

# WhatsApp for Teams - User Interview - Summary

By Adil Haris

**Product:** WhatsApp for Teams

**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). In this assignment, we aim to identify the unmet needs that exist for users in using the original WhatsApp Messenger for team collaboration.

**Candidate Profile:** The following are the candidates recruited for user interviews:

1. Avinash Hemashwar, 29, Student - Master of Science in Robotics Systems, Member of multiple student Whatsapp groups (Primary candidate)
2. Sujat Dandekar. 31 and Monica Krishnamurthy 29 - Master of Science in Product Management (Class-time Zoom Interviews)

**Tasks Performed:** Since chats on personal messengers are sensitive, the scope for observational learning was limited. Instead, interviewees were asked to open any of their WhatsApp student team groups (created for assignments) and answer a set of questions regarding their (1) Most common types of conversations (2) Scheduling communications, (3) Polling and surveying communications, (4) Brainstorming communications, (5) Management of reminders, (6) Management of files on WhatsApp and (7) Assignment follow-up communications.

**Key Interview Takeaways:** The following were some of the key insights gained:

1. WhatsApp student groups are very common among Asian communities. A typical group has an average size of 4, with each member being a part of 2-3 other project groups. These groups are functional and active for 2-4 months.
2. Messages regarding scheduling (when to meet) are the most common type of conversations. These communications can be particularly long during working school days when everyone is busy or has their own priorities and events.
3. Taking opinions of others on WhatsApp group chats is often not effective. Teammates often digress from the opinion polled or sometimes do not respond at all due to (1) the flurry of other responses or (2) the effort and thought needed.
4. Students using WhatsApp manage most of their reminders on Google applications effectively
5. Students do not have any need to star important messages discussed in groups

**User Insights:** These are some of the useful insights gained from this exercise:

1. Invalidating one of my original hypothesis, students have no need to mark important messages in their groups or categorize them
2. Scheduling on WhatsApp can be painful, especially during busy working days. There's a scope to make this exercise more seamless by being able to easily poll the availability of all members and find a common time that works for everyone.
3. There exists a need to conduct effective polls on WhatsApp groups where members are given limited freedom to digress. This also requires a simple and intuitive interface to capture user input so as to ensure more participation.