

## Google AdMob App Development Challenge

# Product Requirements Document (PRD)

## 0. Document & Team Information

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Field	Submission Details
App/Game Name	Indian Nukkad
Team Name	Code Buddies
Primary Contact	Manasvi Gangrade gangrademanasvi@gmail.com
AdMob Publisher ID	Manasvi Gangrade: pub- <b>6651233077669315</b> Rashika Agrawal: pub- <b>9716451097867558</b>
App Category	Entertainment, Social, Hyperlocal Content, Meme & Humor



# 1. Executive Summary & Product Vision

Every Indian neighborhood has its own stories, gossip, and quirks — the chai-time debates, the local banter, the small daily joys that make life colorful. Yet today, millions of young Indians live away from their hometowns for work or studies, missing these simple pleasures. Modern life has made us forget how to laugh freely, enjoy little moments, and feel the warmth of our familiar streets. People crave **connection, nostalgia, and a daily dose of fun**, but existing social platforms fail to deliver hyperlocal, culturally relevant, and snackable content that truly resonates.

Enter “**Indian Nukkad**” — India’s first **hyperlocal digital fun hub**. This app brings your mohalla to life, even when you’re miles away. Every day, users receive a curated feed of **TMKOC-inspired dialogues, neighborhood memes, chai ratings, mood colors, mini polls, and shareable cards**, all tailored to their local area. The app isn’t just about entertainment; it’s about reconnecting users to their roots, reminding them of carefree childhood laughter, and helping them rediscover joy in **the little things they used to take for granted**.

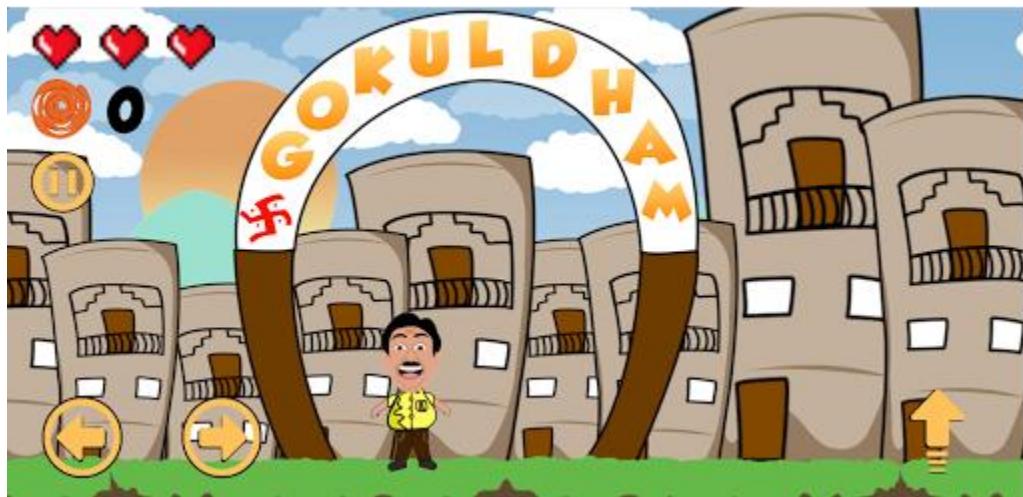
At its core, Indian Nukkad uses a **lightweight hyperlocal engine** to generate humor and content that is area-specific, culturally authentic, and endlessly shareable. TMKOC characters and micro-animations add a nostalgic and humorous touch, making each interaction fun and memorable. For those who feel lonely or disconnected, the app provides a **digital dose of home** — a place where every day, your neighborhood tells a story, makes you smile, and reminds you that joy can be simple, local, and heartwarming.

In essence, Indian Nukkad is **viral, relatable, and emotionally resonant**. It transforms mundane daily life into a celebration of neighborhood culture, nostalgia, and laughter, helping users **reconnect, share, and laugh freely — just like the good old days**.



## 1.1. The Pitch (Elevator Pitch)

“Indian Nukkad” is India’s first hyperlocal digital fun hub, bringing neighborhoods to life with TMKOC-inspired dialogues, daily memes, chai ratings, and shareable local stories. It reconnects users to their roots, sparks laughter, and delivers a daily dose of nostalgia, joy, and culturally rich micro-entertainment, even far from home.



## 1.2. The Core Problem (Pain Point)

Millions of young Indians live away from their hometowns for work or studies, missing the simple joys of their neighborhoods — chai-time gossip, friendly banter, and daily quirks. Modern life leaves little room for laughter and small pleasures, while existing platforms are either global, impersonal, or cluttered, failing to provide **hyperlocal, culturally relevant, snackable content**. Users feel disconnected, lonely, and nostalgic, craving a fun, shareable, and emotionally resonant way to **reconnect with their roots and neighborhood spirit daily**.



THE PAIN POINT

## Millions of young Indians feel lonely & disconnected

### Missing Hometown Vibes

Young professionals living away crave the familiar chai-time debates and daily quirks of their neighborhoods.

### Impersonal Global Platforms

Current social apps are cluttered and generic, failing to deliver the warmth of hyperlocal, culturally relevant content.

### Joyless Daily Routine

Modern life leaves little room for laughter, leading to nostalgia and a lack of emotionally resonant connections.

### Disconnected from Roots

Missing the simple joys of chai-time gossip and friendly neighborhood banter.

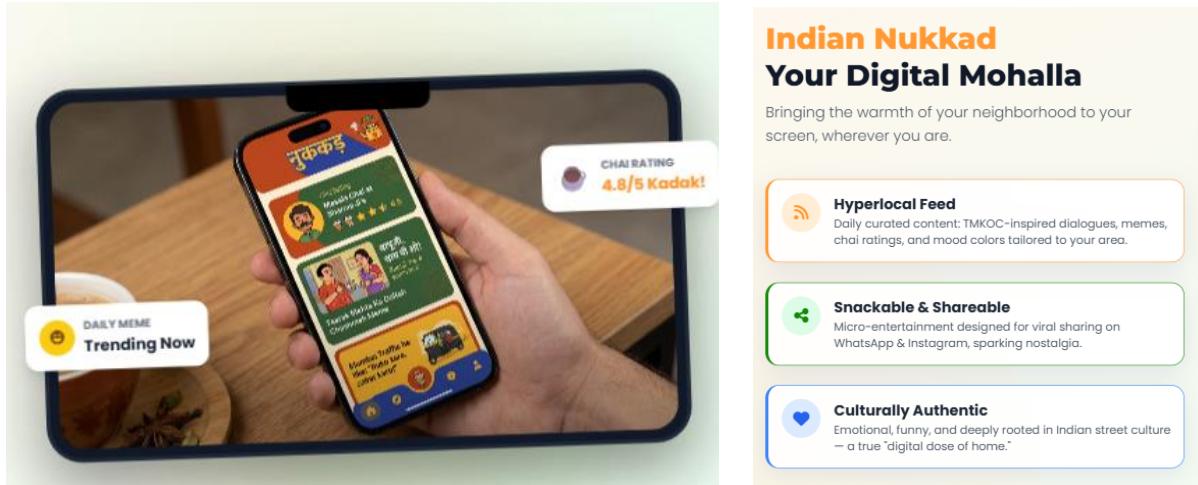
## 1.3. The Innovative Solution (Value Proposition)

**Indian Nukkad** digitally brings your neighborhood to life, even when you're miles away. It delivers **hyperlocal, snackable, and culturally rich content** tailored to each user's area: TMKOC-inspired dialogues, daily memes, chai ratings, neighborhood mood colors, mini polls, and shareable story cards. Every feature is designed to evoke **nostalgia, laughter, and emotional connection**, reminding users of the carefree joys of childhood and neighborhood life.

The app's uniqueness lies in its **personalized hyperlocal experience**. Unlike generic social media, Indian Nukkad adapts humor, cultural references, and small local quirks specifically to a user's area. The **TMKOC-inspired micro-animations and dialogues** create instant recognition and nostalgia, making content **shareable and virally engaging**. Users living away from home can feel the daily pulse of their mohalla, relieving loneliness and sparking conversations with friends and peers.

Additional interactive elements, such as **rewarded mystery content, pop-up jokes on loading screens, and optional chat in Mohalla Corner**, increase engagement while keeping the experience fun and heartwarming. Snackable micro-content encourages users to return daily, fostering a **habit-forming loop**.

In essence, Indian Nukkad is **funny, emotional, culturally authentic, and highly shareable**. Its single differentiator is the "**digital neighborhood experience**" — a unique blend of local humor, nostalgia, and interactive fun that no existing platform currently offers, making it India's first true **hyperlocal digital mohalla hub**.



## Indian Nukkad Your Digital Mohalla

Bringing the warmth of your neighborhood to your screen, wherever you are.

### Hyperlocal Feed

Daily curated content: TMKOC-inspired dialogues, memes, chai ratings, and mood colors tailored to your area.

### Snackable & Shareable

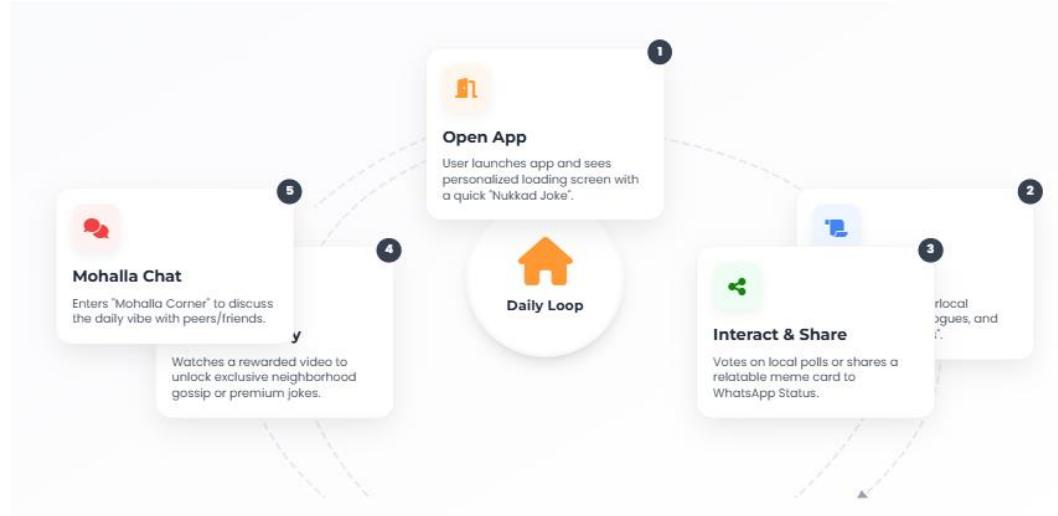
Micro-entertainment designed for viral sharing on WhatsApp & Instagram, sparking nostalgia.

### Culturally Authentic

Emotional, funny, and deeply rooted in Indian street culture – a true “digital dose of home.”

### Key Highlights / Unique Features:

- Hyperlocal Personalization:** Content is area-specific — memes, jokes, dialogues, and daily vibes match the user's mohalla.
- TMKOC Micro-Animations:** Nostalgic character-inspired interactions for instant humor and recognition.
- Chai Meter & Mood Colors:** Fun daily metrics reflecting neighborhood vibe, giving a sense of “being there”.
- Snackable & Shareable Content:** Meme cards and dialogue snippets are perfect for WhatsApp, Instagram, or story sharing.
- Fun Loading Screens:** Quick joke/meme popups during app load for extra engagement.
- Mohalla Corner Chat:** Optional micro-interaction space for friends and peers.
- Rewarded Mystery Content:** Unlock exclusive dialogues, mini polls, or special memes to drive daily retention.



The app's **single differentiator** is the “**digital neighborhood experience**” — blending nostalgia, humor, and interaction in a **fun, heartwarming, and culturally authentic** way no other platform currently offers.

## 2. Market and Audience

### 2.1. Target Audience Profile

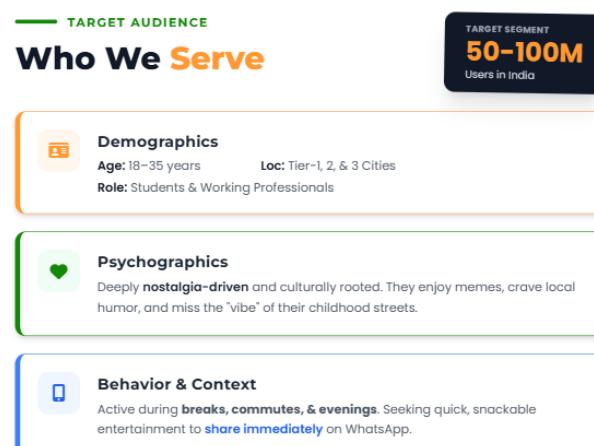
Our ideal users are **18–35-year-old Indians**, primarily students and working professionals living away from hometowns in tier-1, tier-2, and tier-3 cities. They are **culturally rooted, nostalgia-driven, and enjoy memes, humor, and snackable entertainment**. Users will check the app during **breaks, evenings, commutes, or leisure time**, seeking **daily hyperlocal fun, neighborhood vibes, and emotional connection** to their roots.

- **Age & Demographics:** 18–35 years, students & working professionals, living away from hometowns. Tier-1, Tier-2, Tier-3 cities.
- **Psychographics:** Nostalgia-driven, culturally rooted, enjoy memes, TMKOC-style humor, hyperlocal content, and daily micro-entertainment.
- **Behavior & Context:**

Use app **during breaks, evenings, commutes, or leisure time**.

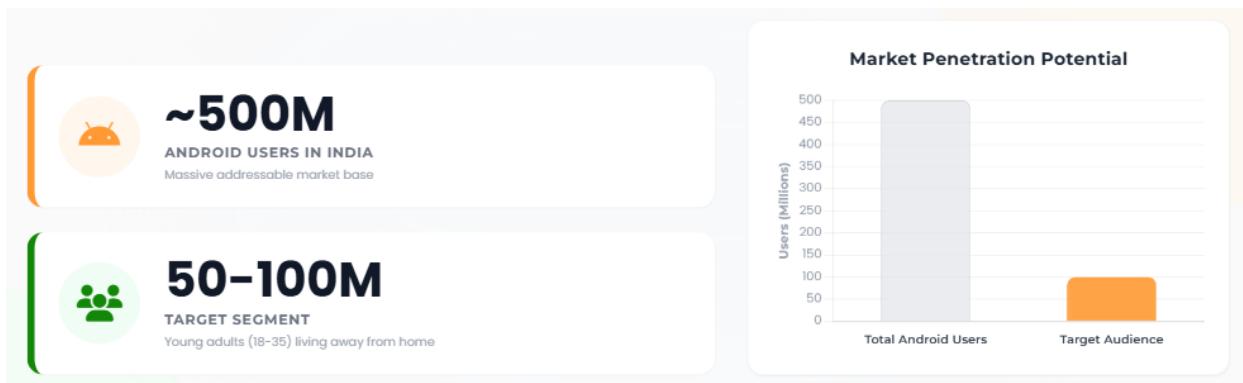
Check daily for **local jokes, TMKOC dialogues, chai ratings, and shareable content**.

**Pain Point:** Loneliness, missing hometown culture, lack of hyperlocal personalized humor in existing platforms.



## 2.2. Market Size and Opportunity

India has ~500 million **Android users**, with an estimated **50–100 million in our target segment** (young, urban/semi-urban, away from home). Hyperlocal, culturally relevant apps are **largely untapped**, providing **high virality and engagement potential**. Snackable, shareable content can generate significant **AdMob revenue**, and optional IAPs add monetization flexibility.



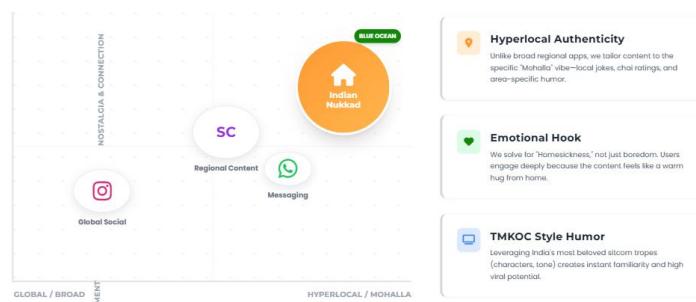
- **Android Users in India:** ~500 million
- **Target Segment Estimate:** ~50–100 million (young adults away from home, craving hyperlocal content)
- **Market Opportunity:**

Hyperlocal, culturally resonant content is largely **untapped**.

Users actively **share memes, polls, and stories** on WhatsApp, Instagram, and social platforms → **organic virality potential**.

Strong **AdMob + IAP monetization potential** via snackable content.

## 2.3. Competitive Landscape



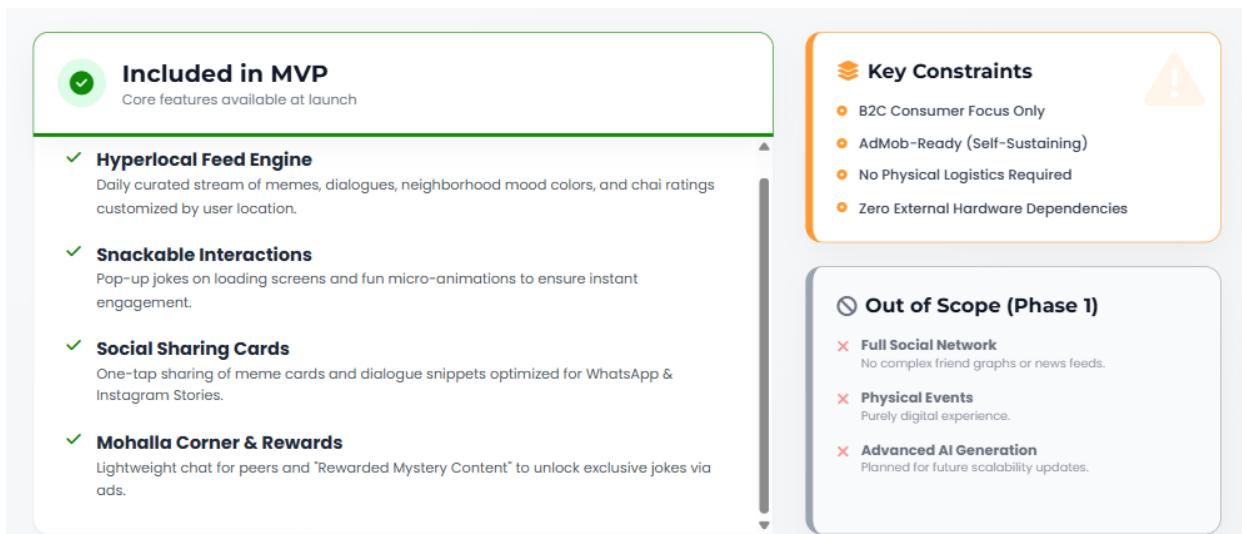
- **Indirect Competitors:** Instagram, WhatsApp, ShareChat (generic content, global memes)
- **Direct Competitors:** None with **India-specific neighborhood nostalgia + TMKOC humor**
- **Sustainable Advantage:**

**Hyperlocal, culturally authentic, and personalized**

**Snackable, shareable micro-content** that drives **daily retention and virality**

Emotional connection + humor keeps users engaged **beyond global social media platforms**

### 3. Scope and Minimum Viable Product (MVP)



#### 3.1 Required Scope Constraints (MANDATORY CHECKLIST)

- The app is **B2C**, designed for consumers, not businesses.
- The app is **self-sustaining** and can earn revenue immediately via AdMob and optional IAP.
- No **complex background operations** or physical logistics required.
- No **external hardware** or devices needed.

#### 3.2 MVP Feature List

1. **Hyperlocal Feed:** Daily memes, TMKOC-inspired dialogues, neighborhood mood colors, chai ratings.

2. **Snackable Content:** Pop-up jokes/memes on loading screens for instant engagement.
3. **Shareable Micro-Content:** Meme cards and dialogue snippets for WhatsApp, Instagram, and stories.
4. **Interactive Mini Games / Polls:** “Guess the neighborhood joke”, “Rate today’s chai mood” inside feed.
5. **TMKOC Character Avatars:** React to user actions in funny, nostalgic ways.
6. **Random Surprise Events:** Pop-up mini memes or “Your mohalla prank of the day”.
7. **Social Competitions:** Daily or weekly challenges like “Who’s your local gossip champion?”
8. **Mood-Based Feed:** Content adapts to user’s selected mood — lonely, stressed, fun, etc.

### 3.3 Out-of-Scope Features

1. Full-fledged social networking features (e.g., friend requests, complex feeds).
2. Physical events or meetups.
3. AI-powered auto-content generation (planned for future scalability).

## 4. Retention Strategy

### 4.1 The User Loop & Hook

Daily hyperlocal content, interactive mini-games, TMKOC micro-animations, and random surprise events form the **primary hook**. Users return to:

- Participate in **mini-games/polls**
  - Check daily **chai ratings and neighborhood vibes**
  - Unlock **random memes/pranks**
  - Track social competitions and challenges
- This loop encourages **habit formation, fun engagement, and shareable moments.**

### 4.2 Specific Retention Tactics

- **Push Notifications:** Personalized reminders for mini-games, polls, and surprise events.
- **Streak Tracking:** “Daily Mohalla Check-in” plus game/poll participation rewards.
- **Shareable Achievements & Leaderboards:** Users share polls, memes, and competition results socially.

### 4.3 Future Growth Strategy

- **Social Sharing Integration:** WhatsApp, Instagram, Telegram sharing of micro-content, mini-games, and polls.
- **Invite Friends Rewards:** Unlock exclusive TMKOC dialogues or special memes when friends join.
- **Viral Loops:** Users naturally invite peers by sharing humorous hyperlocal content and participating in social competitions.

## 5. Monetization Strategy

### 5.1 Business Model Selection

**Hybrid Model:** In-App Advertising + optional In-App Purchases (IAP). Ad model suits young, hyperactive users; IAP offers premium content for superfans.

### 5.2 Ad Monetization Strategy

- **Ad Formats:** Banner Ads (home feed), Interstitial Ads (between content scrolls), Rewarded Video Ads (unlock mystery content).
- **Placement & Frequency:** Interstitials appear only after 3–5 scrolls to avoid disruption; banners are subtle, visible without interrupting UX; rewarded videos are optional.
- **Ad Experience:** Ads are contextually relevant, culturally themed where possible (chai, humor, TMKOC references), maintaining **non-intrusive, fun experience**.

**AdMob Integration**  
Primary Revenue Stream HIGH VOLUME

<b>Banner Ads</b> Placed subtly within the home feed. Consistent visibility without disrupting the user's scrolling experience.	<b>Interstitial Ads</b> Appears naturally after 3–5 scrolls or screen transitions. Capped frequency to prevent fatigue.	<b>Rewarded Video</b> User-initiated. Unlocks "Mystery Mohalla Content" or exclusive memes. Highest eCPM format.
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### 5.3 In-App Purchase (IAP) Strategy

- Unlock **premium TMKOC dialogues & animations**.
- Purchase **exclusive meme packs** for sharing.
- “Mystery Mohalla Box” subscriptions: daily surprise content.
- Users pay for **added fun, nostalgia, and shareable content**, enhancing social interaction.



## 6. User Experience & Design (UI/UX)

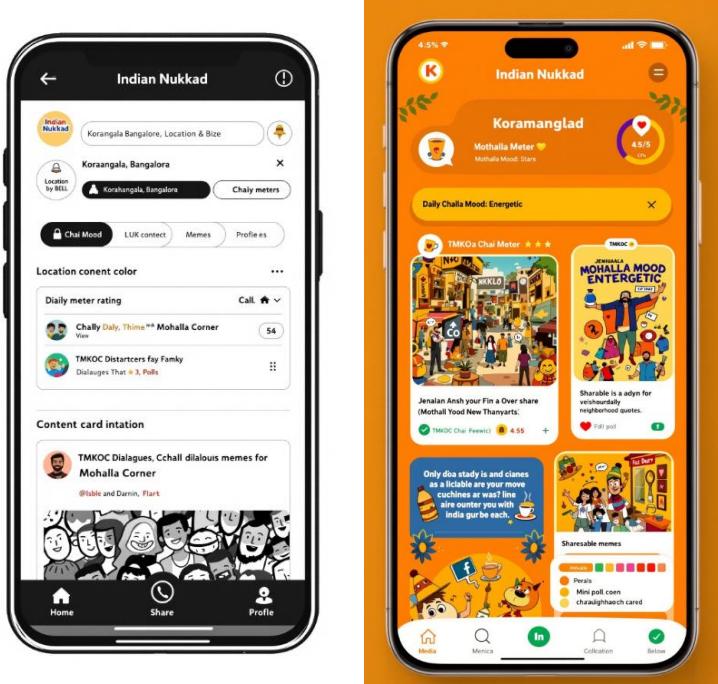
### 6.1 Core User Flow

1. User opens the app → sees **daily hyperlocal feed**.
2. Scrolls to view **TMKOC dialogues, memes, and neighborhood vibes**.
3. Clicks **meme or poll card** → **shares or interacts**.
4. Optionally unlocks **mystery content** via rewarded video.
5. Optional **Mohalla Corner Chat** for micro-conversations.

### 6.2 Design Rationale and Experience

- **Visual Design:** Bright, cheerful, and culturally familiar — TMKOC-style fonts, local colors, and fun animations.
- **UX Principles:** Snackable content, minimal taps, intuitive navigation, share-friendly screens.
- **High-Quality Experience:** Smooth animations, fast load times, minimal friction. Nostalgic yet modern interface ensures **emotional engagement + ease of use**.

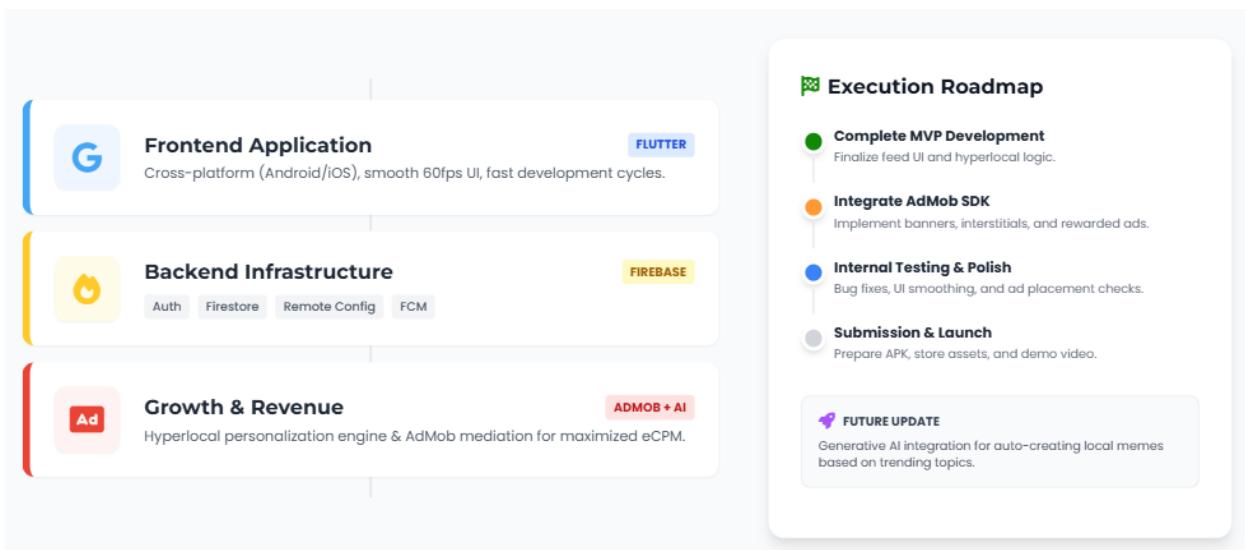
## 6.3 Wireframe/Mockup Link



## 7. Technical Requirements and Next Steps (80 words)

### 7.1 Technical Stack

- **Frontend:** Flutter / React Native or Kivy (Python)(cross-platform, smooth UI, fast development).
- **Backend:** Firebase (user data, feed personalization, real-time updates).
- **Optional:** Simple AI/Rule-based engine for local joke/meme generation.
- **Next Steps:** Complete MVP development, integrate AdMob, test on Android devices, polish UI, add reward mechanisms, prepare submission APK and walkthrough video.



**Keeping the  
Mohalla Alive**

**Let's Bring the  
Mohalla Back**

Join **Indian Nukkad** and make every day feel like home.  
We are bridging the gap between digital connection and  
heartfelt nostalgia.