



eShaman.io Product Blueprint (Draft)

Version: 2025-08-11

Author: Product Design Team

Scope: Global launch – mobile (iOS/Android) & web beta

Based on research up to 2025-08-11 【27†L102-L110】

Vision and Value Proposition

Modern consumers seek meaning and guidance amid information overload. eShaman.io aims to become **the premier digital shamanic companion** – blending ancient wisdom with cutting-edge AI to provide personalised insight and actionable rituals. Unlike single-modality apps (e.g., only astrology or only tarot), eShaman offers a holistic experience: **a chat-based Oracle** for questions, **guided rituals** for transformation and **daily readings** for reflection. The brand emphasises empowerment and self-discovery rather than deterministic fortune-telling 【12†L229-L237】.

Target user: spiritually curious adults (18–45+) worldwide, interested in astrology, divination, mindfulness or shamanic practices. eShaman is inclusive of different belief systems and avoids dogma.

Core Features

1. Oracle Chat

Purpose: Provide users with a conversational AI “shaman” that can answer questions, offer guidance and suggest rituals.

Functionality:

- **Natural-language chat:** Powered by OpenAI’s GPT-4 (or latest model) fine-tuned on curated shamanic, astrological, tarot, dream-interpretation and mindfulness content 【27†L111-L119】. Users can ask open questions (“Why do I feel stuck at work?”) or select from prompt categories (Love, Career, Growth, Dream Interpretation, etc.).
- **Contextual memory:** Each session remembers previous questions and responses to deliver coherent guidance. Persistent profiles allow the Oracle to recall a user’s birth data, history and preferences across sessions.
- **Multi-modality integration:** The Oracle can generate or incorporate astrological data (birth chart transits, compatibility), tarot spreads or numerology into its answers when appropriate. It draws from the user’s stored profile to personalise responses (e.g. referencing sun sign or life-path number).
- **Suggest rituals:** The Oracle may recommend a ritual after a chat (e.g. “To release fear, perform the ‘Smoke Cleansing’ ritual”). Tapping the suggestion takes the user directly into the ritual flow.

- **Safety and ethics:** The AI is designed with guardrails (refusal to give legal/medical advice, encouragement to seek professional help when needed) [27†L137-L145] . It provides empowering suggestions rather than deterministic commands.
- **Voice interface (optional road-map):** Allow speaking questions and listening to audio responses for hands-free experiences.

2. Rituals Library

Purpose: Enable users to practice guided shamanic, meditative or spiritual rituals in an interactive way.

Functionality:

- **Categorised rituals:** Group rituals by intent (e.g. Cleansing, Manifestation, Ancestral Connection, Moon Phase, Chakras). Each ritual includes a description, estimated duration, required materials (e.g. candle, notebook) and difficulty.
- **Step-by-step guidance:** Provide clear instructions with audio prompts, animations or AR visuals. Support progress tracking (e.g. checkmarks or timers). Rituals can include breathing exercises, visualisation, journalling, sound (drumming/chanting) or physical actions (lighting a candle).
- **Integration with device sensors:** Use the phone's flashlight for candle simulation, haptic feedback for breath pacing or camera for AR elements (e.g. visualising smoke when swiping). Users may opt out of sensors for privacy.
- **Scheduling and reminders:** Users can schedule rituals according to lunar phases or personal dates. Push notifications remind them when to perform a ritual.
- **Community participation (road-map):** Create group rituals or collective intentions (e.g. New Moon circle). Users can see how many others are participating globally.
- **User-generated rituals (later phase):** Allow advanced users or spiritual experts to design and share rituals, subject to moderation.

3. Daily Readings & Insights

Purpose: Offer bite-sized, daily guidance to encourage daily engagement and reflection.

Functionality:

- **Daily Oracle message:** A personalised note summarising the day's energies based on the user's birth chart transits (Western or Vedic), numerology and the Moon's phase [14†L118-L123] . Emphasise personal growth rather than fate.
- **Card of the day / Rune / I-Ching:** Randomly draw a tarot/oracle card or rune with concise interpretation. Users can tap to learn more or ask the Oracle about it.
- **Affirmations and journalling prompts:** Provide a brief affirmation or journalling question to encourage introspection. The journalling tool stores entries locally or in the cloud for reflection.
- **Insights feed:** Summarise ongoing astrological cycles (e.g. Mercury retrograde tips) and upcoming events (e.g. new moon) with context.
- **Customization:** Users choose which daily elements they want to see and can set push notification preferences.

4. Profile & Compatibility

Purpose: Collect data for personalisation and offer relationship insights.

Functionality:

- **User profile:** During onboarding, collect birth date, time and location (with privacy opt-out), gender/ pronouns, spiritual interests and languages. Users can modify or delete data at any time.
- **Birth chart generation:** Produce a detailed natal chart with houses, aspects and interpretations (with illustrations) – similar to established astrology apps 【12†L229-L237】 . Provide separate tabs for Western and Vedic charts.
- **Compatibility insights:** Users can invite friends, partners or compare charts of famous personalities. The app calculates synastry and composite chart compatibility. Provide playful, shareable results (e.g. “Your compatibility with Alex: 78% – Communication 9/10, Emotions 7/10”) without deterministic judgments.
- **Friend connections:** Allow adding friends within the app to compare charts and exchange messages. Users can control privacy by hiding birth times or specific data. (Release as a later update.)

5. Education & Knowledge Base

Purpose: Educate users about astrology, rituals and spiritual practices to build trust and engagement.

Functionality:

- **Glossary and articles:** Provide simple explanations of astrological terms (e.g. “What is a Saturn Return?”), tarot archetypes, numerology and dream symbols. Link to deeper articles or audio lessons.
- **Courses & workshops:** Offer premium mini-courses (e.g. “Learn to read your birth chart” or “Intro to shamanism”) with videos or interactive lessons. Some courses can be sold individually.
- **Search and filtering:** Allow users to search topics or filter by categories. Provide multi-language translations for global users.

6. Marketplace (Long-term Road-map)

Purpose: Enable users to connect with vetted human practitioners for deeper guidance.

Functionality:

- **Consultations marketplace:** List professional astrologers, tarot readers, shamans or counselors. Users can schedule a live chat or video session. eShaman takes a commission on each booking similar to AstroTalk and AstroYogi 【14†L105-L109】 .
- **AI + human hybrid:** Users can ask the AI Oracle free questions; if the question requires nuance or human intuition, the Oracle can offer an option to consult a practitioner.
- **Secure payments and ratings:** Use Stripe (same integration as subscription) to process session fees. Display ratings and testimonials to build trust.

UI/UX Flow

Platform

eShaman will launch primarily as a **mobile app** (iOS and Android) built with a cross-platform framework such as **React Native** or **Flutter**. A responsive web portal will serve as a companion for desktop users and for marketing.

Onboarding & Home

1. **Welcome screen:** Users see a brief, calming animation (e.g. smoke or stars) with the eShaman logo and tagline ("Ancient wisdom, modern guidance"). Button options: *Sign Up* (email, Google, Apple, phone) or *Continue as guest*.
2. **Profile setup:** Collect name, birth date and approximate time (with "unknown" option). Optional: collect birth place for precise astrology. Ask about spiritual interests (Astrology, Tarot, Dreamwork, Rituals, etc.) to tailor content. Present privacy policy and data usage; allow skipping.
3. **Subscription trial:** Present the benefits of Basic vs Pro plans (see monetization section). Offer a 7-day free trial for Basic. Users can proceed with the free version but are reminded of limitations (e.g. daily question cap). Payment handled via in-app purchases (Apple Pay, Google Pay, Stripe).
4. **Home dashboard:** After onboarding, users land on a "Today" page showing:
5. **Daily Oracle message** (top card).
6. **Quick access buttons:** *Ask the Oracle, Perform a ritual, Draw a card, See your chart*.
7. **Upcoming events** (e.g. Moon phases, personal transits) displayed in a horizontal scroll.

Oracle Chat Flow

1. **Open Chat:** Users tap *Ask the Oracle*; a chat screen opens with a friendly greeting from the AI (personalised with the user's name).
2. **Ask a question:** Users type or speak (voice support optional) their question. Suggested prompts appear below the input (e.g. "What is my purpose?", "Why am I feeling anxious?", "What can I do during the new moon?").
3. **AI response:** The Oracle responds with a thoughtful, multi-paragraph answer. If astrological data is relevant (e.g. explaining a Saturn transit), the response includes an optional expandable section with chart details. If a ritual is recommended, a call-to-action button ("Start Ritual") appears.
4. **Follow-up:** Users can ask follow-up questions; conversation history remains in the thread. For Basic subscribers, limit to 3 full responses per day; Pro subscribers can ask unlimited.
5. **Safety prompt:** For sensitive questions (health/mental health), the AI politely advises consulting a professional.

Ritual Flow

1. **Ritual catalog:** Users browse categories or search. Each ritual card shows a title, image, duration and rating (if applicable). A filter button allows sorting by intention, time, difficulty or phase (e.g. Full Moon).
2. **Ritual detail:** Tapping opens a description page with the ritual's purpose, steps overview, required materials and user reviews or notes. A "Start Ritual" button begins the guided experience.

3. **Guided ritual:** The screen transitions to a full-screen journey. The UI hides distractions; a progress indicator shows steps remaining. Audio and on-screen prompts guide the user (e.g. instruct them to take deep breaths, visualise a symbol, write something down). Users can pause or skip steps.
4. **Completion and reflection:** At the end, the app encourages the user to reflect or journal. The app logs completion and awards a badge or points. Users can share a quote or ritual streak to social media (see viral hooks).

Daily Readings Flow

1. **Daily card/digest:** Users can swipe through their daily card, affirmation and astrological summary. Each card offers deeper exploration (e.g. tapping the tarot card reveals its upright/reversed meanings and associated ritual suggestions).
2. **Save and share:** Users can save readings to their profile or share them externally (see marketing).

Profile & Compatibility Flow

1. **Profile page:** Shows birth chart, key placements and personality highlights. Links to extended interpretations and “Your Year Ahead” (premium).
2. **Add friend / partner:** Users can enter another person’s birth details or invite them via link. The app computes compatibility and displays a dynamic, shareable report with relationship insights, cautioning users not to base major life decisions solely on the result.

Subscription & Settings

1. **Subscription management:** Accessible via settings or when hitting free limits. Show plan comparison table (Basic vs Pro vs Free). Include upgrade/downgrade/cancel options and billing info.
2. **Notification settings:** Users can toggle daily notifications, reminders for rituals, transits and marketing messages.
3. **Privacy:** Provide data export/delete; allow opting out of birth chart storage (then limit personalisation).

Backend & Technical Architecture

1. Technology Stack

- **Front-end:** React Native (with Expo) or Flutter for mobile; Next.js for web (React). Use TypeScript for type safety. UI design library such as NativeBase (RN) or custom styled components for consistency with brand aesthetics. Tailwind CSS can be used on web.
- **Back-end:** Node.js with Express (or NestJS) running REST/GraphQL APIs. GraphQL can simplify retrieving dynamic content (e.g. daily feeds). Python microservices may be used for computational heavy tasks (e.g. astrology calculations, tarot spreads).
- **AI Integration:** Use OpenAI’s API (ChatGPT or custom fine-tuned models). Fine-tune on curated spiritual texts and internal chat logs (with user consent) to develop eShaman’s unique voice. Rate-limit by subscription tier.
- **Astrology & divination calculations:** Use open-source libraries (e.g. Swiss Ephemeris for planetary positions, PyAstro or astrology.js) to compute charts and transits. Tarot/numerology results are precomputed or randomised using secure PRNG.

- **Database:** PostgreSQL or MongoDB for storing user profiles, subscription status, chat transcripts (encrypted), ritual data and content. Use Redis for caching and session management.
- **Authentication:** JWT-based authentication with OAuth providers (Google, Apple). Secure password storage via bcrypt.
- **Payment processing:** Stripe for subscription billing, in-app purchases and marketplace transactions. Use their webhook support to sync subscription status. Adhere to PCI DSS.
- **Cloud & DevOps:** Deploy on AWS (EC2 or ECS) or GCP. Use Docker containers and Kubernetes for scalability. Store assets (images, audio) on Amazon S3 or Cloud Storage with CDN. Use Cron jobs or AWS EventBridge for scheduled tasks (e.g. generating daily messages). Ensure compliance with privacy regulations (GDPR, CCPA).
- **Observability & analytics:** Use services like Datadog or New Relic for monitoring. Instrument user flows with analytics (Mixpanel, Amplitude) to understand engagement and optimise features. Use anonymised data to fine-tune AI prompts.
- **Security:** End-to-end encryption for chat content at rest. Use secure coding practices to protect PII. Provide optional 2FA. Comply with privacy laws and allow data deletion/export.

2. Integration & Data Flow

1. **Client request:** App requests daily data or sends user query via API.
2. **API gateway:** Routes to appropriate service: user service (profile), content service (rituals, articles), AI service (Oracle chat), payments, etc.
3. **AI request:** For chat queries, API constructs a prompt with user context (birth chart, previous questions) and sends it to OpenAI. The AI response is moderated via content filters and returned to the client.
4. **Data storage:** User interactions and preferences are stored for personalisation and analytics, encrypted with user-level keys.

Monetization Model

eShaman adopts a **freemium subscription model** with **micro-transaction add-ons**, aligning with competitor pricing patterns [25†L17-L23] [26†L23-L30] .

Subscription Tiers

Plan	Price (USD)	Features	Intended audience
Free	\\$0	<ul style="list-style-type: none"> • Limited Oracle chat: 1 question/day • Daily card & affirmation • Access to 5 basic rituals • Basic birth chart summary • Ads shown on daily feed 	Casual users trying the app; advertisement revenue covers basic cost.
Basic	\\$9.90/month (with 7-day free trial) [1†L69-L77]	<ul style="list-style-type: none"> • Unlimited daily readings & affirmations • Up to 3 Oracle chat responses per day • Full access to ritual library (standard) • Full birth chart interpretation & compatibility reports • Remove ads • Access to monthly astrology forecasts 	Regular users who want deeper insight but moderate AI usage.

Plan	Price (USD)	Features	Intended audience
Pro	\\$19.90/month (no cap on questions) 【1†L69-L77】	<ul style="list-style-type: none"> • All Basic features
• Unlimited Oracle chat and follow-ups
• Premium rituals & advanced courses
• Priority server access (faster AI responses)
• Early access to new features
• Annual personalised report (e.g. “Your Year Ahead”) included 	Heavy users who frequently consult the Oracle and want exclusive content.
Lifetime	\\$199 one-time (optional)	<ul style="list-style-type: none"> • Same as Pro with lifetime access 	For early adopters or loyal fans who prefer one-time payment.

Add-Ons & Micro-Transactions

- **Special rituals & courses:** Stand-alone purchase for unique experiences (e.g. “7-day Shadow Work Journey,” \\$14.99). Appeals to occasional customers who don’t subscribe.
- **Personalised reports:** AI-generated PDF reports on topics like “Your Soul Purpose,” “Love & Compatibility,” or “2026 Year Forecast” ranging \\$4.99–\\$29.99 depending on length.
- **Marketplace commissions (future):** eShaman takes a 30–40 % commission on practitioner sessions, similar to AstroTalk 【14†L57-L61】 .
- **Group ritual events:** Paid participation in live guided rituals or webinars hosted by spiritual teachers via Zoom or in-app live streaming. Tickets \\$5–\\$20.

Monetisation Ethics

eShaman commits to **transparent pricing** and clear cancellation. Avoid the aggressive weekly pricing model that has drawn complaints in some apps 【26†L23-L30】 . Offer reminders before subscription renewals and easily accessible cancellation via the app. Provide a low-cost free tier so those with limited means can still receive guidance.

Viral Marketing & Growth Hooks

Social & Community Features

1. **Shareable cards & reports:** Users can generate aesthetically pleasing images of their daily card, birth chart patterns or ritual completion badges to share on Instagram, TikTok, X or Stories. Each share includes a unique referral link offering the recipient a free trial. Similar tactics have propelled astrology app growth (e.g. Co-Star’s shareable notifications) 【24†L69-L77】 .
2. **Compatibility invites:** Encourage users to invite friends or partners to compare charts. Show a locked percentage until the invitee joins (creating curiosity). This friend referral system can drive viral loops.
3. **Collective rituals & challenges:** Launch periodic events (e.g. “Full Moon Release Challenge,” “7-Day Gratitude Ritual”) with leaderboards or community screens showing how many people participated globally. Users can share their progress or completed challenges with a hashtag.
4. **Streaks & badges:** Gamify engagement by rewarding users for consecutive ritual completions, daily journaling or Oracle interactions. Display badges prominently on the user profile and allow bragging rights via social posts.

5. **In-app community / forums:** Introduce moderated discussion boards or circles where users can share experiences, ask questions, or support each other. App-hosted Q&A sessions with guest astrologers or shamans can be recorded and later sold or archived for Pro users.

Influencer & Content Marketing

1. **Partnerships with spiritual content creators:** Collaborate with TikTok astrologers, Instagram tarot readers or meditation coaches to create exclusive ritual content or co-host events. Provide them with unique discount codes and share revenue from sign-ups 【14†L118-L123】 .
2. **Celebrity endorsements:** Seek organic shout-outs from celebrities known for their interest in spirituality (similar to The Pattern's viral moment with Channing Tatum 【24†L61-L68】). Offer them early access and emphasise the AI + ritual fusion.
3. **Educational blog & podcast:** Create a blog and podcast exploring topics like AI in spirituality, shamanic traditions, astrology basics, and interviews with practitioners. Content marketing builds SEO and brand authority. Use transcripts to feed the AI training set.
4. **Social media presence:** Maintain active accounts with daily snippets of guidance, lunar updates and behind-the-scenes of eShaman's creation. Use aesthetic visuals similar to CHANI (calming, inclusive) and Co-Star (edgy humour) depending on the campaign.
5. **Referral contests & ambassador program:** Run contests where top referrers win free Pro subscriptions or a private session with a shaman. Launch an ambassador programme for micro-influencers (5–50 k followers) to earn commissions through referrals.

Road-Map & Future Enhancements

1. **Voice & Multilingual support:** Add voice input/output and translate the interface and content into major languages (Spanish, Hindi, Mandarin, Portuguese) to serve global markets. Consider training AI models on multilingual spiritual texts.
2. **AI Personalisation & Adaptive Learning:** Incorporate user feedback loops so that the Oracle learns each user's tone and preferences while avoiding confirmation bias. Use reinforcement learning from human feedback (RLHF) to refine responses.
3. **Augmented reality rituals:** Explore AR features (e.g. projecting a 3-D smoke animation or spirit animal in the user's space) for immersive experiences. Use the phone's camera and LiDAR (on supported devices).
4. **Biofeedback integration:** Integrate with wearables (Apple Watch, Fitbit) to monitor heart rate or stress during rituals and adjust instructions accordingly. Offer insights on how ritual practice correlates with wellbeing metrics.
5. **Marketplace launch:** After establishing a strong user base, roll out practitioner connections as described above. Emphasise vetting and ethical standards.
6. **Enterprise partnerships:** Offer eShaman as an employee wellness tool for companies; provide group subscriptions and custom meditation events.

Conclusion

eShaman.io can differentiate itself in the crowded spiritual app market by combining **AI-powered conversational guidance**, **interactive rituals** and **personalised daily insights**. By learning from successful competitors and avoiding their pitfalls (predatory pricing, generic content, lack of interactivity), eShaman can build a sustainable business that not only entertains but genuinely helps users on their

spiritual journeys. Transparent pricing, ethical AI practices and community-centred features will foster trust. With thoughtful execution, eShaman has the potential to become a leading brand in spiritual technology and set a standard for integrating ancient wisdom with modern tools.
