About the website

Welcome to Bhakthi website, your gateway to spiritual guidance and inner peace. We believe that spiritual wisdom and personal growth come from connecting with enlightened gurus who can provide insight, comfort, and direction on life's journey.

- Browse through available gurus, explore their teachings, and find the perfect guide for your spiritual needs.
- Book one-on-one consultations or attend group sessions at your convenience.
- Stay connected with upcoming events, festivals, and spiritual retreats.

SWOT Anaysis

Inner Engineering

Strength

- Strong global presence and recognition through Sadhguru.
- Comprehensive online and offline courses for spiritual growth.

Weakness

- High course fees may be a barrier for some users.
- Limited personalized interaction in large group sessions.

Opportunities

- Expand digital offerings with more personalized experiences.
- Partnership with wellness and mindfulness platforms.

Threats

- Competition from other spiritual leaders or wellness apps.
- Misunderstanding or controversy surrounding certain teaching

Chinmaya Mission

Strength

- Long-standing spiritual organization with a strong legacy.
- Focus on holistic education and spiritual teachings.

Weakness

- Traditional approach may appeal less to younger or modern audiences.
- Limited digital presence compared to newer platforms.

Opportunities

- Expand to modern seekers by integrating spiritual wisdom with practical life coaching.
- Expand reach to younger audiences through social media and online content.

Threats

- Traditional approach may appeal less to younger or modern audiences.
- Limited digital presence compared to newer spiritual platforms.

User Personas

Personal

- Sangeetha Rao
- Age: 34
- Mumbai, India
- Hinduism

Goals

- Wishes to learn devotional practices and attend group retreats.
- Seeking spiritual advice on family and personal matters

About

- Values devotional practices and spiritual community.
- She seeks spiritual guidance on personal matters and prefers a simple platform.

Frustrations

- Finds booking systems complex and prefers simple processes.
- Lacks information about upcoming events in her area.

Personal

- Ramesh Patel
- Age: 35
- Bengaluru, India
- Jainism

Goals

- Wants to deepen his spiritual practice with a trusted guru.
- Interested in attending religious retreats and personal consultations.

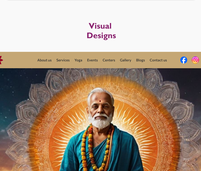
About

- He prefers flexible one-on-one consultations and retreats with trusted gurus, accommodating his hectic schedule.

Frustrations

- Limited availability of spiritual gurus in his locality
- Prefers in-person interactions but finds it difficult to travel frequently.

User Flows



Content Audit

Religious guru website

Guru's Biography

Include a brief introduction highlighting the guru's spiritual journey, expertise, and the core values they represent.

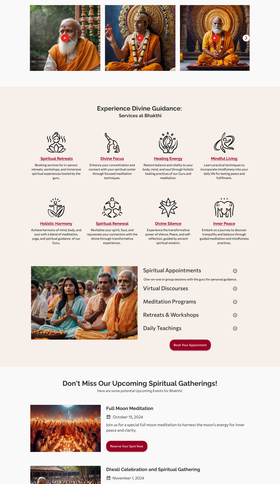
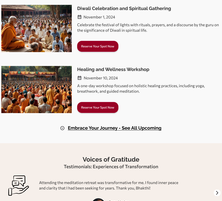
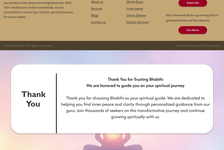
Teachings and Philosophy

Outline the fundamental teachings, spiritual practices, and key principles that the guru follows, focusing on how they benefit followers.

Video Teachings and Resources

Highlight access to video teachings, recorded sessions, or downloadable resources for followers to engage with at their convenience.

Testimonials and Success Stories

Feature testimonials from devotees who have benefited from the guru's guidance to build credibility and trust.

Visual Designs