Junoon

Product: Junoon Wellness– Indian Inspired Wellness platform
Version: MVP
Date: August 2025
Owner: Arjav

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1. Purpose

"Wellness, Rooted in Tradition. Powered by modern solutions"

Mantra blends **South Asian wellness practices** (yoga, meditation, pranayama, Ayurveda principles) with **modern fitness applications and AI personalization**. The MVP aims to deliver a **culturally rooted, holistic fitness platform** that validates demand for Indian–centric fitness solutions while proving retention and monetization through subscriptions.

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2. Goals & Objectives

- Deliver a **functional mobile app (iOS/Android)** with a clean, culturally inspired UI.

- Provide **AI-generated workouts and diet plans** that integrate South Asian foods and training practices.

- Offer **pre-recorded classes** for yoga, meditation, and fitness.

- Establish a **base subscription model ($30–80/month)**.

- Gather data on engagement, retention, and willingness to pay higher tiers for personalized coaching.
- Run JAV coaching alongside this model for steady cash flow

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3. Scope of MVP

In Scope (Phase 1 - base tier):

- Pre-recorded class library (yoga, meditation, strength/flexibility)
- Live Group meditation/yoga sessions.
- Live "coaching" - nutritional counseling

- AI workout builder (rule-based + API integration).

- AI diet planner with recipe builder (South Asian + global food options).

- Educational content hub (courses, info about indian foods etc).

- Subscription/payment gateway (Stripe for US/global; Razorpay if scaling to India).

- User authentication (email, Google, Apple login).

- Core analytics dashboard (track DAUs, class completion, subscription churn).

Future Phases:

- Coach accountability and weekly check-ins.

- Wearable/device integrations (Apple Watch, whoop).

- Social/community features.

- Custom coaching tier ($150–250/month).

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4. User Personas

1. **South Asian Professionals (25–40):** Busy, want culturally familiar solutions for fitness/nutrition.
2. Affluent Wellness Aspirer:

3. **Young Adults (18–25):** Interested in affordable holistic fitness + AI-based customization.

4. **Wellness Enthusiasts (30–65):** Already practice yoga/meditation, looking for modern integration.

5. User Stories

- *As a user,* I want to create a profile and input my goals (weight loss, muscle gain, mindfulness), so I get personalized plans.

- *As a user,* I want to have yoga/meditation sessions included in my plan(either pre recorded or live), so I can practice on my schedule.

- *As a user,* I want an AI workout plan tailored to my fitness level, so I know exactly what to do, and can ask the ai and adust.

- *As a user,* I want meal plans and recipes featuring South Asian foods, so I don't feel forced to eat only Western-style diets.

- *As a subscriber,* I want a seamless checkout process, so I can quickly join and pay.

6. Features & Requirements

6.1 Class Access - pre recorded and live

- **Content:** Yoga, meditation, fitness classes (20–30 recordings for MVP).

- **Delivery:** Stream or download within app.

- **Requirement:** CMS for content upload and tagging (category, duration, difficulty).

6.2 AI Workout Builder

- **Inputs:** Age, weight, height, gender, fitness level, equipment access, goals.

- **Outputs:** workout plan based on JAV coaching methods (progressive overload, variation).

- **Requirement:** AI/ML API integration (initially rule-based, expand later).

6.3 AI or human Diet Planner + Recipe Builder

- **Inputs:** Dietary preferences (veg, non-veg, vegan), calorie goal, cultural foods.

- **Outputs:** Daily/weekly meal plan with South Asian + global recipes.

- **Requirement:** Recipe database with macros; AI-based substitutions.

6.4 Education Hub

- **Content:** Short videos, infographics, articles (fitness myths, nutrition basics, ayurvedic tips).

- **Requirement:** Searchable content hub.
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6.5 Subscriptions & Payments

- **Plans:** Base tier ($30–80/month).
- Higher tier(150-250 per month)
- **Requirement:** Payment gateway (Stripe, PayPal; Razorpay for India).

- **Access Control:** Feature locking by subscription tier.

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7. Technical Architecture

- **Front-End:**

    - Mobile app (React Native or Flutter).

    - UI/UX: Clean, minimal, South Asian inspired branding.

- **Back-End:**

    - Node.js / Python (depending on AI integration stack).

    - Firebase/AWS/GCP for hosting.

    - Authentication: OAuth 2.0 (Google/Apple sign-in).

- **Database:**

  - Cloud Firestore / MongoDB for user data & plans.

  - Content storage on AWS S3/Cloud Storage.

- **AI/ML:**

  - Phase 1: Rule-based + API integration (OpenAI for text, Nutritionix API for foods).

  - Phase 2: Proprietary ML models.

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8. Success Metrics

- **Acquisition:** # of paid subscribers in the first 3–6 months.

- **Engagement:** DAU/WAU, workout/class completion rate.

- **Retention:** Month 1 → 3 churn percentage.

- **Revenue:** % of base subscribers upgrading to higher tier in post-MVP testing.

- **Qualitative:** Feedback surveys on cultural fit + usability.

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9. Team Requirements

- **Operations:** 1 (Customer support, scheduling, content ops).

- **Development:**

  - 1 front-end dev (mobile)

  - 1 back-end dev

  - 1 UI/UX designer

- **AI/IT:** 1 engineer for API setup + AI integration.

- **Content Creators:** 2–3 fitness, yoga, meditation instructors for pre-recorded classes.

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10. Risks & Assumptions

- Risk: AI workout/diet may initially feel generic → mitigate with South Asian recipe base + yoga content.

- Risk: Pricing sensitivity in South Asian markets → US/global diaspora likely early adopters.

- Assumption: Users want an **all-in-one holistic solution** vs. multiple niche apps.

Detailed User Stories for Mantra MVP

🔹 Onboarding & Profile

1. *As a new user,* I want to create a profile with my name, email, age, weight, height, and gender, **so that** the app can personalize my workouts and nutrition,and assign me to the correct form of yoga and meditation.

2. *As a new user,* I want to select my fitness goals (weight loss, muscle gain, mindfulness, flexibility, etc.), **so that** the app or trainer on the app builds me a relevant plan.

3. *As a new user,* I want to choose my dietary preference(questionnaire based, like current jav coaching set up) (vegetarian, non-vegetarian, vegan, Jain-friendly), **so that** my meal plan matches my lifestyle.

4. *As a new user,* I want to input my available equipment (dumbbells, resistance bands, gym access, none), **so that** my workout plan is realistic.

◆ AI Workout Builder

5. *As a user,* I want to receive a **weekly workout plan** generated from my inputs, **so that** I know exactly what to do each day.

6. *As a user,* I want to see workouts broken into sets, reps, rest times, and video demos, **so that** I can perform them correctly.

7. *As a user,* I want the AI to adjust my workouts if I mark an exercise as "too easy" or "too hard," **so that** my plan stays challenging but doable.

8. *As a user,* I want the AI to generate **home-friendly workouts** if I don't have gym access, **so that** I can still progress.

◆ AI Diet Planner & Recipe Builder

9. *As a user,* I want to receive a **daily meal plan** based on my calories and macros, **so that** I can hit my nutrition goals.

10. *As a user,* I want recipes with **South Asian foods** (dal, roti, paneer, rice, chicken curry) included, **so that** I don't feel forced to eat only Western-style diets.

11. *As a user,* I want to mark ingredients I dislike or am allergic to, **so that** they don't appear in my plan.

12. *As a user,* I want to swap recipes with quick alternatives, **so that** I have flexibility if I don't want to cook something.

◆ Pre-Recorded Classes

13. *As a user,* I want to browse a **library of yoga and meditation videos**, **so that** I can choose the right one for my mood, time, and experience level.

14. *As a user,* I want classes tagged by **duration (10 min, 20 min, 40 min)** and **difficulty (beginner, intermediate, advanced), so that** I can pick easily.

15. *As a user,* I want to download a class for offline use, **so that** I can still practice without internet.

16. *As a user,* I want to mark classes as "favorites," **so that** I can return to them quickly.

◆ Education Hub

17. *As a user,* I want short **articles and videos** that debunk fitness myths, **so that** I can make better health decisions.

18. *As a user,* I want education content that blends **science with South Asian traditions** (e.g., Ayurveda, yoga breathing techniques), **so that** it feels culturally relevant.

◆ Subscription & Payments

19. *As a new user,* I want to see what's included in the **base vs higher tier plans, so that** I understand the value of upgrading.

20. *As a subscriber,* I want to pay with credit card or Apple/Google Pay, **so that** checkout is fast and secure.

21. *As a subscriber,* I want automatic monthly billing, **so that** I don't need to manually renew.

22. *As a subscriber,* I want to easily cancel my subscription, **so that** I feel safe trying the app.

◆ Engagement & Retention

23. *As a user,* I want **daily/weekly reminders** (push notifications) about my workouts or meditation sessions, **so that** I stay consistent.

24. *As a user,* I want to track my **progress visually** (workouts completed, meals logged, streaks), **so that** I feel motivated.

25. *As a user,* I want feedback after completing workouts ("Great job, you hit 4 this week!"), **so that** I feel encouraged to continue.

◆ Admin/Coach (Future Higher Tier, Phase 2)

26. *As a coach,* I want to assign custom workout and meal plans to specific clients, **so that** I can provide accountability.

27. *As a coach,* I want to check client check-ins (weight, pictures, progress), **so that** I can adjust their plans.