WhatsApp Poll Tool Design

Mobile Interaction Design
Jan. 2020│Personal Project

WhatsApp is an app used to communicate. With this project I have found out that adding a poll option in WhatsApp could improve users' experience when having to decide a date for a meeting.
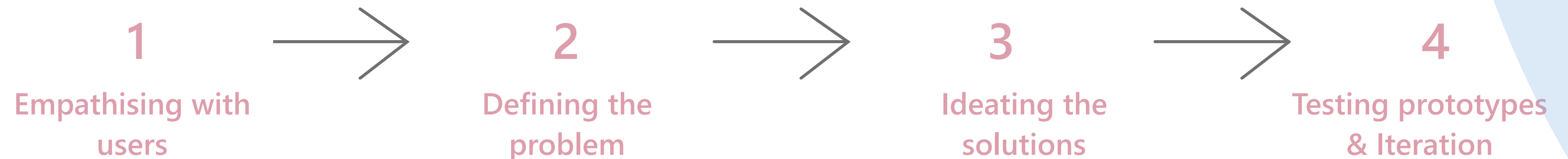This was a personal project.

Screen 1

9:41 AM

New Gathering

Poll Subject

Friday 20th (variable one)

Saturday 21St (variable two)

Sunday 22nd (variable three)

Accept

date. We have to make the project for January and everybody leaves on

Cancel

I will make a poll since it is the best option because there is still a lot of people who have to tell their preferences. 16:38

Screen 2

Enter variable here

Enter variable here

Accept

Cancel

Screen 3

9:41 AM

New Gathering

Laura
Hello, I created this new group to Hang out, discuss the project structure and get to know each other.

A new poll has been created. Do you want to vote now?

Vote

Cancel

Laura
When then?
It is getting difficult to find the perfect date. We have to make the project for January and everybody leaves on Christmas 16:28

I will make a poll since it is the best option because there is still a lot of people who have to tell their preferences. 16:38

Screen 4

9:41 AM

New Gathering

Laura
Hello, I created this new group to Hang out, discuss the project structure and get to know each other. I was planning on meeting the 20th of December which is Friday 15:23

Mateo

Design Goal

To find out if WhatsApp could improve users' experience by adding a poll option

My Goals

○ **To improve my abilities to go deeper into my thought process**

My approach

1		2		3		4
Empathising with users	→	Defining the problem	→	Ideating the solutions	→	Testing prototypes & Iteration

1. Empathising with users

My main focus

To find out why users use WhatsApp more than other apps

To find out if WhatsApp could improve users' experience by adding a poll option

How did I do it?

I researched for information that would show me why users use WhatsApp more than other apps.
I wanted to focus on adding a new tool that would allow them to plan gatherings in a more efficient way (the poll tool). That is why I decided to interview 5 people (quantitative data) from Spain in order to see how they organize events in WhatsApp and whether they use polls instruments to do so or not.

Findings

From my research:

I found out that in Spain 88% of the population use WhatsApp as main instrument of communication (a study done by epdata.es in 2019). Users find this app very user friendly and simple, it is free, it has end to end encryption and it provides the user with tools that improve the communication.

From the interviews:

Users use Facebook and other webpages like google forms and Survio (it allows to share the information on social media) to do polls which is a pain point for them. The main reason is that they have to keep switching between apps. This creates a higher amount of memory load and it can lead to unpleasant situations.

It is difficult for people to vote because it forces them to go to the other app to do so (sometimes it even makes them create an account which is even more tedious).

2. Defining the problem

With the information gathered, I created a Persona that represents the students I interviewed. Here I present you Ana:

"Friends are the family you choose"

Name: **Ana**
Age: **21**
Gender: **Female**
Location: **Madrid**
Marital status: **Single**
Occupation: **Student**

Personality

- Hard-working
- Positive
- Very cheerful
- A bit introverted at first, but she pushes herself

Goals:

- keep in touch with family and friends.
- Plan new hangouts and meetings.
- Share and comment on videos.
- Ask for advice.

Frustrations:

- When **an app stops working**
- When she **loses connection** and stops receiving messages
- **Too many notifications** popping-up distracting her

Bio: Ana is a student in Madrid. She moved there last year to pursue her studies in psychology. She loves spending time with friends and family. She has a group of friends in Madrid, but she keeps in touch with her family and friends back in her city of origin. Ana learns really fast and she is very used to communication apps (recreational use) and not professional.

Motivations:

- She really misses her family and friends.
- She loves sharing videos and pictures she likes on the web.
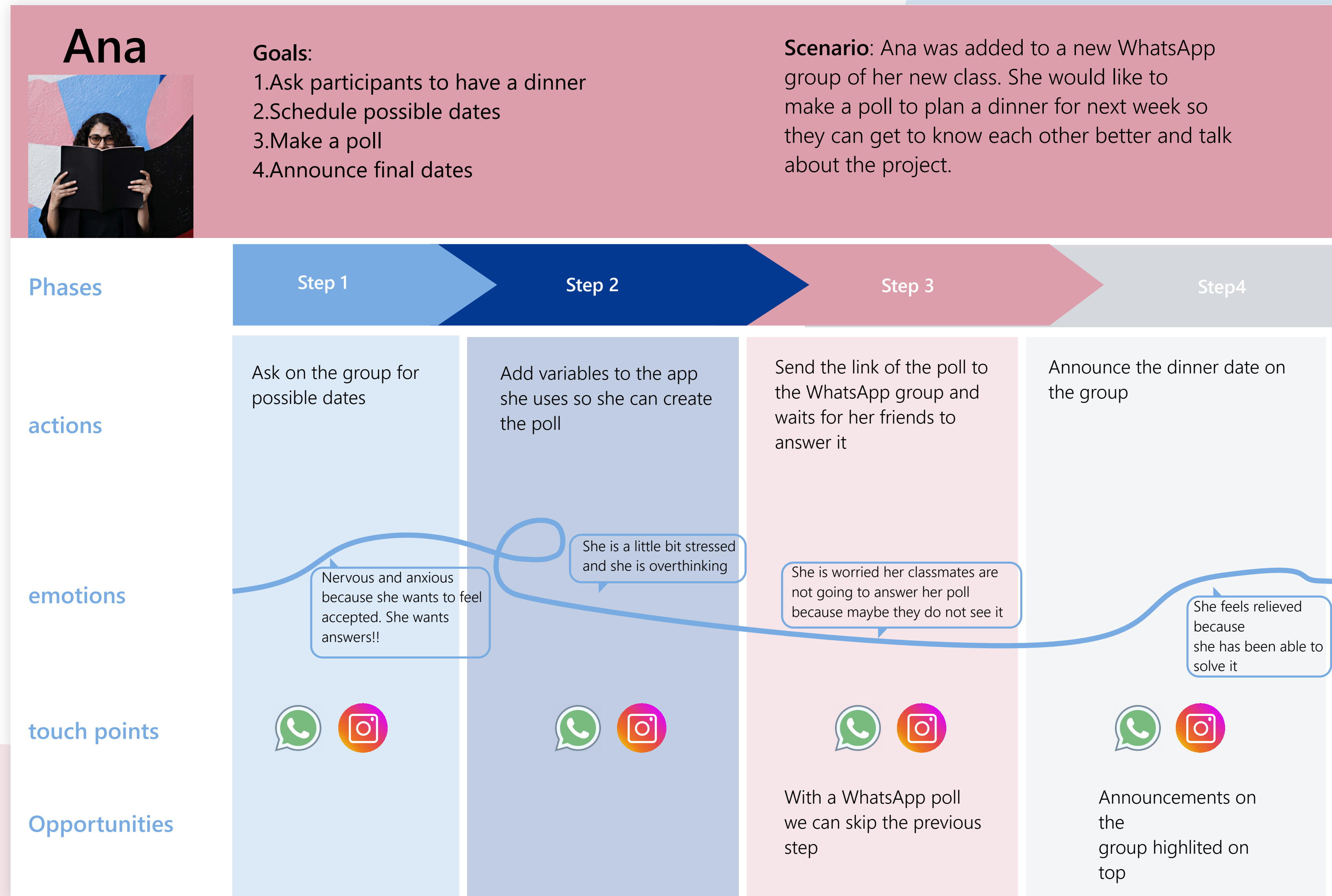- She likes being able to comment on other friends' pictures (gossiping).

Influences

Boyfriend
Friends
Family
Teachers

Preferred Channels

- Laptop
- Smartphone
- Instagram
- WhatsApp
- Facebook
- Twitter

Ana wants to plan a dinner with a new class group, so I created a journey map that shows what what she has to do to achieve it.

Ana

Goals:
1. Ask participants to have a dinner
2. Schedule possible dates
3. Make a poll
4. Announce final dates

Scenario: Ana was added to a new WhatsApp group of her new class. She would like to make a poll to plan a dinner for next week so they can get to know each other better and talk about the project.

Phases	Step 1	Step 2	Step 3	Step4
actions	Ask on the group for possible dates	Add variables to the app she uses so she can create the poll	Send the link of the poll to the WhatsApp group and waits for her friends to answer it	Announce the dinner date on the group
emotions	Nervous and anxious because she wants to feel accepted. She wants answers!!	She is a little bit stressed and she is overthinking	She is worried her classmates are not going to answer her poll because maybe they do not see it	She feels relieved because she has been able to solve it
touch points				
Opportunities			With a WhatsApp poll we can skip the previous step	Announcements on the group highlited on top

3. Testing the prototype

I did some low-fidelity prototypes to see how I could get rid of the step 2 by adding a poll option on WhatsApp. This would mean avoiding step 3 so Anna would not feel worry. This would also speed up the process of creating an event with friends and the way of finding out dates for that event.
**This was the first draft:**

1	2	3
Enter in WhatsApp	Go to options & enter in the poll option	See the poll result
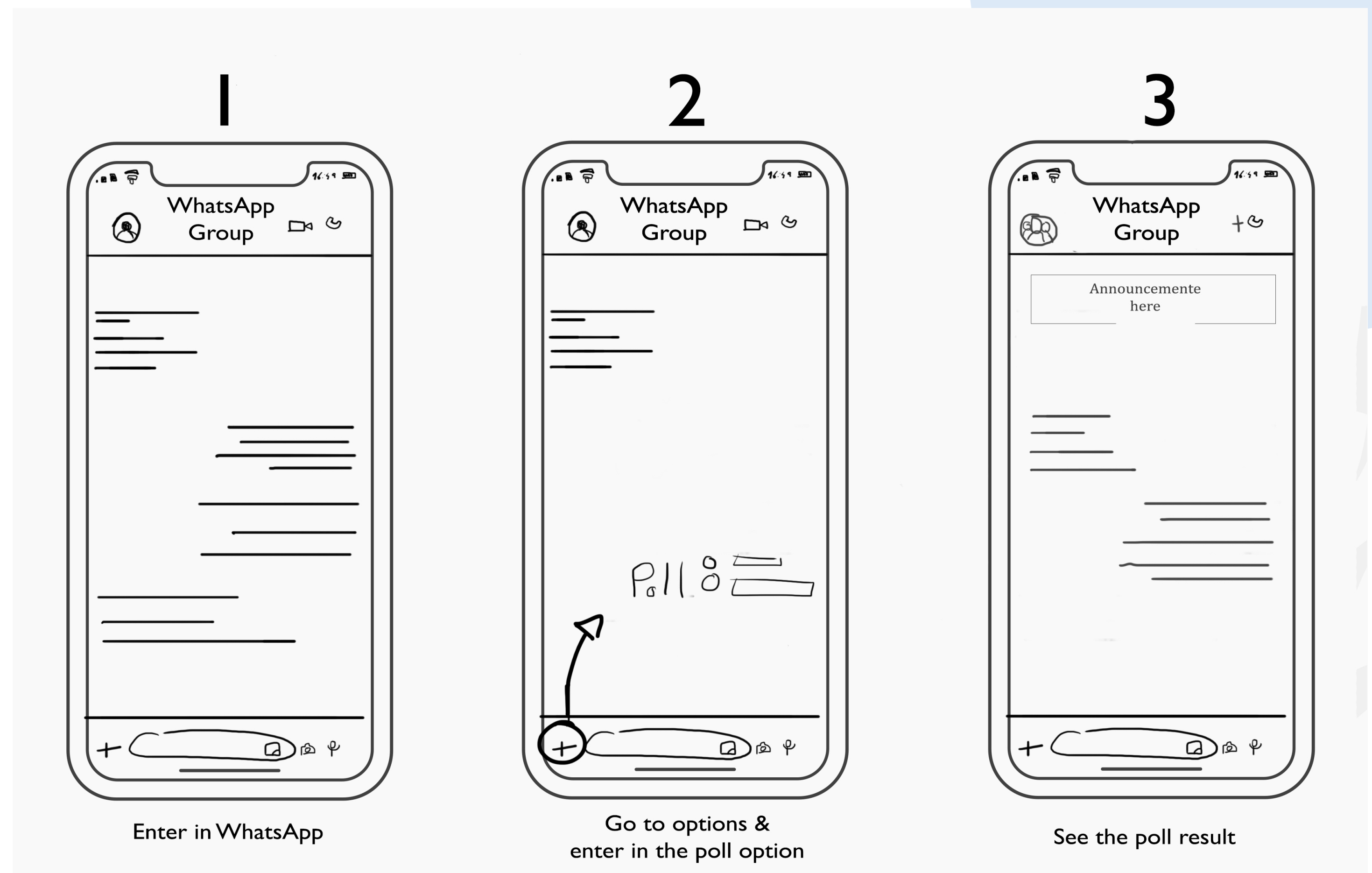
The usability method I decided to use to validate this **low-fidelity prototype** was videocall interviews. I chose this one since it allowed me to collect feedback faster from home without having to spend money that other methods require.

The **improvements after testing**: more explicit steps in order to make it easier fo users to understand the whole process. Steps added are creation, voting and alert page.
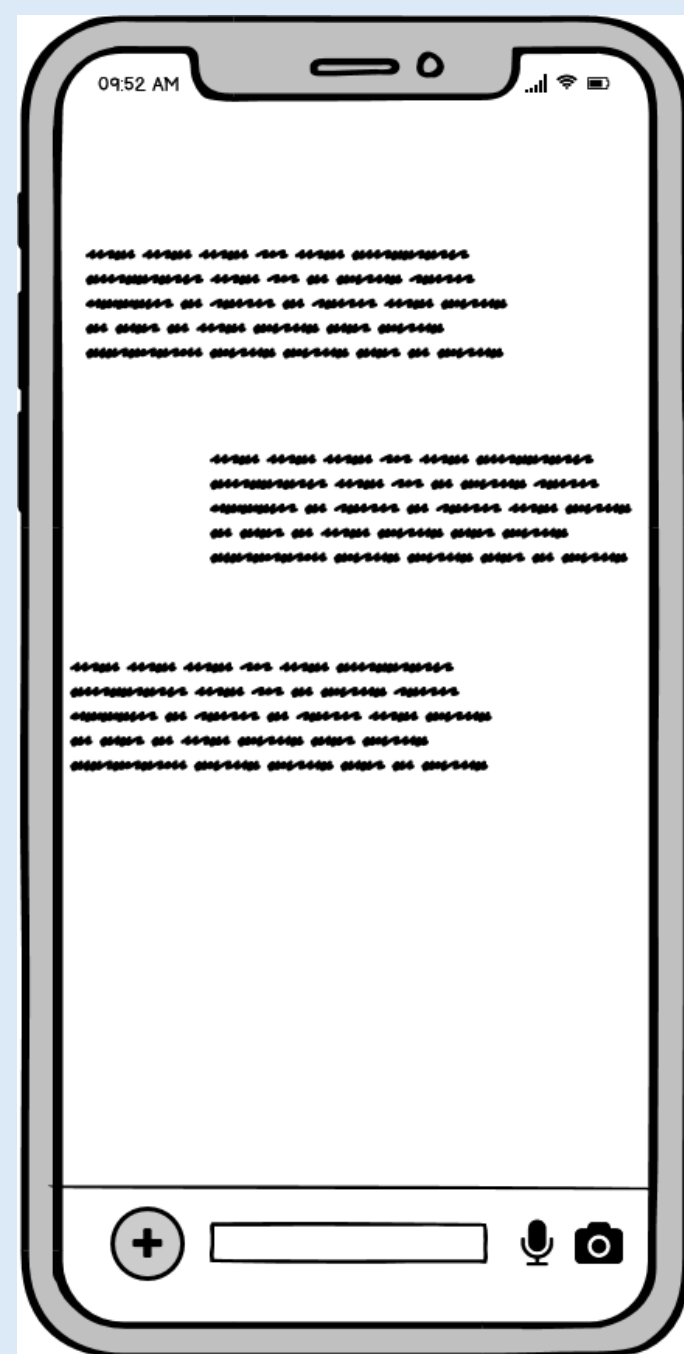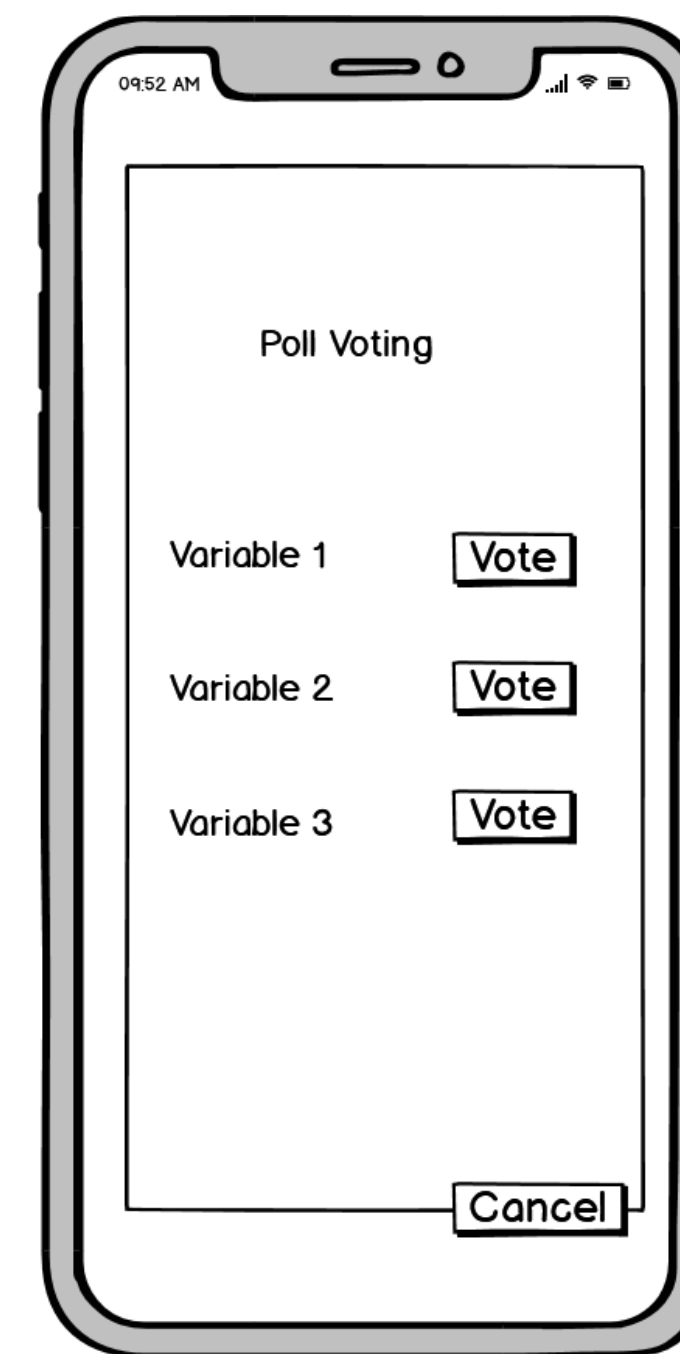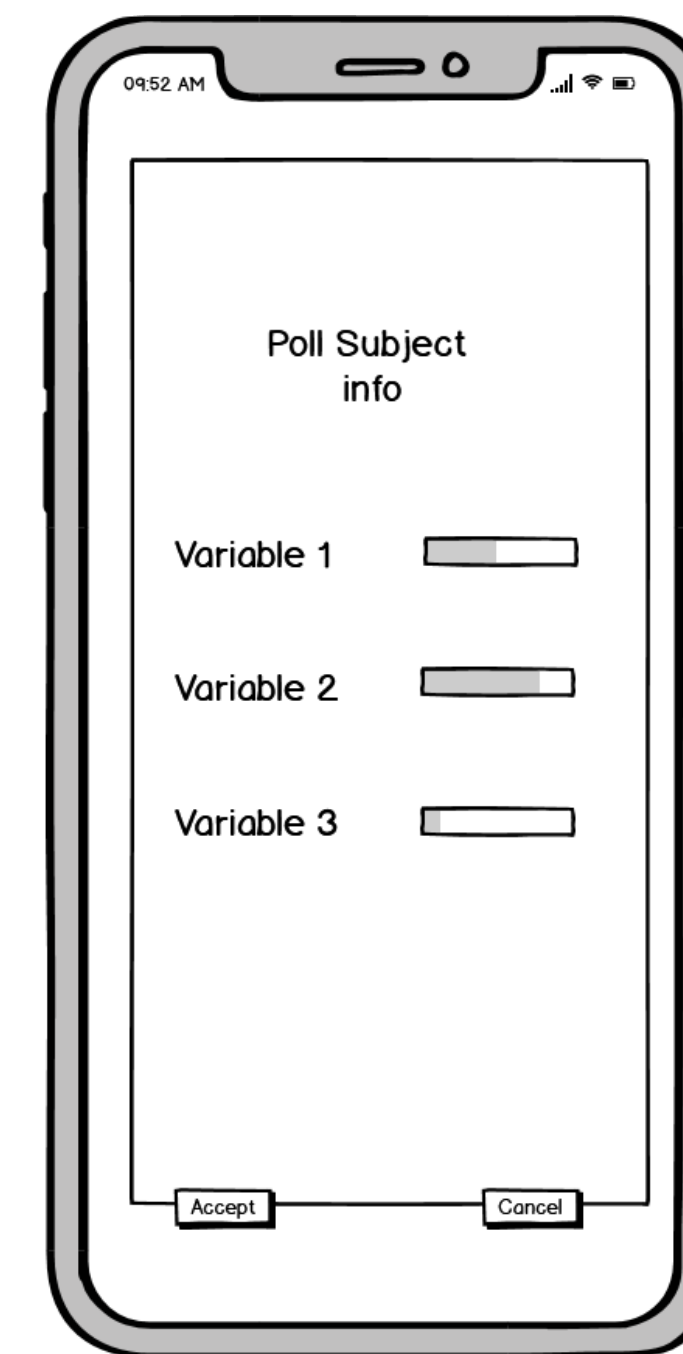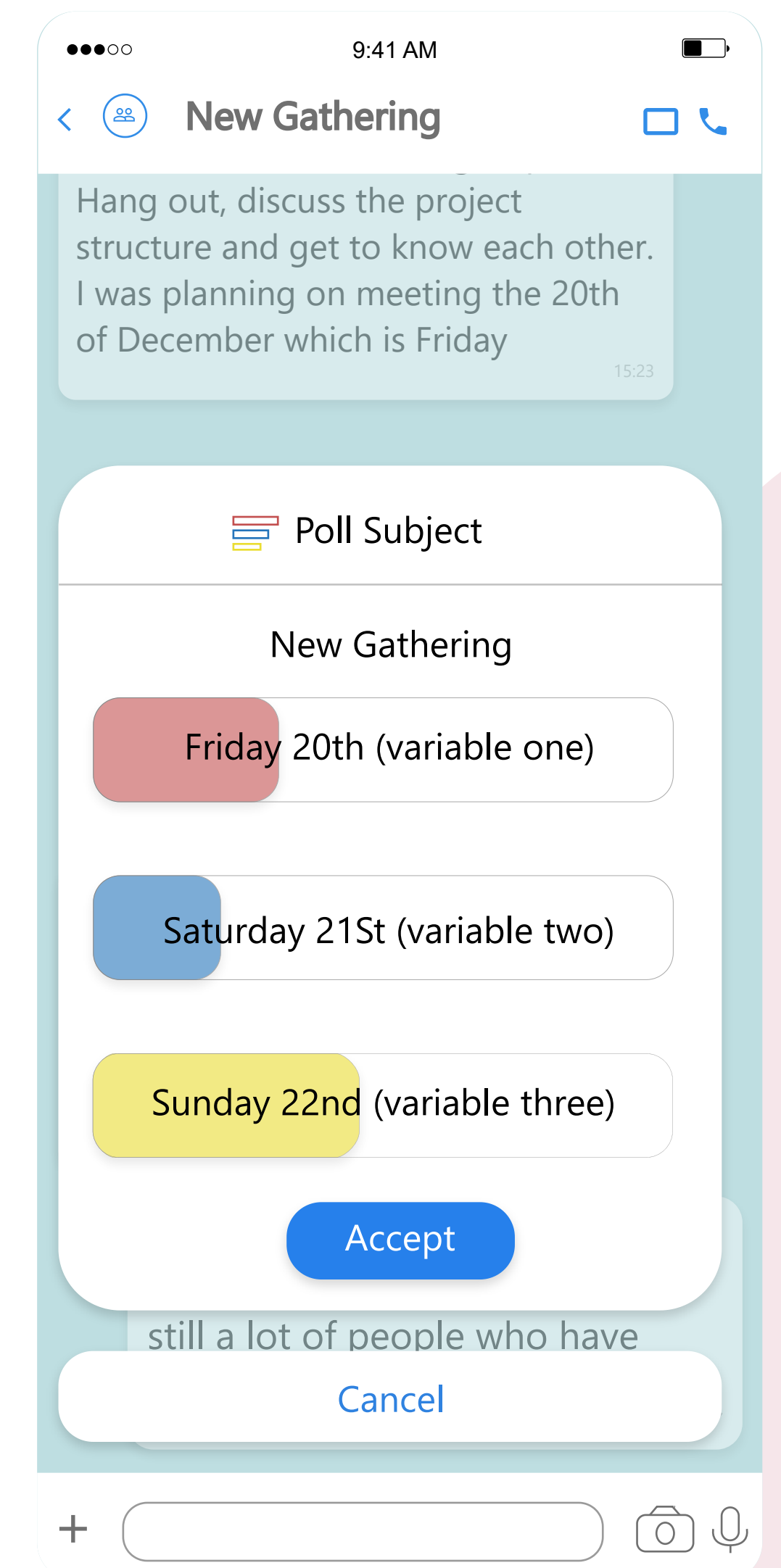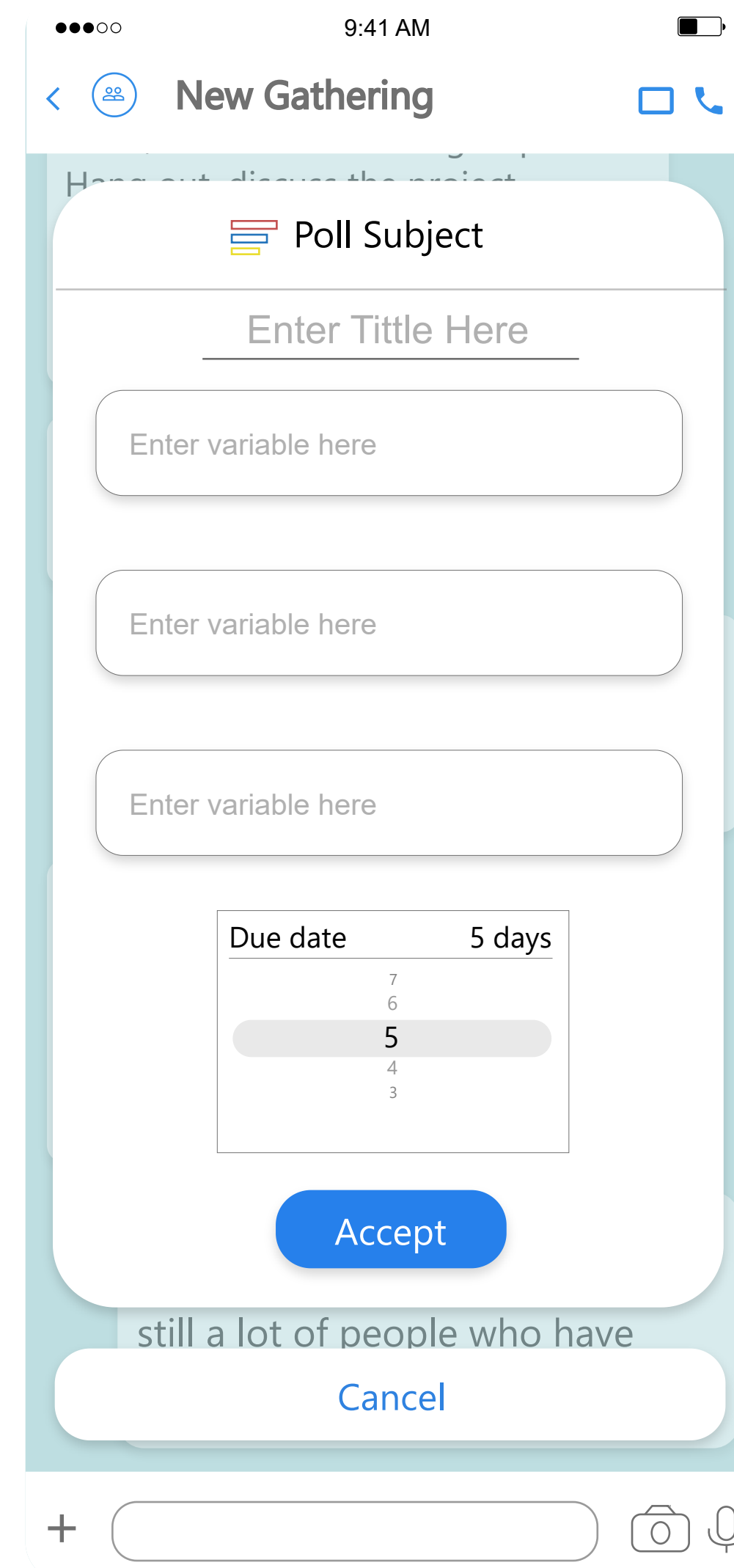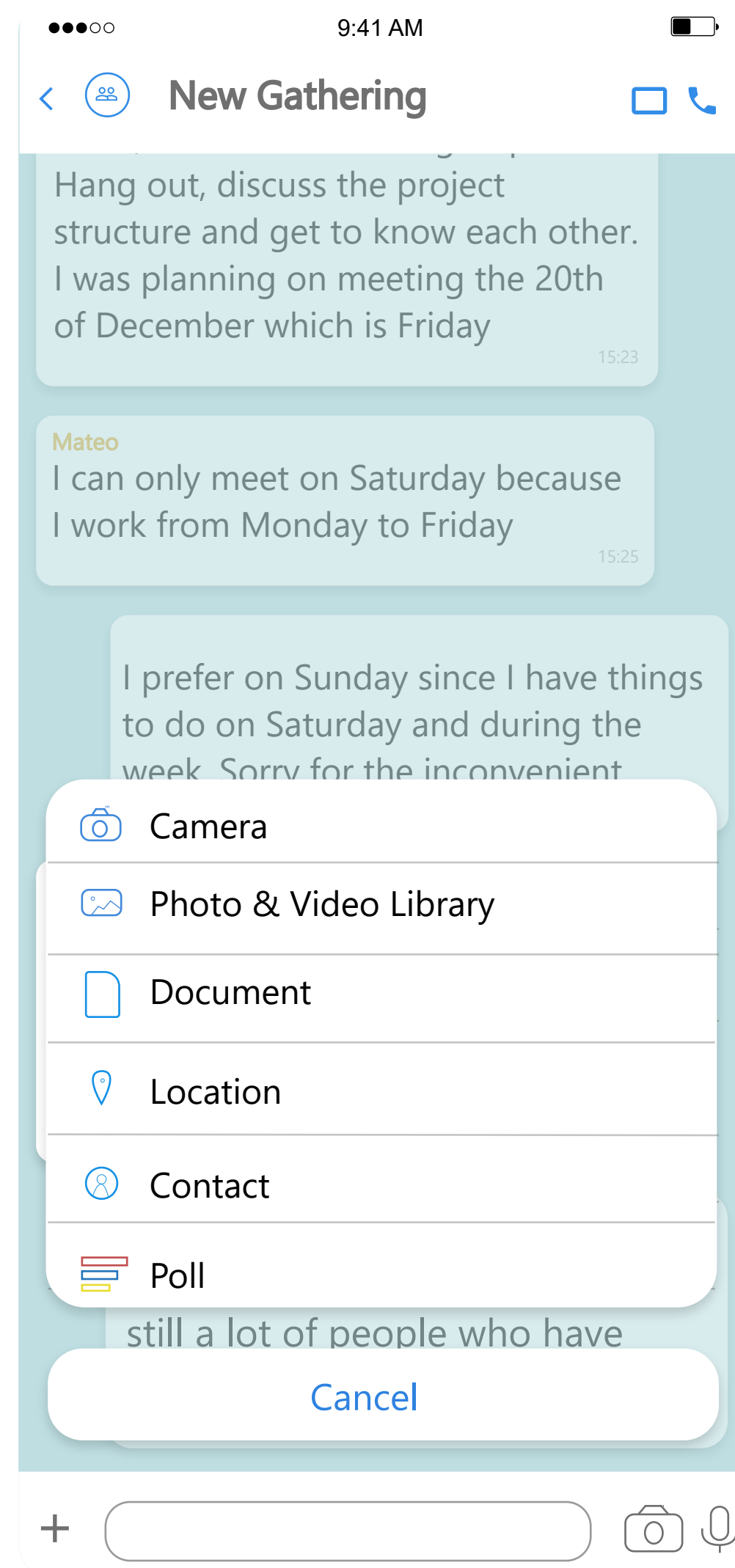
Enter in WhatsApp
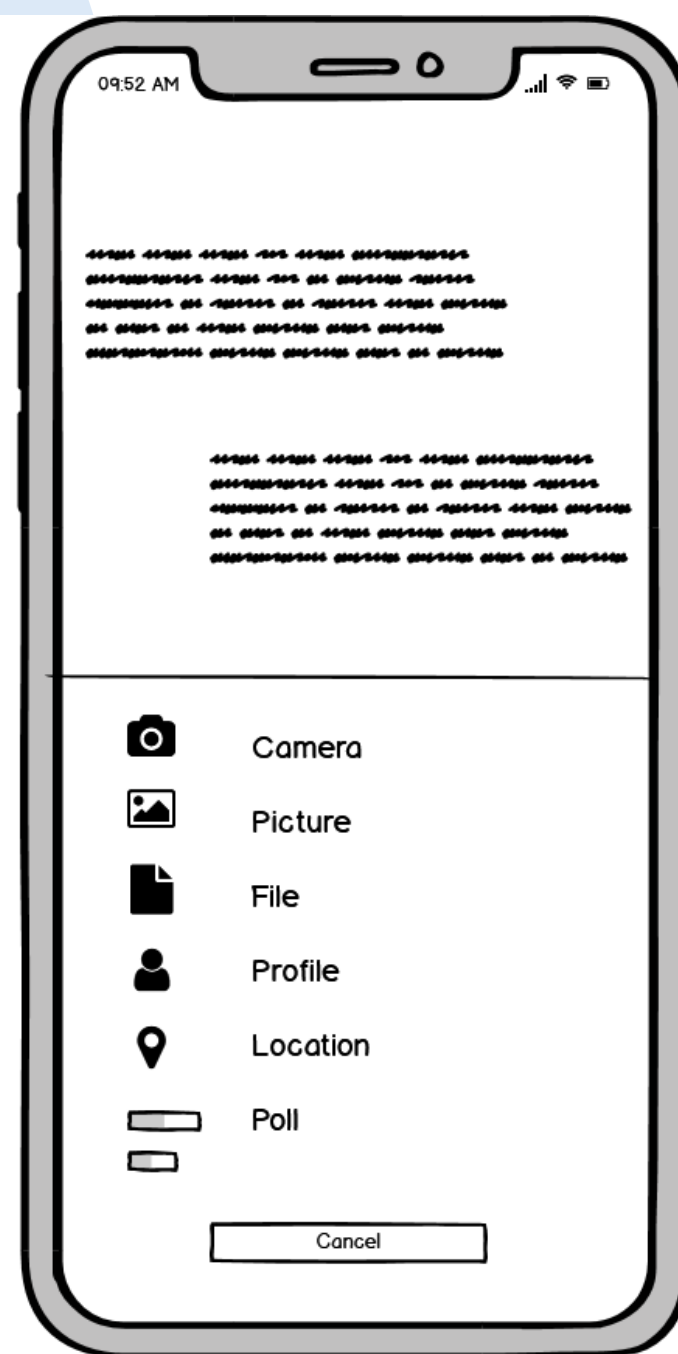
Go to options
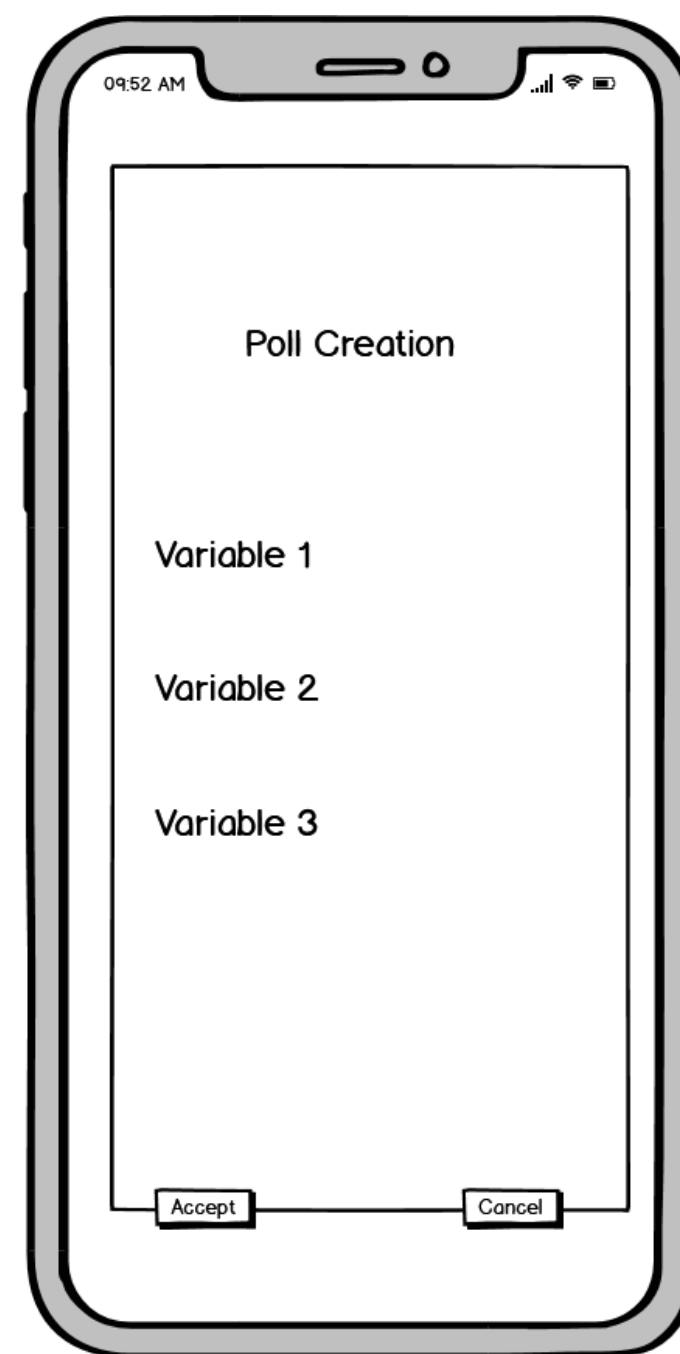
Create poll
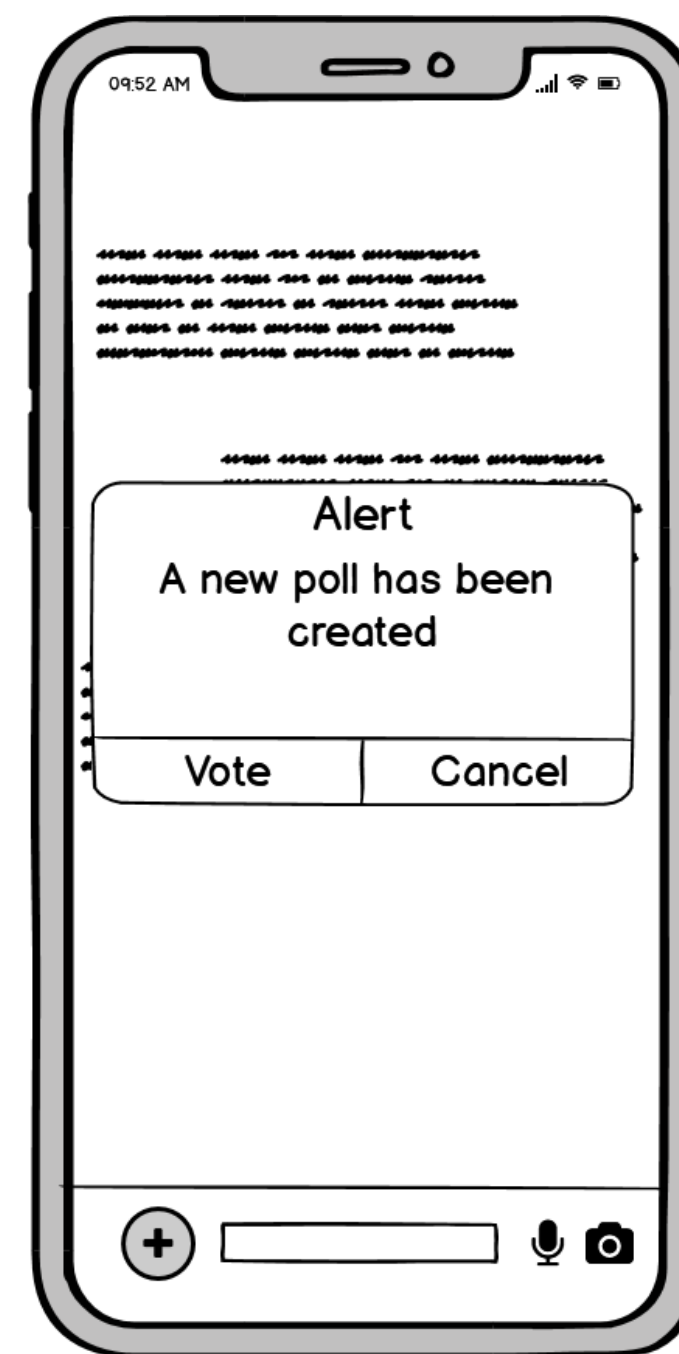
Alert to vote

Voting

Results

After this second round of interviews, I decided to design the following High-fidelity prototype that shows all the steps needed to create, to vote and to have a look at a

Screen 1 — New Gathering

9:41 AM

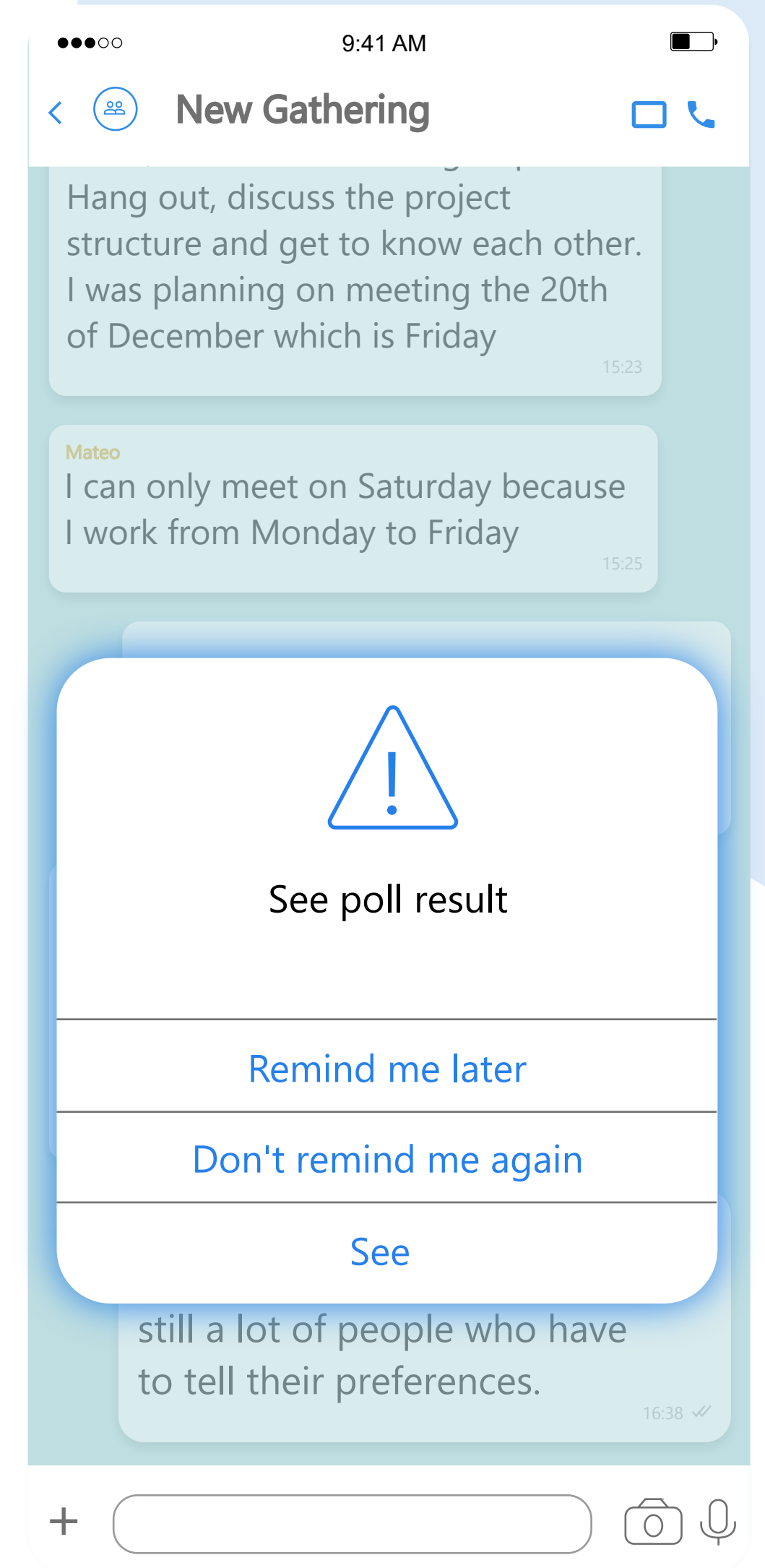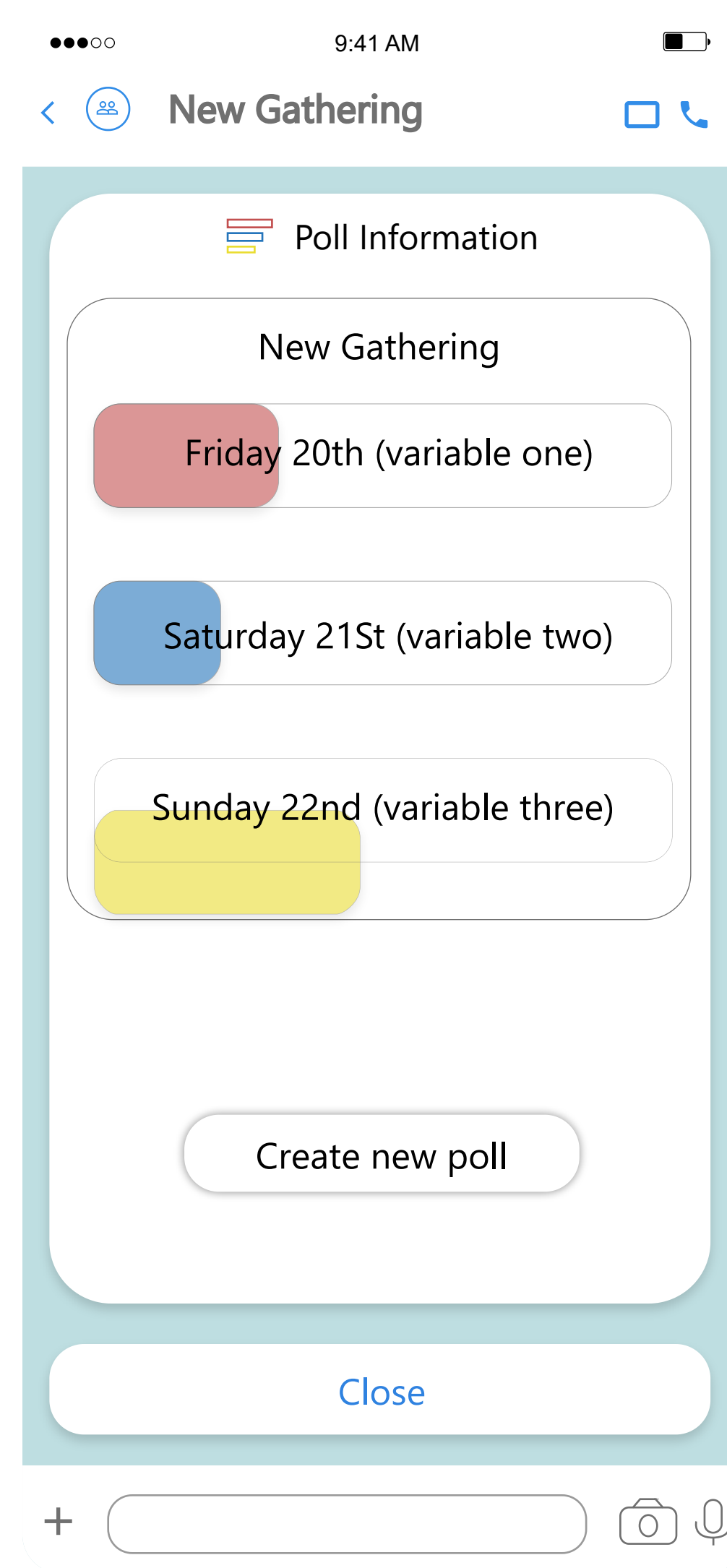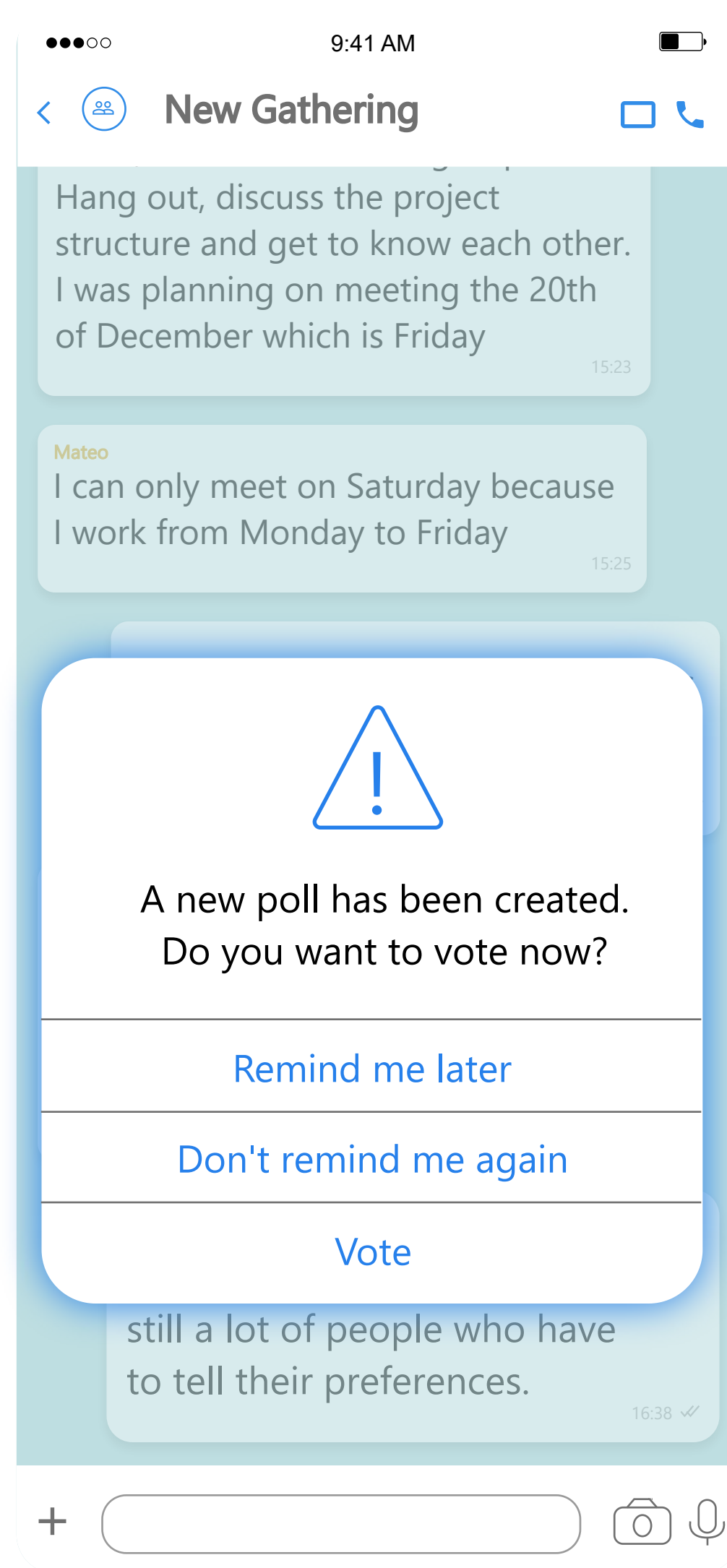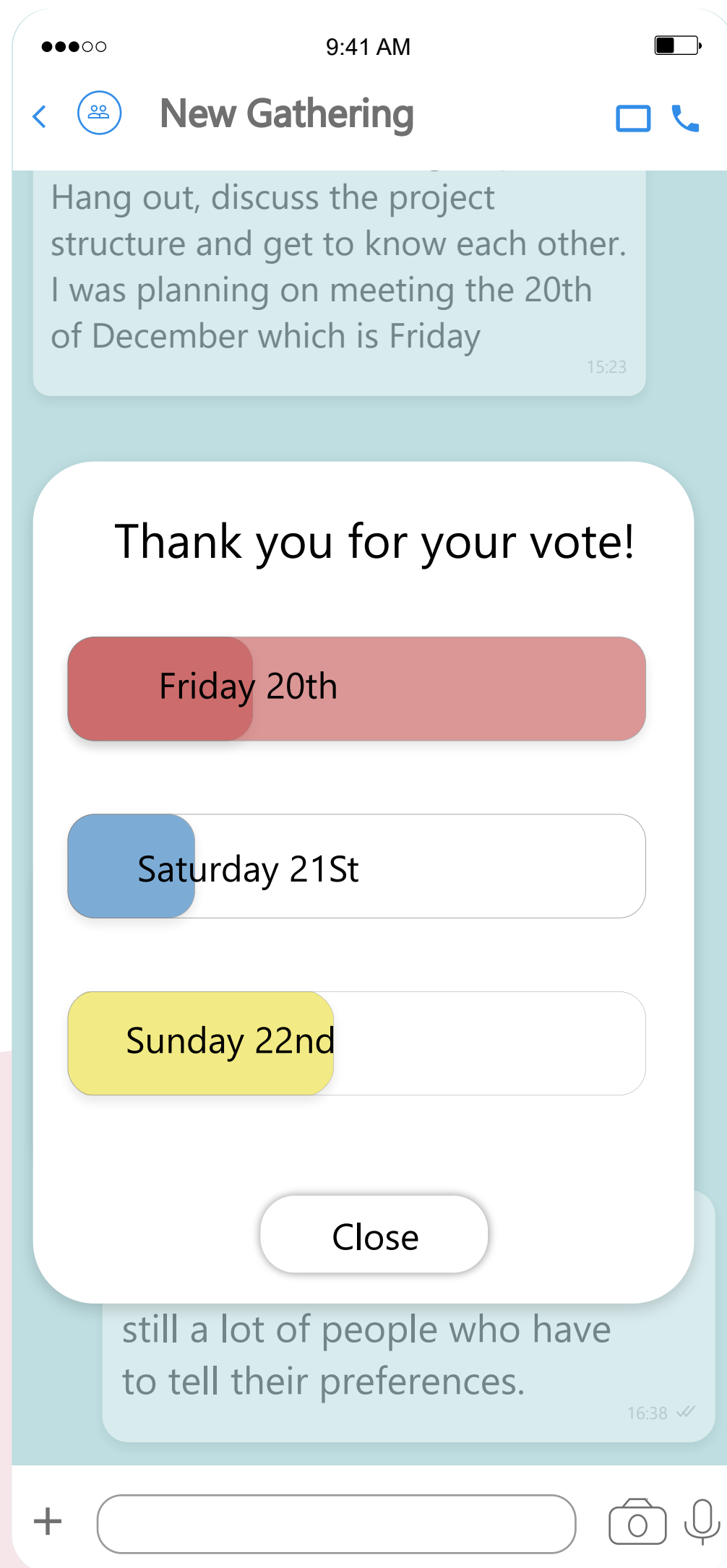Hang out, discuss the project structure and get to know each other. I was planning on meeting the 20th of December which is Friday

15:23

Thank you for your vote!

Friday 20th

Saturday 21St

Sunday 22nd

Close

still a lot of people who have to tell their preferences.

16:38

Screen 2 — New Gathering

9:41 AM

Hang out, discuss the project structure and get to know each other. I was planning on meeting the 20th of December which is Friday

15:23

Mateo
I can only meet on Saturday because I work from Monday to Friday

15:25

A new poll has been created. Do you want to vote now?

Remind me later

Don't remind me again

Vote

still a lot of people who have to tell their preferences.

16:38

Screen 3 — New Gathering

9:41 AM

Poll Information

New Gathering

Friday 20th (variable one)

Saturday 21St (variable two)

Sunday 22nd (variable three)

Create new poll

Close

Screen 4 — New Gathering

9:41 AM

Hang out, discuss the project structure and get to know each other. I was planning on meeting the 20th of December which is Friday

15:23

Mateo
I can only meet on Saturday because I work from Monday to Friday

15:25

See poll result

Remind me later

Don't remind me again

See

still a lot of people who have to tell their preferences.

16:38

5. Conclusion

With this project I have been able to:

- get rid of having to switch between two apps in order to create a poll and see the results. It is done in WhatsApp.

- have a better user experience. In this way, there is more flow between actions and the user memory load will be lower.

With this project I have been able to:

- I was able to improve my research skills.

- I was able to corroborate my assumption that adding a poll option to WhatsApp would improve the overall user experience