

Problem Statement:

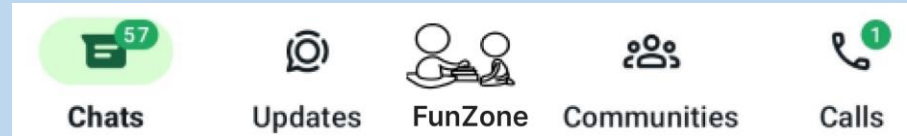
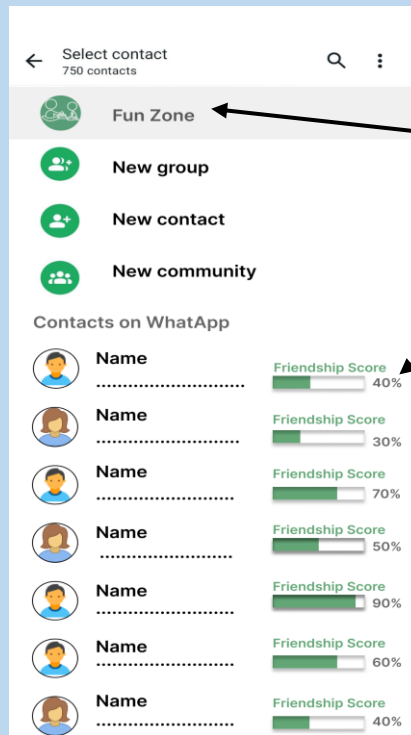
Imagine that WhatsApp has a problem - the problem is that people aren't using it to communicate with their friends and family as much as they did before. So WhatsApp wants to add a new feature which helps people strengthen their relationship with their loved ones.

Goal

The new feature needs to prompt users to communicate with their friends and ideally provide users with some kind of Friendship Score for each of their contacts; so that the users get a sense of feedback about the progress they're making to strengthen their relationships with their friends and family.

Introducing Whatsapp FunZone

A new feature that will help in building stronger connections among friends and family through entertaining and engaging activities. With WhatsApp Fun Zone, users can enjoy a variety of games, quizzes, and remember precious memories along with getting to know interesting and fun facts about one another.



The FunZone feature can be easily accessed on the main screen at the top and on the bottom of the other screens like chat, communities, updates and call feature.

Friendship Score

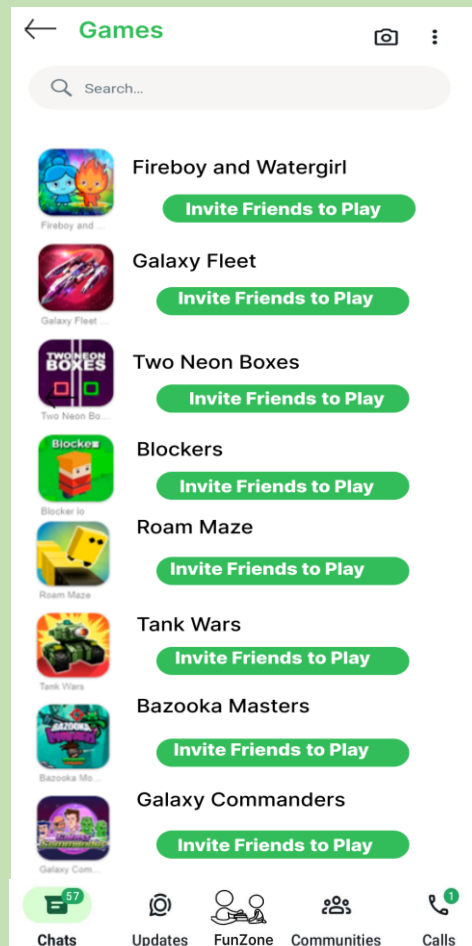
On the main screen, along with the list of contacts, the user can find a "**friendship score**" which will be updated regularly. The friendship score will be calculated based on the interactions that users have with their contacts including participation in FunZone activities, number of messages sent and quality of conversations.

This will allow users to monitor their progress and identify opportunities to strengthen their relationships further.

The Key Features Of The FunZone

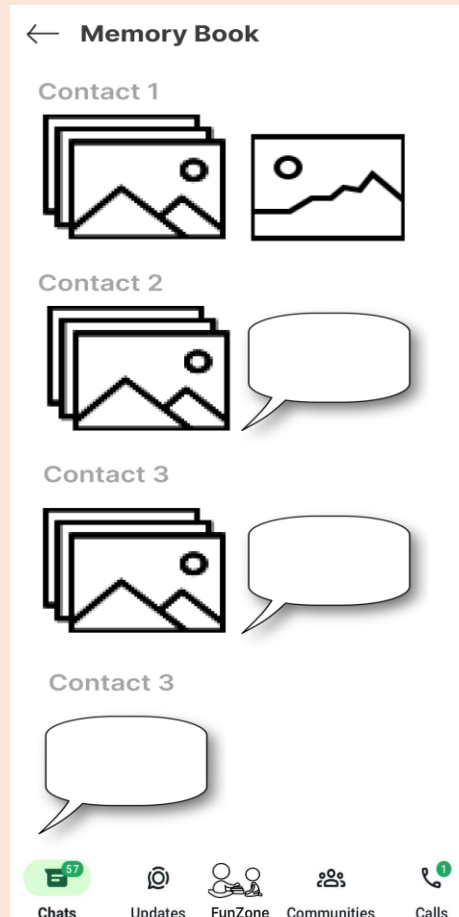
Games:

The Games feature offers a diverse collection of games that the users can play with their friends and family and engage in friendly competitions



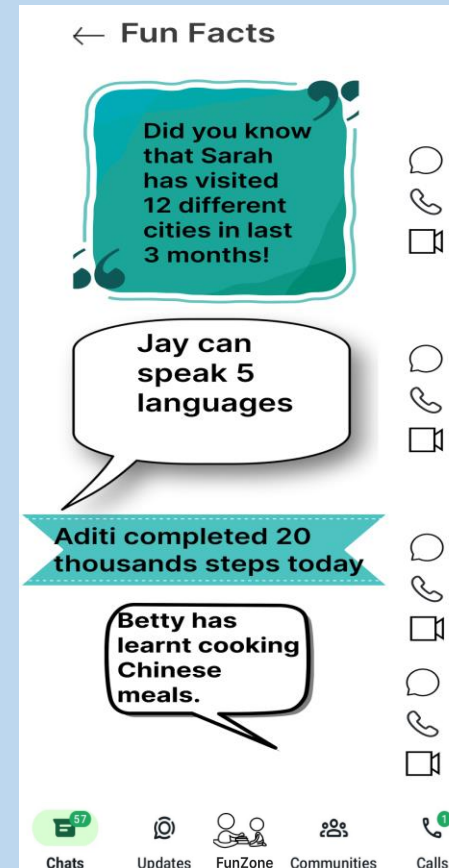
Memory Book

This feature automatically highlights past conversations, photos, and videos shared with friends and family, making it easy to remember and reconnect with loved ones.



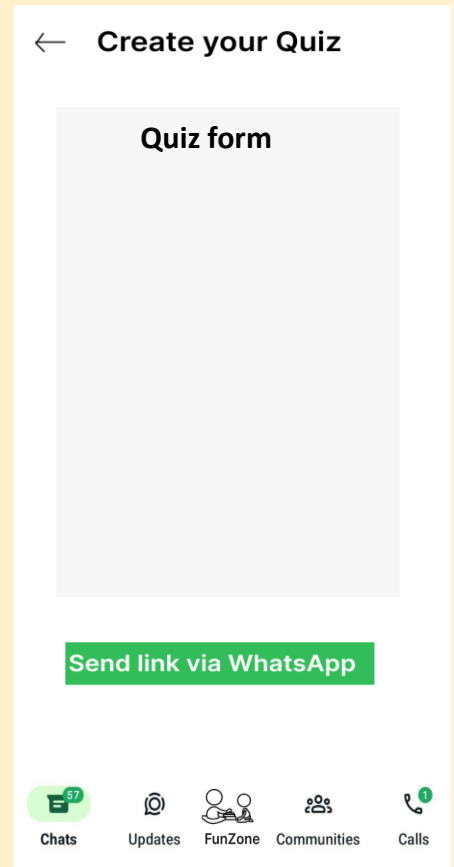
Fun Facts

This feature provides interesting facts about each user's contacts based on information available within the app and online sources. The users can call, text, videocall if they want after reading the facts.

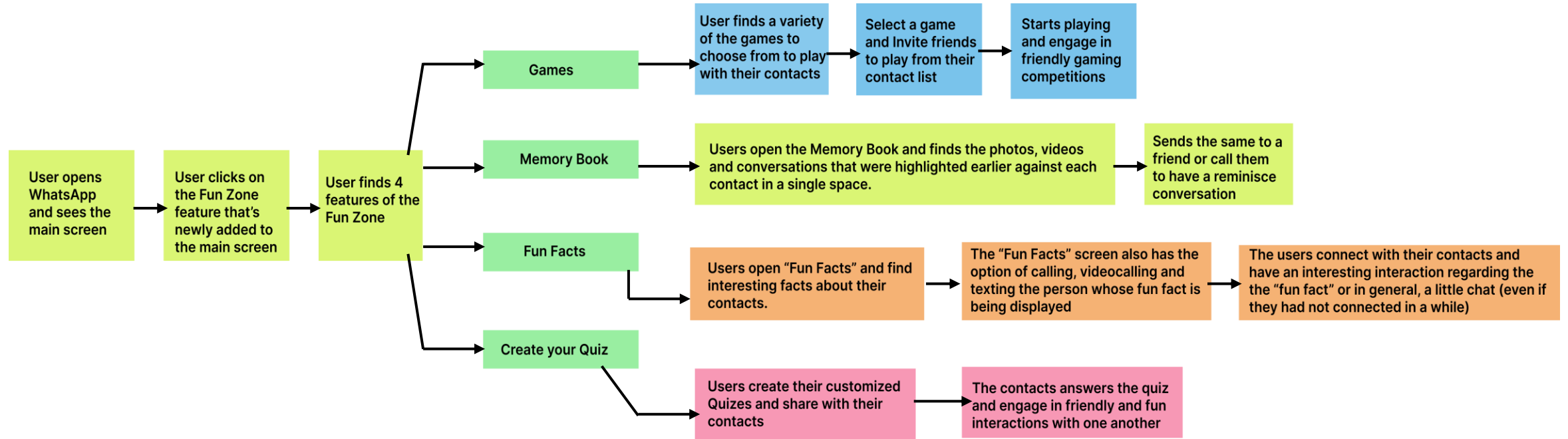


Create Your Quiz

With this feature, users can create custom quizzes based on their shared experiences, interests, and memories. These fun, interactive quizzes will help spark conversation and deepen your connection with friends and family.

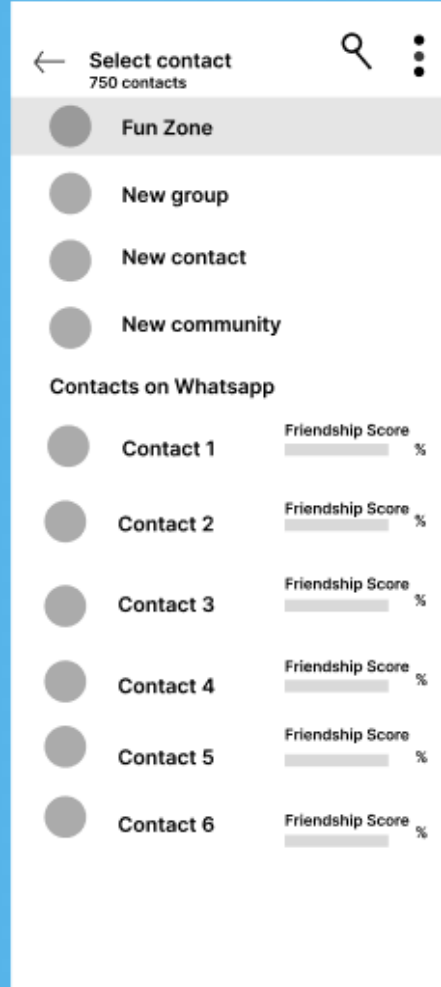


User Flow Diagram



Wireframes

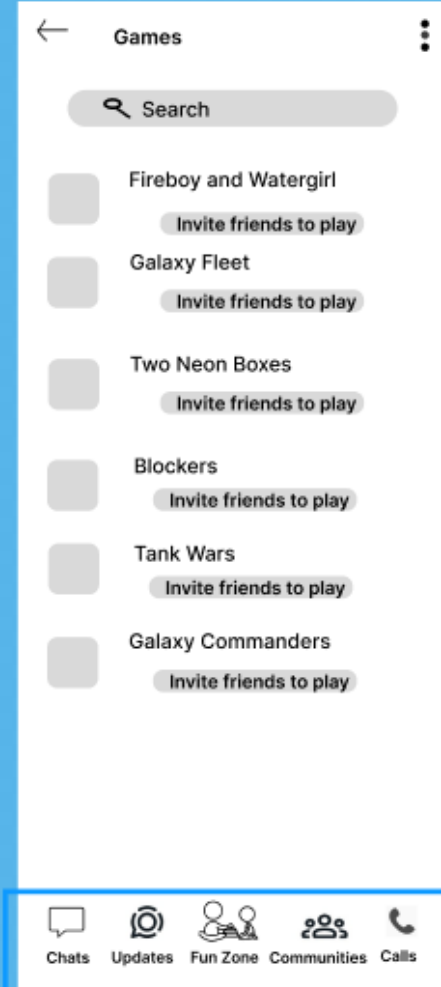
Main Screen



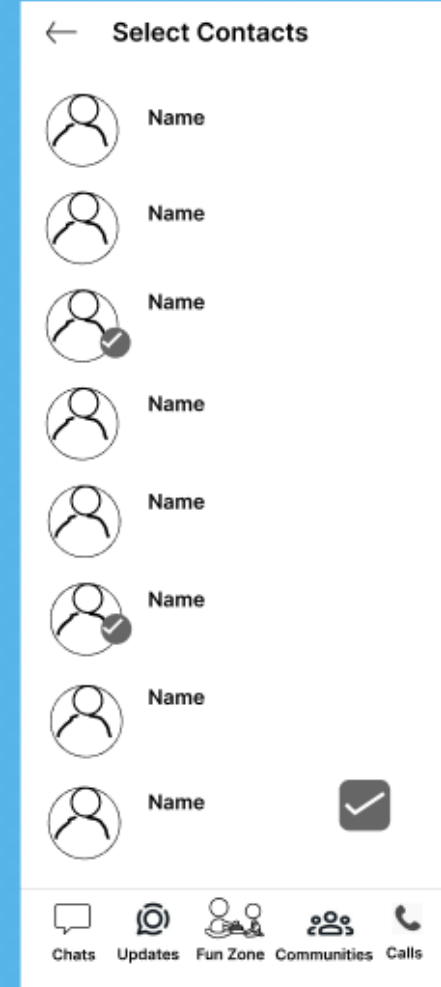
Fun Zone



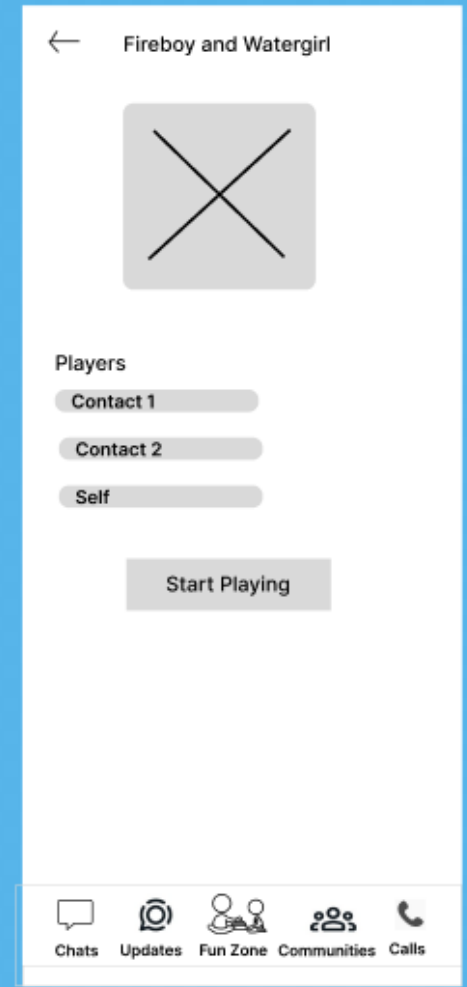
Games



Invite players



Game screen



Wireframes

Memory book

←

Memory Book

Contact 1

Contact 2

Contact 3

Contact 4

Chats

Updates

Fun Zone

Communities

Calls

Contact memory

←

Contact 1

Date

Date

Message

Date

Date

Chats

Updates

Fun Zone

Communities

Calls

Fun Facts

←

Fun Facts

Did you know that Sarah has visited 12 different cities in last 3 months!

Jay can speak 5 languages

Aditi completed 20 thousands steps today

Betty has learnt cooking Chinese meals.

Chats

Updates

Fun Zone

Communities

Calls

Quiz

←

Create your Quiz

Quiz Form

Share Link via WhatsApp

Chats

Updates

Fun Zone

Communities

Calls

Share link with contacts

←

Select Contacts

Name

Name

Name

Name

Name

Name

Name

Name

Name

Chats

Updates

Fun Zone

Communities

Calls

Database Modification Required to support the "FunZone" Functionality

Success Metric

- **Friendship Score Table:** This table would store the Friendship Scores for each contact, which would be updated based on user interactions and activities within WhatsApp.
- **Game Library Database:** This database would store information related to available games within the Fun Zone, such as game types, rules and results.
- **Memory Book Table:** This would contain curated collections of media files (images/videos/audio) and conversations representing significant moments and memories.
- **Fun Facts Table:** This table would contain a collection of Fun Facts for various categories and contacts.
- **Quiz Table:** This table would store information related to custom quizzes created by users and their scores and responses.

User Adoption: % WhatsApp users who engage with FunZone features (games, memory book, quizzes and fun facts)

User engagement: increase in # interactions users have with their contacts (**North Star Metric**), Active Users (DAU, WAU, MAU), Time spent on various features of FunZone in one session.

Friendship Score: Increase in average Friendship Scores among users.

SUMMARY

WhatsApp's FunZone feature is designed to strengthen relationships and encourage engagement among users. It includes various interactive activities such as Fun Facts, Sharing Memories, Friendship Scores, and a range of games. It will provide an enjoyable and engaging experience for users while helping them build stronger connections with their friends and family.

Thank you