



VAMA – Astrology & Horoscope

Customer Retention and Engagement Strategy

Garvin Chanderia & Rishikesh



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Let's Begin With
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Takeaways from AMA

Our Assumptions



Takeaways from AMA

- Paid user retention is 25%
- DAU and MAU are 11% and 15% respectively
- User segments are 25+ age group, Hindi speaking and 58% are male
- Revenue breakup for Astrologers consultation and temple are 60% and 40%
- Most visited features are astrology consulting and daily horoscope
- Majority users belong to northern and central India.
- Major competitors is Astrology& temple
- AOV is around 250+
- Average time spent on consultation is around 6min
- Ratio of the first call to signup is greater than 50%
- New Astrologers are verified through top 3 three astrologers of VAMA and are also graduates in astrology



What We Know About VAMA

Takeaways from AMA
Our Assumptions



Our Assumptions

- All Users are Devoted and are here for genuine consultancy and pooja
- All Users are Hindus that believe in horoscopes, pujas and consultants
- Till now most of the people of our country are not aware of the virtual astrology and pujas
- People get to know about VAMA through YouTube ads and suggestion.
- North star metric of this app is to Build a super app for Spirituality for Indians worldwide not limiting to just virtual astrology and virtual pujas
- The Target market of the product is the Indian Market for the time being
- Success will be when the user has done 3 consultations or spent INR.5,000.
- Active Downloads: 5,00,000



what's next?

User Persona

(remember their names, they may get hurt if you don't)



User Persona

Ameya Lata Samarth Vivek



User Persona

Ameya

"I end up entirely forgetting or missing most of the live puja because I didn't know it already started or when it starts"



Goals

- Puja is to be done on a daily basis
- Not miss the starting of the puja
- often gets busy with work and forgets

Frustrations

- Puja starts without any prompt
- no way of finding details about puja when not live
- not able to join puja on time
- forgetting about puja

Problem Statement

Ameya is a job fresher who is a devotee and likes to pray to god daily, but due to lack of information, she often ends up missing or forgetting about pujas.

Age 23

Profession Associate
Data Analyst

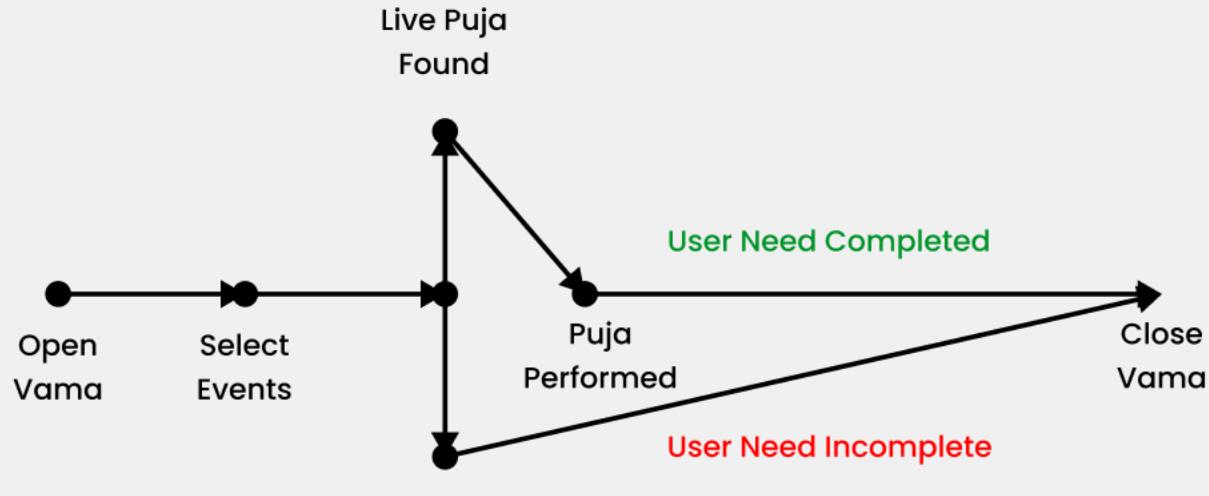
Family Parents

Location Pune



User Persona
Ameya

Ameya's User Journey



Start



Stop



User Persona

Ameya **Lata** Samarth Vivek



User Persona

Lata

"Due to unavoidable disease I can't perform puja with my friends on temples"

Goals

- Puja is to be done on a daily basis
- want to perform puja with her friends
- her disease should not be a hurdle on puja

Frustrations

- Puja starts without any prompt
- no way of finding details about puja when not live
- not able to join puja on time
- forgetting about puja

Problem Statement

Lata is a Grandmother and she is a patient of Arthritis Patient. Her friends are in other cities and countries she would like to perform puja with them



Age 66

Profession Grandmother

Family Son and Daughter

Location Telangana



User Persona

Ameya Lata **Samarth** Vivek



User Persona

Samarth

"I want to consult with the astrologers but I cannot due to lack of credits"

Goals

- want to consult astrologers for his career prediction
- want to use the premium features of the app

Frustrations

- does not have a UPI or payment mode
- no way of getting points by completing tasks
- the live astrologers don't answer him without sending gifts
- could not attend puja or consultancy due to lack of credits

Problem Statement

Samarth is school going boy and want to consult with the astrologers to ask about his future but he is unable to do that because he does not have any source of income to pay for the app.



Age 16

Profession Student

Family Parents

Location Uttar Pradesh



User Persona

Ameya Lata Samarth **Vivek**



User Persona

Vivek

"I like to perform puja everyday but due to my busy schedule I end up forgetting about it most of the time"

Goals

- Puja is to be done on a daily basis
- if busy can perform online pooja
- often gets busy with work and forgets

Frustrations

- not getting time for puja
- not able to join physical pooja due to time constraint
- on his busy schedule no one reminds him to do puja
- forgetting about daily horoscope

Problem Statement

Vivek is a father of 2 kids and he is a business man. He likes to perform puja but due to his busy schedule he usually forgets about it .He would like to find a way of keeping his continuity in puja daily



Age 35

Profession Business Man

Family Parents

Location Delhi



Real-Time User Problems

Due to time constraints
we could not perform first hand research
we relied on second hand research

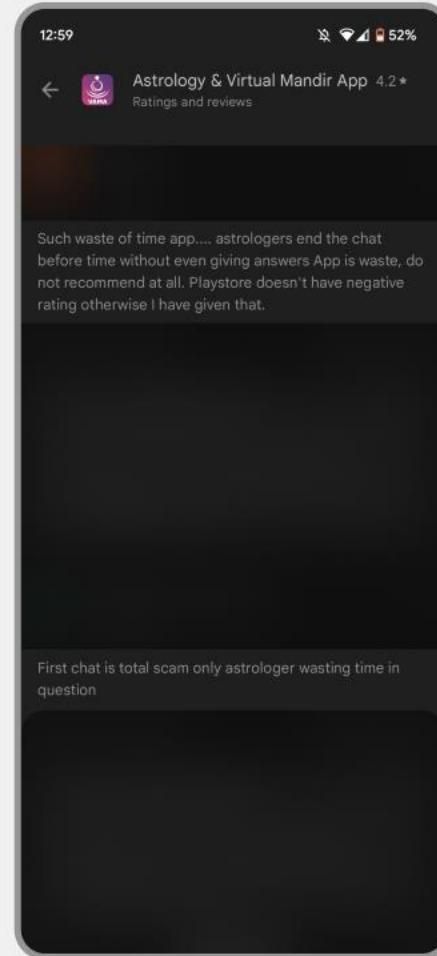
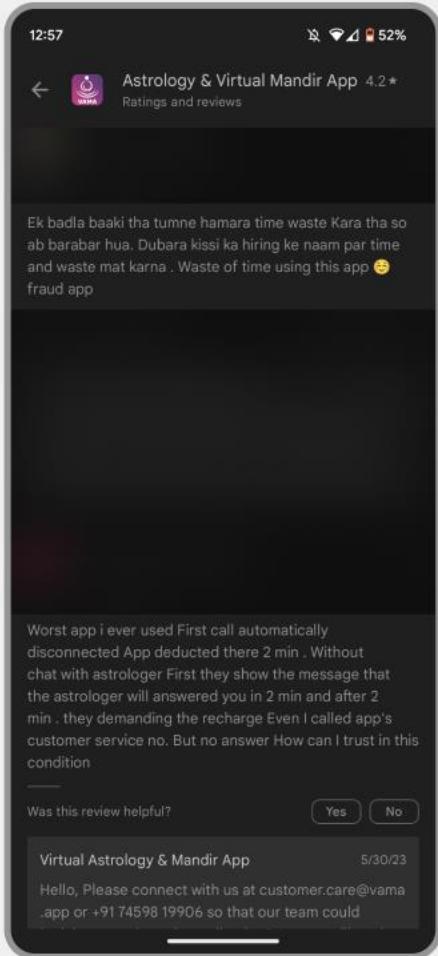
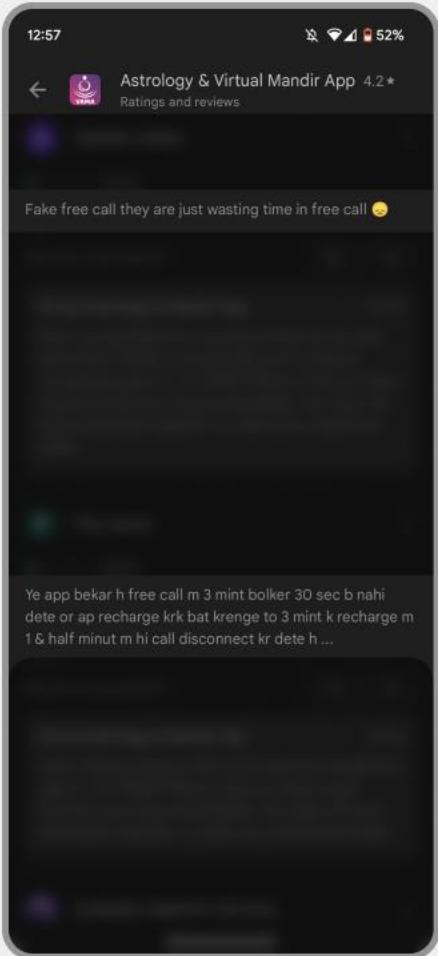
We went through some reviews on Google Play Store and
App Store

Disclaimer:

The content you are about to see may
be offensive to some of the audiences

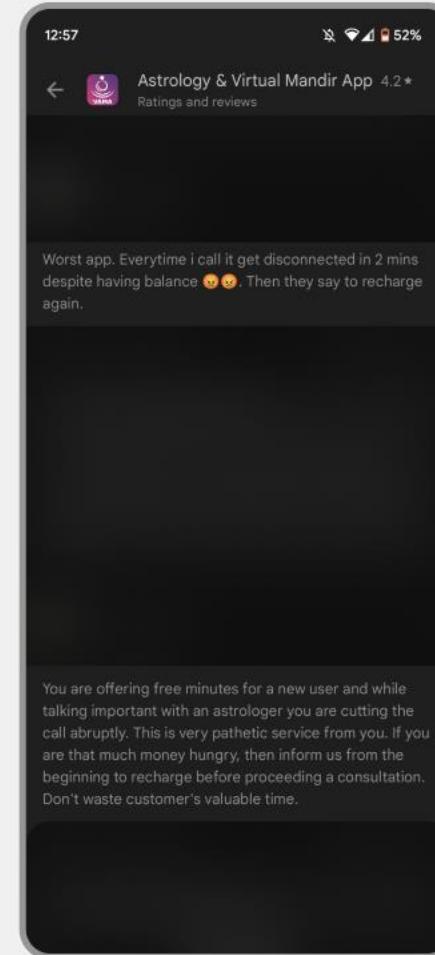
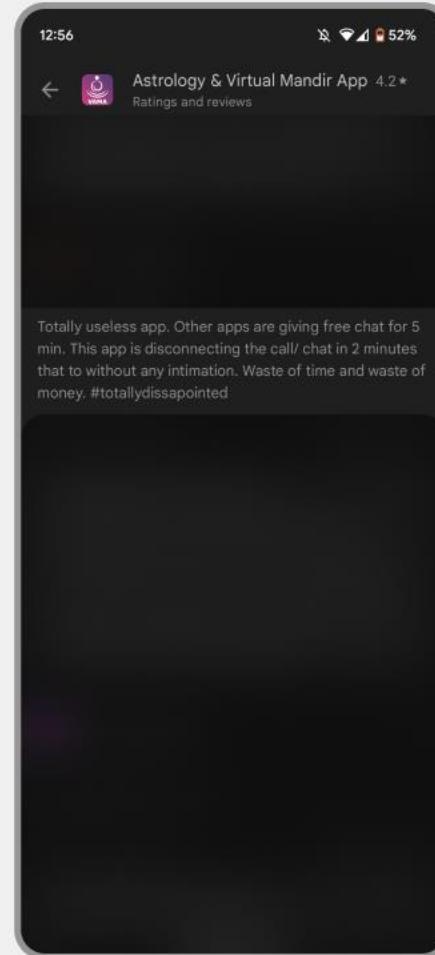
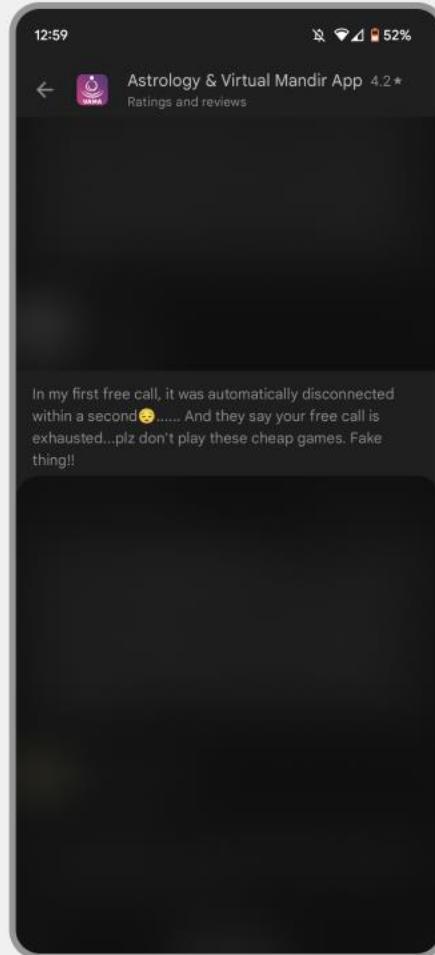
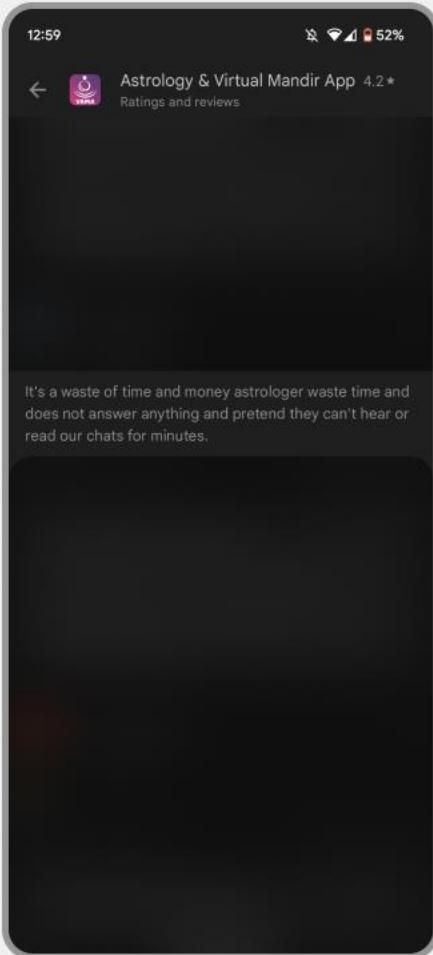


Real-Time User Problems





Real-Time User Problems



You are offering free minutes for a new user and while talking important with an astrologer you are cutting the call abruptly. This is very pathetic service from you. If you are that much money hungry, then inform us from the beginning to recharge before proceeding a consultation. Don't waste customer's valuable time.



App Store Reviews

apps.apple.com/in/app/vama-app/id1613296409?see-all-reviews

Store Mac iPad iPhone Watch AirPods TV & Home Entertainment Accessories Support

App Store Preview

VAMA App

Ratings and Reviews

4.7 out of 5 67 Ratings

gaurangi shadija, 01/06/2022
App review
An app that focuses on problem solution. [more](#)
Developer Response,
Thank you for taking the time to write a [more](#)

Raunak1005, 09/12/2022
One of the best astrology apps
I've been using Vama since january 2022. [more](#)
Developer Response,
Thankyou for your positive response. [more](#)

rishu071893, 07/12/2022
Excellent
Very nice user friendly app with good ex. [more](#)
Developer Response,
Thankyou for your positive response. [more](#)

AliceDoodleDoo, 26/07/2022
Best app for puja
I booked a mahabhishek puja for my fam. [more](#)
Developer Response,
Thank you for your positive response. [more](#)

Deepak260584, 25/07/2022
Best virtual Puja Services
Experience over online virtual puja was. [more](#)
Developer Response,
Thankyou for your positive response. [more](#)

Reinu GuptaBajaj, 05/12/2022
Loved the app
It's so simple and friendly to use. [more](#)
Developer Response,
Thankyou for your positive response. [more](#)

verygoodappvama, 27/05/2022
VAMA App
Very good App this only one app who's. [more](#)
Developer Response,
Thank you for taking the time to write a [more](#)

vi.vaa.an, 13/04/2023
App is amazing
Predictions given by astrologers were. [more](#)
Developer Response,
Thankyou for your positive response. [more](#)

Ami\$123, 27/02/2023
About consultation
Talk with Acharya Ambika , Astrologer's. [more](#)
Developer Response,
Thankyou for your positive response. [more](#)

AP Jpr, 27/05/2022
Excellent experience
Tried Vama and amazed with accurate. [more](#)
Developer Response,
Thank you for taking the time to write a [more](#)

More ways to shop: [Find a retailer](#) near you. Or call 000800 040 1966.
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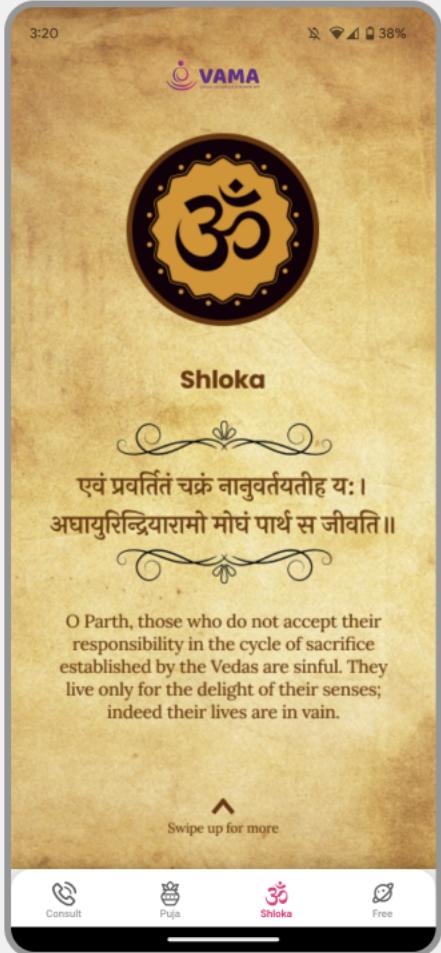


Miscellaneous Issues Found

Here is a list of issues we found while exploring the app



Miscellaneous Issues Found



Number of Shlokas

10

Actionable Plan:

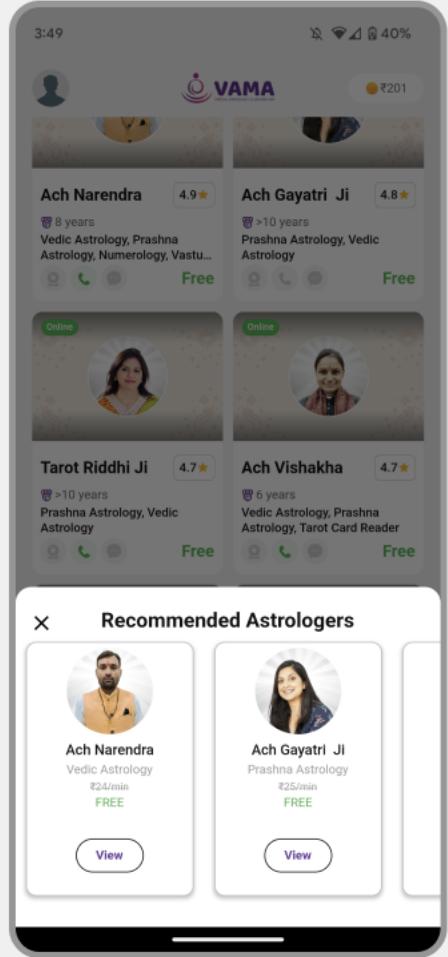
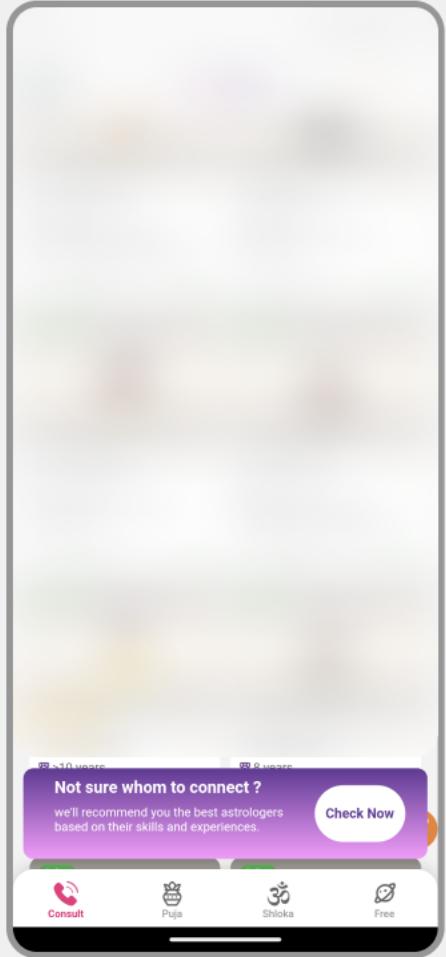
- Increasing the number of shlokas
- Categorizing shlokas

Next Iteration:

- Push Notifications for shlokas
- Adding a reward system for shlokas



Miscellaneous Issues Found



Astrologer Recommendation

Astrologers are suggested, but the user is not asked what kind of astrology they are looking for.

Is the user looking for Tarot Card Reader, or Vedic astrology or Vaastu shastra or something else?

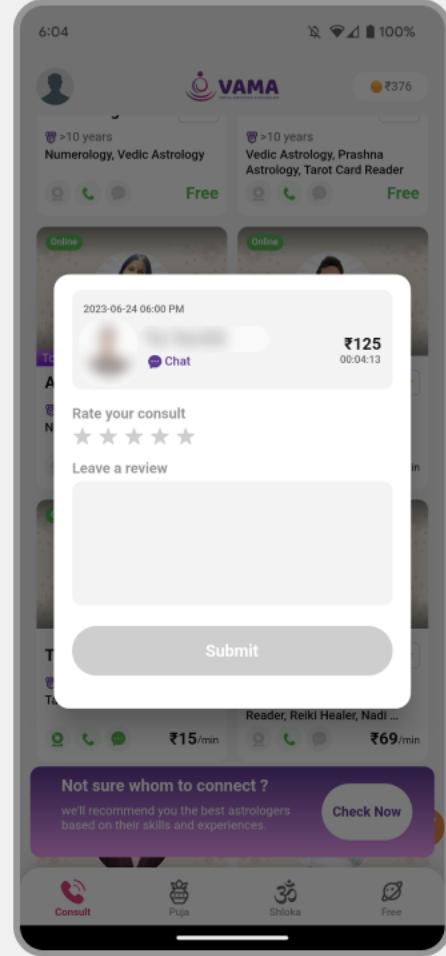
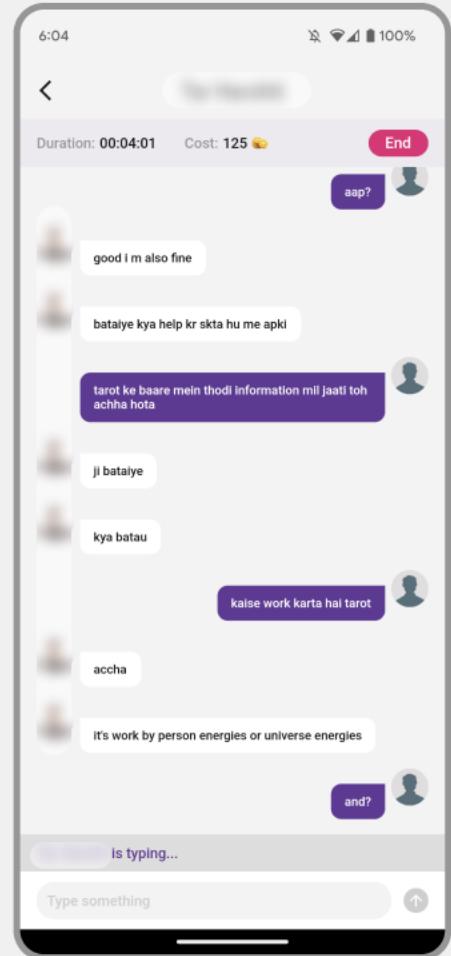
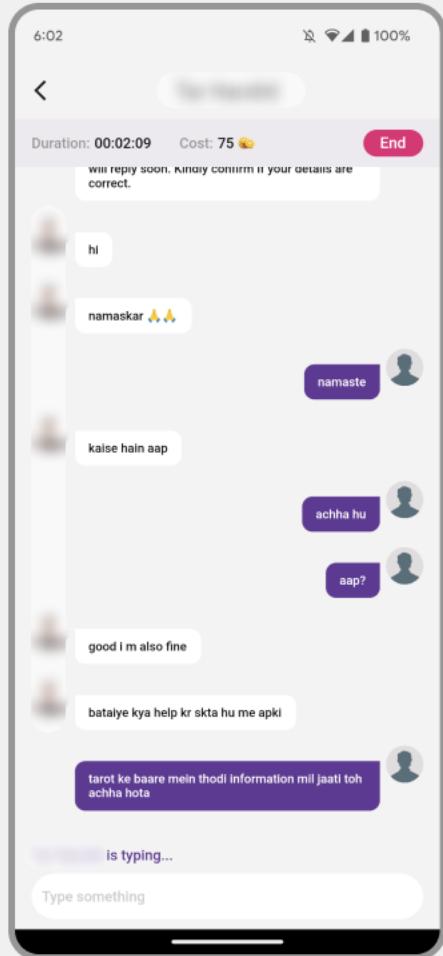
Recommendation is based on the astrologer ratings, irrespective of their expertise

Solution

Adding a survey to ask what the user is looking for first



Miscellaneous Issues Found



Out of my conversation with astrologers, most of my minute time is spent in introduction and small talk or not get replies on time, I feel like I am wasting most of my money by spending time on it

The chat cost was INR.25 /min

I spent INR.125 and could not get information more than the fact that tarot works on person/universe energies(in this specific case)

Feels like

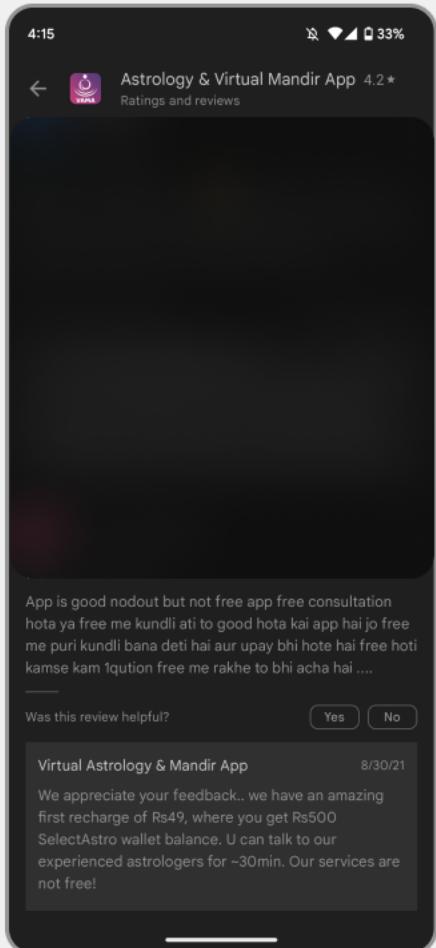
1. I have been fooled by the less cost of INR. 25/min and have been charged way more than expected
2. The astrologer wastes time

Similar to most of the user reviews on play store



Miscellaneous Issues Found

No way of trying out a puja without payment
(this is also where the drop off rates are high)





Issues Detected! Now what?

Let's Address These Issues One By One



User Persona
Ameya

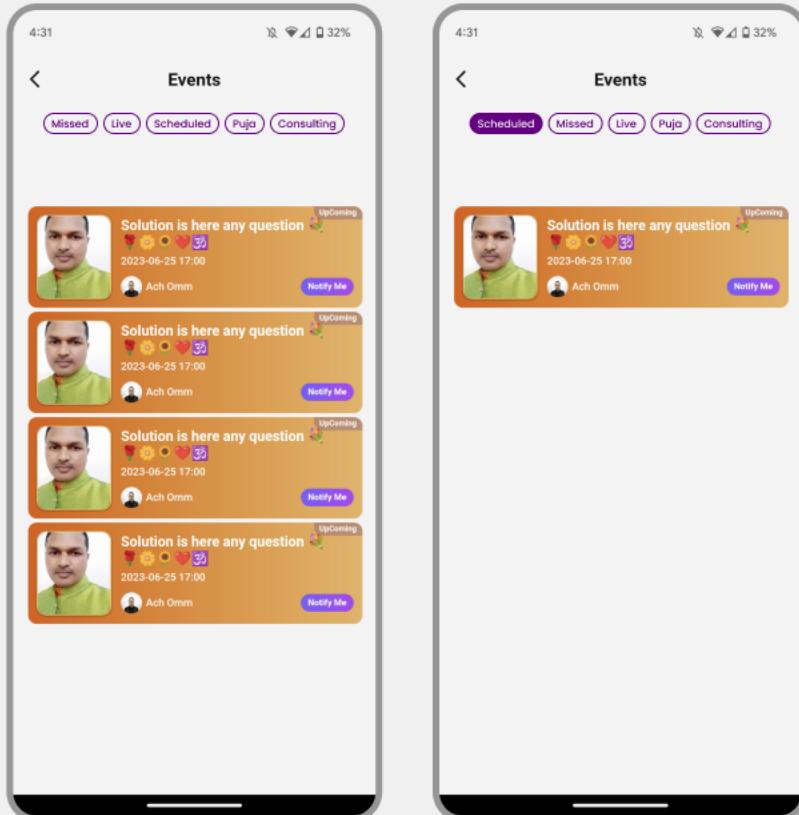


Issues Detected! Now what?

Let's Address These Issues One By One

Ameya

Introducing Live Section in Events



-Fixing a predefined schedule for Live Aartis visible to customers

-Push Notification when Aarti Starts

-Increasing the frequency and number of daily scheduled live Aartis

-Keep event section visible even on 0 events

"I end up entirely forgetting or missing most of the live puja because I didn't know it already started or when it starts"

Goals

- Puja is to be done on a daily basis
- Not miss the starting of the puja
- often gets busy with work and forgets

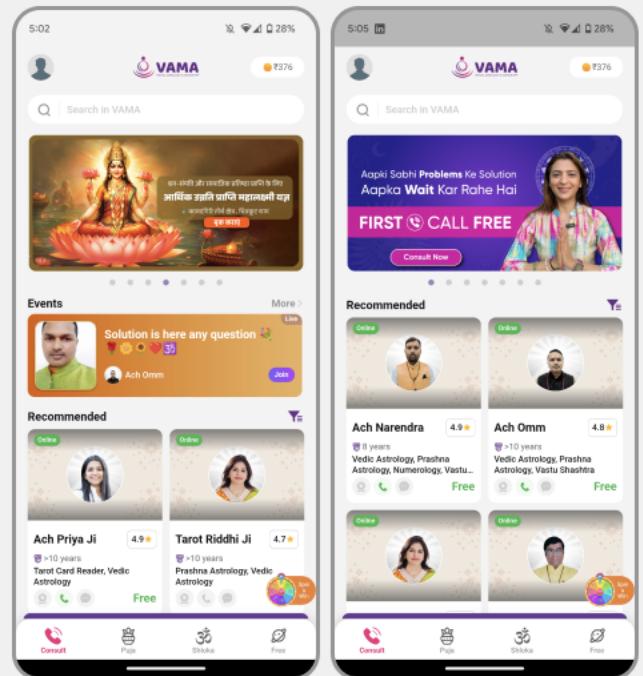
Frustrations

- Puja starts without any prompt
- no way of finding details about puja when not live
- not able to join puja on time
- forgetting about puja

Problem Statement

Ameya is a job fresher who is a devotee and likes to pray to god daily, but due to lack of information, she often ends up missing or forgetting about pujas.

Age	23
Profession	Associate Data Analyst
Family	Parents
Location	Pune





User Persona
Lata

Issues Detected! Now what?

Let's Address These Issues One By One

Lata

Introducing Live Sharing Option



"Due to unavoidable disease I can't perform puja with my friends on temples"

Goals

- Puja is to be done on a daily basis
- want to perform puja with her friends
- her disease should not be a hurdle on puja

Frustrations

- Puja starts without any prompt
- no way of finding details about puja when not live
- not able to join puja on time
- forgetting about puja

Problem Statement

Lata is a Grandmother and she is a patient of Arthritis Patient. Her friends are in other cities and countries she would like to perform puja with them



Age 66

Profession Grandmother

Family Son and Daughter

Location Telangana



User Persona
Samarth

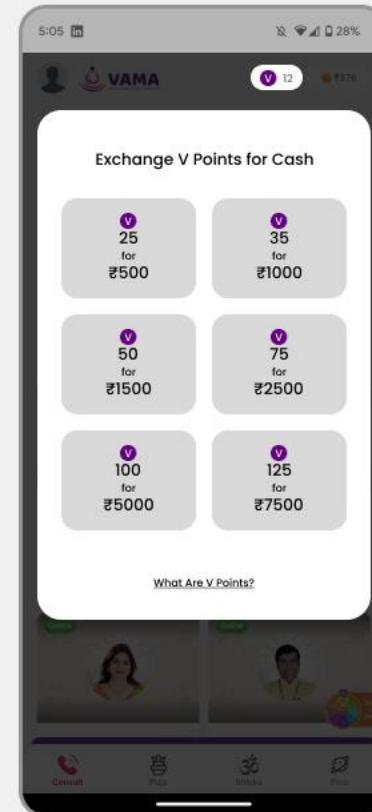
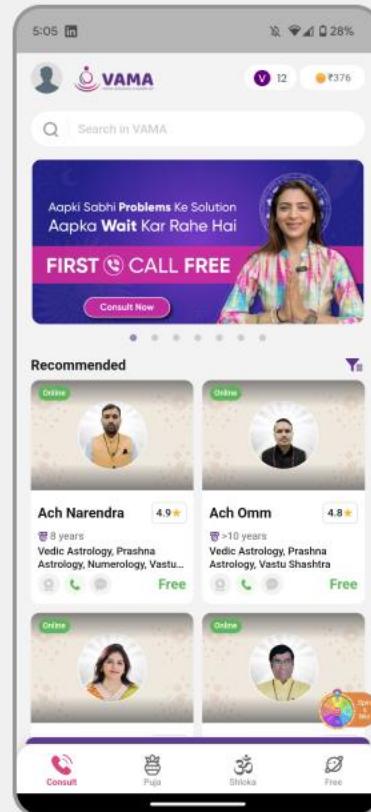
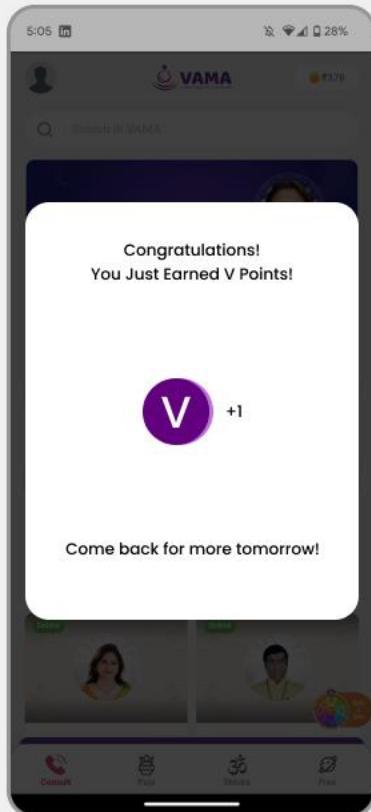


Issues Detected! Now what?

Let's Address These Issues One By One

Samarth

Introducing a Reward System



"I want to consult with the astrologers but I cannot due to lack of credits"

Goals

- want to consult astrologers for his career prediction
- want to use the premium features of the app

Frustrations

- does not have a UPI or payment mode
- no way of getting points by completing tasks
- the live astrologers don't answer him without sending gifts
- could not attend puja or consultancy due to lack of credits

Problem Statement

Samarth is school going boy and want to consult with the astrologers to ask about his future but he is unable to do that because he does not have any source of income to pay for the app.



Age 16

Profession Student

Family Parents

Location Uttar Pradesh



User Persona
Vivek

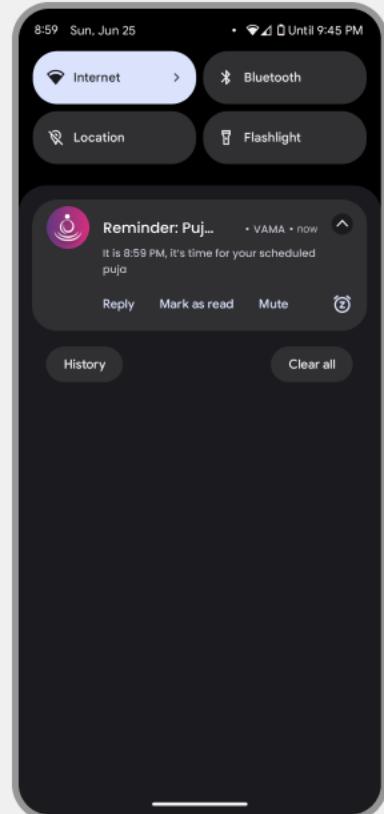


Issues Detected! Now what?

Let's Address These Issues One By One

Vivek

Push notifications for daily reminders



"I like to perform puja everyday but due to my busy schedule I end up forgetting about it most of the time"

Goals

- Puja is to be done on a daily basis
- if busy can perform online pooja
- often gets busy with work and forgets

Frustrations

- not getting time for puja
- not able to join physical pooja due to time constraint
- on his busy schedule no one reminds him to do puja
- forgetting about daily horoscope

Problem Statement

Vivek is a father of 2 kids and he is a business man. He likes to perform puja but due to his busy schedule he usually forgets about it. He would like to find a way of keeping his continuity in puja daily

Age 35
Profession Business Man
Family Parents
Location Delhi



Issues Detected! Now what?

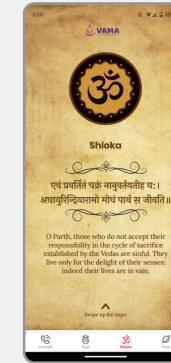
Let's Address These Issues One By One

Number of Shlokas

10

The Shloka Problem

Add Number of Shlokas and Classify them too

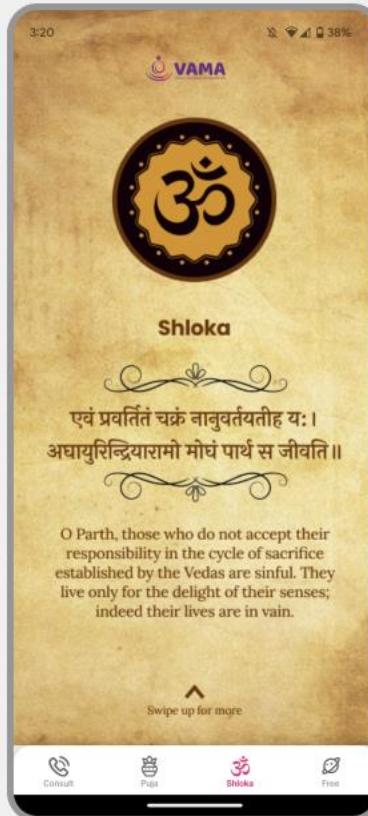


Actionable Plan:

- Increasing the number of shlokas
- Categorizing shlokas

Next Iteration:

- Push Notifications for shlokas
- Adding a reward system for shlokas



"Today's Shloka" Unread Marker

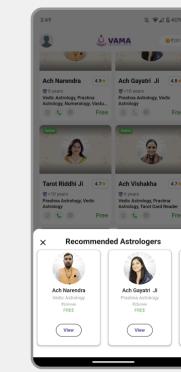
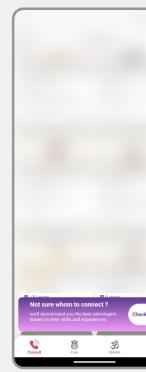
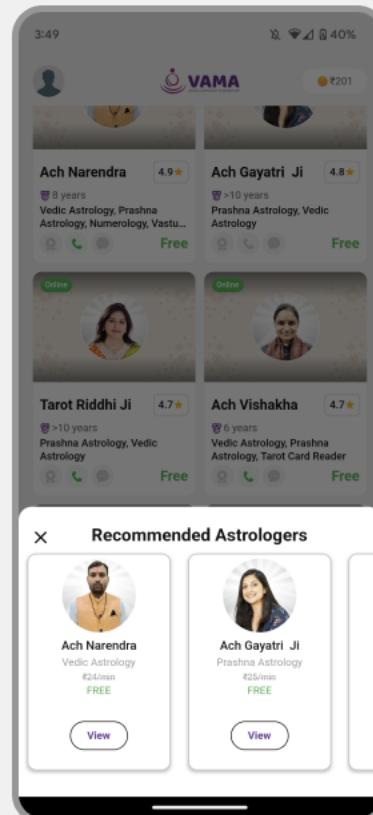
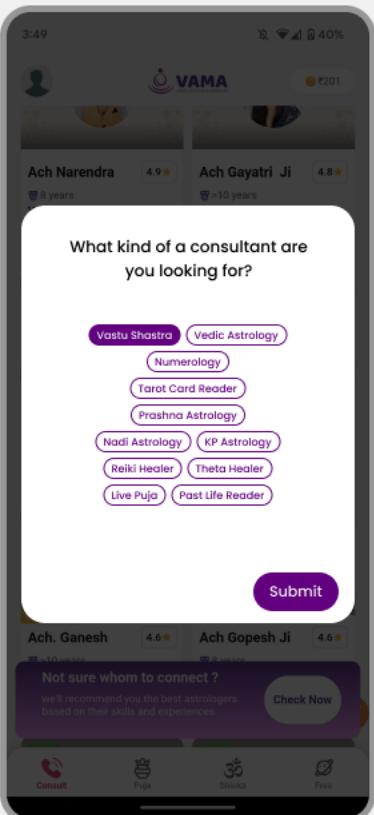
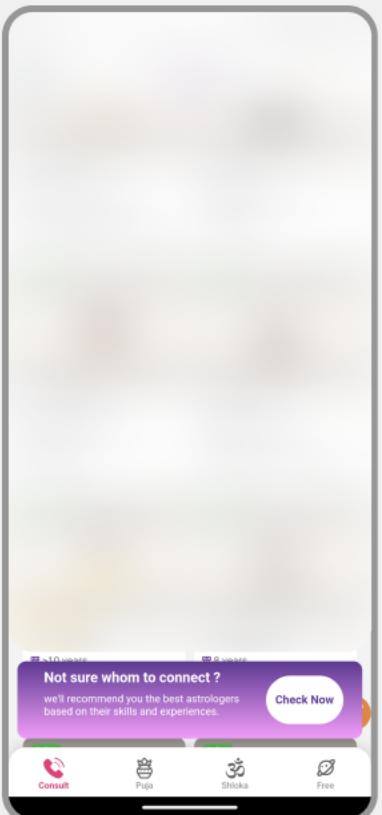


Issues Detected! Now what?

Let's Address These Issues One By One

Astrologer Recommendation

The Recommendation Problem



Astrologers are suggested, but the user is not asked what kind of astrology they are looking for.

Is the user looking for Tarot Card Reader, or Vedic astrology or Vaastu shastra or something else?

Recommendation is based on the astrologer ratings, irrespective of their expertise

Solution

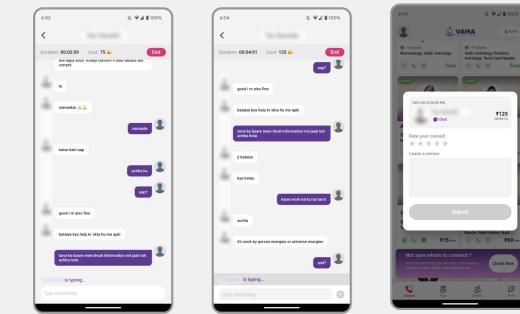
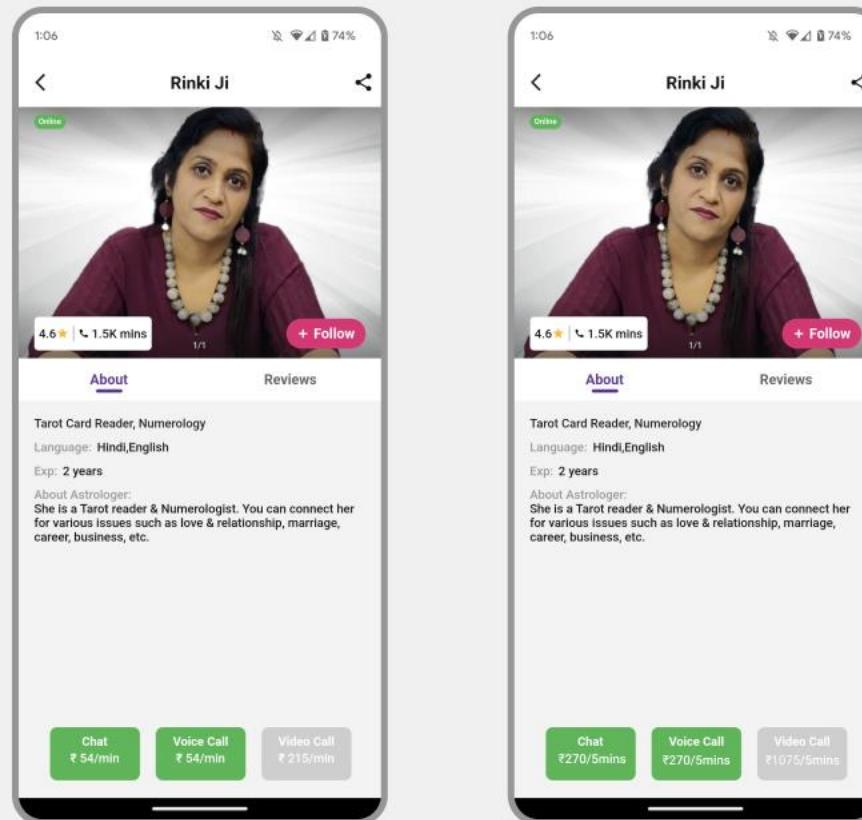
Adding a survey to ask what the user is looking for first



Issues Detected! Now what?

Let's Address These Issues One By One

The Time and Cost Problem



Out of my conversation with astrologers, most of my minute time is spent in introduction and small talk or not get replies on time, I feel like I am wasting most of my money by spending time on it

I spent INR 125 and could not get information more than the fact that tarot works on person/universe energies(in this specific case)

Feels like
1. I have been fooled by the less cost of ₹25/min and have been charged way more than expected
2. The astrologer wastes time

Similar to most of the user reviews on play store

Chance of Possible Failure:

5 minutes of video call may look like a lot of money being demanded



Issues Detected! Now what?

Let's Address These Issues One By One

No way of trying out a puja without payment
(this is also where the drop off rates are high)



The Free Trial Problem

We already Solved This One Didn't We

(v Points should do the trick)



Phew! That's a lot of problems and solutions

but we don't want to burden the developer with all of them and choke the product pipeline

Time to Prioritize!



How?

RICE Prioritization Model

$$\frac{R \ I \ C}{E}$$

Reach

Impact

Confidence

Effort



R I C

E

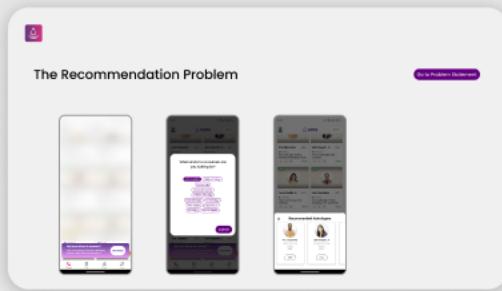
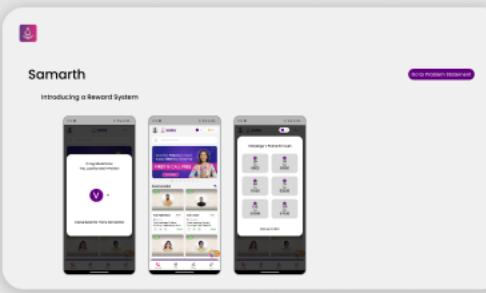
	A	B	C	D	E	F
1	Feature	Reach	Impact	Confidence	Effort	RICE Score
2	Ameya's User Story(Event Section and Push Notifications)	33,000	1	80%	0.5	5,280,000
3	Lata's User Story(Share with Friends and Friends List for Live events)	12,000	0.5	80%	1.5	320,000
4	Samarth's User Story(V Points into Cash)	75,000	3	100%	1.5	15,000,000
5	Vivek's User Story(Scheduled Reminders)	50,000	1	90%	0.5	3,000,000
6	Shloka Problem	60,000	0.5	60%	1	1,800,000
7	Recommendation Problem	39,375	1	90%	0.5	7,087,500
8	Time and Cost Problem	13,125	2	70%	0.5	3,675,000



R I C
E

RICE Score > 5,000,000

P0



5,000,000 < RICE Score >= 3,000,000

P1

Scheduled Reminders
Time And Cost Problems

RICE Score < 3,000,000

P2

Lata's User Story
Shloka Problem

use of A/B Testing for validationg all hypothesis



R I C
E

Key Metrics to Lookout for(And Expected Change)

Ameya's Story

Feature

Live Event Section and Push Notifications

Key Metrics to observe

Number of people that open events section

1. When there are live and scheduled events
2. When there are no live and scheduled events

change in number of event attendees

number of people joining live events through push notifications

Samarth's Story

Feature

Reward system

Key Metrics to observe

Change in DAU

Avg number of consultations

number of people opening app through "V Points" push notifications

The Recommendation Problem

Feature

Survey

Key Metrics to observe

Change in DAU

Change in number of astrology consultants

number of people using recommendation system for consultancy



Okay. Let's say this is completed and we are successful.

What Next?



1

Add More Puja & Live Events

- Relatively newer, yet a 40% Share
- Main focus on increasing amount of temples for services

3

Providing Catalogue for Aartis and events

Focus on astrologer side problems to improve astrologer's connectivity and availability

2

"Schedule" Setup for consultants and events

4

That's all Folks!
Product



Constructive Criticism is welcome!

(psst,This was our first product teardown)

Garvin Chanderia & Rishikesh