E - Temple

Exploring our traditions through a scientific lens.

Product Case Deck

by MUDU DEVUDU

About the Company

An event planning company, already in weddings. trying to expand to religious customs & events.

Problem Statement

Design a one-stop solution for Pujas & Customs for newlywed couples/ migrated families who aren't familiar with customs.

Goal

Earn revenue per event planned.

Assumptions:

a. Stand-alone product
b. For Hindu Religion

Consumers User Personas

Aditi

Age: 28
Gender: Female
Occupation: Housewife
Location: Jaipur
Income: Middle class

Biography

Aditi is newly married and has recently moved to a Tier 1 city with her spouse. She is comfortable using smartphones and various apps. She values her customs cultural and religious aspects and wants to ensure they are performed correctly.

Goals

- Find step-by-step guides and resources on how to organize traditional pujas and customs.
- Connect with experienced priests or service providers who can assist with conducting rituals.
- Ensure the rituals are performed correctly and are meaningful for her family.

Pain points

- Lack of knowledge and experience in organizing traditional ceremonies.
- Struggles to find trusted resources and service providers.
- Concerned about making mistakes in customs due to inexperience.
- Wants a hassle-free and meaningful experience but doesn't know where to start.
- Limited network and contacts in new city

Rakesh

Age: 32
Gender: Male
Occupation: Govt Employee
Location: Delhi
Income: Upper Middle class

Biography

Rakesh is is a responsible nuclear family head, striving to provide the best for his wife and children. Although he values customs and traditions, he is unfamiliar with organizing them and ensuring they are performed correctly.

Goals

- Efficiently organize family pujas and customs in a hassle-free manner.
- Ensure his children grow up with an understanding of their cultural heritage.
- Create a seamless experience for his family while adhering to traditions.

Pain points

- Lack of time and expertise to manage traditional ceremonies.
- Limited network and contacts in the new city.
- He is concerned about making mistakes that might affect his family's perception of him.
- Desire to provide his family with cultural experiences despite being in a different environment.
- Worries about the authenticity and correctness of rituals.

Sameer

Age: 30
Gender: Male
Occupation: Engineer
Location: Bengaluru
Income: Rich class

Biography

Sameer is a career-oriented individual who has moved to a tier 1 city for job opportunities. While he is away from his family and hometown, he still values and wishes to uphold his cultural traditions and customs.

Goals

- Organize traditional pujas and customs independently in his new city.
- Stay connected with his cultural roots while leading a busy professional life.
- Build a network of like-minded individuals interested in similar traditions.

Pain points

- Lack of family support and expertise in a new city.
- Desire to maintain cultural identity while pursuing a demanding career.
- Limited time for elaborate preparations due to work commitments.
- Finding it challenging to locate authentic resources and service providers.

Suppliers User Personas

Arvind

Age: 50
Gender: Male
Occupation: Priest
Location: Jaipur

Biography

Pandit Arvind has been conducting poojas for over 30 years. He learned the rituals and customs from his father and grandfather. He is married with three children. He takes great pride in conducting poojas and sees his work as a service to the community.

Goals

- To make it easier for their clients to organize poojas and customs.
- To increase their visibility and reach a broader range of clients.
- He is also interested in offering online poojas for devotees who cannot attend in person.

Pain points

- He is not familiar with using event planning sites.
- He is hesitant to provide their contact information online.
- He is be concerned about the quality of vendors that they find on event planning sites.

Mohan

Age: 40
Gender: Male
Occupation: Decorator
Location: Delhi

Biography

Mohan Kumar is a skilled decorator focusing on curating and designing events that celebrate poojas and customs. Possessing over a decade of experience in the industry, Ravi has cultivated a deep understanding of various religious customs and traditions. This knowledge informs his work, creating aesthetically pleasing and meaningful environments for his clients.

Goals

- To create a beautiful and auspicious setting for their clients' poojas and customs.
- To provide their clients with a stress-free and enjoyable experience.
- To grow their business and reach a broader range of clients.

Pain points

- He worries about the offline ordering status as everything is available in online platform.
- He need to work with various vendors to source the necessary materials.
- He must be flexible with their schedule to accommodate their clients' needs.

Prakash

Age: 35
Gender: Male
Occupation: Caterer
Location: Bengaluru

Biography

Prakash is a culinary enthusiast with a deep passion for cooking. He has honed his skills and prides himself on preparing traditional and authentic dishes for religious ceremonies. Rajesh Patel has a solid culinary background, having trained at a prestigious culinary school. He worked as a chef in renowned hotels and restaurants before starting his own catering business

Goals

- To provide their clients with delicious and authentic food for their poojas and customs
- To make it easy for their clients to order food and meet their dietary restrictions
- To grow their business and reach a wider range of clients

Pain points

- He do not be get enough orders.
- He finds it difficult to be flexible with their schedule to accommodate their clients' needs.
- He needs to stay up-to-date on the latest custom catering trends and necessary dishes.

Top Pain points

1. Difficulty in finding trusted resources and service providers.
2. Concerns about performing rituals correctly on their own.
3. Lack of time and expertise to manage traditional ceremonies.
4. **Desire for a modern and tech-friendly solution to stay connected with heritage.**
5. Challenging to balance career aspirations with cultural responsibilities.
6. Limited network and contacts in the new city.
7. One online platform to expand the supplier's business.
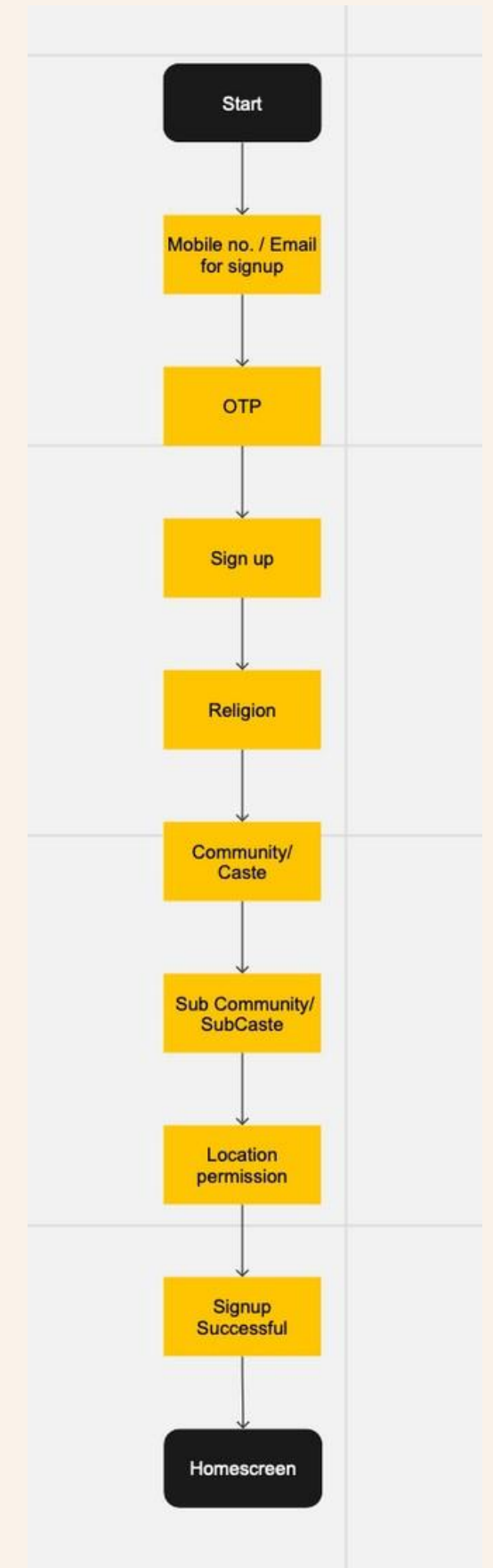
Why should we solve these?

- To cater the families in tier 1 cities who wants to follow their customs and traditions.
- To provide a platform for pandits, decorators, caterers equal chance in the market.
- Enhanced user experience.
- Increased user engagement,Increased activation.
- Revenue generation.

Prioritisation

RICE / Points	1	2	3	4	5	6
REACH	High	Medium	Medium	High	Medium	Low
IMPACT	High	High	Medium	High	Medium	Low
CONFIDENCE	Medium	High	High	High	Medium	Medium
EFFORT	High	Medium	Medium	Medium	Low	Low

Pain point 4 is prioritised because of high reach, high impact, high confidence, medium effort.

The MVP

User Journey

User Onboarding

Consumers

Start → E- temple app, Homescreen → Pooja and custom → Vinayaka Chavity

Vinayaka Chavity → Order Pooja saman → Add to cart → payment → Confirmed ? → YES → Delivery

Vinayaka Chavity → Listen/Read and perform

Vinayaka Chavity → Book a service provider → Pandit / Caterer / Decorator → Choose available slot and book → Waiting for conformation → Confirmed ?

Order not confirmed

No

Suppliers

Start → E- temple partner app, Homescreen

E- temple partner app, Homescreen → Analytics

E- temple partner app, Homescreen → Wallet → Payments

E- temple partner app, Homescreen → Profile Selection → Caterer / Pandit / Decorator

Caterer → Inventory, Orders
Pandit → Slots

Inventory → *CURD options with tags to manage

Orders → Order Requests → Accept ? → No / YES

Slots → Booking Requests → Accept ? → No / YES

Manage Slots

The two Actors
1. Consumers
2. Suppliers

Consumers/suppliers first signin and enter into home screen

*CRUD: Change, Read, Update, Delete options along with tags like Marathi style, Jain Style etc.

Assuming that it is a stand alone platform and used by hindu religion people

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User Onboarding flow:

Start → Mobile no. / Email for signup → OTP → Sign up → Religion → Community/Caste → Sub Community/SubCaste → Location permission → Signup Successful → Homescreen
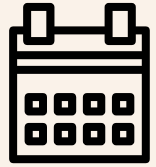
Consumer's Wireframes

Pooja's and customs

Book a service, from pandit or decorator

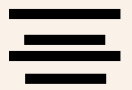View current and upcoming events .

Browse customized pooja kits, essential items, and food dishes.

cart, checkout, make payments.

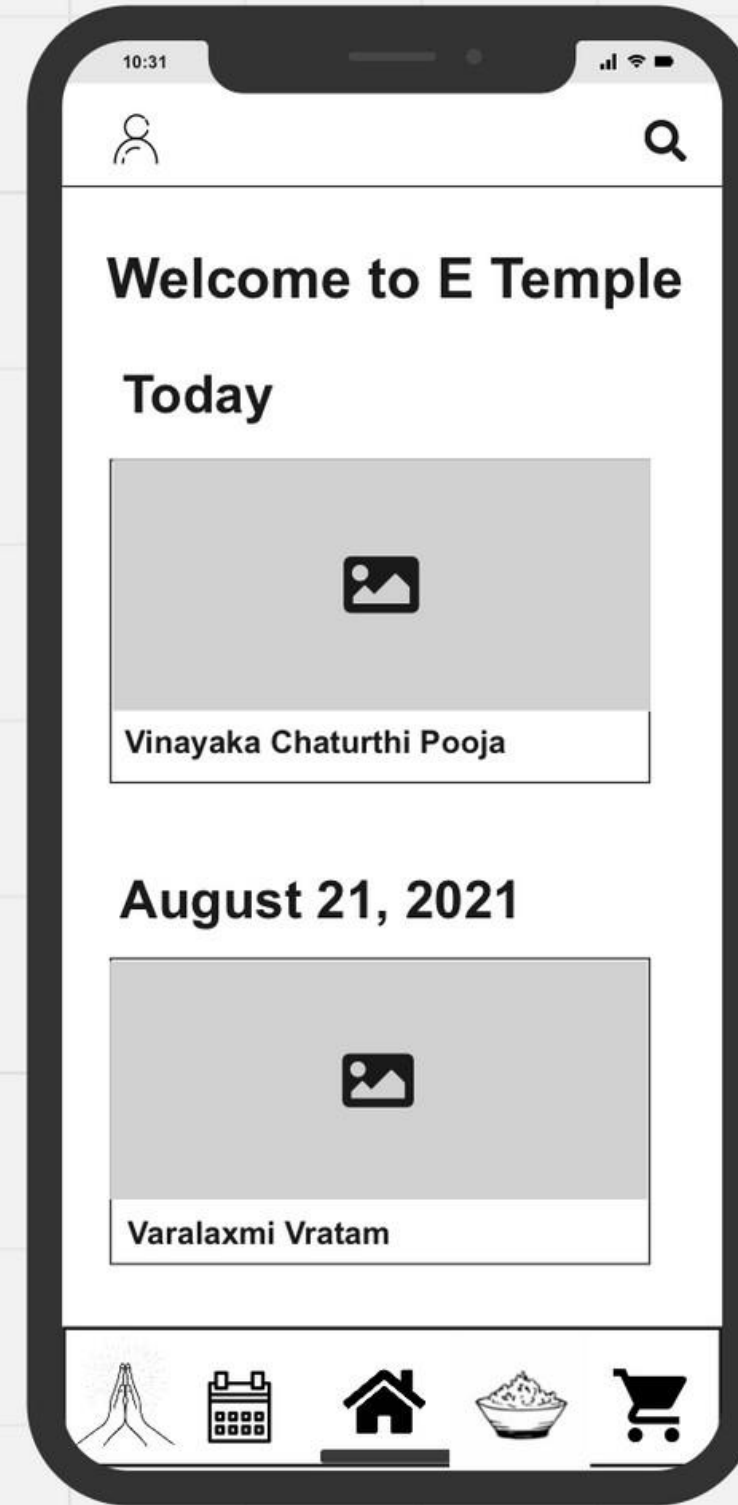**Scientifically explained** audio cues for performing the pooja.
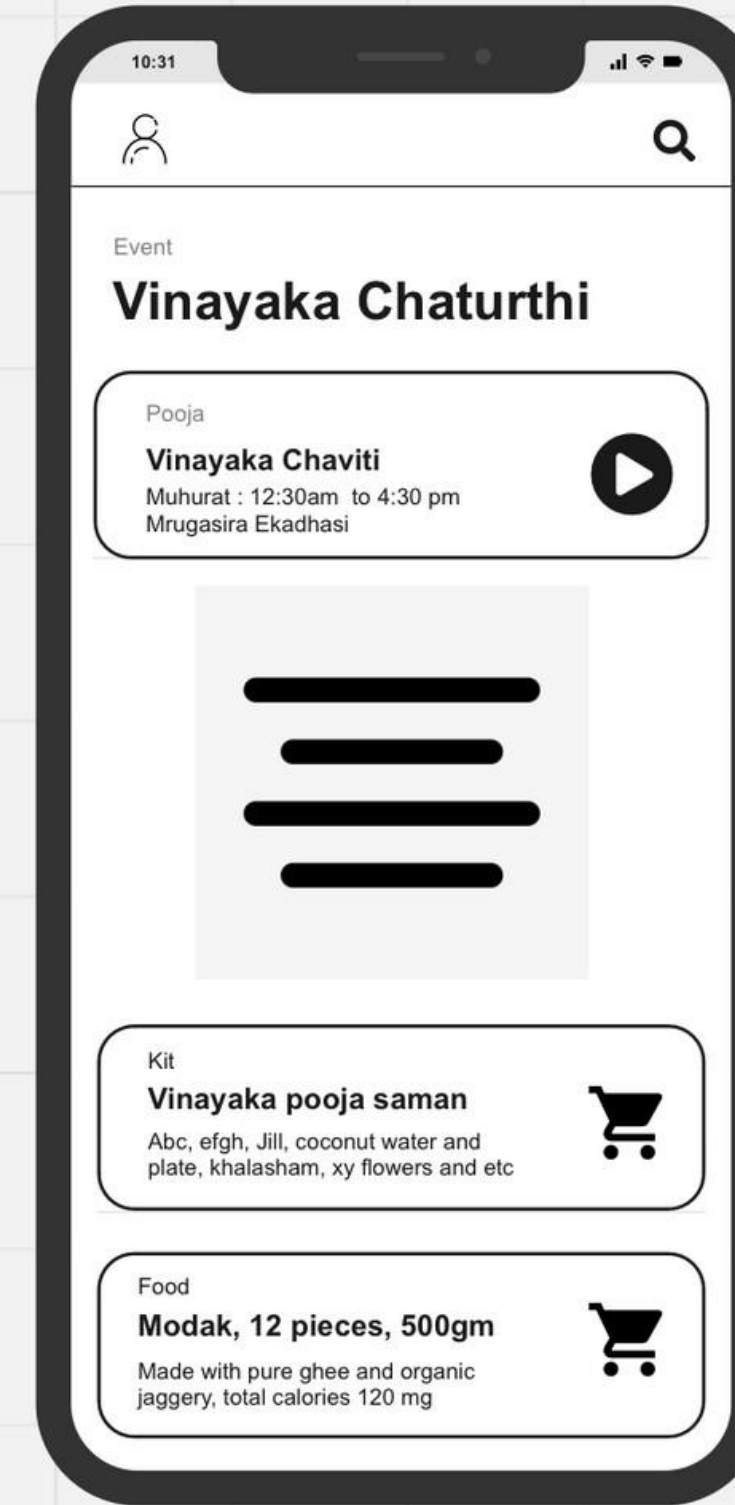
Transcript for the audio,

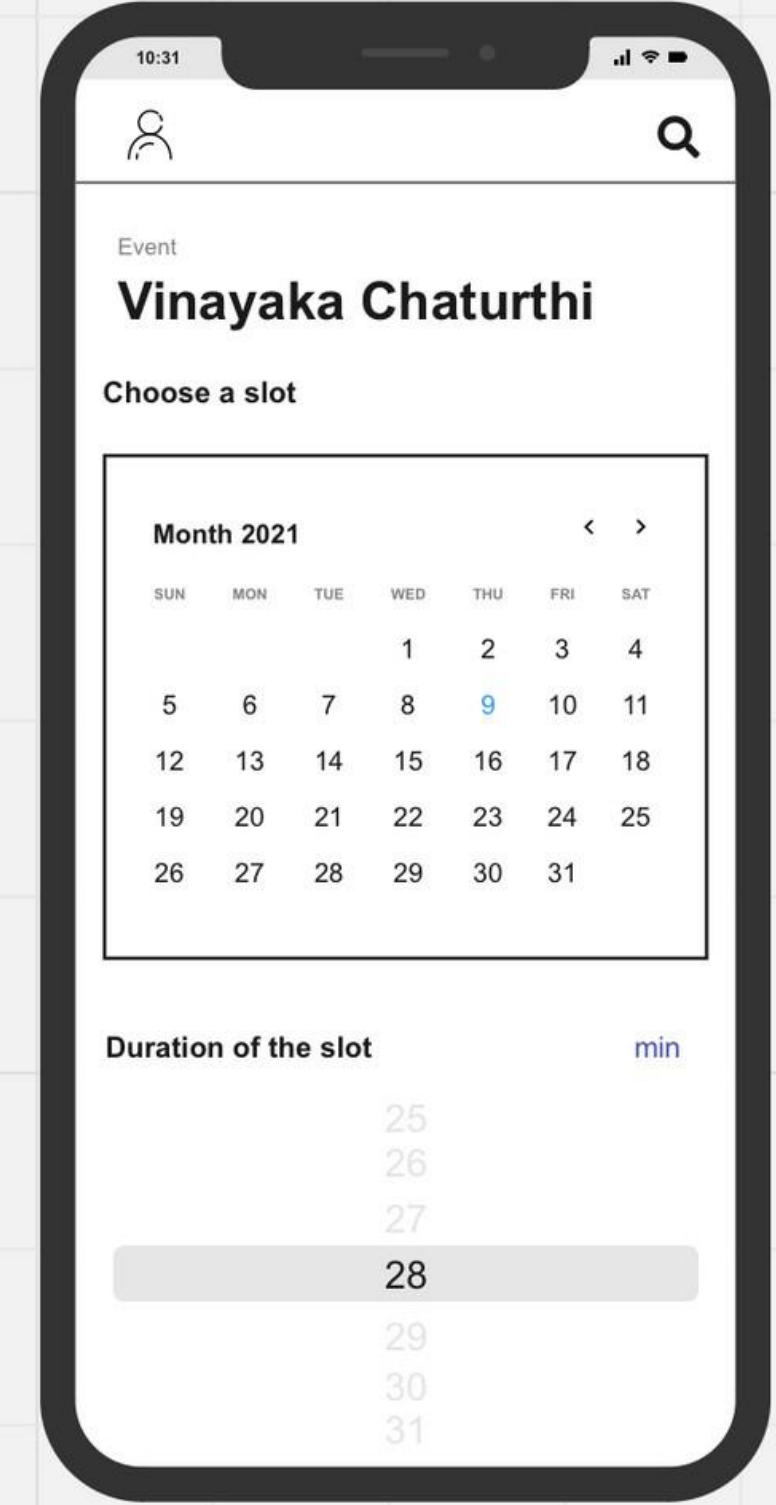Customer Profile: Includes religious preferences and Location.

Home Screen

10:31

Welcome to E Temple

Today

Vinayaka Chaturthi Pooja

August 21, 2021

Varalaxmi Vratam

Events/Customs template

10:31

Event
Vinayaka Chaturthi

Pooja
Vinayaka Chaviti
Muhurat : 12:30am to 4:30 pm
Mrugasira Ekadhasi

Kit
Vinayaka pooja saman
Abc, efgh, Jill, coconut water and plate, khalasham, xy flowers and etc

Food
Modak, 12 pieces, 500gm
Made with pure ghee and organic jaggery, total calories 120 mg

Slot Booking of appointment pan...

10:31

Event
Vinayaka Chaturthi

Choose a slot

Month 2021   ‹ ›

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Duration of the slot   min

25
26
27
28
29
30
31
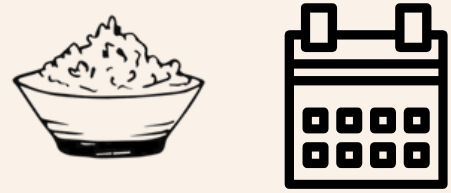
The above are the wireframes of a website opened in an iPhone

The Revenue

- Revenue from number of orders received and appointments booked.

- Average commission rate of 15-20%, from the E- Temple partner app.

- Average conversion rate of 10%, from free users to subscribed.

Solutions for next iteration

Increasing the ease of doing

- Audio, read, Vedio cues and explainations for performing pooja auspiciously.

Know the right muhurat

- A choice to call to pandit to know the right muhurat before booking calenders for any ceremonies and rituals to be performed.

Metrics

- Total Number of new users-signups

- Total number of installations per quarter.

- Number of users who completed the first order per month.

- Number of returning users per month

- Average Order basket size (quarterly)

- Number of slots booked / month

- Average time spent by a user per session

  session = time before closing the app

Pitfalls & Mitigations

Pitfall

- The dishes by caterer and the pooja kits delivered might not include the all the necessary items of a particular regional/ community's preference.

Mitigation

- Caterors, decorators,pandits must note the location, region and religious preferences and act accordingly.

Pitfall

- A south Indian living in pune will recieve the preferences / updates/ transcript as per the region and relegion, but they follow south indian traditions.

Mitigation

- Recommendations/ notifications should be given according to the preferences chosen