



Product Audit & Friction Analysis

Sarvodaya Ahinsa Games: turning a hall that watched into a hall that plays, then using AI on the host's hardest job

Jain Sanyam Kamlesh, Product Manager & builder Built with **Claude (Anthropic)** as my engineering partner Sept – Oct 2026

Live: sarvodayahinsa.web.app

In short. I built and ran a live, phone-based games platform for a Jain NGO. In three September shows in Greater Noida about **150 people played** instead of 4–5 on a stage. The show data then showed the next problem. Writing the questions takes the host **about an hour per show**, no question carried an explanation, one difficulty fits nobody in a mixed-age hall, and **37% of answers marked "wrong" were actually right** (typed in English letters or a longer form). I picked question writing as the friction to fix with AI, because one AI step fixes three of the others too.

1. Product and flow selection

Product

Sarvodaya Ahinsa Games is a free web platform where everyone in a hall plays live Jain-knowledge games on their own phone, while the host runs the projector from a laptop. It has six game types (quiz, jumble word, buzzer, tambola, match-the-pairs and a build-your-own format), Hindi and English, several venues at once, paper-and-phone hybrid tambola, and an offline rehearsal mode. The NGO has no tech budget, so I designed it to run entirely on free services. That one constraint shaped every later decision, including the AI feature.

The organisation

Sarvodaya Ahinsa is an NGO that has worked for over 15 years to spread Jain philosophy. It also runs public awareness campaigns: no firecrackers at Diwali, no Chinese *manjha* on 14 January, no chemical colours at Holi. Competitions and games are one of its projects, and their purpose is teaching, not only fun.

Why I built it

At the NGO's events, **4–5 people played on stage and everyone else watched**. People who are not playing do not learn. They chat, and the teaching is lost. My goal was simple: **no audience, only players**.

Flow audited in this case study

The host's journey for one quiz round, from writing the questions to revealing the answer on the projector. It is the one flow every show depends on, and the only part that cannot be reused from one show to the next.

Why this flow matters

To the NGO: fresh, correct questions are the teaching.

To players: fair scoring and a clear "why" after each answer are what make it worth playing.

3

live shows, Greater Noida
(19, 20, 25 Sep 2026)

~150

people played (~50 + ~60 +
37), up from 4–5 on stage

522

answers sent from phones in
the two phone-based shows

₹0

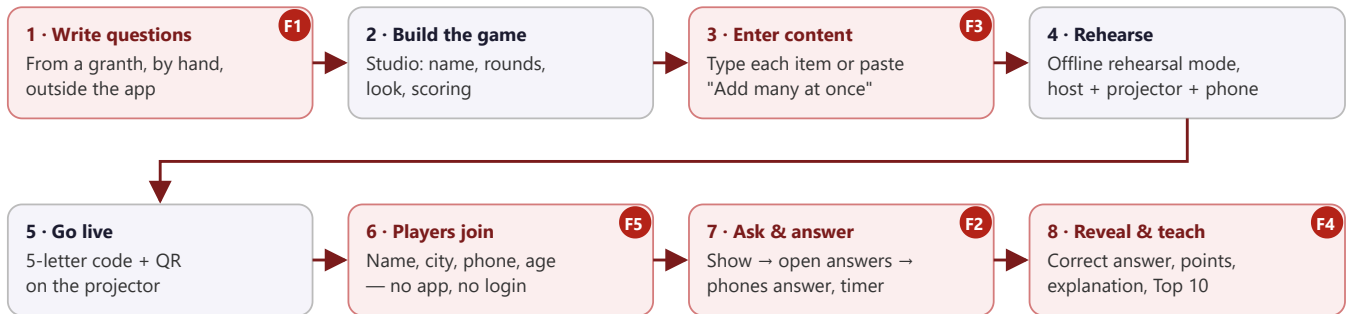
running cost: Firebase
Hosting and Realtime
Database free tier only

Sources: Firebase show records (counts only; no personal data is used here) and the host's own head-counts. The 20 Sep show was अक्षय निधि tambola on printed tickets, so it has no phone data.

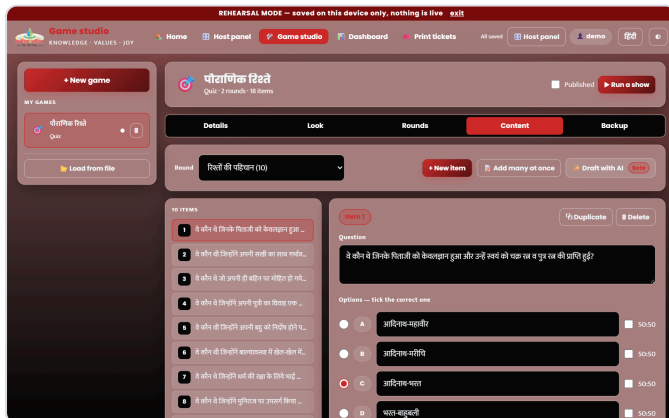
2. Target user segment

	Primary: the host	Secondary: the players
Who	The NGO organiser who writes the questions and runs the show. Today that is 1–2 people, including me.	A mixed-age hall, roughly 8 to 75, at a religious venue: children, youth, parents, elders
Goal in this flow	Have a fresh, correct, well-pitched set of questions ready, and run it smoothly	Play, get the right answer counted, and understand <i>why</i> it is right
Context	Laptop and projector at the venue. Prepares the night before or on the day, from printed or scanned granths. High urgency on show day.	Own Android phone, venue Wi-Fi or mobile data. Hindi-first, but many type Hindi in English letters because their keyboard has no Devanagari.
Success looks like	A ready round in minutes, not an hour. Every question correct and traceable to a book. Every reveal teaches something.	"I could play too, and I learned something." No right answer marked wrong.

3. User-flow map: the host's journey for one round



Red boxes and markers = where the five frictions in section 5 sit. Steps 2–8 happen inside the product; step 1 happens outside it.



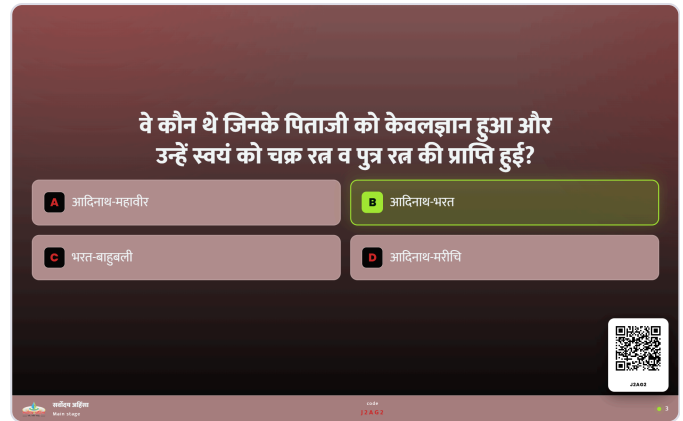
Steps 2–3 · Studio, Content tab. The real 25 Sep game "पौराणिक रिश्ते": 2 rounds and 18 items, all typed in by hand.



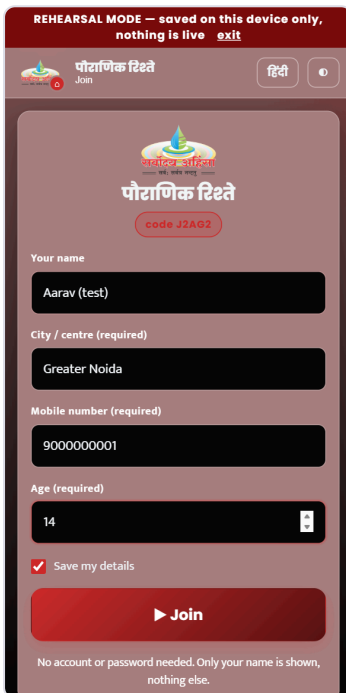
Step 5 · Projector. The game's joining code and QR on the big screen. Phones join with no app or login.



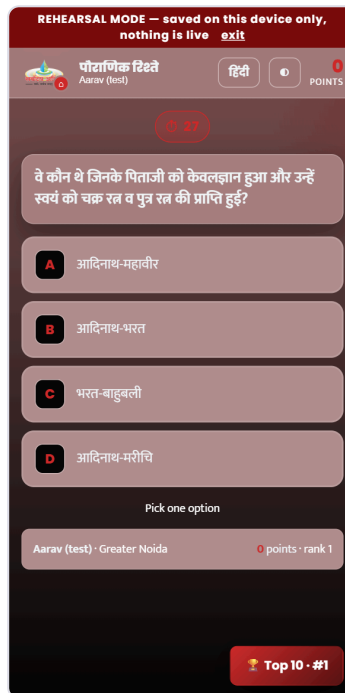
Step 7 • Host panel. The five-step control (show question, options, open, close, reveal), live answer split and Top players.



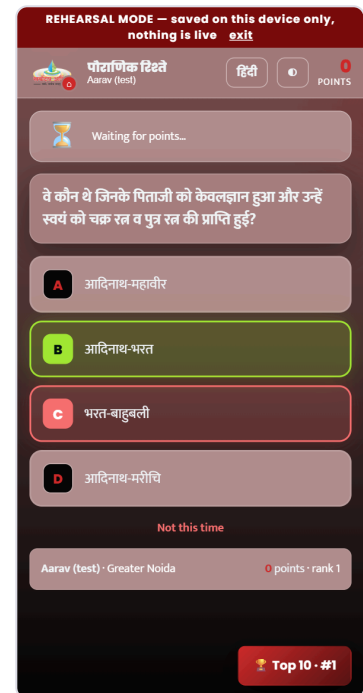
Step 8 • Reveal. The correct option lights up for the whole hall. Nothing explains *why* unless the host wrote an explanation.



Step 6 • Join. Name, city, phone and age. "Save my details" skips the form next time.



Step 7 • Phone. Question and options with a countdown, in Hindi.



Step 8 • Phone. Right or wrong, points and rank, straight after the reveal.

All screenshots are from the live product's own code, run in rehearsal mode with test players (marked "test"). No real player appears.

4. Voice of the customer

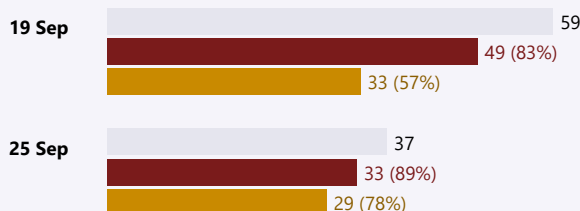
These are real comments from players at the September 2026 Greater Noida shows, collected in person by the organisers. They are quoted word for word, followed by an English meaning. They are paired with behaviour from the show data, because what people do matters as much as what they say.

#	What was said (verbatim)	Meaning	Theme
Q1	ये एक नई पहल थी बहुत अच्छा लगा।	"This was a new initiative. I liked it a lot."	Joy
Q2	आज की जनरेशन को धर्म में लगाने का बहुत अच्छा तरीका है।	"A very good way to connect today's generation with dharma."	Mission
Q3	अब हम लोग बोर नहीं हो रहे क्योंकि हम भी खेल पा रहे हैं इन गेम्स को।	"We aren't bored any more, because we can play these games too."	Inclusion
Q4	आज कल सब वैसे ही मोबाईल में लागे रहते हैं आपने गेम्स को मोबाईल में डाल कर उसका अच्छा सदुपयोग कराया।	"Everyone is on their phone anyway. Putting the games on the phone made good use of it."	Inclusion
Q5	आज की जनरेशन के लिए तो अच्छा है पर हम जैसे बूढ़े लोग थोड़ा बोर हो गए।	"Good for today's generation, but older people like us got a little bored."	Age gap
Q6	आपने स्टेज और ऑडियंस दोनों के लिए खेल का पार्ट बना दिया अच्छा लगा।	"You gave both the stage and the audience a part in the game. Nice."	Inclusion

#	Observed behaviour (show data and the host's log)	Theme
D1	19 Sep (typed answers): of 145 answers marked wrong, 53 were actually correct . 27 were typed in English letters ("Anjana", "Bharat", "Abhay", "Dharma"), 14 were a longer correct form (श्रेयांसनाथ, अभय कुमार, धर्म द्रव्य) and 12 were spelling variants.	Fairness
D2	That show recorded 38% accuracy (89 of 234). With the 53 counted correctly it would have been 61% .	Fairness
D3	Two of its seven questions were answered correctly by just 1 person (of 36 and of 24). Others were answered correctly by 26 of 41.	Age gap / difficulty
D4	0 of 15 questions in that game had an explanation for the host to read after the reveal.	Mission
D5	The host spends about 1 hour writing one show's questions from the books (host's own estimate).	Effort
D6	10 of 59 phones that joined on 19 Sep, and 4 of 37 on 25 Sep, never answered a single question.	Drop-off

Participation in the two phone-based shows

Joined · answered ≥ 1 · avg. answers per question



The 145 "wrong" answers on 19 Sep

53 of 145 were right (37%)



27 typed in English letters (Anjana, Bharat...)

14 longer correct form (श्रेयांसनाथ, अभय कुमार)

12 spelling variants (श्रेयांश, धरम)

92 genuinely wrong

Classified with the site's own answer matcher + transliteration.

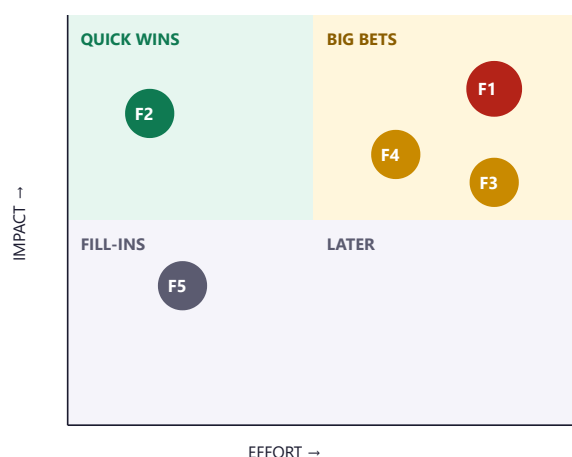
Themes

- **Inclusion works (Q1, Q3, Q4, Q6):** the core bet, "everyone plays", landed. 83–89% of phones that joined took part.
- **Mission (Q2, D4):** people value the religious learning, but the product gives the host nothing to teach with after a reveal.
- **Age gap (Q5, D3):** one difficulty level for a hall from 8 to 75 leaves some groups bored and others lost.
- **Fairness (D1, D2):** players who knew the answer lost points to spelling and keyboards. That quietly punishes exactly the people we want to include.
- **Host effort (D5):** every show needs new, correct content, and it is all written by hand.

5. Five friction points

Friction	Where in the flow	Evidence	Who it hurts most
F1 · Writing questions is slow, manual work	Step 1 → 3 (outside the app, then typed in)	About 1 hour per show (D5). It is the only part of a show that cannot be reused. Every item is typed, checked and formatted by hand.	The host, and through them how often the NGO can run fresh shows
F2 · Right answers marked wrong	Step 7 → 8 (typed-answer scoring)	53 of 145 "wrong" answers were correct (D1). Recorded accuracy 38% vs a true 61% (D2). The 23 Sep update now folds spelling differences, which recovers 12 of the 53. The other 41 need answer-specific variants that nobody types in.	Players without a Hindi keyboard, and the show's credibility
F3 · One difficulty for a mixed-age hall	Step 1 (pitching) and 7 (live)	Q5: "older people got a little bored". D3: two questions had 1 correct answer each, others 26 of 41. There is no way to label or balance difficulty.	Elders and children
F4 · No teaching moment after the reveal	Step 8	0 of 15 questions had an explanation (D4). The NGO's purpose is teaching (Q2), yet the reveal only says right or wrong.	The whole hall, and the NGO's mission
F5 · Joined, but never answered	Step 6 → 7	10 of 59 (17%) on 19 Sep and 4 of 37 (11%) on 25 Sep joined but sent no answer (D6).	Less tech-confident players

6. Impact-vs-effort prioritisation



Impact = how many shows and players it touches × how badly × how directly it hits the NGO's two goals: *everyone plays* and *everyone learns*.

Effort = build complexity, whether it needs a new capability (AI, OCR), and the risk of getting it wrong in front of a live hall.

- **F2** quick win, partly done: the matcher was improved on 23 Sep. The rest needs per-answer variants.
- **F5** fill-in: a clearer "first question is coming" nudge on the phone.
- **F1, F3, F4** big bets: all three need someone to *read the book and write* well-pitched, explained questions.

Friction chosen to fix with AI: F1, writing questions

Why this one. It sits at the start of every show and costs the host about an hour each time. It is also the root of three other frictions. If the question *writer* also produces a difficulty label (F3), an explanation to read after the reveal (F4) and the other correct ways a player may type the answer, including English letters (the remaining 41 of F2), then one feature closes four frictions.

Why AI, and not a form or a rule. The sources are scanned granths in Hindi, Prakrit and Sanskrit with no text layer. The work is understanding: read the page, pick a teachable fact, write a fair question with believable wrong options, judge its difficulty for a family audience, explain it simply, and list transliterations such as अंजना → Anjana. A rule cannot read a book. A form only moves the typing somewhere else. A multimodal language model can do all of these, as long as a person approves every item (File 03).

Data note: player counts and answer statistics come from the platform's own Firebase records and were aggregated without names, phone numbers or ages. Head-counts for 19 and 20 Sep are the organisers' estimates. Quotes were collected and supplied by the organisers.