

Redesign - WhatsApp Community

WhatsApp Communities offer a powerful platform to connect with large groups, fostering information sharing and a sense of belonging. However, current limitations hinder user engagement. An overwhelming number of messages create information overload. Important content gets lost in the clutter. This leads to user frustration and a sense of missing out on valuable information.

Key User Personas in WhatsApp Communities:

Persona	Active Participants (High engagement)	Lurkers (Medium engagement)	Information Seekers (Low engagement)
Behavior	Actively participates in discussions, shares knowledge, and helps others (core contributors).	Joins communities to stay connected but rarely participates actively.	Occasionally checks in for specific information but might miss valuable discussions due to information overload.
Friction	Limited tools to spark discussions and keep engagement high (might feel the burden of carrying conversations).	Difficulty keeping up with message volume (50%) and finding relevant information (82% skip messages due to overload).	Difficulty differentiating important messages from general chatter (40% can't differentiate) and lack of efficient information discovery tools.
Goal	Foster a vibrant community and have stimulating conversations.	Stay informed about the community without feeling overwhelmed.	Find what they're looking for quickly and efficiently.

User Research

Survey - [Link](#)

User interview - Conducted user interview of 7 users with varied behavior on WhatsApp community.

Problem

WhatsApp Communities offer a powerful platform for communication and knowledge sharing. However, a major barrier to user engagement is information overload. Our user research indicates that:

- **61% of users** avoid actively engaging with communities due to the overwhelming volume of messages.
- **80.5% of users** frequently skip reading messages within communities.

The root cause of this issue is the difficulty in differentiating valuable information from general chatter. Users struggle to identify messages relevant to their interests and sift through irrelevant content. This information overload leads to frustration, a sense of missing out on important information, and ultimately, disengagement from the community experience.

Objectives

- Improved engagement within WhatsApp Communities - Reduction in skipping of messages
- Improved information discovery - Time spent in finding relevant and valuable messages

Proposed Solution

WhatsApp Community Assistant (WCA)

The WhatsApp Community Assistant is an innovative AI solution designed to address these limitations and empower users within communities. By leveraging intelligent features, WCA will help users:

WCA's Categorization and Summarization:

- **Advanced Categorization:** WCA can be trained to categorize messages not just by topic but also by sentiment (positive, negative, neutral) and message type (question, answer, opinion, sharing). This allows filtering irrelevant messages like greetings, repetitive messages, memes, or off-topic discussions.
- **Smart Summaries with Sentiment Analysis:** Summaries can highlight the overall sentiment of discussions, flagging overly negative or irrelevant conversations that users can choose to skip.

Impact - Introduction of WhatsApp Community Assistant can increase the user engagement within the WhatsApp Community by 25% by next 4 months

Life of users with WCA

- **Cut through the noise:** WCA filters and prioritizes information, making it easier to find what matters.
- **Stay informed:** WCA keeps users up-to-date on key discussions and highlights valuable content.
- **Engage meaningfully:** WCA fosters participation by sparking discussions and facilitating interactions.

WCA aims to transform WhatsApp communities into thriving hubs for connection, knowledge sharing, and a more engaging user experience.

What the solution does?

Improved Content Quality: Auto-moderation ensures a safe and focused environment for valuable discussions.

Enhanced Information Discovery: AI-powered topic categorization and recommendations help users find the information they need quickly and efficiently.

Reduced Cognitive Load: Message summarization and sentiment analysis help users grasp complex discussions with less effort.

Key features & Scope

Feature 1: Conversation highlights

Description: This feature empowers users within WhatsApp communities to quickly grasp the essence of ongoing discussions. By tapping the "Community Assistant" within a group, users can access a curated view of key conversation topics with snippets and summaries for deeper exploration.

Goal:

- Enhance user engagement within communities by facilitating efficient information access.
- Reduce information overload by providing a concise overview of group discussions.
- Improve discoverability of valuable information within active conversations.

Use Case: A user joins a busy hiking group on WhatsApp. They are overwhelmed by the message volume and struggle to keep up with discussions. Using the "Conversation Highlights" feature:

1. The user taps the "Community Assistant" within the group.
2. They see a list of conversation topics with short titles.
3. Each topic displays two key messages capturing the discussion's essence.
4. By tapping a message snippet, the user is directed to the relevant portion of the chat.
5. For a more in-depth understanding, the user can tap the "Summary" button below the messages.
6. A new screen displays a detailed summary capturing key points, decisions reached, and potential action items from the conversation.

Functionality:

- WCA analyzes ongoing conversations within the group and identifies key discussion topics.
- For each topic, WCA extracts two representative messages that effectively convey the core points.
- Users can tap a message snippet to be redirected to the specific location within the chat thread.
- A "Summary" button allows users to access a detailed, AI-generated summary capturing the conversation's main points, decisions, and action items.

User Integration:

- The "Community Assistant" tab will be seamlessly integrated within the existing WhatsApp community interface.
- Conversation highlights will be presented in a clear and concise format, with short topic titles and message snippets.
- Users can easily navigate between conversation snippets and detailed summaries.

Non-Functionalities:

- WCA will prioritize summarizing active discussions rather than historical conversations.
- Users cannot edit or modify WCA-generated summaries.
- The feature focuses on factual information and avoids summarizing personal opinions or anecdotes.

Success Metrics:

Metrics	Definition	Target
Increased User Engagement	Number of users accessing the "Community Assistant" tab.	2%
Increased User Engagement	Frequency of users tapping on conversation snippets and summaries.	2%
Improved Information Discovery	User feedback indicating summaries accurately capture conversation essence.	2%
Improved Information Discovery	Reduction in time spent scrolling through lengthy chat threads.	3%
Reduced Information Overload	User satisfaction with the ability to quickly understand key discussion points.	3%

Risks:

- **AI Accuracy:** Inaccurate summaries or message selection can lead to user confusion and frustration.
- **Information Overload:** Too many conversation highlights can overwhelm users.
- **Limited Scope:** Summaries may not capture the full nuance of complex discussions.

Support Plan:

- Continuously monitor and refine WCA's AI models to improve summary accuracy and message selection.
- Offer users the ability to provide feedback on summaries through an in-app mechanism.
- Allow users to adjust the number of conversation highlights displayed on the screen.
- Provide clear explanations and tutorials on how to use the "Community Assistant" feature.

Feature 2: Smart Summaries

Description: WCA automatically generates concise summaries capturing key points and decisions from lengthy discussions within WhatsApp communities. Summaries highlight the overall sentiment of the conversation. Here, users can ask follow up questions (If they have any) on the topic discussed in the group. If the topic is discussed in the group already the WCA can analyze the conversation and give the response to the user. If not, the user can ask the question in the group directly.

Goal: Empower users to quickly grasp the gist of conversations and identify potentially sensitive or irrelevant discussions.

Use Case: A user is part of a large community discussing a new hiking place. They can quickly scan WCA-generated summaries to understand key features, user opinions, and any emerging issues without having to read through hundreds of messages.

User Integration:

Access: Smart Summaries will be available within the "Community Assistant" tab when you tap on the summary button in the conversation highlights screen.

Functionality:

- WCA automatically generates concise summaries capturing key points and decisions from ongoing or recently active discussions.
- Summaries highlight the overall sentiment of the conversation.
- Users can then choose to ask follow-up questions: A dedicated text box will allow users to pose questions directly related to the summarized topic.
- WCA will analyze the conversation history and relevant past discussions to answer the user's question (if the information exists within the community).
- If the answer can be found within the community, WCA will provide a relevant snippet or link to the specific chat section.
- If the answer cannot be found, WCA will inform the user and suggest asking the question directly in the group.
- Learn more: Users can tap the summary to be redirected to the full discussion for in-depth reading.

Non functionalities:

- WCA prioritizes summarizing active discussions, not every message.
- Users can choose their preferred summary length (short, medium, long).

Success Metrics.

Metrics	Definition	Target
Summary adoption: Users	% of users that read summaries at least 2 times a week	2%
Summary adoption: Messages	Number of summaries read by the user in a week	2%
Feature impact: User engagement	Number of times user opens the messages in the WhatsApp community	3%
Improved information access	Reduction in time spent scrolling through lengthy discussions.	2%
Customer satisfaction	Increased user satisfaction with finding relevant information within communities.	4%

Risks

- **AI Accuracy:** Inaccurate summaries or sentiment analysis can lead to user confusion and frustration.
- **Information Overload:** Too many summaries can overwhelm users.

Support Plan

- Continuously monitor and refine WCA's AI models to improve summary accuracy and sentiment analysis.
- Allow users to provide feedback on summaries and suggest improvements.
- Offer an option to adjust the frequency and length of summaries displayed.

Core UX Flow (For reference)

