

ASTROLOGY CONSULTATION
APPLICATION

Assignment on MVP Plan

BY

**ADAMYA
SRINASTAVA**



User Persona

Anjali , 26 years old , Female

Job - Artist, Painter, Actor

Goals - Become a famous artist, Happy Marriage, Mental peace,
Work for the community, Travel

Frustration - Indecisive, Lack of Confidence, Fear of future

Values - Honest, Hard Working,

Motivation - High accuracy prediction, Find a partner based on
astrology, Take decisions as per readings





Key metrics to assess before going ahead with the product-

- Cost Per Install (CPI) / Cost of Acquiring a Customer (CAC)
- Stickiness Ratio (Daily Active Users (DAU) / Monthly Active Users (MAU) x 100)
- Average Session Length, Session Frequency, Session Order Value per DAU and MAU
- App Load Time
- Retention
- Churn Rate

Feature Priortisation

Must Have	Should Have	Could Have
Voice call, video call, chat options, customised video prediction from astrologers for people who can't get on a call,	Allow customers to join multiple queues and be connected to first available astro, rather than being restricted to joining only one queue	Free and Paid courses offered by verified astrologers
DELIGHT FACTOR Giving free consultations to new customers, A feature that allows users to recharge mid-call, allowing them to continue their consulting session without the need to disconnect and rejoin the queue. This would eliminate the inconvenience of having to wait for other customers to complete their calls before being able to continue the session.	An option for customers to record calls within the app for later playback if they wish to revisit the conversation, Express pass to customers to skip the queue.	Blogs related to astrology, Online stores to buy gemstones or anything suggested by astrologers.
Daily/Weekly/Monthly/Yearly horoscope, Live sessions by astrologer, reward and loyalty system eg - A loyalty program that rewards customers with points or credits for spending money on the app, which can be redeemed for discounts or other perks.	A feature that sends customers' information to astrologers before the call connects, allowing astrologers to review the data and prepare for the consultation. This would help to reduce the time and money spent on providing details and waiting for analysis during the call.	A feature that allows customers to follow astrologers to receive notifications when they are online or offering discounts, and to view updates and posts on astrologers feed
Astrologers' feedback, astrologers' metrics to build trust.	A personalised video response with guidance and responses to questions put up by customers within 24 hours for customers who can't get on a call for any reason	Witty and funny one liners in notifications, Pop up feature to present users with questions or prompts related to common or uncommon concern in life like "what is my ex thinking about me or government job"

Competitive Landscape

Competitor	#1. Astrosage	#2 Astroynogi
Q. What makes it unique? <ul style="list-style-type: none"> Target Market Market Share 	Variety of services <ul style="list-style-type: none"> Same as ours 61% 	High number of Astrologers <ul style="list-style-type: none"> Same as ours 18%
Q. Pricing?	Low to high	Medium to High
Q. Visit Duration?	8 minutes	6 minutes
Q. Bounce Rate?	40.54%	53.46%
Q. Marketing Channel? <ol style="list-style-type: none"> Direct Organic Search Referral 	<ol style="list-style-type: none"> 18% 77% 1.24% 	<ol style="list-style-type: none"> 15% 80% 1.43%
Q. Ad Destination?	Croma, Tommy	Bing
Q. Social Traffic <ol style="list-style-type: none"> Youtube Whatsapp 	<ol style="list-style-type: none"> 62% 19% 	<ol style="list-style-type: none"> 94% 1%

SWOT Analysis

Astroyogi:

Strengths:

- Established brand with a strong reputation
- Wide range of astrological services offered, including horoscopes, astrology readings, and astrology consultations
- User-friendly website and mobile app
- A large team of experienced astrologers

Weaknesses:

- Limited international presence
- Limited availability of astrologers, especially for live consultations
- Some customers may not find the astrological services to be accurate or helpful

Opportunities:

- Expansion into international markets
- Collaboration with other astrology-related businesses or services
- Offering additional astrology-related products or services, such as astrology-themed merchandise

Threats:

- Competition from other astrology-related businesses or services
- Changes in consumer preferences or trends
- Negative reviews or feedback from customers

Astrosage:

Strengths:

- Wide range of astrological services offered, including horoscopes, astrology readings, and astrology consultations
- User-friendly website and mobile app
- A large team of experienced astrologers
- Strong international presence

Weaknesses:

- Limited availability of astrologers, especially for live consultations
- Some customers may not find the astrological services to be accurate or helpful
- Less established brand compared to Astroyogi

Opportunities:

- Expansion into new international markets
- Collaboration with other astrology-related businesses or services
- Offering additional astrology-related products or services, such as astrology-themed merchandise

Threats:

- Competition from other astrology-related businesses or services
- Changes in consumer preferences or trends
- Negative reviews or feedback from customers

Hook Framework based on Anjali's User Persona-

TRIGGER (External & Internal)

External Triggers - Anjali could be prompted to see the app by -

- Ads - On social media (witty ads, or ads showing how astrologers on our app can solve her problems)
- Push notifications - Her daily horoscope or by notifying her when her favourite astrologer is available or new astrologer joins the application, discount or promotion on new consulting services.

Internal Triggers - Ads, emails and notifications will tightly couple with thoughts and Anjali could be motivated to use the app when she feels indecisive, lacks confidence, is worried about the future, seeking mental peace or guidance on any personal issue. These emotions prompt Anjali to use the app.

ACTION (Simplest behaviour in anticipation of a reward) - We can make Anjali take action by using the model of Elements of Simplicity. Easier the process higher the adoption rate.

- To encourage Anjali to take action and use the app, it might be helpful to make the process of booking a consulting session as simple and seamless as possible. This might include features such as one-click booking and a user-friendly interface. A simple and intuitive user interface, with clear calls to action guide Anjali through the process of booking a consultation or following an astrologer.
- Simplifying the registration and booking process, and by providing clear instructions and tutorials.
- Offer flexible scheduling options (such as the ability to book in advance or request a consultation on short notice) to accommodate Anjali's busy schedule as an artist and traveller.
- Offer a variety of astrologers with different specialities and styles, so that Anjali can find someone who resonates with her needs and preferences and search for astrologers based on specific criteria (such as language, specialities, availability, etc.).
- Provide a range of payment options and make the process of booking a consultation as seamless as possible.

VARIABLE REWARD- To keep Anjali engaged and motivated to use the app, it might be helpful to offer variable rewards such as discounts, and special offers. This could help to create a sense of anticipation and keep Anjali coming back for more.

- Offer personalized recommendations for astrologers or services based on Anjali's previous interactions with the app.
- Allow Anjali to connect with other users and share her experiences with the app, creating a sense of community and social connection.
- Provide high-accuracy insights in daily horoscopes and predictions that help Anjali achieve her goals, such as finding a partner based on astrology or making decisions with confidence.

INVESTMENT- Offer discounts or rewards for frequent users (Anjali) or for inviting friends to join the app.

- Provide valuable resources or tools, such as articles or quizzes, that help Anjali explore her interests and goals in more depth.
- Allow Anjali to save her favourite astrologers or consults for easy access in the future.
- To encourage Anjali to make the app a habit, it might be helpful to offer features that allow her to invest in the app and see tangible results. This could include tools for tracking progress, setting goals, or sharing her experiences with others.
- Overall, the goal of this plan would be to create a positive feedback loop that rewards Anjali for using the app and encourages her to continue using it on a regular basis. Provide a sense of surprise and novelty by regularly introducing new astrologers, offering discounts and promotions, and adding new features to the app. Allow Anjali to earn rewards or points for using the app, which she can redeem for discounts or other perks.

Business Model and Unit Economics

Business model - Customers speak to astrologers and they are charged on the basis of per minute charges of astrologers and we charge commission from it. Additional revenue that can be added later- Subscription, Online Store(Expand only after validation).

Charge customers on a per-minute basis could be described as a "pay-per-use" model. In this model, the app generates revenue by charging customers a fee for each minute of consulting time that they use. This model could be lucrative for the app if it is able to attract a large number of customers and astrologers, and if it is able to charge a competitive rate for its services.

Unit Economics - Flexible lifetime value (LTV). It is a way to account for potential changes in revenue, which is particularly useful for new businesses and startups that are likely to undergo changes as they grow and develop. The formula for measuring flexible LTV is: $\text{Flexible LTV} = \text{GML} \times (R / (1 + D - R))$.

GML represents the average gross margin per customer lifespan, which is the amount of profit generated by the business from a given customer in an average lifespan. It is measured by the equation: $\text{Gross Margin} \times (\text{Total Revenue} / \text{Number of Customers During the Period})$.

D is the discount rate, which measures the rate of return on investment.

R is the retention rate, which is determined by measuring the number of customers who repeatedly made purchases (C_b and C_e) against the number of new customers acquired (C_n), using the equation: $((C_e - C_n) / C_b) \times 100$.

User Journey of Anjali

Anjali, a 26-year-old female artist and traveller, has been feeling indecisive and lacks confidence in her decisions. She is also worried about her future and wants to find a partner based on astrology. To find a solution to her problems, Anjali turns to the astrology consultation app.

Here is a possible user journey for Anjali:

Anjali downloads the astrology consultation app on her phone and creates an account.

She browses through the list of available astrologers and reads their profiles and reviews before selecting one.

Anjali schedules a consultation call with the astrologer at a convenient time for her.

Before the call, Anjali is asked to provide her personal details and the questions she wants to discuss with the astrologer.

During the call, Anjali shares her concerns with the astrologer and receives personalized guidance and recommendations.

Anjali is satisfied with the consultation and decides to follow the astrologer on the app to get notifications about their availability and any discounts on their charges.

Anjali also decides to recharge mid-call to continue the consultation without the hassle of disconnecting and joining the queue again.

In the future, Anjali continues to use the app for consultations and finds it helpful in making decisions and finding mental peace.

Scenario: Anjali is looking for guidance and clarity on various aspects of her life, including her career and relationships. She is feeling indecisive and lacks confidence, and is seeking guidance from an astrologer. She has heard about astrology consultation services and decided to try them out through a mobile app.

User Expectation: Anjali expects to be able to easily find and connect with astrologers who can provide accurate and insightful readings.

Phase 1 Discovery	Phase 2 Consdieration	Phase 3 Conversion	Phase 4 Retention
DOING Comes across ads of astrology apps	Comparing different astrology consultation apps and their features, such as the types of astrologers available and the pricing options.	Anjali has booked a consultation with an astrologer and is preparing for the call.	Anjali has completed the consultation and is reflecting on the experience.
THINKING I want to try out an astrology consultation service to see if can help me.	I want to make sure I choose an app that offers a variety of astrologers and a pricing plan that fits my budget."	She is thinking about the questions she wants to ask and the information she wants to share.	She is thinking about whether the astrologer's predictions were helpful and accurate.
SAYING I hope I can find a reputable and reliable app that connects me with experienced astrologers.	I hope the astrologer can give me accurate predictions and help me make important decisions.	I'm excited to see what this astrologer has to say and how it can help me in my life	I'm glad I got some guidance, but I'll have to see if the predictions come true.

Insights: Anjali values honesty and accuracy in her astrology consultations. She is also looking for guidance on her career and personal life in an easy and seamless way at her own convenience

Internal Ownership: The app should prioritize connecting users with astrologers who align with their values and goals, and provide accurate and honest predictions. It must make the process from start to end very easy and time-saving. It should also offer various services to address different areas of concern for users.

Wireframes

Brand Name

Beautiful and
calming art

See what your future
holds...

Get Started

Beautiful Art

What shall we call
you?



Beautiful Art

Select your gender

Male | Female

Next

Beautiful Art

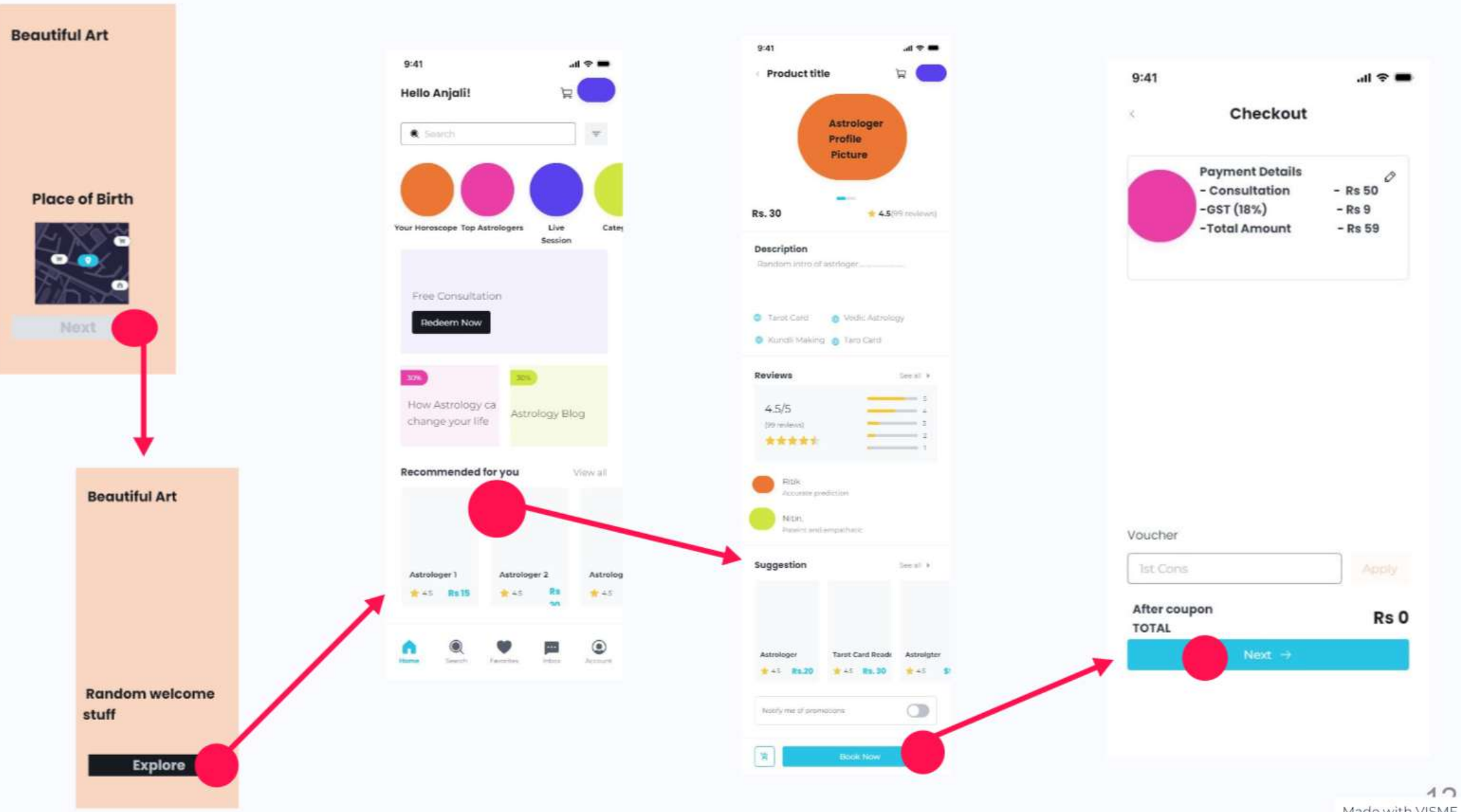
Date of Birth

17
Mon

19
Wed

21
Fri

Next



As a customer, I want to -

- have a session with qualified astrologers so that I know they'll give me the right kind of advice and remedies.
- choose the time slot that suits me best so that I can talk when it's convenient.
- be notified about upcoming sessions so I don't miss any slots available,
- see my astrologer well and have a nice session so that I can consult without any disturbance
- leave a review and rate my astrologer so that others may know what my astrologer is like.
- be able to pay through the app conveniently and have multiple payment options
- be able to listen to recorded sessions to keep my goals in check

As an astrologer, I want to

- register and upload my certificate so that customers trust me and want to have sessions.
- be notified when my customers cancel a session so that I don't wait around, and notified also when a loyal customer is in the queue.
- know all chart related information about my customer before session begins so that I can be ready with charts and not waste their time
- view my sessions so that I can be reminded of my schedule and visualize it.
- manage my sessions so that I can add available hours.
- view my payment history so that I can keep track of my earnings.

What is the goal of the project? To connect astrologers and clients

What is the goal of the MVP? To help customers connect with astrologers

What is the problem the product solves? It helps people connect with astrologers from any where and anytime.

What is the target audience? People who either cant find astrologers around them or dont want to visit astrlogers due to any reason

How do these people deal with the problem on their own? Google and youtube

Why is this product better than the competition? This platform is better as it provides an all-in-one solution unlike both the major competitors who are missing important features.