



Why Should You Invest In Building An Astrology App?

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.

INTRODUCTION

Let's say you have a very important job interview tomorrow. You have polished your resume. Set all the alarms, brought your clothes back from the laundry, checked the fuel in your car. Basically, you've left no stone unturned to improve your chances of bagging that job.

But later that evening, while on a call with one of your friends, who's a tarot card reader, you are told to leave your house two hours earlier. She tells you that the said time window is auspicious and will get you the job. Now, silly as it may sound, you follow her instructions and leave two hours earlier. And guess what? You even land your dream job.

Now, one may speculate all they want as to whether the card reading got you the job or something else was at work. The point is that you don't mind getting a little extra help from an astrologer to improve your chances of scoring the opportunity. Unsurprisingly, you aren't the only one thinking like this.

A whopping 30% of US adults believe in astrology. While this is not a clear majority of the population, the rest of the population isn't on the other side of the fence either. A significant chunk of the population hasn't got their minds made up about astrology, meaning they might not mind taking a plunge into astrology apps.

WHY BUILD AN ASTROLOGY APP?

We live in the digital age and are more used to getting our needs fulfilled instantly, rather than later. The same holds for something as controversial as astrology. Gone are the days when someone would travel all the way to an astrologer to learn what lies in the future.

A typical consumer, these days, would take the phone out of their pocket, search for an astrology app, and download it to get a horoscope made for them instantly. If you have an astrology business and haven't gone digital, then the chances are that you are missing out on a large chunk of potential customer base.

However, the above logic applies to you only if you already have an astrology business. If you are still in two minds about starting your astrology business and launching an app, then here are a few reasons to help you make up your mind.

THE EXPANDING ASTROLOGY MARKET

The most important factor one looks at before getting into any business profitability. You want to ensure that the market size is big enough for you and the competition isn't so brutal that it suffocates your business before it even gets some traction. Thankfully, the astrology segment has got everything going for it at the moment.

According to The Verge, the mystical services market is valued around a whopping \$2.2 billion. And despite it being such a massive and profitable business, how many astrology businesses can you recall right now? However, things may not remain like this for long. We know how any booming segment attracts a lot of stakeholders, and therefore, competition. So, if you are planning to start your astrology business, the best time to get started is now.

MORE MILLENNIALS ARE NOW INTERESTED IN ASTROLOGY

While the younger generation isn't considered the one to have many religious beliefs, they are surely the ones who are more into witchcraft and astrology. The landmark success of the Harry Potter series or even the Twilight saga are some clear indications of what tickles the fantasy of this era.

With the millennials constituting the majority of the digital audience, it's a prudent decision to launch an astrology app. Moreover, the rest of the population doesn't consider astrology to be a hoax either. Because it stems from the relative position of the sun and planets, astrology is a science in itself. At least, this is what more than half of Americans think, as per the National Science Foundation's survey.

THE PANDEMIC BOOSTED THE ASTROLOGY BUSINESS

It's tough to keep the Coronavirus pandemic out of any conversation these days. It swept across the globe in no time and made innumerable small and medium enterprises go out of business. Funnily enough, it seems like even astrologers themselves couldn't have predicted the kind of success they'd experience during and after the pandemic's peak.

The first couple of weeks of the pandemic were equally difficult for astrology businesses as they were for any other business. However, things started getting better right after that period. All the uncertainty and the loss of loved ones made people turn to astrologers. All of them wanted to know what the future holds for them.

While this isn't exactly something to celebrate, the fact remains that the pandemic played a major role in bringing more customers to the astrology businesses. You shouldn't hesitate to cash in on that with the best astrology software.

But before you start looking for astrology software developers to get started, it's better you also know all you can about the business. Astrology is an umbrella term under which you can deliver various services to users. Let's have a quick look at what the different offerings might be.

TYPES OF ASTROLOGY APPS

1. VEDIC/INDIA ASTROLOGY

Vedic astrology, jyotish, indian astrology, or Hindu astrology – it is one of the most popular astrology methods. It is rooted in the Vedas, an ancient Hindu knowledge system, which shows the correlation between planetary motions and positions with respect to the happenings on earth. Such astrologers help people with all kinds of affairs such as relationships, business, marriage, house, etc.

2. WESTERN ASTROLOGY



As the name suggests, this is the kind of astrology popular in the western hemisphere of the world. It is based on Ptolemy's Tetrabiblos from the 2nd century. It is mostly horoscopic in nature, which means that it will give you a horoscope for an exact moment, such as for the time of birth or when the incident happened. The 12 sun signs of western astrology have also become very popular cultural references, and people use them in daily conversation more often than you'd imagine.

3. CHINESE ASTROLOGY

Yes, even China has their astrology system. It is similar to the western astrological system in the sense that they also have 12 zodiac signs. However, they have entire years dedicated to individual zodiacs, and each zodiac is represented by an animal.

4. NUMEROLOGY

Numerology is the mystical study of numbers and their correlation with various worldly affairs and an individual's life events. Practitioners of this particular astrology

system may or may not work in conjunction with other astrology systems. Numerology has gained quite a lot in popularity lately, and this is evident from people being picky about vehicle numbers, lottery ticket numbers, and so on.

5. PALMISTRY

Palmistry is yet another popular astrological method in which an individual's future is predicted based on the physical features of their palm. However, it's often not limited to just the palms. Some practitioners of palmistry even observe foreheads, facial features, and even the feet to make prophecies about an individual's future.

6. TAROT READING

Tarot reading is an astrology practice in which one's predictions are made based upon the cards drawn from a deck of tarot cards. This technique is said to have originated in Egypt and involves 78 cards in a deck. 22 of these cards are called Major Arcana, while the other 56 are called Minor Arcana.



7. CRYSTAL BALL GAZING

You might have seen this one in a movie. Crystal gazing is an astrology method in which the practitioner uses visions they generally see in a crystal to make predictions. Unlike the above methods, this astrology technique relies more upon the gifts of an individual rather than the means to foresee the future



TYPES OF ASTROLOGY APPS

Now that you are aware of how big the playfield is for anyone looking forward to starting an astrology business, you should also know about the key features of any successful astrology software online. So let's get started.

PERSONALIZED HOROSCOPE

Let's face it, there's nothing more appealing than a personalized fortune prediction. People download western astrology software or an astrology app based on any other method only to know more about what lies in store for them in the future. They also wish to know how their loved ones are going to fare in the future. Some might even want to know how the world around them is going to evolve in the near future.

In such a case, the person will be willing to submit personal details such as name and date of birth along with a nominal fee to get their personalized horoscope. Moreover, features like these are easier to monetize and can make your business profitable. So, make sure your astrology software developers include this feature when building an app for you.

INSTANT ASTROLOGY SESSION

Let's get back to the job interview example we discussed in the beginning. An astrology-believer, at that stage, would rather get an instant astrology consultation before making any important decision. In such cases, they want an instant consultation feature to be available on their astrology apps.

In fact, the best astrology software always has expert astrologers on board to provide such premium features. If you are also planning to launch an astrology app then your best chance to make huge profits is by connecting users to such expert astrologers. In the next section, we'll learn how Panther can help you build such an astrology consultation marketplace.

DAILY HOROSCOPE

People like to start their day with predictions from expert astrologers. Most western astrology software will roll out predictions on how the day is going to be for various zodiac signs. Such a feature can help your astrology app gain all the necessary traction it needs to build a stronger audience base.

WEEKLY HOROSCOPE



Weekly horoscopes are equally important as daily horoscopes. Since they can be a lot more holistic, weekly horoscopes are the go-to for a lot of users. Make sure your app rolls out comprehensive weekly horoscopes for readers as well.

LOVE HOROSCOPE

Isn't love the only thing that makes the world go around? Love horoscopes are exceptionally popular among astrology app consumers. People are always eager to know when they'll be able to get into a loving healthy relationship. Or if they are already in one, what should they do to make sure it lasts.

MONEY HOROSCOPE

And yes, how can we forget money horoscopes? At the end of the day, it's a material world and money is the means to get access. People are always interested in knowing how they can improve their chances of making more money. A wealth horoscope has to be a key offering of any astrology software if it wants to achieve success.

Now that we have addressed the why and what of astrology, let's have a look at 'how' to build an astrology app.

HOW IS PANTHER THE PERFECT PLATFORM TO BUILD YOUR ASTROLOGY APP?

When it comes to building an astrology app, you'll have two options to go about it. The first one is to create a custom app by assembling a team of developers and putting in a lot of money over a long period of time to finally launch the app and website.

Custom app development will make you go through multiple development phases and spend a lot of time and resources on them. A loose breakdown of a typical process would look something like this:

- ✓ Market research
- ✓ Competition research
- ✓ Hiring
- ✓ UI/UX design
- ✓ App development
- ✓ Testing
- ✓ Deployment and support

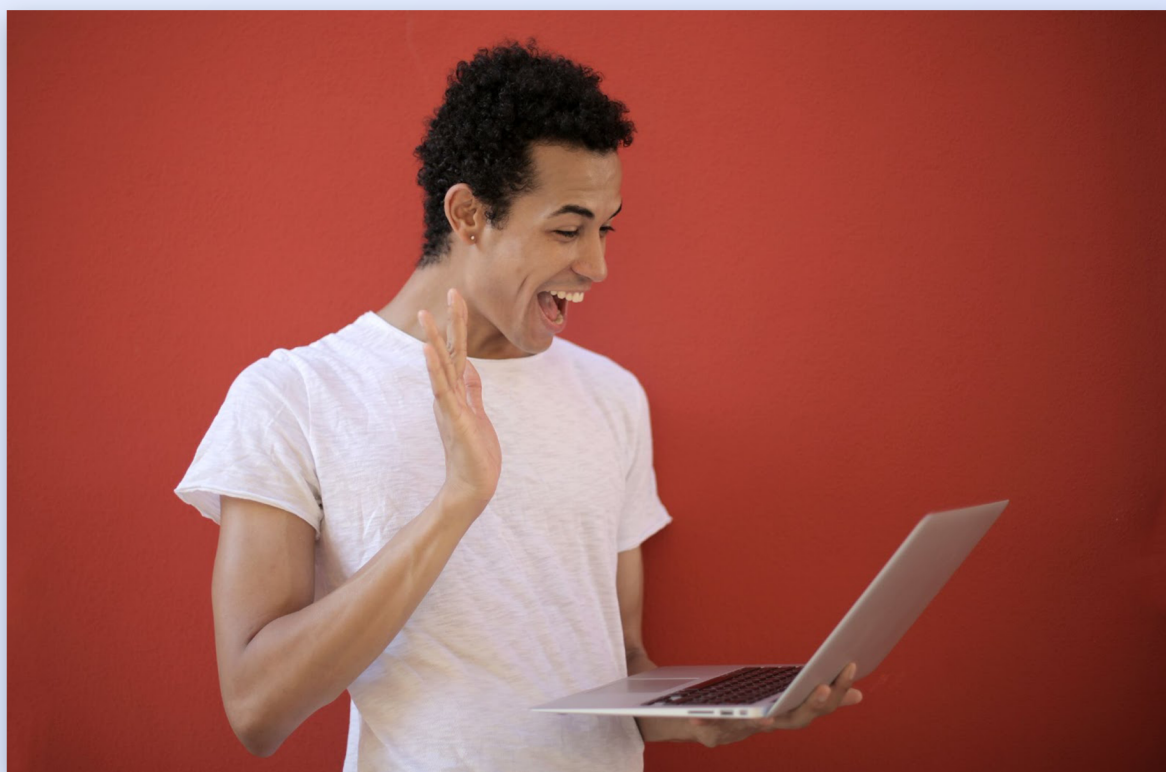
Based on your region and specific requirements, custom astrology app development could cost you anywhere between \$10,000 to \$300,000.

If you are someone who's not well-versed with the technicalities of creating a digital product, then the path of custom development might not suit you that well. You don't want to find yourself caught in sprints, testing, analysis and whatnot. Especially when the revenue generation is yet to begin.

The other option you have to build the best astrology software online is to use a ready-to-ship online consultation marketplace such as Panther. It allows you to set up an online consultation marketplace in no time, with all the advanced features and at very competitive pricing.

Let's have a quick look at all the useful features you can have by building your astrology app through Panther.

REAL-TIME AUDIO AND VIDEO CHAT



Real-time audio and video chats are an immensely useful feature for any astrology app. It will facilitate the consultant astrologers and users to communicate better. The enhanced user experience from such real-time communication will only improve the business's popularity and bring in more customers.

PUSH NOTIFICATIONS

Push notifications are yet another useful feature of the modern day. It allows you to establish a direct communication channel with users and reach directly into their

palms. Well-planned push notifications not only help improve user engagement but also increase your chances of converting leads. With push notifications, you can easily roll out all the daily and weekly horoscopes for your users.

MULTIPLE PAYMENT METHODS

You don't want the payment methodology to be a barrier in delivering top-notch astrology services to the app users. Panther gives you multiple payment methods set up right from the get go. From credit cards to payment wallets, your audience will have multiple ways at their disposal to pay for your services.

QUICK APPOINTMENTS

When it comes to one-on-one consultations, you need a quality scheduler to make it easier for your customers to schedule an astrology consultation session. If you set up your astrology software using Panther, clients will always be able to book their consultation sessions without any hassle.

CUSTOMIZABLE THEMES

Appearance matters. You don't want your astrology app to get lost in the sea of applications out there. Panther lets you customize themes per your brand persona. It will let your astrology app stand out in the mix and attract more views.

REPORTS AND ANALYTICS

Knowledge is power. With the advanced reports and analytics section provided by Panther, you'll always be aware of how your astrology app is performing. The data visualization will allow you to address issues before they get big and blow up in your face.



CONCLUSION

If you seriously wish to start an online astrology business, then you need something that would let you get started in no time and is also easy on your pocket. Panther is the perfect solution for your needs. With a nominal monthly subscription fee, tons of advanced features, and a speedy turnaround, it's the perfect partner for your astrology consultation marketplace idea.

Moreover, you'll also get regular updates for the application that will help stay updated with the ongoing market trends at no added cost. So, waste no time and visit Panther right now to start your online astrology business.

