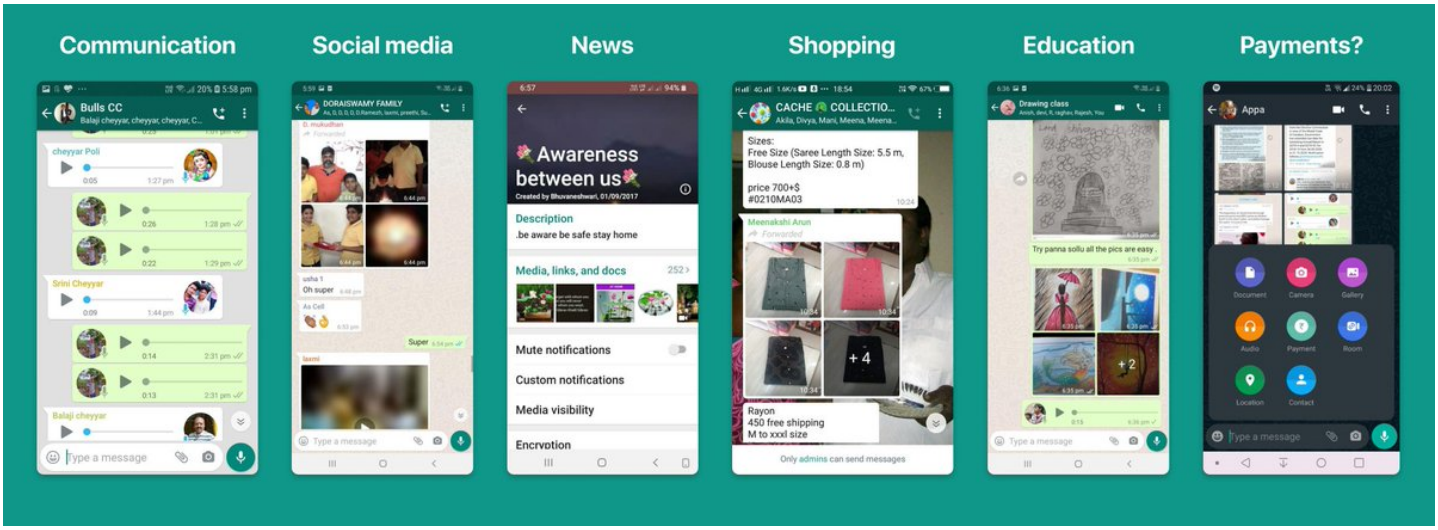
# Twitter Thread by Rajesh Raghavan

**Rajesh Raghavan**
@rajeshraghavan_

## Is WhatsApp already the Super App of India?

## Thread ■




Below are a few insights I gathered while researching on how Gen-X use WhatsApp as a part of @10kdesigners Cohort!

Okay, let's go!

1/x

Gen-X? Who are they?

Gen-X (short for Generation X) are basically people with birth years around 1960–1980. That's basically our (millennials') parents!

2/x

Check out this detailed case study by @zainab_delawala
https://t.co/G7QTkQN2id

■ Communication/Community

This is the primary feature of WhatsApp.

This feature is the entry point for most of the Gen-X, they come to WhatsApp to communicate and engage with small groups/communities.

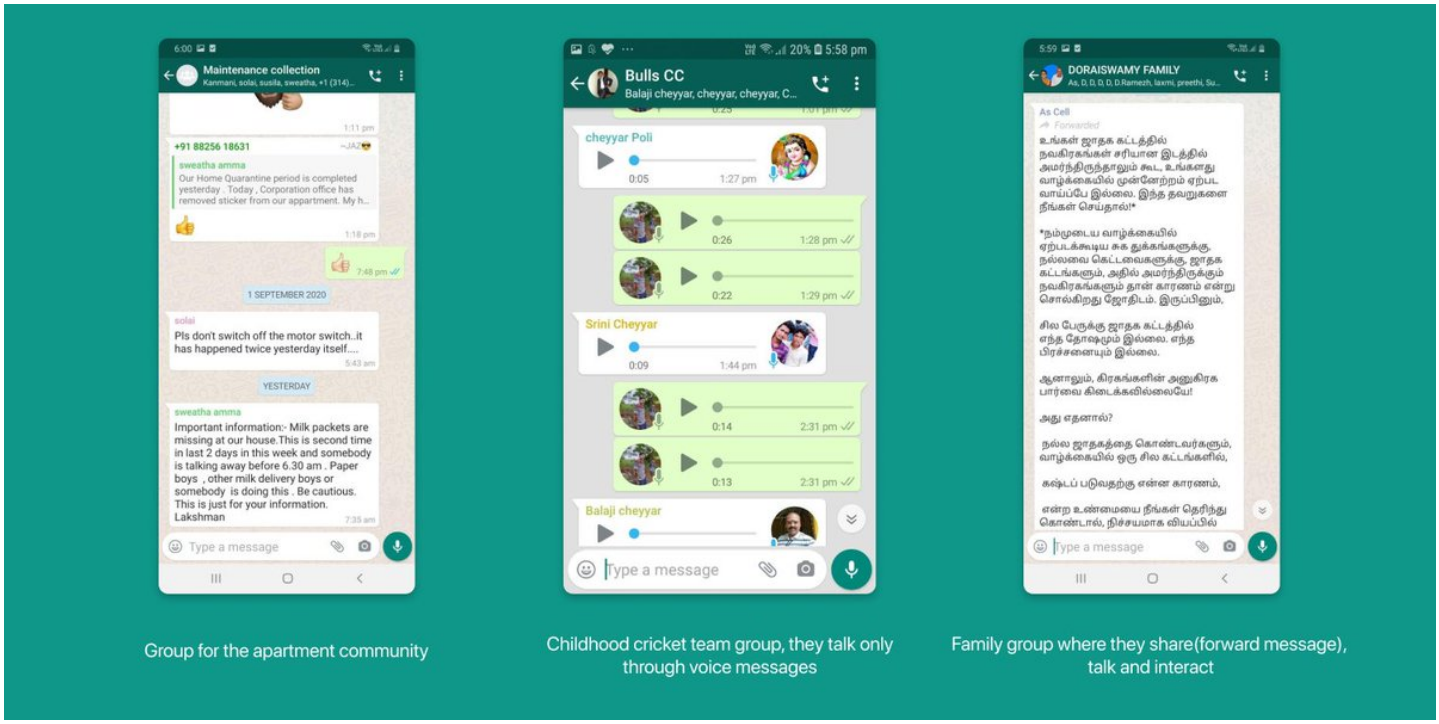
3/x
https://t.co/PfQLAtv54S

> Can a movie (96') change how people use an app (Whatsapp)?
>
> YES. It can.
> Let's see how\U0001f440 pic.twitter.com/BV0scQ2KEc
>
> — Rajesh Raghavan (@rajeshraghavan_) October 1, 2020

- WhatsApp group is one of the most used features by Gen-X. Most of the message more on groups than on private chats.

- Forward messages received mostly are written in vernacular languages. They are all well scripted.

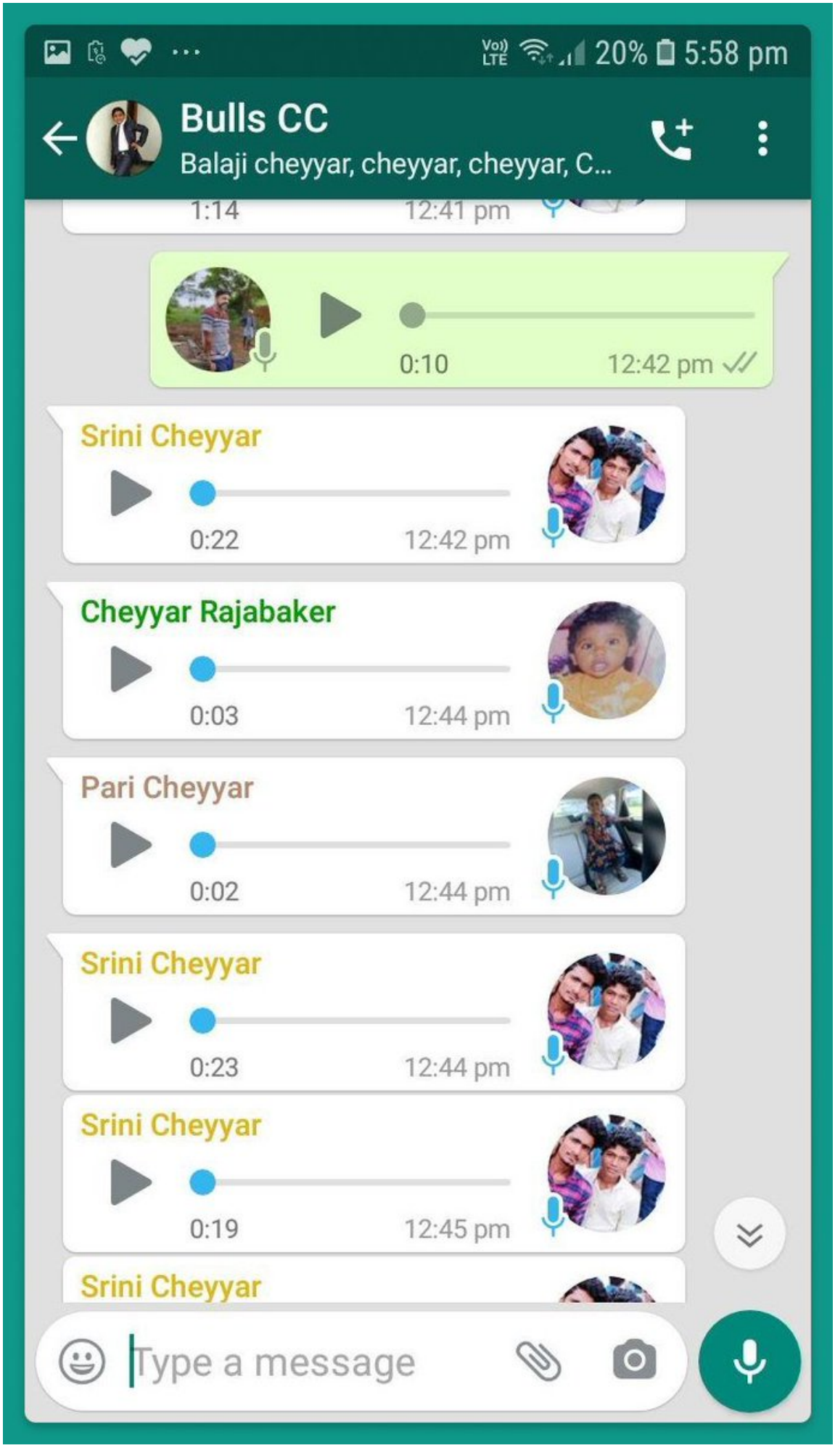
4/x




- Interestingly most of the messages are not text messages, instead, they were voice messages.

- The reason being, it's hard to type messages in vernacular languages and also text messages lack personality.

5/x

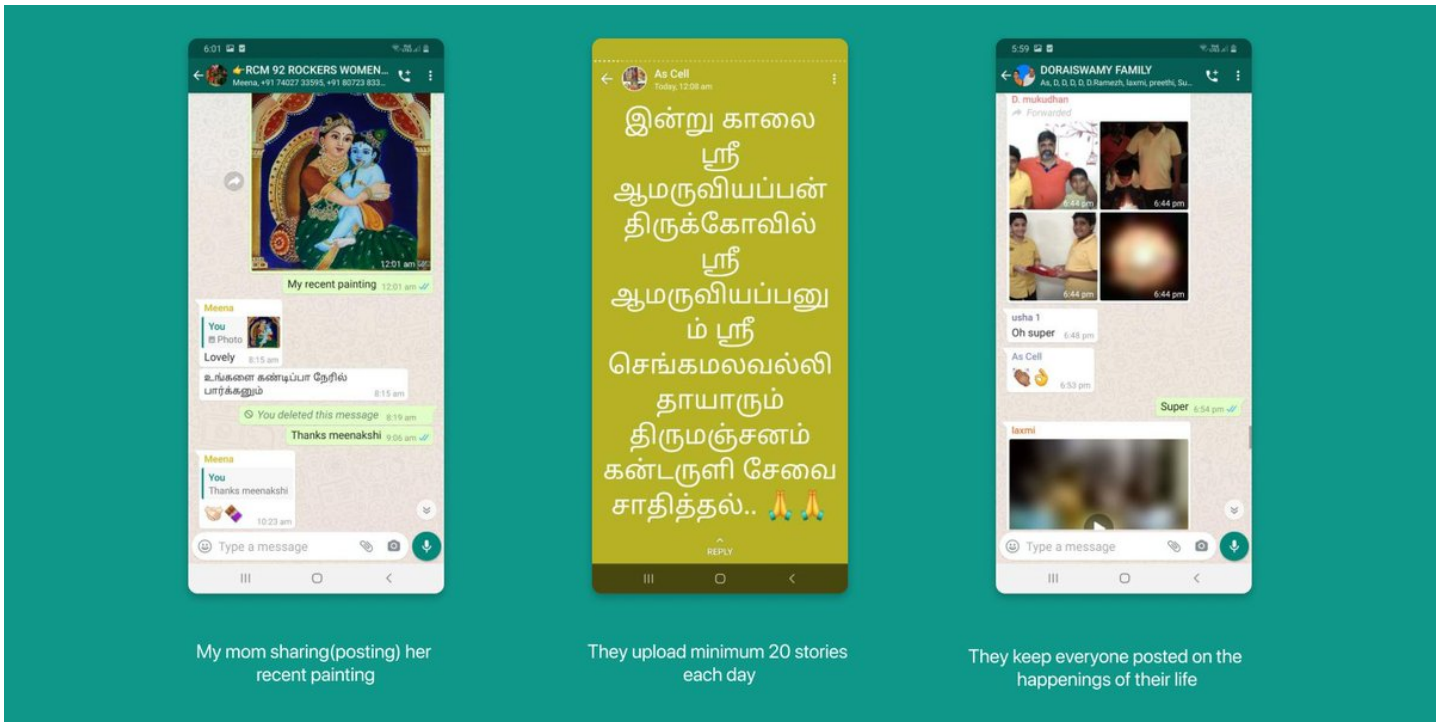

20% 5:58 pm
Bulls CC
Balaji cheyyar, cheyyar, cheyyar, C...
1:14
12:41 pm
0:10
12:42 pm
Srini Cheyyar
0:22
12:42 pm
Cheyyar Rajabaker
0:03
12:44 pm
Pari Cheyyar
0:02
12:44 pm
Srini Cheyyar
0:23
12:44 pm
Srini Cheyyar
0:19
12:45 pm
Srini Cheyyar
Type a message

■ Social Media

- We use social media to receive validation from our network, their network is most active on WhatsApp groups so they do it here.

- They treat messages as a post, keep their connection updated with what's happening with them.

6/x




- Instant validation is received as messages on the same group.

- Gen-X use WhatsApp status more than any other age group. Few of them even upload 20 stories per day!

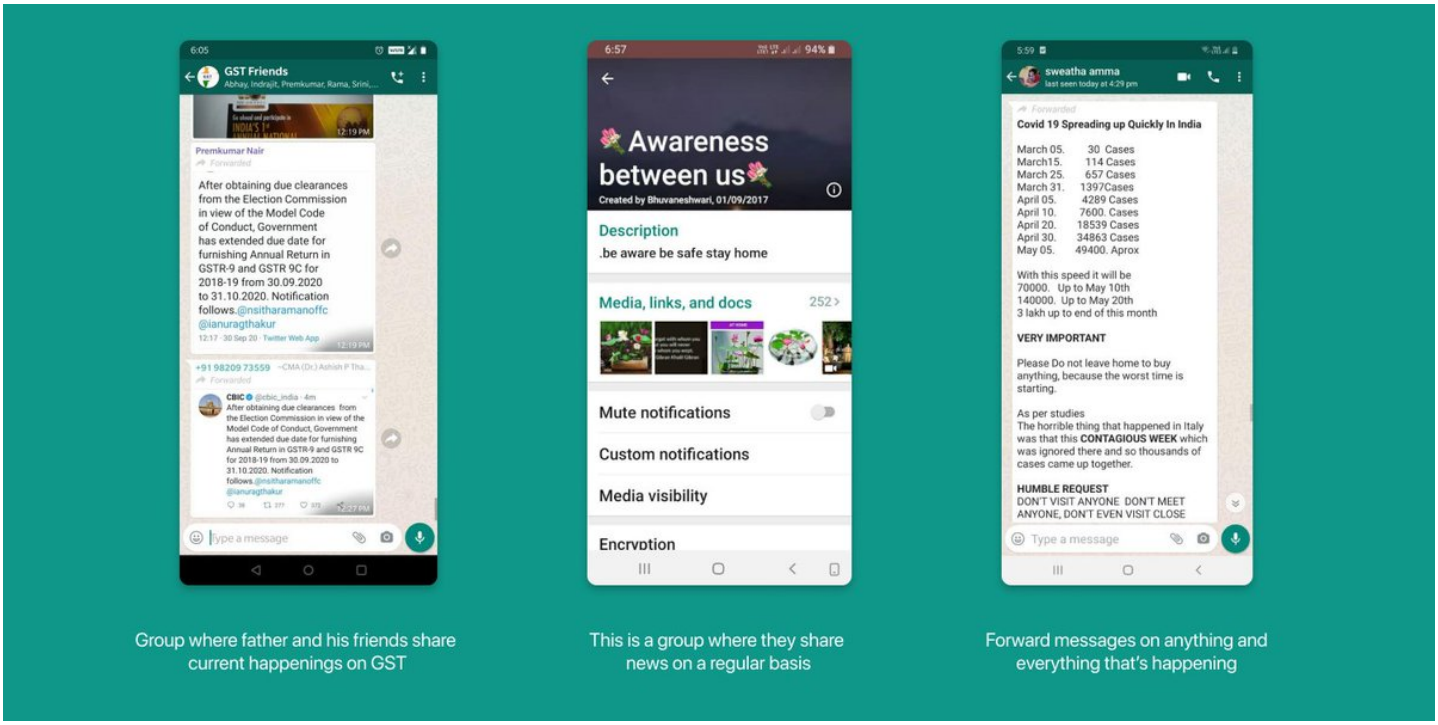
7/x

■ News

- 7 out of 10 people I interviewed are part of a newsgroup.

- Most of these messages are Forward messages received at very high frequency.

8/x




Group where father and his friends share current happenings on GST

This is a group where they share news on a regular basis

Forward messages on anything and everything that's happening

- They trust these messages. They don't bother to cross-check the information.

- The reason they trust is that they are receiving these messages from "trusted people", and thus the information gains trust immediately.

9/x

■■ Shopping

- All of them I came across were clothing shop groups!

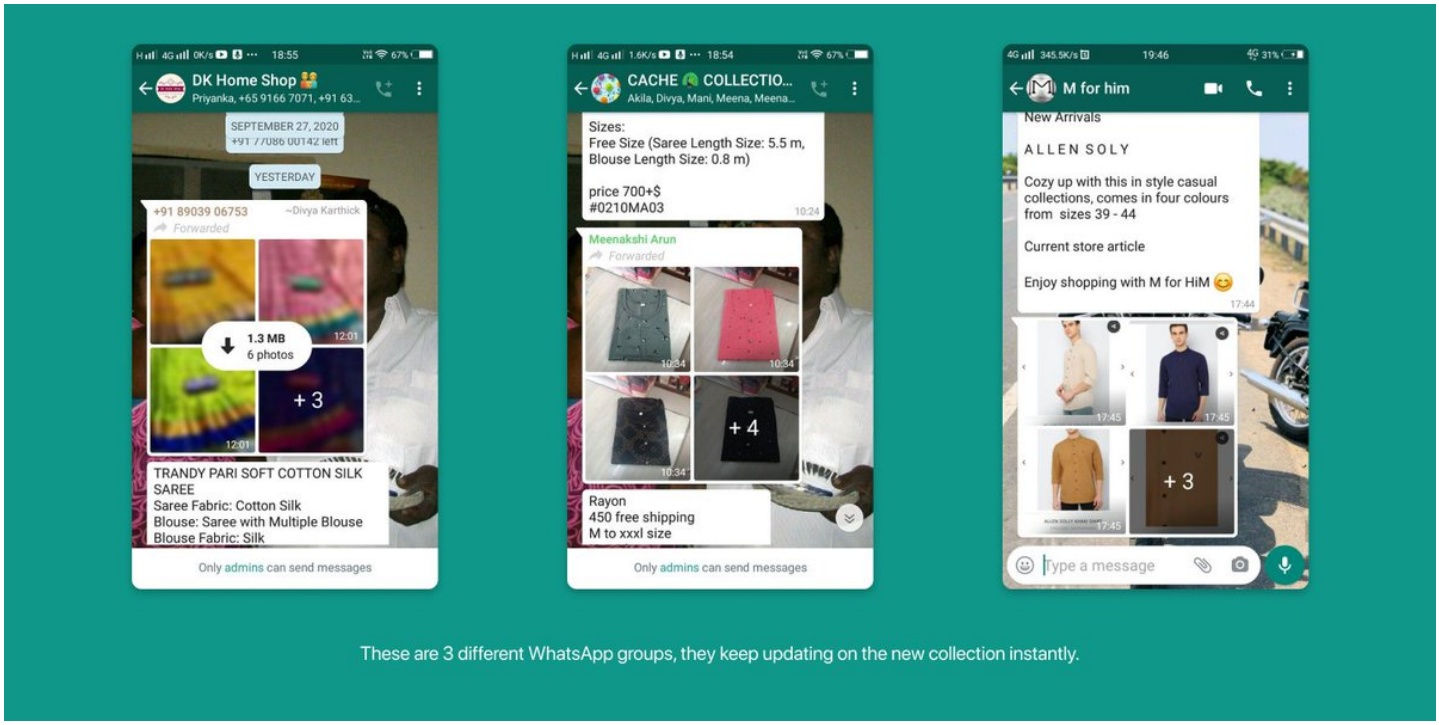
- Believe me, my friend's mom got addicted to these groups.

How do they discover these groups?

- They share their numbers at small offline clothing stores.

- They receive suggestions from their peers.

10/x




What makes these groups addictive?

- WhatsApp is a high-frequency platform. They somehow land on these groups multiple times a day.

- These products are easily sharable. Just imagine how easy it is to share products that you receive as a message vs a product on Amazon?

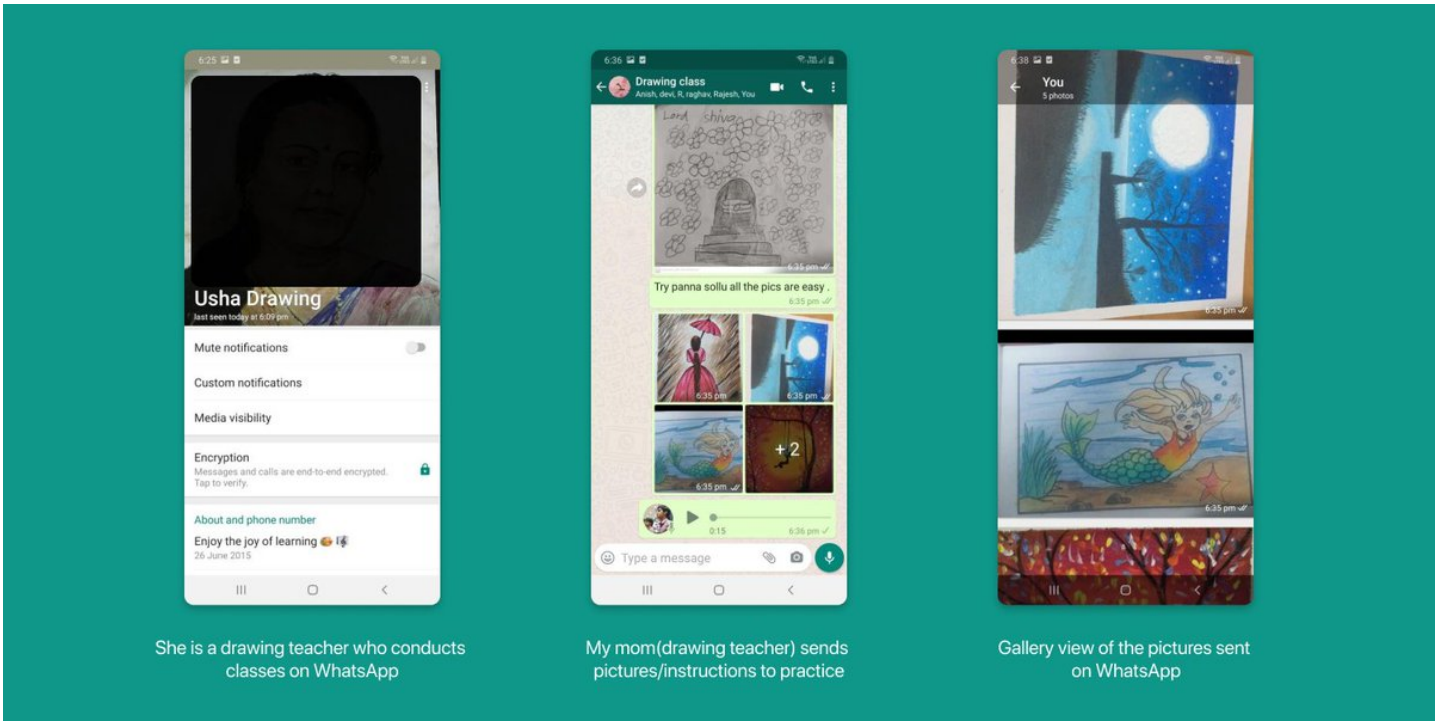
11/x

■ Education

- My mom is a drawing teacher who teaches drawing to children of age 8-12. She primarily uses WhatsApp for all her teaching and information passing.

- Even our neighbour who takes tuition for students of similar age use WhatsApp.

12/x




Why and how do they use WhatsApp for this?

- Everyone uses WhatsApp, it's really hard to miss the information that is passed on WhatsApp.

- "I take online classes through WhatsApp video call". They work best for 1:1 classes that my mom conducts.

- "WhatsApp works fine."

13/x

■ Payments?

Now that we have seen how Gen-X uses WhatsApp, we can now try to question and understand in what all ways WhatsApp can be used.

WhatsApp is a powerful platform and used at very high frequency by its users. Gen-X is engaged with WhatsApp like no other app.

14/x




Can WhatsApp payments be real in the coming years?

My guess would be - YES! Because-

- Very high frequency
- Strongest network
- High trust
- Abundance of resource

15/x

10 out of 10 people I interview didn't know about the payment feature on WhatsApp!

Surprisingly, 7 out of 10 were ready to use WhatsApp as their payments app. But we need to understand that this is not a behavioural insight.

16/x

Is WhatsApp already the Super App of India?

No, it's heading in that direction.

It's also really interesting to see with 2 giants joining hands to make this happen.

Will meet you guys with Gen-X once that happens,
Thank you!

17/17