recova

Recover Deleted Messages

Overview

Recova is a mobile application that helps users recover lost WhatsApp messages and media files. It also offers additional features such as sending direct messages to unsaved numbers, repeating text messages and reminding users to turn on their mobile data before using the recovery software. The app is designed to user-friendly and provides a comprehensive solution for recovering lost WhatsApp data

Role

UI/UX Designer, in collaboration with a team of 5 designers

Tools

Figma
Miro

The Process

Empathize
Define
Design & Test
Reflection

The Challenge

One of the main challenges for the Recova app is the constantly evolving technology landscape. As new versions of WhatsApp and mobile operating systems are released, the app must be updated to ensure compatibility and effectiveness. Additionally, the app may face competition from other data recovery apps, as well as potential security concerns related to data recovery from users' devices. Finally, the app may need to continuously gather user feedback and address user pain points to remain competitive and relevant in the market.

The Solution

To address the challenges facing the Recova app, the solutions **include regularly updating the software, implementing security measures, gathering user feedback to improve the app's usability, and offering unique features that differentiate it from competitors.** These solutions can help to maintain the app's reliability and effectiveness, ensure user privacy, and attract and retain users who value the app's unique functionalities.

Recover your deleted messa
media with Recova.

Restore Messages
Recover your messages with recova

Deleted Media
Recover Images & Videos with recova

Direct Message
This will direct you to whatsapp

Status Saver
Download everyone's status

81% 8:59

ge

we will simply direct

essage...

AU + 61 Enter Number

OR

Select contact
from your contacts

81% 8:59

Vida

Hello!
10:21 PM

ies nibh lobortis dui et ut

ultrices

Evelyn
How are you m

Vida
Okay brother

Isabella
Can I call you back latter

Jackson
I am looking for

Anthon
Can you

C

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Empathize

Research Plan

The research plan for the Recova app involves conducting an online survey, user testing, competitor analysis, and implementing an in-app feedback system to gather user feedback and identify pain points. The timeline includes 2 weeks for the survey, 1 week for user testing, and 2 weeks for competitor analysis. The deliverables include a report on user feedback, recommendations for improvements, a list of features to enhance competitiveness, and an action plan for implementing improvements.

Goals

The business goals for the Recova app include increasing user satisfaction and retention by improving usability and effectiveness, gaining a competitive edge by offering unique features and functionalities, and maintaining user privacy and data security. The app aims to be a reliable and user-friendly solution for recovering lost WhatsApp data, while also providing additional features such as direct messaging and message repetition. Achieving these goals will help to attract and retain users, maintain a strong reputation in the market, and ultimately drive business growth.

Prototype

User Research

Pain Points

- Accidentally deleting important messages and media from WhatsApp, and not being able to recover them from the device's internal storage or backup.
- Difficulty in sending WhatsApp messages to unsaved numbers, as WhatsApp requires the user to first add the contact to their address book.
- Frustration when a message fails to send or is not delivered to the recipient, and the user has to manually resend the message.
- Inconvenience of having to manually turn on mobile data before using recovery software to recover deleted WhatsApp messages.
- Confusion and complexity of using data recovery software, which can be daunting for users who are not technically proficient.
- Inability to select specific types of WhatsApp data to recover, resulting in the recovery of unnecessary data that clutters the user's device.
- Concerns about data privacy and security when using data recovery software, as sensitive data could potentially be accessed or compromised.

Competitive Analysis

Application Name	Features	Price	User Rating
	Recovers WhatsApp messages and media, sends direct messages repeats text, turns on mobile data	Free	4.5
	Recovers deleted messages, and attachments, can preview and select specific recovery	Paid	4.1
	Recovers deleted messages and photos and specific data of choice	Paid	4.3
	Recovers delete messages, specific data types	Free	4.2

Define

User Persona

Name : Sarah

Occupation: Social Media Manager

Background:

Sarah works in social media and uses WhatsApp frequently to communicate with colleagues and clients. She is constantly on-the-go and uses her phone for both personal and professional purposes.

Goals:

Sarah's main goal is to keep her WhatsApp conversations organized and easily accessible. She also wants to be able to recover any lost messages or media in case of technical issues or accidental deletions.

Pain points:

Sarah struggles with finding a reliable solution for WhatsApp recovery and often feels overwhelmed by the large volume of messages she receives. She also finds it difficult to send messages to unsaved numbers or repeat the same message to multiple recipients.

Needs:

Sarah needs a simple, user-friendly app that can help her recover lost WhatsApp messages and media.
She also needs features that can help her easily send messages to unsaved numbers and repeat messages to multiple recipients.

Empathy Mapping

What does the user see?

- Accidentally deleted important messages or media from WhatsApp
- Frustration when trying to recover deleted messages using other methods
- Difficulty in sending messages to unsaved numbers on WhatsApp
- Messages failing to send or not being delivered to the recipient
- Potential privacy and security concerns when using data recovery software

What does the user hear?

- From others: advice on how to recover deleted messages or media
- From others: similar experiences of accidentally deleting messages or media
- From others: frustration with the limitations of WhatsApp's messaging features

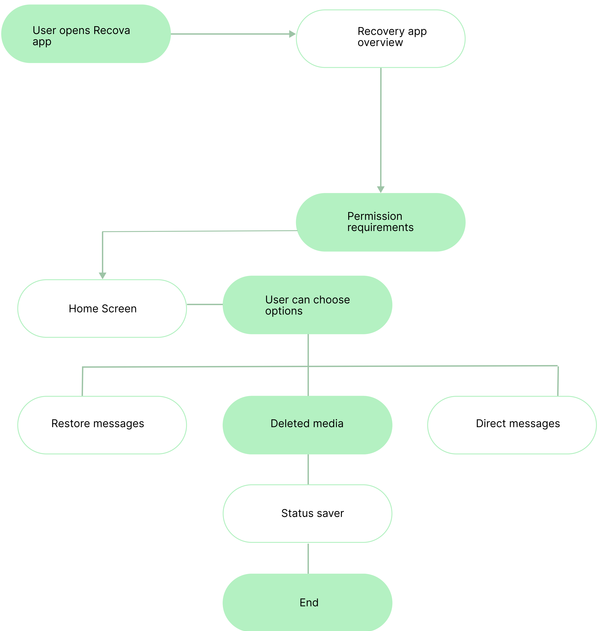
What does the user think and feel?

- Frustration and disappointment at losing important messages or media
- Anxiety or concern about privacy and security when using data recovery software
- Confusion and difficulty in navigating complex data recovery processes
- Irritation with the limitations of WhatsApp's messaging features

What does the user say and do?

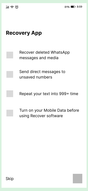
- Searches online for methods to recover deleted WhatsApp messages or media
- Asks friends or family for advice on recovering deleted messages or media
- Tries various methods to recover deleted messages or media, including manually searching the device's internal storage or restoring from backups
- Manually adds unsaved contacts to their address book in order to send messages
- Resends messages that fail to send or are not delivered

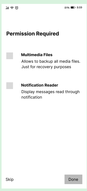
User Flow

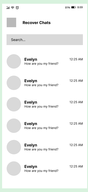


Design

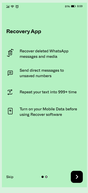
Wireframes

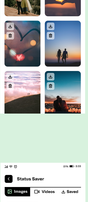


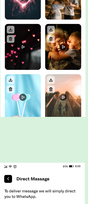




High Fidelity







Reflection

Recova is an app designed to recover WhatsApp messages and media, send direct messages to unsaved numbers, repeat text, and turn on mobile data before using recovery software. Through a competitive analysis, it was found that Recova has several unique features that set it apart from competitors, such as the ability to send direct messages to unsaved numbers. Recova's strong user rating of 4.5 out of 5 also indicates high user satisfaction with the app. However, Recova could potentially improve its platform availability by expanding to iOS and consider its pricing strategy to ensure competitiveness while still generating revenue. By taking these insights into consideration, Recova can refine its product and marketing strategies to better meet the needs of its target audience and remain competitive in the market.