

Hajj App

Suggested Features

www.boomerangbd.com



Target Groups

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Primary Target Group:

- Hajjis
- People who intend to perform Hajj

Secondary Target Group:

- Relatives
- Others (Officials, agencies)

Haji Personas

Rakib Islam

Service Holder



Profile

- Rakib works as a Lead Strategist in a renowned Digital Marketing Agency.
- He is an advanced **smartphone** user.

Demographics

- Age: 30+
- Marital Status: Married
- Children: 1
- Profession: Strategist
- Location: Uttara

User Goals

- Wants to locate his tent amongst thousand others
- Wants to have a checklist of his needs.
- Wants to know about the Hajj process

Psychographics

- Considers himself as a tech savvy
- Wants to avoid unnecessary delays while doing anything
- Always prefers to get the work done online.

“I want to locate my tent with ease. There are thousands over there”

Umme Kulsum Chowdhury

Housewife

Profile

- Kulsum is a housewife with grand children
- She is an intermediate smartphone user

User Goals

- Keep in touch with family
- Location tracker for important places
- Wants to all the duas/rituals of Hajj

Demographics

- Age: 50+
- Marital Status: Married
- Children: 2
- Profession: Housewife
- Location: Gulshan

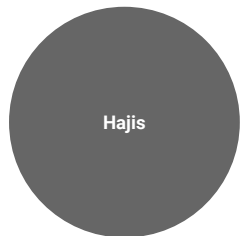
Psychographics

- Always concerned about the family
- Does not like hassle while performing activities.
- Concerned about getting lost

“My family should always know where I am”

Survey

Who?



7 Hajjis

Males (6) Female (1)
Aged Between 30 - 59

What?

- Respondents were asked about their Hajj experience, whether they used any app during their hajj
- They were asked about what features they would like to have in the Hajj app

When?

May 13 and May 14

Where?

Boomerang Digital

How?

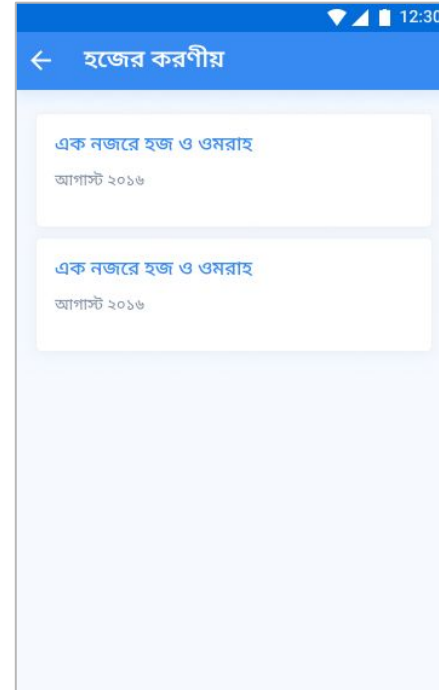
One-to-one telephone Interviews lasting about 5 minutes each.



Suggested Features

Hajj Process

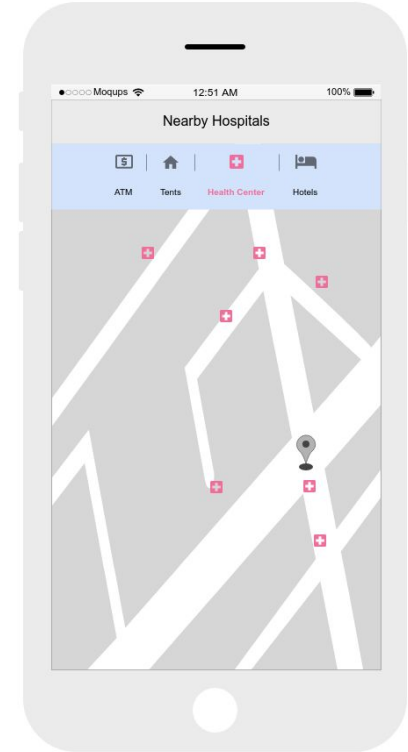
- Users will be given a visual guide of the whole Hajj Process such as what to do, when to do and which places to visit.
- One approach could be separate cards for each and every important step
- Once clicked a detailed view of the step will be shown



* These are just samples

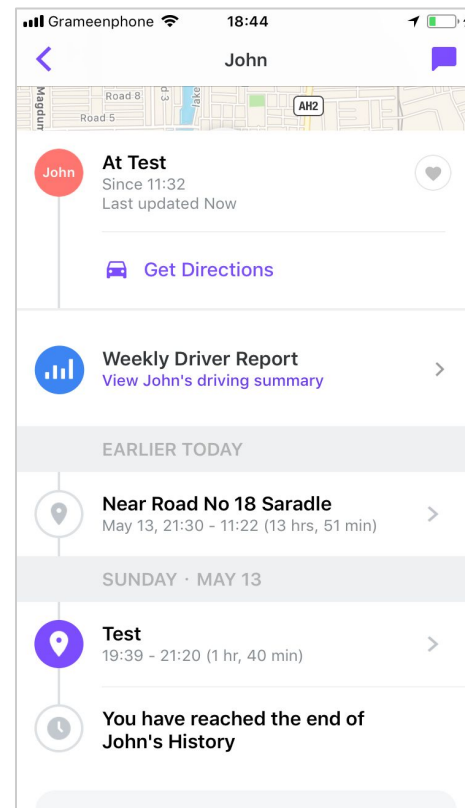
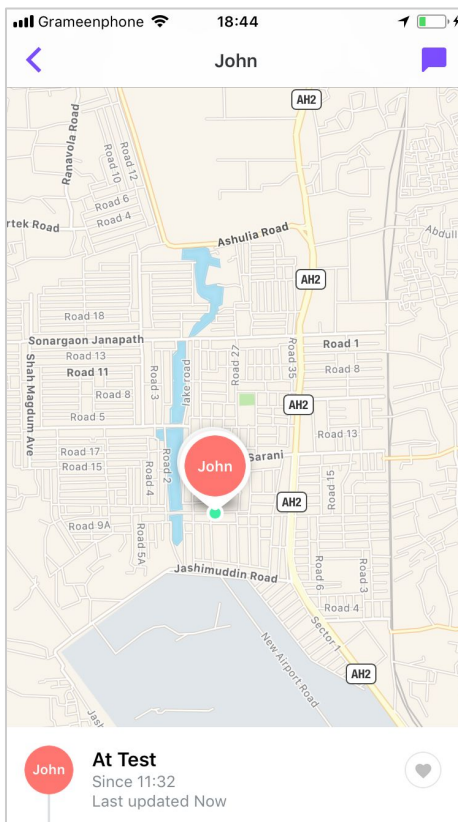
Direction - Tent / Hospital/ATM Tracker

- On this screen , users should be able to Locate his tent (app should get the info from his Pilgrim ID)
- Users should be able to see the Nearby ATMs/ Hospitals



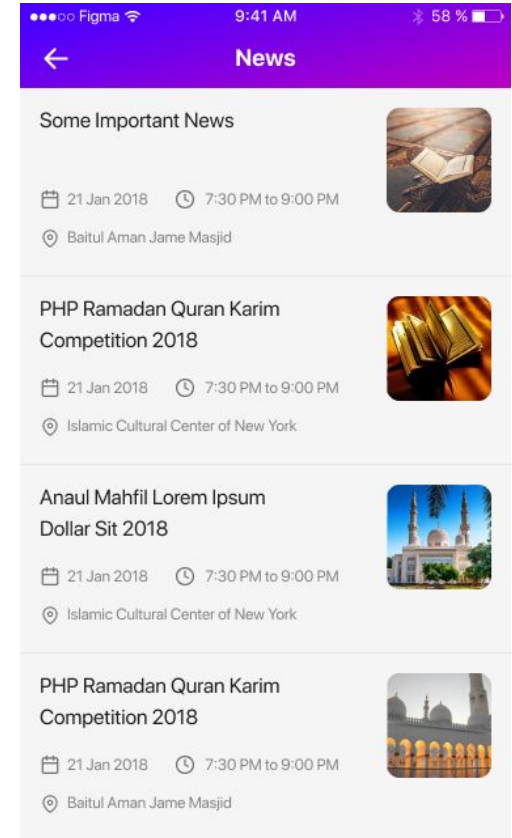
Share My Location

- User can share his/her location with specific people (eg. Relative, Guide etc)
- If someone is lost / in distress, s/he can be found from his/her last known location



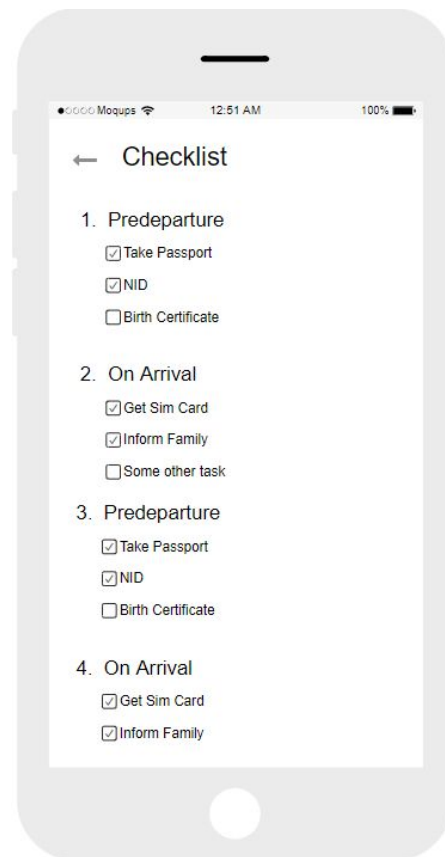
News/ Important Information

- Page where the users can view all the news in chronological order
- Once clicked the users can see the detailed news.



Checklist

- This will be a list for pre-departure to Hajj
- There will be Different Sections
- For example, we can have a section named Must Have Documents. That section will have checkboxes with Passport, NID and so on.



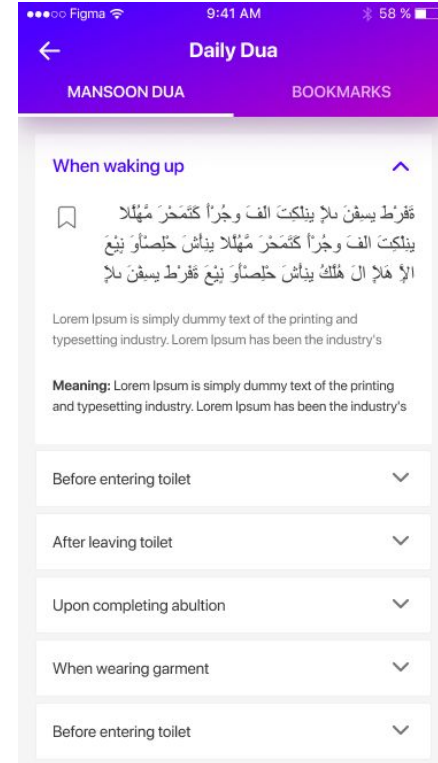
Quran

- List of Surahs
- Once tapped, users will be taken to the specific Surah
- Option for audio, pause, resume, bookmark



Dua

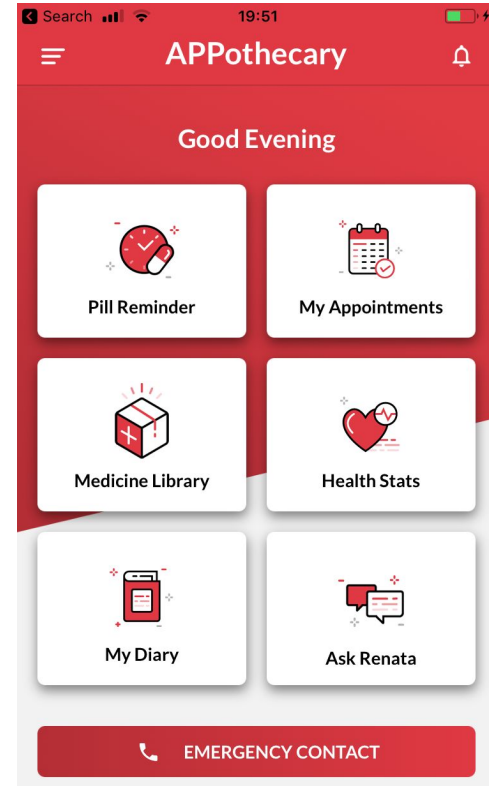
- List of Duas
- Once tapped , users can see the whole dua in Arabic along with the translation



* This is just a sample

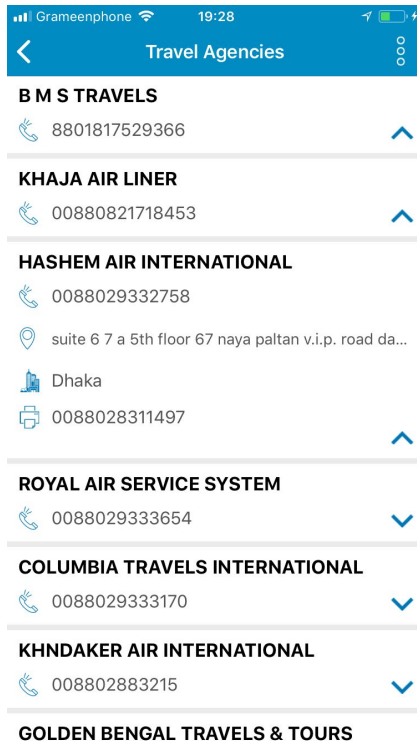
Emergency Contacts

- We could have a prominent button in the Home screen (See the adjacent image for reference)
- Users can add 3 Emergency Contacts
- Once the user presses the Emergency Button, Primary contact (eg. the Hajj Guide) will get a call.
- Others will get a text



Hajj Agencies

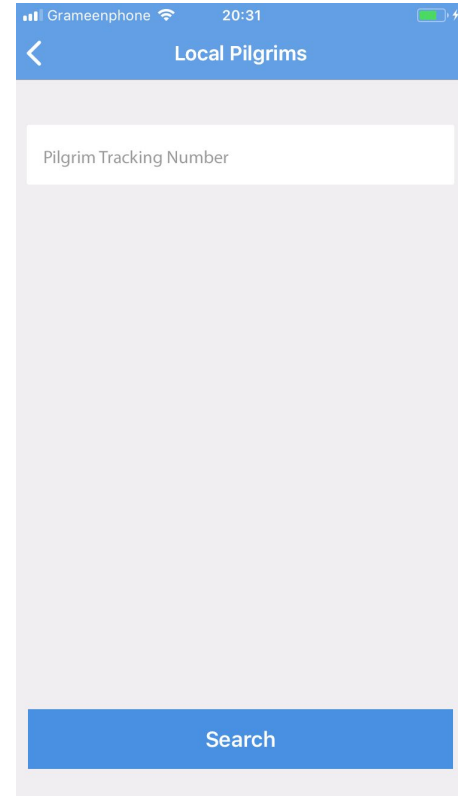
- User should be able to search any particular agencies
- Tapping on an agency will bring up the short details of that agency.
- As this is not directly Hajj related, this could be a Hamburger Menu item.



* This is just a sample

Pilgrim Tracker

- Users should be able to search by Pilgrim Tracking Number just like the website
- This will give the users a seamless user experience
- In future we suggest you to include almost all the important features from the website. This will ensure a one stop solution.



* This is just a sample

Other Features

- Prayer times: App should produce location based prayer times
- Qibla : To locate Qibla direction
- Historic Places: List of historic places with details and direction

* This is just a sample



Next Course of Action

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- We request a physical / Skype meeting with the stakeholders
- This will help us to understand the requirements of the app clearly
- Once the features are finalised, we can start working on the wireframe immediately.

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