

Faith.online Product Requirements Document (PRD) Draft

Tagline: *Faithfully united. Digitally connected.*

1. Executive Summary

Faith.online is a social media platform purpose-built for evangelical Christians, offering a trusted platform, and theologically aligned space for discipleship, community, and mission. Unlike secular apps and fragmented church tools, Faith.online brings together believers, churches, ministries, businesses, and creators in a single, curated digital home grounded in Gospel-centered values and modern UX.

2. Product Goals

- Unite the evangelical digital community under one moderated, Christ-centered platform
 - Eliminate distractions like profanity, nudity, political content, and ad clutter
 - Enable safe, purposeful social interaction rooted in clear evangelical doctrine
 - Provide essential tools for rhythms of faith, discipleship, and outreach
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3. Core User Segments

User Type	Description
Individual Believers	Everyday users engaging with faith-based content, prayer, and fellowship
Church Leaders / Ministries	Host Faith Pages, events, and communication with congregations
Christian Businesses	List services/products in the Faith Directory and marketplace
Faith-Based Creators	Share Gospel-aligned content and grow a like-minded following
Families & Small Groups	Use shared tools for spiritual disciplines and planning
New Converts & Seekers	Find encouragement, sound teaching, and community support

4. MVP Feature Set

Must Have

- Faith Directory – Claimable public Faith Pages for churches, ministries, creators, and businesses
- Rhythm Keeper (Basic) – Shared calendar, habit tracker, and daily rhythm tools
- Gospel-Driven Moderation System – Content and user behavior moderated against evangelical guidelines
- User Posts – Text, images, prayer needs, testimonies (social layer)
- Connect / Followers – Build networks across believers, churches, and creators
- Amen / Bless / Uplift Reactions – Purposeful engagement tools with limited emotional range
- Comments / Replies – Controlled conversations within posts and threads
- Community Stream – Feed of posts, prayer needs, and testimonies from one's network
- Christian News Feed – Curated evangelical news and thought leadership
- Daily Bible Verse – Shareable scripture snippets on the home dashboard

Nice to Have

- Messaging – Private DMs with biblical boundaries and safety filters
- Creator Tools – Monetization features (post-MVP)
- Faith Market – Curated e-commerce space for Christian goods (post-MVP)

Future (Post-MVP)

- Rhythm Keeper Pro – Premium analytics, team dashboards, and task tools
- Faith Market (Expanded)

- Creator Monetization Tools – Tipping, merch, ad-sharing
 - Biblical Dating – Accountable, Scripture-rooted relationships
 - AI / AR/VR Modules – Immersive events, smart discovery, automated moderation
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5. Platform Scope

- **Platform:** Web-based (responsive design for desktop and mobile browsers)
 - **Architecture:** Modular backend for scalability and future feature integration
 - **Security:** Role-based access, secure messaging, content pre-screening
 - **Compliance:** GDPR-compliant, privacy-focused, data secure
 - **Design:** Modern, minimalist, iOS-style layout with intentional UI and UX
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6. UX & Branding Guidelines

- **Style:** Clean, minimal, distraction-free — inspired by Apple’s design philosophy
- **Tone:** Calm, reverent, and user-focused
- **Visuals:** White space, elegant typography, soft iconography
- **Content:** Gospel-centered, no ads, profanity, nudity, or political content

Faith.online Terminology


Generic Term	Faith.online Term
Follow	Connect
Like	Amen / Bless / Uplift
Story	Testimony

Feed	Community Stream / Prayer Wall
Profile	Faith Page
View Count	Witnesses

7. Monetization Strategy (Preview)

- Rhythm Keeper Pro – Subscription (\$4.99 personal / \$19.99 team)
 - Paid Directory Upgrades – Featured placements, SEO boosts, verified badges
 - Faith-Aligned Ads – Only from vetted Christian brands/events
 - Creator Tools – Tipping, subscriptions, ad-sharing for approved content
 - Church/Org Licenses – White-labeled tools and analytics dashboards
 - Faith Market – Commission-based eCommerce marketplace
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8. Timeline & Milestones

Month	Milestone
Aug 2025	Finalize specs, branding, and development plan
Sep 2025	Begin development (MVP Core)
Oct 2025	Internal Alpha testing
Nov 2025	Beta pilot with select churches & creators
Dec 2025	Iteration & final QA
Jan 2026	 Public MVP Launch

9. Success Metrics (MVP)

- 100+ churches/creators onboarded within 60 days
 - 1,000+ daily active users (DAU) in first 90 days
 - 90%+ moderation success rate (flagged vs resolved content)
 - <10% churn rate during beta phase
 - Launch feature set with <5 major bugs post-deployment
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10. The Why

“...so that in all things God may be praised through Jesus Christ.” — 1 Peter 4:11

Faith.online isn't just another app — it's a digital sanctuary. With Gospel-driven innovation and modern design excellence, we are building something eternally meaningful for believers everywhere.