



## Problem

In today's fast-paced world, many Muslims find it challenging to keep track of their religious obligations and practices. With various responsibilities and distractions, maintaining a consistent spiritual routine can be difficult. Existing apps often lack comprehensive features, intuitive design, or culturally sensitive content, leaving users with a fragmented experience.

## Solution

The Muslim Companion app aims to provide a comprehensive, all-in-one platform to support Muslims in their daily religious practices. It includes features like a prayer tracker, Makkah live stream, Hajj guide, Hajj & Umrah resources, AI-based Islamic queries (Ask AI Imaan), inspiration page, Halal food finder, Names of Allah, Islamic calendar, Shahada, Zakat calculator, mosque finder, types of prayers, Duas, Qibla direction, Tasbih, Dhikr, Quran access, user profiles, and accurate prayer times. The app is designed to be user-friendly, intuitive, and culturally sensitive, ensuring users can seamlessly integrate their faith into their daily lives.

## Mood and Tone

The app will have a calm, respectful, and uplifting mood and tone. It will use a color palette that reflects serenity and spirituality, such as #5CE1E6, #2b338e, #a063c6, #c7fc78, and #ffa202. The interface will be clean, modern, and easy to navigate, providing a sense of peace and focus.



## Persona

Name: Thahseen Mohamed Rafeek

Age: 22

Occupation: Software Engineer Student

Location: Bangkok, Thailand

Background: Thahseen is a devout Muslim who strives to balance her academic and spiritual life. She is tech-savvy and relies on mobile applications to assist her in various aspects of her daily routine. She values efficiency, accuracy, and comprehensiveness in the tools she uses.

Goals:

- To maintain a consistent prayer schedule.
- To have easy access to religious information and resources.
- To find Halal food and nearby mosques conveniently.
- To track and manage her Zakat contributions accurately.
- To have a reliable guide for Hajj and Umrah.

Frustrations:

- Difficulty in finding an all-in-one Islamic app.
- Existing apps are often cluttered and hard to navigate.
- Inaccurate prayer times and Qibla direction.
- Lack of culturally sensitive and comprehensive content.