

# duCharcha

Release Name- Mouse 

Why duCharcha- How can I learn and earn using my Soft Skills

There are people who know how to talk ,there are people who don't know how to talk.  
duCharcha addresses both of them.

Mission-Making debate easy ,fun and rewarding

What do we miss currently-> B=M.A.T.

- ❖ Speakers availability is keeping users away from app
- ❖ There is no in built practical value of debate
- ❖ No Triggers internal or external
- ❖ No ability to share (Virality)

How are we going to address these

- ★ Team
- ★ Gamifying the debate
- ★ USP/Value Adds/
- ★ User Care

## AI Features

Enhanced Speech Analytics (Medium) - 1

Smart speaker (Medium) - 2

Judge Evaluation (Low)

Smart Judge (Medium) - 3

Smart Charcha Creation (Low)

Charcha recap audio duration (1+1) minutes, in speaker voice (Medium)

- How to monitor user progress over a period
- How to compare user with others (might use scoring)

## User Care(Sales & Marketing)

dC triggered messages

Personalized

Examples

Your friend <Abracadabra>won/joined/judged the charcha

You are approaching near Master level

Did you share your teaser of charcha,boast

You have not created /joined a charcha since

Generalized

Charchas in Trend

News in Trend  
Special Events

## Testing and Release Plan

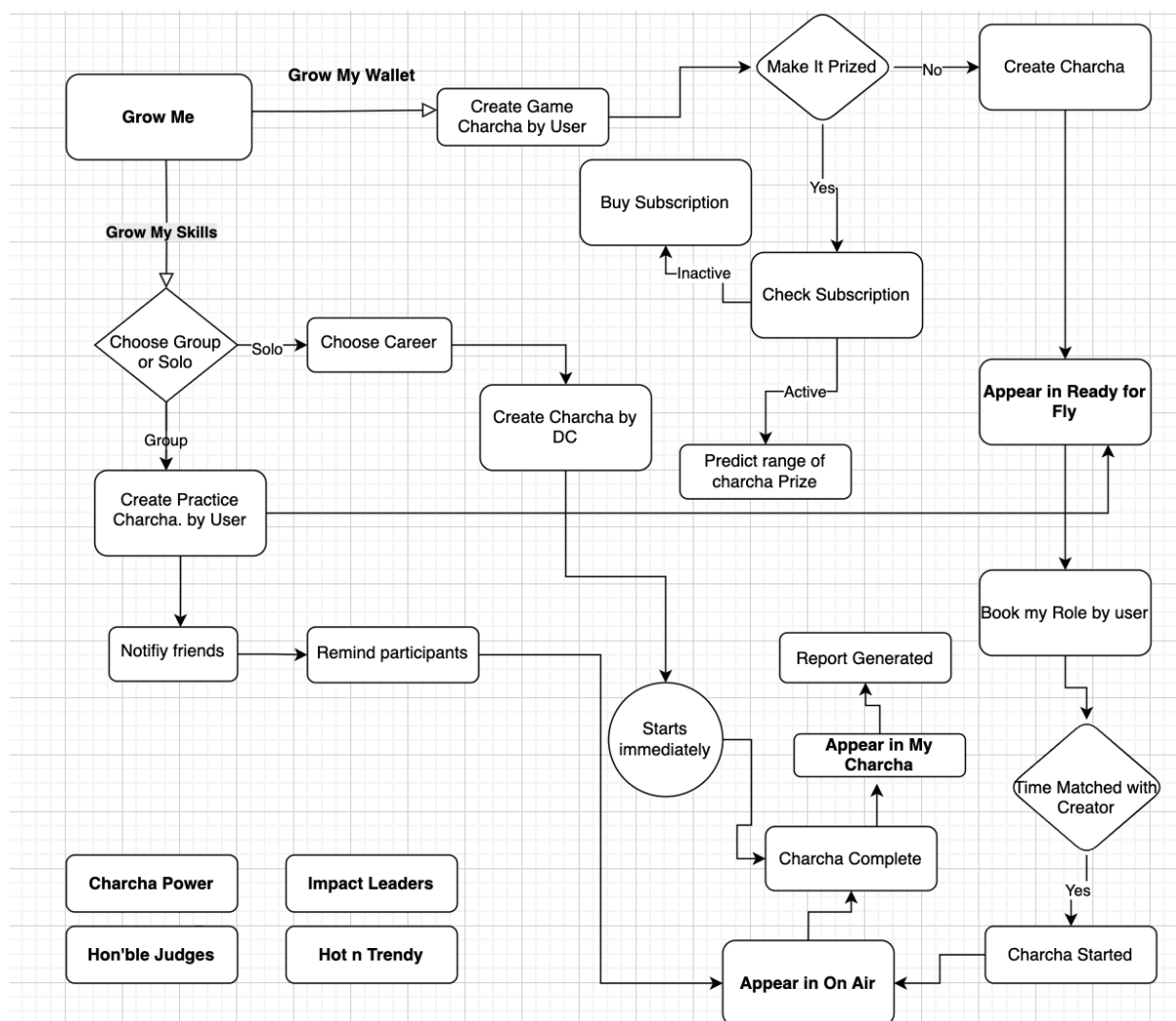
Need to find way to update our app without asking user

Need to support Android 11 and iOS 11

## Use Cases

1.Can we build the report to support recruitment problems?

## Core business



## Home Page

- Each user in Speaker has level-
  1. Challenger
  2. Influencer
  3. Champion
  4. Master
  5. Legend
  6. Guru.

#### How to decide the level

- Number of Charcha Created
- Number of Charchas Joined
- Number of Charchas as Speaker
- Number of Charchas Won
- Number of Charchas judged
- Tenure in DuCharcha.
- Number of followers
- Number of bad conduct reported

Initially every user will be at Challenger level, as time progresses user level will build up. There should be a mechanism to send notification to users to encourage the users to elevate their level.

#### All Monthly

| Level      | # charchas created | # charchas Joined | # charcha Speaker | # charcha Won | # charcha Judged | Tenure in DC(month) | # Followers | Bad conduct reported |
|------------|--------------------|-------------------|-------------------|---------------|------------------|---------------------|-------------|----------------------|
| Challenger | 20                 | 15                | 12                | 6             | NA               | 1                   | 0           | <4                   |
| Influencer | 35                 | 25                | 16                | 12            | NA               | 2                   | 5+          | <4                   |
| Champion   | 50                 | 40                | 20                | 18            | 6                | 4                   | 20+         | <6                   |
| Master     | 70                 | 60                | 24                | 24            | 12               | 5                   | 40+         | <8                   |
| Legend     | 90                 | 70                | 30                | 32            | 20               | 6                   | 60+         | <8                   |
| Guru       | 100                | 100               | 36                | 50            | 30               | 9                   | 100+        | <10                  |

Tenure in DC calculated with uninterrupted continuation-i.e. If the user continues for 2 months and uninstalls in the 3rd month and comes back after a month. Tenure will be counted for only 2 months.

## 2. Charcha Power

The Analytics facts of charchas

## 3. On Air

### Purpose:

This section displays all **live Charchas** that belong to categories matching the user's interests. It includes two types of Charchas:

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### Types of Charchas:

#### 1. Game Charcha

- **Definition:** A Charcha that includes a prize. These are competitive and public.
- **Visible to:** All users.

**Displayed Fields:**

- **Labeled as -Free / Prized –**
- **Title** – Name of the Charcha.
- Created By-Name of Charcha Creator
- **Listeners** – Number of current viewers.
- **Live Teaser**– A 10-second preview of the ongoing discussion.
- **Put Me In** – A button to join the Charcha.

## 2. Practice Charcha

- **Definition:** A private, group-based Charcha for practice or collaboration.
- **Visible to:** Only participants invited or added to the Charcha.

**Displayed Fields:**

- **Title** – Name of the Charcha.
- Created By-Name of Charcha Creator
- **My Friends (Listeners)** – Profile images of friends currently listening.
- **Live Teaser** – A 10-second live preview.
- **Put Me In** – A button to join the Charcha

Put me In -Takes user to Charcha Studio Page and place her as per role accordingly.Once Charcha over- voting starts for audience and Judge separately.

**4. Ready To Fly-** This lists categorised charchas and classified Charchas which are created but not live yet.

Field to be displayed

Free / Prized/Blank

Title

Created By

Book My Role(Action)-

if Prized then this message appears

“ Charcha prize can go up-to INR 10,your winning share will be calculated post charcha.” Proceed? Yes /No

If yes then DC checks whether the user has active subscription if not then prompts “Please activate your subscription” Buy /Cancel.

If Buy then take to the payment page

If User has already active subscription then take him to role booking page

If Charcha is labelled Free then directly take him to role booking.

If Charcha is Private then no label required and below fields

- **Title** – Name of the Charcha.
- Created By
- Time
- Role offered-If Role is speaker then tool will show the side also-Favor/ Not in Favor
- Book My Role(It just notifies the creator about offer confirmation).

If Charcha is Free /Prized then on click of "Book my role" button, users can select:

- Choose role
- Choose side (stance or position)
- Choose time (available to join the Charcha).

Once the role is booked the Charcha will continue showing under ready to fly with Book My Role button changed to Change My Role .

- The selected time must be later than or equal to the Charcha's scheduled time.
  - Example: If the Charcha is scheduled for 4:00 PM, a user cannot book a time earlier than 4:00 PM.
- Multiple users can book various combinations of roles, sides, and time slots. The system will look for matching pairs of users based on compatible role, side, and time.
  - When a match is found, both users are notified.
  - If both users join, the Charcha status changes to "On Air".
  - If either does not join, the Charcha continues to look for the next best matching pair.
- No match is allowed with a time earlier than the planned Charcha time.
- All matches are also notified to the Charcha creator for awareness.
- If no suitable match is found:
  - The Charcha remains active for up to 3 days.
  - After 3 days, it moves to a lower-priority or stacked section but does not expire immediately.
- If more than two users match for the same time and criteria, the system will apply a first-come, first-served rule to select the pair.

## 5. Hot n Trendy

Trending Charcha has below fields

Charcha Title  
Created By

Category  
Favors  
No Favors  
Use it

How to decide whether trending  
Sum of Favors and No Favors  
[No.of](#) Used By  
Charcha Age(not more than 7 days)  
Top in each category  
Trending charchas will be shown to users based on their preference category

### Hot Charchas

This will list the completed charchas for categories matching with user preference. Below fields will be shown

Created By  
Charcha Winner  
Summary audio of Charcha  
Up Vote-  
Down Vote  
Share

### 6. Impact Speakers -

This leaderboard will show below fields  
List will be shown per category as per user preference  
Speaker Name(Clickable)  
Speaker Image  
Speaker Level  
Follow  
Followers  
Share(enabled only for logged in user if he is impact speaker)  
Where Am I(Under User Profile->My Rank)

How to decide Impact Speaker  
No. of Charchas Won  
No. of followers  
No. of Group charchas won  
No. of Practice Sessions  
In case of Tie ,speaker with lower level will be selected

### 7. Hon'ble Judges-

This will list the judges in duCharcha. Not every judge in duCharcha will be shown here. Below fields will be shown

Judge Name (Clickable)  
Judge Image  
Charcha Judged  
Category

Share(enabled only for logged in user if he is judge )  
Honor Me too(Link)

Judges will be shown based on categories matched with user preference.

How to choose the judge  
No. of Charchas evaluated .Min 10  
Last Charcha evaluated -Must be within a week.

Honor Me Too This page presents to be a judge

Eligibility Check- User must attend at least one charcha either as speaker or Audience.

Below Fields to Show

1. Category
2. Your Current Profession
3. Your linkedIn Public Profile Page link

Based on above system will ask users 10 questions,if they score >80%,they will be nominated as judge

**8. My Charchas-** This will list of all charchas attended by logged in user as a speaker.Below fields will be shown

Summary audio of Charcha joined by the user  
Share  
My Report(Link)

## **9. Grow Me**

[Grow My Wallet](#)  
[Grow My Skills](#)

[Grow My Wallet](#) (Game Charcha)

Charcha Creation Page with following fields

Category-  
Title-  
Time - In AM/PM format  
Role - Speaker / Audience / Judge(if he is) / None  
Side- In-Favor / Not In Favor  
Make it Prized- Yes/ No (Default is No)  
Grow (Button)

If Yes then message appears “ Charcha prize can go upto INR 7, your share will be calculated post charcha completion”. OK

On Click of Grow if Make It prized is Yes then check user subscription if active then proceed else take him to Subscription-> Payments page.

Charcha created successfully and listed under Ready to Fly tab

If the Make it Prized toggle is off then no subscription check required and charcha created successfully ,lands to Ready to Fly tab.

[Grow My Skills](#) (Practice Charcha)

**Grow with Friends**

**Grow Solo**

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### 3. Grow with Friends

create a new **Charcha** with the following fields:

| Field          | Type / Input   |
|----------------|--|
| Title          | Text input   |
| Category       | Dropdown (e.g., Politics, Tech, Economy, Ethics, etc.) |
| Role           | Pre-filled as <b>Speaker</b>                           |
| Time           | Time Picker  |
| Side           | Toggle: <b>In Favor / Not In Favor</b>                 |
| Charcha Type   | Dropdown: <b>Classic, Turncoat, Symposium</b>          |
| Invite Friends | Access contact list to send invites via WhatsApp       |
| Nominate Judge | Access contact list to assign as Judge (optional)      |

After submitting, the Charcha is created with below message

“This is a private charcha, Only your friends can view and join this.”

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#### Notification to Friends

All invited friends receive a **WhatsApp message**:



“🔥 Your friend **Sanjay** has invited you to join a hot Charcha for exam prep! Click here to view or claim your role.”

- If the friend **has the app installed**, tapping the link takes them directly to the Charcha screen to **Order Role**.
  - If the app is **not installed**, it prompts them to **download the app first**.
    - After download this charcha will appear in “Ready to fly” tab.
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## Charcha Reminder

At the **scheduled time**, all participants receive a **notification**:

“🕒 Your Charcha titled ‘*Is AI a threat to jobs?*’ is starting now. Join to make your voice heard!”

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## Post-Charcha

Once the Charcha concludes, the **Charcha Speaker** sees a detailed **analysis report** under:

🏠 Home → My Charcha → [Charcha Title] → View Report

## Grow Solo

Eligibility Check

Upon choosing **Solo**, the app checks:

- If the user is within the **free tier** limits
- If they have a valid **subscription/package**

If eligible, the system proceeds. If not, it prompts to **upgrade plan**.

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## Auto-Generated Charcha Setup

Based on:

- User’s **selected exam**
- Previously chosen **interest/topics** (collected during app installation/onboarding)

The system **automatically creates an AI-generated Charcha** with:

- **Title**: Dynamically generated (e.g., "Impact of Social Media on Youth's Productivity")
- **Category**: Mapped to selected interest (e.g., Ethics, Economy, Science)
- **Time**: Immediate (within 2 minutes)
- **Role**: User will be the **Speaker**
- **Charcha Type**: Solo AI Simulation (special mode)

- **Side:** Randomized or based on user profile

Prompt shown to user:

*“We’ve created a quick Charcha for you: ‘Is Social Media a Distraction or a Tool?’  
Would you like to join now as the Speaker?”*  
[Join Now] [Reschedule]

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**4. AI-Powered Charcha Simulation**

- The **AI Virtual Speaker** kicks off the session.
- The AI:
  - Opens the topic with a strong viewpoint.
  - Engages the user with rebuttals, counters, and scenario-based arguments.
  - Tracks time and interaction balance.
  - Adjusts tone and difficulty based on user’s responses.
  - Ends with a summary of both sides.

**5. Post-Charcha Analysis**

After the session ends, the system presents a **Charcha Report** with:

| Metric           | Description   |
|------------------|---|
| Style            | Formal, assertive, data-driven, emotional, etc.             |
| Strengths        | E.g., Strong opening, logical flow, confident tone          |
| Gaps             | E.g., Weak rebuttal, poor time management, limited examples |
| AI Feedback      | Personalized recommendations to improve                     |
| Suggested Topics | Tailored future topics based on current performance         |

Report is saved in:

 **Home** → **My Charcha** → **[Charcha Title]** → **View Report**

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### Optional Enhancements:

- 🏆 Earn badges for consistent participation.
- 🧠 Tips from previous top speakers (based on peer performance).

### Business Rule-

Each user will be credited INR 1(1 Point) after sign up,existing users will also be credited.

When a user A creates charcha with Prize INR 10,system alerts about low balance of wallet and asks to recharge the wallet.User clicks yes to recharge ,takes to wallet and continues in recharge flow,if user clicks no then takes back to creation page.User is prompted to created charcha  $\leq 1$  rupee as not enough balance.

User A creates charcha of INR 0 -1 ,

Appears under Ready to Fly tab with Prize 0.

Anyone having balance INR 1 can join this charcha.

### Post Charcha Prize calculation

| Condition                                | User A Share | User B Share | User C Share | Initial Wallet Balance                       | Final Wallet Balance                         |
|--|--------------|--------------|--------------|--|--|
| User A Joins Charcha and Wins            | 0            | 0            | NA           | User A-INR 1<br>User B-INR 1<br>User C-INR 1 | User A-INR 1<br>User B-INR 1<br>User C-INR 1 |
| User A Joins and Lose                    | 0            | 0            | NA           | User A-INR 1<br>User B-INR 1<br>User C-INR 1 | User A-INR 1<br>User B-INR 1<br>User C-INR 1 |
| User A didn't join,User C joins and wins | 0            | 0            | 0            | User A-INR 1<br>User B-INR 1<br>User C-INR 1 | User A-INR 1<br>User B-INR 1<br>User C-INR 1 |
| User A didn't                            | 0            | 0            | 0            | User A-INR 1                                 | User A-INR 1                                 |

|                          |  |  |  |                              |                              |
|--------------------------|--|--|--|------------------------------|------------------------------|
| join,User C joins & lose |  |  |  | User B-INR 1<br>User C-INR 1 | User B-INR 1<br>User C-INR 1 |
|--------------------------|--|--|--|------------------------------|------------------------------|

User A Creates charcha of INR 10

Appears under Ready to Fly tab with Prize 10  
Anyone having balance >INR 10 can join this charcha.

Post Charcha Prize Calculation

| Condition                                | User A Share | User B Share | User C Share | Initial Wallet Balance                            | Final Wallet Balance                           |
|--|--------------|--------------|--------------|---|--|
| User A Joins Charcha and Wins            | INR 7        | INR 3        | NA           | User A-INR 1+10<br>User B-INR 11<br>User C-INR 11 | User A-INR 18<br>User B-INR 4<br>User C-INR 11 |
| User A Joins and Lose                    | INR 4        | INR 6        | NA           | User A-INR 11<br>User B-INR 11<br>User C-INR 11   | User A-INR 5<br>User B-INR 17<br>User C-INR 11 |
| User A didn't join,User C joins and lose | INR 1        | INR 6        | INR 3        | User A-INR 11<br>User B-INR 11<br>User C-INR 11   | User A-INR 12<br>User B-INR 17<br>User C-INR 4 |
| User A didn't join,User C joins and Wins | INR 1        | INR 3        | INR 6        | User A-INR 11<br>User B-INR 11<br>User C-INR 11   | User A-INR 12<br>User B-INR 4<br>User C-INR 17 |

Note- in App prize will be shown in rupees ,only on Wallet page it will be shown as Points with option to encash.1 Point=1 Rupee

### **Charcha Studio**

#### **Game Charch/Prized Charcha**

Will have 6 rounds

1. duCharcha Preparation-30 Seconds
2. Round 1- Foundation- Duration(in Mins) :4
3. Round 2-Attack Opponent Duration(in Mins) :4
4. Round 3- Defend Yourself Duration(in Mins):4

5. Round 4- Conclude Yourself Duration(in Mins):6

6. Round 5- Judge Evaluation Duration:1 Mins

7. Voting- Duration -30 Seconds.

Total Duration: 20 Minutes.

If the Judge has joined then the Judge will post a question on the info display and each speaker responds to the question for a minute. At the last minute of Round 4 or at 16th Minute, judge gets prompt to post a question to both speakers

If there is no human judge this round will be skipped.

### **Practice Charcha**

Depending on Charcha Type(Classic,Turncoat,Symposium) .Duration and Speaking time will be varied.

**Classic Charcha**-Will have 5 rounds

1. duCharcha Preparation-30 Seconds

2. Round 1- Foundation- Duration(in Mins) :4

3. Round 2-Attack Opponent Duration(in Mins) :4

4. Round 3- Defend Yourself Duration(in Mins):4

5. Round 4- Conclude Yourself Duration(in Mins):6

6. Voting- Duration -30 Seconds.

Total Duration 20 Minutes

**Turncoat Charcha** -Will have 5 rounds

1.duCharcha Preparation-30 Seconds

2.Round 1- Foundation - Duration(in Mins) :4

3.Round 2-Swap the Side Duration(in Mins) :4

4.Round 3- Swap to Original Duration(in Mins):4

5.Round 4- Conclude Yourself -Duration(in Mins):4

6.Voting- Duration -30 Seconds.

Total Duration 18 Minutes

**Symposium Charcha**- Minimum 5 participants are required as below,

In Favor Speaker-1

Not in Favor Speaker-1

In Favor Listener-1

Not in Favor Listener-1

Neutral Listener -1

Only the Same Side team can chat and view each other. Neutral listeners can ask questions to both sides and it must be answered by the team.

This charcha will have 6 rounds

|                               |                     |             |
|-------------------------------|---------------------|-------------|
| 1. duCharcha Preparation      | Duration:           | 30 Seconds  |
| 2. Round 1- Foundation-       | Duration(in Mins):  | 4           |
| 3. Round 2-Facts & Fiction    | Duration(in Mins) : | 4           |
| 4. Round 3- Counter the Facts | Duration(in Mins):  | 4           |
| 5. Round 4- Neutral Listener  | Duration(in Mins):  | 2           |
| 6. Round 5-Conclusion         | Duration(in Mins):  | 4           |
| 7. Voting-                    | Duration:           | 30 Seconds. |
| Total                         | Duration(in Mins):  | 20          |

### **Smart Speaker**

### **User Profile**

Below fields are displayed on page

1. Existing Fields on Profile Page
2. My Rank- This shows the history of charchas I joined and other data

Charcha created

Charcha Joined

Charcha as speakers

Charcha Won

Charcha Judged

3. My Network- 1. Connections 2. Followers 3, Following

## **Settings**

Dark Theme

Charcha Settings

Sub-topic:-

Ducharcha - Mouse Release

Value Add / USP/

Core

WHAT BRINGS YOU HERE (Asked daily)

- TO EARN
- TO LEARN
- TO JUDGE

User A

EARN

Title -

Cat - ☐

Role - ☐ ☐

Side ☐ ☐

Time

Des Caption

LIVE

READY FOR LIVE

MY CHARCHAS

NEW CHARCHA

User B

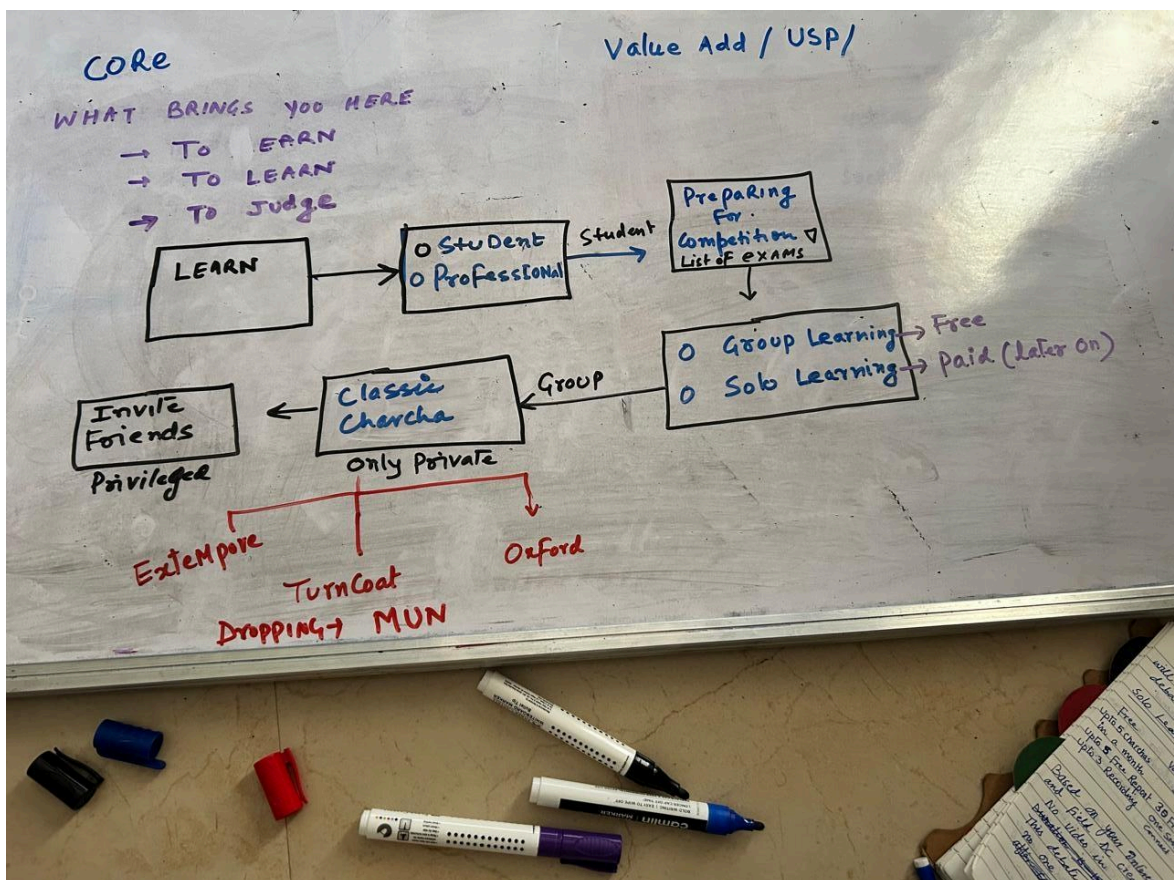
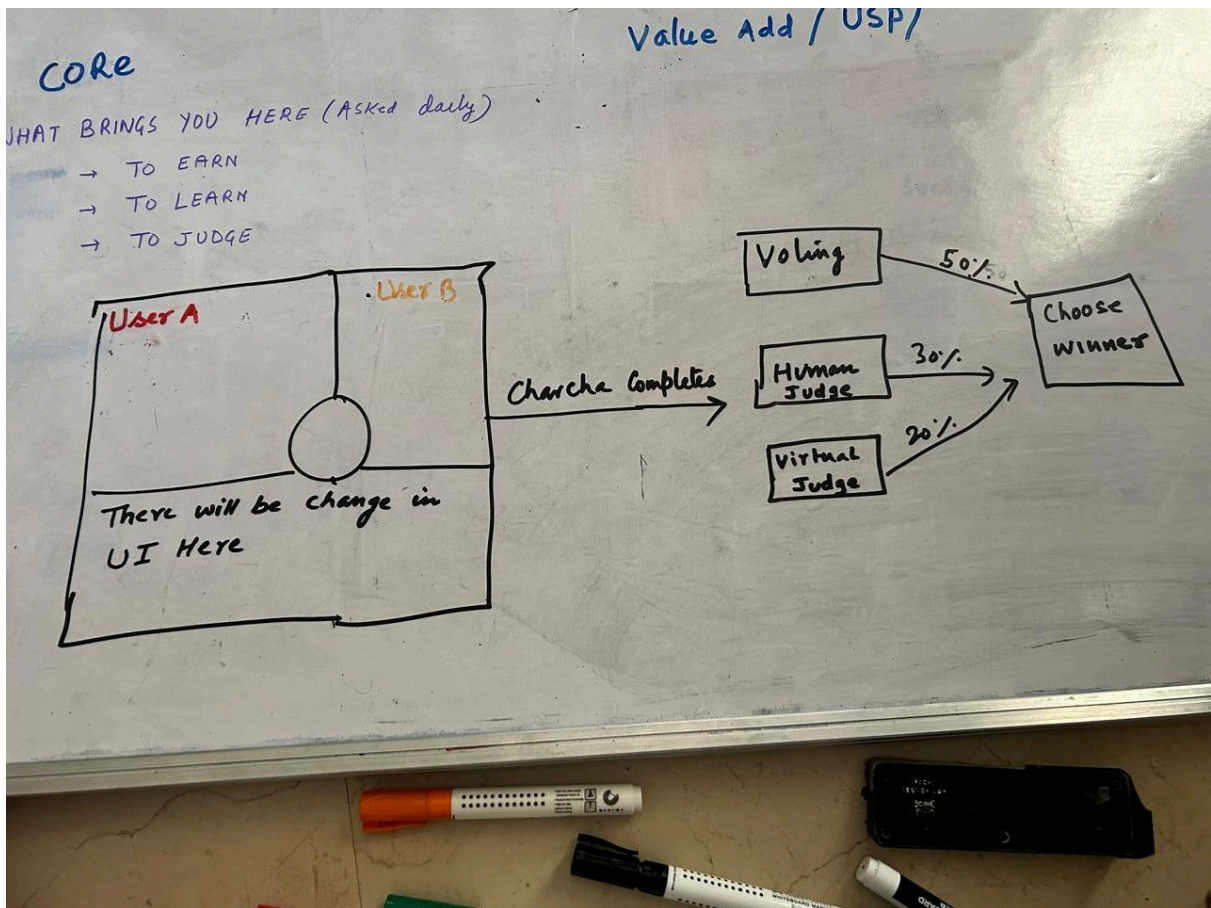
Time of User A  
Time of User B  
Matched

Both Gets  
Notified

Notified

User C  
(Judge)







Ducharcha - Mouse Release  
Value Add / USP/

### CORE

WHAT BRINGS YOU HERE

- TO EARN
- TO LEARN
- TO JUDGE

Group Learning Winner Selection

- ① While Inviting Charcha creator nominates Judge
- ② Random audience will be chosen as Judge.

No External Judge here

No Speech Analysis Report

No Reward given

HAT BRINGS YOU HERE

- TO EARN
- TO LEARN
- TO JUDGE

Value Add

### Classic Charcha

- Title
- Category
- Time
- Type - E  
T  
O
- Invite Friends
- Nominate Judge

create



Topic: \_\_\_\_\_ Subject: \_\_\_\_\_  
Sub-topic: \_\_\_\_\_

Ducharcha - Mouse Release

Value Add / USP/

CORE

WHAT BRINGS YOU HERE

- TO EARN
- TO LEARN
- TO JUDGE

Solo Learning

Based on User A:  
Interest  
Exam  
Field

Charcha  
Created  
in Real time

Conversation  
+  
Conclusion

Rapid  
Round

S.S.  
Analyze  
and put  
conclusion  
out

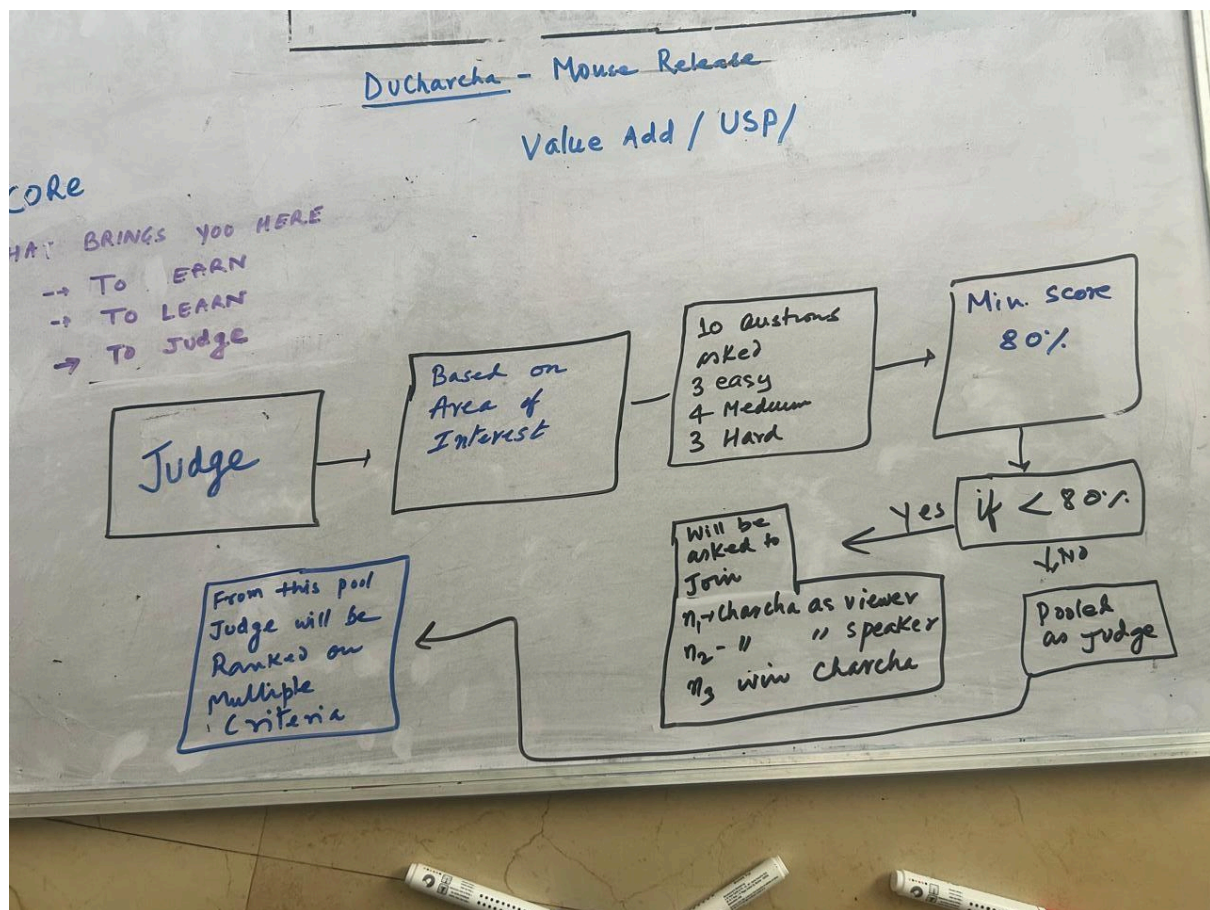
2 Times

Candidate  
Choose his side  
and starts talking

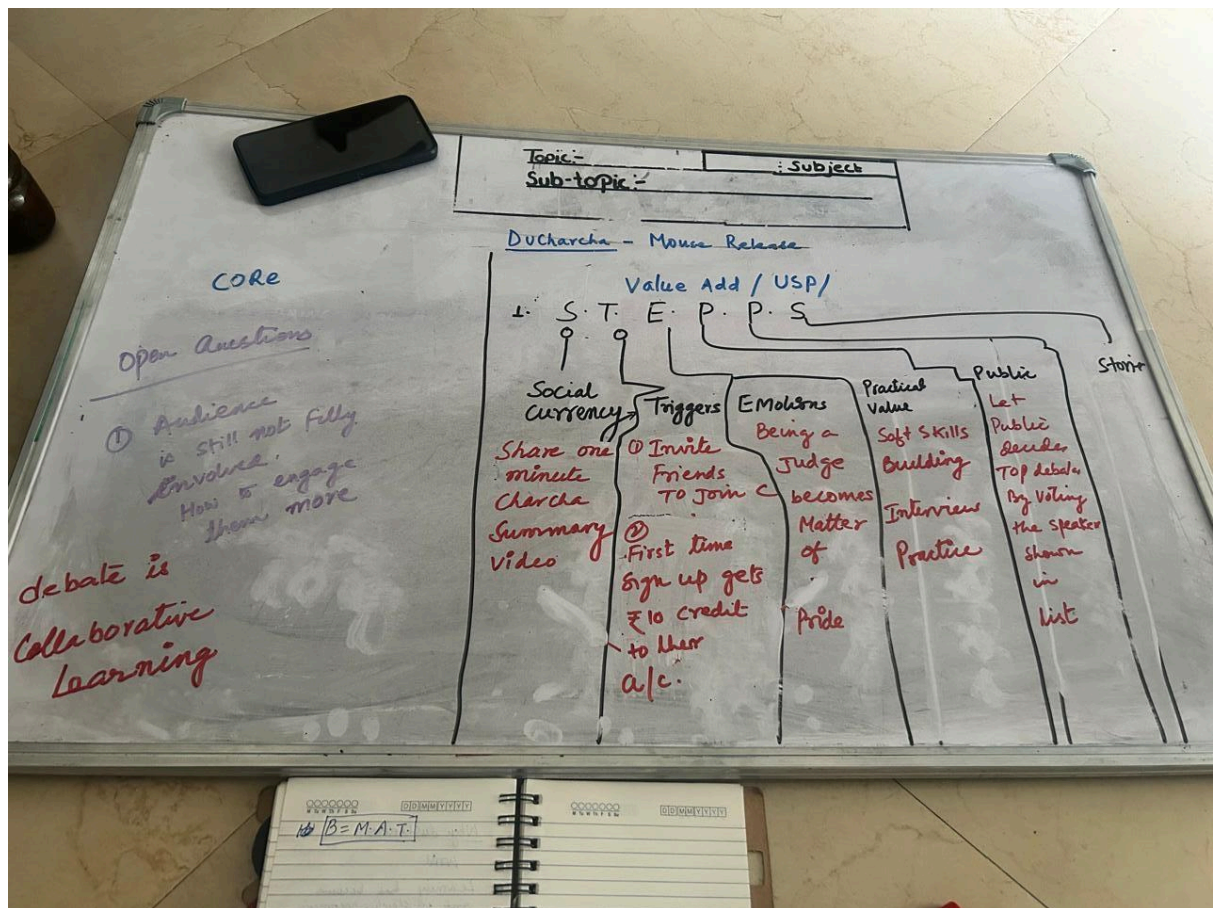
Analysis  
Report

SME  
Connect

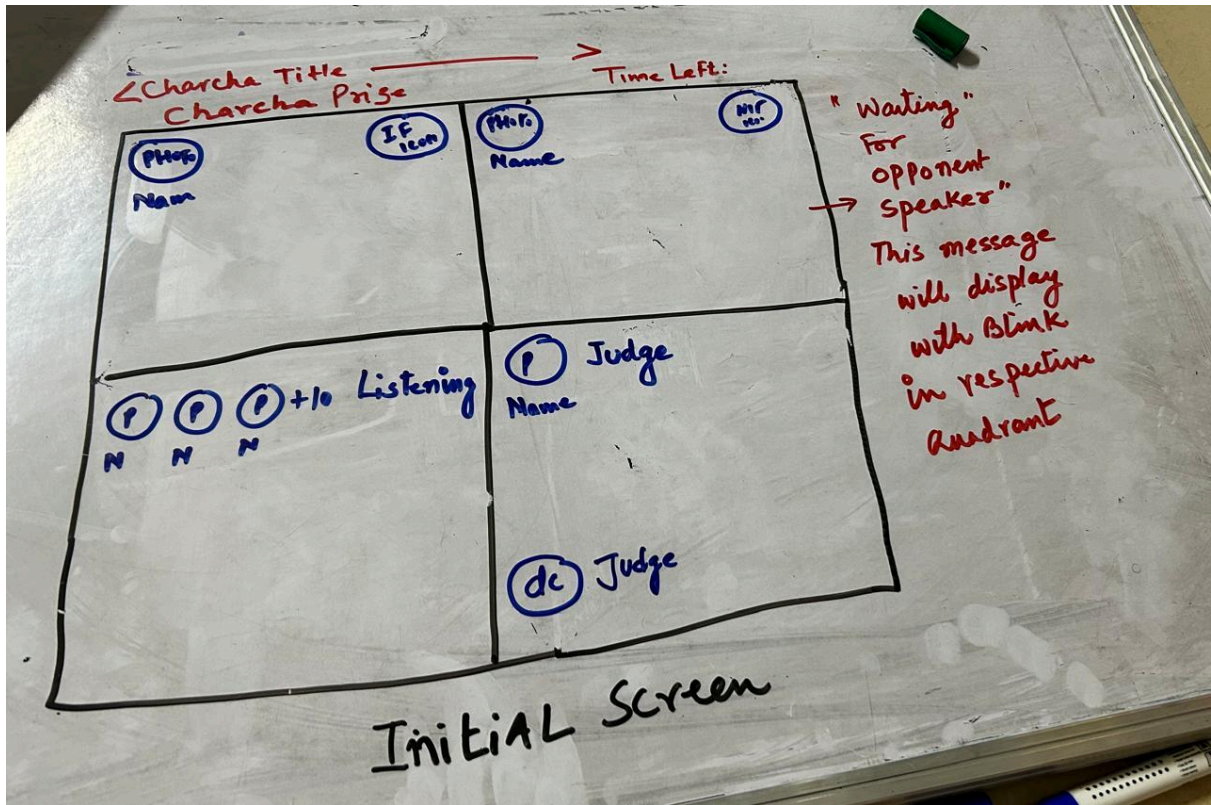
Smart Speaker  
always starts First  
with Both sides view  
onK what is your side

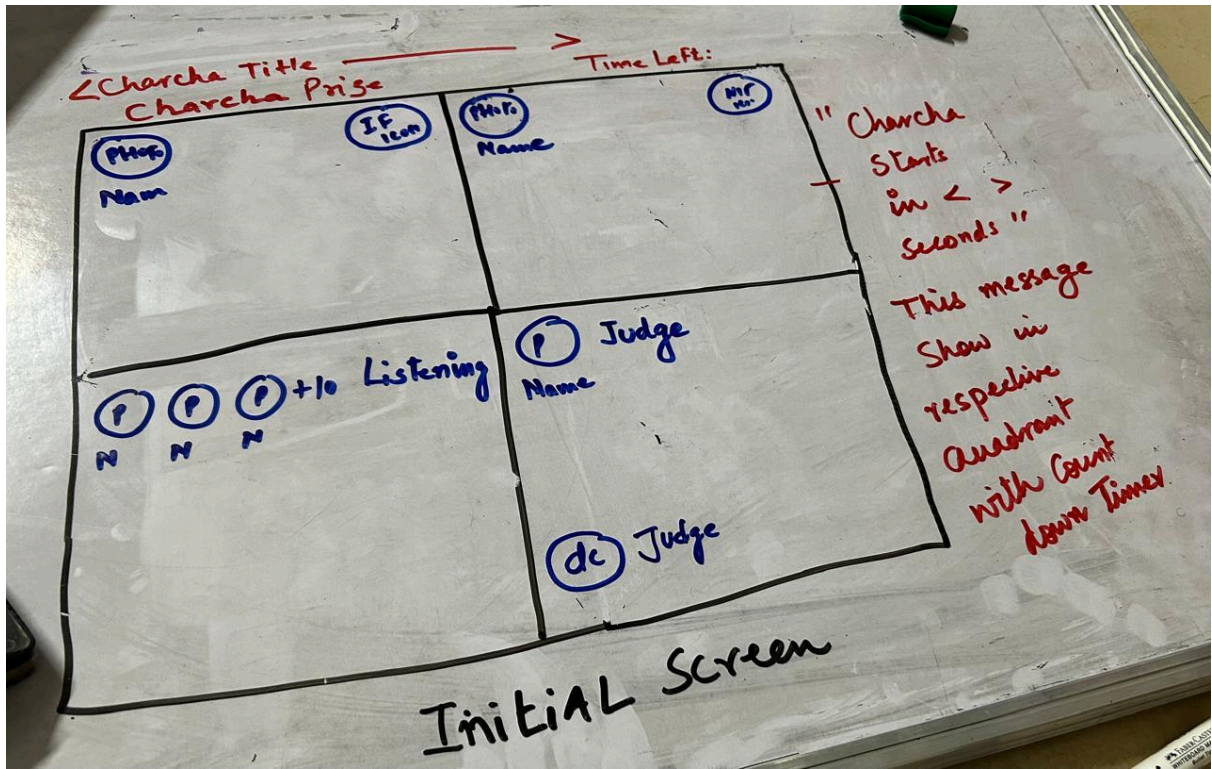


Value Add











Topic:-

Subject

Sub-topic:-

< Charcha Title  
Charcha Price

> Time Left:

Video  
Name

IF  
Icon

Video  
Name

MP  
Icon

Charcha  
Info  
display.

P  
N  
Jed.

OOO-10 Ishiw

dc  
Jed,

Charcha IN Motion Screen



Topic:-

Sub-topic:-

Charcha Info

① Round 1

Foundation of your opinion

② Round-2

Defend your opinion

③ Round-3

Attack on other opinion

④

Round 4

Conclusion

⑤

Round 5 Evaluation

Charcha Title  
Charcha Prize

Time

Video  
Name

IF  
Item

Video  
Name

Charcha  
Info  
display

○○○○→b/shin

Charcha In Motion

