

Product Requirements Document

Sattvahar - Power Your Day, The Sattvic Way

1. Product Overview

Product Name: Sattvahar

Tagline: Rise with truth.

Category: Plant-based Food & Wellness Delivery Platform

Stage: MVP (Tested in Delhi NCR)

2. Vision

To create a trustworthy, health-first food delivery ecosystem that serves **pure vegetarian and sattvic meals**, with **no hidden fees, no gimmicks, and no compromise on integrity**. Sattvahar empowers mindful eating through honest pricing, transparent operations, and deeply aligned health principles.

We aim to make curated sattvic and healthy vegetarian meals accessible to health-conscious individuals and families—whether for fitness, recovery, or daily nourishment.

3. Problem Statement

While food delivery apps like Swiggy or Zomato offer variety, they often lack trustworthy, **pure vegetarian**, or **Ayurveda-aligned meals**. Additionally:

- Hidden platform/delivery fees
- Unpredictable delivery experience
- Limited transparency in food quality and source
- No tailored offerings for gym-goers, kids, working professionals, or medical recovery users

4. Target Users / Personas

1. Gym-goers & fitness-focused individuals
2. Corporate professionals seeking meal plans
3. Parents looking for kids' healthy options
4. Users recovering from medical issues (gut, immunity)
5. Spiritual & satvic diet followers
6. Health-conscious millennials & Gen Z

5. Solution Overview (MVP)

Sattvahar offers:

- Curated pure vegetarian & sattvic meals
- Transparent pricing, no hidden fees
- Real-time delivery tracking with reliability buffer
- Meal-based subscription & single order models
- Ayurvedic-aligned and condition-specific meal types (detox, gut, strength, etc.)
- Recipes and wellness content with meals

6. Key Features (MVP Scope)

- Category-based Meal Plans (Strength, Recovery, Kids, Detox)
- Transparent Pricing Model (no hidden delivery/platform charges)
- Recipe & Wellness Info per Meal
- Sattvic & Seasonal Ingredients Indicator
- Flexible Weekly/Monthly Plans
- Corporate Plans & Team Orders (Basic form)
- Feedback Form + Basic Rating

7. Not in Scope (MVP)

- In-app payments (manual Stripe link only)
- Full-blown delivery fleet integration
- Recipe customization or AI-based nutrition
- Crisis helpline or dietary consultation service
- Delivery Partner Reliability Score

8. Success Metrics (Early MVP)

- NPS > 30 in first 30 orders
- Repeat rate > 40% after Week 2
- Subscription conversion > 25% in early users
- Delivery accuracy score > 90%
- User feedback quality (4+/5 in taste, reliability, clarity)

9. Tech Stack

- **Frontend:** Built using Git and deployed via Lovable
- **Backend:** Supabase (Database, Auth, APIs)
- **Payments:** Stripe (manual links)
- **Email/SMS:** Resend for transactional updates
- **Delivery:** Manual tracking + Google Form data entry for now

10. Assumptions

- Users value transparency over ultra-low pricing
- Health-focused segments are underserved by mass delivery apps
- There is willingness to adopt new delivery platforms if aligned with wellness principles

11. Risks

- Delivery delays or inconsistency in early stages
- Limited onboarding of reliable kitchen/delivery partners
- Low early discoverability without platform marketing
- User churn if meals aren't flavorful despite health value

12. Future Scope

- Delivery partner reliability scoring engine
- Real-time GPS tracking & delay alerts
- AI-based recipe personalization
- Ayurveda practitioner tie-ups
- Native mobile app with wellness log
- Scale to other metro cities (Bangalore, Mumbai)