Must-Have (MVP):

- User accounts & onboarding (basic profiles, login).

- Yoga + meditation video/audio library.

- AI assistant (lightweight chat Q&A or habit tracker).

- Progress tracking (basic dashboard: streaks, time spent).

- Payment integration (subscription tier).

Nice-to-Have (future):

- Personalized workout/yoga plans.

- Contractor integration (live classes, 1:1 sessions).

- Community features (forums, group challenges).

- Wearable sync (Apple Watch, Fitbit).

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3. User Flows

Walk through exactly how a user will interact with the app. Developers build flows, not just features.

Example:

- Onboarding flow: Download → Sign up → Select goal (stress relief, flexibility, fat loss) → Recommended starter program.

- Daily use flow: Open app → AI suggests "10-min meditation" → Complete → Progress tracked.

- Payment flow: Free trial → Prompt upgrade → Enter card → Access premium library.

Write these out in bullet-point steps like above for clarity.

4. Technical Requirements

You don't need to know how to code it—but give them guardrails:

- Platforms: iOS + Android (cross-platform framework like Flutter or React Native).

- Content delivery: Video hosting (Vimeo, AWS S3, or integrated streaming).

- AI integration: Lightweight (maybe GPT API for start).

- Payments: Stripe or in-app purchases.

5. Design & Branding Direction

- Moodboard: screenshots of apps you like (Calm, Headspace, Daily Yoga).

- Color palette (culturally resonant: saffron, deep blue, earthy tones).

- Logo + name ("Mantra").

- UX principle: simple, calm, no clutter.

6. Success Metrics (MVP)

Define how you'll measure if MVP is working:

- User acquisition (first 100–200 downloads).

- Engagement (avg. 3+ sessions per week).

- Conversion (free → paid at 5–10%).

- Retention (users active after 30 days).

7. Budget & Timeline

- Budget range: $10–30k (depending on dev team, complexity, agency vs. freelance).

- Timeline: 3–6 months for MVP.

- Future funding: Decide if you'll bootstrap with coaching business or raise money.

8. Risks & Open Questions

- What features might bloat MVP (contractor live classes right away)?

- Will cultural focus be enough of a moat vs. Calm/Headspace?

- Are South Asians willing to pay $100–150/month for digital-only product?