

The Chakra System: A Framework for Conscious Design in UX



A Holistic Approach to Creating User-Centered Experiences

**Do you have
unresolved feelings or
anxiety about ...**

**Is my idea complete
enough?**

**Are people enjoying my
product?**

**Have I covered all my
use cases?**

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**Do you have
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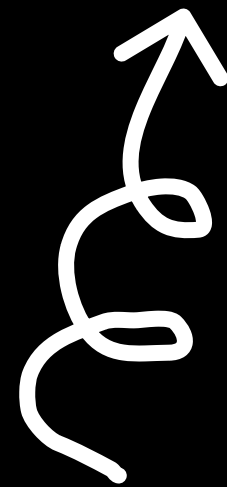
**Are people enjoying my
product?**

**Have I covered all my
use cases?**

Have I covered all my
use cases?

Have I covered all my
use **edge** cases?

Have I covered all my
use **edge** cases?



Often we forget about this.

👋 Hello there!

My name is

**PRATYUSH
TEWARI**

I connect
computers with
humans

In a nutshell 🥜 I'm

Human-Computer
Interaction specialist



👋 Hello there!
My name is
**PRATYUSH
TEWARI**

I connect
computers with
humans

I am also:

a try everything person

Ah! a new tool to make my life easier.

**a penchant for thoughtfully
crafted ideas person**

Wow! this tool is reliable.

an easily frustratable person

I am better off without this tool.



The Chakra System

A Framework for Conscious Design in UX



ROOT

Muladhara

Survival, Safety, Security,
Grounding, Life Force



LAM



I AM



SACRAL

Svadhithana

Sexuality, Relationships, Joy,
Pleasure, Emotions, Creativity



VAM



I FEEL



SOLAR PLEXUS

Manipura

Self-Esteem, Power, Ego,
Strength, Transformation



RAM



I DO



HEART

Anahata

Love, Empathy, Kindness,
Compassion, Gratitude, Faith



YAM



I LOVE



THROAT

Vishuddha

Communication, Expression,
Authenticity, Purification



HAM



I SPEAK



THIRD EYE

Ajna

Intuition, Imagination,
Lucidity, Astral Projection



OM



I SEE



CROWN

Sahasrara

Consciousness, Unity,
Spirituality, Oneness

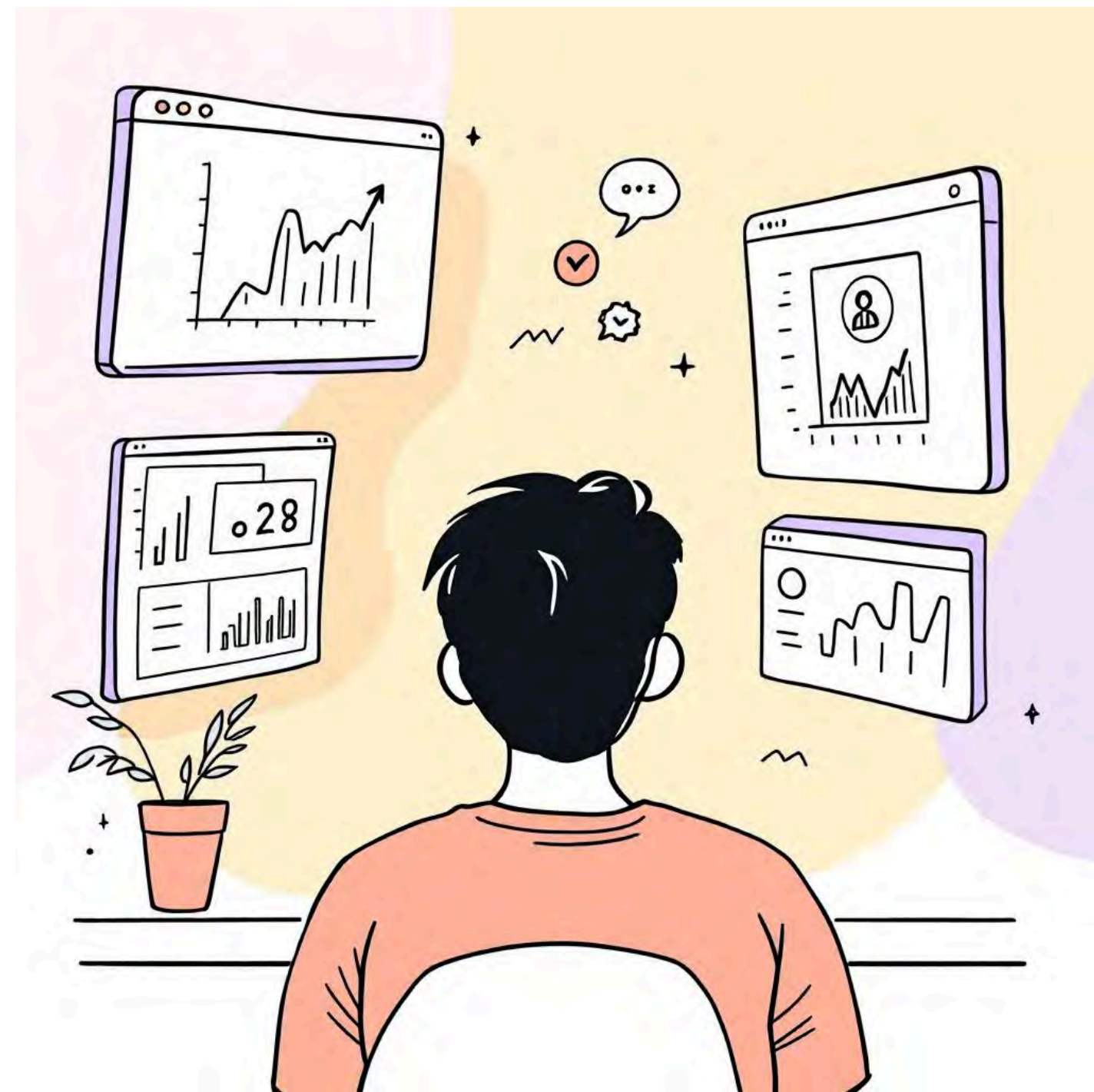


OM



I KNOW

Are We Just Building for Clicks?



Focus on Metrics: Often, success is measured by engagement, conversion, and retention.

The Human Cost: This can lead to addictive patterns, digital anxiety, and a disconnect from real human needs.

The Opportunity: Conscious Design. Designing with awareness, empathy, and a deeper understanding of the user's holistic well-being.

What is the Chakra System?

An Ancient Model of the Human Experience

The word "Chakra" is Sanskrit for "wheel" or "disk."

They are considered centers of energy in the body, each corresponding to different aspects of our physical, emotional, and psychological being.

There are seven main chakras, arranged vertically from the base of the spine to the crown of the head.

Think of it as a map of the human experience.

The Seven Chakras & Core Human Needs



A Ladder of Human Needs:

1. **Root Chakra** (Muladhara): Security, Survival, Stability
2. **Sacral Chakra** (Svadhithana): Creativity, Pleasure, Emotion
3. **Solar Plexus Chakra** (Manipura): Power, Will, Self-Esteem
4. **Heart Chakra** (Anahata): Love, Connection, Empathy
5. **Throat Chakra** (Vishuddha): Communication, Truth, Self-Expression
6. **Third Eye Chakra** (Ajna): Intuition, Wisdom, Imagination
7. **Crown Chakra** (Sahasrara): Spirituality, Purpose, Unity



ROOT

Muladhara

Survival, Safety, Security,
Grounding, Life Force



LAM



I AM

I am centered &
grounded. I love being
in my body. I am safe.

Balanced: Grounded, Energetic, Physically Fit, Safe, Secure, Fearless, Calm, Centered.

Unbalanced: Apathy, Laziness, Anxiety, Depression, Fear, Insecurity, Lack of Motivation, Weak Physical Health.

Gemstones: Red Coral, Black Obsidian, Bloodstone, Tourmaline, Red Jasper, Red Tiger's Eye.

Root Chakra: Security & Survival

Core Need: Does this product feel safe, stable, and reliable?

UX Principles:

- **Usability:** Is the product easy to use and navigate?
- **Reliability:** Does it work as expected without bugs or crashes?
- **Security:** Is my data safe? Is my privacy respected?

Example: A banking app must have rock-solid security and be incredibly reliable. If it fails here, no other feature matters.



Sacral Chakra: Creativity & Pleasure

- **Core Need:** Is this product enjoyable and aesthetically pleasing?
- **UX Principles:**
 - **Aesthetics:** Is the visual design appealing and appropriate?
 - **Joy of Use:** Does the product create moments of delight? (Micro-interactions, animations)
 - **Creativity:** Does the product allow for user expression?
- **Example:** Instagram's filters and creative tools allow users to express themselves, making the experience pleasurable.



Self-Esteem, Power, Ego,
Strength, Transformation



RAM



I DO

I feel my power and
I act with courage.
My potential is unlimited.

Balanced: Strong, Em-
powered, Confident,
Motivated, Determined,
Decisive, Collaborative.

Unbalanced: Competitive,
Angry, Aggressive, Low
Self-Esteem, Lack of
Energy, Powerless, Egoisti-
cal, Manipulative.

Gemstones: Citrine, Topaz
Helioleite, Fire Opal, Amber,
Gold Tiger's Eye, Pyrite,
Sunstone, Aragonite.

Solar Plexus Chakra: Power & Self-Esteem

- **Core Need:** Does this product make me feel capable and in control?
- **UX Principles:**
 - **User Control & Freedom:** Can users easily undo mistakes? Can they customize their experience?
 - **Efficiency:** Does the product help users achieve their goals effectively and feel productive?
 - **Empowerment:** Does the tool make the user feel smarter and more powerful?
- **Example:** A project management tool like Notion or Asana empowers users by giving them control over their workflows and making them feel organized and capable.



HEART

Anahata

Love, Empathy, Kindness,
Compassion, Gratitude, Faith

ॠ

YAM



I LOVE

I love myself and
others. I follow the
voice of my heart.

Balanced: Full of Love,
Compassionate, Kind,
Accepting, Peaceful,
Passionate, Unattached.

Unbalanced: Needy,
Helpless, Tired, Exhausted,
Afraid to Let Go, Lonely,
Lack of Purpose, Overly
Attached, Clingy.

Gemstones: Rhodonite,
Rose Quartz, Green Agate,
Amazonite, Green Opal,
Jade, Peridot, Aventurine.

Heart Chakra: Love & Connection

- **Core Need:** Does this product connect me with others?
Does the company care about me?
- **UX Principles:**
 - **Empathy:** Does the design show an understanding of the user's feelings and context?
 - **Community:** Does the product foster a sense of belonging and connection between users?
 - **Support:** Is it easy to get help? Does the customer support feel human and caring?
- **Example:** Social features, community forums, and genuinely helpful and empathetic customer service all cater to the Heart Chakra.



THROAT

Vishuddha

Communication, Expression,
Authenticity, Purification



HAM



I SPEAK

I hear and speak the
truth. I have integrity, and
I live an authentic life.

Balanced: Honest, Sincere, Truthful, Outspoken, Attentive, Authentic, Clairaudient.

Unbalanced: Fear of Speaking, Shyness, Social Anxiety, Lack of Trust, Secretive, Critical, Gossipy, Unauthentic.

Gemstones: Turquoise, Blue Lace Agate, Aquamarine, Blue Howlite, Kyanite, Amazonite, Aqua Aura.

Throat Chakra: Communication & Truth

- **Core Need:** Is the product's communication clear, honest, and transparent?
- **UX Principles:**
 - **Clarity:** Is the copy free of jargon and easy to understand?
 - **Honesty:** Is pricing transparent? Are features described accurately?
 - **Feedback:** Does the system provide clear feedback for user actions?
- **Example:** A product with clear error messages, transparent pricing, and straightforward language builds trust and ensures the user feels respected.



I SEE
I am insightful and intuitive. I see clearly, and I think clearly.

Balanced: Intuitive, Imaginative, Clear Thoughts, Clear Vision, Vivid Dreams Clairvoyant.

Unbalanced: Fearful, Delusional, Full of Anxiety and Tension, Rational, Logical, Psychic Disorders, Brain Fog.

Gemstones: Sodalite, Lapis Lazuli, Azurite, Sapphire, Dumortierite, Emerald, Kyanite.

Third Eye Chakra: Intuition & Wisdom

- **Core Need:** Does this product feel intuitive, like it anticipates my needs?
- **UX Principles:**
 - **Intuitiveness:** Can users accomplish tasks without conscious effort?
 - **Personalization:** Does the experience adapt to individual needs?
 - **Anticipation:** Does the product surface the right information at the right time?
- **Example:** A music streaming service that creates a perfect playlist based on your listening habits feels like it's reading your mind.



CROWN

Sahasrara

Consciousness, Unity,
Spirituality, Oneness



OM



I KNOW

I am one with the Divine.
I honor the Divine within
me and around me.

Balanced: Trust in Divine,
Spiritual Connection,
Strong Faith, Deep Aware-
ness, Feeling of Oneness.

Unbalanced: Loneliness,
Lack of Purpose, Weak
Faith, Depression, De-
tached from Divine,
Spiritual Disconnection.

Gemstones: Clear Quartz,
Moonstone, Howlite,
Amethyst Quartz, Labra-
dore, Sugilite, Geode.

Crown Chakra: Purpose & Flow

- **Core Need:** Does this product help me achieve a state of flow or a higher purpose?
- UX Principles:
 - **Flow State:** Does the tool allow for deep, uninterrupted focus?
 - **Transformation:** Does the product help the user grow or achieve meaningful goals?
 - **Meaning:** Does using the product align with the user's values?
- **Example:** A well-designed writing app that minimizes distractions allows an author to enter a state of flow, becoming a seamless extension of their creative process.

Designing for the Whole Human

The Chakra system provides a holistic checklist for UX design.

It encourages us to move beyond basic usability and metrics.

By designing for these core human needs, we can create products that are not only successful but also truly add value to people's lives.

It helps us ask deeper questions:

Is it reliable? (Root)

Is it enjoyable? (Sacral)

Is it empowering? (Solar Plexus)

Is it connecting? (Heart)

Is it clear? (Throat)

Is it intuitive? (Third Eye)

Is it transformative? (Crown)

Thank you!



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