

The Future of On-demand Astrologer Consultation Marketplace

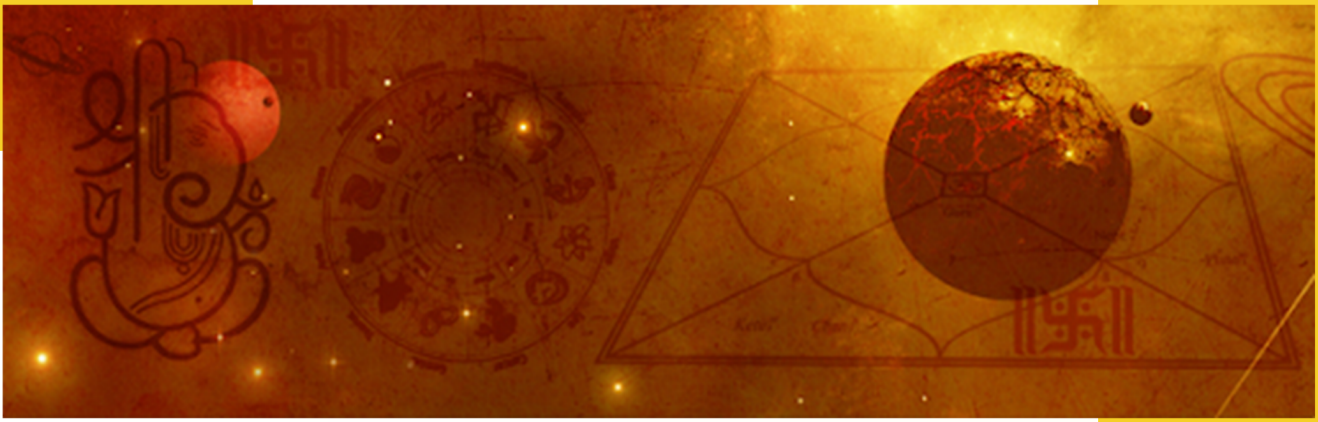
Don't have the foggiest idea about the present and future trends of the astrologer consultation marketplace? Here's a handy guide curated just for you.



CONTENTS

TABLE OF

INTRODUCTION	2
WHY IS THERE A NEED FOR AN ONLINE ASTROLOGER CONSULTATION MARKETPLACE?	3
MARKET TRENDS IN AN ONLINE ASTROLOGER CONSULTATION BUSINESS	4
THE KEY FEATURES YOU SHOULD LOOK FOR WHILE BUILDING AN ASTROLOGER CONSULTATION APP	7
THE MAJOR CHALLENGES IN SETTING UP AN ONLINE ASTROLOGER CONSULTATION APP DEVELOPMENT PLATFORM	9
THE FUTURE OF ASTROLOGY IN THE DIGITAL AGE	11
SUMMARY	12



INTRODUCTION

Faith in spirituality, religion, and astrology is deeply rooted in any culture around the world and will never lose its allure in the near future. Believe it or not, a greater part of the population is inclined towards astrology one way or the other, even if it is for entertainment.

Whenever people are distressed, they cope with their difficulties in different ways and one such way is astrology. Even critics and science pundits who deny it out loud might probably start their day by glancing through their daily horoscope in newspaper columns as a means to pass their time.

Due to the pandemic and the government's rigorous restrictions during the lockdown, the general population had to postpone important events such as weddings. In a country like India, the dates are usually decided after consulting with the family astrologers, who study the Kundli or the horoscope. Even the dates of finalizing a business deal or the starting date of a long voyage are determined by astrologers for some people. That's the popularity of astrology in India. Not just astrologers and tarot card readers are in high demand, even numerologists have cemented a place in the astrology industry.

While the scientific community is busy discovering a vaccine, astrologers have come up with various theories and speculations about the worst flu the world has ever seen. Some astrologers even claim that the coronavirus was predicted to affect the world in Narada Samhita, 10,000 years ago.

Now there is no doubt that astrology has found a place in our lives but the pandemic-related restrictions have made it impossible for people to access astrology services offline. This puts the spotlight on on-demand astrology consultation marketplaces. These platforms offer astrology services from top astrologers to people located anywhere in the world.



WHY IS THERE A NEED FOR AN ONLINE ASTROLOGER CONSULTATION MARKETPLACE?

HYPER-PERSONALIZED ASTROLOGY SERVICES

Astrology is always personalized. A one-size-fits-all solution doesn't work. For example, newspaper columns offer astrology information that is specific to a group of people such as working and middle-class readers. However, this is still not super-personalized.

On the other hand, an astrology consultation marketplace raises the game by offering tailored predictions to an individual. Online astrology services offer hyper-personalized content every day through algorithmically generated insights customized to a degree you can't even imagine.

TIME-EFFICIENT ASTROLOGY SERVICES

Online astrology consulting is quite simple and time-saving. You just simply need to set up a call in these marketplaces and you can consult your favourite astrologer online either through phone or video conference. You save a lot of time waiting for an appointment outside the astrologer's location.

The best part is you can save yourself from getting infected during this pandemic by not visiting the astrologer in person. Time-saving is the greatest advantage of using online astrology consultation services. It's as easy as booking a pizza delivery!

CONVENIENT AND COST-EFFECTIVE

Top astrologers in the country are usually not easily accessible. It's impossible to visit an astrologer who is located miles away just for a consultation. Also, you never know who is good or bad and you have to rely on word-of-mouth publicity. In your locality, you might be left with a limited number of astrologers who might not be greatly capable. However, in the astrology marketplace, you can pick the best astrologer, after analyzing their profile and user reviews.

Most people don't have the foggiest idea about the charges of an astrologer's consultancy. You might not even know whether they fit your budget. Luckily, in online astrology marketplaces, you not only know how much they charge, but you can also even filter them according to your budget.

PRIVACY CONCERNS

Not all the people who consult an astrologer ask for privacy, but there are a few people who are more cautious. Unfortunately, ensuring privacy and anonymity in offline consultancies is difficult. But in online astrology consultancies, the portals are designed not to disclose your identity and offer 100% privacy.

MARKET TRENDS IN AN ONLINE ASTROLOGER CONSULTATION BUSINESS

TRENDS IN INDIA

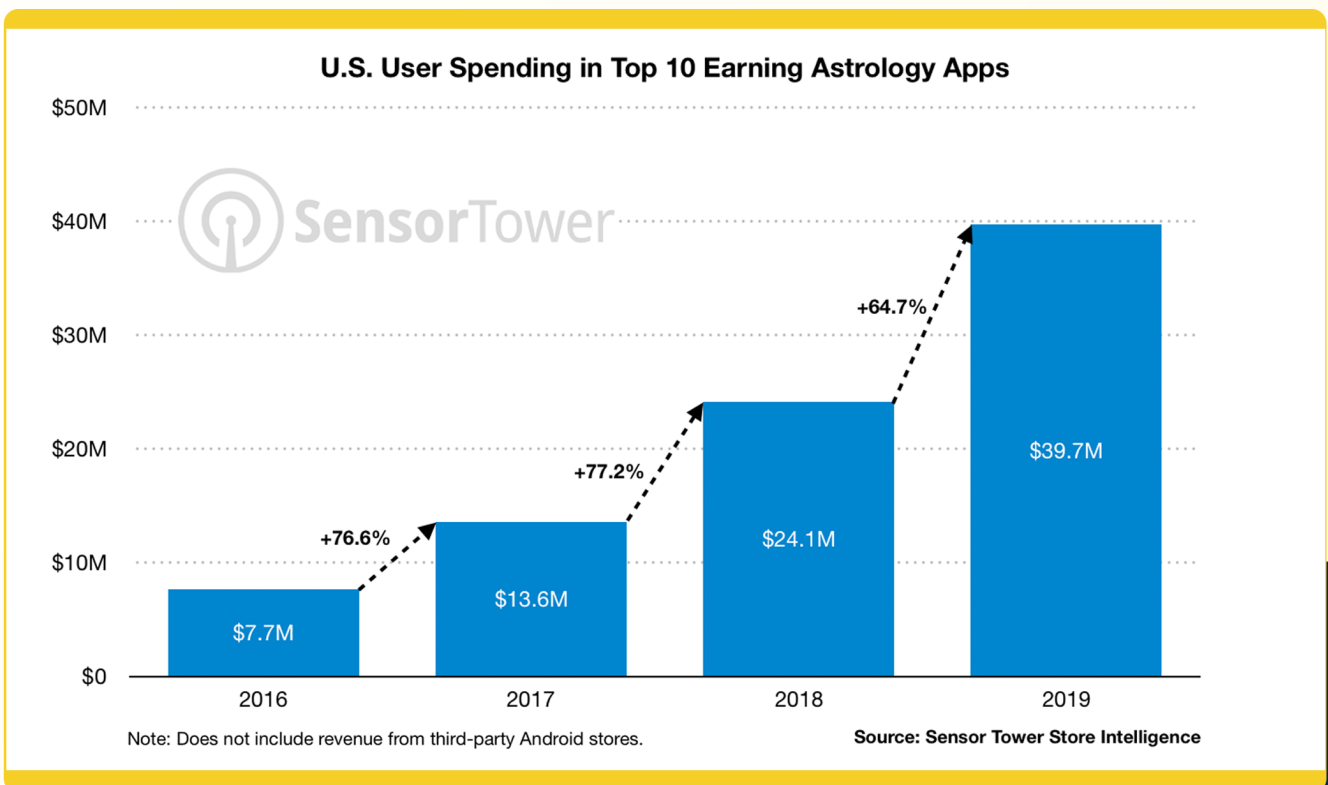
According to media reports, the Indian spiritual and religious market is booming and has been estimated to be over \$40 billion. Out of this, the Astrology market in India alone is valued at \$10 billion, with around 2 million astrologers practising currently. The popularity of astrology is very skewed in the world, with belief rates of 90%+ in Asia Pacific countries, 70-90% in Western Europe, and 30-40% in the US. In India, astrology is one of the major quartets of media content that sells: ABCD - Astrology, Bollywood, Cricket, and Divine spirituality.

GLOBAL TRENDS

The US online astrology market is estimated to be \$200 million, and the telecom astrology consultation market in the US and UK is pegged at \$1 billion. The growth of the internet and technology has significantly expanded the foothold for astrology.

Sensor Tower Store Intelligence has revealed that smartphone users in the US have spent around \$39.7 million in the top 10 astrology apps in 2019, a 64.7% increase from the previous year. Having an on-spot astrology compatibility profile in such a growing market enhances the credibility of your astrology business.

Many technology-based astrology business portals have created their own niche by developing innovative algorithms and software, which offer personalized predictions in various vernacular languages, thus giving potential customers convenient and hassle-free services.



ONLINE MARKETPLACES

Online marketplaces have found a spot for themselves in pretty much every sector and astrology isn't an exception. Astrology is a fragmented market with a plethora of services to offer. This fragmented market should be amalgamated and properly organized to tap its true potential.

As per sources, more than 100,000 new astrologers enter the market every year. Astrology is a vast sector offering various services such as:

- ✓ Reading horoscopes
- ✓ Predicting stars and planets
- ✓ Numerology, palmistry
- ✓ Tarot card reading
- ✓ Selling semi-precious stones
- ✓ Vaastu shastra

Getting them all under one platform is a huge opportunity. An online platform that provides all kinds of astrological services is a game-changer in the present day.

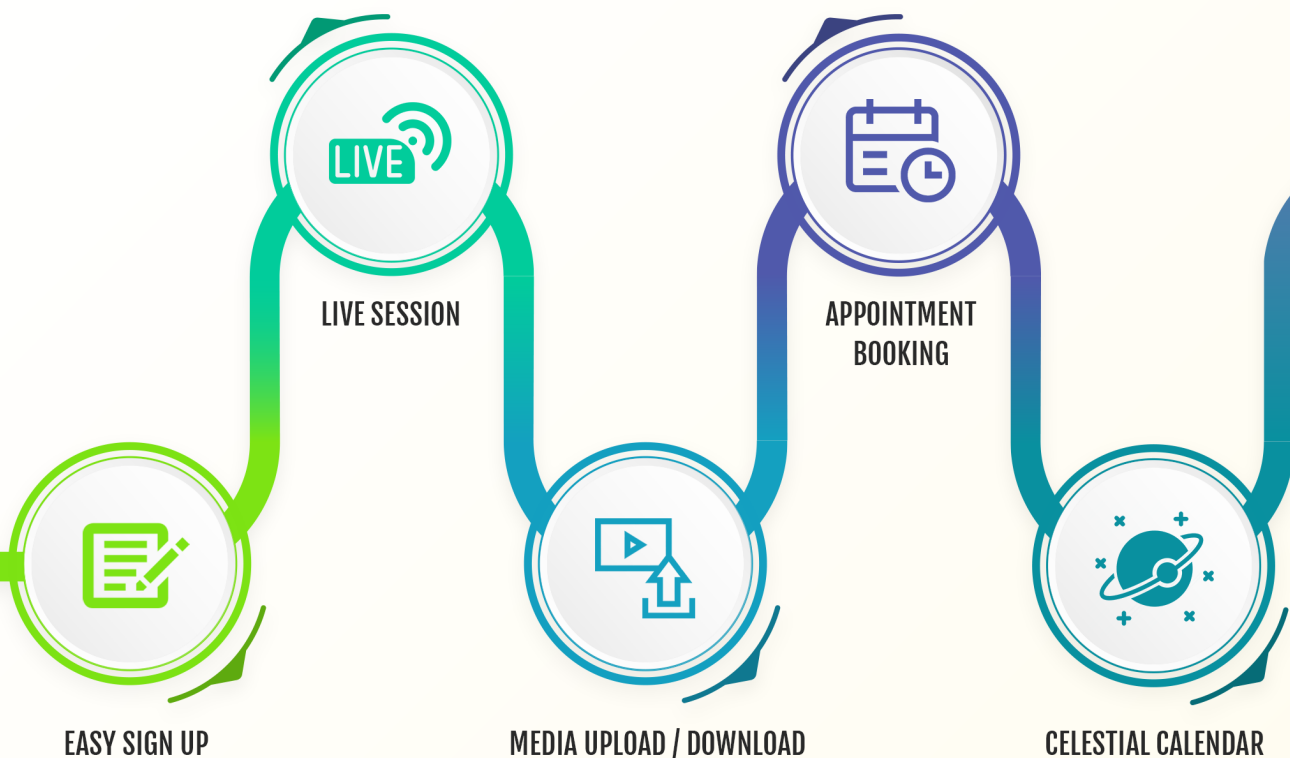
ASTROLOGY TOOLS

Trained astrologers and specialists have started embracing technology to a great extent. Apart from marketplaces, they also provide solutions to their customers either by email or through live video conferences. This offers great convenience for customers as they can get solutions from their homes.

With the advent of technology, astrologers have started using advanced software which reduces the prediction time and errors and provides customized solutions to meet customer needs. Such tools have opened a plethora of opportunities for independent astrology practitioners who are willing to go online.

THE KEY FEATURES YOU SHOULD LOOK FOR WHILE BUILDING AN ASTROLOGER CONSULTATION APP

Essential Functionality Features of Astrology App



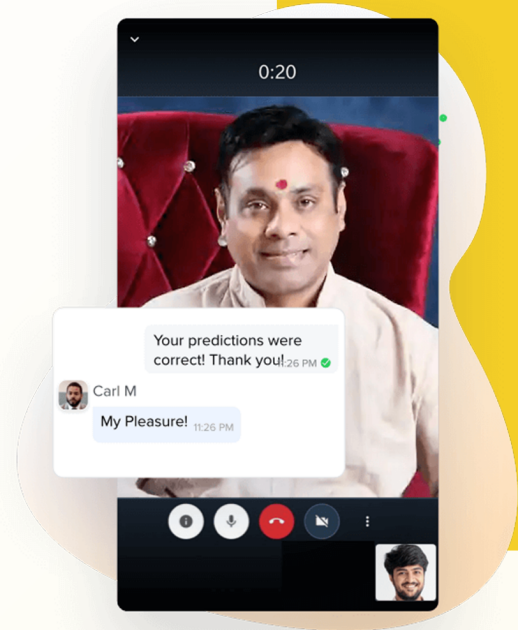
Many entrepreneurs assume that their astrology consultation app should have stunning visuals to succeed in the market. Though aesthetics are important, offering an excellent user experience is more critical. When building an application, it's essential to include some of the key features that make it viable and drive business growth. The following features are pivotal for that -

EASY SIGNUP AND LISTING

The user should be able to create an account or signup for your application through an email id, phone number, or a social media login. This feature should be made available to both users and astrologers who want to use the app. Also, the listing process of astrologers should be made easy and should include most of the services that the astrologer offers, their hourly rates, and their areas of expertise.

LIVE SESSION

The application should allow real-time conversations. In order to enable online consulting services, your app should have basic features like live chat, audio, or video calling. You can also provide group calls or chat features in case of bigger events like marriage to make all the stakeholders involved experience the service.



USER-GENERATED REVIEWS AND RATINGS

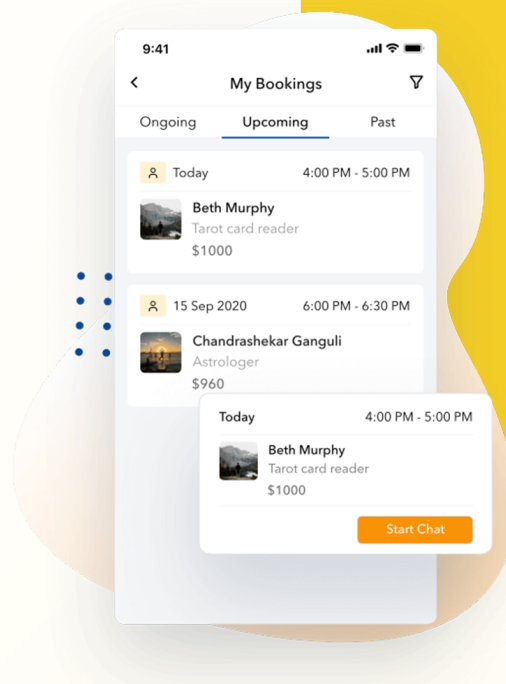
Reviews and ratings are the top metrics based on which customers pick their astrologers. Customers should be provided with a filter system through which they can search the well-rated astrologer. By allowing customers to review and rate their overall experience with the astrologers, you are helping other customers to make an informed decision while choosing their astrologer.

MEDIA UPLOAD/DOWNLOAD

A typical astrology application should allow uploading of horoscope details or Kundli for the astrologers to make predictions. Similarly, if the astrologer makes the horoscope or Kundli in the application, the user should be able to download the report from the app. It will be even better if the media format of the report could be downloaded in a printable form.

BOOK APPOINTMENTS

A good astrology app should make it simple for customers to set appointments with astrologers of their choice. Scheduling appointments should be made easy with a click of a button. An intelligent dashboard should allow customers to check their appointments at a glance so that they don't miss any. Also, the push notifications feature discussed below, will ensure customers never miss an update about their appointments.



THE MAJOR CHALLENGES IN SETTING UP AN ONLINE ASTROLOGER CONSULTATION APPLICATION

Here are some of the common challenges you may experience when you are building an online astrology consultation app from scratch on your own -

LACK OF SKILLED PERSONNEL

To build any application you need specific resources. You may need an app development team good at multiple domains. But designing an astrology-based service mobile application requires highly specialized skills. The target audience of the astrology market is very diverse and someone building an app for such a dynamic crowd should have extensive experience in handling every aspect of astrology. The application should be very versatile and should perform well on any device. Also, the application should have a user-friendly interface with a responsive design. Tackling all this without skilled personnel in your team is a huge challenge.

To counter this, you need a devoted team with skilled UI/UX designers and experienced programmers. A dedicated team will be able to build a highly functioning app with an

easy-to-use interface. This enables people with varied digital literacy to use your application without any difficulties. An expert team can also optimize your app to run even on less powerful devices. Thus for an astrology consultation app, always hire skilled developers to compensate for the lack of technical expertise you might have in developing a full-fledged application

MANAGING UNREALISTIC DEADLINES

Everybody knows that it is so hard to manage challenging deadlines. Miscalculated deadlines may bring out poor product quality. This results in overspending on the project for the time that had been wasted. To tackle this challenge and make time work in your support, you need a devoted project manager.

A project manager will supervise the entire team, setting the right deadlines and oversee the app development. They guarantee that the application is built on proper technical specifications and has sound control over the budget. A project manager will also optimize the whole app development process by separating each task into smaller assignments so that the developers complete the project on time.

LIMITED BUDGET

Many astrology consulting applications offer poor service quality due to budgetary restrictions. Keep in mind, not all astrology consultation applications come with advanced features and unlimited budgets. If you don't have enough budget to cover your expenses, you have to complete your project with what you have.

Before starting an online astrology consultation business, prepare a sensible estimate of all the costs, or else you have to spend from your profit margin to deliver the application on time to meet user expectations. You can consider hiring a business analyst to keep track of the timeline and not overshoot the costs.

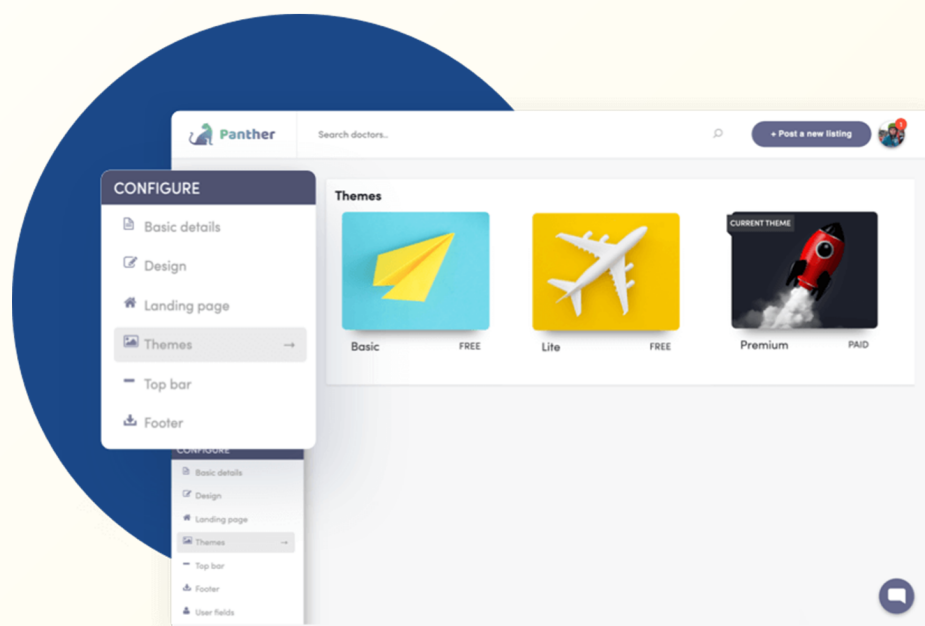
THE FUTURE OF ASTROLOGY IN THE DIGITAL AGE AND THE ROLE OF PANTHER IN IT

Many experts have started to claim astrology as a science and it is based on mathematical calculations. We are already witnessing artificial intelligence finding its way into astrology by sending computerized automated horoscope reports to users based on their details.

The future might have more room for machine learning and deep learning to solve astrological problems with their higher levels of intelligence and through a better understanding of human beings. This will help in generating a human response based on intuitions. These intuition-based responses are not based on age-old rules but come after analyzing tonnes of data and charts.

By combining the enormous power of artificial intelligence, machine learning, and deep learning, astrology will only get better in the future. It might have few downturns too but at the present, we can let AI-powered apps use data to help astrologers make sound predictions.

Along with these disruptive technologies, tools like Panther will have a significant role to play in shaping the future of astrology. The prospect of building a complete application that looks as good as it works from scratch may have been an unrealistic dream for many in the past. Not everyone is talented enough to program an application, debug it and launch it to the public all by themselves. This is where Panther comes to your rescue.



It is a one-stop solution that lets you build your astrology app without any help. It fulfils your dream of making astrology accessible to everyone through an on-demand online consultation application with advanced features. The best part is you do not need any knowledge of coding to build your own application.

Panther is a stand-out app builder that focuses mainly on offering the best features in contrast with other apps in the market. The priority is also to deliver the best user experience that is a delight to use. Right from thousands of design themes to colour schemes and cool fonts, applications built on Panther always look professionally done. They are well balanced and highly functional, triggering customers to come and look for astrological solutions to their problems.

Contact us to know how your astrology application can be built in 24 hours.

SUMMARY

Astrology today is enjoying a huge cultural acceptance that wasn't seen before. The shift began with the advent of smartphones, accelerated by advancements in the internet. Today astrology has also reached a broad audience through social media. Major life decisions such as the time of meeting your soulmate, marriages, and other occasions are usually made by people after consulting their astrologer. Such is the acceptance of astrology in India.

With the pandemic situation and subsequent lockdowns, people are confined to their homes and visiting astrologers has become impossible. Building an on-demand astrologer consultation marketplace can help solve this problem. What makes this business model an attractive choice for present-day entrepreneurs is you can offer real value to your users at the comfort of their homes. Without lockdowns and social distancing protocols to hinder your growth, an online astrology consultation business can survive during any pandemic or whatsoever that may come in the future.

Panther allows you to build versatile applications for multiple platforms quickly and without any hassles. You can get your online astrology consultation app up and ready in a day.

Reach out to us for a demo on how Panther can help you create your astrology app.