



Product Requirements Document (PRD)

Product Name: *Hanuman Chalisa App – “Your Pocket Temple”*

Version: 1.0 (MVP)

Target Launch: 2 Weeks

Platform: Android (Phase 1), iOS (Phase 2)

Business Model: One-time purchase – ₹10 (Lifetime access)

1. Vision & Goal

To create a **simple, beautiful, offline Hanuman Chalisa app** that every Indian can download once for ₹10 and keep forever — to pray, chant, or listen to Hanuman Chalisa daily, in their own language, without ads or complexity.

“Bhakti in your pocket — devotion made digital.”

2. Objectives

1. Make Hanuman Chalisa accessible to every Indian in their preferred language.
 2. Ensure the experience is *spiritual, minimal, and distraction-free*.
 3. Enable a one-time microtransaction model (₹10 only) for lifetime access.
 4. Work seamlessly offline once downloaded.
 5. Build a scalable framework to add other Chalisas or prayers later (Durga, Ganesh, Shiv).
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3. Target Audience

| Segment | Description | Need |
|---------------------------|---|---|
| Devotees aged 25–70 | Regular worshippers who read/listen daily | Simple, offline, pure devotional experience |
| Tier 2/3 smartphone users | Low data usage users | Lightweight, no ads, small size |
| NRI Hindus | Emotional connect, nostalgic prayer habit | Offline access, multilingual |
| Youth exploring bhakti | New generation spiritual seekers | Clean UI, good audio, modern look |

4. Core Value Proposition

- **One-time ₹10 purchase** → lifetime access (no ads, no subscriptions).
- **Offline playback** → available anytime, anywhere.
- **Multi-language text + audio** → spiritual inclusivity.
- **Meaning and translation** → deeper understanding.
- **Daily reminders** → habit formation and devotion.

5. Key Features (MVP)

1. Home Screen

- “Play Chalisa” button (audio playback)
- “Read Chalisa” button (text with meaning)
- “Select Language”
- “Set Reminder” option

- “Buy Once for ₹10” (if unpaid)

2. Audio Playback

- Play, Pause, Seek, Loop
- Auto-scroll verses with highlight
- Offline playback once downloaded
- Voice-over artist credit shown
- Optional background playback

3. Read Chalisa

- Display verses with line-by-line translation/meaning
- Tap verse → show meaning
- Font scaling for elderly users
- Multi-language text (10+ Indian languages)

4. Language Selector

- Dropdown or horizontal scroll of languages
- Persisted locally (default = Hindi)
- Lazy-load JSON + audio per language
- Cache after first use for offline

5. Reminders

- Set time for morning/evening aarti (default 6 AM / 8 PM)
- Local notifications (offline)

- Option to turn on/off



6. Unlock Flow

- ₹10 one-time payment (Google Play Billing or Razorpay)
- Unlocks full app forever
- Persist `unlocked: true` locally and in Firebase



7. Share & Referral

- “Gift Chalisa to a friend” → share QR or link
 - Deep link to download & pay ₹10
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6. Language Support

| Code | Language | Audio | Status |
|------|----------|---------------|-------------|
| hi | Hindi | ✓ Human voice | MVP |
| en | English | ✓ TTS / Human | MVP |
| ta | Tamil | ✓ Human | MVP |
| bn | Bengali | ✓ Human | MVP |
| mr | Marathi | ➡ SOON | Post-launch |
| gu | Gujarati | ➡ SOON | Post-launch |
| te | Telugu | ➡ SOON | Post-launch |
| kn | Kannada | ➡ SOON | Post-launch |

| | | | |
|----|-----------|---|-------------|
| ml | Malayalam |  | Post-launch |
| sa | Sanskrit |  | Post-launch |

7. Non-Functional Requirements

| Area | Requirement |
|------------------------|--|
| Performance | App load < 3 sec; audio starts < 1 sec |
| Offline Support | Fully functional after first download |
| File Size | Initial APK < 50 MB |
| Audio Quality | 128 kbps MP3; total size < 20 MB per language |
| Security | Firebase secure read/write for paid users |
| Compatibility | Android 8.0+, iOS 13+ |
| Scalability | Framework supports more prayers (Durga, Shiv, etc.) |
| Analytics | Track installs, payments, usage, and reminder activity |

8. Tech Stack

| Layer | Choice |
|----------------------------|---|
| Frontend (Option A) | Flutter (cross-platform) |
| Frontend (Option B) | Bolt (PWA + Capacitor wrapper) |
| Backend | Firebase (Firestore + Storage + Auth + Cloud Functions) |
| Payments | Razorpay Web Checkout / Play Billing |
| Push Notifications | Firebase Cloud Messaging |
| Analytics | Firebase Analytics |

| | |
|-------------------|--|
| Hosting | Firebase Hosting / Play Store |
| Versioning | Firestore field <code>version</code> for content updates |

9. Design Principles

- Calm, devotional palette (Saffron #FF9933, Deep Red #A52A2A, Cream #FFF7E6)
 - Simple typography (Noto Sans Devanagari / Lato)
 - Illustrations of Hanuman ji (soft glow style)
 - Avoid clutter, ads, or dark themes
 - Use diya or gada animation subtly
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10. Monetization Model

| Model | Description |
|------------------------------|--|
| One-time ₹10 purchase | Lifetime unlock |
| Referral | Gift Chalisa feature (₹10 per gift) |
| Future Expansion | Bundle pack – ₹49 for all Chalisas (Durga, Shiv, Ganesh) |

11. Success Metrics

| Metric | Target (6 months) |
|-------------------|-------------------|
| App downloads | 500,000 |
| Conversion (paid) | 50% |
| App rating | 4.8+ |

Retention (30-day) > 70%

Referral rate 10%

App revenue ₹17.5+ Lakh (net)

12. Go-to-Market Plan

1. **Launch Platform:** Google Play Store + Web PWA
 2. **Initial Push:** Hanuman Jayanti, Tuesdays & Saturdays (bhakti peaks)
 3. **Distribution:**
 - WhatsApp forwards (temple groups, family)
 - Instagram reels with devotional chants
 - Posters at temples with QR code (₹10 download)
 4. **Community:** Partner with mandirs & bhajan groups for offline promotion
 5. **SEO:** “Hanuman Chalisa App in Hindi / Tamil / Bengali – ₹10 only”
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13. Risks & Mitigation

| Risk | Mitigation |
|-------------------------|---|
| Payment gateway failure | Razorpay fallback link |
| Audio copyright claims | Use licensed or self-recorded audio |
| Offline issues | Cache verification + versioning |
| Font rendering errors | Bundle Noto fonts |
| Play Store rejections | Ensure compliant billing & content policy |

14. Future Enhancements

1. **Hanuman Temple Mode** – light a digital diya & offer flower animation.
 2. **Voice Recorder Mode** – record your own Chalisa recitation.
 3. **Donation Integration** – ₹10 monthly donation for causes (gaushala, temple upkeep).
 4. **Bhakti Feed** – daily Hanuman quotes and stories.
 5. **All Chalisa Collection App** – upgrade path for multiple gods.
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15. MVP Timeline (15 Days)

| Day | Milestone | Owner |
|-------|---------------------------------------|-----------|
| 1–2 | Finalize UI design + assets | Design |
| 3–5 | Core app build (Home, Audio, Text) | Dev |
| 6–7 | Payment + Unlock integration | Dev |
| 8–9 | Multi-language content load + caching | Dev |
| 10 | Reminders + offline test | QA |
| 11–12 | Bug fixes + Firebase analytics | Dev |
| 13 | Play Store setup | PM |
| 14–15 | Launch campaign | Marketing |

16. Assets Required

- Hanuman Chalisa text (multi-language JSON)
- Audio recordings (HQ MP3s)
- Hanuman illustrations

- App icon & logo
 - Font files (Noto Sans Indic family)
 - Privacy policy + terms
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17. Taglines & Branding Ideas

- “₹10 for Infinite Shakti”
- “Chant. Listen. Feel.”
- “Your Pocket Temple.”
- “Bhakti for Every Bharat.”