respond promptly and play with t...	WHATSAPP GAMES	TO DO ▾	-	👤
WMP-18 As a user, I want to earn rewards, when I achieve milestones in mini games, so I can feel a sense of accomplishment.	WHATSAPP GAMES	TO DO ▾	-	👤
WMP-19 As a user, I want to chat with friends while playing games, so we can discuss tips or simply chat while playing	WHATSAPP GAMES	TO DO ▾	-	👤
WMP-20 As a user, I want to be able to play with specific friends, so that I can have a personalised experience	WHATSAPP GAMES	TO DO ▾	-	👤

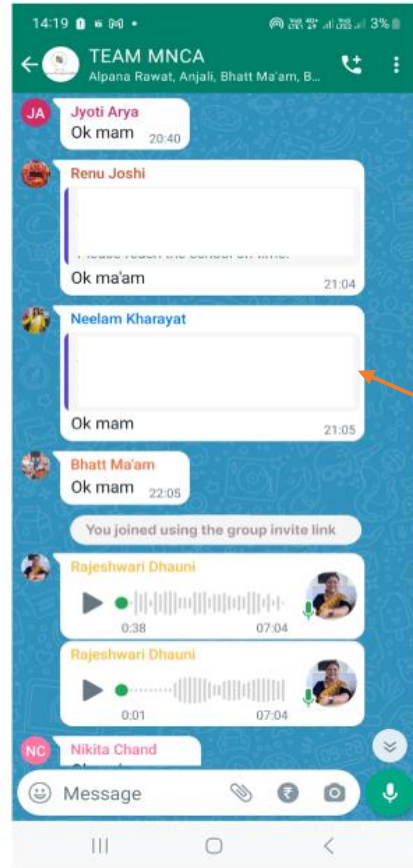
WhatsApp Premium

WhatsApp could introduce premium features for individual users for a monthly or annual subscription fee.

These features might include advanced privacy settings, customization options, or access to exclusive content, call recording, sharing large files and more images, etc



Call recording option



Access to the old messages in recently joined groups.



Share more than 100 images and videos in one go

Potential WhatsApp Premium features

- ad-free experience
- call recording
- access to chats and messages of a new joined groups
- advanced security features such as biometric authentication
- customize the app's appearance with themes, fonts, etc
- flexibility to use WhatsApp on multiple devices simultaneously
- share more and larger files and a wider variety of file types
- exclusive custom emojis and sticker packs

Key Dependencies

- Ensuring a robust and scalable technical infrastructure to support the increased usage and additional features
- Implementing strong security measures and ensuring compliance with industry and regional regulations
- Developing a clear strategy for generating revenue from premium offerings, which may include subscription fees, usage-based pricing, or other models.

Success Metrics

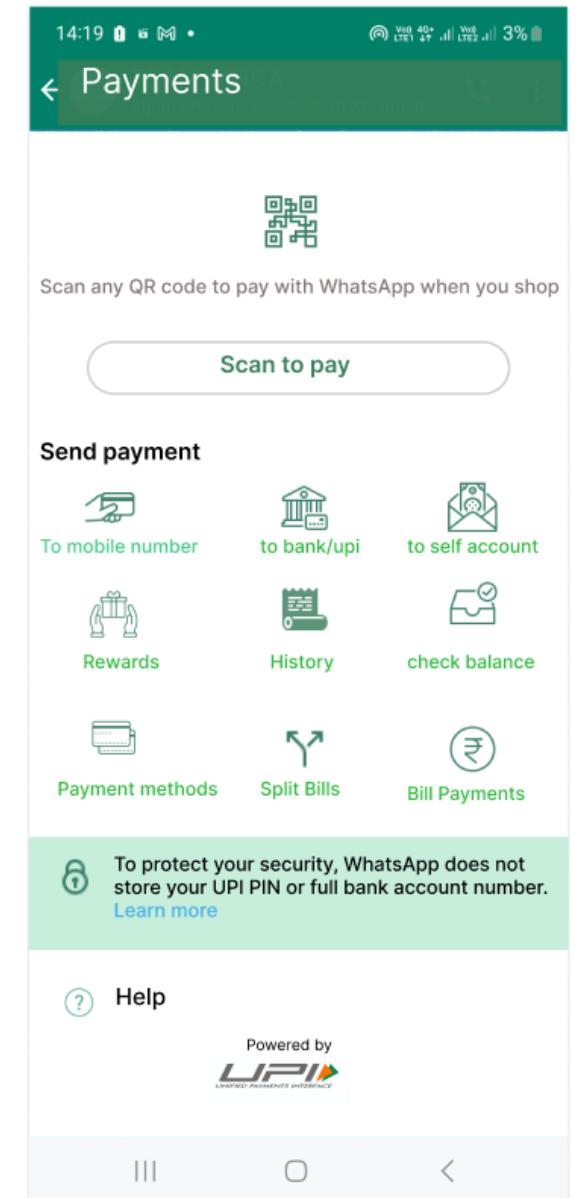
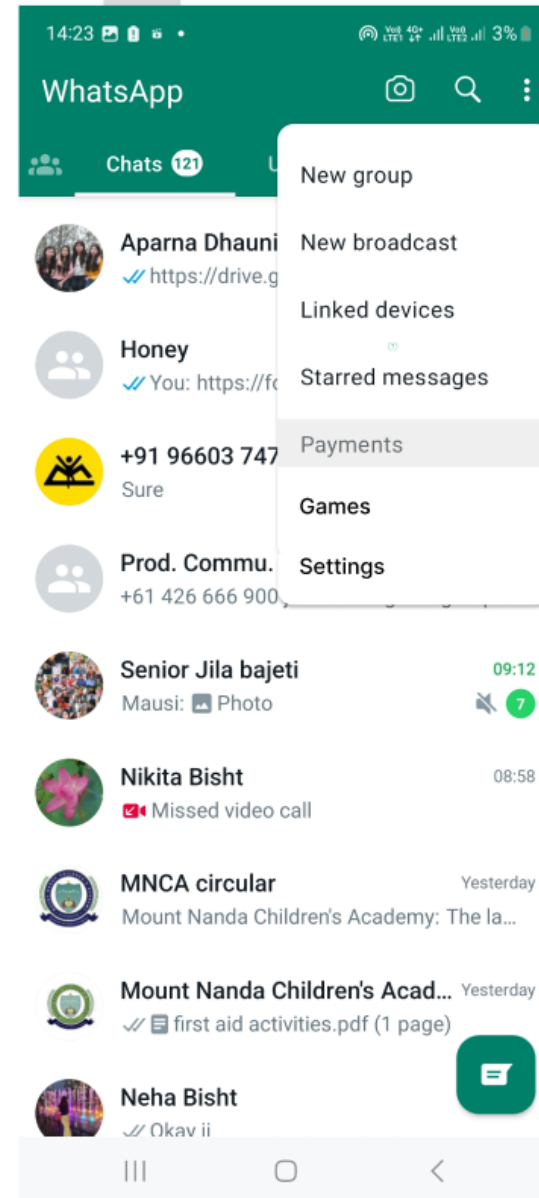
Adoption	# users who subscribe to WhatsApp Premium
Engagement	Daily/Monthly active users # messages sent # time spent on the app
Retention	# subscribers renew their WhatsApp Premium subscriptions after the initial purchase
Revenue Generated	total revenue generated from WhatsApp Premium subscriptions.
Churn Rate	% of users who cancel or do not renew their subscription

Epics and User Stories

 WMP-21 As a new Premium user, I want a seamless onboarding experience so that I can easily upgrade to premium.	WHATSAPP PREMIUM	TO DO ▾	-	
 WMP-22 As a Premium user, I want an ad-free experience so that I can enjoy chats and calls without distractions.	WHATSAPP PREMIUM	TO DO ▾	-	
 WMP-23 As a WhatsApp Premium user, I want to able to share more than 100 pictures so that I can share all the pictures in one go.	WHATSAPP PREMIUM	TO DO ▾	-	
 WMP-24 As a Premium user, I want to be able to customize the app's appearance with themes, fonts, etc so that I can use the app a...	WHATSAPP PREMIUM	TO DO ▾	-	
 WMP-25 As a Premium user, I want to be able to share larger files and a wider variety of file types within chats and groups.	WHATSAPP PREMIUM	TO DO ▾	-	
 WMP-26 As a Premium user, I want to be able to access and read messages the old messages of the group that I joined so that I kn...	WHATSAPP PREMIUM	TO DO ▾	-	
 WMP-27 As a Premium user, I want support for multiple languages so that I can communicate with friends in their preferred langua...	WHATSAPP PREMIUM	TO DO ▾	-	
 WMP-28 As a Premium user, I want to be able to record the calls so that I can listen to them whenever I want	WHATSAPP PREMIUM	TO DO ▾	-	

Improving Whatsapp Payments

- WhatsApp can provide offers/rewards/cashbacks which can act as a starting point to get the consumer into the app's ecosystem or order from the business
- It can add a variety of functionalities in WhatsApp payments like payment reminders, splitting payment, transaction history, to make the payment process intuitive and user friendly
- It can collaborate with banks, financial institutions, and payment processors to expand the reach and functionality of WhatsApp Payments.
- Provide users with a detailed transaction history and the ability to download receipts for their payments.
- Enable users to pay bills, utilities, and subscriptions through WhatsApp Payments
- Allow users to make in-app purchases and pay for services or products directly through WhatsApp.



Key Dependencies

- Ensuring a secure technical infrastructure to handle payment transactions, including servers, databases, and network resources.
- Integration with payment processors and banks for fund transfers and processing.
- Ensuring compatibility with various mobile devices and operating systems.
- Providing reliable customer support for addressing user inquiries and resolving issues related to payments.

Success Metrics

Adoption	# users who have activated whatsapp payments
Transaction	Average transaction per user Total transactions Average value of transactions Time it takes for the transaction to be processed.
Engagement	# users who initiate/receive payments through whatsapp
Retention	# users who continue using whatsapp payments over a time

Epics and User Stories

☒ WMP-29 As a user, I want to be notified whenever I receive money so that I am aware who has sent me the money	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-30 As a user, I want access to the transaction history so that I can keep track of my financial activity.	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-31 As a user, I want to able to send money to mobile number, bank account and UPI id so that I can enjoy hassle f...	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-32 As a user, I want to be able to pay my bills to businesses so that I can easily make payments without leaving th...	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-33 As a user, I want to be able to receive/send money through QR code scan.	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-34 As a user, I want to be able to split bills with my friends so that we can make payments according to our share.	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☐ ☒ WMP-35 s a user, I want to receive reminders for recurring bills so that I do not miss the due date	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-36 As a user, I want rewards like coupons, cashbacks when I make a transaction so that I'm excited about make pay...	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	Unassigned
☒ WMP-37 As a user, I want to able to add multiple bank accounts so that I can make payment through whichever account...	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-38 As a user, I want to able to self transfer money to my different bank accounts so that I can easily transfer my fu...	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	
☒ WMP-39 As a user, I want to able to check my account balance so that I am aware of the money that I have with me.	IMPROVING WHATSAPP PAYMENTS	TO DO ▾	-	

Launch Checklist and Go To Market Strategy

- Set a specific launch date for the monetizable features.
- Customer support team for addressing grievances.
- Prepare informative content and tutorials explaining the new features and their benefits.
- Develop a clear value proposition to communicate the benefits of these features to users.
- In-app notifications, emails, blog posts, and social media announcements for promotion
- Monitor the performance of your monetizable features and adjust strategies based on data insights.
- Ensure that your monetizable features comply with all relevant laws and regulations,
- Awareness about WhatsApp policy and Business model update through ads in newspapers.
- Awareness about WhatsApp Ads, Payments, "WhatsApp for Enterprises" and other features through ads in newspapers and Press Releases.
- Partnering with influencers or leveraging social media for promotion.