Gran Zawaiyah

Grand Zawiyah Fundraising App
Product Requirements Document (PRD)
Executive Summary
Project Name: Grand Zawiyah Fundraising Platform
Version: 1.0
Date: September 2025
Project Type: Web Application (React) with Mobile Responsive Design
Mission: Create a comprehensive digital platform to facilitate donations, community engagement, and spiritual learning for the Grand Zawiyah project, honoring the legacy of Shaykh Hassan Cisse (RA).
Key Success Metrics:
- Monthly active users: 1,000+
- Donation conversion rate: 15%
- User retention: 70% after 3 months
- Average session duration: 8+ minutes

1. Product Overview
1.1 Product Vision
A unified platform that transforms charitable giving into a spiritual journey, connecting donors with the Grand Zawiyah mission while providing exclusive Islamic educational content and fostering community engagement.
1.2 Target Audience
Primary Users:
- Muslims interested in Islamic education and community building
- Ages 25-65, predominantly English-speaking
- Income levels: Middle to upper-middle class
- Tech comfort: Moderate to high

Secondary Users:
- Corporate donors and sponsors
- Community volunteers
- Youth participants (18-30)
1.3 Core Value Propositions
1. **Simplified Giving:** Streamlined donation process with multiple payment options
2. **Spiritual Growth:** Exclusive Tariqa lessons and Islamic content
3. **Community Connection:** Events, volunteering, and networking opportunities
4. **Transparency:** Clear progress tracking and impact reporting

2. Technical Architecture

2.1 Technology Stack

Frontend:
- React 18+ with TypeScript
- Next.js for SSR and routing
- Tailwind CSS for styling
- React Query for state management
- Framer Motion for animations

Backend:
- Node.js with Express.js
- PostgreSQL database
- Redis for caching and sessions
- AWS S3 for file storage
- JWT for authentication

Payment Processing:
- Stripe for primary payment processing
- PayPal for alternative payment method
- Recurring billing management
- PCI DSS compliance

Infrastructure:
- AWS EC2/ECS for hosting
- CloudFront CDN
- Route 53 for DNS
- SSL certificates (Let's Encrypt)

2.2 Security Requirements

- OAuth 2.0 authentication
- Data encryption at rest and in transit
- PCI DSS Level 1 compliance
- GDPR compliance for user data
- Regular security audits and penetration testing

3. Detailed Functional Requirements

3.1 Home/Dashboard Module

3.1.1 Personal Donation Tracker

Requirements:
- Display total lifetime contributions
- Show current year vs previous year comparison
- Visual progress indicators with Islamic-inspired designs
- Milestone celebrations and achievements
- Goal setting functionality

User Stories:
- As a donor, I want to see my contribution impact so I feel motivated to continue giving
- As a user, I want to set personal donation goals to track my progress

3.1.2 Overall Fundraising Progress

Requirements:

- Real-time campaign progress bar
- Multiple campaign tracking capability
- Percentage completion indicators
- Amount raised vs goal visualization
- Historical progress trending

3.1.3 Quick Action CTAs

Requirements:

- Prominent "Donate Now" button with hover effects
- "View Lessons" CTA for premium content access
- "Join Event" button linking to upcoming events
- Personalized recommendations based on user activity

3.2 About Us Module

3.2.1 Mission & Vision

Requirements:

- Rich text editor for content management
- Multilingual support (English/Arabic/French)
- Video integration capability
- Print-friendly formatting

3.2.2 History & Lineage

Requirements:

- Interactive timeline of Baye Niasse (RA) lineage
- Photo gallery with zoom functionality
- Audio narrations for key historical events
- Downloadable family tree PDF

3.2.3 Organizational Chart

Requirements:

- Interactive org chart with clickable roles
- Integration links to partner institutes
- Board member profiles with photos and bios
- Hierarchy visualization with clean design

3.3 Donations Module

3.3.1 Payment Processing

Requirements:

- Stripe integration for card payments
- PayPal integration for alternative payments
- Apple Pay and Google Pay support
- International currency support
- Recurring payment management
- Failed payment retry logic

Payment Flow:

1. Select donation amount or enter custom amount
2. Choose payment frequency (one-time/recurring)
3. Add optional dedication/memorial information
4. Select payment method
5. Complete secure checkout

6. Receive confirmation email with receipt

3.3.2 Round-Up Giving Feature

Requirements:
- Bank account linking capability (Plaid integration)
- Transaction monitoring and rounding
- Multiplier options (1x, 2x, 3x round-up)
- Monthly summary reports
- Opt-out functionality

3.3.3 Donation Types

One-Time Donations:
- Predefined amounts ($25, $50, $100, $250, $500)
- Custom amount entry
- Campaign-specific donations

Recurring Donations:
- Monthly, quarterly, annual options
- Donation amount modification
- Pause/resume functionality
- Automatic payment failure handling

In-Kind Contributions:
- Service hour logging
- Supply donation requests
- Skills-based volunteering
- Valuation estimation tools

3.3.4 Tax Documentation

Requirements:
- Automatic receipt generation
- Annual tax statement compilation
- PDF download and email delivery
- IRS compliance formatting
- Historical document access

3.4 User Profile Dashboard

3.4.1 Personal Information Management

Requirements:
- Editable contact information
- Profile photo upload
- Communication preferences
- Privacy settings management
- Account deletion option

3.4.2 Donation Analytics

Requirements:
- Visual infographics (pledge vs contribution)
- Monthly/yearly donation trends
- Impact metrics and stories
- Contribution comparison charts
- Goal achievement tracking

3.5 Lessons from the Tariqa (Premium Content)

3.5.1 Content Management

Requirements:

- Tiered access control (free vs premium)
- Video streaming with quality selection
- Audio player with playback speed control
- PDF viewer with annotation capability
- Progress tracking and bookmarking

3.5.2 Content Types

Quotes & Stories:

- Daily/weekly quote delivery
- Story categorization and tagging
- Search functionality
- Social sharing capabilities

Video/Audio Lectures:

- HD video streaming
- Audio-only option for bandwidth saving
- Closed captions support
- Playlist creation
- Download for offline viewing (premium)

3.5.3 User Engagement

Requirements:

- Progress tracking across all content
- Completion certificates
- Discussion forums for each lesson
- Rating and review system
- Personal note-taking functionality

3.6 Community Hub Module

3.6.1 Events Management

Requirements:

- Calendar integration (Google/Outlook/iCal)
- Event RSVP system with capacity limits
- Reminder notifications
- Check-in functionality for attendees
- Photo sharing from events

3.6.2 Volunteer Management

Requirements:

- Opportunity posting and matching
- Skills-based volunteer assignments
- Hour tracking and verification
- Impact reporting
- Volunteer recognition system

3.6.3 Resource Center

Requirements:

- Job board with application tracking

- Housing opportunity listings
- Scholarship and internship postings
- Health referral directory
- Community marketplace

3.7 Cross-Site Features

3.7.1 AI-Powered Search
Requirements:
- Global search across all content
- Natural language processing
- Personalized search results
- Search history and suggestions
- Filter and sort capabilities

3.7.2 Communication System
Requirements:
- User-to-user messaging
- Group messaging for committees
- Push notifications
- Email integration
- SMS alert system

3.7.3 Multilingual Support
Requirements:
- Language detection and switching
- Right-to-left text support for Arabic
- Cultural date and number formatting
- Translation management system

4. UI/UX Design Guidelines

4.1 Color Palette
Primary Colors:
- **Forest Green:** #2D5016 (Primary actions, headers)
- **Sage Green:** #6B8E3A (Secondary elements, accents)
- **Light Green:** #E8F5E8 (Backgrounds, subtle highlights)

Secondary Colors:
- **Royal Purple:** #6B46C1 (Legacy elements, premium content)
- **Light Purple:** #E0E7FF (Background accents)
- **Deep Purple:** #4C1D95 (Text emphasis)

Neutral Colors:
- **White:** #FFFFFF (Primary background)
- **Light Gray:** #F8F9FA (Card backgrounds)
- **Medium Gray:** #6B7280 (Secondary text)
- **Dark Gray:** #1F2937 (Primary text)

4.2 Typography
Primary Font: Inter (sans-serif)
- **Headings:** 32px, 24px, 20px, 18px (Bold weight)
- **Body Text:** 16px (Regular weight)

- **Small Text:** 14px, 12px (Regular weight)
- **Line Height:** 1.5 for body text, 1.2 for headings

Arabic Text: Noto Sans Arabic

- Proper RTL text direction
- Appropriate line spacing for Arabic script

4.3 Component Design System

4.3.1 Buttons

Primary Button:

- Background: Forest Green (#2D5016)
- Text: White
- Border radius: 8px
- Padding: 12px 24px
- Hover state: Darker green with subtle shadow

Secondary Button:

- Background: White
- Text: Forest Green
- Border: 2px solid Forest Green
- Same dimensions as primary

Danger Button:

- Background: #DC2626 (Red)
- Used for destructive actions

4.3.2 Cards

- Background: White
- Border radius: 12px
- Box shadow: Subtle gray shadow
- Padding: 24px
- Hover state: Slight elevation increase

4.3.3 Form Elements

Input Fields:

- Border: Light gray
- Focus state: Green border
- Placeholder text: Medium gray
- Error state: Red border with error message

Dropdown Menus:

- Consistent with input field styling
- Custom arrow icon
- Smooth open/close animation

4.4 Islamic Design Elements

- Geometric patterns for decorative elements
- Crescent moon and star iconography
- Arabic calligraphy integration
- Prayer time indicators
- Qibla direction compass

4.5 Responsive Design Guidelines

Breakpoints:

- Mobile: 320px - 768px
- Tablet: 768px - 1024px
- Desktop: 1024px+

Mobile-First Approach:
- Touch-friendly button sizes (44px minimum)
- Simplified navigation menu
- Optimized content hierarchy
- Swipe gestures for carousels

5. User Personas and Journeys

5.1 Primary Persona: "Ahmed the Regular Donor"

Demographics:
- Age: 42
- Profession: Software Engineer
- Location: Toronto, Canada
- Tech Savvy: High
- Islamic Practice: Regular
- Income: $85,000/year

Goals:
- Make consistent charitable contributions
- Learn more about Islamic teachings
- Connect with Muslim community
- Track donation impact

User Journey:
1. **Discovery:** Learns about the app through mosque announcement
2. **Registration:** Signs up using email and creates profile
3. **Exploration:** Browses About section to understand mission
4. **First Donation:** Makes initial $100 donation
5. **Engagement:** Sets up monthly recurring donation of $50
6. **Content Access:** Subscribes to premium Tariqa lessons
7. **Community Involvement:** Signs up for volunteer opportunity
8. **Long-term Use:** Regularly checks dashboard, attends events

5.2 Secondary Persona: "Fatima the Community Leader"

Demographics:
- Age: 35
- Profession: Community Organizer
- Location: London, UK
- Tech Savvy: Medium
- Islamic Practice: Active community member
- Income: $45,000/year

Goals:
- Organize community events
- Facilitate volunteer coordination
- Share Islamic knowledge
- Build stronger community connections

User Journey:
1. **Invitation:** Receives invitation from board member
2. **Setup:** Creates profile and explores Community Hub
3. **Event Creation:** Posts upcoming community gathering
4. **Volunteer Coordination:** Manages volunteer assignments
5. **Content Sharing:** Contributes to resource center
6. **Ongoing Management:** Regular event and volunteer management

5.3 User Flow Examples

5.3.1 New User Registration Flow

Landing Page → Sign Up → Email Verification → Profile Setup → Welcome Tour → First Donation Prompt → Dashboard

5.3.2 Donation Flow

Dashboard → Donate Now → Select Amount → Choose Frequency →

Payment Method → Review → Process Payment → Confirmation →

Receipt Email

5.3.3 Premium Content Access Flow

Lessons Page → Premium Content Alert → Subscription Options →

Payment → Access Granted → Content Library → Progress Tracking

6. Performance Requirements

6.1 Speed and Performance

- Page load time: < 3 seconds
- Time to first contentful paint: < 1.5 seconds
- Core Web Vitals compliance
- 99.9% uptime availability
- Mobile performance optimization

6.2 Scalability

- Support for 10,000+ concurrent users
- Database optimization for large datasets
- CDN implementation for global access
- Auto-scaling infrastructure

6.3 Browser Compatibility

- Chrome 80+
- Firefox 75+
- Safari 13+
- Edge 80+
- Mobile browsers (iOS Safari, Chrome Mobile)

7. Security and Compliance

7.1 Data Protection

- HTTPS encryption for all communications
- Password hashing with bcrypt
- Personal data anonymization options
- Regular data backups
- GDPR compliance measures

7.2 Payment Security

- PCI DSS Level 1 compliance
- Tokenization of payment data
- Fraud detection and prevention
- Regular security audits
- Secure API integrations

7.3 User Privacy

- Granular privacy controls
- Data portability features
- Right to be forgotten implementation
- Transparent privacy policy
- Cookie consent management

8. Testing Strategy

8.1 Testing Types

Unit Testing:

- Jest for React components
- 90%+ code coverage target

Integration Testing:

- API endpoint testing
- Payment flow testing
- Database integration testing

End-to-End Testing:

- Cypress for user flow testing
- Critical path automation
- Cross-browser testing

Performance Testing:

- Load testing with Artillery
- Stress testing for payment processing
- Mobile performance testing

8.2 Quality Assurance

- Continuous integration/deployment
- Automated testing pipelines
- Manual testing protocols
- Accessibility testing (WCAG 2.1 AA)

9. Launch and Rollout Strategy

9.1 Phase 1: Core Features (MVP)

- User registration and authentication
- Basic donation functionality
- Profile management
- About Us content
- Mobile responsive design

9.2 Phase 2: Enhanced Features

- Premium content access
- Recurring donations
- Event management
- Advanced analytics

9.3 Phase 3: Advanced Features

- AI-powered search
- Round-up giving
- Advanced community features
- Multilingual support

9.4 Beta Testing

- Closed beta with 50 community members
- Feedback collection and iteration
- Performance monitoring
- Security testing

10. Success Metrics and KPIs

10.1 User Engagement

- Monthly active users
- Session duration
- Page views per session
- User retention rate
- Feature adoption rate

10.2 Financial Metrics

- Total donations processed
- Average donation amount
- Conversion rate
- Recurring donation rate
- Payment completion rate

10.3 Content Engagement

- Premium content subscription rate
- Lesson completion rate
- Content sharing frequency
- User-generated content

10.4 Community Metrics

- Event attendance rate

- Volunteer participation
- User-to-user interactions
- Community growth rate

11. Risk Management
11.1 Technical Risks
- Payment processing failures
- Security breaches
- Performance issues
- Third-party API dependencies

Mitigation Strategies:
- Multiple payment provider integration
- Regular security audits
- Performance monitoring
- Fallback systems for critical functions

11.2 Business Risks
- Low user adoption
- Insufficient funding
- Regulatory changes
- Competition

Mitigation Strategies:
- Comprehensive marketing strategy
- Diverse funding sources
- Legal compliance monitoring
- Unique value proposition focus

12. Future Roadmap
12.1 Short-term (3-6 months)
- Mobile app development (React Native)
- Advanced analytics dashboard
- Social media integration
- Enhanced search capabilities

12.2 Medium-term (6-12 months)
- AI-powered donation recommendations
- Blockchain integration for transparency
- Advanced community features
- Corporate partnership portal

12.3 Long-term (12+ months)
- Global expansion features
- Advanced Islamic learning modules
- Community marketplace
- Voice assistant integration

This PRD serves as the foundation for the Grand Zawiyah Fundraising App

development. Regular updates and iterations will be made based on user feedback and changing requirements.