Objectives & Key Milestones

Software Requirements Specification (SRS) for Al Najd iOS Application

1. Introduction

1.1 Purpose

The Al Najd iOS application aims to enhance spiritual engagement by gamifying daily Islamic practices, fostering the development of positive habits, and improving user productivity. This document outlines the key objectives, milestones, and the functional and non-functional requirements to guide the application's development.

1.2 Scope

Al Najd leverages gamification principles to transform mundane religious tasks into engaging activities. Users can log prayers, track good deeds, earn achievements, and view a weekly summary of their spiritual journey. The application is designed for iOS users and will focus on accessibility, usability, and user engagement.

1.3 Intended Audience

This document is intended for:

- Developers
- QA Engineers
- Product Managers
- Stakeholders

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2. Key Objectives and Milestones

2.1 Objectives

1. **Enhance User Engagement**: Increase participation in daily prayers and good deeds through interactive and engaging features.
2. **Promote Consistency**: Encourage regular practice by providing gamified incentives such as rewards and badges.
3. **Deliver Insights**: Provide educational content on the benefits of Islamic practices to deepen user understanding.
4. **Build Community Support**: Enable users to share achievements and motivate one another.
5. **Ensure Accessibility**: Design an intuitive interface for users of varying technical proficiencies.

2.2 Milestones

Milestone	Description	Target Date
Project Initialization	Set up the development environment and core architecture.	Q1 2024
Core Feature Development	Implement logging, achievements, and weekly overview features.	Q2 2024
UI/UX Design Completion	Finalize intuitive and visually appealing user interfaces.	Q2 2024
Testing & QA	Conduct end-to-end testing to ensure functionality and stability.	Q3 2024
Beta Release	Launch a beta version for user feedback and iterative improvement.	Q3 2024
Official Launch	Release the application on the App Store.	Q4 2024
Post-Launch Updates	Roll out new features and address user feedback through regular updates.	Ongoing

3. Functional and Non-Functional Requirements

3.1 Functional Requirements

1. **User Management**:
   - Register new users.
   - Allow secure login and logout.
   - Manage user profiles.
2. **Prayer Logging**:
   - Log daily prayers with time and type.
   - View history of logged prayers.
3. **Good Deed Tracking**:
   - Enable users to record good deeds.
   - Categorize deeds for easy tracking.
4. **Achievements**:
   - Award badges for consistent activity.
   - Display achievement summaries.
5. **Weekly Overview**:
   - Generate and display a summary of user activities.
   - Highlight areas of improvement and top achievements.
6. **Educational Content**:
   - Provide insights into the benefits of religious practices.
7. **Notifications**:
   - Send reminders for prayers and good deeds.
   - Notify users of milestones or streak breaks.

3.2 Non-Functional Requirements

1. **Performance**:
   - Ensure app screens load within 2 seconds.
   - Support up to 10,000 concurrent users without degradation.
2. **Usability**:
   - Provide a clean, intuitive interface.
   - Ensure accessibility for users with disabilities.
3. **Security**:

- Encrypt all user data both in transit and at rest.
- Ensure compliance with GDPR and similar regulations.

4. **Reliability**:
- Maintain 99.9% uptime.
- Provide clear error messages in case of failures.

5. **Scalability**:
- Support growth in user base with minimal impact on performance.

6. **Maintainability**:
- Ensure modular code architecture for easy updates.
- Provide comprehensive documentation for developers.

7. **Compatibility**:
- Support iOS 14 and above.
- Ensure compatibility with both iPhones and iPads.

8. **Localization**:
- Support multiple languages, including Arabic and English.

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4. Statistics & Charts

Impact of Gamification on Habit Formation

- **Behavioral Change through Gamification**: Studies have shown that gamification can effectively promote healthy behaviors and facilitate habit formation. For instance, incorporating game elements such as badges, leaderboards, and challenges in mobile applications has been promising in motivating individuals to adopt and maintain new health-related behaviors.
- **Engagement Enhancement**: Gamified interventions have been found to increase user engagement by providing higher scores in aspiration, interests, and emotions, thereby positively influencing behavior change.

Productivity App Market Growth
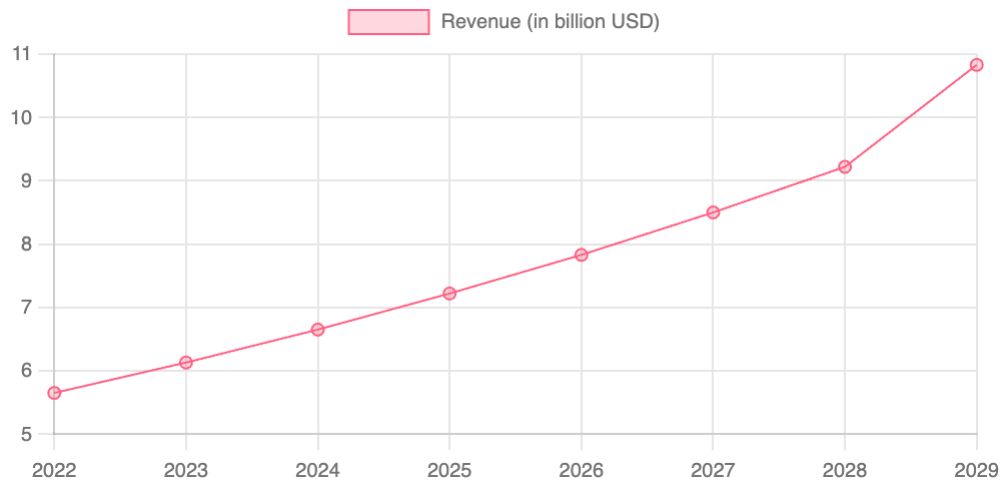
- **Global Revenue Projections**: The productivity app market is experiencing significant growth. In 2022, the worldwide revenue was projected to reach approximately $5.65 billion, with an expected annual growth rate (CAGR) of 8.54%, leading to an anticipated market volume of $10.83 billion by 2029.
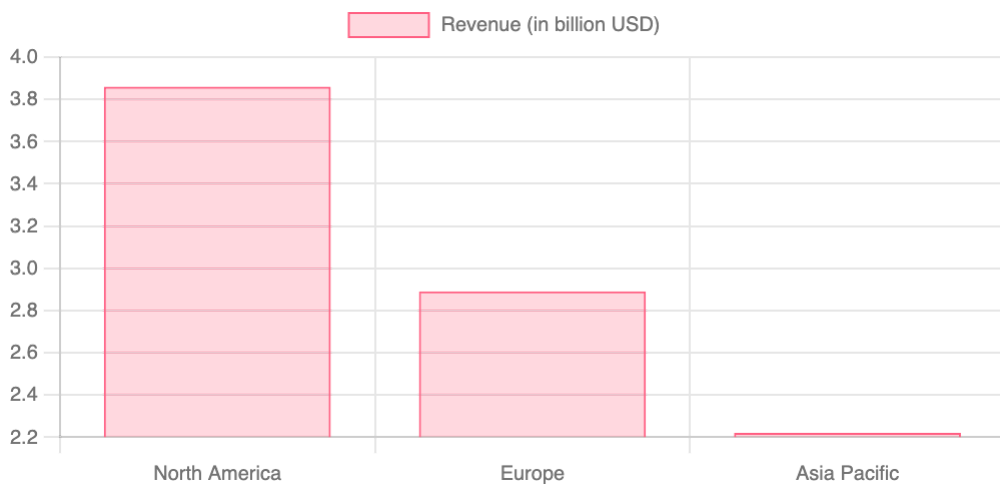

- **Regional Revenue Distribution**: In 2024, North America held a major share of more than 40% of the global productivity apps market revenue, amounting to $3.86 billion. Europe accounted for over 30%, with a market size of $2.89 billion, while the Asia Pacific region held around 23%, totaling $2.22 billion.

iOS App Store Market and Revenue Statistics
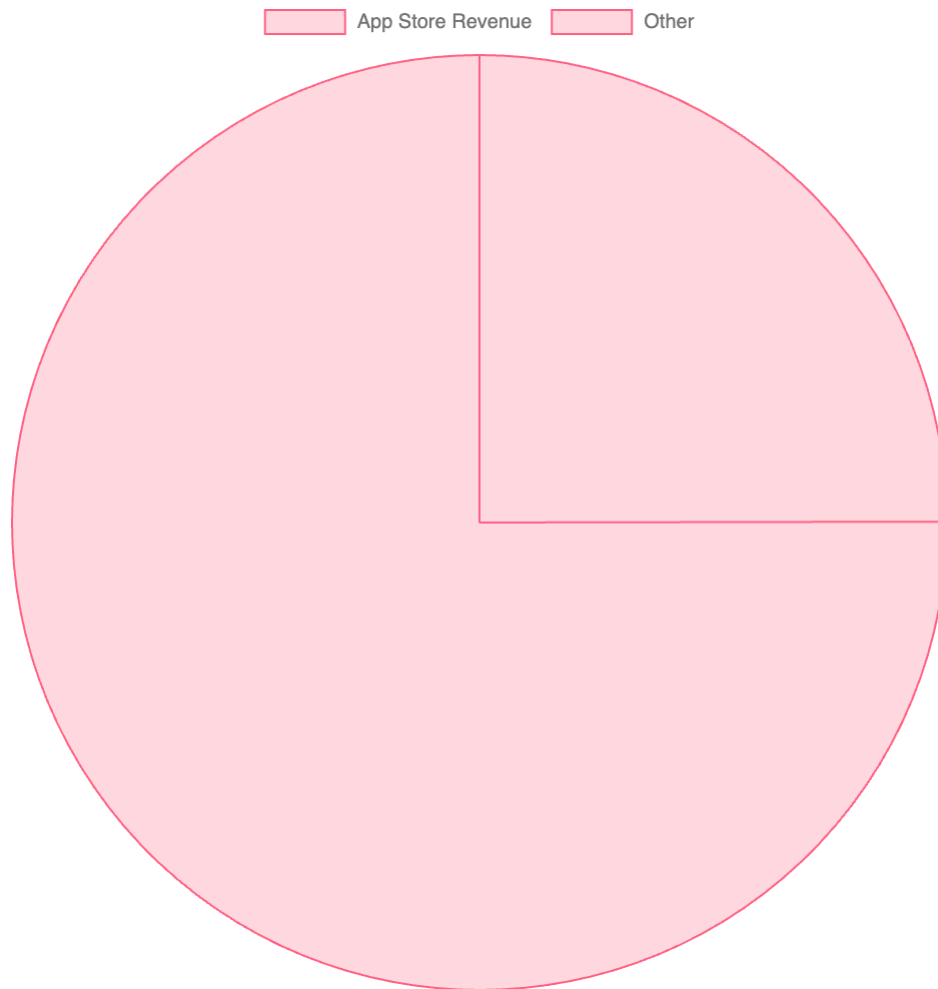
- **App Store Revenue**: In the fourth quarter of 2024, the App Store generated revenue of $24.97 billion, reflecting the substantial financial ecosystem of iOS applications.

Active Users (in billion)
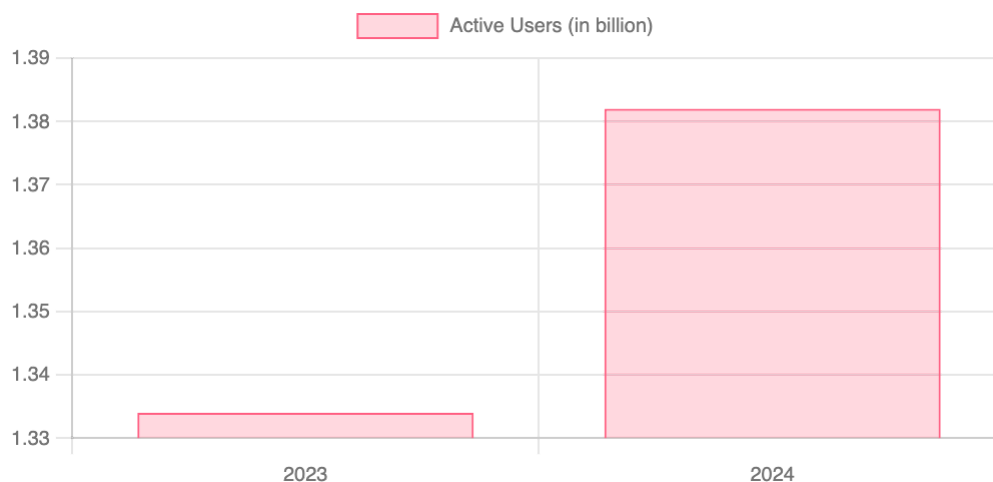
- **Active iPhone Users**: As of September 2024, there were approximately 1.382 billion active iPhone users worldwide, indicating a 3.6% increase from the previous year. This growing user base contributes to the expanding market for iOS applications.

5. Conclusion

This SRS document outlines the key objectives, milestones, and requirements for the successful development of the Al Najd iOS application. By adhering to these guidelines, the project aims to deliver a high-quality, engaging, and spiritually enriching experience for users.