Twitter Thread by Rajesh Raghavan
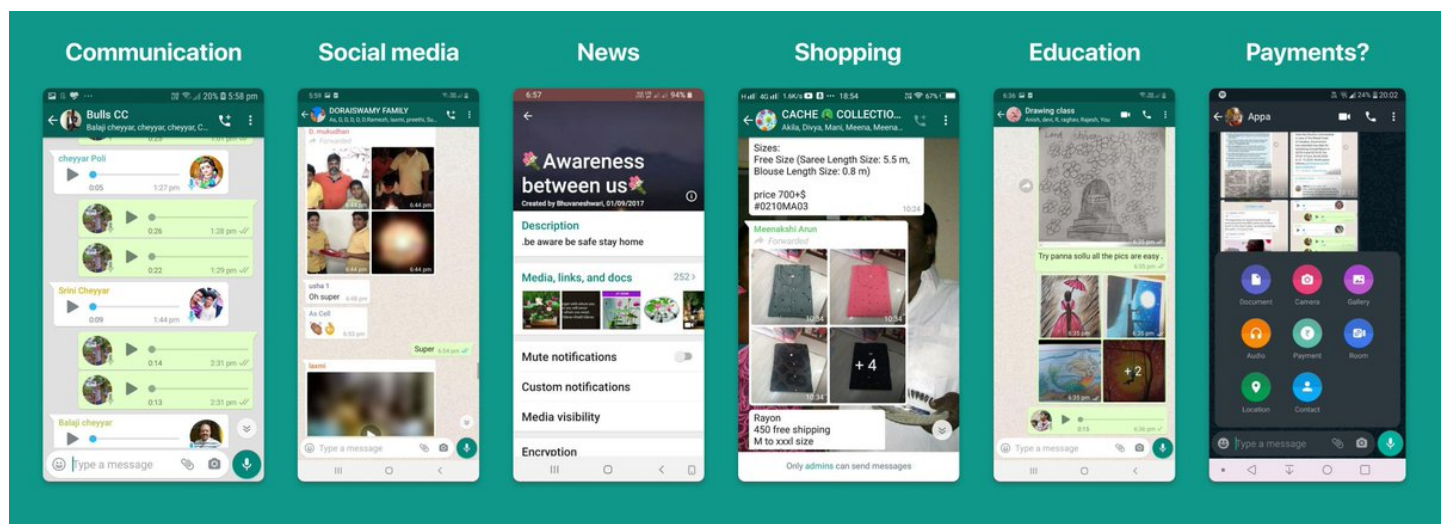
Rajesh Raghavan
@rajeshraghavan_

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

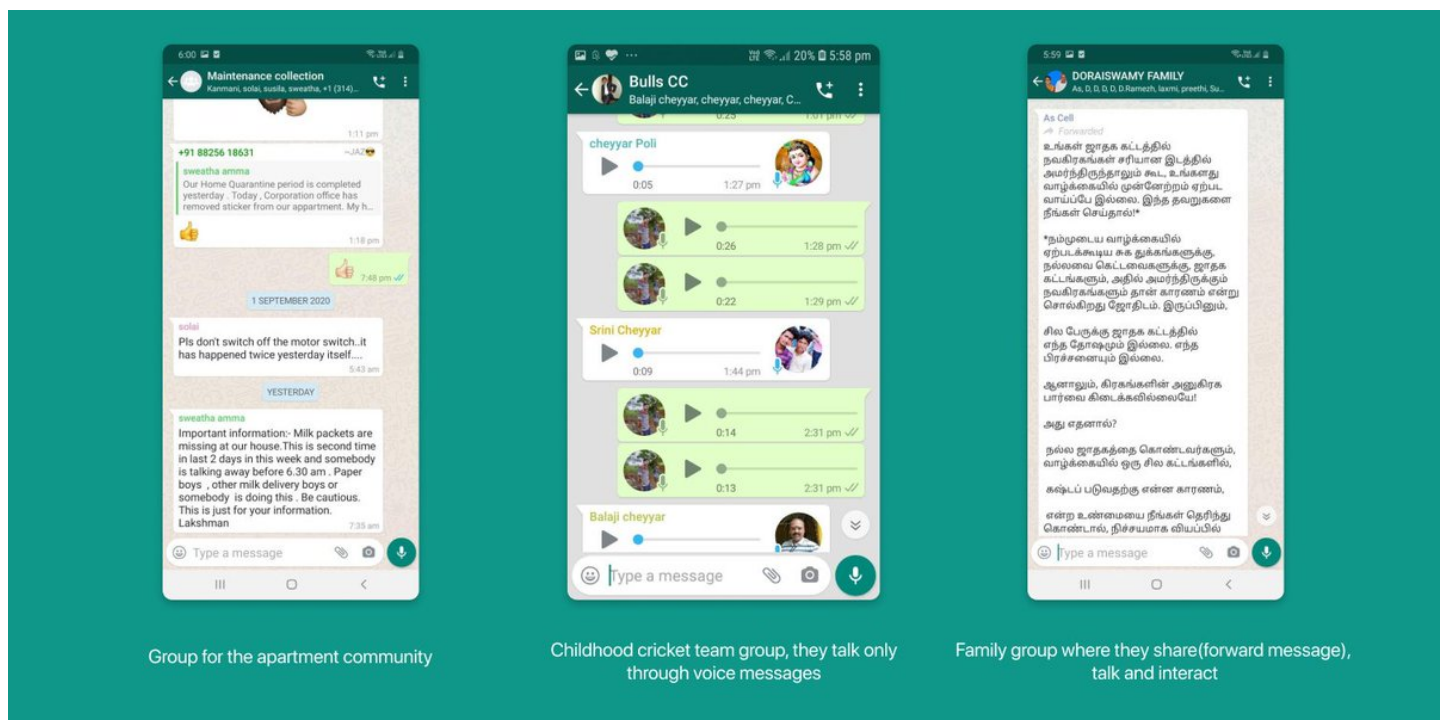Can a movie (96') change how people use an app (Whatsapp)?

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

Group for the apartment community   Childhood cricket team group, they talk only through voice messages   Family group where they share(forward message), talk and interact

- 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

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

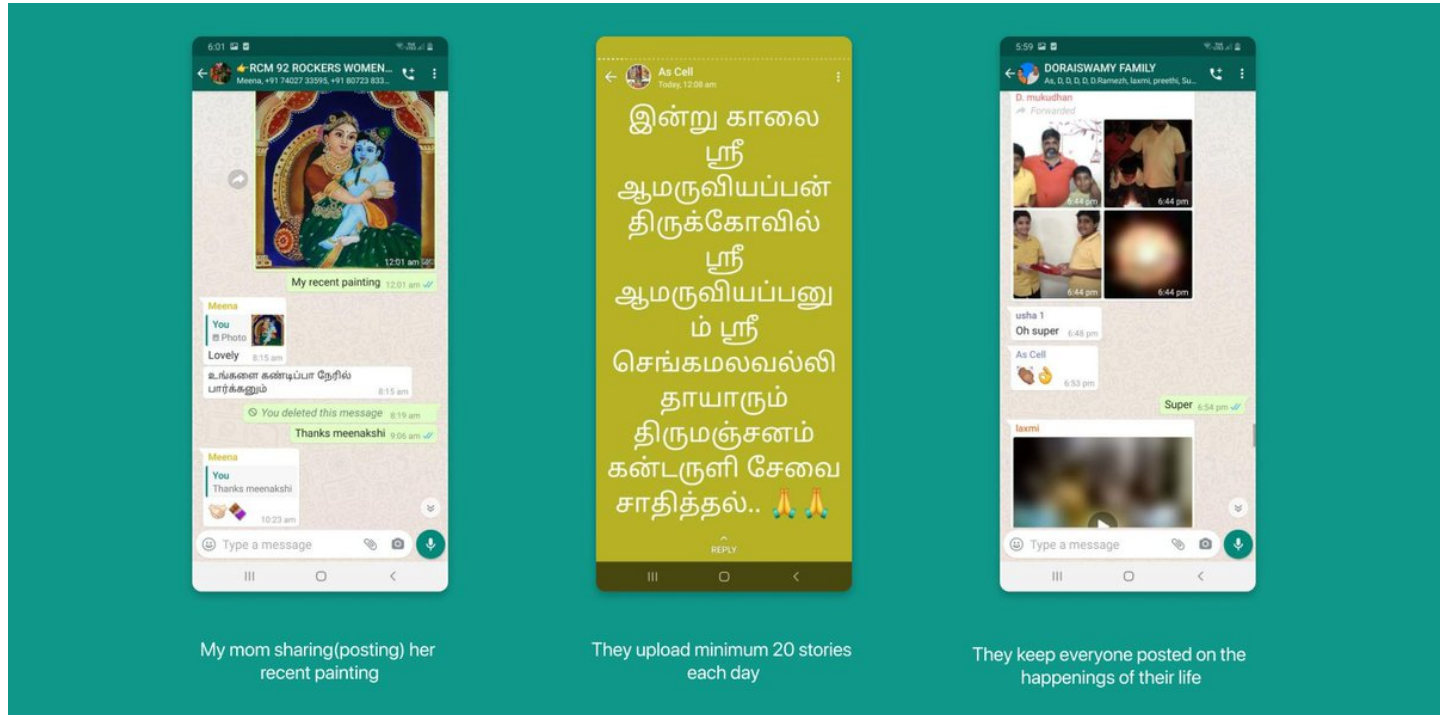**Srini Cheyyar**

☺ 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

My mom sharing(posting) her recent painting

They upload minimum 20 stories each day

They keep everyone posted on the happenings of their life

- 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!
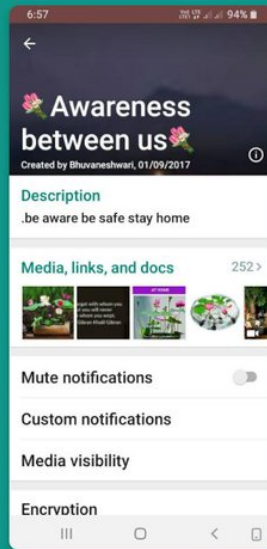
7/x

■ 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

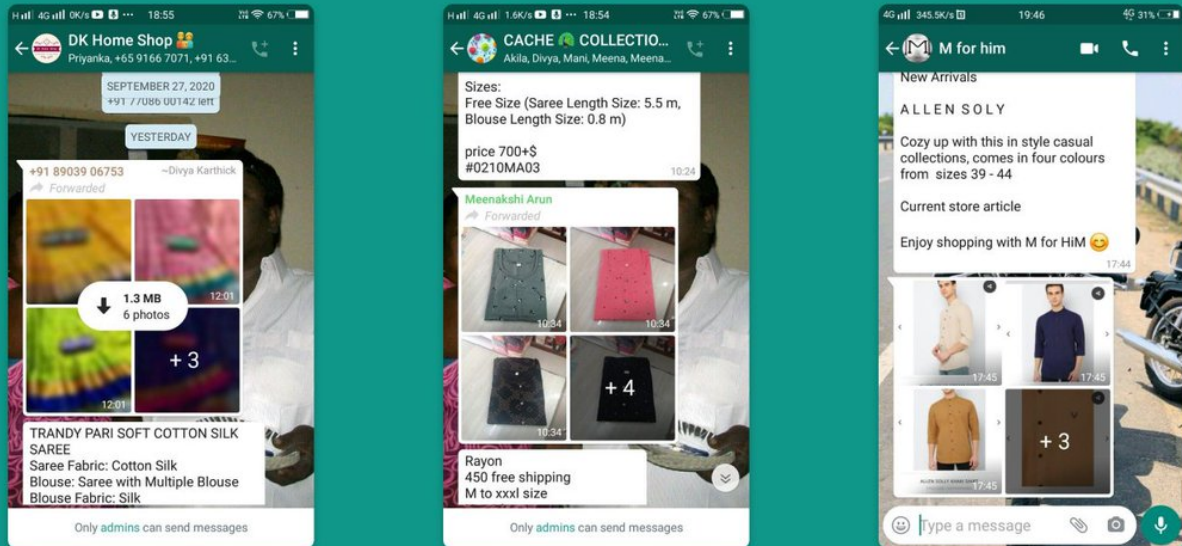- All of them I came across were clothing shop groups!

- 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

These are 3 different WhatsApp groups, they keep updating on the new collection instantly.

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?
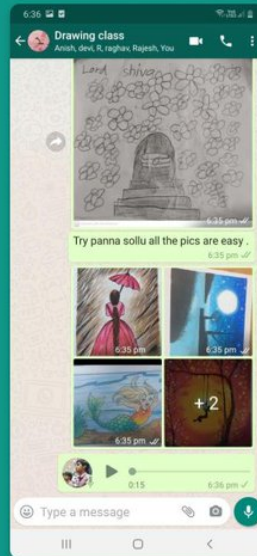
11/x

■ 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
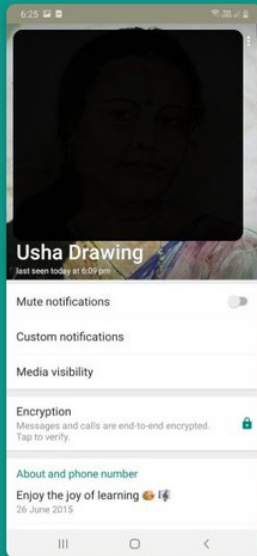
She is a drawing teacher who conducts classes on WhatsApp

My mom(drawing teacher) sends pictures/instructions to practice

Gallery view of the pictures sent on WhatsApp

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.
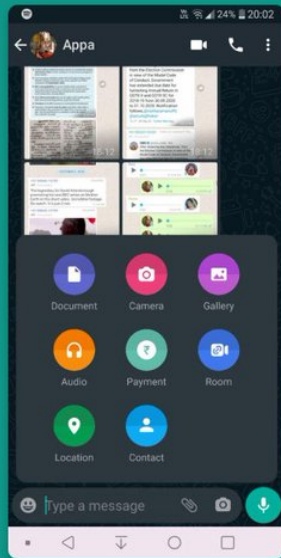
- "WhatsApp works fine."

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 be the future of payments?
Can it become the Super App of India?

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