

WhatsApp - Assignment 1 - Phase 3 - Srinidhi Srinivasan -C49

Step 1: Brainstorm Solutions (Diverge)

Target segment:

Full-time solo entrepreneurs using WhatsApp Business as their primary tool to run day-to-day operations.

They manage:

- Order intake
- Customer queries
- Payment coordination
- Delivery updates
- Post-purchase follow-ups

All primarily through 1:1 direct messaging.



P0 Problem Statement

Solo entrepreneurs using WhatsApp Business spend significant time manually responding to repetitive customer queries (availability, pricing, pickup location, payment methods), leading to slower response times and reduced capacity to handle new inquiries — ultimately impacting engagement and growth.



Core Insights

- 100% of interviewed businesses finalize orders via **1:1 direct messaging**.
- Most customer queries follow predictable patterns.
- Order confirmation, payment instructions, and delivery coordination follow similar structured flows.
- For recurring businesses (e.g., food services), the customer set changes weekly — but the information shared remains largely the same.
- Business owners want to maintain a **personal touch**, even when repeating similar information.
- Existing features (e.g., quick replies) are underutilized due to:

- Setup friction
- Lack of awareness
- Perceived effort vs. benefit mismatch
- Solving this problem will help 1000s of small businesses handle their day-to-day operations
- Allow them to save time and spend less time in constant communication and messaging updates

Root Causes

- Communication is reactive and manual.
- Optimization is not prioritized due to operational overload.
- Feature adoption requires upfront effort.
- Fear of losing personalization prevents automation.
- No lightweight workflow support for order lifecycle management.

User Journey

1. Post weekly menu/promotions.
2. Multiple customers ask similar questions simultaneously.
3. Business owner switches between chats, copy-pasting responses.
4. Sends order confirmation + payment details manually.
5. Tracks payments separately (book/Excel).
6. On delivery day, sends individual updates to each customer.
7. Handles follow-up queries while managing core operations.
8. Sends post-delivery feedback requests manually.

Core friction: Context switching + repetition + manual coordination.

Solution	Short Description	Key Assumptions	Confidence
Improved Quick Replies (Auto-generated)	Auto-generate quick replies from past conversations to reduce setup effort	Users haven't adopted due to friction; will use if setup is effortless	High
AI Suggested Response	Context-aware response suggestions that can be edited or sent instantly	Sufficient conversation history; suggestions must be highly relevant	Moonshot
Customer Preference Summary	Show past order preferences inline to enable personalization	Personal touch drives loyalty and repeat purchases	Medium
Bulk Messaging to Selected Customers	Send updates to selected order group (e.g., this week's buyers)	Businesses frequently need to update a dynamic set of customers	Medium-High
FAQs Section in Profile	Structured FAQs accessible to new customers	New customers frequently ask similar onboarding questions	Low-Medium

Solution	Short Description	Key Assumptions	Confidence
Recent Conversation Summary	Auto-summary of recent key discussion points	Context retrieval slows response time	Medium

Step 2: Prioritize Smartly (From Possibility to Focus)

Solution	Reach	Impact	Confidence	Effort	Score	Refined Reasoning
Adoption of 'Quick Reply' (and improvement)	3	3	2	1	18	Strong user signal around repetitive messaging. Low implementation effort. High likelihood of improving response speed with minimal behavior change required.
AI Suggested Response	3	3	3	3	9	High potential impact on drafting time and personalization. However, technically complex and resource intensive. ROI uncertain due to infrastructure cost and reliability requirements.
Customer Preference Summary	2	3	1	2	3	Could improve personalization and relationship building. However, impact on operational efficiency is indirect and

Solution	Reach	Impact	Confidence	Effort	Score	Refined Reasoning
						confidence is low due to limited validation from interviews.
Bulk Messaging	2	2	3	1	12	Strong interview signal for weekly order coordination use cases. Low effort and clear time savings during peak operational periods. Applicability may vary across business types.
FAQs on WhatsApp	3	1	2	1	6	High reach, particularly for new customers. However, impact is limited since repeat customers rarely ask onboarding questions. May not significantly reduce ongoing messaging volume.
Recent Conversation Summary	3	1	1	2	1.5	Helps with context recall but limited direct impact on reducing repetition. Confidence is low due to weaker problem validation from users.

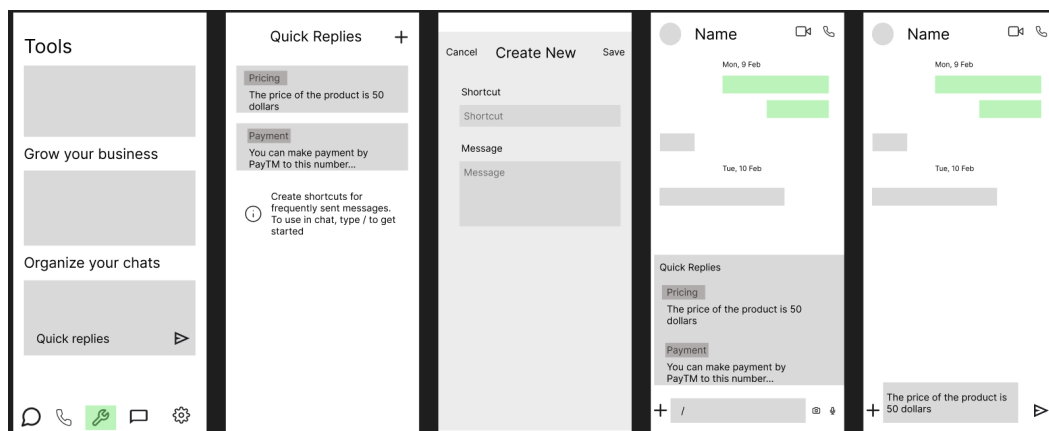
Priority Ranking (Based on Score)

1. Improved Quick Replies (18)
2. Bulk Messaging (12)
3. AI Suggested Response (9)
4. FAQs (6)
5. Customer Preference Summary (3)
6. Recent Conversation Summary (1.5)

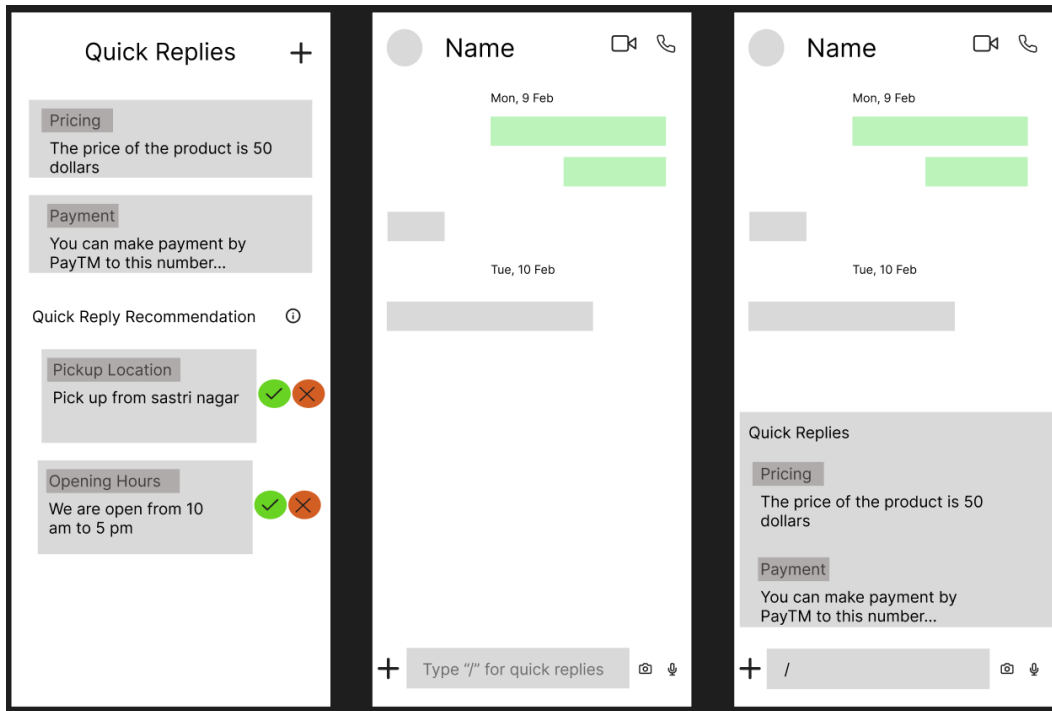
Step 3: Wireframe the top ideas

Solution 1: Improved Quick Replies

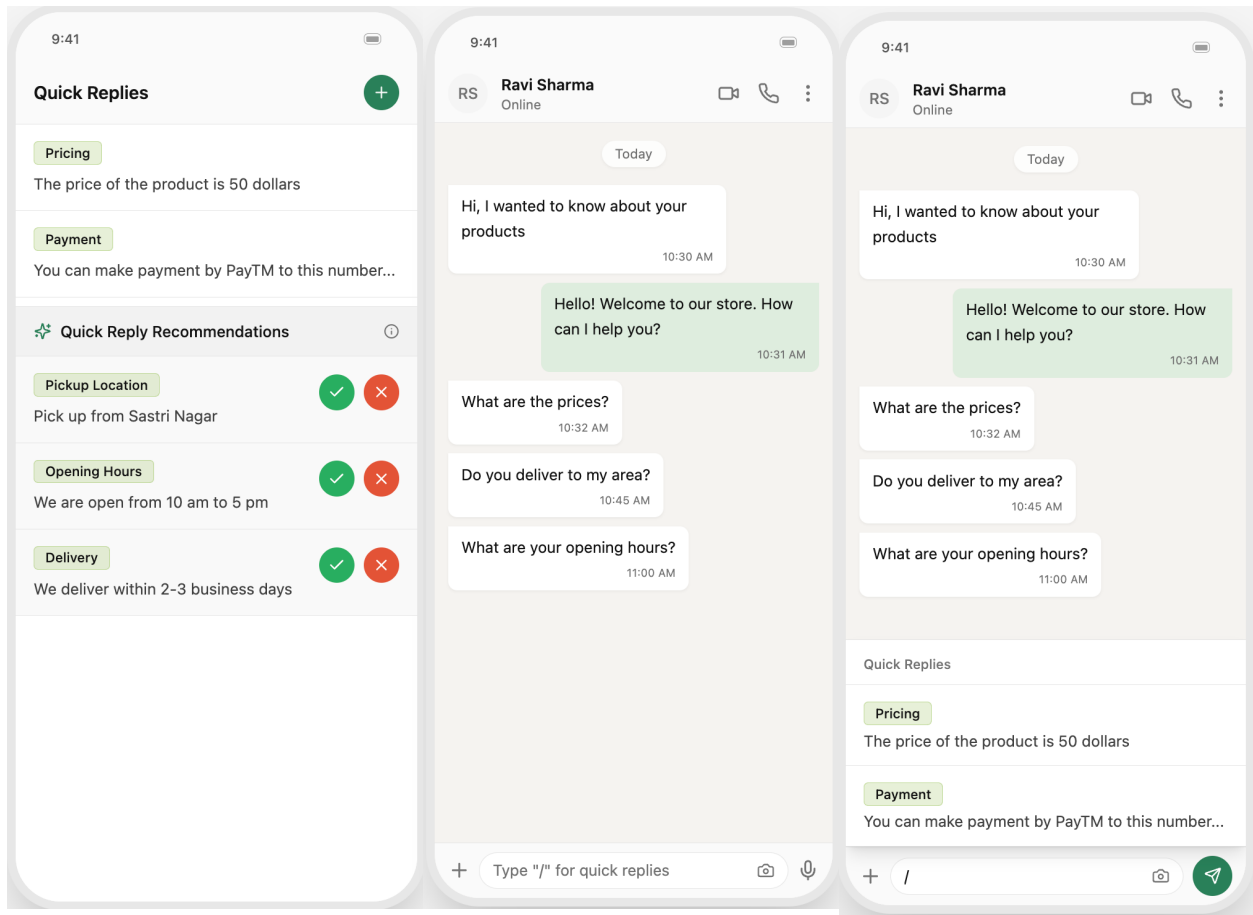
Current Flow:



Improved Flow:

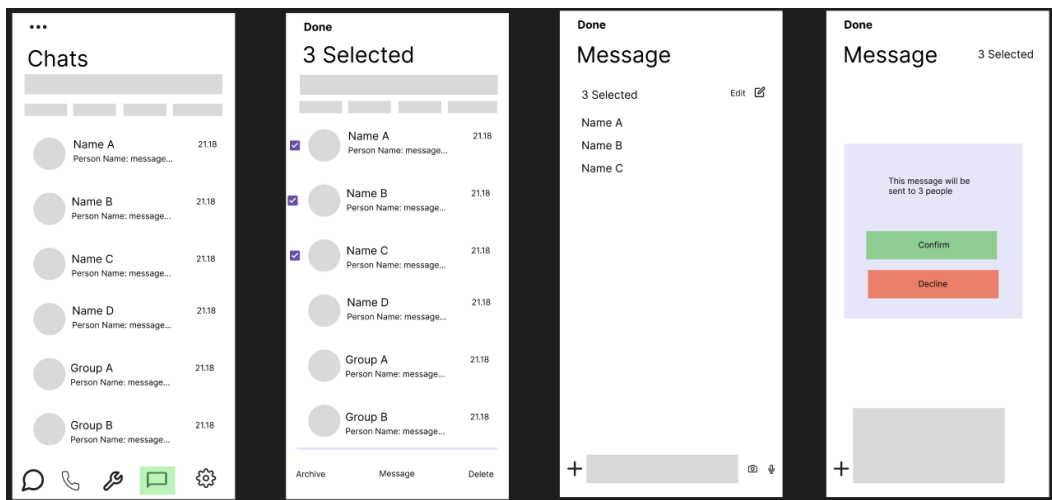


High-fidelity:



Solution 2: Bulk Messaging

Low fidelity Wireframes:



High-fidelity:

Chats

S

Sarah Johnson

Thanks for the update!

21.18

T

Tech Team

John: Meeting at 3pm

21.18

M

Mike Anderson

See you tomorrow

21.18

M

Marketing Group

Lisa: Campaign ready

21.18

E

Emma Watson

Got it, thanks!

21.18

S

Sales Team

David: Q1 Results

21.18

Cancel

3 Selected

S

Sarah Johnson

Thanks for the update!

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Sales Team

David: Q1 Results

21.18

Archive

Message

Delete

Cancel

3 Selected

Edit

S

Sarah Johnson

T

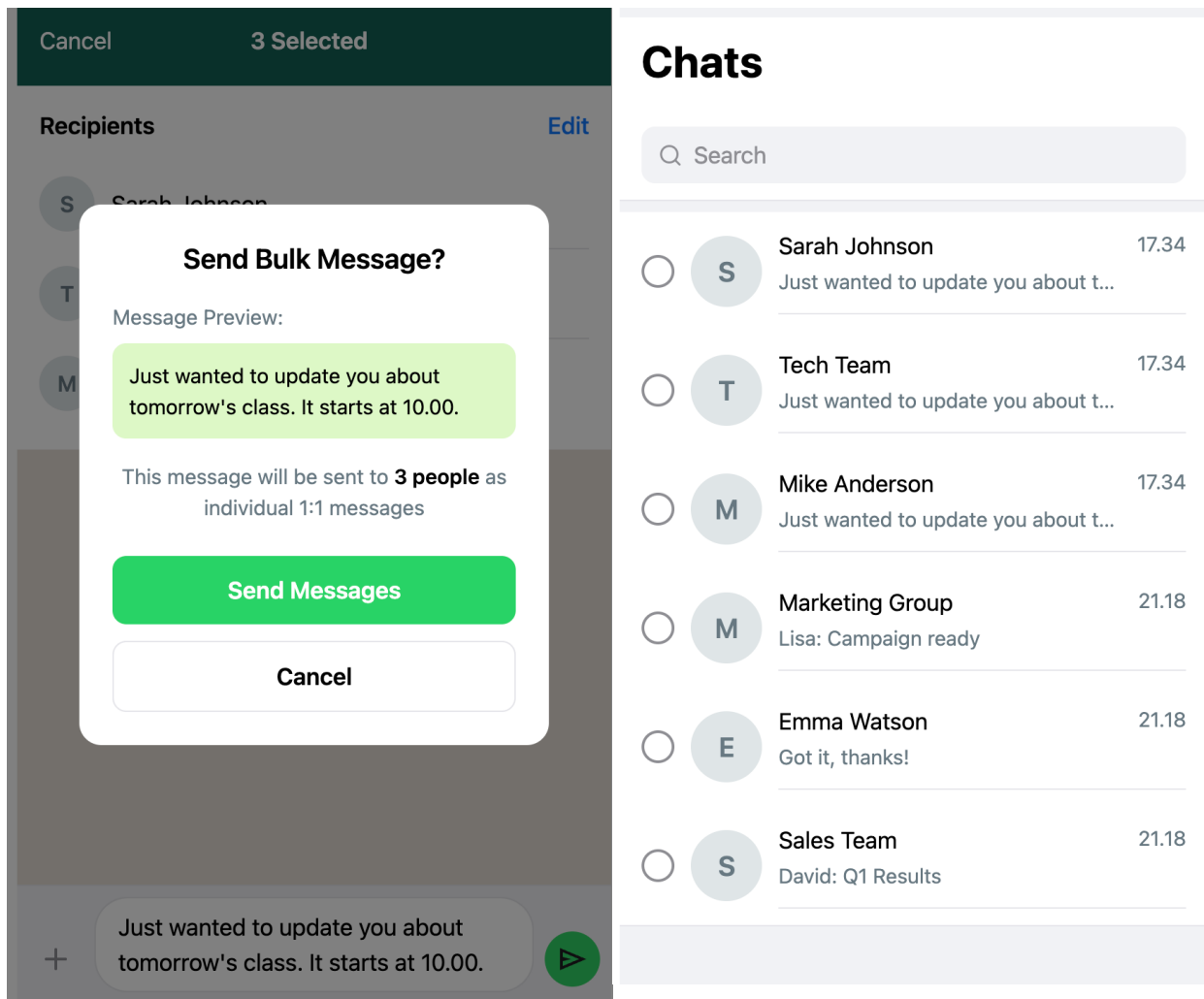
Tech Team

M

Mike Anderson

+

Just wanted to update you about tomorrow's class. It starts at 10.00.

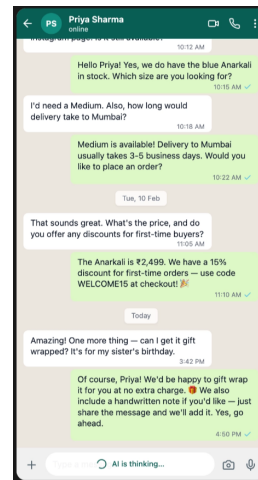
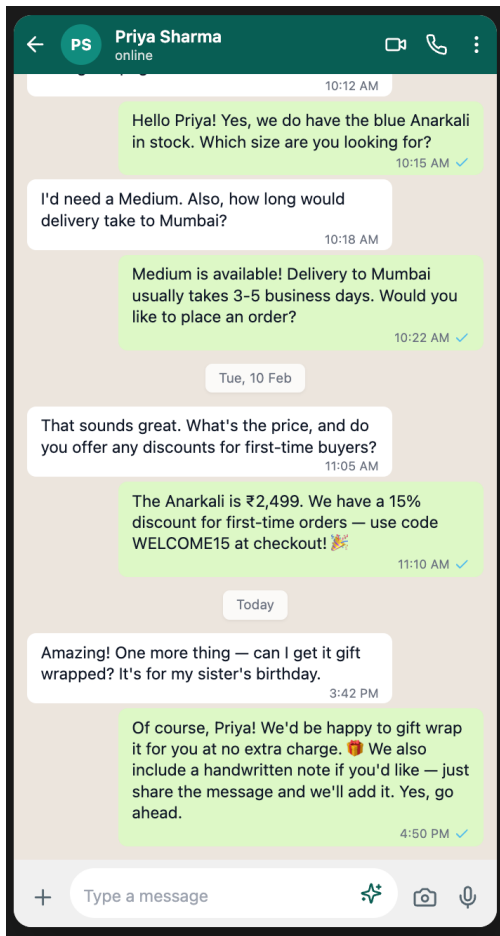


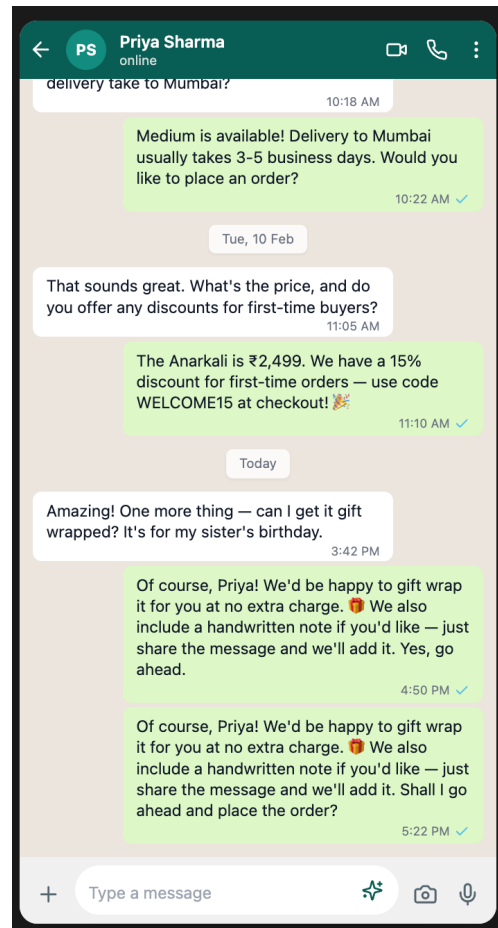
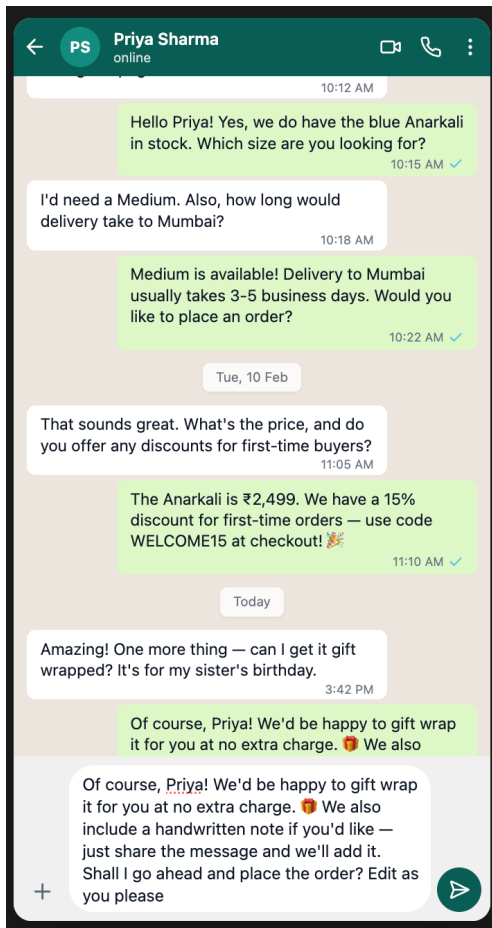
Solution 3: AI Suggested Response

Low fidelity Wireframes:



High-fidelity:





Step 4: Define Success Metrics

Business Goal

Improve efficiency and responsiveness for solo entrepreneurs using WhatsApp Business.

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Time to response	Average amount of time taken from reading a messaging to sending a response.	Directly indicator of efficiency gains
Secondary Metric	Messages handles per active hour	Average number of customer conversations handled per hour of active usage.	This directly measures productivity improvements
Secondary Metric	Messages created by shortcut	% of messages using quick replies or generated shortcuts	Measures feature adoption

Metric Type	Metric Name	Definition	Why it matters
Guardrail Metric	Number of shortcuts created	Average number of shortcuts created per business	Too many shortcuts reduce usability and cognitive clarity
Guardrail Metrics	Customer Satisfaction Rate	Rating of customers using WhatsApp Business	Ensure that efficiency does not reduce perceived personalization

!! Step 5: Identify Pitfalls and Mitigations

Assumption at risk	Failure mode	Impact	Likelihood	Mitigation (practical)	Detection signal (metric)	Containment / rollback
Autogenerated shortcuts align with business needs	Suggestions are irrelevant, too generic, or incorrectly phrased	H	M	Generate only from high-frequency repeated responses; preview before activation; allow easy edits	High edit/delete rate of suggested shortcuts	Disable auto-generation and revert to manual shortcut creation
Businesses will adopt improved quick replies	Users ignore or do not activate suggested shortcuts	H	M	Contextual prompt ("You've typed this 5 times — save as shortcut?"); one-tap activation; minimal setup friction	Low shortcut activation rate; Low % of messages sent via shortcut	Remove proactive prompts; keep feature optional in settings
Quick replies maintain personalization	Customers perceive responses as robotic or impersonal	H	M	Support dynamic placeholders (e.g., {Name}); encourage inline edit before sending	Increased manual edits before send; Decline in repeat engagement	Default to "edit before send" instead of one-tap send
Users trust system-generated responses	Business owners hesitate to send suggested content due to fear of mistakes	H	M	Make suggestions assistive (not auto-sent); clear editable state; no forced automation	Low send-through rate after preview	Keep feature as suggestion-only, avoid automation