UX Audit
Design evaluation

VAMA -Virtual Astrology & Mandir App

Oct 2018

Introduction

Elevating User Experience for VAMA – A cosmic Journey in Astrology

Guiding the Stars

In the realm of astrology and cosmic guidance, VAMA aims to be a guiding star for users seeking celestial insights into their lives, from daily horoscopes to in-depth birth chart readings, along with the ability to connect with astrologers for personalized advice. This report delves into the dynamic world of astrology accessible, allowing users to connect with experienced astrologers, decode their destinies, navigate life's celestial map, with rest the experience.

Methodology

The study evaluated the platform involving perspectives of both users and UX experts.

- *Evaluation through user interview and user experiment with astrology app experience.*
- Comparative analysis with other astrology apps that are already going well in market.

Focus Area

- *Enhancing User Journeys for Astrologer Calls:* We're investigating ways to improve live calls discussions, engage in calls with astrologers, and increase the number of users participating in consultations.
- *Identifying UX Factors Affecting Astrologer Chats:* We're examining how the app's design may impact the experience of calling astrologers.

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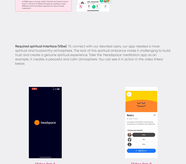
Executive summary

VAMA offering a wide range of services, including virtual puja remedies, astrology, and tailored solutions, VAMA bridges the gap between devotion and science. With expertise and knowledge, VAMA ensures users receive accurate guidance and insights. The app's features, like Virtual Puja, App Exclusive, and iOS & Playstore VAMA addresses the need to make Indian spiritual services accessible and convenient for users worldwide. The app's focus on Vastu, Kundli, and personalized horoscopes, Our Puja service offering long-distance rituals, ensures users can access traditional ceremonies tailored to their specific needs, irrespective of your geographical location.

User experience for Astrologers calls.

Cluttered UI: Our astrologer's call page is overwhelmed with information, making it difficult for users to navigate and find relevant details. The excessive clutter hinders the user experience, potentially causing confusion and overlooking crucial information. A more streamlined interface would enhance usability and ensure that the app and sites provide a soothing and spiritual environment for users to build trust and we can have different page for calling experience so that user won't be distracted enough.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