

Product Teardown

June '2023

VAMA

Efforts by:
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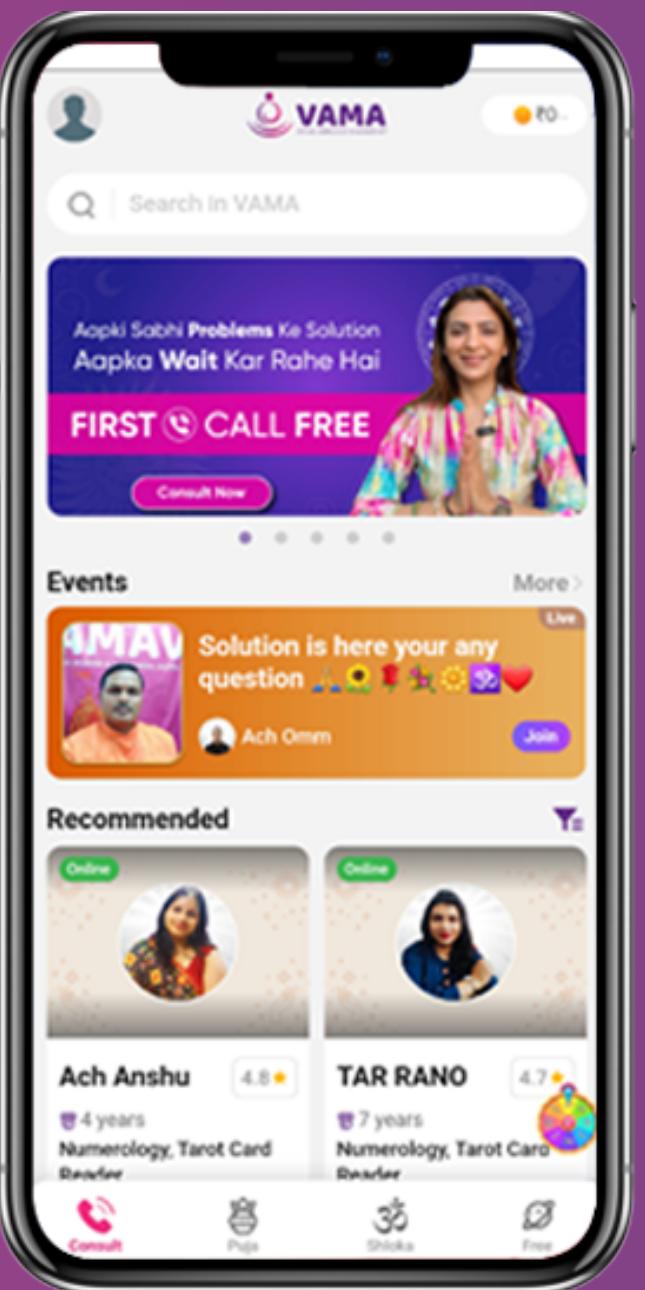
organized by:
The Product Folks

Product Breakdown- VAMA

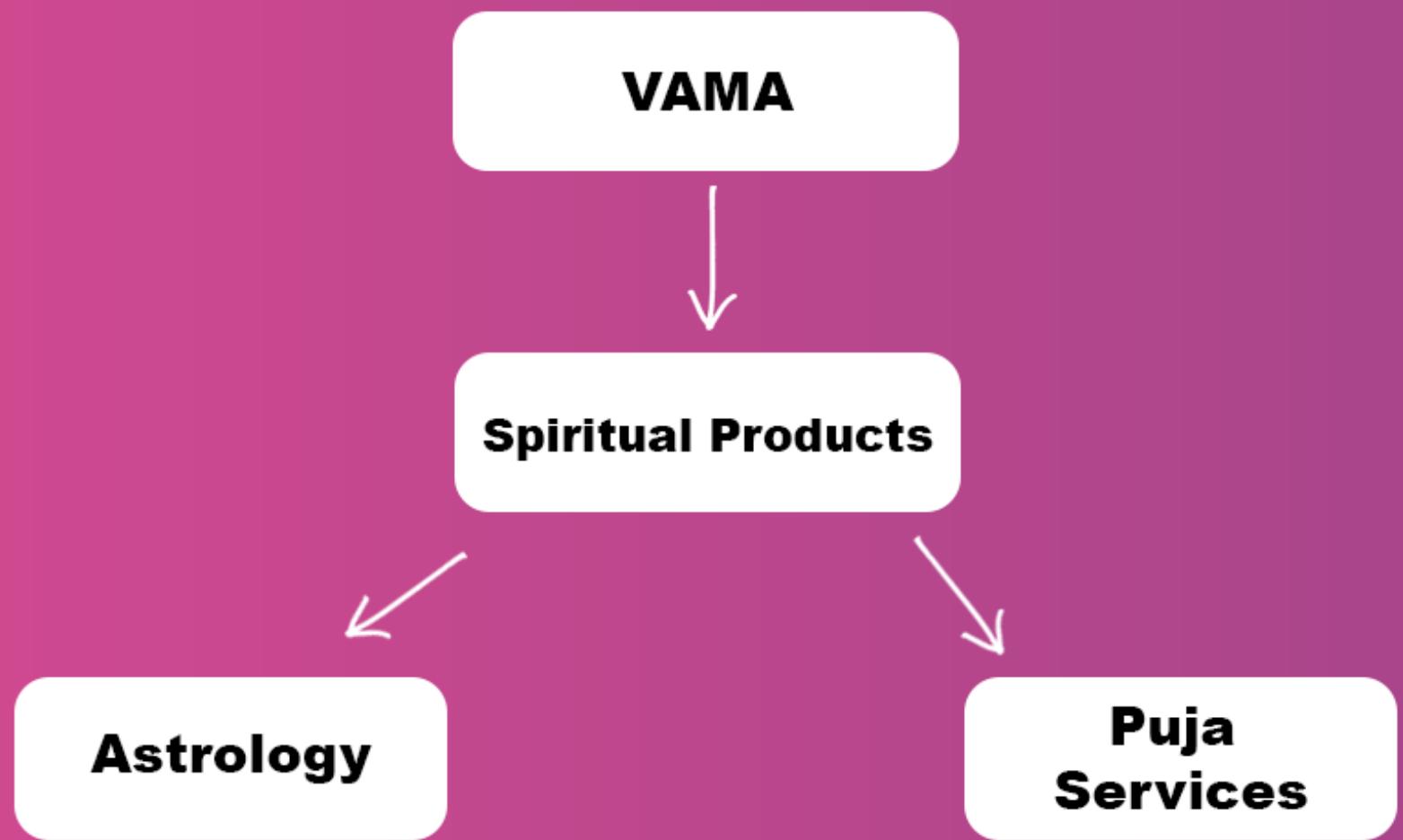
- a virtual astrology and mandir app
- network of certified astrologers and numerous mandirs(temples) on the application
- provides a wide range of spiritual services

USPs of VAMA?

- delivering virtual experience for various mandirs(temples)
- separate section highlighting "Free" services available in the app
- nudging users via WhatsApp messages to book order if they drop out halfway
- dedicated segment to view the Orders placed (for all temple services and recharges)



Product Mix & Lines



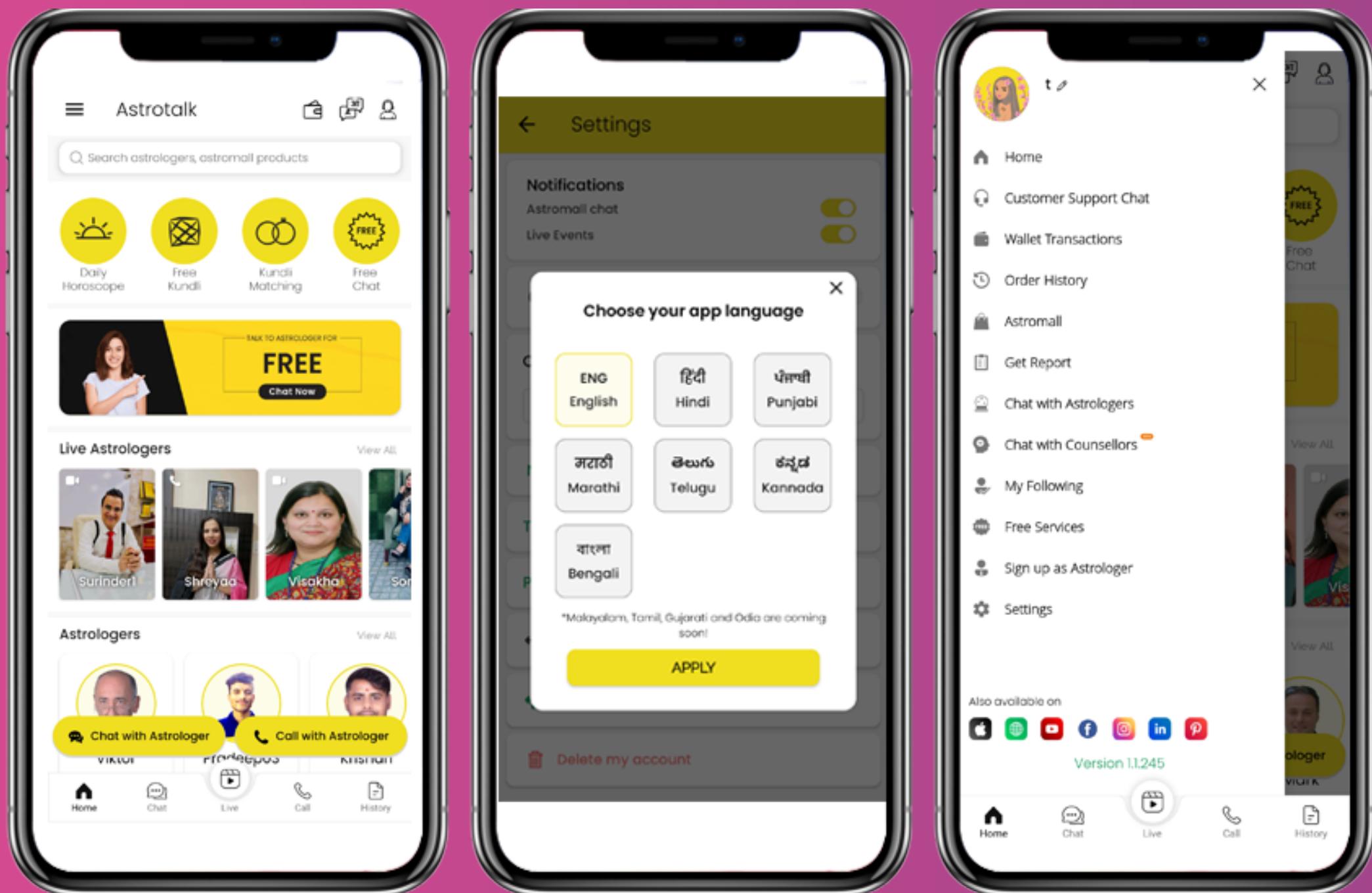
Product Mix

a variety of products which an organization is offering here, VAMA is offering spiritual products

Product Lines

group of similar products which are marketed under the same brand name here, the two products

Competitor Analysis



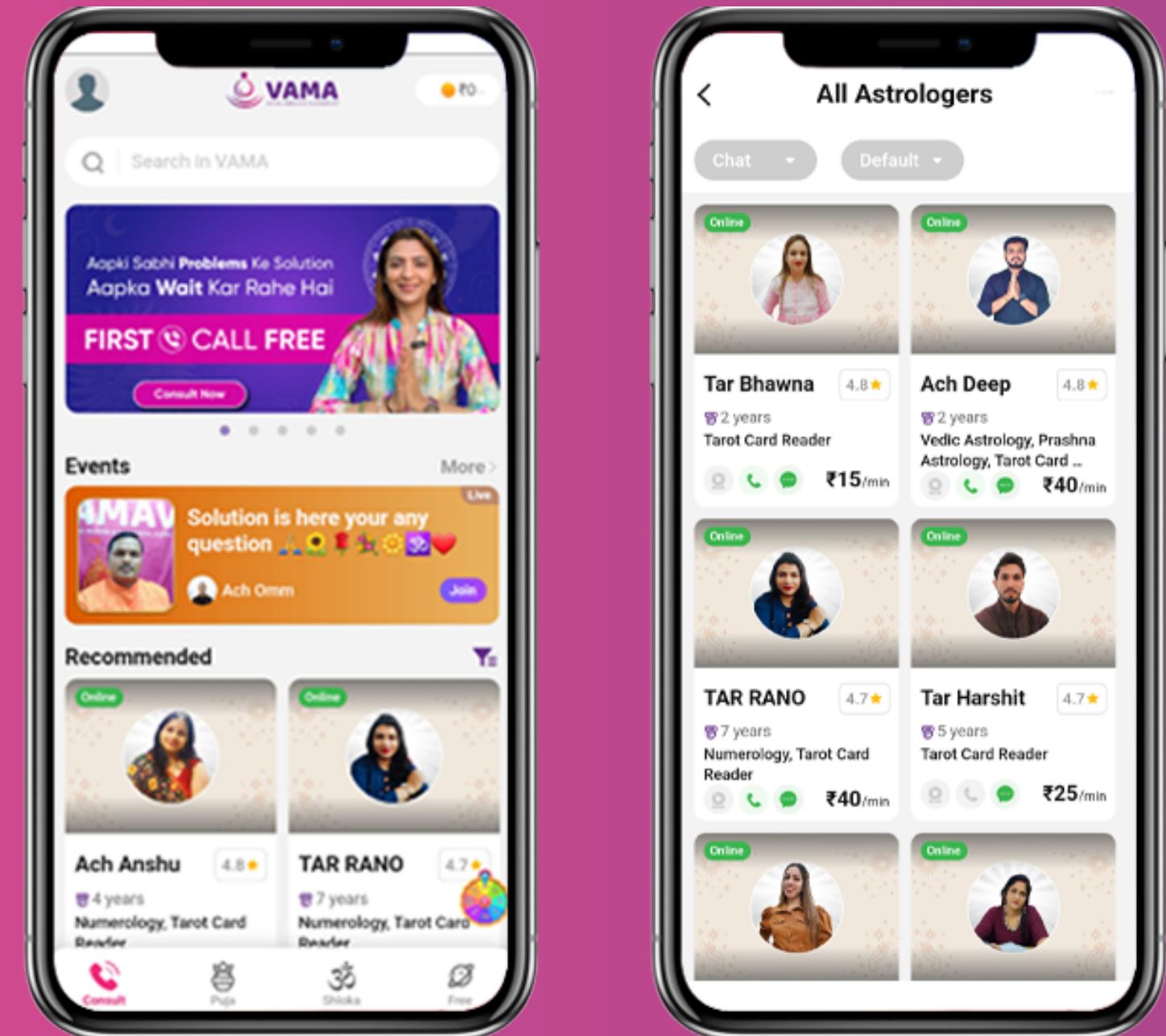
Astrotalk

AstroTalk is an online astrology app with a bunch of certified astrologers onboarded.

AstroTalk's analysis-

- providing visibility for WALLET, with an icon that a user is accustomed to
- user has an option to choose languages of their preference, which eventually caters to adoption by a set of audiences belonging to diverse demographics
- navigation drawer is quite extensive with icons for each CTA

Winnings of VAMA

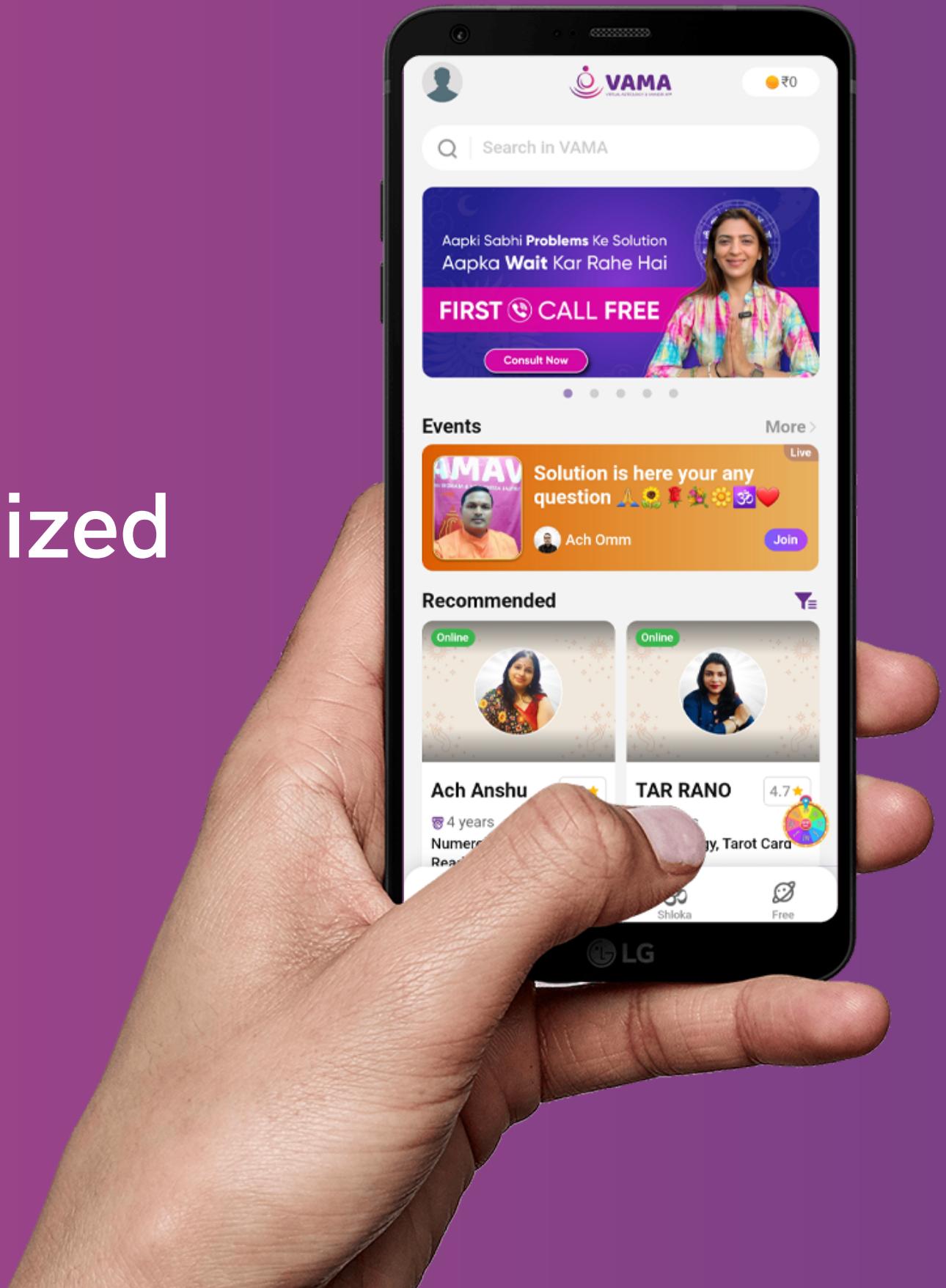


- pioneer of bringing in the concept of virtual pujas
- VAMA has provided a separate segment for FREE services which lures the users to the application and increase retention
- user can opt for video chat with the astrologer whereas in AstroTalk there are only two options available i.e. Chat & Voice Call

Problem Statement



To establish a more engaging and customized UX on VAMA



OKRs



Present stats-

- 500,000 app downloads
- network of 300+ astrologers and numerous mandirs

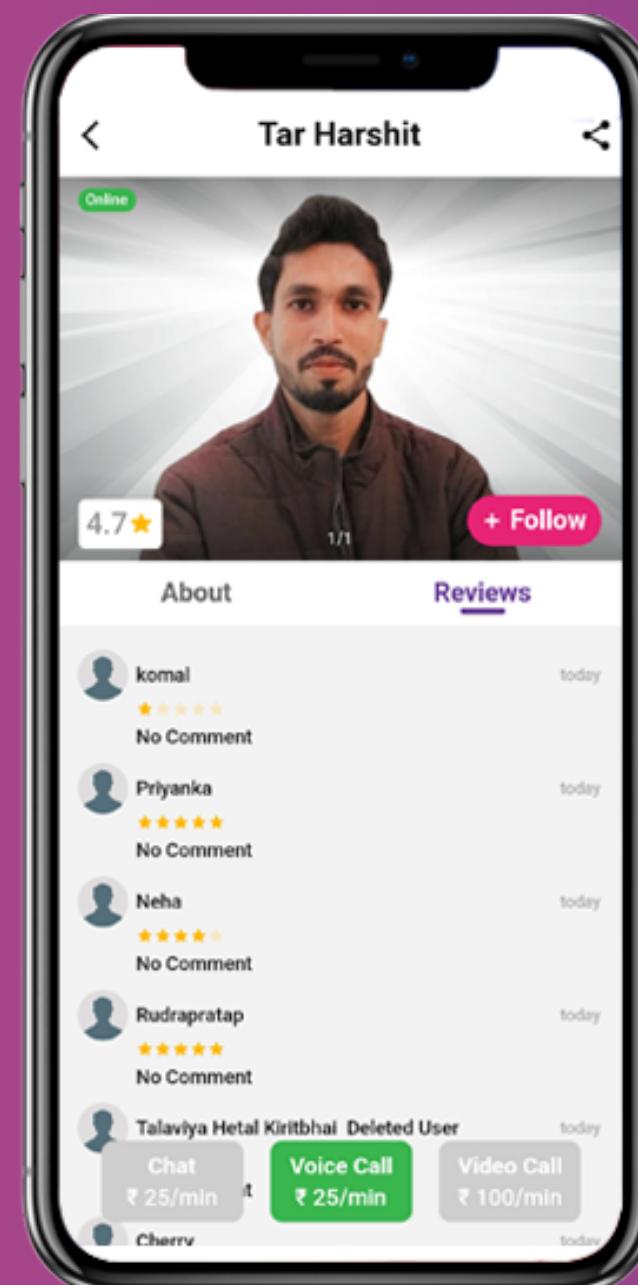
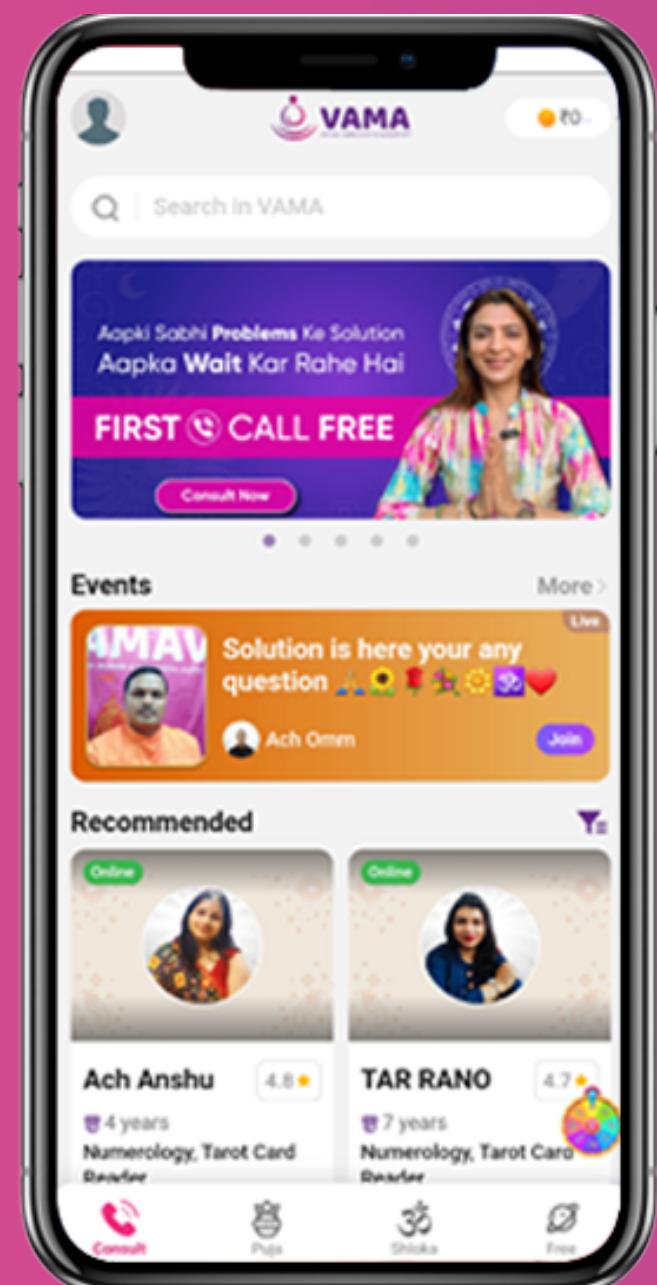


Next moves-

1. improve & enhance the UX
2. increase user retention with revenue first strategy along with authenticity
3. populate relevant content with a focus on astrology and puja services
4. point #3 should cater to single user's persona

Funnel creation

#1 User deciding on an astrologer



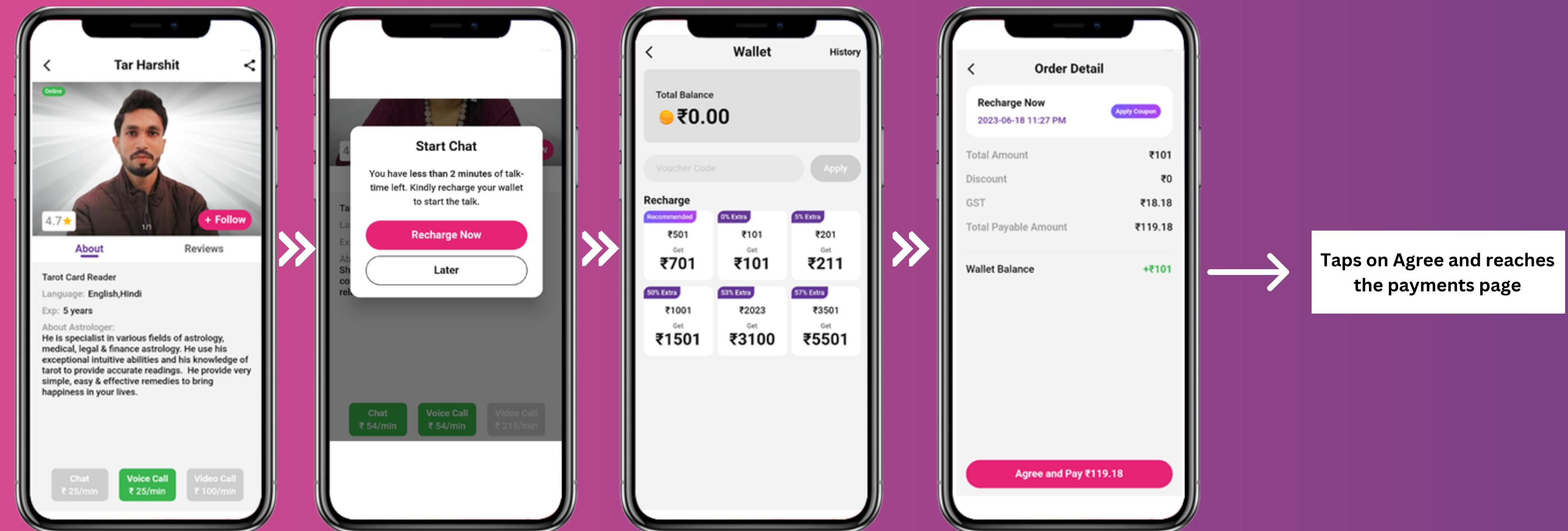
Exits out of
the profile



Taps on the available
options to consult with
the astrologer

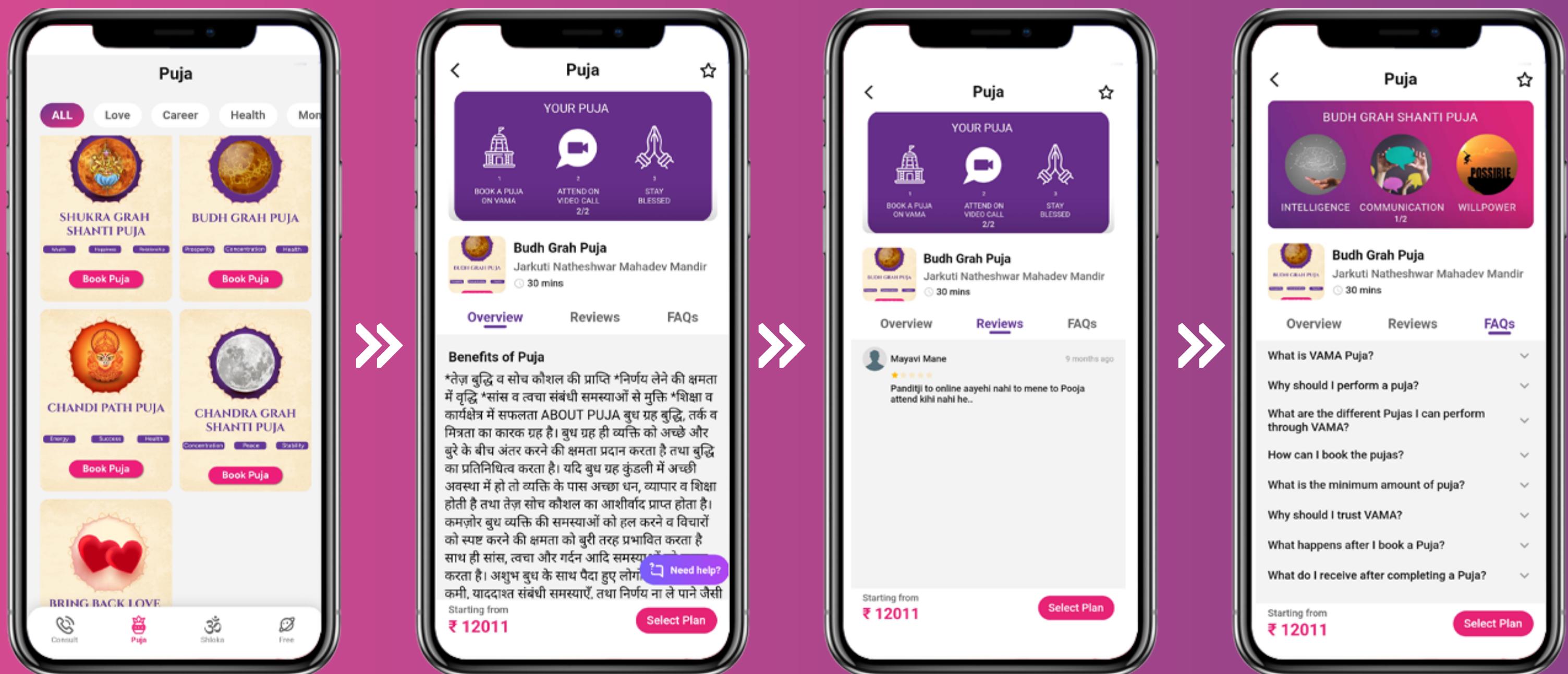
Funnel creation

#2 From selection to payment



Funnel creation

#3 Puja selection 1.0

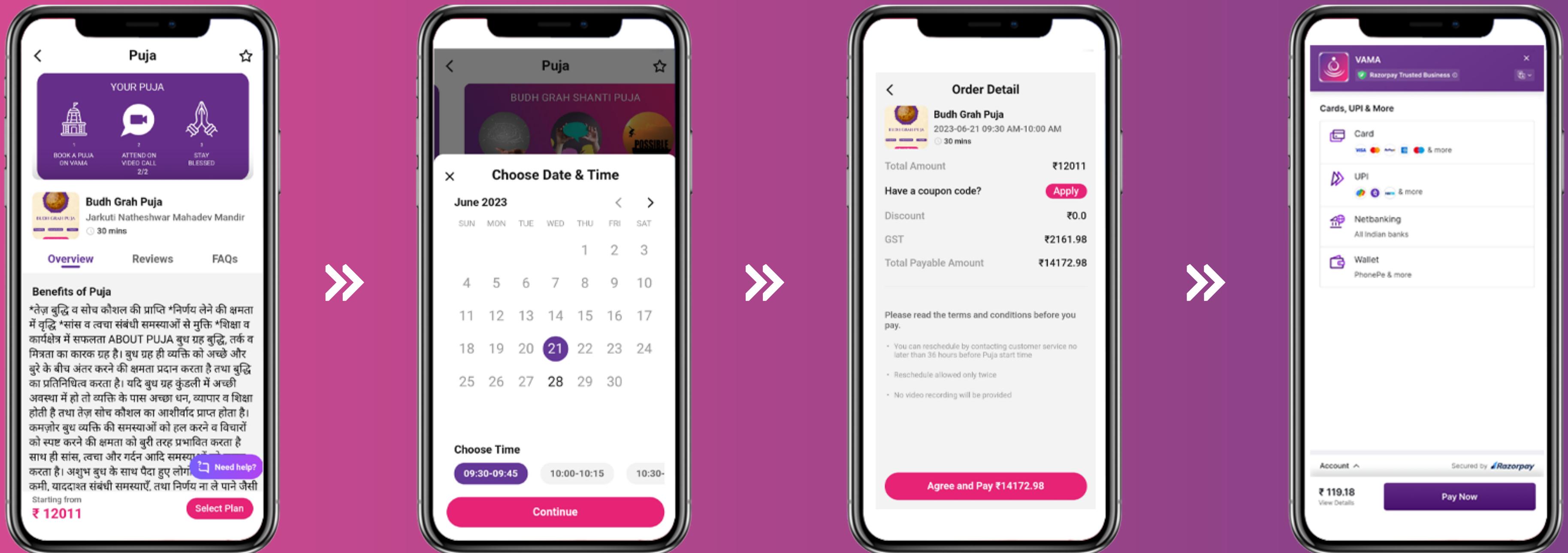


Select a Plan

Exits

Funnel creation

#4 Puja selection 1.1



User stories/personas



1. Adam, a 30 years old voice over artist. He loves exploring about how astrology can give answers to all our unanswered questions. Being a creative geek, Adam never stops experimenting with things! He had met renowned astrologers in person, got to learn and know so much about his own life from them. Being fond of zodiac and stars, he stumbled upon VAMA while searching to meet astrologers virtually. He is using the application for quite a few months but didn't use any paid feature like conversations with the astrologers etc. While taking a deep dive, found that he doesn't find the information of the astrologers authentic and is hesitating to pay for consultation. He is hoping that it'll get revamped, so that he can immediately tap and trust!

User stories/personas



2. Eva is 25 years old, currently pursuing her masters degree and has seasonal interests in astrology. She has used some online free astrology platforms to understand her traits and found that the information provided isn't genuine. As her summer vacations are about to commence from the following week, she plans to take a deep dive into astrology and gain some practical experience. She is open to use virtual applications providing these services and wants to learn from certified astrologers! Previously, she paid for online astro-learning classes but later realized that she was betrayed as that was a scam and she lost all her invested money too! So, now she's really cautious before opting for any kind of subscription for learning astrology or to know her stars!

User stories/personas



3. Yelluriya is 40 years old businessman, a strong believer of astrology and mandir(temple) pujas. He has never used virtual platform for astrology or offered his prayers via any application. He has always consulted with only the renowned names in astrology. Currently, he's going through not so good phase in life, and is seeking guidance for his & his family's future from an astrologer. Also, somebody has advised him to offer his prayers at a famous temple in Karnataka, where everybody's wish gets fulfilled. Due to his work he's not able to plan his visit to the temple! Moreover, recently a colleague of him shared his experience of using VAMA app for astrology and temple services. After going through the application, Yelluriya is almost convinced to use the "*talk to astrologer*" feature but is still hesitating to opt for "*online temple offerings*"!



Content Strategy

Strategizing as per the user research & personas

For a tailored content plan, while conducting the research it was found that-

- people aren't familiar with the concept of virtual astrology & puja services.
- considering our Indian diaspora, people often go to the temples(**mandirs**) for conducting pujas or they get the priests to their homes

How to solve this?

- primarily, need to focus on spreading awareness about such services (through relevant in-app tutorials & marketing techniques)
- populating content which assures each user that it's **authentic & genuine**



Content Strategy

For virtual astrology services-

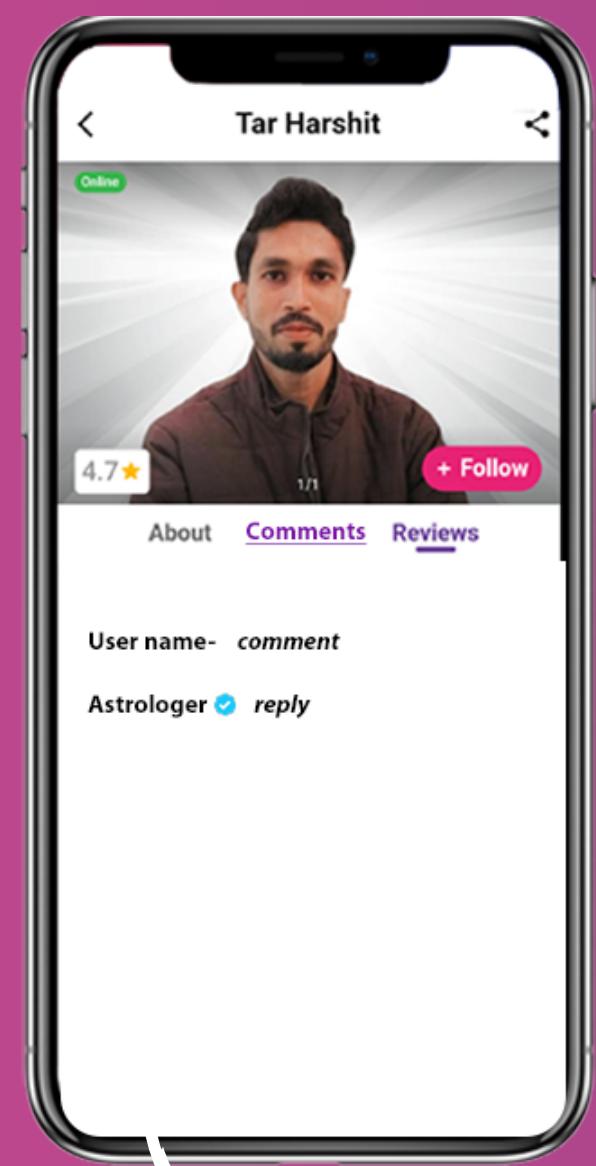
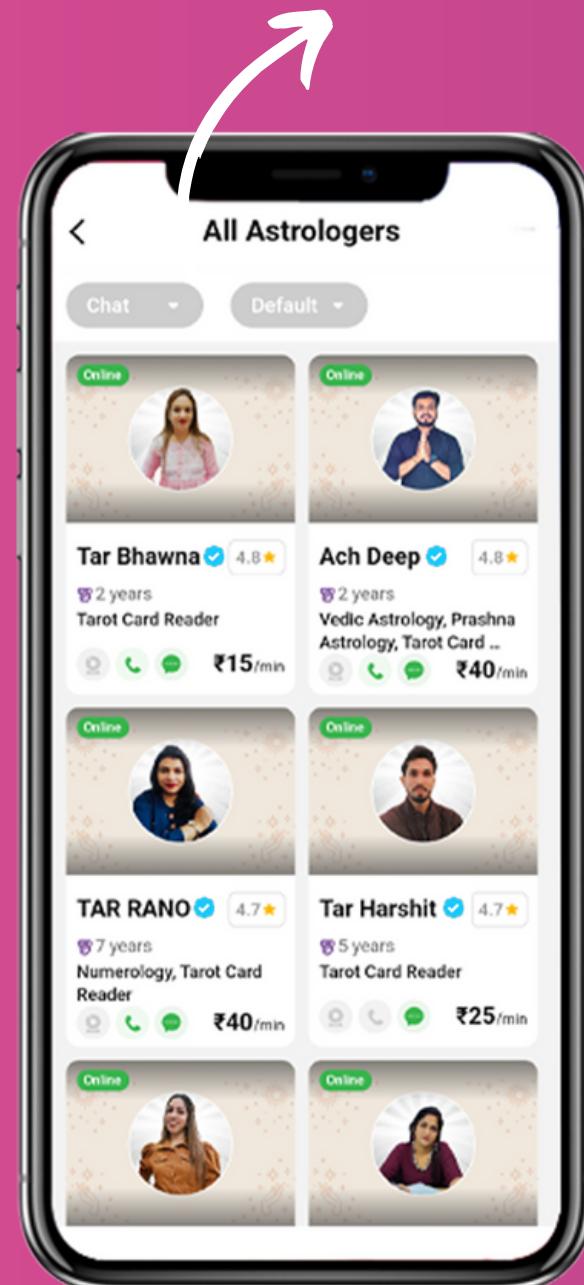
- displaying a verified profile badge against the astrologer's name
- adding a separate **Comments** section between **About & Reviews**
- a pop-up to take a tour of the application/in-app tutorials
- asking preferred timings from the user before consultation in case an Astrologer is **busy** or **offline**



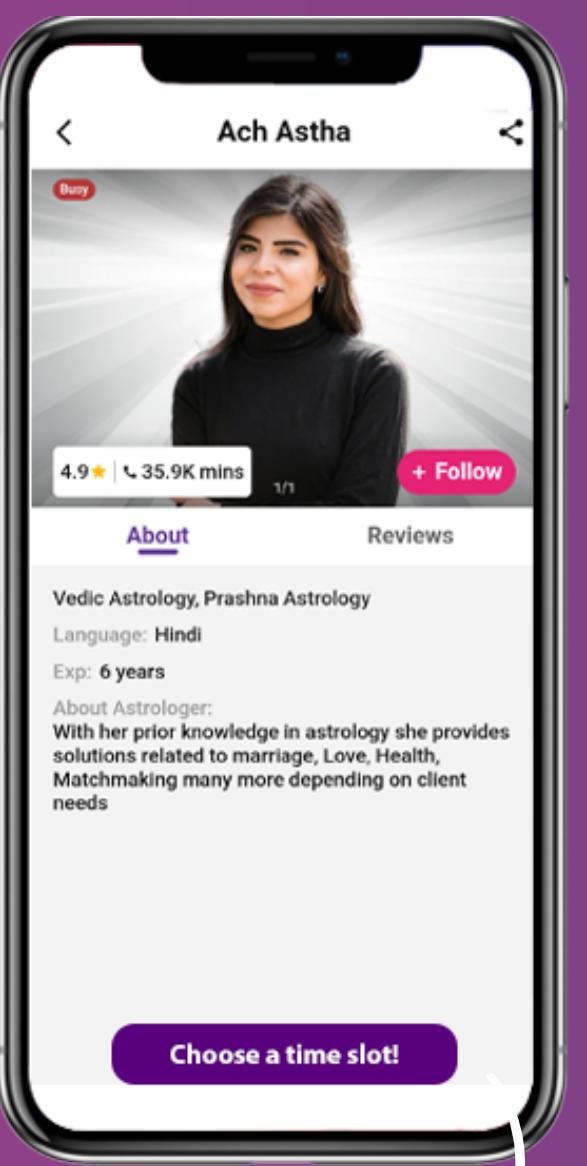
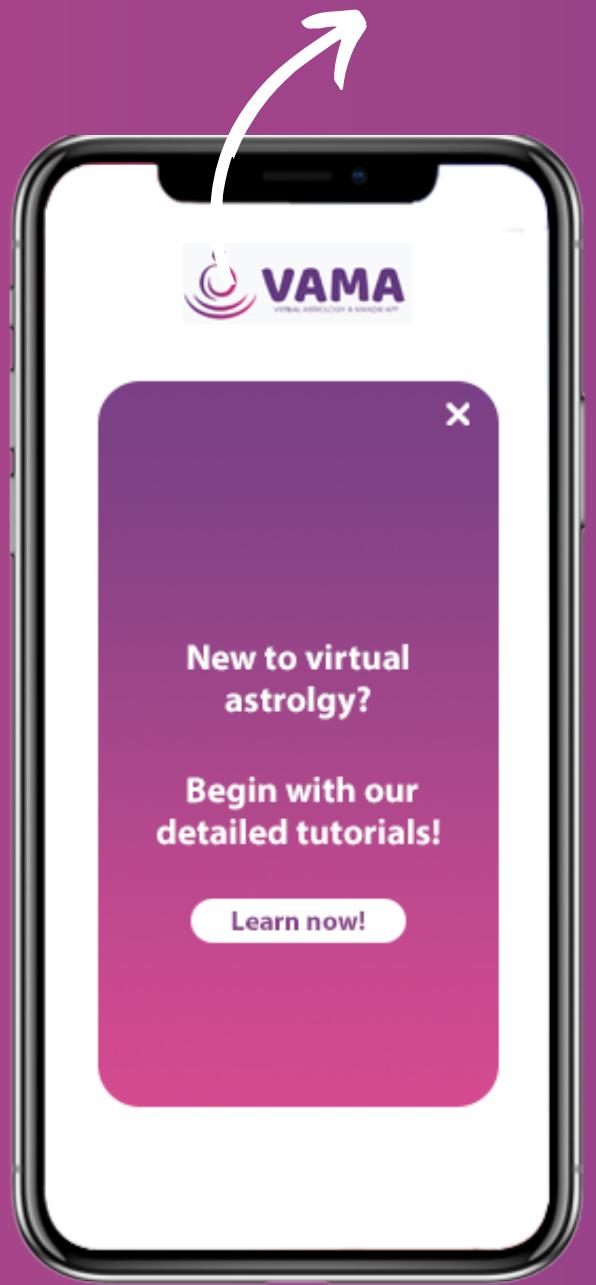
Wireframes on the next slide →

Wireframes

Verified profile badges



Pop-up to view tutorials



Comments section

Select a time slot

Content Strategy

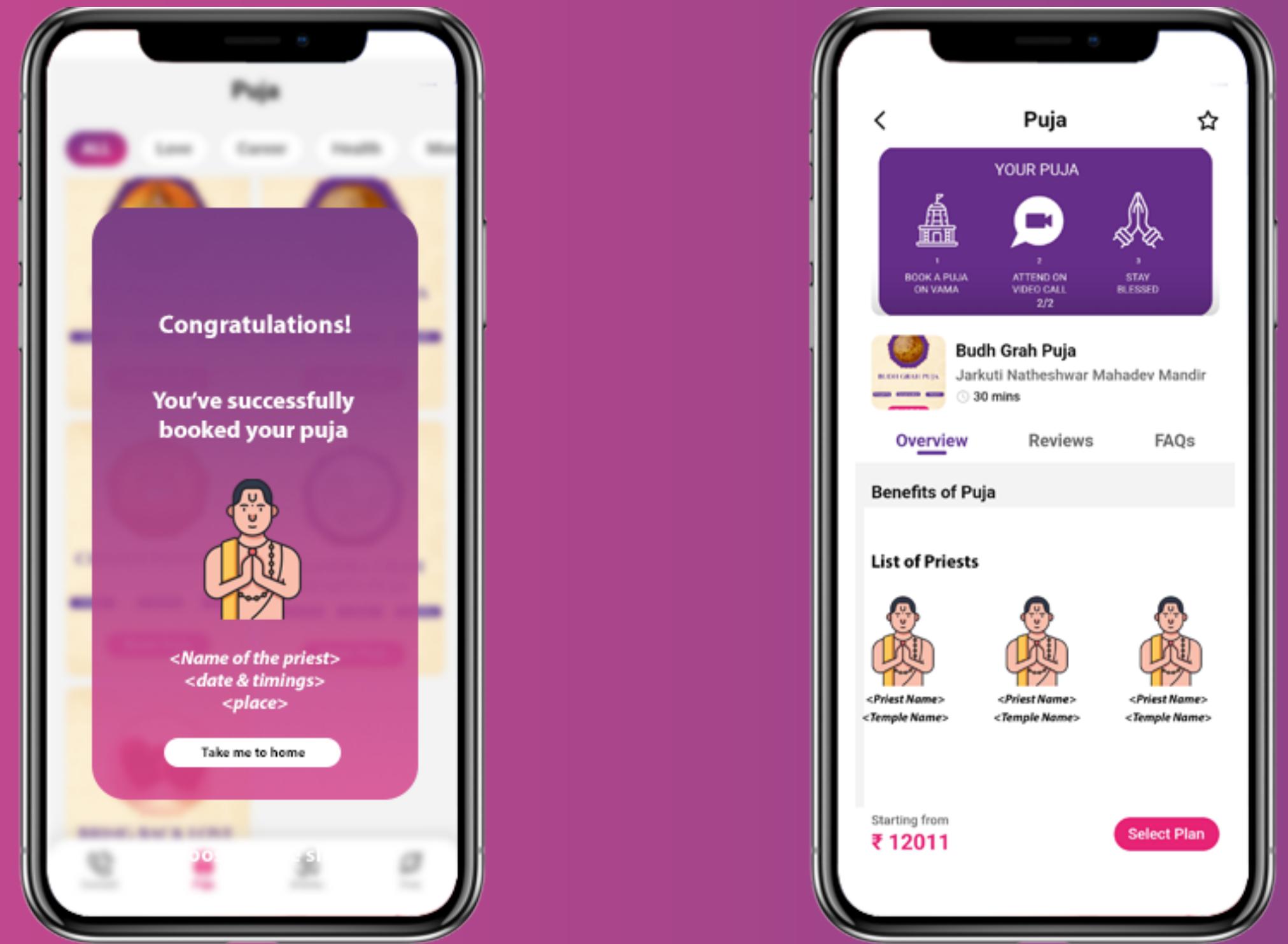
For Puja services

- populating more puja services options as per user's search keywords
- making use of **PLG strategy** for asking puja preferences from the user (explained further)
- displaying priest info and an image on successful puja booking
- showcasing a list of priests those who'd performed a specific puja earlier & are genuine along with the temple name



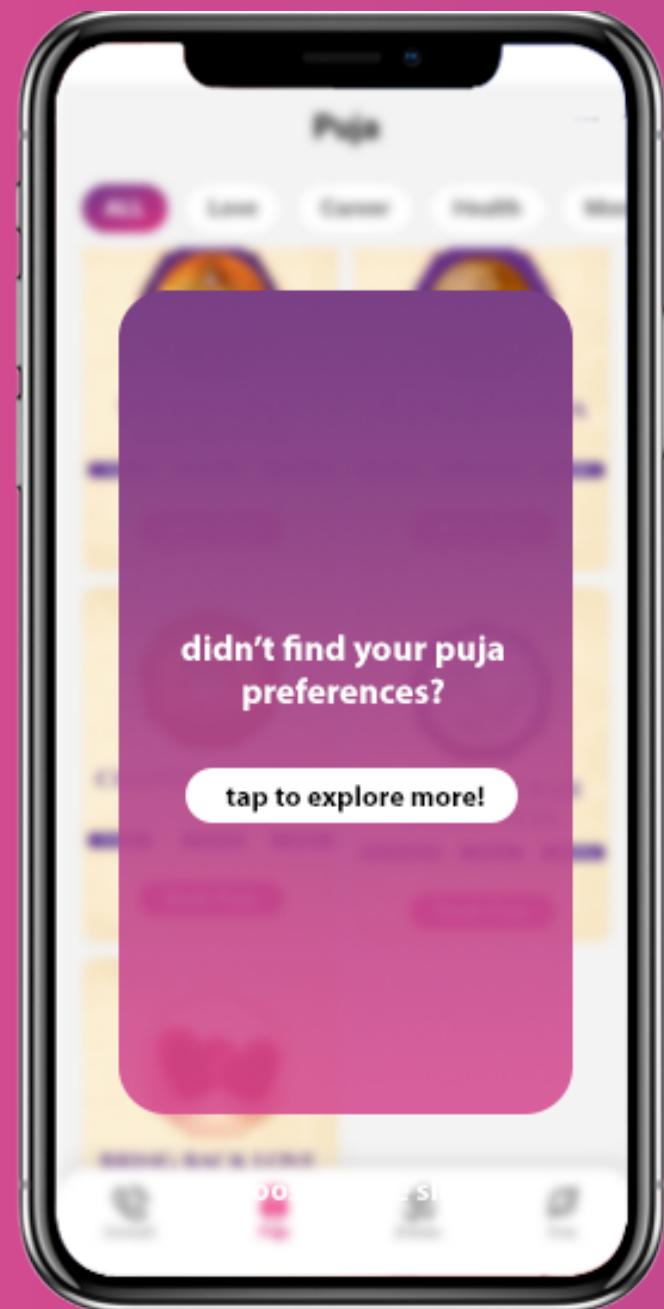
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Content Strategy

*making use of **PLG strategy** for asking puja preferences*



product itself catering to the growth & revenue

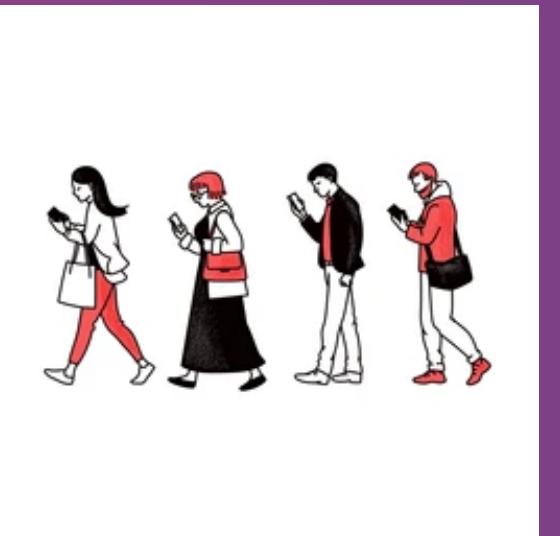
» on tapping the CTA,
redirecting user to fill a puja
preference form

» once the form is filled, a pop-up must be displayed with timeline and an email confirmation to be sent to the user

Note- preference form to have all the relevant fields which are related to puja services, and these can be found out on discussion with the priest itself

Engagement Plan

- displaying astrologers in a pop-up, conducted frequent consultations and have decent reviews
- sending out notifications, in-app gamified prompts and marketing rigorously on the release of novel features
- prompting users to adopt free services, eventually redirecting them to premium options
- getting a form filled by the user for their queries, in case an astrologer is ***busy/offline***

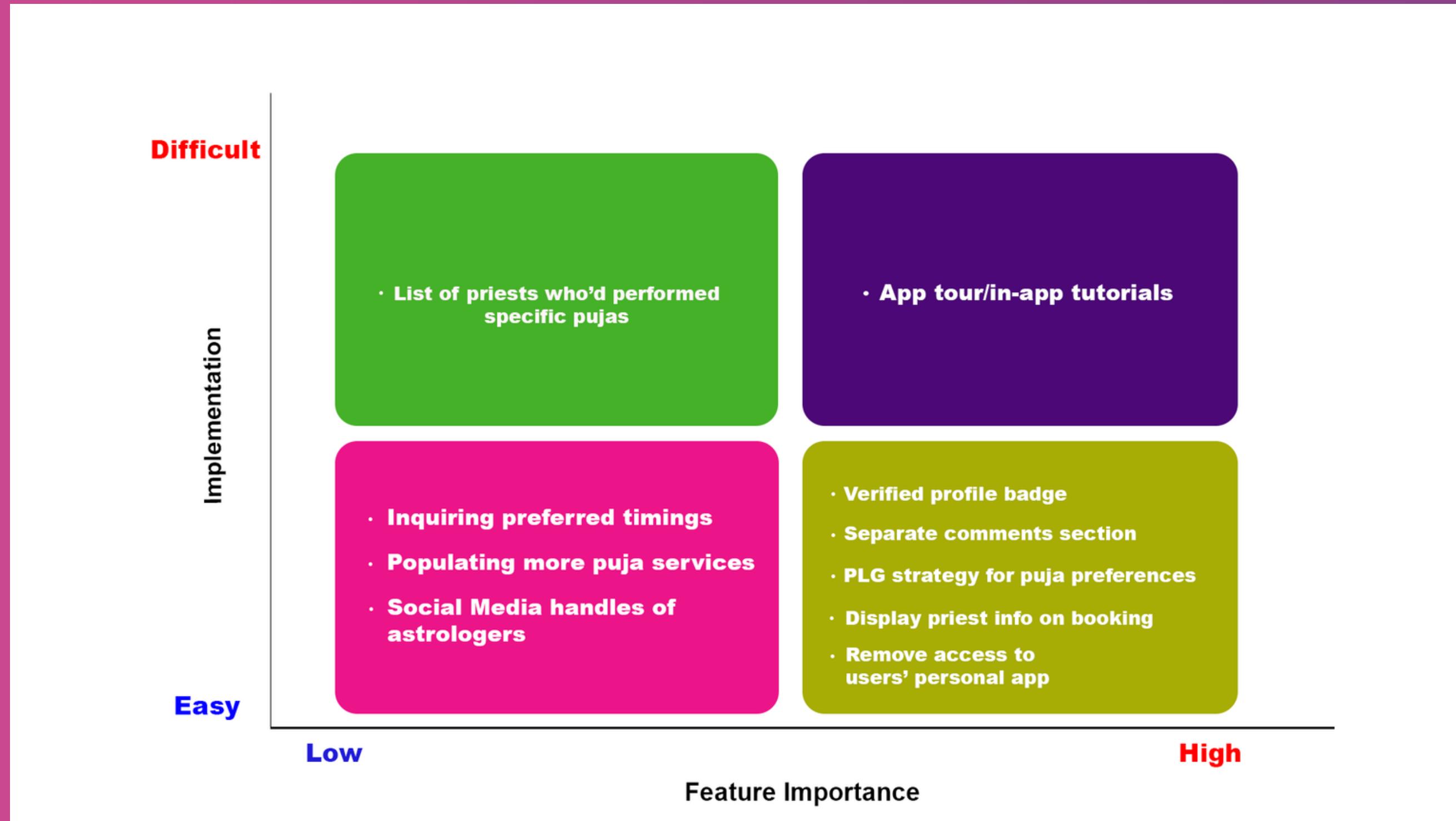


Improvements in UX

- making search bar dynamic
- deleted users' reviews/comments must be hidden
- videos of astrologers' intro should be mandatory
- social media handles of the astrologers can be populated
- access to users' personal app info should be restricted
- dedicated search bar for different verticals, like one for astrologers and other for puja services
- call, chat or video call option must only be on the **About page**



Prioritization Matrix



Prioritizing the features/improvements by considering it's importance and easiness to execute

Thank you!