

# *Chand Bibi Product Document*

A detailed and comprehensive guide that outlines every aspect of our innovative matrimonial matchmaking application.

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## **Executive Summary**

**Chand Bibi** is a revolutionary matrimonial matchmaking application that seamlessly blends the rich traditions of Pakistani matchmaking with cutting-edge AI technology. Inspired by the traditional matchmaking processes, Chand Bibi introduces an AI matchmaker named CB, designed to gather comprehensive user data and deliver high-quality matches. By focusing on both tangible attributes (such as height, occupation, and religion) and intangible traits (like personality, interests, and hobbies), our platform ensures a more personalized and precise matchmaking experience.

Our mission is to make the matchmaking process more convenient and affordable for our clients. Chand Bibi leverages AI to streamline and enhance the matchmaking process, eliminating the inefficiencies and high costs associated with traditional methods. Through the integration of advanced technology and a deep understanding of cultural nuances, we aim to provide a modern yet culturally sensitive solution that respects and honors the values and customs of our users.

With Chand Bibi, finding the perfect match becomes a smooth, efficient, and enjoyable journey, bringing together tradition and innovation to create meaningful and lasting connections.

## **Background**

### **Context and Reason for Development:**

In Pakistan, the traditional matchmaking process holds significant cultural importance. Families often rely on personal networks and matchmakers to find suitable matches for marriage. However, this process can be time-consuming, inefficient, and costly, often failing to consider the nuanced preferences and compatibility factors that modern

individuals seek. Recognizing the need for a more efficient, cost-effective, and personalized approach, Chand Bibi was developed. Our aim is to honor the cultural values of traditional matchmaking while leveraging advanced AI technology to meet the evolving needs and expectations of today's users.

## **Problem Statement**

The traditional matchmaking process in Pakistan is fraught with inefficiencies, high costs, and limited scope in terms of personalization and compatibility. Additionally, it can be awkward and uncomfortable for individuals, as they often have to navigate delicate and intrusive inquiries from matchmakers or family members. Many individuals and families struggle to find suitable matches due to the lack of a structured, data-driven approach. This often leads to prolonged search times, increased stress, and dissatisfaction with the outcomes. Chand Bibi addresses these issues by integrating AI technology to create a more streamlined, efficient, and user-centric matchmaking experience.

## **Objectives**

### **Goals and Objectives of the Product:**

1. **Streamline the Matchmaking Process:** Utilize AI to automate and optimize the matchmaking process, reducing the time and effort required to find compatible matches.
2. **Enhance Personalization:** Collect and analyze both tangible and intangible user data to provide highly personalized match recommendations that align with users' preferences and values.
3. **Increase Accessibility and Affordability:** Make high-quality matchmaking services accessible and affordable to a wider audience, eliminating the high costs associated with traditional methods.
4. **Respect Cultural Traditions:** Honor and integrate the cultural values and customs of Pakistani society into the digital matchmaking process, ensuring a culturally sensitive and respectful approach.
5. **Provide a User-Friendly Experience:** Design an intuitive and user-friendly platform that facilitates easy navigation and a seamless matchmaking journey for all users.

# **Product Overview**

## **Unique Selling Points**

### **Redefining Tradition**

We've reinvented the matchmaking experience into a seamless digital journey, facilitating meaningful connections without the cumbersome process of consulting traditional matchmakers. Say goodbye to awkward explanations and hello to effortless discovery of what truly matters to you.

### **Affordability**

Chand Bibi transforms traditional matchmaking by replacing hefty price tags with affordability and seamless service. Our platform ensures you can navigate the journey of finding love with ease and financial accessibility.

### **Covenant of Respect and Integrity**

By signing a digital copy of our Covenant of Respect and Integrity, you pledge to join an app devoted to halal purposes, fostering a safe and respectful environment. Our unwavering stance against abuse, harassment, and any form of misconduct ensures a community where everyone can feel secure and valued.

### **Always There for You: Chand Bibi**

Chand Bibi is your guiding force, offering unique insights, advice, and suggestions. Always by your side, she helps navigate your journey in life and love, ensuring you find "the one." With Chand Bibi, you have a trusted companion and mentor every step of the way.

### **Authenticity Assurance by Chand Bibi**

Chand Bibi ensures that everyone on this app is genuine, ensuring your matchmaking journey is smooth and free from the uncertainty of catfishers and individuals not serious about finding meaningful connections. Feel confident in every connection you make, knowing authenticity is guaranteed by Chand Bibi's vigilant oversight.

# Features

## Monitored Initial Conversations

Chand Bibi acts as your watchful eye, ensuring smooth and respectful conversations with zero tolerance for abuse or misconduct. This feature allows users to chat confidently, knowing their interactions are safeguarded.

## Women First Messaging Initiative

After a match is made, women take the lead by initiating the conversation first. This empowers women to start meaningful connections on their own terms.

## Concierge Messaging Feature

Empowering women who initiate conversations first, our Concierge Messaging feature allows them to send curated messages crafted by Chand Bibi and approved by them to their potential suitors. This ensures a confident and engaging start to meaningful connections.

## Icebreaking Features

Enhance your conversations with our unique Icebreaking feature. At any moment, you can call upon Chand Bibi to provide engaging icebreakers and interesting facts about the person you're chatting. These tools help spark meaningful and enjoyable conversations effortlessly.

Plus, Chand Bibi offers in-app chat icebreaking games designed to make awkward conversations easier and deepen your connection by helping you get to know each other better.

Explanation of the games:

- **Two Truths and a Lie:** Players share three statements about themselves, two true and one false. Others guess which is the lie, fostering fun and revealing facts.
- **Match Made in Heaven:** Two users answer questions, earning points for matching responses. Questions start simple and deepen, exploring compatibility and interests.
- **Pictionary:** One player draws while the other guesses, using visual clues to identify the word or phrase being depicted.

## Enhanced Privacy and Safety Features

Our Enhanced Privacy Features are designed to keep you safe and secure. These include:

- **Two-Factor Authentication:** Add an extra layer of security to your account.
- **Private Photo Albums:** Create private photo albums to share with selected users only.
- **Controlled Media Sharing:** Send pictures with screenshot disabling, while reminding users that a second device can still capture images—exercise caution when sharing sensitive content.
- **Verification Protocols:** Ensure genuine interactions with CNIC, photo, and number verification to confirm the authenticity of users.
- **Abuse Detection System:** Our AI is designed to detect and handle inappropriate photos and abusive language, ensuring a respectful environment and managing interactions with care.

These features work together to create a secure and trustworthy environment for all users.

## Enlightening Insights by Chand Bibi

Explore more than just connections—Chand Bibi offers a curated newsletter and insightful articles within the app. Delve into the nuances of love and self-discovery through enriching content designed to deepen your understanding and enhance your journey.

## Benefits

1. **Seamless Digital Experience:** Chand Bibi transforms traditional matchmaking into a convenient and user-friendly digital journey, eliminating the need for cumbersome consultations with traditional matchmakers.
2. **Affordability:** Our platform offers high-quality matchmaking services at a fraction of the cost of traditional methods, making the journey of finding love financially accessible to a broader audience.
3. **Cultural Sensitivity:** By respecting and incorporating the cultural values and customs of Pakistani society, Chand Bibi provides a matchmaking experience that honors tradition while embracing modernity.
4. **Enhanced Security and Privacy:** Advanced privacy and safety features, including two-factor authentication, private photo albums, controlled media

sharing, and verification protocols, ensure a secure and trustworthy environment for users.

5. **Personalized Matches:** Through the use of AI technology, Chand Bibi delivers highly personalized match recommendations based on both tangible and intangible user data, enhancing the likelihood of successful and meaningful connections.
6. **Respectful Environment:** Our Covenant of Respect and Integrity, along with monitored initial conversations and an abuse detection system, fosters a safe and respectful community for all users.
7. **Empowerment for Women:** The women-first messaging initiative and concierge messaging feature empower women to take control of their matchmaking journey and initiate conversations on their own terms.
8. **Guidance and Support:** With Chand Bibi's unique insights, advice, and suggestions, users receive continuous guidance and support throughout their matchmaking journey.
9. **Engaging Interactions:** Icebreaking features and games help users start conversations and deepen connections in a fun and engaging manner.
10. **Enlightening Content:** Access to a curated newsletter and insightful articles enriches users' understanding of love and self-discovery, enhancing their overall experience on the platform.

## Use Cases

1. **Young Professionals Seeking Compatibility:** Young professionals looking for a partner who shares their values, interests, and life goals can rely on Chand Bibi's AI-driven personalization to find compatible matches efficiently.
2. **Families Seeking Suitable Matches:** Families who traditionally engage matchmakers can use Chand Bibi to find suitable matches for their loved ones, benefiting from a structured, data-driven approach that respects cultural values.
3. **Individuals Seeking Privacy and Security:** Users concerned about privacy and security can trust Chand Bibi's enhanced safety features to protect their personal information and interactions.
4. **Women Wanting Empowerment in Matchmaking:** Women who want to take control of their matchmaking journey can use the women-first messaging initiative and concierge messaging feature to initiate and manage conversations confidently.
5. **Users Seeking a Respectful Community:** Individuals seeking a respectful and abuse-free community can join Chand Bibi, where the Covenant of Respect and Integrity and monitored conversations ensure a safe environment.



6. **People Desiring Continuous Guidance:** Users looking for continuous support and guidance in their matchmaking journey can rely on Chand Bibi's unique insights, advice, and suggestions to navigate the process successfully.
7. **Those Seeking Engaging Interactions:** Users who want to break the ice and engage in meaningful conversations can use Chand Bibi's icebreaking features and games to make interactions more enjoyable and effective.

## **Market Analysis**

### **Target Market**

#### **Description of the Target Audience:**

1. **Young Professionals:** Educated individuals aged 20-35 who are career-oriented and seeking compatible partners who share similar values, interests, and life goals.
2. **Families:** Parents and guardians who traditionally engage matchmakers to find suitable matches for their loved ones, but are now looking for a more efficient, structured, and data-driven approach.
3. **Urban and Semi-Urban Dwellers:** Individuals residing in cities and semi-urban areas who are familiar with digital platforms and prefer convenient, online solutions for their matchmaking needs.
4. **Women Seeking Empowerment:** Women who desire more control over their matchmaking journey and prefer initiating conversations on their own terms.
5. **Privacy-Conscious Individuals:** Users who prioritize privacy and security in their online interactions and seek platforms with robust safety measures.

### **Competitive Analysis**

#### **Competitor Products:**

- **Bumble:** A global dating app that empowers women to make the first move, offering a user-friendly platform with various features for social networking and dating.
- **Dil Ka Rishta:** A matchmaking app focused on the Pakistani market, aiming to provide serious and meaningful connections through a structured and culturally sensitive approach.
- **Muzz (formerly Muzmatch):** A popular matchmaking app for Muslims, offering a platform for serious relationships and marriage. It emphasizes a halal approach to dating and matchmaking.

### How Chand Bibi Stands Out:

1. **Cultural Sensitivity:** While Bumble has a broad international focus, Chand Bibi is specifically designed for the Pakistani market, incorporating local cultural nuances and values into the matchmaking process. Compared to Dil Ka Rishta, Chand Bibi offers more advanced AI-driven personalization and unique features tailored to the needs of Pakistani users.
2. **AI Integration:** Chand Bibi leverages advanced AI technology to provide highly personalized match recommendations, enhancing the likelihood of successful connections.
3. **Women-First Features:** Our women-first messaging initiative and concierge messaging feature empower women to take control of their matchmaking journey, similar to Bumble but with additional culturally relevant features.
4. **Enhanced Privacy and Security:** Chand Bibi's robust privacy and safety features, including two-factor authentication and private photo albums, provide a more secure environment compared to some competitors.
5. **Respectful Environment:** Our Covenant of Respect and Integrity and monitored conversations ensure a respectful and abuse-free community, addressing a common concern among users of other platforms.
6. **Engaging Interactions:** Icebreaking features and games make interactions more enjoyable and effective, offering a unique experience not commonly found in other matrimonial apps.

### Market Needs

#### Analysis of Market Needs:

1. **Efficiency and Convenience:** The traditional matchmaking process can be time-consuming and cumbersome. There is a need for a more efficient and convenient digital solution that simplifies the process without compromising on quality.

2. **Affordability:** High costs associated with traditional matchmakers are a barrier for many individuals and families. There is a demand for affordable matchmaking services that offer value for money.
3. **Cultural Relevance:** Users seek platforms that understand and respect their cultural values and customs. There is a need for culturally sensitive solutions that align with the traditions and values of Pakistani society.
4. **Privacy and Security:** Concerns about privacy and security are paramount. Users need assurance that their personal information and interactions are protected from misuse and abuse.
5. **Personalization:** A one-size-fits-all approach does not work for matchmaking. Users want personalized match recommendations that consider their unique preferences and compatibility factors.
6. **Empowerment for Women:** Women seek more control over their matchmaking journey, including the ability to initiate conversations and make decisions independently.
7. **Support and Guidance:** Users appreciate continuous support and guidance throughout their matchmaking journey, helping them navigate the process and make informed decisions.

## Product Requirements

### Functional Requirements

1. **User Registration and Authentication:**
  - Users must be able to create accounts using email, phone numbers, or social media logins.
  - Two-factor authentication (2FA) for enhanced security.
2. **User Profiles:**
  - Users must be able to create detailed profiles, including personal information, photos, preferences, and interests.
  - Verification protocols for CNIC, photos, and phone numbers to ensure authenticity.
  - Random check-ins for photo verification to ensure ongoing user authenticity.
3. **AI Matchmaking:**
  - AI-driven algorithm to analyze user data and preferences to provide personalized match recommendations.
  - Continuous learning and improvement of matchmaking algorithms based on user feedback and behavior.

#### **4. Messaging System:**

- Secure, real-time messaging between matched users.
- Women-first messaging initiative where women initiate the conversation.
- Concierge messaging feature with curated message options.

#### **5. Monitored Initial Conversations:**

- AI and human moderators to monitor initial conversations for inappropriate content and abuse.
- Reporting system for users to report misconduct or abuse.

#### **6. Icebreaking Features:**

- Icebreaking games and features, including "Two Truths and a Lie," "Match Made in Heaven," and "Pictionary."

#### **7. Privacy Features:**

- Private photo albums with selective sharing options.
- Controlled media sharing with screenshot disabling and caution reminders.

#### **8. User Guidance:**

- Chand Bibi's insights, advice, and suggestions integrated into the user interface.
- Curated newsletter and insightful articles within the app.

#### **9. Search and Filters:**

- Advanced search and filter options for users to find matches based on specific criteria.

#### **10. Notifications and Alerts:**

- Real-time notifications for messages, match recommendations, and updates.
- Customizable alert settings for user preferences.

### **Non-Functional Requirements**

#### **1. Performance:**

- The app should load within 2-3 seconds on standard internet connections.
- Real-time messaging and notifications should have minimal latency.

#### **2. Usability:**

- Intuitive and user-friendly interface.
- Accessible design that caters to a diverse user base, including those with disabilities.

#### **3. Reliability:**

- The app should have 99.9% uptime.
- Robust backup and disaster recovery mechanisms.

#### **4. Scalability:**

- The platform should handle a growing number of users without performance degradation.
- Ability to scale both horizontally and vertically to meet increasing demand.
- 5. **Security:**
  - Data encryption for both storage and transmission.
  - Regular security audits and compliance with industry standards.
- 6. **Privacy:**
  - Strict privacy policies in place to protect user data.
  - User control over data sharing and visibility.
- 7. **Support:**
  - 24/7 customer support through in-app chat and email.
  - Comprehensive help center with FAQs and user guides.

## Technical Requirements

1. **Platforms:**
  - Native applications for iOS and Android.
2. **Technologies and Tools:**
  - **Frontend:** Design on Figma, Godot Game Engine
  - **Backend:** TBD
  - **Database:** Cloud
  - **AI and Machine Learning:** LAMA-3-70B, ChatGpt 4o
  - **Authentication:** Basic Process
  - **Hosting and Infrastructure:** Google Cloud for scalable and reliable hosting solutions.
  - **Monitoring and Analytics:** Google Analytics, Apple and Playstore (TBD)

# Design and Architecture

## User Interface Design

### Mockups, Wireframes, and Design Principles:

1. **Mockups and Wireframes:**
  - **Home Screen:** Clean layout showcasing match recommendations, search options, and user profile access.

- **Profile Creation:** Step-by-step process with clear instructions and input fields for personal details, preferences, and interests.
- **Matchmaking Screen:** Display of potential matches with essential details and options to like, message, or pass.
- **Messaging Interface:** Simple and secure chat interface with options for sending text, images, and using icebreaking features.
- **Settings:** User-friendly settings page with options for privacy controls, notification preferences, and account management.

## 2. Design Principles:

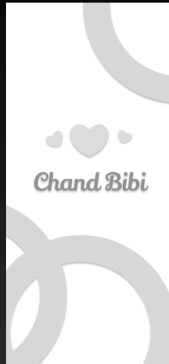
- **Simplicity:** Clear, uncluttered interfaces that prioritize ease of use and intuitive navigation.
- **Consistency:** Uniform design elements across different screens and devices to ensure a seamless user experience.
- **Accessibility:** Adherence to accessibility standards to cater to users with disabilities, ensuring inclusivity.
- **Responsiveness:** Adaptive design that works seamlessly across various screen sizes and resolutions.
- **Engagement:** Interactive elements and visually appealing designs to keep users engaged and motivated to use the app.

## User Flow

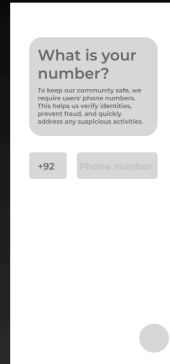


## Verification Phone Number

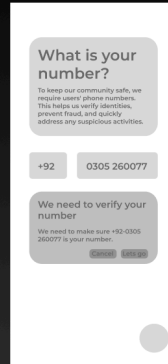
Chand Bibi has a thorough verification process. Ensuring the users on the app are real.



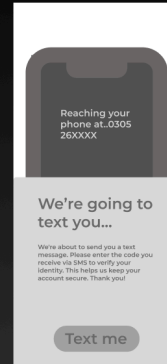
Title screen



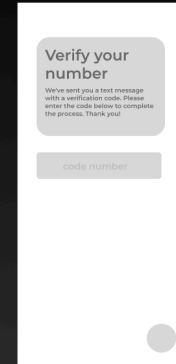
Enter your number



Verification pop-up

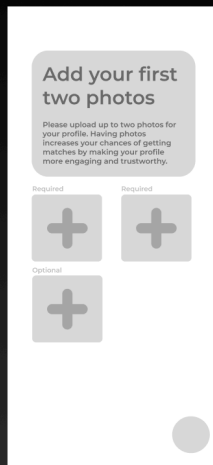


Verification pop-up part.2

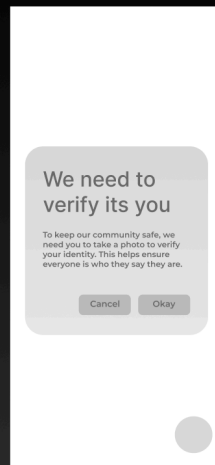


Enter the code sent on SMS

## Verification Photos



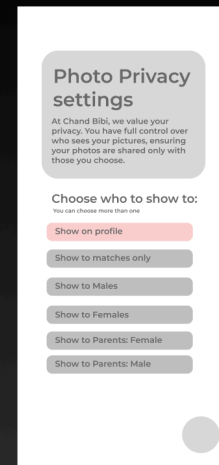
Upload a minimum of two photos.



Pop-up for verification



User takes photo within the app. Facial recognition AI verifies if its the same as the photos uploaded.

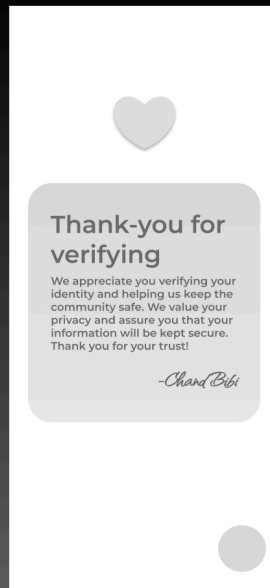


Security settings for the user for their photos



## Thank-you message signed by Chand bibi herself

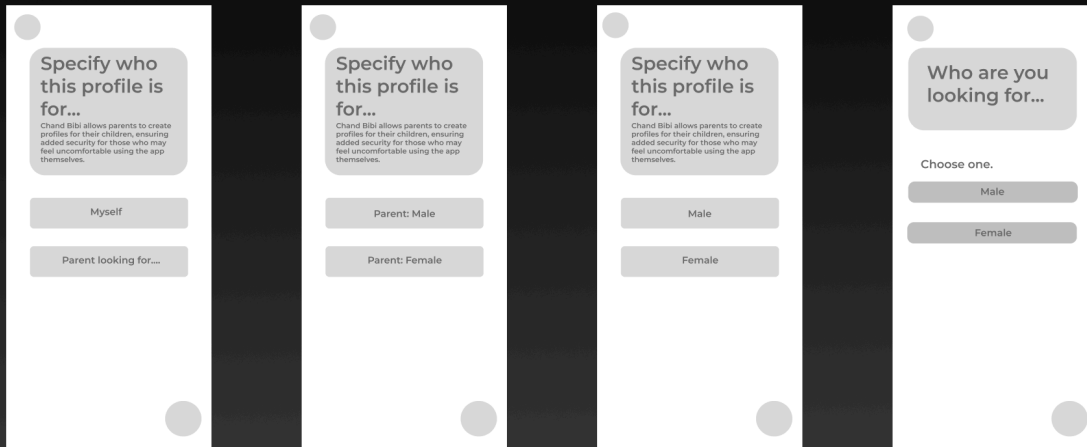
After verification, the user will receive a message from Chand Bibi thanking them for taking the time to verify their information and for contributing to community safety.

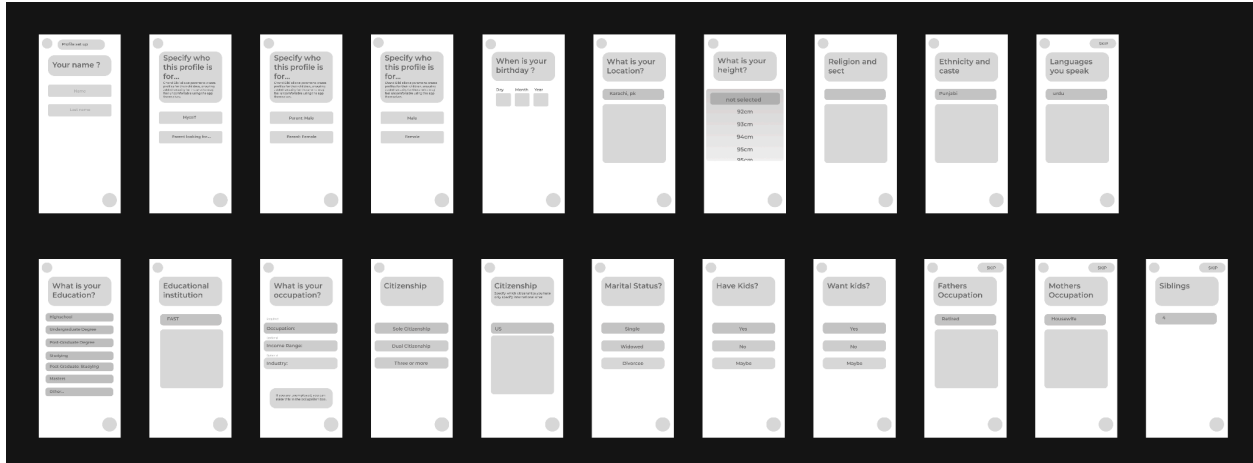


- Following verification, Chand Bibi will send a heartfelt message, expressing gratitude for the user's diligence in verifying their information. This not only enhances community safety but also demonstrates our respect for your time and commitment to safeguarding your privacy.

## Specifying Who the user is

Chand Bibi allows parents to create profiles for their children, ensuring added security for those who may feel uncomfortable using the app themselves.





## Matching Algorithm

Created a matching Algorithm based on similarities. This required making a new Ai to handle the profiles in a strict logical and reasonable way. Assigning weightage Specific categories as follows:

Categories with weights (Pakistani context):

1. Family background: 25% (very high priority)
2. Finances: 23% (very high priority)
3. Religion and values: 20% (high priority)
4. Personality traits: 15% (medium-high priority)
5. Education: 12% (medium priority)
6. Career goals and aspirations: 5% (medium priority)
7. Demographics: 5% (medium priority)

## User information

All the data, separated into what are cold facts, and data that can only be obtained through conversation with Chand Bibi

Conversational

1. family type
2. family values
3. religiosity

### Cold facts

1. Name
2. Complexion
3. Email
4. Gender
5. Birthdate
6. Location
7. Height
8. Marital status
9. Previous kids
10. Want kids
11. Citizenship
12. Father occupation
13. Mother occupation
14. Caste/ethnicity
15. Siblings
16. Language

## Finances and career aspirations

### Conversational

1. financial goals
2. industry

### Cold facts

1. occupation
2. income
3. Employment type (can be conversational)

## Religion and Values Table

### Conversational

N/A

### Cold facts

1. religion
2. sect

## Personality Traits

### Conversational

1. Personality type
2. interests/hobbies

### Cold facts

N/A

## Education

### Conversational

1. Educational goals

### Cold facts

1. Highest education
2. field of study
3. institution

## User Information Example

**Name:** Ayesha Khan

**Email:** ayesha.khan@example.com

**Gender:** Female

**Birthdate:** June 10, 1992

**Location:** Lahore, Pakistan

**Marital Status:** Single

**Previous Kids:** None

**Want Kids:** Yes

**Citizenship:** Pakistani

**Father's Occupation:** Businessman

**Mother's Occupation:** School Teacher

**Caste/Ethnicity:** Pathan

**Siblings:** Two older brothers

**Language:** Urdu, English, Punjabi

**Complexion**

**Complexion:** Fair

**Family Details**

**Family Type:** Nuclear

**Family Values:** Moderate

**Religiosity:** High

**Finances and Career Aspirations**

**Income:** PKR 1,800,000 per annum

**Financial Goals:** To save for a comfortable future, support her family, and invest in personal development and education

**Industry:** Healthcare

**Occupation:** Medical Doctor

**Employment Type:** Full-time, working at a reputed hospital

**Religion and Values**

**Religion:** Islam

**Sect:** Sunni

## **Personality And Hobbies**

**Personality Type:** extraverted, confident and kind.

**Interests/Hobbies:** Reading, Painting, Volunteering, Cooking, Hiking

## **Education**

**Educational Goals:** Pursuing a specialization in Pediatrics

**Highest Education:** Bachelor of Medicine, Bachelor of Surgery (MBBS)

**Field of Study:** Medicine

**Institution:** King Edward Medical University, Lahore

# **Conclusion**

## **Summary**

Chand Bibi is a groundbreaking matrimonial matchmaking application designed to revolutionize the traditional matchmaking process in Pakistan. By integrating advanced AI technology with culturally sensitive features, we aim to provide a seamless, efficient, and respectful platform for users to find meaningful connections. Our vision is to make the matchmaking process more convenient, affordable, and secure, ensuring authenticity and empowering users, particularly women, to take control of their journey. Chand Bibi not only redefines tradition but also brings innovation to the forefront, fostering a respectful community and supporting users with personalized guidance and insights.

## **Next Steps**

### **1. Finalizing the Development Plan:**

- Solidify the development roadmap, detailing each phase of the project, from initial prototyping to final release.
- Ensure all stakeholders are aligned on timelines, deliverables, and responsibilities.

### **2. Design and Prototyping:**

- Complete detailed UI/UX design, including mockups and wireframes.

- Develop interactive prototypes to validate design choices and gather user feedback.
- 3. Backend and AI Development:**
  - Begin development of the backend architecture, focusing on the API server, database schema, and AI matchmaking algorithms.
  - Implement and test AI models for accuracy and efficiency in match recommendations.
- 4. Frontend Development:**
  - Start development of the mobile applications (iOS and Android) using React Native.
  - Develop the responsive web application using React.js.
- 5. Integration and Testing:**
  - Integrate frontend and backend components, ensuring seamless communication and data flow.
  - Conduct thorough testing, including unit tests, integration tests, and user acceptance testing (UAT).
- 6. Security and Privacy Enhancements:**
  - Implement robust security measures, including data encryption, two-factor authentication, and access controls.
  - Finalize and test privacy features, such as private photo albums and controlled media sharing.
- 7. Beta Launch and Feedback:**
  - Release a beta version to a select group of users to gather feedback and identify potential improvements.
  - Analyze user feedback and make necessary adjustments to enhance the user experience.
- 8. Marketing and Outreach:**
  - Develop a comprehensive marketing strategy to create awareness and attract users to the platform.
  - Engage with community leaders, influencers, and potential partners to promote Chand Bibi.
- 9. Final Launch Preparation:**
  - Prepare for the official launch by finalizing all features, conducting final quality assurance tests, and ensuring the platform's stability and scalability.
  - Plan and execute a launch event or campaign to introduce Chand Bibi to the public.

By following these next steps, we aim to bring Chand Bibi to life, delivering a unique and valuable solution to the matchmaking market in Pakistan and setting a new standard for digital matchmaking services.

