

# Connecting the religious gurus worldwide to roots

CLIENT	TECHNOLOGIES
Apne Guru	Bootstrap, jQuery, HTML/PHP, AWS, Lambda, RDS
INDUSTRY	OUR ROLE
Spirituality	Branding , User interface , User Experience , Development , Social Media Marketing , SEO

## Background

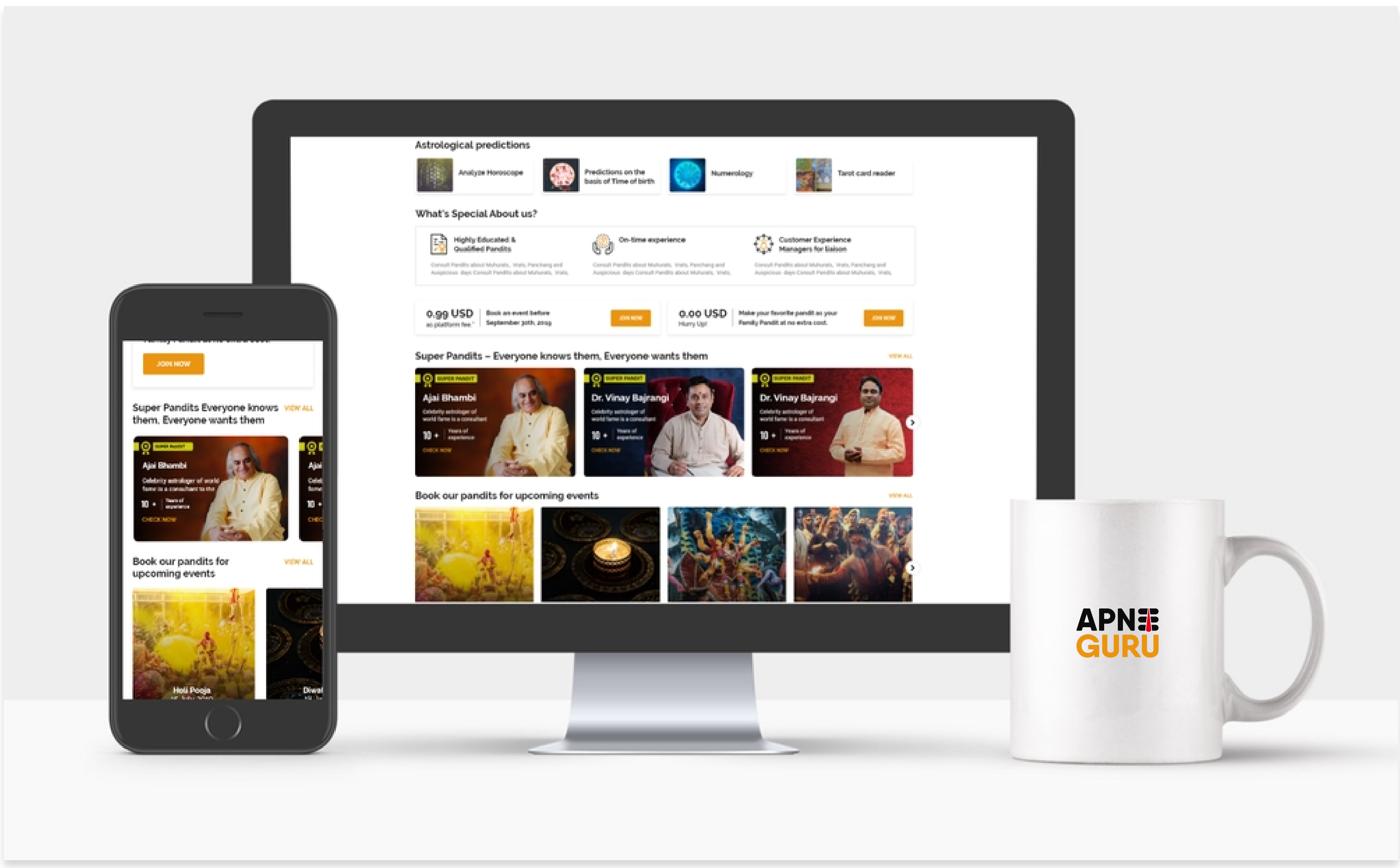
Apne Guru is a web portal, a marketplace for pandits and their clients. It enlists a range of qualified and renowned Hindu pundits who can be hired by clients across the globe, especially in the US, for remote puja and “vidhis” through video calling. It offers the Hindu diaspora perform pujas, yajnas and other events without any hassle whatsoever by simply hiring their preferred pandits online, paying fee as well as dakshina online.

It also offers horoscope & tarot card reading services, apart from arranging for havan samagri of the client needs to pandit to do the puja on his end and not the client's end. Given the paucity of time and Hindu pandits out of India, Apne Guru serves as an ideal solution.

## The Expectations

The expectations of the client spanned 360 degree aspects of the web portal—User Interface/User Experience Design, Backend Development, Frontend Development, as well as Search Engine Optimization to keep the marketplace ranking well on Google SERPs.

We were to make a portal that enables both the parties, the clients who need Hindu pandits and pandits who are willing to take a digital step forward, register online and provide services through video calling.



## The Challenges

### Effective UI/UX

Since it is a marketplace, the user interface as well as the user experience design had to be well-suited to both the parties using the portal—the pandits as well as the clients. There had to be ease of registration and verification, displaying and searching availability (time slots), making and receiving payments.

### Robust Backend Functions

We needed to create functionalities that offer options through which clients can filter by events or by pandits. The client should also be able to find their family pandit or a dedicated pandit, or choose tarot card reading or horoscope services. All these services would need the client to fill out the requisite forms for sharing the respective information needed to book any particular service.

The functionalities at the backend had to be robust to present great ease of use at the frontend.

### Data Security

The marketplace involves a lot of sensitive data from the customers including payment method details like bank account details and personal details. All this pool of data needed to be as secure as possible given the rampant threats to data worldwide.

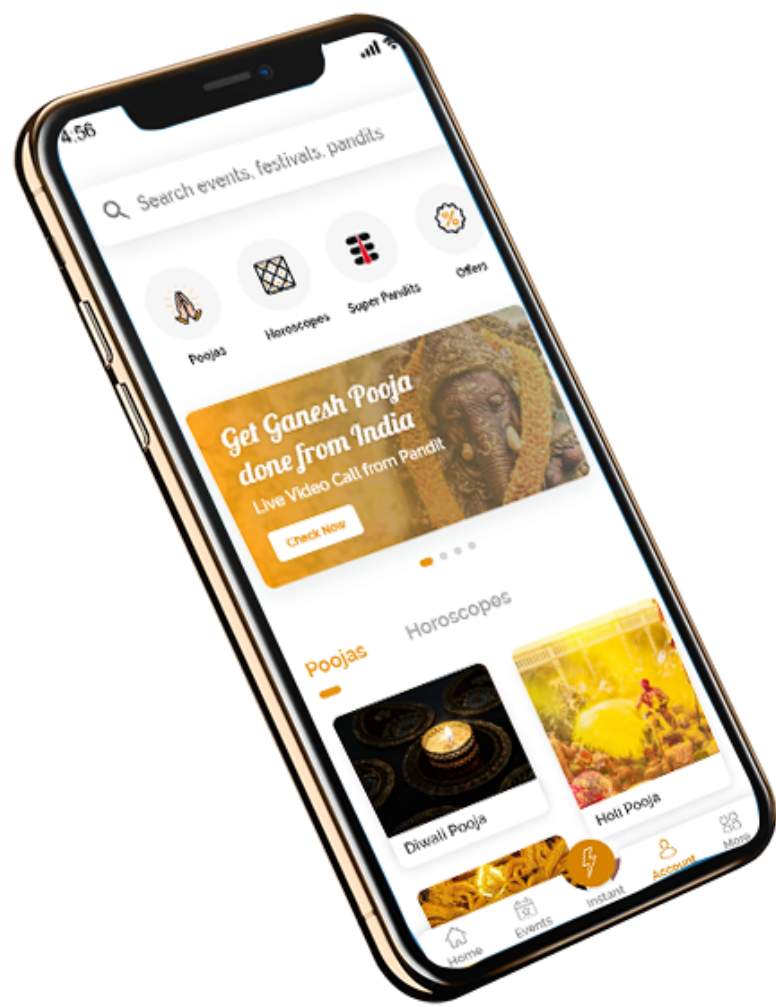
## The Solution

### Simplistic UI/UX for Ease on Both Sides

The UI for desktop and mobile viewing was made simple and responsive. The user experience was devised keeping in mind the ease of both, the pandits and the clients at the other end.

Functions were kept simple.

- Viewing by events
- Viewing by pandits' availability
- Viewing by pandits' location
- Finding a family pandit
- Consultation forms
- Tarot card reading form
- Astrological prediction/horoscope
- Booking from the choice of Super Pandits



### AWS Lambda and JS for Functionalities

AWS Lambda was used in the backend to create functionalities that the client demanded, from registration, filters, to the booking process and payments.

Java Script was used to the frontend development of the Apne Guru marketplace website.

### Robust Data Security

A safe and secure payment gateway was integrated to make sure that the payments are as safe as can be.

We also integrated ..... to ensure that the customer and pandits' data stays secure within the portal.

### Organic Search Engine Optimization

We involved our digital marketing team to create a search engine optimization strategy that covers all verticals needed to rank the website on Google in an organic manner. We employed the best practices for off-page and on-page SEO to optimize the efforts for bringing in organic traffic and ranking the website.

## The Result

The result was Apne Guru, an innovative solution to Hindu diaspora looking for Hindu pandits for remote puja and rituals. The site caters successfully not only to clients but also to pandits across India who want to digitize their profession.

The site has is running successfully as of now and the client is keen to notch it up a level to a mobile app for Android and iOS.

