

# PROBLEM DEFINITION & MARKET LANDSCAPE

[In-detailed link](#)

## OBJECTIVE

Helping users organize their WhatsApp so "that one message" is easy to find.

## WHY WHATSAPP BECOMES A STORAGE SPACE

WhatsApp serves as a primary communication hub where people share texts, images, documents, and more. Since most of this information arrives through WhatsApp, transferring it to another app creates unnecessary friction. As a result, users prefer keeping everything within WhatsApp itself.

## HOW DO USERS CURRENTLY KEEP TRACK OF IMPORTANT MESSAGES IN WHATSAPP APP

- 1. Star marking** - Users star important messages to mark them for later
- 2. Forwarding to less crowded spaces** - Sending messages to quieter chats (like "Message Myself") to prevent them from getting buried in active conversations

## HOW IS "MESSAGE MYSELF" DIFFERENT

ATTRIBUTE	REGULAR CHATS	MESSAGE YOURSELF
Volume	High Volume, low importance	Low Volume, high importance
Intent	Incidental info	Intentional saved
Revisit Pattern	Rarely revisited	Frequently revisited
Context	Context - dependent	Context - independent
Retrieval need	Nice to have	<b>The entire point</b>

## CURRENT CHALLENGES IN MANAGING WHATSAPP CHATS BY USERS:

While searching through search button, the important marked messages get mixed with all the results resulting in chaos

## MARKET RESEARCH

- WhatsApp has 3.3 billion monthly active users globally as of 2025.
- WhatsApp is expected to gain **76.3 million more** users globally till 2029
- The **personal cloud storage** market is projected to grow from USD 35.5 billion (2024) to USD 158 billion (2032) at a **20.6% CAGR**

## RELEVANCE OF CLOUD STORAGE MARKET

"Message Myself" usage demonstrates **personal cloud storage behavior among WhatsApp's users**. The cloud storage market's projected growth (\$ 35.5B → \$ 158B, 2024-2032) validates strong demand for organized information storage solutions.

**IN SUMMARY:** WhatsApp's users are using the platform as personal storage, but lack the tools to organize and retrieve information effectively - creating an opportunity to capture value from the growing USD 158B cloud storage market.

# COMPETITOR ANALYSIS AND INTERNET RESEARCH

[In-detailed link](#)

## WHO ARE OUR COMPETITORS

Communication and collaboration platforms that handle high volumes of user-generated information and provide built-in organization/search features to manage that data.

Feature	WhatsApp	Gmail	Telegram	Discord	Slack
MAU	2.7B	1.8B	900M	200M	~80M
Basic Search	Moderate	High	High	Moderate	High
Filter Search	Low	High	High	Moderate	High
Attachment Search	Low	Moderate	Moderate	Low	Moderate
Speed	High	High	High	Moderate	High
UX design	Moderate	High	High	Moderate	High
Offline Search	High	Moderate	Low	Low	Low
Privacy	High	Low	Moderate	Low	Moderate

## INSIGHTS FROM USER INTERNET RESEARCH:

- 1. Multi-platform usage** - Users split important information between Telegram and WhatsApp, with many preferring Telegram for better organization
- 2. Information segregation** - Users intentionally store different content types in different apps based on each platform's organizational capabilities
- 3. Search performance gap** - WhatsApp iOS users face slow search loading times due to underlying architectural constraints

Useful-Brilliant-768 · 6mo ago

I've got a pinned chat with myself on WhatsApp and sometimes just [send quick voice notes too, super low friction](#). Another thing that helps is using a widget or shortcut for a note-taking app so it's one tap to jot something down.

SadPattern4778 · 10mo ago

I have the same issue since [switching to iPhone](#) 16 3 months ago, but my [WhatsApp closes down](#) if I try to search. Still haven't found any solutions.

elie2222 · 2y ago

I have a WhatsApp chat with myself where I sometimes throw tasks. [But I prefer Todoist](#) for that.

On the topic of Inbox Zero, I'm building [getinboxzero.com](#). May help you get control of your inbox.

the\_bookworm17 · 6mo ago

I send myself tasks in [Whatsapp \(Personal\)](#) and [Slack \(Professional\)](#)

anotheranonposter11 · 2y ago

I do this with telegram !

NegativePhotograph32 · 2y ago

WhatsApp yes, why not, but [Telegram is much more convenient](#). The GTD app is use allows adding new tasks via a bot, and honestly it's the fastest way to do

Hour-Tumbleweed/856 · 6mo ago

Not sure if it's just me, but my phone is turning into a disaster zone because I keep texting myself random tasks, grocery lists, reminders, etc. It's super quick to open iMessage/WhatsApp and jot something down, but then I end up with 200 unread messages from... me. 😅

The problem is I forget what I texted myself, or I accidentally delete stuff when cleaning my chats.

Has anyone found a way to keep the same "super fast capture" vibe but without the chaos?

r/whatsapp · 2y ago

ajax8732

## Managing Tasks & Files on Whatsapp

Whatsapp, being the default chat app for me, is always open on my laptop. I use 'You' chat to dump tasks and files because it's convenient. Although over time it gets cluttered as the chat isn't smart and i can't snooze my tasks or recall files if need be.

Do you guys also use your chat to dump tasks too? If yes, how do you manage it? Is there any smart option?

# TARGET SEGMENT & IMPACT MAPPING

[In-detailed link](#)

## TARGET SEGMENT

Daily WhatsApp users aged 25-35 who use the platform as a **cognitive repository** for storing important information in *Message Yourself* or *starred messages*, even when not actively chatting with others.

## WHY THIS BEHAVIOUR

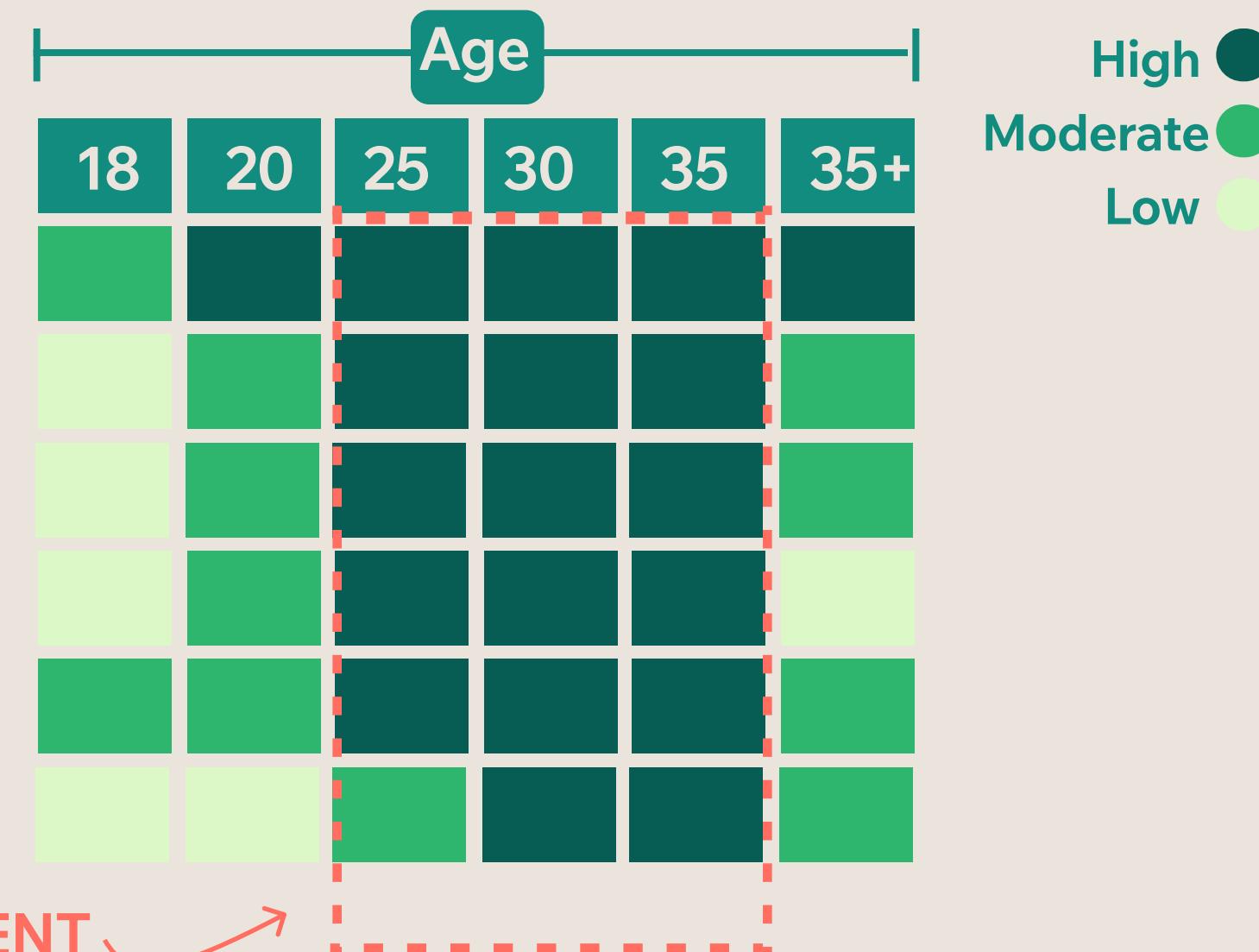
Habitual WhatsApp users have developed the behavior of starring messages or using Message Yourself to track important information for easy retrieval. Building solutions for these users will drive the maximum impact.

## IMPACT MAPPING

- Total Addressable Market (TAM):**  
3.3B WhatsApp users globally
- Serviceable Available Market (SAM):**  
891M users aged 26-35 (27% of TAM)
- Serviceable Obtainable Market(SOM):**  
829M digital repository users (93% of SAM)

## WHY THIS SEGMENT

- WhatsApp usage
- WhatsApp Reliance
- Search Button Awareness
- Message Yourself Awareness
- Starring Message Awareness
- Willing to pay for value



OUR TARGET SEGMENT

## NOTE:

This survey was conducted among Tier-1 and Tier-2 city residents aged 25-35 in India only. Actual rates may vary across Tier-3 cities, rural areas, and international regions, and should be validated through broader geographic research.



# USER PERSONA



Vivek, 20Y, Engineering Student, Mumbai

“Receives college notes PDFs, text images across various WhatsApp groups and chats”



Arya, 24Y, Software Developer, Bangalore

“Uses WhatsApp’s “Message Yourself” as a digital repository for passwords, tickets, to-dos, and notes”

PAIN POINTS	GOALS	JTBD	PAIN POINTS	GOALS	JTBD
Can't identify documents by filename, opens multiple files to find content	Wants in-document content search capability	“ <b>When</b> I search through different documents, <b>I want</b> to search the content inside them without opening the file, <b>so I can</b> see results quickly, <b>without</b> having to open each document”	Data overload in Message Yourself requires scrolling to find items	Automatic content categorization for faster retrieval	“ <b>When</b> I need to search within Message Yourself (where I save all important items), <b>I want</b> automatic categorization or manual label assignment, <b>so I can</b> quickly locate what I need, <b>without</b> scrolling through everything”



Rewa, 25Y, Barista at Starbucks, Bangalore

“Organizes important messages and documents using Message Yourself or starred messages”

PAIN POINTS	GOALS	JTBD
Had to scroll through starred messages and Message Yourself because she forgets which method he used to save content	Want search results that prioritize starred messages and “Message Yourself” first	“ <b>When</b> I need to search for a document but can't remember where I saved it, <b>I want</b> starred and self-messaged content to appear first in search results, <b>so I can</b> quickly locate important documents, <b>without</b> scrolling through lengthy results mixing important and casual messages.”

## SUMMARY OF WANTS

1. Global search capability for text inside documents and images
2. Manual or automatic chat labeling functionality
3. Priority indexing for starred and Message Yourself content in search results

# UNDERSTANDING WHATSAPP USERS

[In-detailed link](#)

## SURVEY INSIGHTS BASED ON 45 PARTICIPANTS

66% Employed | Age: 25-35 yrs

[in-detailed link](#)

Use WhatsApp 3+ times daily



Awareness of Search Button

Use WhatsApp as Digital Repository



## THE PAIN POINT: LOCATING SAVED CONTENT

64%

Couldn't locate messages they saved via starring or self-messaging

Of these users, 62% relied on search to **recover their lost content**

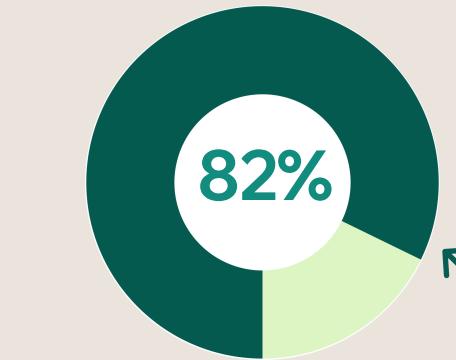
62%

*Note: Survey was done only on Tier 1-2 cities*

## USER SENTIMENT & FEATURE DEMAND

- "51% value WhatsApp's search functionality"

- "42% feel **neutral** about search difficulties"



Would love to have a feature which would be remind them

## HOW USERS UTILIZE THE "MESSAGE MYSELF" FEATURE

Important Messages & Documents

Link Bookmarking

Drafts, File Transfers & Task Lists

Passwords & Study Notes

75%

62%

44%

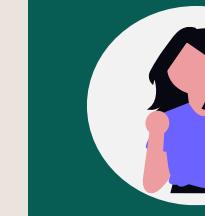
40%



## 1:1 INTERVIEW INSIGHTS FROM 4 PARTICIPANTS



"I have this habit of storing information in 'various places' like WhatsApp, notes app, different apps."



"I keep documents in 'message myself' so I can access them quickly, like when I have to show my ticket to the TT."



"I don't have any problem with the 'search button.' I actually find it **quite useful**."



"If there was something to 'look inside the PDFs,' it would help me find a 'particular topic' across all those 5 to 6 class notes PDFs that come together."

## ESTABLISHING PRIORITIES FROM USER & MARKET RESEARCH

Organizing important messages across multiple chats

**VERY IMPORTANT**

Remembering where specific information was saved

**VERY IMPORTANT**

Finding text within document attachments

**MODERATE IMPORTANT**

Slow search loading times in iOS

**LESS IMPORTANT**

Searching messages by contact name

**MODERATE IMPORTANT**



# SOLUTIONS

[In-detailed link](#)

## The Solution:

An AI-powered search that revolutionizes how you find information in WhatsApp by intelligently indexing saved and starred messages first, ensuring what matters most is always within reach. It automatically extracts and searches inside documents, PDFs, and photos, turning buried booking details, receipts, and tickets into instantly searchable information, all with end-to-end encryption and complete privacy.



### Solution 1 (Global Search Integration): WINNER

- Integrates directly into WhatsApp's existing global search bar
- Smart Recall and Quick Recall features will be accessible through the familiar search interface users already know
- Minimal UI changes, maintaining current WhatsApp navigation flow

### Solution 2 (Message Myself - Dedicated Interface):

- Creates a dedicated workspace within the "Message Myself" chat
- Features an organized interface with separate sections for starred messages, saved messages, and search
- Provides a centralized hub specifically designed for Smart Recall functionality
- Offers a more structured, visual approach to managing and accessing saved information

**WHY THIS SOLUTION:** By embedding Smart Recall and Quick Recall directly into WhatsApp's familiar search bar, users discover and adopt these features naturally without learning new paths or forming new habits

## STRATEGIC OPPORTUNITY:

- ✓ First-mover advantage in WhatsApp organization space
- ✓ AI-powered document text extraction capabilities
- ✓ Privacy-first approach with on-device indexing
- ✓ Leverages existing user behavior patterns

Solution	Discoverability	Adoption Rate	Engagement Freq	Time to Value	User Habit Formation
Solution 1 Integration in Global search	High - Naturally Discovered while searching	High - Leverages existing user behaviour	High - Used whenever users search	Immediate - works where users already search	Fast - Builds on existing habits
Solution 2 Integration in "Message myself"	Low - Hidden inside dedicated chat	Low - Requires learning new path	Low - Only when users remember to visit	Delayed - Extra steps to reach interface	Slow - Requires creating new habits

# WIREFRAMES

**A self-reinforcing cycle:** save documents with automatic extraction → search finds content by extracted details → Quick Recall shows clean, focused results → users save more confidently → each save enriches the searchable knowledge base, making retrieval faster with every use.

[In-detailed link](#)

The image displays four mobile phone wireframes arranged horizontally, each showing a different screen of a messaging application with the Quick Recall feature.

- SMART RECALL:** Shows a search results screen for the term "dinner". It includes a "Quick Recall" section with a "SAVED" message from Sarah and a "Message Yourself (you)" message from "Message Yourself (you)". A keyboard is at the bottom.
- SMART SAVE:** Shows a search results screen for the term "hotel". It includes a "Quick Recall" section with a message from Mom and a message from John Smith. A message from Sarah with a file attachment "hotel.pdf" is highlighted with an orange box and a "Click to save this message" button. A keyboard is at the bottom.
- USER FLOW & DEMO LINK:** Shows a search results screen for the term "hotel". It includes a "Quick Recall" section with messages from Mom and John Smith. A message from Sarah with a file attachment "hotel.pdf" is highlighted with an orange box showing extracted details: "Check-in: Jan 15, 2025", "Mumbai, Lower Parel", "₹12,500", and "Taj Mahal Palace". A keyboard is at the bottom.
- QUICK RECALL:** Shows a search results screen for the term "boarding". It includes a "Quick Recall" section with a message from Sarah and a message from "Message Yourself (you)". A message from Sarah with a file attachment "boarding.pdf" is highlighted with an orange box showing extracted details: "Flight to Mumbai - Dec 30". A keyboard is at the bottom.

**Prioritizes saved and starred messages** at the top of search results, making important content easier to find.

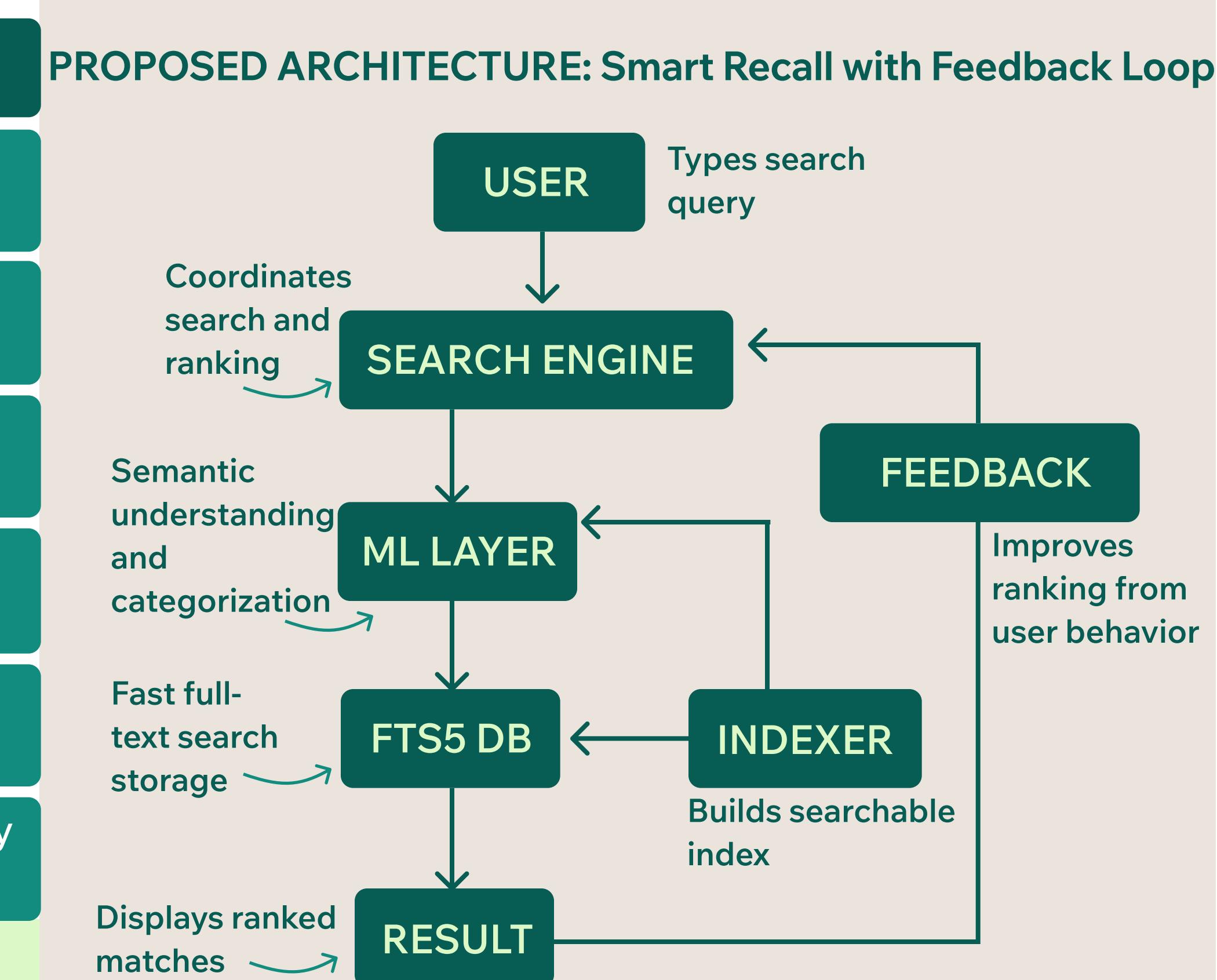
**Automatically extracts key details** (dates, locations, amounts) from saved documents, making them instantly searchable by any extracted term like 'Mumbai' or 'Jan 15'.

**Shows only saved and starred messages** with extracted content displayed - eliminating clutter for instant access to important information.

# TECHNICAL DETAILS OF WHATSAPP SEARCH FEATURE

[In-detailed link](#)

FEATURE	WHAT IT DOES
PRIORITY SYSTEM	Saved messages appear in a dedicated "FROM YOUR SAVED" section at the top of every search result
SEMANTIC SEARCH	BERT understands that "dinner plans" and "restaurant recommendation" mean similar things
AUTO-CATEGORIES	ML automatically sorts saved content into Bills, Food, Travel, etc. with 95% accuracy
OCR	Extracts searchable text from photos of bills, receipts, and handwritten notes
iOS FIX	Unified database eliminates the sync failures causing "Preparing Results" delays
LEARNING	Continuously improves ranking based on which results you actually click



## PREVIOUS ARCHITECTURE: Basic Search - No Learning

User → Search → Database → Results → User Clicks

## HOW OUR SOLUTION SOLVES THE PROBLEM

**Smart Recall** stops users from wasting time scrolling through mixed results to find already-marked messages, **Smart Saving** unlocks content trapped inside PDFs and images, and **Quick Recall** eliminates search noise when you only want previously saved content.

# METRICS, RISKS, REVENUE MODEL

[In-detailed link](#)

North Star Metric			Risks & Mitigation			Revenue Model		
Category	Metric	Why	Risk	Description	Mitigation Strategy	Features	Free	Premium
Adoption	% of user trying feature at launch	Validates product-market fit	Low User Adoption	Users don't discover or use Smart Recall despite native integration.	Prominent search UI placement, onboarding tutorial, in-app tooltips, A/B testing rollout.	Smart Recall present in Global search	10 searches/day	✓ Unlimited searches
Engagement	MAU	Measures habit formation	Performance Degradation	Feature slows app, drains battery, or impacts core messaging.	Strict guardrails: search <200ms, battery <2%, background optimization.	Quick Recall present in Global search	View only (no organization)	✓ Full organization + folders
Conversion	Quick Recall Access	Validates UI placement decision	ML Model Storage	AI text extraction models consume excessive device storage (100MB+), causing complaints.	Lightweight model compression, on-demand download, cloud-based processing option.	Text Extraction from saved documents	5 documents/day, PDFs only	✓ Unlimited, all file types (PDF, images, docs)
Guardrails	Free to Premium	Proves users value premium features	Feature Complexity	Advanced filters overwhelm users, causing confusion and abandonment.	Progressive disclosure, simple default UI, contextual help, non-tech user testing.	Conversion	Premium Users	Annual Revenue
Monthly Active Save-and-Search Users (MASSU)						Conservative (2%)	16.58M	USD 547M
Formula: MASSU = (Users who saved AND searched for saved content in the month) ÷ (MAU) × 100						Target (5%)	41.45M	USD 1.37B
Why: Measures the core value loop - users who save messages AND successfully retrieve them are experiencing the full product value.						Optimistic (10%)	82.9M	USD 2.74B
Slow search kills instant response								