Product Requirement Document - CardSense MVP

### 

### **1. App Overview & Vision**

**Name (TBD):** *CardSense AI* **Vision:** Empower Indian consumers to unlock the full value of their credit cards—and confidently pick new ones—through a chat-first personal assistant that demystifies benefits, surfaces tailored offers, and maximizes savings on every swipe.  
 **MVP Goal:** Deliver a mobile-first experience that onboards users in under 3 minutes and answers their first credit-card question in under 30 seconds.

### **2. Target Audience**

| **Persona** | **Profile** | **Key Pain Points** | **Definition of Success** |
| --- | --- | --- | --- |
| **Optimizer Millennial** | Age 25-40, Tier-1 city, already holds 2-4 cards | Doesn’t track hidden perks, misses lounge access, unsure which card to use per spend | Sees ₹X/month savings tips, lounges with confidence, fewer worries about “wrong card” |
| **First-Timer Explorer** | Age 22-30, tech-savvy, first job | Overwhelmed by card choices, unclear approval odds | Finds “best first card” in minutes; applies via in-app link; feels informed |

### **3. Core Features (MVP)**

| **#** | **Feature** | **Description** | **Notes / Priority** |
| --- | --- | --- | --- |
| 1 | **Authentication** | Email / phone + OTP; minimal friction | P0 |
| 2 | **Card Onboarding** | Search Indian card catalog **or** snap card photo → auto-detect product name | P0 |
| 3 | **Lifestyle Quiz** | 6-8 quick questions (travel, dining, spending) → tailor advice | P0 |
| 4 | **Chat-First Assistant** | Natural-language Q&A on card benefits, fees, reward rates; hybrid friendly-but-trustworthy tone | P0 |
| 5 | **Inline Comparison** | “View full comparison” button reveals modal with interactive filters (reward type, annual fee, travel perks) | P0 |
| 6 | **Proactive Alerts** | Push + in-chat nudges: “New lounge offer on your Regalia”; “Axis Atlas now beats your travel spend” | P1 |
| 7 | **Issuer Promo Slots** | Sponsored message cards (clearly labeled) inside chat; targeting via lifestyle quiz data | P1 |

### **4. User Experience Flow**

1. **Welcome & OTP sign-in →**
2. **Add Cards**
   * Search list *or* photo OCR → confirm product name
3. **Lifestyle Quiz** (1 min) → “Done”
4. **Assistant Home (chat screen)**
   * Smart greeting + top 3 hidden perks of current cards
   * Quick-action chips: “Compare cards”, “Plan a purchase”, “See travel perks”
5. **Typical Query**: User types “Which card for a ₹5K electronics buy?”  
   * Assistant replies with bullet tips + “View full comparison” button
   * Modal shows side-by-side Regalia vs Magnus vs Flipkart Axis
6. **Alerts Tab (in-chat feed)**
   * Auto cards when new offers or better fits appear
7. **Sponsored Offers** appear as distinct cards with “Promoted” badge

### **5. Data & Architecture (Conceptual)**

* **Card Catalog**: Nightly web-scrape from issuer sites → temp staging → human QA → prod DB (benefits, fees, dates)
* **User Data Stored**:  
  + Card product names only
  + Quiz responses & basic demographics (city, age range)
* **AI Layer**:  
  + LLM for NL Q&A (private or 3rd-party via secure API)
  + Retrieval on card DB + rules engine for usage tips
* **Alert Engine**: Cron job comparing user profile vs new catalog entries

### **6. Security & Privacy**

| **Area** | **Approach** |
| --- | --- |
| PII | Only phone/email & minimal profile; no card numbers stored |
| Compliance | Follow India DPDP 2023 guidelines; explicit consent screen |
| Data in transit | TLS 1.2+ |
| Data at rest | AES-256; separate user table vs card catalog |
| Transparency | 1-screen privacy pledge + link to full policy |

### **7. Monetization**

1. **Affiliate/Referral Fees** — Track outbound clicks → issuer approval → revenue share.
2. **Sponsored Promos** — CPM/CPC model for issuer cards shown in chat feed.

*All ads labeled “Promoted”; user can dismiss.*

### **8. Success Metrics (MVP)**

| **KPI** | **Target (90 days post-launch)** |
| --- | --- |
| Onboard-to-Question Rate | ≥ 60 % of new users ask ≥ 1 card question in week 1 |
| WAU (Alerts Return) | ≥ 40 % 4-week retention |
| Affiliate Conversions | ≥ 3 % of advised first-timers click “Apply” |
| NPS | ≥ 45 |

### **9. Key Risks & Mitigations**

| **Risk** | **Impact** | **Mitigation** |
| --- | --- | --- |
| Scraped data outdated / mis-matched | Misinformation → user distrust | Human QA daily; “Report inaccurate benefit” CTA |
| Over-aggressive promos feel spammy | Churn | Frequency caps; clear labeling; user ad-prefs toggle |
| LLM hallucination | Wrong advice | Retrieval-augmented generation + rule-based guardrails |
| Regulatory shifts on referral fees | Revenue hit | Diversify to paid premium tier (future phase) |

### **10. Future Expansion Ideas**

* **Premium Subscription** — advanced spend analytics, tax-smart tips.
* **Banking Integrations** (with consent) for real-time transaction insights.
* **Community Reviews & Ratings** to boost trust.
* **Desktop Web Dashboard** for power users.
* **Gamified Savings Leaderboard** to drive engagement.