

Tajwid4U mobile platform – Enabling people to learn Tajwid at their comfort space and time

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Abstract- *This paper proposes a conceptual solution to help people with busy life and people with financial issue to learn how to recite al-Quran properly more easily. This will also help Madrasah Tahfiz to generate a small income and spreading dakwah. Tajwid4U is a freemium business model which aim to provide a platform for Madrasah Tahfiz, Ustaz and Ustazah to promote their skills and services to the muslim society. This platform provides learning system and feedback system. Nine blocks of Business Model Canvas (BMC) framework, Literature Review, strategy canvas, value proposition design (VPD) and environmental map have been used as the methodologies for this paper.*

Index Terms- Learning Tajwid, Advertising, Mobile, Madrasah, Tahfiz, Network of Mosque [NOM], BMC, VPC, 4 Lenses of Innovation

I. INTRODUCTION

Learning to read Al-Quran has always been compulsory to all Muslims. But, most of us do not know that reading Al-Quran with a proper tajwid and rules is also mandatory because the meaning of each word in Al-Quran will differ without proper pronunciation. It is also hard to learn it by ourselves without proper guidance from knowledgeable people such as Ustaz/Ustazah and Madrasah Tahfiz. However, people do not have time or money to go learn at the Madrasah and pay the tuition fees or with the people who are qualified.

II. BACKGROUND

Nowadays, the mobile phone or smartphone is popular among all people regardless their age and all of them carry it wherever they go and it is the most convenient devices to access anything quickly. That is why mobile application is a very demand item from people around the world. Mobile application also is a good way to motivate people into learning something or use the application to help them through their daily activities. Unfortunately, people tend to misuse this

devices into doing something which is not useful to them such as gaming. Therefore, mobile application related to education must be provided especially Islamic education.

III. PROBLEM STATEMENT

Not every people has time or money to go and learn tajwid at the Madrasah or with Ustaz/Ustazah. Therefore, many people do not know how read Al-Quran with a proper pronunciation and rules. It is a sin to read Al-Quran with a wrong pronunciation because it can alter the meaning of the ayat. Therefore, it is necessary to provide a platform where people can learn tajwid from the Madrasah and the qualified people such as Ustaz/Ustazah to guide them properly.

IV. LITERATURE REVIEW

1. Quran for Android¹

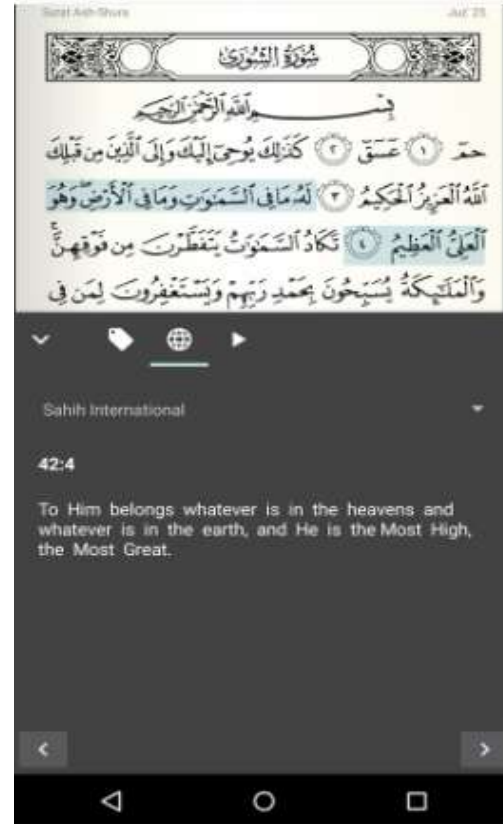
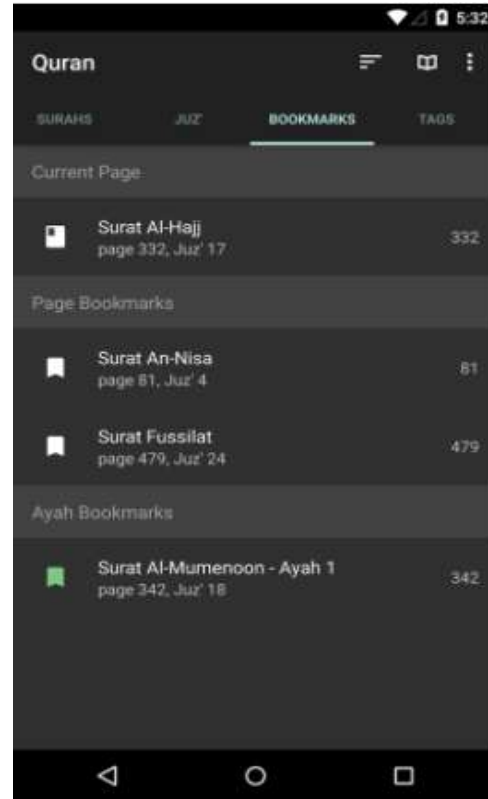
Quran Android is a free, open source Quran application for Android devices. There are many features under development.

Quran Android provides the following features:

Crystal clear Madani compliant images.	Beautiful and smooth page transition effect
Works on Android phones without Arabic support	Search users' favorite translation
Support for reading on tablets and large-screen phones	Landscape mode for even larger fonts and more comfortable image viewing.
Bookmarking and tagging of an unlimited number of pages	Audio recitation (with verse highlighting) for 18 different reciters, with more coming soon
Quran translations in many different languages (currently, Arabic Tafseer, English Sahih International Translation, French, German, Indonesian, Malay, Spanish, Turkish, Transliteration, and Urdu) with more coming soon	

Because Quran Android is an open source project, it makes it easy for anyone to contribute and help improve the project. We are also open to hearing users' suggestions to make Quran Android the best Quran application on the market. It was latest updated on October 14, 2017. Quran for Android manage to get around 476,500 users all around the world. Currently it is ranked top in

¹ Source: <http://android.quran.com/>

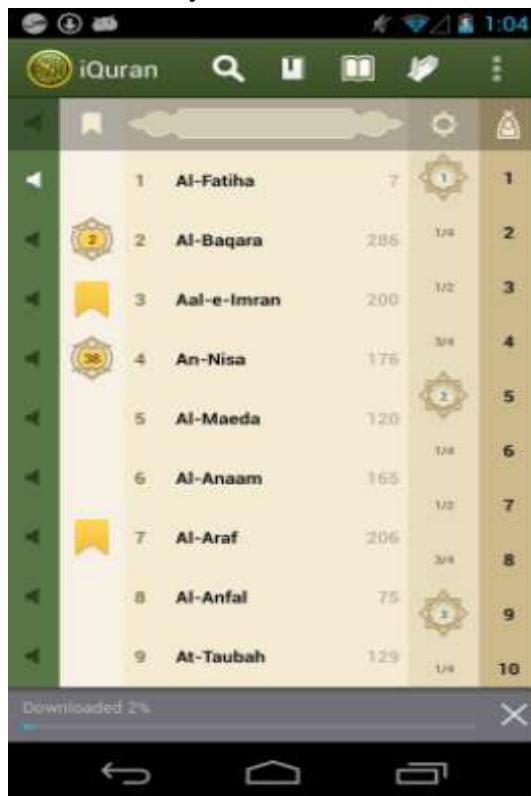


2. iQuran Lite²

This app provides users with the full Qur'an as well as its full English translation along with a full set of audio recitation files. iQuran offers users verse by verse audio playback, color coded Tajweed (pronunciation) rules, repeat functions, bookmarks, tags, search, excellent navigational controls, a side by side English translation, audio recitation and much more.

Apart from offering an immersed user experience, the free version of iQuran includes the following limitations only:

- * Color coded Tajweed (Pronunciation) rules for the last Juz / Para
 - * Bookmark and Tags. A maximum of 5 bookmarks and 3 Tags.
 - * One English translation: Shakir
 - * Search results limited to 20 per search
 - * One recitation: Sheikh Husary
 - * Powerful audio controls with an option to group playback of verses to aid in memorization
- All other features are fully enabled and there is no expiration date on this app. iQuran has been designed to work on all Android devices. iQuran was developed by Beehive Innovation Services. However, this application was updated July 19, 2014. iQuran manage to be downloaded by 194,740 users.



² Source: <https://play.google.com/store/apps/details?id=com.guidedways.iQuran&hl=en&gl=us>

3. Al-Quran (Free)³

Al-Quran application was developed by ISYSWAY. It was downloaded by 187,786 users worldwide. It was last updated by May 12, 2017. When users open first time the application contain index of the Qur'an (Holy Islamic text), in addition to smart access that enables access to the settings, research, and “my favorites”, When users tab at any Surah, the application will ask for the first time about the style of reading users prefer according to users’ convenience, When users tab the red shaded words, word meaning in the Koran appear to understanding and reading the Quran at once. The full text of the Qur'an provides memorization feature with two levels

The 1st for Ayat (verses) and 2nd for words with hearing the Ayat (verses) to know the correct pronunciation of the Koran. Sometimes we find it difficult to search for a specific word Koran, Al-Quran (free) provides a local search in addition to instant access to the selected result. The full text of the Qur'an provides memorization feature with two levels.

The 1st for Ayat (verses) and 2nd for words with hearing the verses to know the correct pronunciation of the Quran. A reader of any Qur'an application (religion Islamic text) from aged and children faces the small font size in the Koran and the applications that depends on images without zoom options, Al-Quran (free) provides speed Increase font with 14 different degree without breach the words or close or crash the application. Post Ayat (verses) and surahs on Facebook, twitter and whatever social networks become easier in Al-Quran (free) by browsing the Surah then users can share the Ayat. Available for all devices that are running Android until the last release without exception. The Quran is clear text and Uthmani font like Madinah Mushaf.



³ <https://play.google.com/store/apps/details?id=com.isysway.free.alquran&hl=en&gl=us>

V. 4 LENSES OF INNOVATION

According to his book, Rowan Gibson shares his opinion on how organization can go through digital transformation following the concept of 4 lenses of innovation as shown below:



1. Challenging Orthodoxies— gives overview for future works. How to get more customers? How to compete with other companies? How to campaign?
2. Harnessing Trends— Tajwid4U will provide features that will attracts more consumers.
3. Leveraging Resources— Tajwid4U will continue to produce more features for the benefits of ummah.
4. Understanding Needs— It opens huge part time and full time job opportunities for individuals (Asatizah) or institutes (Tahfiz school). By doing survey and feedback we will know the needs for customers.

INITIAL BUSINESS MODEL CANVAS: Tajwid4U

The Business Model Canvas		Product: TAJWID4U	Date: 20/11/2017	<input checked="" type="checkbox"/> Primary Canvas <input type="checkbox"/> Alternative Canvas
<p>Key Partners</p> <ul style="list-style-type: none"> JAKIM Masjid committee Persatuan Madrasah Tahfiz Malaysia NGOs 	<p>Key Activities</p> <ul style="list-style-type: none"> Marketing and customer acquisition Promoting free user to upgrade to premium Monitoring and evaluating users' Quran recitation <p>Key Resources</p> <ul style="list-style-type: none"> Technological platform Experienced and qualified asatizah 	<p>Value Proposition</p> <ul style="list-style-type: none"> Trusted juries to evaluate the recitation Enable Tahfiz school to generate income from premium users' subscription Evaluation will be done within one day Made learning Quran much easier especially for busy people. 	<p>Customer Relationships</p> <ul style="list-style-type: none"> Review rating and feedback on what to improve from Google Play Store & Apple Store Social Media Masjid / Madrasah <p>Channels</p> <ul style="list-style-type: none"> Mobile Application (Android and iOS) Social Media (Marketing) Masjid/Madrasah Tahfiz 	<p>Customer Segments</p> <ul style="list-style-type: none"> Asatizah Freemium Users (provide them guidance to learn tajwid from mobile) Premium Users (Able to get feedback and comments about their recitation) Donors/Sponsors
<p>Cost Structure</p> <ul style="list-style-type: none"> Updating maintenance cost for technological platform & application Payment to Asatizah and Tahfiz Marketing expenses 		<p>Revenue Streams</p> <ul style="list-style-type: none"> Premium Users Subscription Donors/Sponsorships Advertisement Fee from freemium users 		

Figure 1: Business Model Canvas Tajwid4U

A. Customer Segment

As in Figure 1, Tajwid4U have listed Asatizah, User(Freemium), User(premium), Tahfiz institutes and Donors in Customer Segment's block.

B. Value Proposition

Tajwid4U offers trusted juries to evaluate the recitation, enable Tahfiz school to generate income from premium users' subscription, evaluation will be done within one day and Tajwid4U made learning Quran much easier especially for busy peoples.

C. Channels

The main channels are mobile applications, social media, masjid and Tahfiz schools.

D. Customer Relationship

Customer relationship is basically describing the value that a company offers to maintain the relationship between the company and other customer segments. Tajwid4U will try to keep fulfilling users need by referring to users' feedback and rating.

E. Key Resources

Key resources describe the assets needed by company to assure the business model works properly. Key resources for Tajwid4U are a good technological platform and experienced Asatizah.

F. Key Activities

Key activities are also one of the vital block for a company run successfully. As for Tajwid4U, it includes monitoring and evaluating user's recitation and progress, marketing and promoting freemium customers to premium customers.

G. Key Partners

Key partners describe the network of suppliers and partners that a company associate with to make the business works. Thus, the key partners of Tajwid4U are JAKIM, Masjid, Tahfiz School and other NGOs.

H. Cost Structure

Cost structure explains the cost that must be spent by the company to maintain the business. For Tajwid4U, the cost comes from maintaining technological setup, payment to Asatizah and marketing expenses.

I. Revenue Stream

Revenue stream explains the revenue will be generated. Basically, Tajwid4U's revenue will be generated by premium users' subscription fee, advertisement fee from freemium app and donations.

VI. VALUE PROPOSITION CANVAS

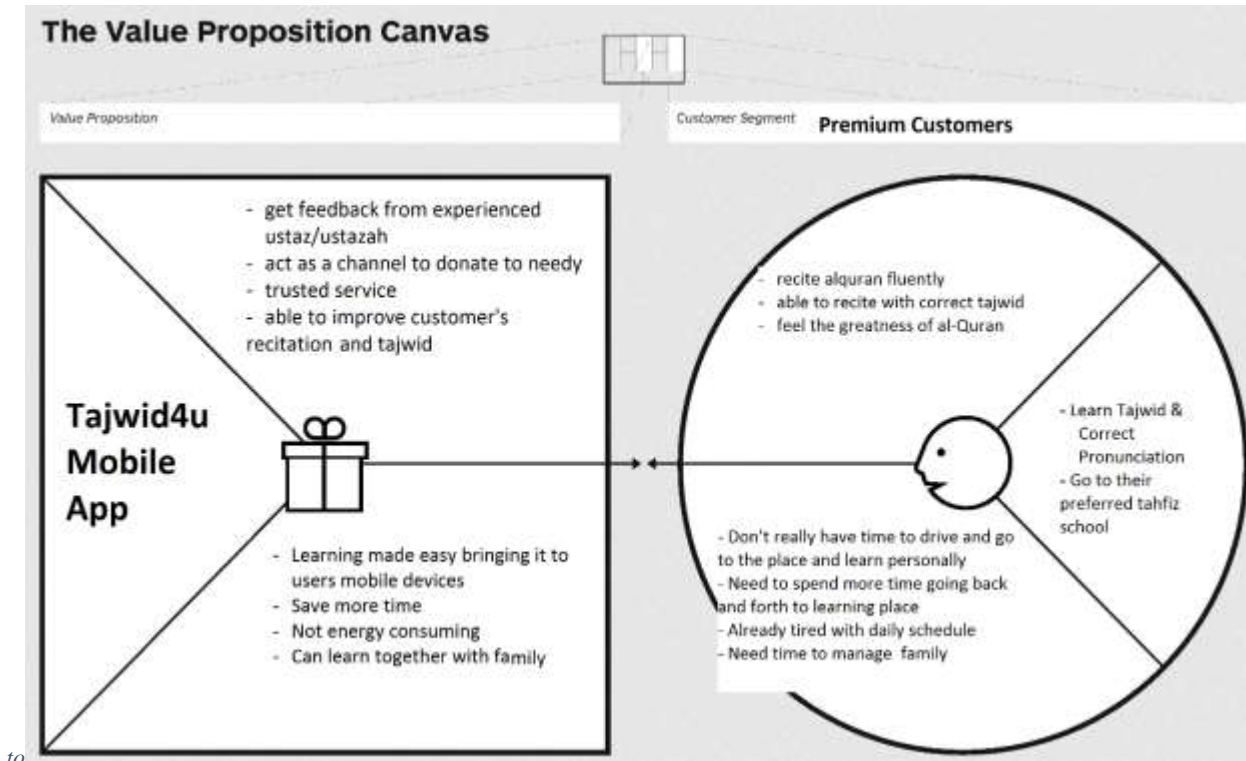


Figure 2 VPC for Learners(Premium)

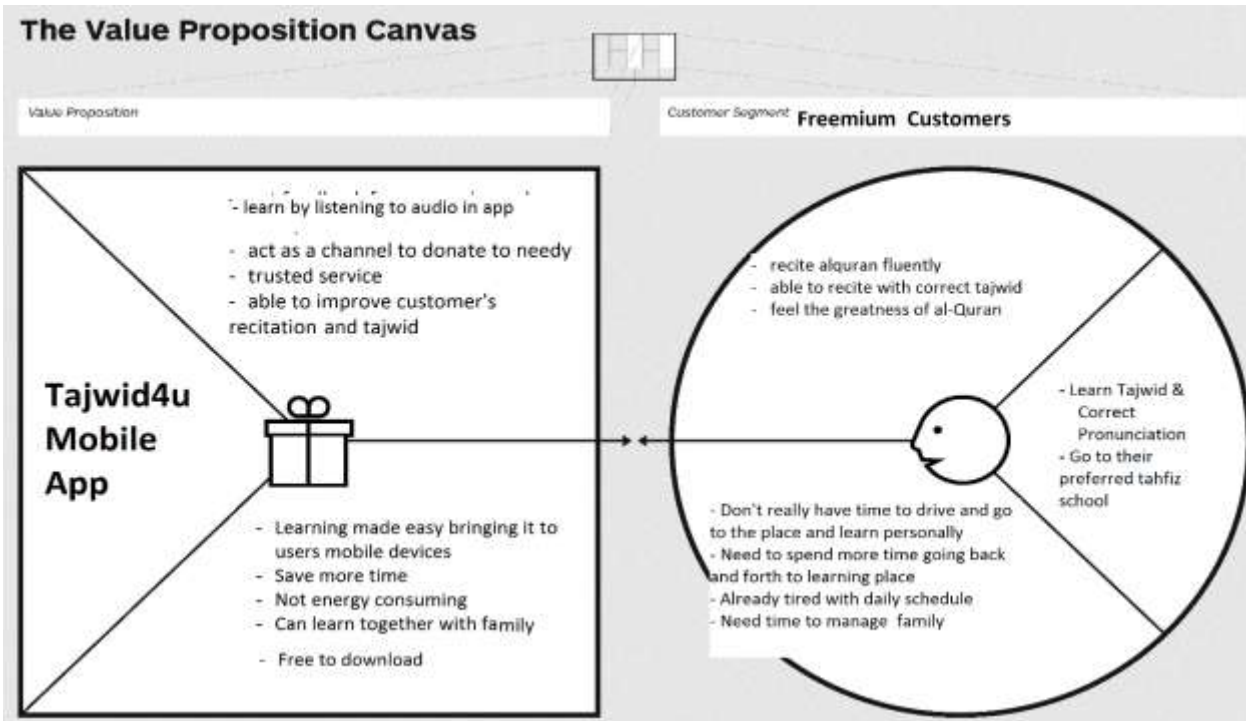


Figure 3 VPC for Learners(Free)

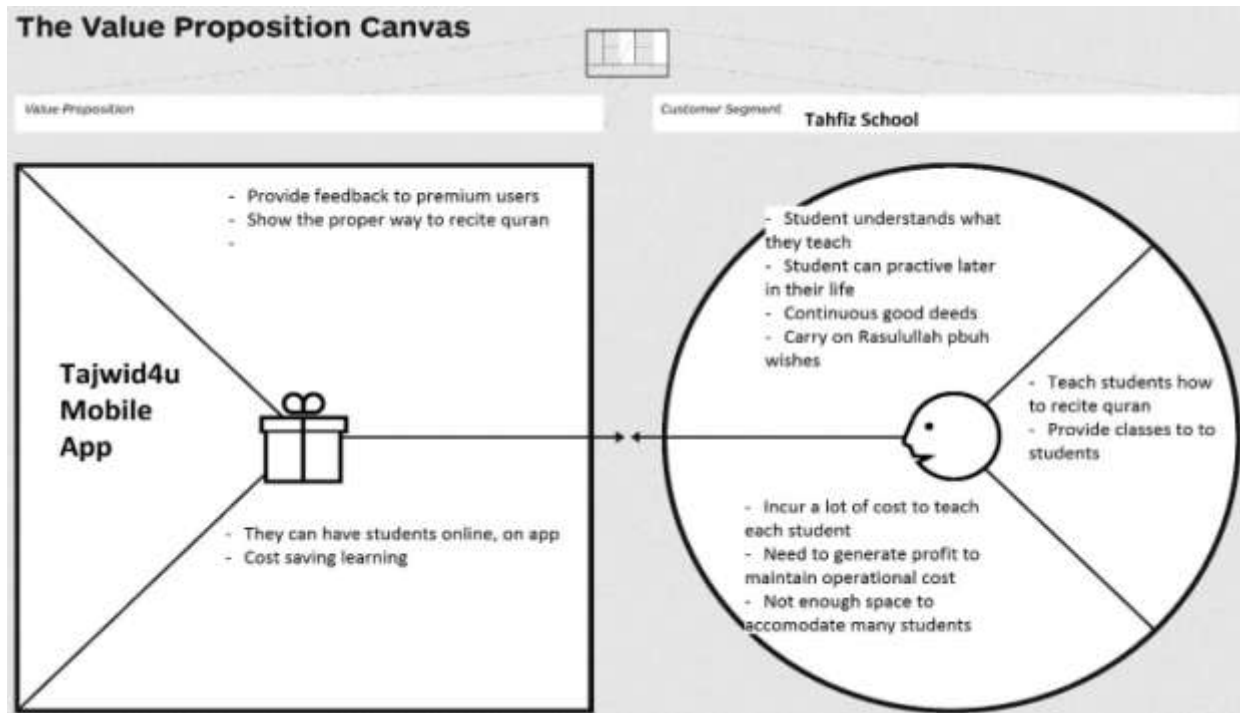


Figure 4: VPC for Tahfiz(Premium)

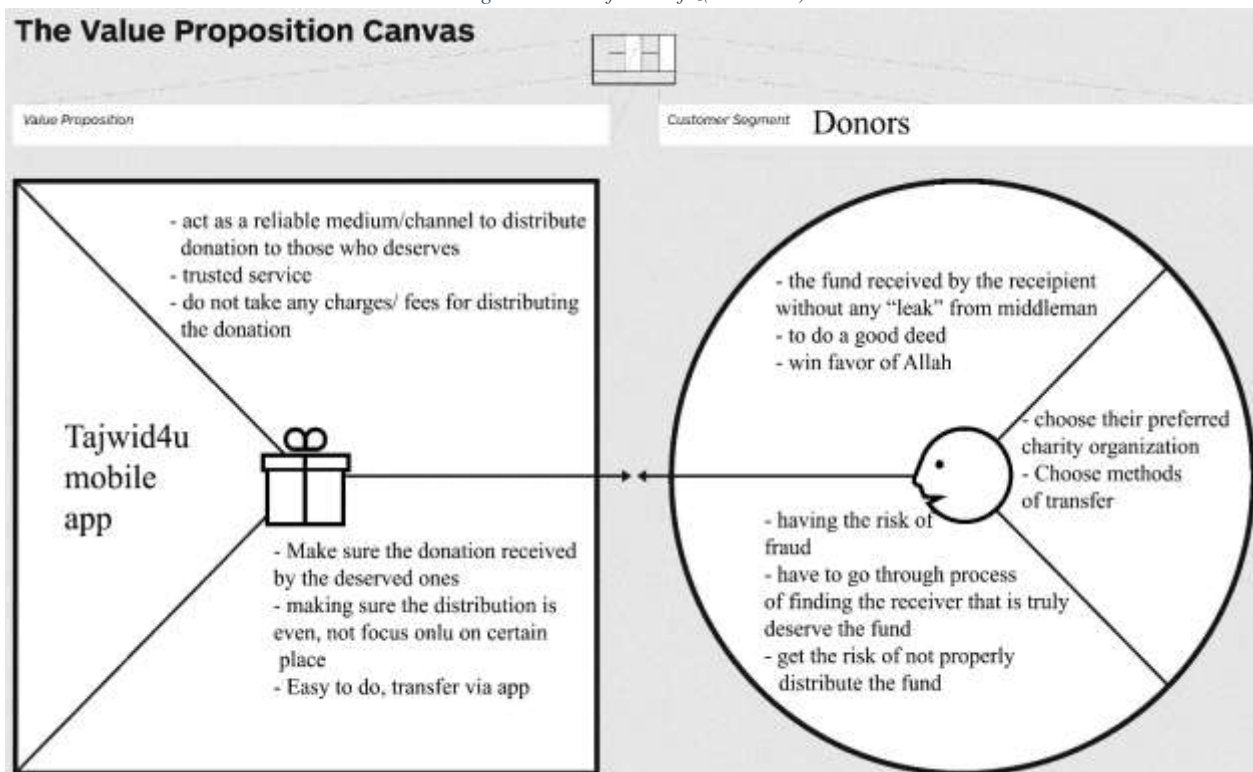


Figure 5 VPC for Donors

VII. ENVIRONMENT MAP

• Foresight/Trends

According to Frost and Sullivan (2015), “Malaysia to have 125 million connected devices in 2025 with over 58 million mobile subscribers. Ninety-five percent of all netizens, or internet users, will be active social network users, presenting a huge potential for digital marketing and ecommerce” (p.10). Hence, Tajwid4U put forth efforts to reach these mobile users through android platform.

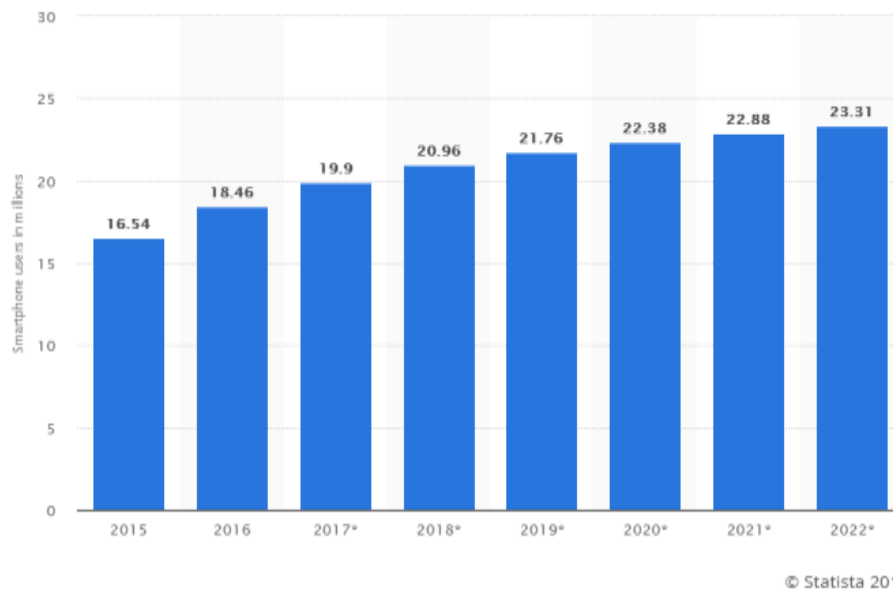


Figure 6: Number of smartphone users in Malaysia from 2015 to 2022 (in millions)*⁴

• Marketplace

Malaysian citizens are now becoming more active in pursuing social status through position at work and how much money they generate, hence they have less time to spend on others. Tajwid4U try to seek this opportunity to make sure that Malaysian Muslims are not swayed from our original purpose of creation, to devote ourselves to Allah. Tajwid4U will make life easier especially to those who want to learn tajwid but could not allocate time to attend tajwid classes. With Tajwid4U, they only to first learn all the tajwid and then practice by reciting verses and then send to our panelist through the application and then they will later receive comment and correction on their recitation.

• Macroeconomics

Internet economy is becoming bigger and bigger due to the technological development and the increasing number of internet users nowadays. According to Frost and Sullivan (2015), “The internet economy (iGDP) market is expected to contribute 16% (US \$90 billion) to the GDP by 2025, up from 4.3% in 2010 as the importance of internet and digitally-connected solutions grows in the economic” (p.13).

• Industry

⁴ Source: <https://www.statista.com/statistics/494587/smartphone-users-in-malaysia/>

Currently there are many application such as Quran Android, Quran with translation and many others. This increase in application is due increase in mobile platform users. Tajwid4U will bring difference in feature that will outstand others such as users are able to record and send their recitation to be analyzed and corrected. So far there are no application yet that introduce such feature.

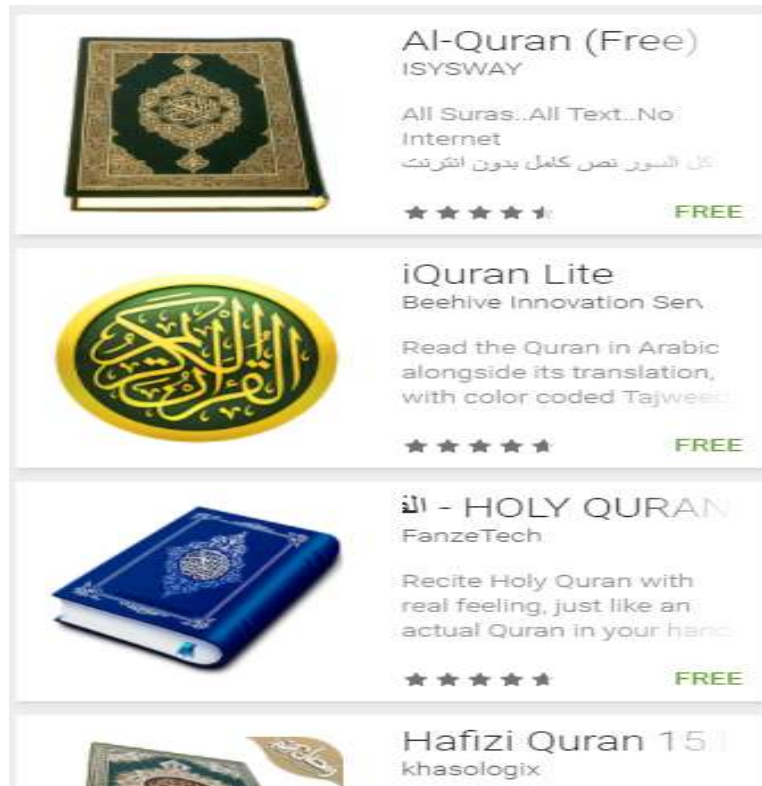


Figure 7: Quran apps for android users⁵

VIII. ALTERNATIVE SOLUTION

⁵ Source: <https://play.google.com/store/apps/details?id=com.quran.labs.androidquran&hl=en>

The Business Model Canvas		Product: TAJWID4U	Date: 20/11/2017	<input type="checkbox"/> Primary Canvas	<input checked="" type="checkbox"/> Alternative Canvas
Key Partners <ul style="list-style-type: none"> JAKIM Masjid committee Persatuan Madrasah Tahfiz Malaysia NGOs 	Key Activities <ul style="list-style-type: none"> Marketing and customer acquisition Monitoring and evaluating users' Quran recitation 	Value Proposition <ul style="list-style-type: none"> Trusted juries to evaluate the recitation Enable Tahfiz school to generate income from premium users' subscription Evaluation will be done within one day Made learning Quran much easier especially for busy people 	Customer Relationships <ul style="list-style-type: none"> Review rating and feedback on what to improve from Google Play Store Social Media Masjid / Madrasah 	Customer Segments <ul style="list-style-type: none"> Asatizah Users (Able to get feedback and comments about their recitation) Donors/Sponsors 	
			Key Resources <ul style="list-style-type: none"> Experienced and qualified asatizah Technological platform 	Channels <ul style="list-style-type: none"> Mobile Application (Android) Social Media (Marketing) Masjid/Madrasah Tahfiz 	
Cost Structure <ul style="list-style-type: none"> Updating maintenance cost for technological platform & application Payment to Asatizah and Tahfiz Marketing expenses 			Revenue Streams <ul style="list-style-type: none"> Users' Subscription Donors/Sponsorships 		

Figure 8 Optional BMC Tajwid4U

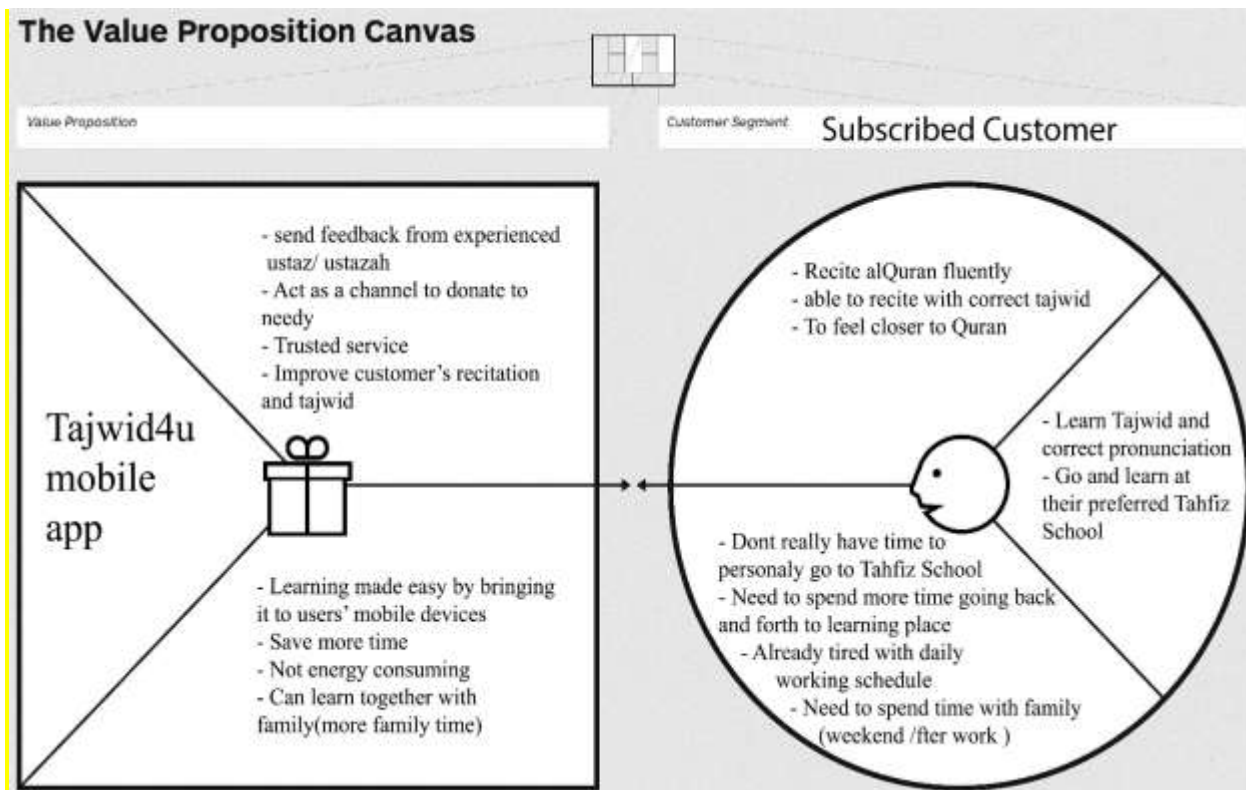


Figure 9 Optional VPC Subscribed users

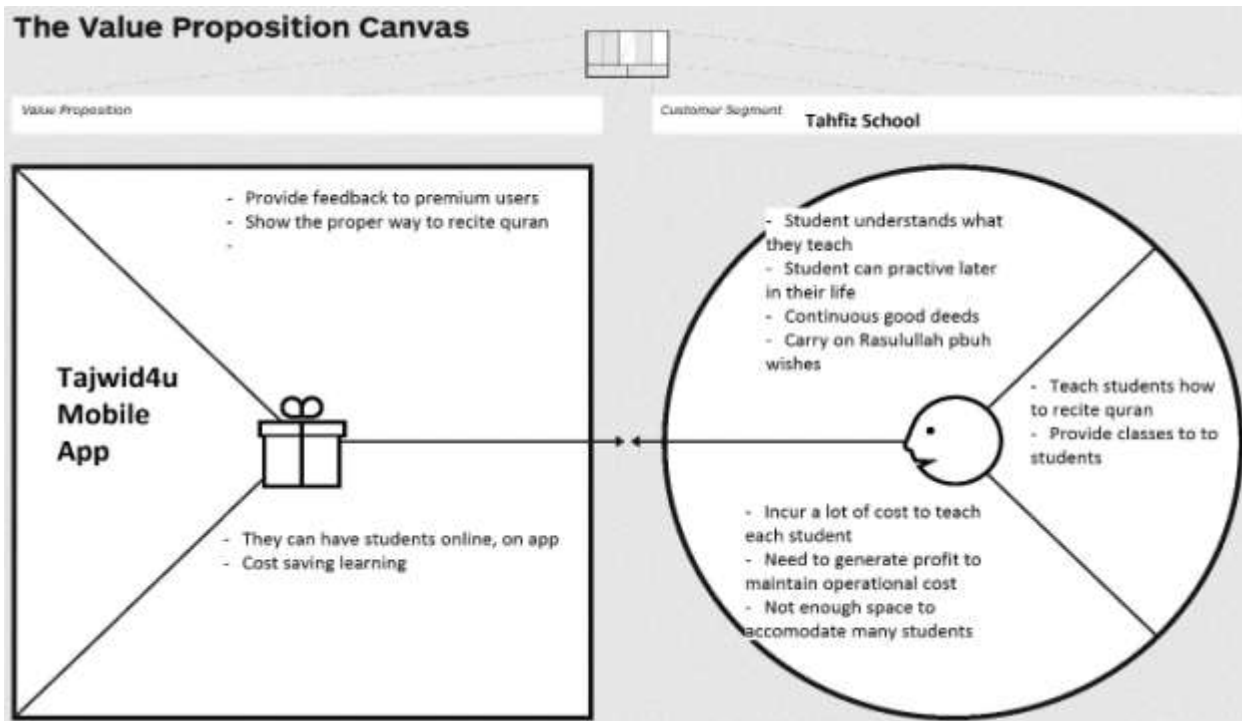


Figure 10 Optional VPC Tahfiz

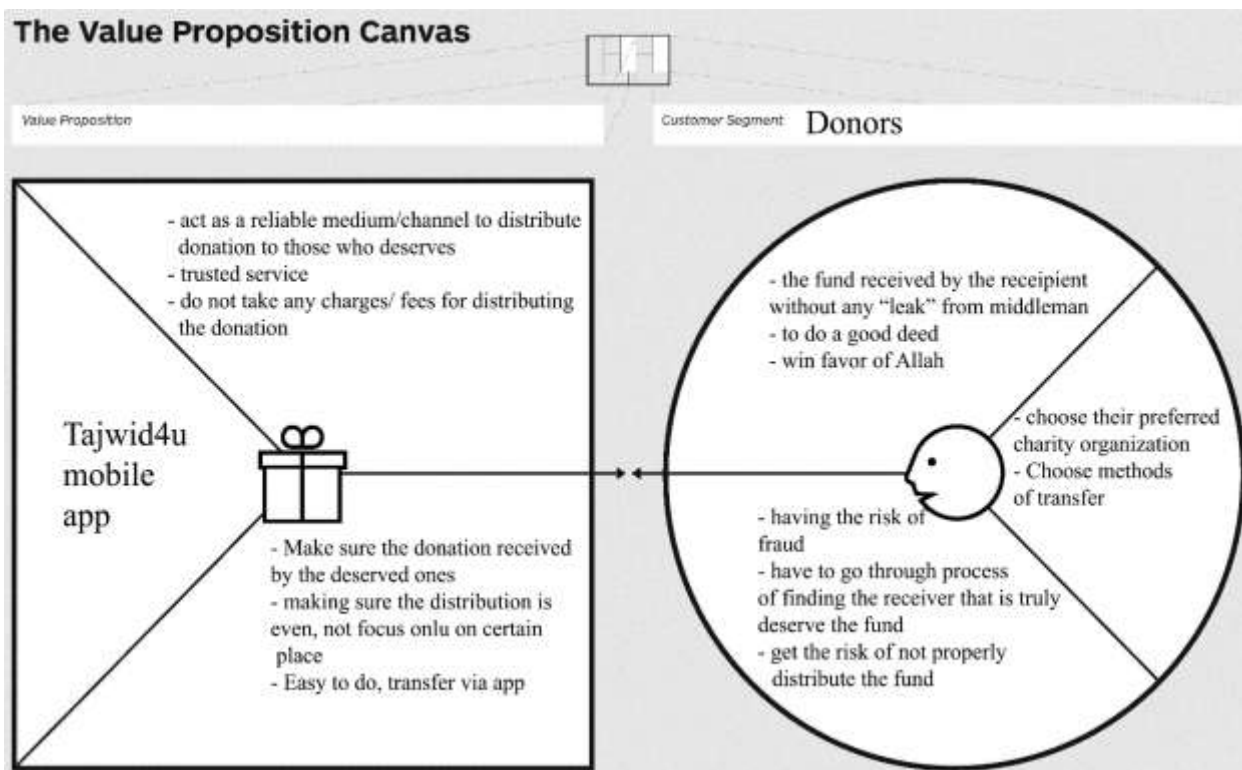


Figure 11 Optional VPC Donors

IX. ENHANCED BMC AND VPC

The Business Model Canvas		Product: TAJWID4U	Date: 19/12/2017	<input checked="" type="checkbox"/> Primary Canvas <input type="checkbox"/> Alternative Canvas
Key Partners <ul style="list-style-type: none"> JAKIM Masjid committee Persatuan Madrasah Tahfiz Malaysia NGOs Lembaga Zakat Malaysia 	Key Activities <ul style="list-style-type: none"> Marketing and customer acquisition Monitoring and evaluating users' Quran recitation Managing and allocating donation from users to users' intended target or Tajwid4U's choice 	Value Proposition <ul style="list-style-type: none"> Trusted juries to evaluate the recitation Enable Tahfiz school to generate income from premium users' subscription Evaluation will be done within one day Made learning Quran much easier especially for busy people Users can directly support Tahfiz institution by donating through Tajwid4U platform Users can also make donation to other charity organization registered and verified with Tajwid4U 	Customer Relationships <ul style="list-style-type: none"> Review rating and feedback on what to improve from Google Play Store Social Media Masjid / Madrasah 	Customer Segments <ul style="list-style-type: none"> Asatizah Users (Able to get feedback and comments about their recitation) Donors/Sponsors
	Key Resources <ul style="list-style-type: none"> Experienced and qualified asatizah Technological platform 		Channels <ul style="list-style-type: none"> Mobile Application (Android) Web Platform Social Media (Marketing) Masjid/Madrasah Tahfiz 	
Cost Structure <ul style="list-style-type: none"> Updating maintenance cost for technological platform & application Payment to Asatizah and Tahfiz Marketing expenses 		Revenue Streams <ul style="list-style-type: none"> Users' Subscription Donors/Sponsorships 		

Figure 12: Enhanced BMC

Based on Interview conducted with several target customers, Tajwid4U had altered the initial BMC (figure 1). The interview was conducted to ensure it can truly fulfill users' expectations.

A. Customer Segment

As in Figure 12, Tajwid4U still maintain Customer Segment's block.

B. Value Proposition

Tajwid4U had updated the application so that users can also donate to any charity organization verified by Tajwid4U, or users can just let Tajwid4U decide where to donate their money.

C. Channels

The main channels are to be upgraded so that it can also fit into web based since not all are friendly with their small mobile screen.

D. Customer Relationship

Customer relationship section is still maintained as in initial BMC (refer figure 1).

E. Key Resources

Key resources section is still maintained as in initial BMC (refer figure 1).

F. Key Activities

Key activities section was changed so that now Tajwid4U will continuously managing and allocating users' donation through prescribed channels.

G. Key Partners

Lembaga Zakat Malaysia was added to list of key partners so that Tajwid4U can easily allocate the donations to those who truly deserves the donation.

H. Cost Structure

Cost structure section is still maintained as in initial BMC (refer figure 1).

I. Revenue Stream

Revenue stream section is still maintained as in initial BMC (refer figure 1).

VPC

There are no changes made to the initial VPCs.

X. CONCLUSION & FUTURE WORK

In conclusion, this conceptual solution brings new opportunities to serve the ummah. It creates job opportunities to the society and ultimately help ummah to achieve Allah blessing by learning and become closer to Quran. Tajwid4U assures to provide top level services by handpick the judges/panelists. It will connect people and bring them closer to Islam, by befriend with Quran and its practitioner (Tahfiz society). Tajwid4U has many value to offer for its users such as able to learn without hassle, creates more Quranic generation, provide jobs (part time/ full time) and so on. For a start, Tajwid4U will be released and tested in area of Selangor, if users accept it widely and have positive feedback, we will continue further throughout all Malaysia, then if we are to provide service to Asian region and throughout the world, we will need a lot of resources and partners.

XI. REFERENCES

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