

# WhatsApp for Teams - Interactive Prototype and Visual Design

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## Overview

WhatsApp for Teams is a standalone application aimed at improving the team collaboration capabilities of the original WhatsApp Messenger. The target customers are transient or temporary teams such as student groups or early-stage startup teams (who have not yet zeroed down on another collaboration tool such as Slack). Previous submissions are linked here ([Customer Interview Notes](#), [Interview Synthesis](#) and [Usability Test Results](#)). These were the problem statements that were tackled:

1. **Scheduling:** Deciding a time to meet is a major pain point that student teams often have to tackle when working together. WhatsApp for Teams implements a simple set of features that allows individuals in teams to fill in their availability and decide on a time to meet without having to exchange a number of text messages with each other.
2. **Polling:** Taking quick opinions of team members on student groups is often a painful task. Team members tend to digress in their responses and the person asking the question is often left disappointed at the quality of responses. WhatsApp teams solves this problem by allowing team members to create polls on the group chat interface.

## Usability Testing Revisions

Post usability testing the following revisions were made:

1. The scheduling interfaces were revised to provide clearer messaging. Users had trouble understanding the purpose of certain messages such as 'automatically book'. Other issues encountered include the use of incorrect input boxes (a radio box was used instead of a checkbox). The above issues were resolved by providing clearer messaging and information overlays at the right places.
2. The polling interfaces were rife with errors related to the logical flow of the polling process. Any member could close a poll and they can do so even before answering them. These issues have been fixed to allow only the person taking the poll the ability to close it, and only after receiving adequate number answers.

In addition to the above specific enhancements, the navigation between the different screens were also made more logical and easy-to-follow for the user. An updating tutorial was added to the right side of the prototype to guide the user as he works through the UI.

## Approach to Visual Design

My approach to creating a visual design for WhatsApp Teams involved building on top of my low-fidelity prototype. It involved the following steps:

1. The UI for the chat interface was enhanced by including the WhatsApp default wallpaper
2. UI elements including buttons, input boxes, and icons were imported from online templates and designed to match the real WhatsApp interface
3. The color palette of the low-fidelity prototype was updated to reflect the colors (White and Teal Green) of the original WhatsApp Messenger.
4. The low fidelity prototype was made clickable and navigable between the different screens designed for the two problem statements - scheduling and polling.