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# 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)

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## 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.”

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## 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

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### 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.
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### 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

## 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

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## 7. Non-Functional Requirements

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

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## 8. Tech Stack

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

<b>Hosting</b>	Firebase Hosting / Play Store
<b>Versioning</b>	Firestore field <b>version</b> for content updates

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## 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
<b>One-time ₹10 purchase</b>	Lifetime unlock
<b>Referral</b>	Gift Chalisa feature (₹10 per gift)
<b>Future Expansion</b>	Bundle pack – ₹49 for all Chalisas (Durga, Shiv, Ganesh)

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## 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)

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## 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

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## 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

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## 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.”