

# Project Requirement Document (PRD): Astrology, Numerology & Vastu Tools Web App

## 1. Project Overview

Build a fast, minimal, bilingual (Hindi + English) web application hosting a comprehensive suite of astrology, numerology, and Vastu Shastra calculators and tools.

- Deliver exceptional user experience with transparent calculation logic, interactive UI, and high SEO readiness using top 2025 keywords.
- Integrate with external product store ([vastucart.in](https://vastucart.in)) and prepare premium paywall gating for future monetization.
- Target market: India and global diaspora with spiritual interests, seeking trusted, accurate, and easy-to-understand mystical tools.

## 2. Key Features

### Tool Groupings & List

- **Numerology:**
  - Chaldean Name Numerology
  - Life Path Number
  - Destiny Number
  - Lucky Number Finder
  - Lo Shu Grid
  - Name Correction
  - AI Business Name Generator
  - Business Name Numerology Checker
  - Lucky Color Finder
  - Bhagyodaya Year Calculator
  - Child Name Suggestion Tool
  - Date-of-birth based best name
- **Astrology:**
  - Raj Yoga Calculator
  - Career Direction Predictor
  - Planet Karak/Marak Identifier
  - Bhrigu Nandi Nadi Deep Dive (Pro)
  - Sade Sati Calculator
  - Pitra Dosha Calculator
  - Kalsarp Dosha Calculator
  - Marriage Matching Tool
  - Ishta Devta Finder
- **Vastu Shastra:**
  - Vastu Room Advisor

- House/Flat Number Checker & Vastu checker with store product suggestions

## Common Functionalities

- Input forms with validation for all tools.
- Calculate results with **detailed transparent logic explanations**, visible to user.
- Bilingual results: instant toggle (Hindi/English) without reload.
- SEO-optimized URLs, titles, meta, header hierarchy for each tool.
- FAQ section with schema markup per tool.
- Suggestions for related tools; internal linking.
- Minimal, interactive icon sets for each tool.
- Premium paywall gating for advanced tools.

## Global UI

- Sticky header: logo (left), navigation (center) – Home, Tools (dropdown per category), About Us, Store – and language toggle (right, "EN | हिंदी").
- Responsive cream-white background, dark teal and saffron accent gradients; subtle zodiac/yantra visual patterns.
- Homepage: grouped grid of flash cards; blog teaser; store CTA.
- Store page: embed [vastucart.in](#) or open externally.
- About Us: mission, disclaimer, contact.

## 3. SEO & Multilingual

- Target high-volume keywords (2025): "astrology calculator", "life path number calculator", "business name numerology", "Vastu Shastra consultation", etc.
- Structure URLs, titles: tools/[tool-keyword], e.g. /tools/chaldean-name-numerology.
- Mark up tools with WebApplication, FAQPage, Organization schema.
- Use hreflang tags & URLs (/en/, /hi/ or query flags) for proper Hindi/English indexing.
- Provide all static/dynamic content in both languages, results stored in dual-language JSON.
- Plan content/blog calendar for organic traffic.

## 4. Technical Requirements

- Stack: modern, lightweight frontend (React + Next.js or similar) with SSR/SSG for SEO.
- Minimal dependencies, modular CSS (Tailwind or similar), fast and mobile-friendly UX.
- Lazy load charts and complex results.
- Well-commented code, especially numerology/astrology logic.
- Analytics: track tool usage, conversions.

## 5. Monetization & Business

- Mark advanced tools "Pro", provide teasers for locked features.
- Prepare payment/user account flow for premium content.
- Suggest store products for relevant tool results, connect with [vastucart.in](#).
- Plan strategic backlink build and blog/forum outreach for SEO.

## 6. Development Plan (Claude Code Task List)

1. **Project Setup**
  - Framework/init, clean routing
  - I18n for Hindi & English
2. **Global Layout**
  - Header (nav + language toggle), footer
3. **Homepage/Tools Index**
  - Responsive grouped cards, icons
4. **Reusable Tool Page**
  - Input, result, logic, toggle, FAQ
5. **Sample Tool Demo**
  - Chaldean Name Numerology Calculator (full SEO ready)
6. **SEO & Schema**
  - Dynamic title/meta/schema, hreflang
7. **Paywall Utility**
  - Gating for Pro tools
8. **Store Page**
  - Embedded or linked [vastucart.in](#)
9. **Blog/Help Module**
  - SEO-ready content skeleton
10. **Testing/Deployment**
  - Tests & CI/CD pipeline

## 7. Future-Proofing

- User accounts, result saving
- Premium PDF reports
- Store/product recommendation engine
- Advanced analytics, user journeys

## References

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- [6] User requirements and AI research summary (Nov 2025)