

WhatsApp To-Dos: Turn Chats Into Action

Auto-detect, organize, and streamline tasks directly from conversations.

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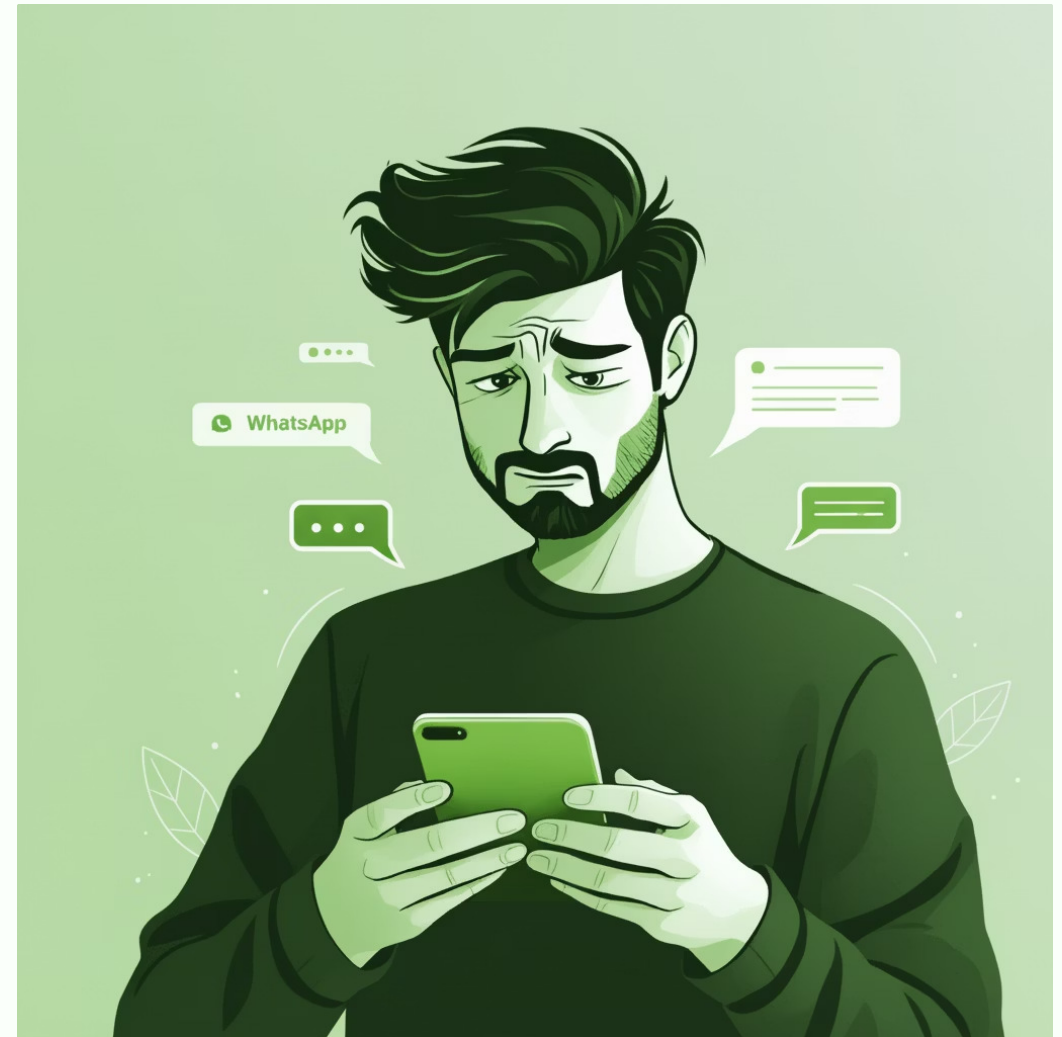


The Problem: Tasks Lost in Conversations

WhatsApp has evolved beyond simple messaging. Today, millions of users rely on it as their default workspace, they save notes in self-chats, share grocery lists with family, and coordinate tasks with colleagues. It's where conversations happen, decisions are made, and plans take shape.

But here's the challenge: important tasks get buried inside long chat threads.

A simple "Can you send me the report by Friday?" disappears among memes, voice notes, and casual banter. Users scroll endlessly or rely on the search bar, hoping to find that one critical message.



Lost in Threads

Tasks buried among hundreds of messages in group and personal chats

Manual Tracking

No way to convert a message into an actionable to-do item

Context Switching

Users jump between WhatsApp, Notes, Keep, and Todoist to stay organised

This Is a Real Problem Users Face Daily

The evidence is everywhere. Across Reddit, Quora, and other online forums, users consistently describe the same pattern: they message themselves to remember things. **WhatsApp recognised this behaviour and launched the "Message Yourself" feature, making self-chat more accessible. But that's only half the solution.**

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"I use my self-chat like a second brain, grocery lists, meeting notes, links to remember. But finding things later is a nightmare."

— **Reddit user, r/WhatsApp**

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"My wife sends me shopping lists on WhatsApp. By the time I reach the store, I've lost the message in our chat history."

— **Quora user**

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"I keep three apps open: WhatsApp for communication, Google Keep for tasks, and Calendar for reminders. Wish it was all in one place."

— **Reddit user, r/Productivity**

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People are already using WhatsApp for task management, they just lack the right tools to do it effectively. They want organisation without leaving the app they already trust.



The Market Context: A Clear Opportunity

3B

WhatsApp Users

World's most popular messaging platform

100B

Daily Messages

Sent globally across personal and business chats

WhatsApp dominates global messaging, yet competitors are racing ahead with productivity features. Apple Messages now integrates AI-powered smart replies and suggested actions. Telegram offers powerful bots and a robust Saved Messages feature that functions like a personal workspace. Slack and Microsoft Teams have built-in task assignment, reminders, and workflows.

Meanwhile, WhatsApp remains purely conversational. There's a clear whitespace here, an opportunity to add productivity without compromising simplicity.

Why Now? The Strategic Timing Is Perfect

High Engagement Markets

In many countries, WhatsApp is more than just a messaging app, it's the primary digital hub for communication, commerce, and community. Users are deeply integrated, making it the ideal platform for new features.

Tasks Originate in Chat

From quick reminders to shared to-dos, countless tasks are born within conversations. Capturing and managing these directly within WhatsApp streamlines workflows and reduces friction.

App-Switching Fatigue

Users are tired of toggling between messaging apps, note-taking tools, and task managers. A consolidated experience within WhatsApp provides immense convenience and efficiency.

Introducing: WhatsApp To-Dos

WhatsApp To-Dos is an AI-powered feature that automatically detects task-like messages in your chats and helps you organise them in one place. No forced workflows. No disruption. Just a gentle nudge when something looks actionable.

WhatsApp To-Dos works just like Google Photos: smart when it can be, silent when it should be.

01

Auto-Added Tasks (High Confidence)

When the AI is 95%+ confident a message is a task, WhatsApp quietly adds it to your To-Dos. No pop-ups. No disruption. Examples: clear instructions, deadlines, payment reminders, pickups, deliverables.

03

Manual Add

Users can still add tasks themselves by: Long-pressing a message, Tapping "+ Add Task" inside the To-Dos tab

02

Suggested Tasks (Medium Confidence)

For "maybe" tasks, the user receives a subtle banner: "AI thinks this might be a task: Review?" User can confirm, edit, or dismiss.

04

AI Highlights (Occasional, Optional, Contextual like Google Photos 'This Week's Moments')

When relevant, WhatsApp shows a small card inside the To-Dos screen with helpful insights like: Upcoming Deadlines, Missed Tasks, Frequently Contacted etc.

This keeps WhatsApp smart but never overwhelming, the AI does the heavy lifting, you stay in control.

How It Works: Simple, Safe, and Private

WhatsApp To-Dos uses **lightweight on-device AI models** to identify messages that look like tasks. These models run inside the app itself, similar to how WhatsApp already handles spellcheck, media compression, or link previews. The AI looks for clear patterns such as deadlines, action requests, or follow-ups, and flags them as potential tasks.

Nothing is uploaded or analyzed externally unless the user **explicitly opts in** for advanced features. For most people, everything happens locally: fast, private, and invisible.

To keep conversations protected, the system only looks at **structure and intent signals**, not message meaning. WhatsApp never sees or stores your messages; **end-to-end encryption remains fully intact** throughout.

Think of it as a small intelligence layer built on top of chat, just enough to help, never enough to intrude. Running on-device doesn't reduce WhatsApp's role, it enhances our privacy promise and keeps all intelligence inside the product itself.



Runs on Your Device

AI models operate locally for speed and privacy; no message content leaves the phone by default.

Private by Default

Tasks stored locally unless you opt in for cloud sync

E2EE Intact

End-to-end encryption remains untouched. WhatsApp cannot read task content, suggestions, or user actions.



The User Flow: Seamless and Intuitive



Task Message Arrives

Someone sends: "Can you share the budget file by Friday?"



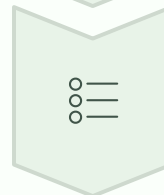
AI Detects Task (Automatic/Manual)

A small banner appears: "AI detected a task: Review?"



User Confirms

Tap to confirm, edit the task, or dismiss the suggestion



Saved in To-Dos

Task appears in the To-Dos tab, linked to original message

Additional Capabilities

- **Snooze Tasks:** Postpone a to-do and get reminded later
- **Set Reminders:** Get notified before a deadline approaches
- **Mark as Done:** Check off completed tasks with satisfaction
- **Assign to Others:** Delegate tasks within group chats

The Value: Why This Matters

For Users

No More Lost Tasks

Important messages never disappear in chat threads again

Everything in One Place

Tasks, messages, and context live together in WhatsApp

Zero App-Switching

No need to jump between Notes, Keep, Todoist, or Calendar

Reduced Mental Load

AI handles organisation so users can focus on execution



For WhatsApp (Business Impact)

Retention Lift

Users spend more time in-app with built-in task management

Session Duration

Increased time spent as users return to check and manage tasks

AI Foundation

First step toward advanced AI features and smarter assistance

Risks, Mitigation & Roadmap

Potential Risks and How We'll Address Them

Risk: False Positives

Mitigation: Conservative AI detection focused on high-confidence patterns. Users can dismiss suggestions easily, and the system learns from feedback.

Risk: Privacy Concerns

Mitigation: Clear communication about on-device processing, opt-in advanced features, and maintaining end-to-end encryption. Transparency builds trust.

Risk: Language Variance

Mitigation: Start with most used languages on the platform. Expand language support iteratively based on usage patterns and user feedback.

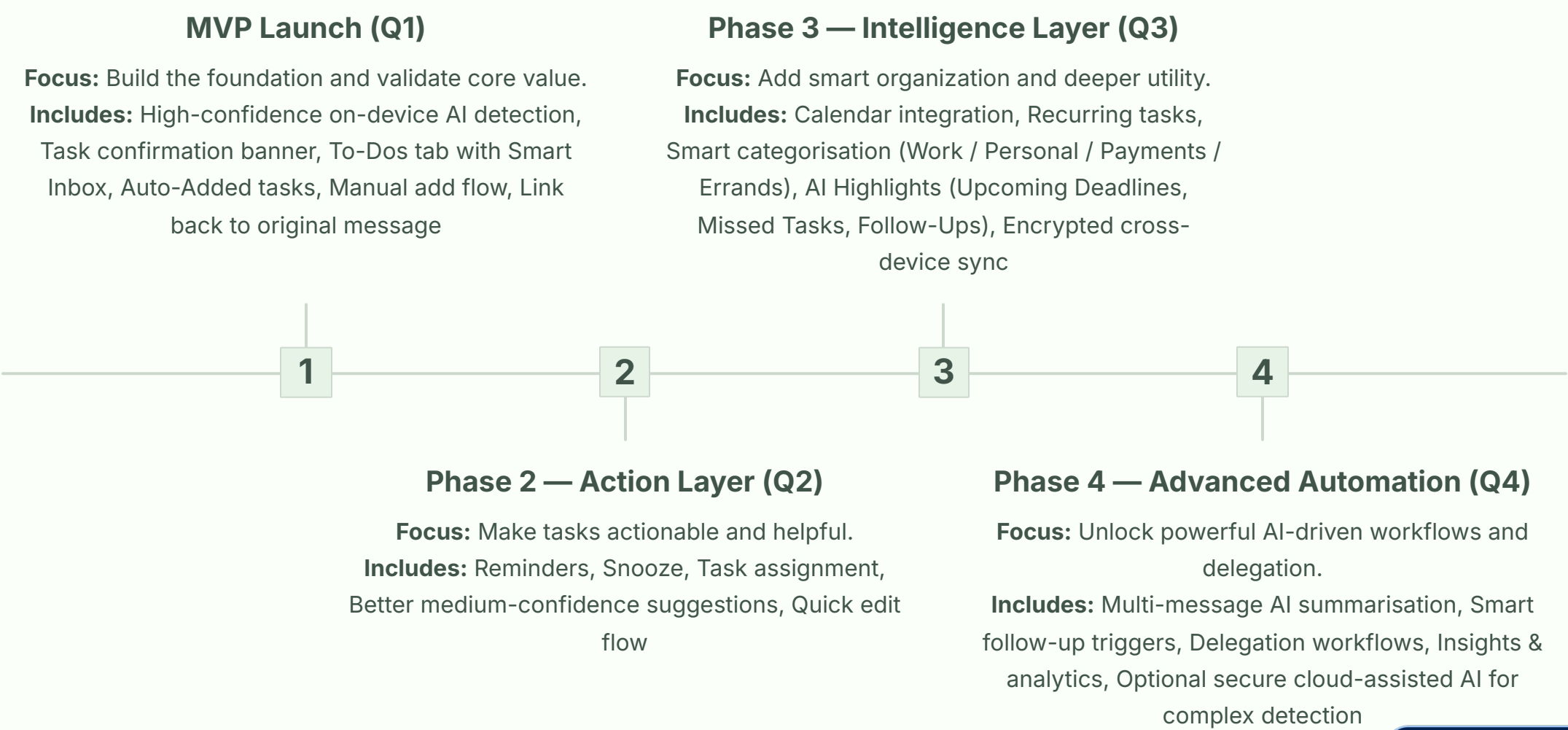
Risk: Misinterpretation of Casual Messages

Mitigation: Use conservative language models, require confirmation for medium-confidence tasks, and allow users to give quick feedback like "Not a task."

Risk: Misuse in Group Chats

Mitigation: Disable automatic detection in large groups by default and only enable via explicit per-group settings.

Product Roadmap



WhatsApp To-Dos: The Smart Solution for Task Management

In today's fast-paced world, vital tasks often get buried and forgotten within the endless stream of WhatsApp conversations. Users are already attempting to manage their to-dos within the app, but without dedicated tools, efficiency is lost and mental load increases.

Our solution introduces AI-powered task detection directly within WhatsApp, designed to be smart and helpful when needed, and unobtrusive otherwise. Think of it as Google Photos for your tasks – intelligently organizing your life without you having to lift a finger.

No More Lost Tasks

Ensure every actionable item is captured, never letting important commitments slip through the cracks.

Everything in One Place

Consolidate all your personal and professional tasks directly within your primary communication app.

Zero App-Switching

Streamline your workflow by eliminating the need to toggle between messaging and dedicated task managers.

Reduced Mental Load

Let the AI handle the organization, freeing up cognitive energy for more important work.

Our implementation prioritizes user privacy with on-device AI processing and follows a phased rollout strategy, beginning with an MVP launch in Q1. This ensures a secure, reliable, and continuously improving experience.

WhatsApp To-Dos is more than just a feature; it's a paradigm shift that transforms WhatsApp from merely a messaging app into a complete, trusted, and intuitive productivity platform.