



Your path through this guide

The illustrations were created for this course from official iPhone help. Marked actions and filled examples guide you through each task. These are original teaching diagrams, not app screenshots. Their arrangement is simplified; labels and available fields can vary with app version and availability.

Before changing an existing account, pay particular attention to the checks in **P1-02**. Examples are fictional. This edition has not been tested end to end on a reference account.

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P1-04 / MODULE 1

Image description and business hours

Your goal

A new contact should recognise your business, understand your offer and find accurate availability.

Prepare three things

Image: something you own or have permission to use, readable at a small size.

Description: a clear short explanation plus a useful next step.

Hours: actual days and times, or the correct appointment arrangement.

Official help says the profile image is public by default. Choose an image you intend to show as part of your business identity and review the relevant privacy setting if needed. [\[Q6\]](#)

Fictional example

“Northlight Repairs repairs and maintains bicycles. Send us a short description of the problem and we will help you work out the next step.”

This promises neither an instant repair nor a particular price. It explains the work and makes the next message straightforward.



PROFILE CONCEPT



Northlight Repairs

Bicycle repairs and maintenance.
Send a short description of the problem.

BUSINESS HOURS

Mon-Fri 09:00-17:00 · Weekends closed

Original diagram with fictional data. Not an app screenshot or actual menu layout.

Open the profile on your iPhone

1. Open WhatsApp Business.
2. Open Tools, then Profile. [\[Q6\]](#)



Change the image

3. Choose Edit below the image, or **Add Photo** if none exists.
4. Choose one of these two alternatives:
 - A. Existing image: **Choose photo**, adjust the crop and confirm with Choose.
 - B. New picture: **Take photo**, then confirm with **Use Photo**.
5. Reopen the profile and inspect the small circular view, including any cropped lettering. [\[Q6\]](#)



Choose an existing image

TEACHING DIAGRAM · IPHONE

Tools > Profile

1 Open Edit

Edit

2 Select a photo and check the crop

Choose photo



Northlight-logo.png

Fictional file.

Keep key details inside the crop.

3 Confirm with Choose

Choose

Based on [Q6]; original teaching diagram, not a screenshot. Fictional example file. Start with **Add Photo** if no image exists. The camera alternative is explained in the text.



Edit the description

6. Open the description field.
7. Add your prepared wording adapted to the actual business.
8. Save, then read the saved view rather than only the open input. [\[Q6\]](#)

Set business hours

9. Open Business hours.
10. Choose **Open for selected hours**, Always open or **By appointment only**.
11. Select the applicable weekdays for all three schedule models. For selected hours, also open each relevant day and enter its times. Check closed days too.
12. Save and inspect the profile again. [\[Q6\]](#)



Business hours worked example

TEACHING DIAGRAM · IPHONE

Tools > Profile > Business hours

1 Choose the right schedule model

- ☒ Open for selected hours
- ☐ Always open
- ☐ By appointment only

2 Select every applicable weekday

NORTHLIGHT REPAIRS EXAMPLE

Monday to Friday	09:00-17:00
Saturday and Sunday	closed

3 Save and check again

Save

Based on [Q6, Q7]; original teaching diagram, not a screenshot. Fictional weekly plan. With fixed hours, open and set each day individually. Hours alone do not send a message.



Make the right choice

If you work by appointment, do not present yourself as a walk-in shop. For fixed hours, check every day. Published opening hours also do not guarantee an immediate personal chat response.

Business hours do not activate an automatic reply by themselves. You configure away messages in [P1-07](#) and decide whether they should use those hours. [\[Q7\]](#)

Check the customer view

Reopen the profile after saving. Ask an agreed test person to view it on a second device. Instead of only asking whether it looks attractive, ask: What do I offer? When am I available? Is the small image recognisable?

Your exercise

Complete the three fields, then improve one unclear phrase. Note when the hours will need another check, such as before a holiday or a permanent schedule change.

When the screen differs

Some profile changes roll out gradually. Meta Verified businesses may face review of name or image changes. Do not blindly resubmit a pending change. A missing field is not a reason to upload private information to a stranger's help service. [\[Q6\]](#)

Judge the before and after

Before: "Welcome. We provide great service." A new contact still does not know what kind of business this is.



After: "Northlight Repairs repairs and maintains bicycles.
Send us a short description of the problem and we will help
you work out the next step."

Ask the same question of your own wording: would a new
person know what to write next? More words are not
automatically more helpful.