



# Improve UX for **Astrotalk**

For connecting and chatting with the **right** astrologer

**TL:DR?**

I'll use the

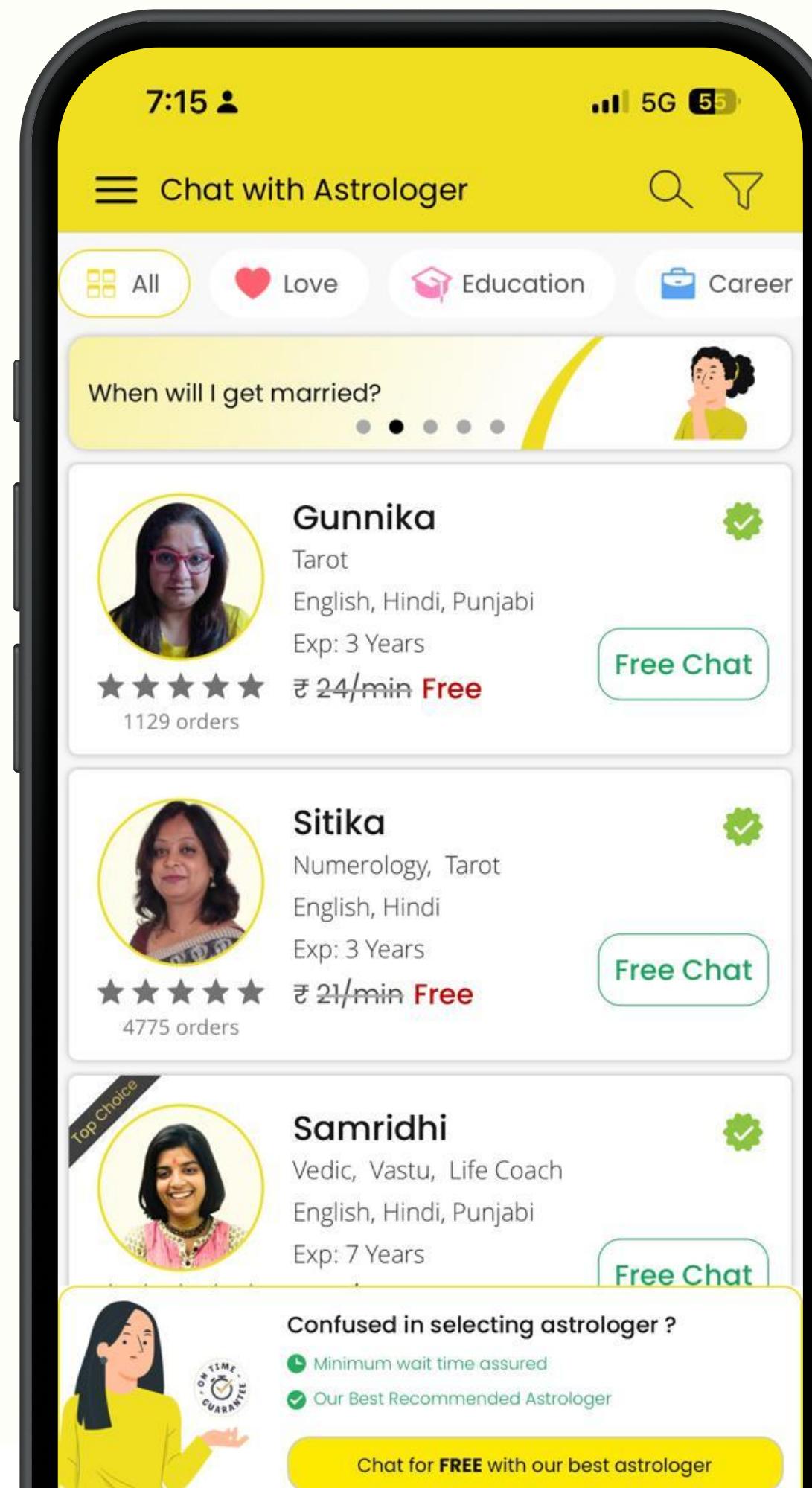
# CIRCLES Method



[Research Figma Link](#)

# Question 1:

## What's the current market situation for Astrotalk?



- **Founded:** 2017
- **Platform Offering:** Astrology & mental wellness services
- **User Base:**
  - Number of active users: 5 Mn
  - Monthly transacting users: 1 Mn
- **Revenue Model:** Paid consultations with astrologers, offering free trials and consultations, with monetization through pay-per-minute chats/calls.
- **Service Portfolio:** Vedic astrology, vaastu, tarot card reading, online puja, kundli matching, spiritual remedies.
- **Practitioners:** 20,000+ astrologers and spiritual practitioners
- **Geography:** Primarily India, with growing interest from international users
- **Competitors:** Similar astrology and wellness platforms like **Astroyogi, Anytime Astro, Astrolive, Suvich, InstaAstro, AstroSage, GaneshasSpeaks, My Pandit**

ⓘ All the them have analysed and researched over for this

# Question 2: Who are the users of Astrotalk?

## By age group

- **18-34 years: 60%** (Millennials and Gen Z, seeking quick advice on love, career, and personal issues)
- **35-50 years: 30%** (Mid-career individuals, often seeking guidance on finances, relationships, and well-being)
- **50+ years: 10%** (Primarily for health, family, and spiritual guidance)

## By Gender

- **Female: 65%** (More inclined toward astrology and spiritual services for relationships, personal growth, and wellness)
- **Male: 35%** (Focus on career, finances, and long-term decisions)

## By Location

- **Urban Areas: 70%** (Primarily metro cities, where digital services are more commonly used)
- **Semi-Urban & Rural Areas: 30%** (Growing interest as internet access expands, with a focus on traditional astrology and spiritual services)

## By Income Level

- **Middle-income: 50%** (Seeking affordable, quick consultations)
- **Upper-middle and high-income: 30%** (Interested in premium services, online remedies, and long consultations)
- **Low-income: 20%** (Often drawn to free services or occasional consultations)

# Question 3 (a): What problems are the users currently facing?

Nidhi Pandita, F, 28 yrs old



Priya is seeking relationship advice, especially on her love life. She's curious about her career growth and wants spiritual guidance to stay mentally balanced. She expects personalized recommendations based on her specific needs and prefers tarot or Vedic astrology readings.

- **Location:** Mumbai (Urban)
- **Profession:** Marketing Professional
- **Income Level:** Middle-income
- **Usage Frequency:** Weekly
- **Interests:** Love, relationships, career growth, mental wellness

## Problems she is facing

- **Trust Issues:** With so many astrologers, she **struggles to find credible and trustworthy** astrologers. The **reviews** often feel **generic**, and it's difficult to tell if an astrologer is reliable based solely on ratings.
- **Overwhelming Choices:** There are too many astrologers with **similar profiles**, making it hard for Priya to decide. She **needs a more intuitive system** to match her with the right astrologer for love-related queries.
- **Unclear Filters:** She's frustrated with the **lack of clear filters** to narrow down astrologers based on specializations (like love readings) or experience level.

# Question 3 (b): What problems are the users currently facing?

Rakesh Sethi, M, 42 yrs old



Rakesh uses the app to seek guidance on financial stability, family well-being, and business success. He's mostly interested in Vedic astrology and numerology to make long-term decisions. He prefers experienced astrologers who have worked with high-net-worth clients or business owners.

- **Location:** Delhi (Urban)
- **Profession:** Small Business Owner
- **Income Level:** Upper-middle-income
- **Usage Frequency:** Monthly
- **Interests:** Financial decisions, business growth, family well-being

## Problems he is facing

- **Lack of Specialization Clarity:** It's hard for Rakesh to find astrologers who specialize in financial and business-related advice. Astrologers claim broad expertise, making it difficult to know who is actually skilled in these areas.
- **Inconsistent Reviews:** User reviews don't provide clear insight into if an astrologer can help with financial matters. Rakesh needs reviews focused on the astrologer's specific area of expertise (e.g., business astrology).
- **Difficulty Trusting New Astrologers:** He's hesitant to try new or less experienced astrologers, even if they're cheaper, because he fears they won't provide accurate, valuable insights.

# Question 3 (c): What problems are the users currently facing?

Sunita Anand, F, 52 yrs old



Sunita is looking for spiritual guidance, especially around health concerns and family-related matters. She values traditional Vedic astrology and often seeks remedies and pujas for peace of mind. She prefers astrologers who can guide her in a simple and clear manner, as she is not tech-savvy.

- **Location:** Jaipur (Semi-Urban)
- **Profession:** Homemaker
- **Income Level:** Middle-income
- **Usage Frequency:** Occasionally (every few months)
- **Interests:** Health, family well-being, spiritual guidance

## Problems she is facing

- **Complex Interface:** Sunita finds the app's interface overwhelming and hard to navigate, especially the filters. She often struggles to find the right astrologer quickly.
- **Limited Information:** She's unsure which astrologers are experienced in health-related matters, as the profiles don't always mention specifics about areas like health and spiritual well-being.
- **Too Many Choices:** Sunita finds the vast number of astrologers confusing. Without a clear system for identifying which astrologers focus on family or health, she often ends up spending too much time browsing.

# What problems are the users currently facing?

(Trying to connect with the Right Astrologer)

Trust & Credibility

Overwhelming Choices

Unclear Specializations

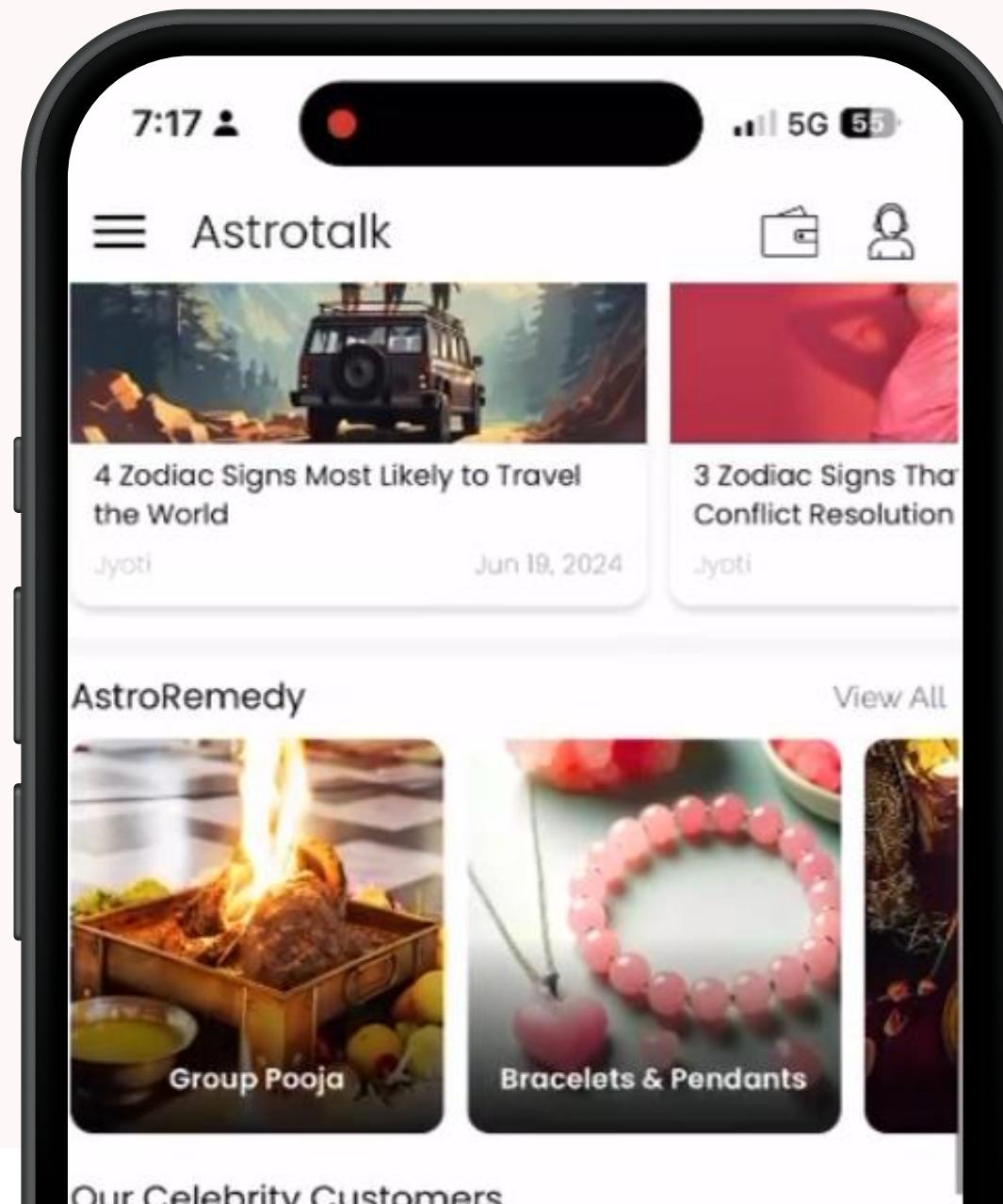
Poor Filters & Navigation

Inconsistent Profile Details

Lack of Personalization

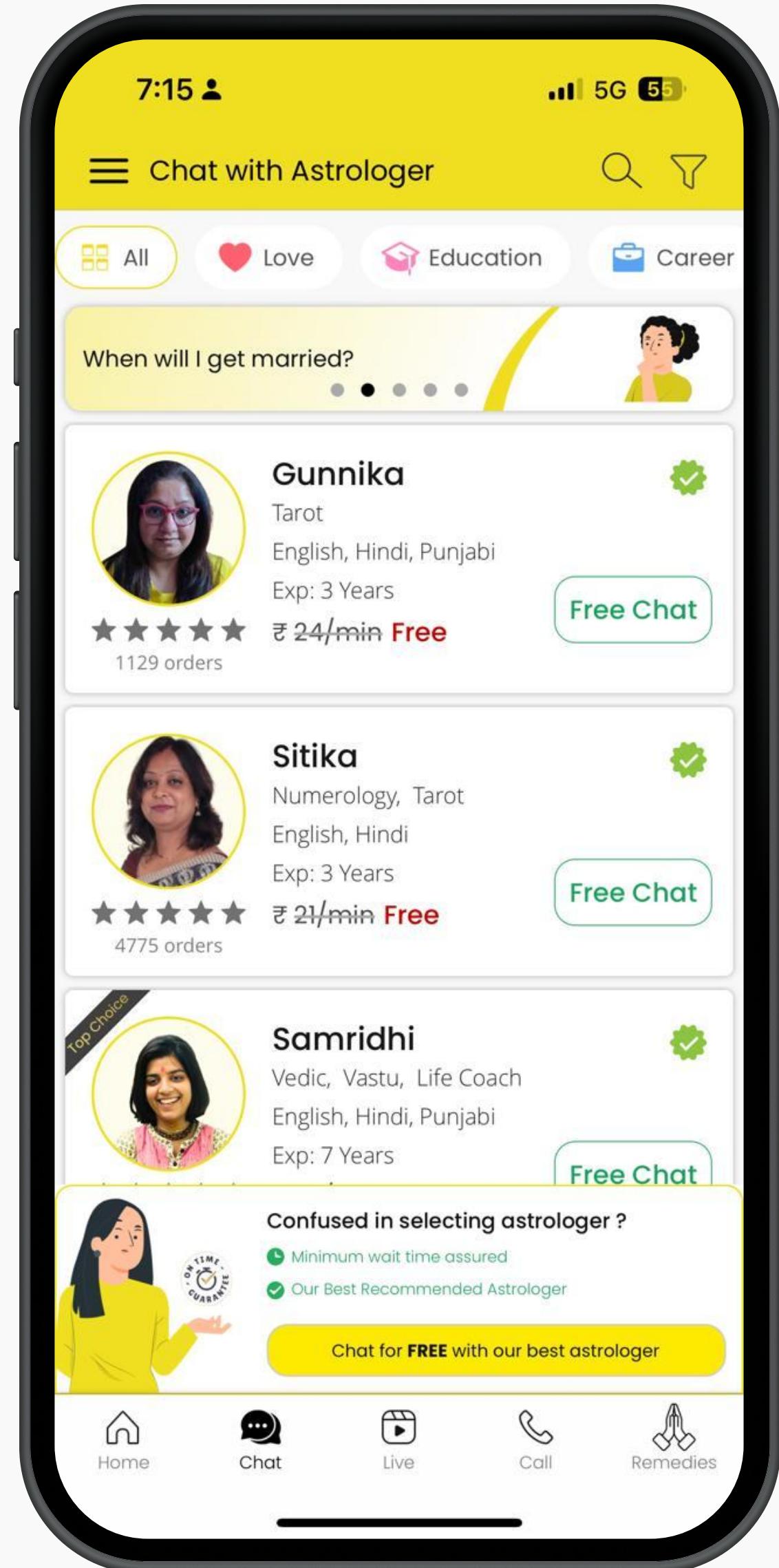
Limited Context in Reviews

Online or not?



Let us quickly go through the UI and jot down some solution approaches for the issues

I'll skim through the UI of the Astrotalk app to try to map out the problems users are facing to the interface.

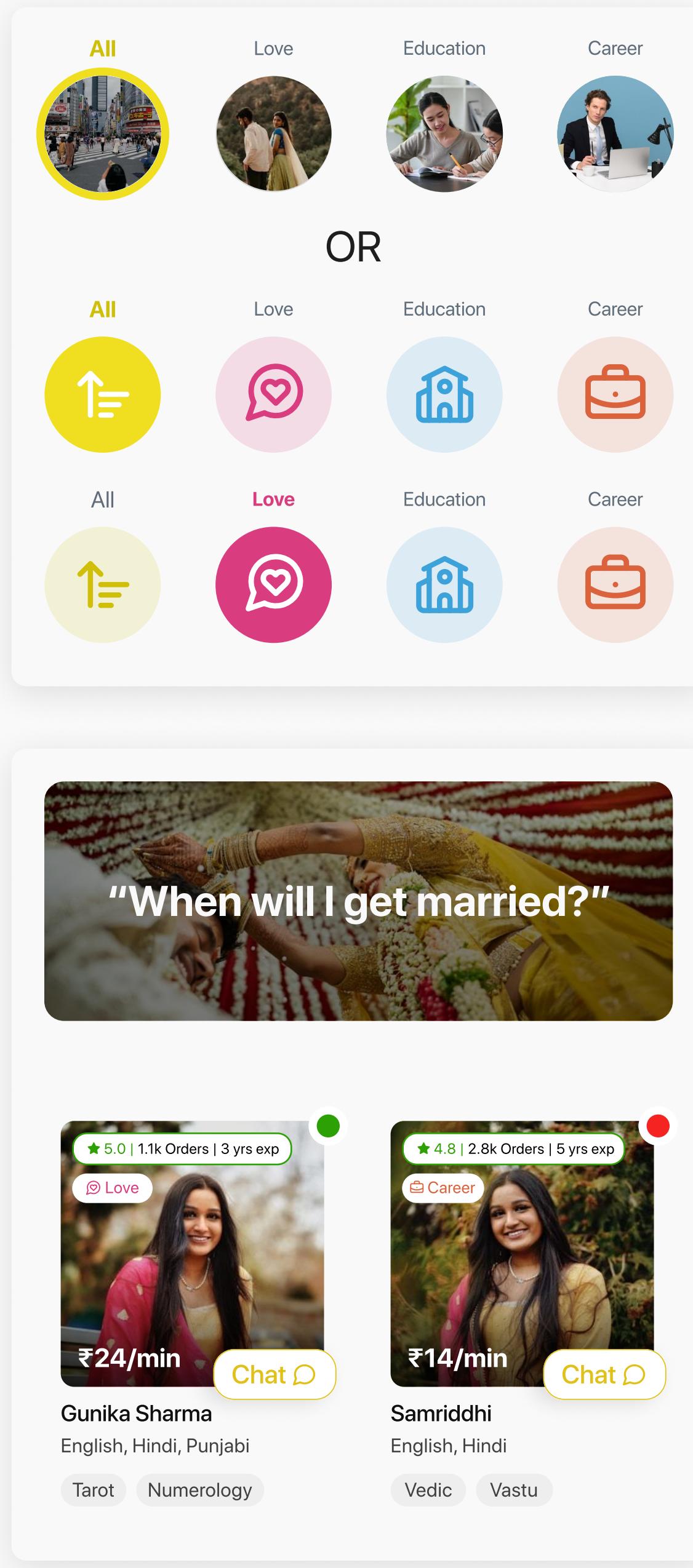


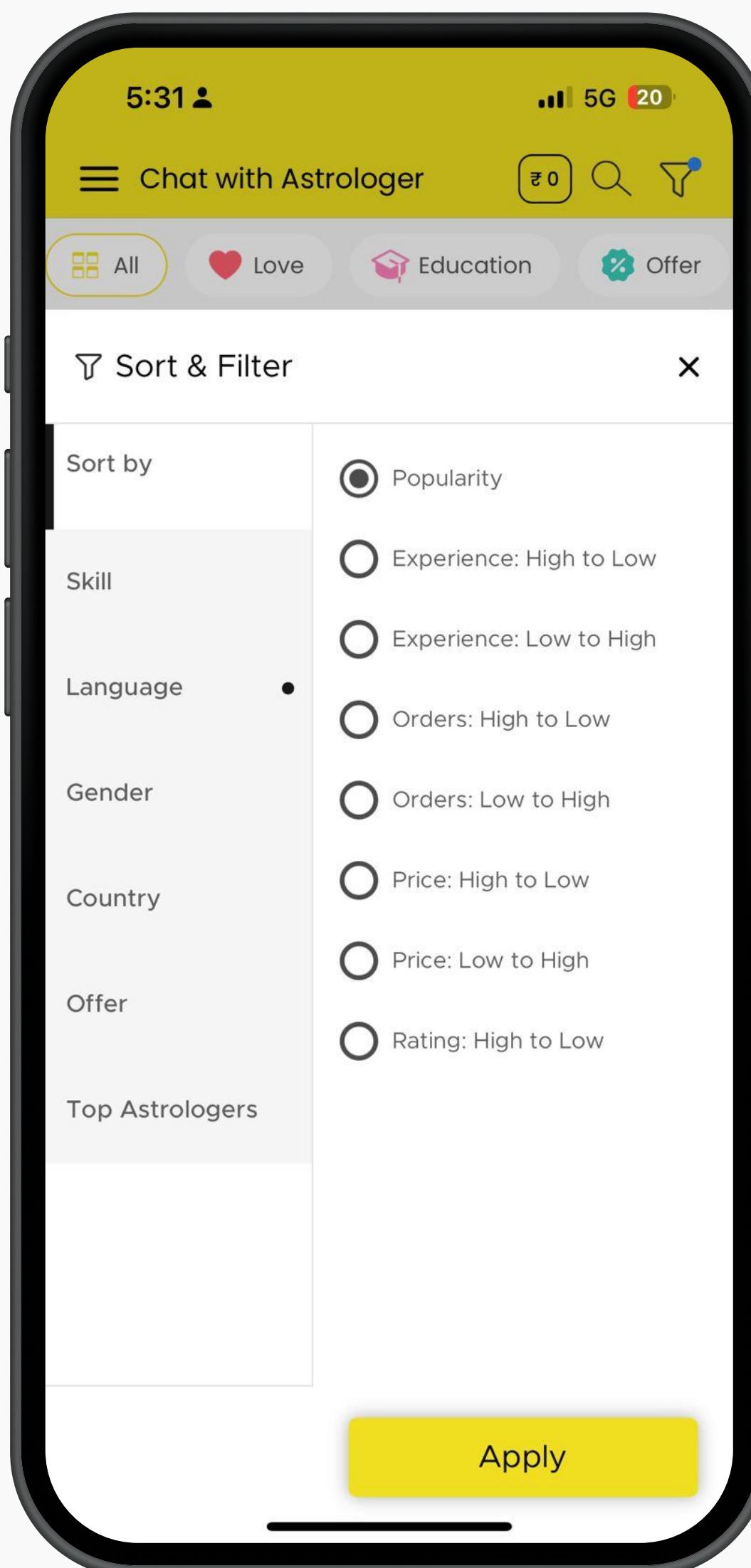
- The **bubble filters** seem a bit cluttered, scope of improvement
- These **Flashcards need a complete design revamp**

① One big issue with both these swipable small elements **being together is the mis-swiping**

- The Astrologer cards seem cluttered and do not impart information in the best way

- The Free Astrologer pop-up **should be at the bottom, becomes easy to get overlooked**. Also there should be a close button on this





ⓘ There is a need for  
more filter categories.

There should be an option for 'CLEAR ALL' at once

### Experience Level

- 1-3 Years
- 3-5 Years
- 5-10 Years
- 10+ Years

### Availability

- Available Now
- Available in 15 min
- Available in 30 min
- Book Appointment

### Specialties by Life Area

- Love & Relationships
- Career & Finance
- Health & Well-being
- Family & Children
- Marriage & Divorce
- Spiritual Growth

### Consultation Type:

- Video Consultation
- Audio Call
- Text Chat

### Ratings & Reviews

- 4.5 Stars and Above
- 4 Stars and Above
- 3.5 Stars and Above
- **Verified Reviews Only**

### Price Range

- Free
- ₹10-₹50/min
- ₹50-₹100/min
- ₹100+/min

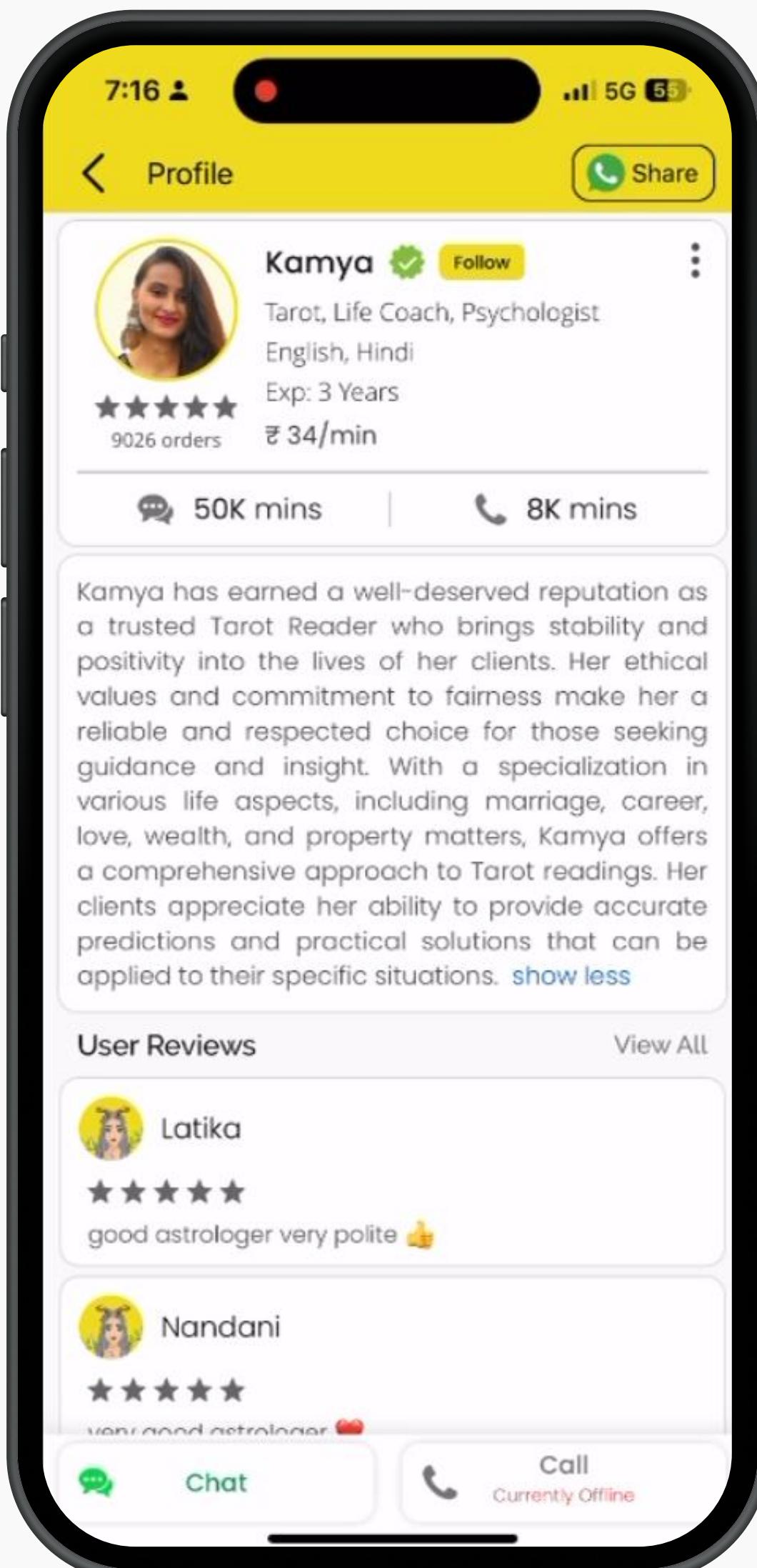
### Consultation Duration

- Quick (5-10 minutes)
- Standard (30 minutes)
- Extended (1 hour or more)

Clear All

Apply

These are the section that could benefit UX and solve the issues listed

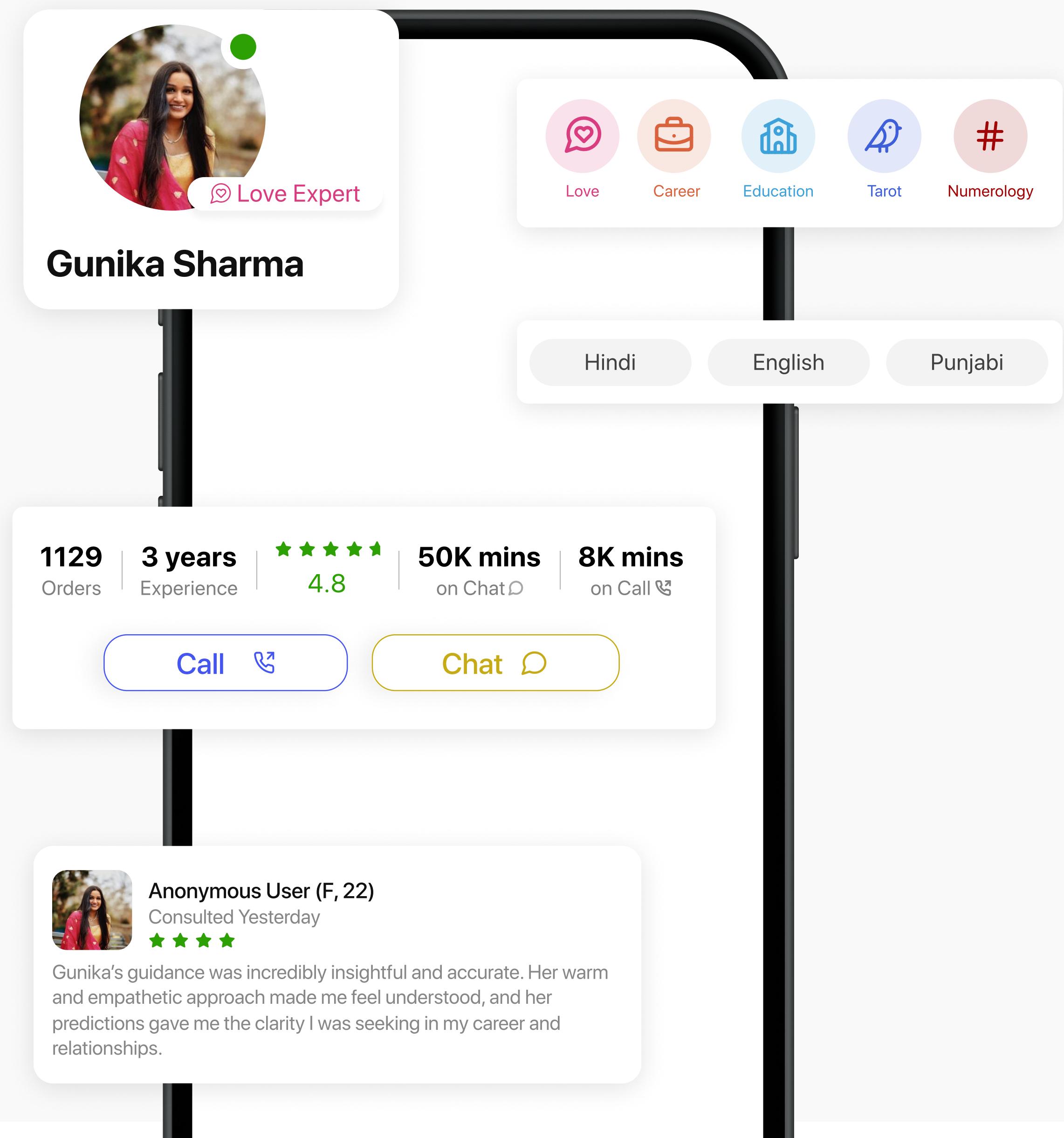


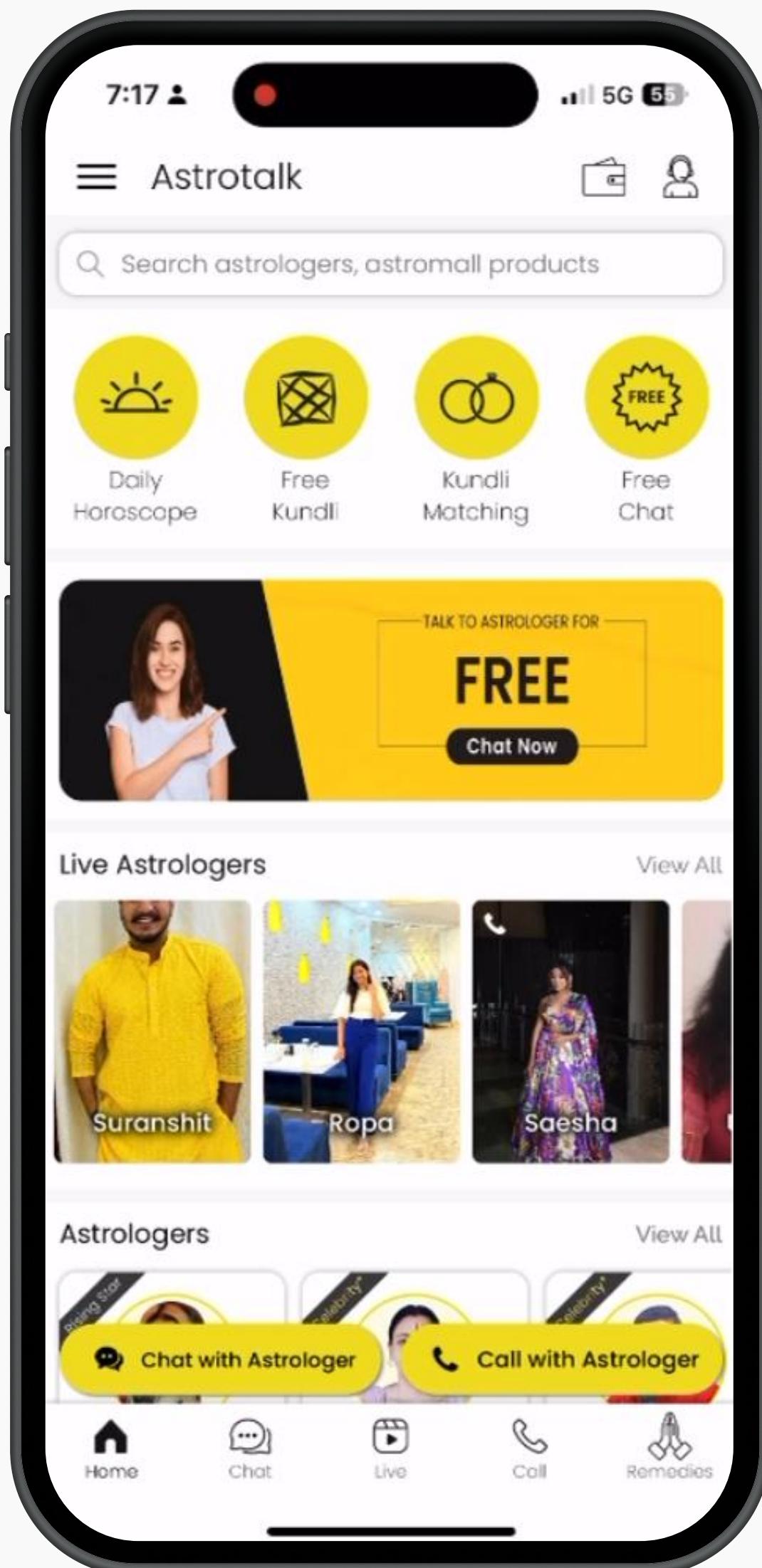
! The details screen is very cluttered, information is not clearly visible.

Information needs to be clearly separated

User Reviews are super unclear.

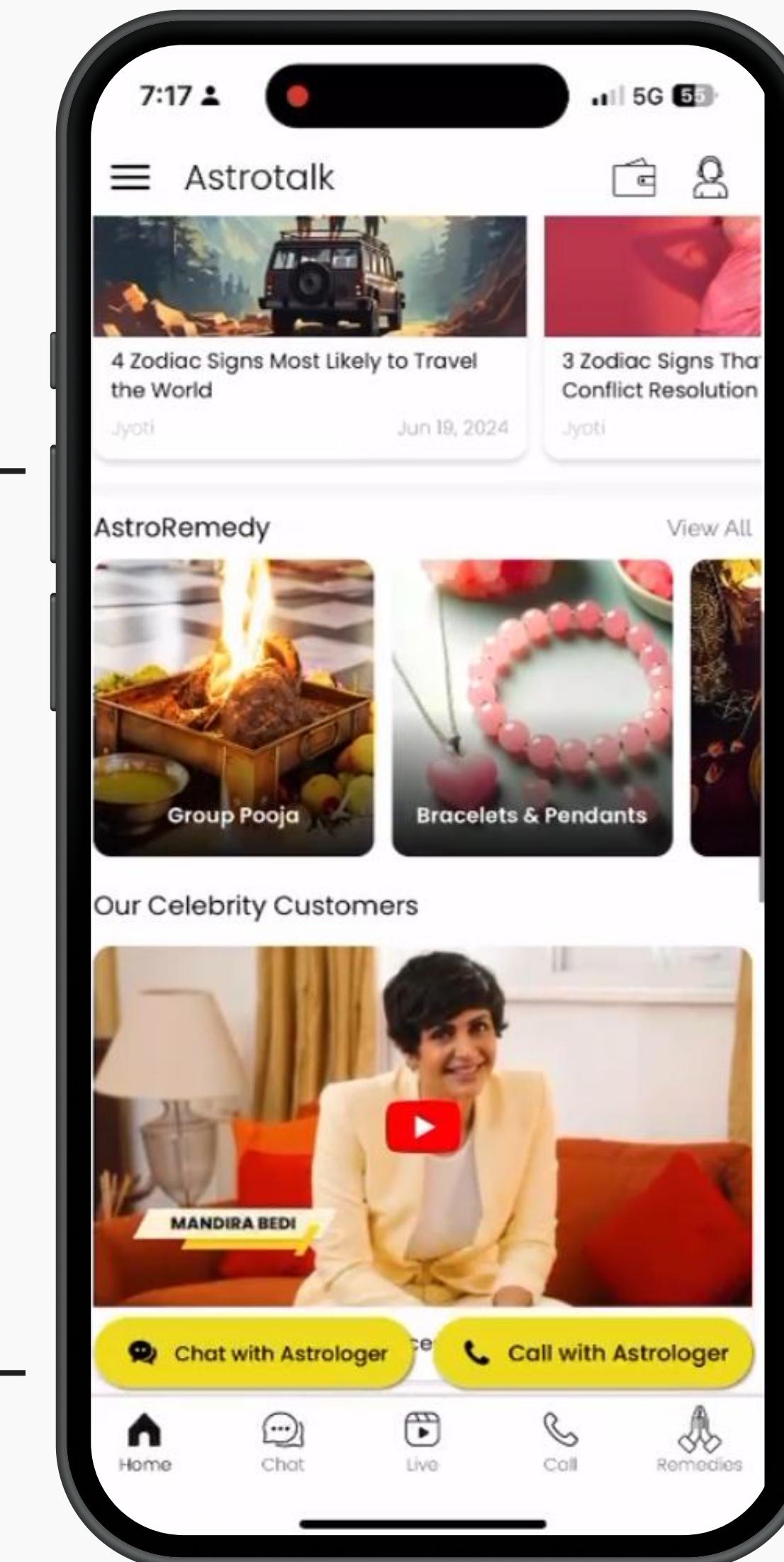
There needs to be a better way to show it



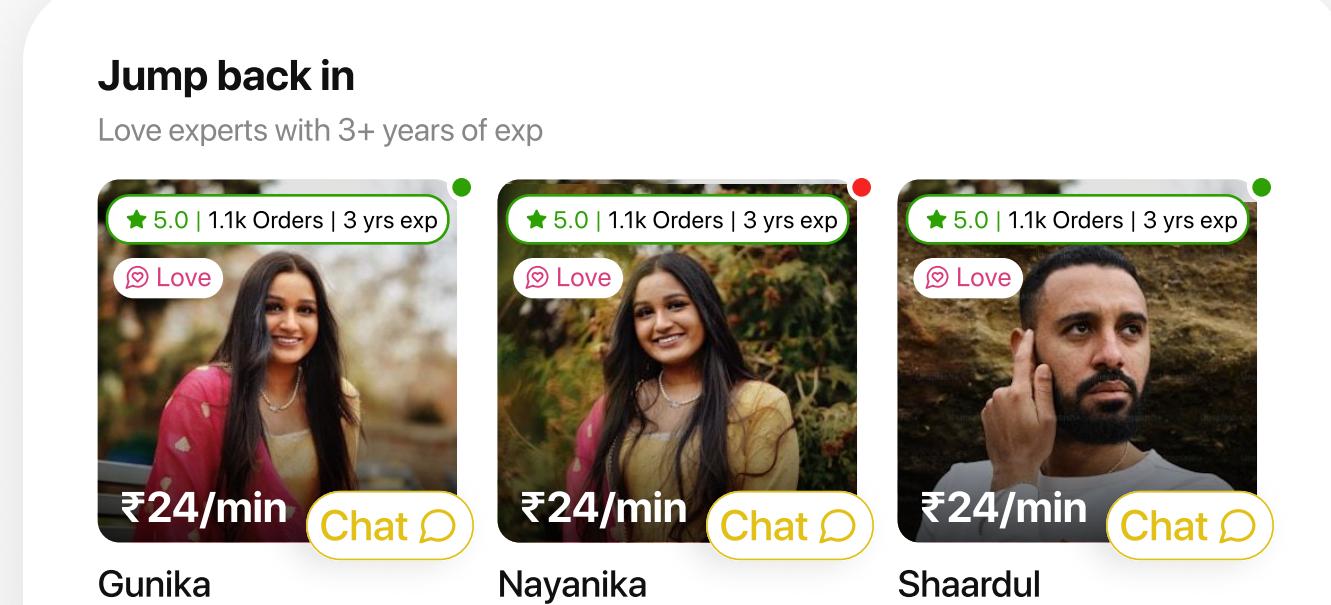


① There is Lack of clear personalisation on the homepage.

There are many redundant sections on the homepage that don't make proper sense or impart information

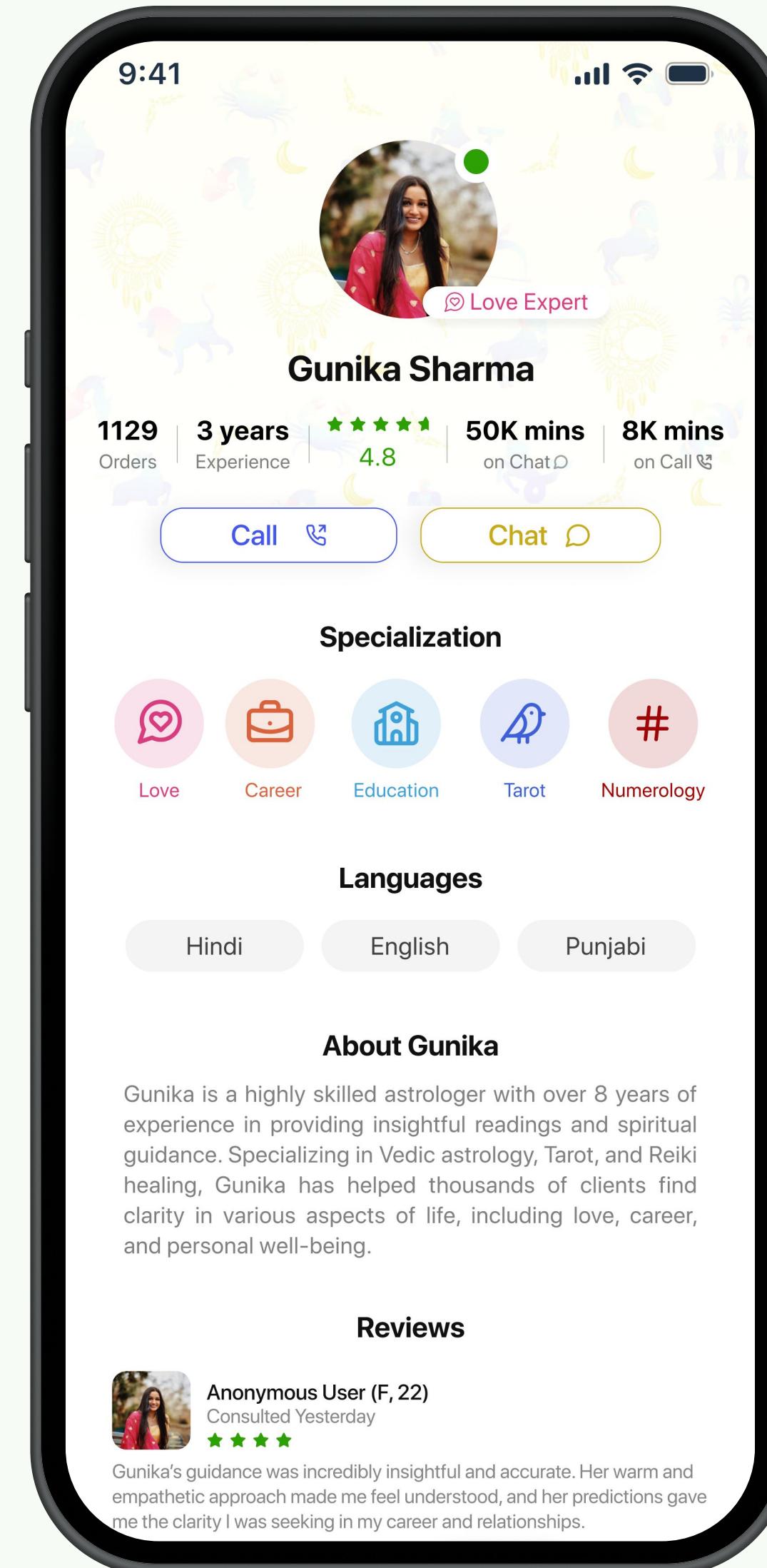


For personalisation, sections like these under heading “Jump Back in” or “Recommended for you” could be used

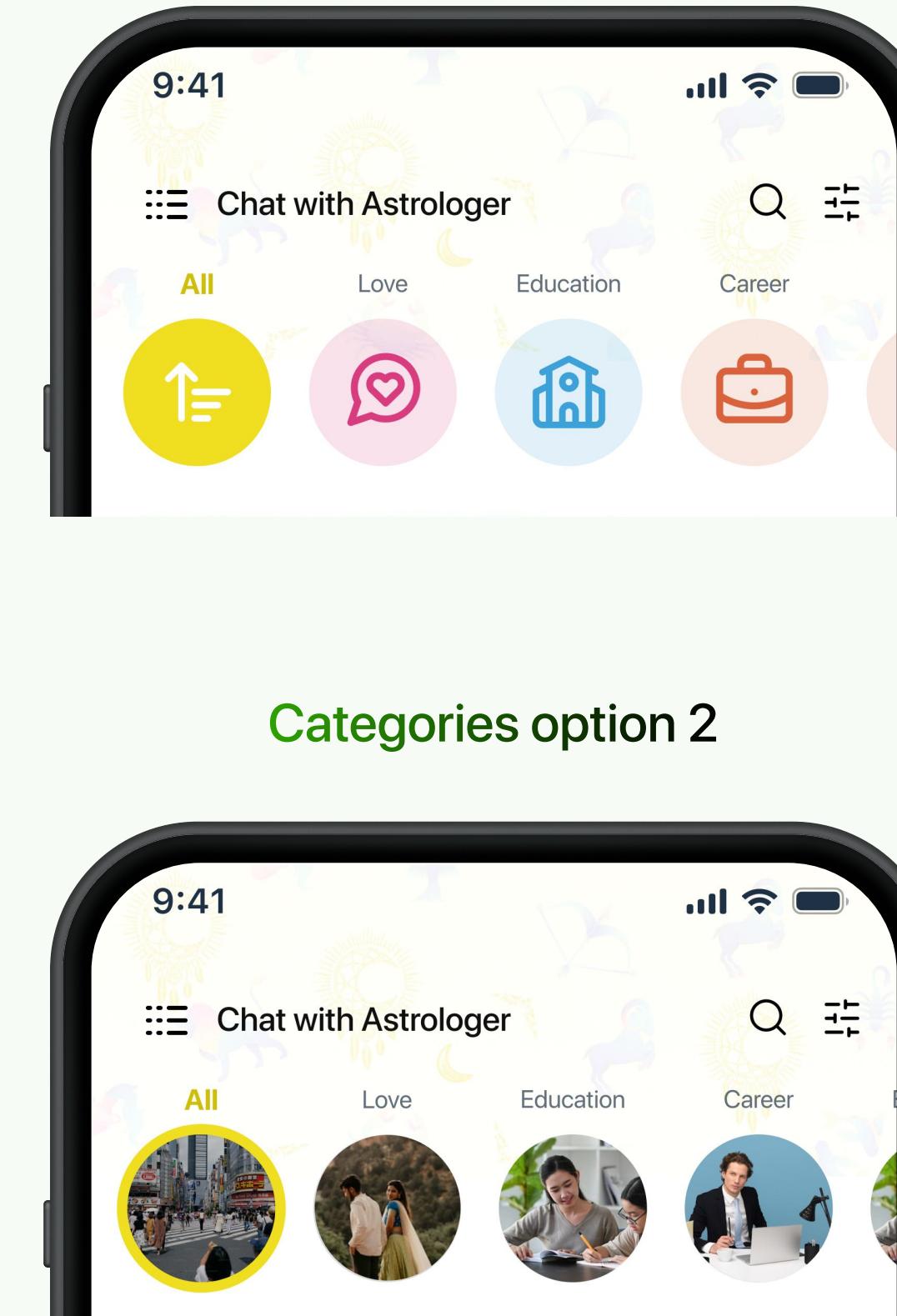


these sections will contain suggestions according the **onboarding details, past searches, preferences, cache data**

# How the new screens would look like?

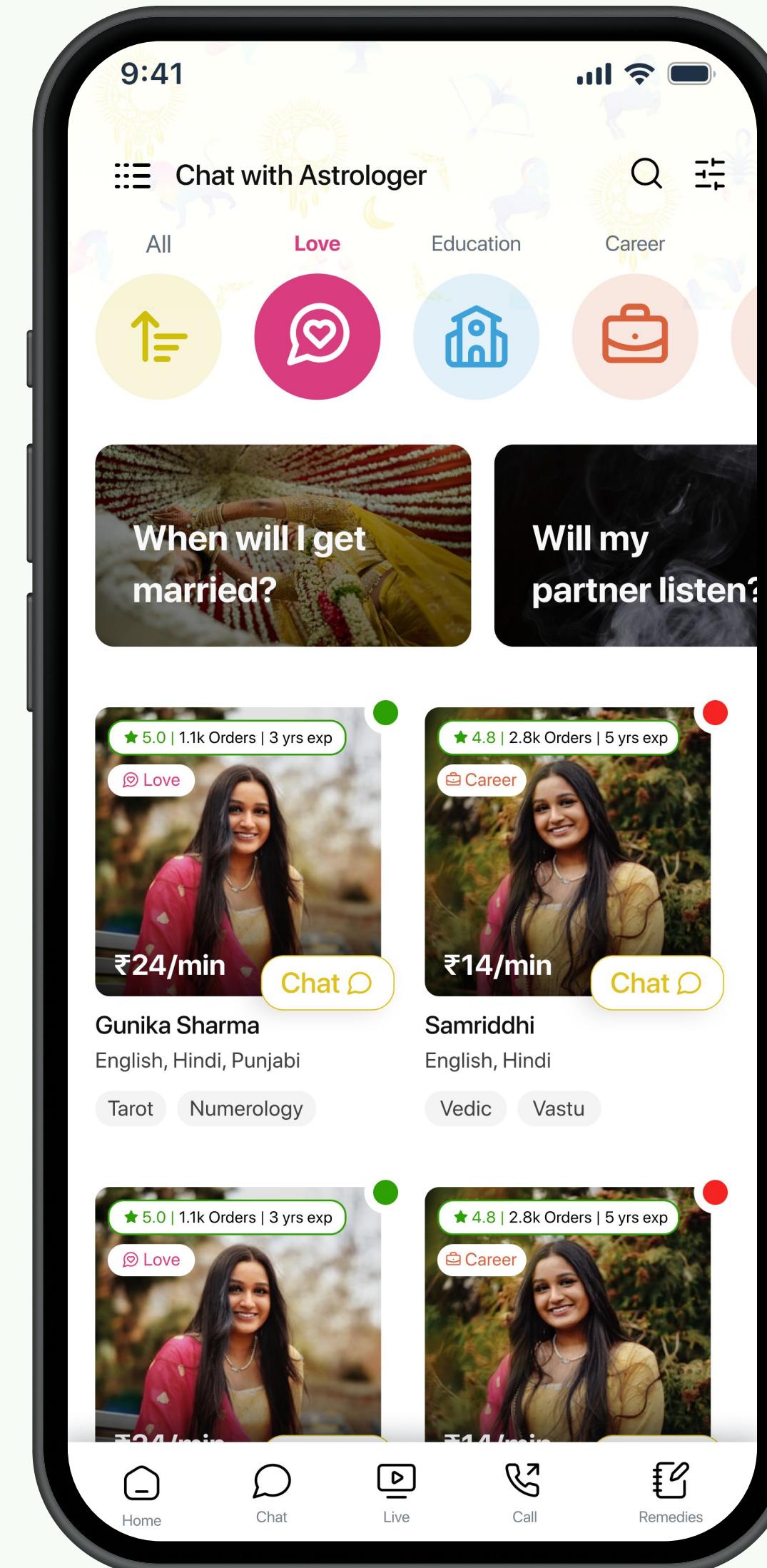


Astrologer Details screen

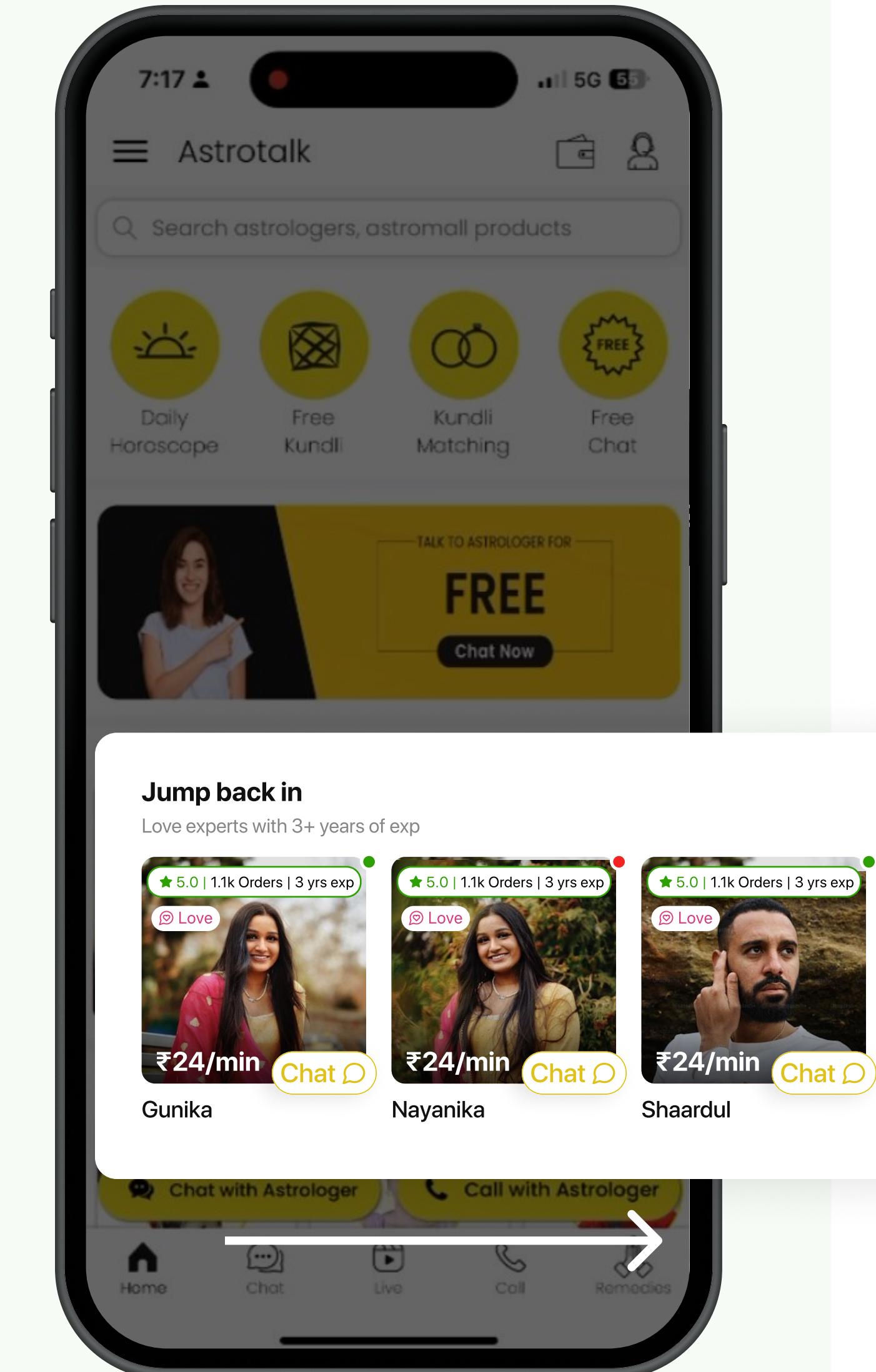


Categories option 1

Categories option 2



Astrologer search screen



Homescreen

# What are the key metrics to judge success of these solutions?

## Search-to-Conversion Rate

Achieve a 20% increase in the number of users who connect with an astrologer after performing a search

**within 3 months**

## Filter Usage Rate

At least 50% of users applying advanced filters (experience, specialization, availability)

**Within first 6 months.**

## User Satisfaction Rating

Maintain an average satisfaction rating of **4.5 stars or above** for users who complete a search and connect with an astrologer.

## Search Abandonment Rate

**Reduce search abandonment by 30%** (users leaving without connecting to an astrologer) w

**3 months** post-implementation.

## Astrologer Match Success

(based on user feedback)

Ensure that at least **75% of users** rate their astrologer **match as accurate** or highly relevant (**4-star or higher** rating).

# What are the key trade offs?

## Customization vs. Simplicity

Too many filters can overwhelm new users, while a simpler UI may limit options for advanced users.

## Personalization vs. User Autonomy

Personalized recommendations may increase conversions but could make users feel less in control of their choices.

## Speed of Search vs. Depth of Information

More detailed astrologer profiles help with decision-making but could slow down the search process for users seeking quick connections.

## Immediate Availability vs. Astrologer Quality

Prioritizing real-time availability might connect users faster but could lead to lower satisfaction if quality is compromised.

## Short-Term Engagement vs. Long-Term Retention

Promoting quick or free connections may boost initial engagement but could hurt long-term retention if the astrologers aren't impactful.