Sukoon Application

FAITH GAP IN MENTAL WELLNESS

Tahajjud (Optional Prayer)

GOAL



Build an MVP that empowers Muslim professionals in India to enhance emotional resilience by integrating faith guided reflection into daily prayer creating culturally relevant wellness tools for burnout, anxiety, and career stress.

Why this problem should be addressed?

- Rising workplace fatigue: 76% of Indian workers say they don't have enough time or energy to get their work done, and nearly 78% report disrupted focus during the day
  Source, Source(2)
- Mental strain affects creativity & productivity, triggering real world impact.
- Religious coping is instinctive, yet existing apps are either too clinical or lack Islamic context.
- Faith-based framing reduces stigma, especially in conservative communities.

Key Players

Muslim Pro

ATHAN

Market Size & Growth Drivers

- Indian Digital Health & Wellness Apps projected market size: $1.4B by 2030 Source
- Faith-tech uptake: Muslim Pro has 170M+ global downloads and 25M+ monthly active users Source
- Total Muslims (India, 2021–Census) → 14.2 % of population ≈ 204 M Source
- Demand for religiously aligned wellness surged post COVID, driving growth in niche spiritual tech.

Total Addressable Market (for this problem statement)

Metric	Calculation	Result
Muslim population (India, 2021 census)	Official figure	≈ 204 M
Youth share (< 35 yrs)	65 % of Muslims	≈ 130 M
Professionals 22-35 yrs	35 % of youth	≈ 45 M
Urban "connected" professionals (SAM)	10 % of above (Tier 1 & 2)	≈ 4.5 M
Assumed annual spend on wellness apps	₹500 per user	–
Penetration scenario	2 % of SAM adopt Sakoon	≈ 90 k users
Resulting TAM (first-phase revenue)	90 k × ₹500	₹45 Cr / yr
Realistic upside	Using 10–12 % penetration over 5 yrs	₹2,000 – 2,400 Cr / yr

UNDERSERVED MUSLIM PROFESSIONALS

Fajr (1st Mandatory Prayer)

Competitor	Strengths	Weaknesses	Focus
Muslim Pro	170 M + global downloads; verified prayer times, Quran, Qibla	No emotional-wellness or reflection layer	Global Muslim utility
Athan Pro	Accurate Adhān alerts; AR Qibla view	Minimal post-notification engagement	Prayer-time reminders
Quran Majeed	Deep Quran features, 30 + reciters, tafsīr offline	No mood tracking or workplace context	Scripture reading

Hypothesis -- (Detailed Link)

Embedding a 60 second, Quran-anchored reflection immediately after each prayer will achieve ⩾ 60 % Day 7 retention higher than generic meditation apps.

- Prayer times already anchor 5 daily habit loops.
- Headspace's Day-7 retention in India ≈ 41 % .

Target Segment

Urban Muslim professionals, 22–35 yrs, Tier-1 & Tier-2 cities

- Population funnel: India Muslims ≈ 204 M (14.2 %) → 65 % under 35 = 130 M youth → ~35 % in full-time skilled work ≈ 45 M professionals.
- SAM: assume 10 % are smartphone-centric in large cities → 4.5 M addressable users.

Why This Segment? – (Detailed Link)

- Highest overlap of burnout (long work hours) + strong prayer adherence + digital payment readiness.
- Existing behaviour: open phone after ṣalāh to mark completion perfect micro-moment for reflection.

Impact (1-Year Model) – (Impact Size – Full Breakdown)

- Convert 2% of our 4.5 M urban pro SAM into ~90 K paid users in Year 1.
- Generate ~₹ 45 Cr ARR at ₹ 500 ARPU, with upside to ₹ 225 Cr on 10 % penetration + premium upsell.
- Sustain ⩾ 60 % Day-7 retention, boosting LTV and margins far above secular wellness apps.

Key Insights from Market-Gap Analysis

- Utility vs. Wellness Divide : Faith apps stop at ritual; wellness apps stop at culture
- Prayer is an Untapped Habit Loop : Five built-in daily triggers = free push slots.
- Stigma Shield : Religious framing lowers drop-out compared to "therapy" labels, especially among conservative users.

USERS WANT 60-SEC REFLECTIONS

User Survey Insights

Source

Insight	% Respondents	Signal
"I pray **within 30 min of Adhan** even at work."	**68%**	Strong anchor for post prayer micro-content
"I've used a secular mindfulness or meditation app."	41%	Market already primed for digital self help
"Those apps felt **culturally off** or too clinical."	**72 %** (of the 41 %)	Cultural fit gap to exploit
"I feel **Sunday anxiety** before Monday meetings."	57%	Key trigger moment
"I'd try a faith based reflection if it's **< 1 min**."	**84%**	Validates 60 second MVP length

1:1 Interview Insights

- "After Dhuhr, I scroll Insta for two minutes to decompress. If the app gave me a quick dua instead, I'd tap it." — Salman, 29, Data engineer
- "Mindfulness apps talk about 'the universe'; I need verses that remind me of Allah's plan." — Fatima, 26, Resident Doctor
- "I'm embarrassed to tell HR I'm stressed, but listening to Qur'an at lunch calms me." — Naaz, 27, Consultant
- "My biggest guilt is missing Fajr; a gentle nudge with reflection could help me reset." — Omar, 30, Software Lead

User Persona



Aisha Khan, 28 yrs

Management Consultant · Mumbai

"If I can weave a minute of Qur'anic grounding into my crazy schedule, I'll crush my KPIs and feel closer to Allah."

Pain Points

1. Performance anxiety before client presentations
2. Guilt when she misses Fajr due to late-night slide edits
3. Sunday "dread" → poor sleep before Monday travel

Goals

- "Stay spiritually connected without sacrificing career growth."
- Arrive at meetings calm & confident.
- Build a sustainable prayer routine that fits consulting life.

JTBD

When I'm feeling anxious or drained during my workday, I want a quick, faith centred reflection right after prayer, so that I can reset my mindset, stay productive, and feel spiritually grounded without opening a separate meditation app.

Secondary-Research

1. Prayer breaks improve cognitive control in practising Muslims Frontiers in Psychology (2021).
2. Mental-health stigma remains high in India; framing help within faith contexts increases acceptance (WHO India, 2024).



Chasht (Optional Prayer)

BURNOUT + CULTURAL URGENCY



Why should we solve this problem now ?

Muslim professionals in India are hitting record high burnout while relying on spiritual habits that current wellness apps ignore. Without a faith aligned tool to transform those five daily micro moments into quick emotional resets, stress keeps compounding and productivity suffers.

Why ?

- Burnout epidemic – 76 % of Indian workers feel chronically stressed; 49 % say it's tanking their output.
- Solution gap – 7 in 10 Muslim professionals find secular mindfulness apps culturally off key, yet prayer apps stop at utility.
- Perfect timing & moat – Prayer notifications already ping > 30 Bn times a year, digital health spend is growing 16 % CAGR, and no one has yet fused Qurʾān anchored reflection with evidence based mental wellness.

Who are the customers facing this problem?

4.5 million urban Muslim professionals, 22–35 yrs, Tier 1–2 cities

- Long hours in tech/consulting/finance/healthcare
- Pray at work but lack structured emotional reset
- Already pay for productivity or secular wellness apps yet churn for cultural reasons

How do we know it's a real problem?

- Survey (n = 120): 68 % pray within 30 min of Adhān; 72 % call existing apps "culturally off."
- 1:1 interviews: Quotes reveal desire for Qurʾān based reassurance before meetings or after setbacks.

What value is generated by solving this problem?

- Users: Rapid stress down regulation, spiritual alignment, less guilt over missed prayers.
- Employers: Higher focus, fewer "Sunday scaries," improved retention of high talent Muslims.
- Society: Low stigma mental wellness access for a 200 M strong faith community.

Why should we solve this problem now?

- Captures a white space moat before secular giants localise religion modules.
- Low CAC via existing prayer notifications; converts ritual into daily engagement.
- Aligns with India's Digital Health Mission and corporate wellness budgets now funding faith sensitive programmes.



MVP SCOPE & FEATURE PRIORITIZATION



Dhuhr (2nd Mandatory Prayer)

MVP Scope:

Build a faith guided micro-reflection app that turns the 60 seconds after each ṣalāh into a personalised Qurʾān anchored reset. The v0 must:

- Push context-aware reflections straight after prayer alerts
- Serve a just for you Dua/Ayah snippet that matches the user's emotional tag
- Log mood in ⩽ 2 taps and visualise weekly spiritual health

Three Key Focus Areas:

- Ritual Piggy-back – Ride the existing 5-times-daily prayer habit to minimise behaviour change.
- Adaptive Faith Content – AI suggestions based on mood + calendar (feeds the cabinet).
- Insight Loop – Mood data → reflection → insight → deeper engagement; drives stickiness and trust.

MVP Expectations

- Lower acute stress by offering an on demand, culturally resonant coping micro tool.
- Hit ⩾ 60 % Day-7 retention by anchoring to an existing ritual.
- Collect enough mood/reflection data in 30 days to unlock premium personal insights.

Feature	MoSCoW	What it Solves	Impact
Prayer Reflection Engine (60 sec guided)	**Must Have**	Converts ritual into stress-reset moment	High
AI-Driven Dua & Ayah Library	**Must Have**	Delivers culturally resonant guidance	High
Mood & Spiritual Tracker	**Must Have**	Quantifies progress; reinforces habit	High
Smart Prayer Notifications (context/time/mood)	**Must Have**	Timely trigger → higher open rate	High
Lock-Screen Inspiration Slides	**Should Have**	Reinforces reflection, encourages sharing	Medium
Community Reflection Challenge	**Should Have**	Adds social proof / referral loop	Medium

- Value Proposition : We help Muslim professionals turn workplace stress into spiritual resilience by inserting 60 second Qurʾān anchored reflections exactly when they finish praying.
- Atomic Unit : Pray → Reflect → Record. One micro cycle = prayer completion + guided reflection + mood log. Repeatable five times daily, compounding self-awareness.
- Riskiest Hypothesis : Users will actually spend 60 seconds on reflection right after prayer. If they skip or silence the prompt, retention and data loops collapse.

PRAY → REFLECT FLOW

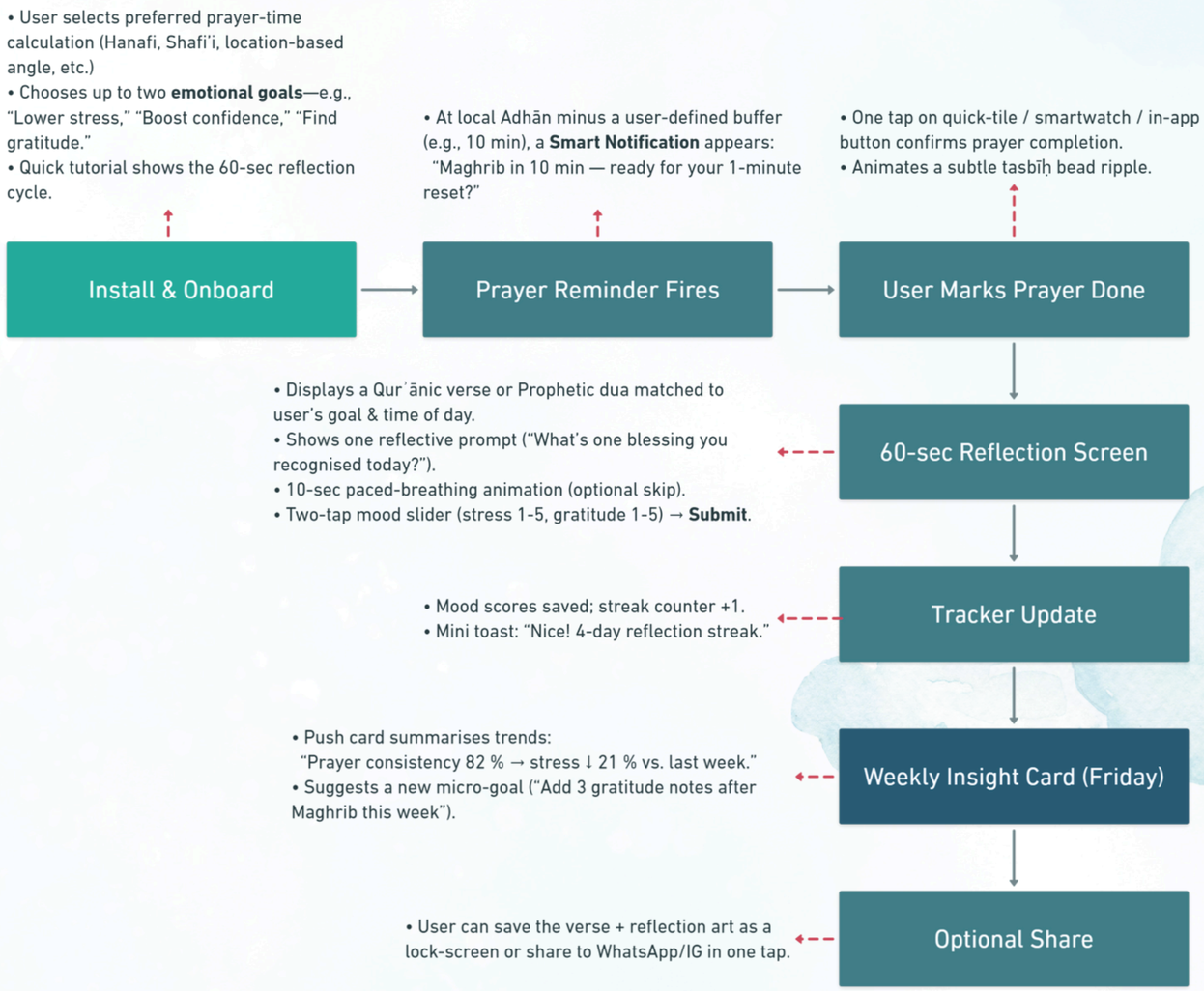
Asr (3rd Mandatory Prayer)

Must have features – How they work and Impact

Feature	How It Works (v0)	Impact
Prayer Reflection Engine (60 sec)	Auto-launches when user marks ṣalāh complete ➜ shows 1 Qurʾān verse / Prophetic dua + a reflective question + 10 sec breathing cue.	Converts ritual into instant stress-reset; anchors ≥ 60 % Day-7 retention.
AI Dua & Ayah Selector	GPT-powered matching of verse/dua to mood tag + time-of-day + day-of-week (e.g., Friday).	Delivers personal relevance → higher completion & share-outs.
Mood & Spiritual Tracker	Two-tap slider after each reflection (stress 1–5; gratitude 1–5); weekly chart shows correlation with prayer consistency.	Quantifies progress; reinforces continued use.
Smart Prayer Notifications	Combines local Adhān times with calendar context to nudge: “Asr in 10 min — ready for a 60 sec reset?”	Timely, context-aware pings raise open-rate and reflection habit.
Lock-Screen Inspiration Slides (Should-Have)	After each completed reflection, user can save/share the verse/dua as wallpaper.	Keeps content top-of-mind; sparks organic referrals.

Click on here to view the whole user journey clearly

User FLow





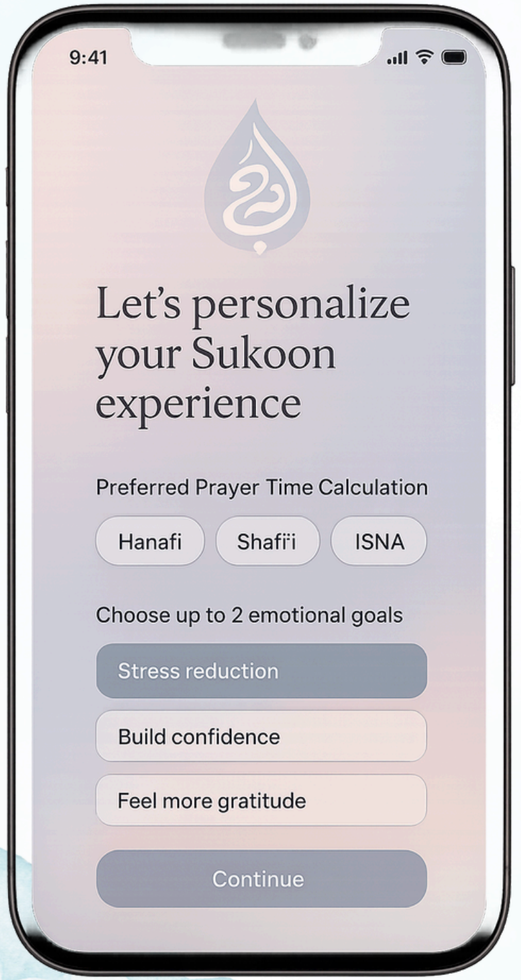


Maghrib (4th Mandatory Prayer)

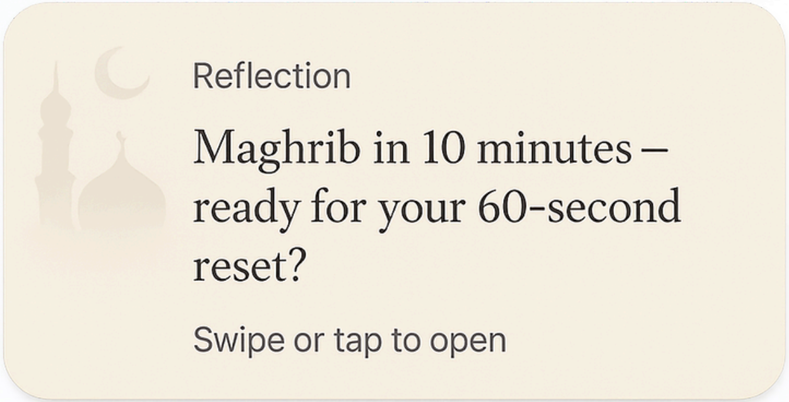
CALMING RITUAL UI



1) Onboarding Screen



2) Smart Prayer Notification



3) Reflection Screen



4) Mood Tracker + Submit



5) Weekly Insight Summary





6) Optional Share / Wallpaper Screen



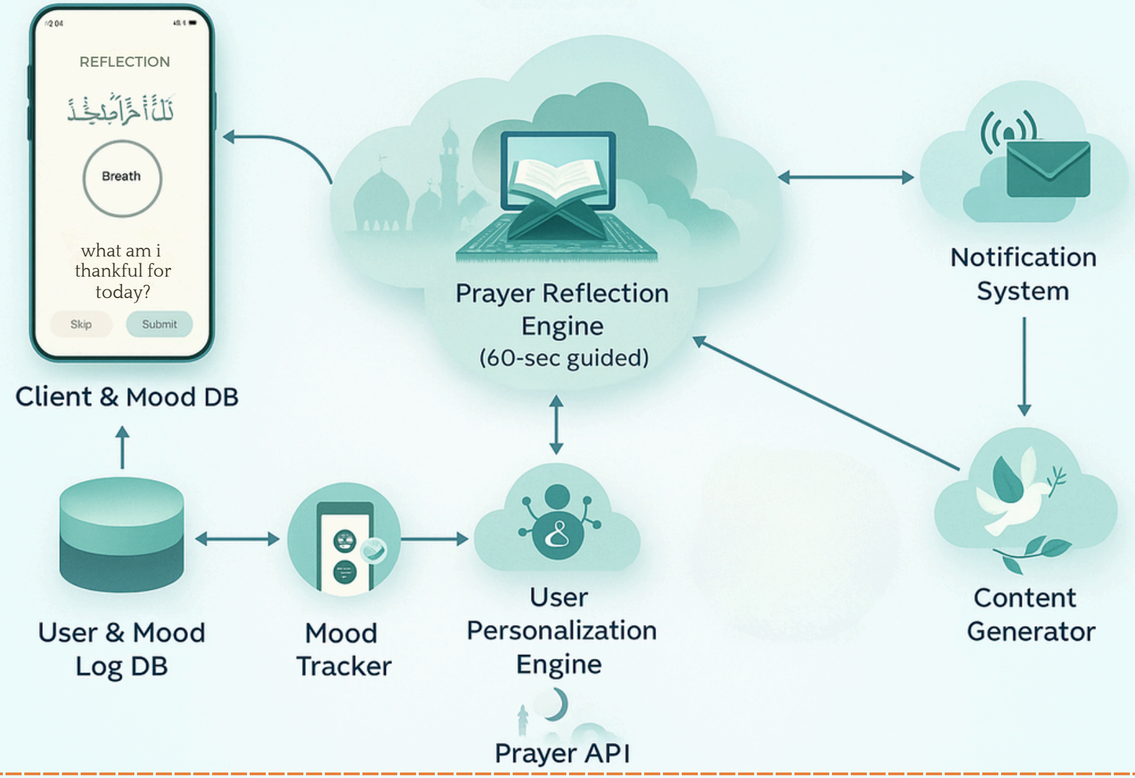


Awabin (Optional Prayer)

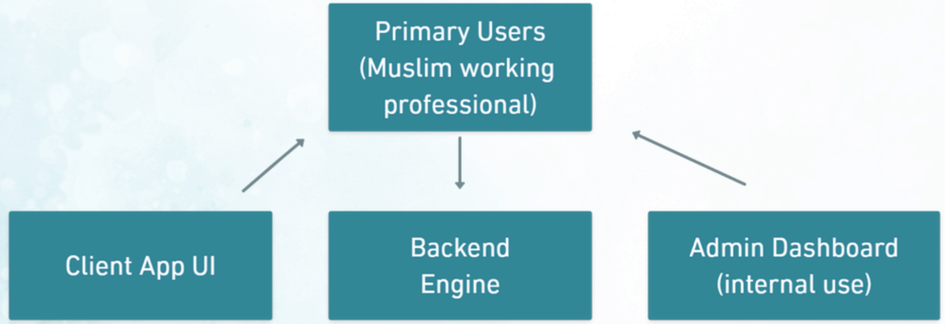
SYSTEM DESIGN AND SUCCESS METRICES



System Design



Actors



Metric Type	Metric	What It Measures
North Star	% Users Completing Weekly Reflection Streak	Core value of self-awareness via Qur'ān based reflection loop
Activation	% Users Completing First 60-sec Reflection	Are users starting the habit loop post prayer
Outcome	Avg. Mood Delta After 7 Days	Measures emotional change (e.g., stress ↓, calm ↑)
Engagement	Reflection Frequency per Week	How often users reflect after salah (target ≥ 2/day)
Retention	7-Day Active User Rate	Stickiness across 5 daily cues
Conversion	Reflection Completion Rate	% of users who complete the full verse+prompt+submit cycle
Drop off	% Skipping Reflection Post Notification	Where users abandon flow helps improve prompt format or CTA

Monetization Plan

1. Freemium Model (Core)

Why: Daily faithbased reflections are new for most users; a free tier removes friction and builds trust.

How: 100 % access to 60-sec reflections + mood log; paywall (5–8 % upsell) on weekly insight cards & full reflection history.

2. Premium (Paid Monthly or Annual Plan)

Why: Users who feel calmer want deeper guidance and streak-building nudges.

How: ₹299–499/mo (₹1 800–2 500 / yr) unlocks AI personalised reflection planner, verse wallpaper pack, emotion specific reminders, and weekly progress reports.

3. B2B Wellness Dashboards

Why: Anonymised stress-trend data helps HR & faith-wellness programmes tailor support.

How: Sell aggregated insight reports or live dashboards (e.g., "Sunday anxiety peaks for Tier-1 women, 25–34") to Islamic banks, CSR arms, and employee-wellbeing vendors.

Why this model works

Free → guided → personalised funnel mirrors Calm / Muslim Pro's 10–12 % conversion; delivers value first, keeps stigma low, and opens a scalable B2B revenue stream.

Distribution plan

1. Ramadan Influencer Blitz (IG / YouTube Shorts)

- **Use**: Partner with Muslim mental wellness creators to post "60 sec post Maghrib reset" reels and share invite codes.
- **Why**: Ramadan is peak download season for faith apps; creator trust + shareable lock screen wallpapers drive viral installs at low CAC.

5. Mosque & Imam Partnerships

- **Use**: Digital posters + QR codes inside urban mosques; Friday khutbah mention of the app's stress relief angle.
- **Why**: Trusted offline endorsement taps high intent audiences that ad networks can't reach.

Risk and Mitigation Strategy

Risk Type	Key Risk	Mitigation
Product Market Fit	Users find 60 sec reflection trivial	A/B shorter copy; collect skip reasons
Retention	Post Ramadan DAU dip	Post-Eid streak challenge
Data Privacy	Sensitive mood data exposure	End-to-end encryption, DPDP compliance
Downtime	Prayer API / push outage	Local cache + fallback notifications
Scalability	Firebase strain >100 k MAU	Migrate to Postgres + Redis
Competition	Big prayer apps copy feature	Focus on mood analytics; imam partnerships