**Product Requirements Document (PRD): Astrology App**

**1. Introduction/Overview**

**Purpose of the Document**

This document outlines the comprehensive requirements for the development of an astrology app that generates, interprets, and predicts based on individual birth charts (Kundalis).

**Product Vision and Goals**

To democratize access to traditional astrological wisdom by offering accurate, personalized, and visually rich astrological readings and predictions through a mobile and web app.

**Target Audience**

* Astrology enthusiasts
* Individuals seeking spiritual or personal insights
* Users interested in personalized daily/weekly horoscopes
* Astrologers looking for tools to support their consultations

**Business Objectives**

* Acquire 100,000+ users in the first year
* Achieve 10% conversion rate from free to paid reports
* Build a data-driven feedback loop to refine predictions using AI

**2. Stakeholders**

* **Product Manager:** Vaibhav

**3. User Stories/Use Cases**

* **As a new user**, I want to input my birth details so that I can get my personalized Kundali.
* **As a returning user**, I want to view my daily predictions so that I stay informed of potential events.
* **As a curious individual**, I want to explore compatibility with another person so that I can assess relationship potential.
* **As an advanced user**, I want to view divisional charts like Navamsa (D9) so that I get deeper insights.
* **As a premium user**, I want to purchase and download a detailed PDF horoscope so that I can keep a record.

**4. Features/Functionality**

1. **User Onboarding & Profile Management**
   * Sign-up/login (email, Google, phone)
   * Profile creation with birth data
2. **Kundali Generator**
   * Natal chart (Rashi chart)
   * Ascendant, Moon sign, Nakshatra, Pada
   * Divisional charts: D9 (Navamsa), D10 (Dashamsa), etc.
3. **Astrological Predictions**
   * Daily/weekly/monthly forecasts
   * Vimshottari Dasha analysis
   * Transit (Gochar) impacts
4. **Compatibility Checker**
   * Synastry-based relationship evaluation
5. **Reports & Consultation**
   * Downloadable PDF reports
   * Book live consultations (future phase)
6. **Push Notifications**
   * Reminders, daily insights, Dasha changes
7. **Monetization**
   * Subscription tiers (basic, premium)
   * One-time report purchases

**5. UI/UX Requirements**

* **Wireframes:** Home, Chart Viewer, Prediction Page, Compatibility Page, Checkout
* **UX Goals:** Simple navigation, intuitive layout, elegant visualizations of charts
* **Accessibility:** Color contrast, screen-reader support, font scalability

**6. Technical Requirements**

* **Platforms:** Android, iOS, Web (React Native + Node.js/Python backend)
* **Performance:** Chart load time < 1s, Prediction delivery < 2s
* **Security:** Data encryption (AES 256), secure login (OAuth 2.0)
* **Integration:** Payment gateway (Razorpay/Stripe), SMS/email APIs, Swiss Ephemeris for calculations
* **Data:** PostgreSQL (User Data), Redis (Caching), S3 (Reports)

**7. Non-Functional Requirements**

* **Reliability:** 99.9% uptime with AWS/GCP hosting
* **Maintainability:** Modular microservices architecture
* **Scalability:** Horizontal scaling of services
* **Performance:** Response times < 2 seconds for 95% of requests
* **Security:** GDPR compliant, encrypted storage, 2FA for premium users

**8. Success Metrics / KPIs**

* Daily Active Users (DAU)
* Conversion Rate (Free to Paid)
* Retention Rate (Day 7/30)
* Report Download Count
* Average Session Duration

**9. Assumptions and Constraints**

* **Assumptions:**
  + Users will provide accurate birth data
  + Market interest in astrology continues to rise
* **Constraints:**
  + Limited initial budget (bootstrapped/MVP-first approach)
  + Legal restrictions on astrology in some markets

**10. Open Questions / Dependencies**

* Best source/API for ephemeris data?
* Do we need multilingual support from day one?
* Should we integrate video consultations at MVP or later?

**11. Future Considerations / Roadmap**

* **Phase 2:** ML-enhanced predictions
* **Phase 3:** Live video consultations with astrologers
* **Phase 4:** Marketplace for astrologers
* **Phase 5:** Community features (forums, discussions)