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AI-Powered Emotion-Aware Companion for Personalized Emotional Well-Being through Temple Recommendation and Yatra Planning

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Abstract: ***Stress, worry, grief and uncertainty are part of everyday life, and many people in South India respond to them in a deeply cultural way: they visit a temple. Most digital wellness tools, however, stop at a chat window, and none of them helps a person move from what they feel to a place that brings them comfort. This paper presents Sriyam Shivam, a web platform built around Sriyam.AI, an AI companion that lets a user pick a guided emotional seeking or describe a feeling in their own words, in Tamil or English. The platform maps the seeking to one of six yatra intents, suggests suitable temples from a curated collection of 366 South Indian temples (97 Divya Desams and 269 Paadal Petra Sthalams), and turns the choice into a personalised pilgrimage plan based on starting city, pace, tradition, group size and duration. Users can take a self-guided Digital Pass and Dossier or a fully guided trip with cab, hotel, pick-up and drop, and can order sacred keepsakes from an integrated store. Twelve functional test cases passed, and early users found the interface calm and easy to follow. The system is designed as a companion for emotional reflection and is not a substitute for clinical care.***

Keywords: ***Artificial intelligence, conversational agent, emotional well-being, emotion-aware recommendation, pilgrimage planning, temple recommendation, web application.***

I. INTRODUCTION

Emotional strain rarely announces itself in clinical language. A mother waiting for her son's scan report, a young engineer who has just lost a job and is quietly sinking into debt, a couple who have been trying for a child for years, or an elderly man who has started to fear his own mortality: none of them may ever use the words anxiety or depression, and yet each of them carries a real and heavy emotional load. How people deal with that load depends a great deal on culture. In South India, one of the oldest and most widespread responses is simple. People go to a temple.

The region is home to an extraordinary number of sacred shrines. Among the best known are the 108 Divya Desams praised by the Vaishnava Alvars, 97 of which lie in South India, and the 276 Paadal Petra Sthalams sung by the Shaiva Nayanmars, 269 of which lie in South India. Over centuries, many of these temples have become associated with particular prayers. Some are visited for healing, some for marriage, some for the birth of a child, some for courage, and some simply for peace of mind. For a believer, choosing the right temple is not a superstition but a way of giving shape to a worry that is otherwise hard to put into words.

Turning that instinct into an actual journey, however, is surprisingly difficult. A devotee first has to find out which temples are associated with what they are seeking, and this knowledge is usually passed on by word of mouth or buried in books and scattered websites. They then have to work out a route, check opening hours, decide how many shrines can be covered in a day without exhausting older family members, and arrange a vehicle and a place to stay. Sacred items such as framed pictures, posters and devotional books are bought from yet another source. Each of these services exists in some form, but they are scattered, and not one of them begins with how the person actually feels.

Emotional well-being has also become a more open subject in India over the past decade. Conversations about stress, burnout and loneliness are now common among students and working professionals, and digital wellness apps have found a large audience. Yet many people, particularly in smaller towns and among older generations, still prefer to seek comfort through family, community and faith rather than through formal counselling. A tool that wants to help this wider population has to meet them on their own terms, in their own language, and in a way that fits the practices they already trust.

Meanwhile, research on artificial intelligence (AI) for mental and emotional health has grown rapidly. Reviews and trials have shown that conversational agents can offer structured, low-barrier support and that many users, especially young adults, are comfortable talking to them [1]–[4].

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Advances in natural language processing (NLP) have made it practical to recognise emotion in short pieces of text [6], [7], and large language models have opened the door to warmer and more flexible dialogue [9]–[12]. Yet almost all of this work keeps the user inside a chat window. Once the conversation ends, so does the support. For a large part of the Indian population, whose coping habits are rooted in faith and community rather than in therapy sessions, this is a real limitation.

This paper tries to bring the two threads together. We present Sriyam Shivam, a bilingual web platform developed under the TempleInt Labs initiative, whose AI companion, Sriyam.AI, listens to a person's feeling or prayer intent and then carries that intent forward into the physical world. It suggests temples that suit the need, builds a personalised yatra (pilgrimage) plan from the user's own city, optionally arranges a cab and hotel with pick-up and drop, and offers sacred keepsakes through an integrated store. The guiding idea can be summed up in four words: feel, find, travel and carry home.

A. Problem Statement

Devotees who want to visit temples for a specific need face several practical problems at once. Temple information is spread over many sources and rarely helps a person decide where to go for what they are feeling. Travel agencies sell fixed packages that ignore the pilgrim's personal intent. Planning a multi-temple route independently demands knowledge of distances, timings and rest. Transport and stay have to be arranged separately, sacred items are sold on unrelated shopping sites, most tools are available only in English, and a first-time pilgrim has no single point of help. The problem addressed in this work is therefore the absence of one platform that understands what a person is seeking emotionally, suggests suitable temples, plans and supports the journey, and supplies related sacred items in the same place.

B. Objectives

The overall aim is to guide a person from a feeling to a temple, from a temple to a journey, and from the journey to a sacred keepsake. The specific objectives are:

1) To capture the user's emotional state or prayer intent through Sriyam.AI, using both guided seekings and free text in Tamil and English;
2) To suggest temples that suit that seeking from a curated collection of 366 South Indian temples;
3) To provide a searchable collection with region filters, a poster mosaic and a list-and-map view;
4) To build a personalised yatra around intent, starting location, pace, tradition, group size and duration;
5) To offer two plan options, a self-guided Digital Pass and Dossier and a Full Guided Trip Package with cab, hotel, pick-up and drop;
6) To sell sacred frames, rack posters and books with cart, order tracking and WhatsApp support; and
7) To keep the whole experience calm, responsive and easy for users of every age.

C. Contributions

The main contributions of this paper are as follows:

1) an emotion-aware companion that accepts guided emotional seekings as well as free-text feelings, and responds in a culturally grounded way rather than with a clinical label;
2) a mapping from six emotional seekings to six yatra intents and to curated temple circuits drawn from a collection of 366 temples;
3) a step-by-step planner that turns intent, starting city, pace, tradition, group size and duration into a day-wise itinerary;
4) an integrated platform that combines suggestion, planning, travel support and a sacred store, together with its design, implementation and functional evaluation.

D. Scope and Ethical Position

Sriyam.AI is designed as a spiritual and emotional companion. It does not diagnose any condition and does not replace a doctor, psychologist or counsellor. Temple suggestions are not religious prescriptions; they are offered for the user to accept, change or ignore according to their own faith and comfort. The collection currently covers the Divya Desams and Paadal Petra Sthalams of South India, and the companion is released as a beta version.

The rest of the paper is organised as follows. Section II reviews related work and identifies the research gap. Section III analyses the existing approach and presents the proposed system and its architecture. Section IV describes the modules in detail. Section V explains the emotion-to-yatra methodology, including the seekings, the planner and the itinerary logic.

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Section VI covers implementation, Section VII reports testing and results, Section VIII discusses the findings and limitations, and Section IX concludes the paper with directions for future work.

II. RELATED WORK

A. AI in Mental and Emotional Health

Ali et al. [1] present a broad narrative review of how AI, NLP and machine learning are used in digital health, covering early screening, diagnosis support, therapy delivery and mood monitoring. Their review makes it clear that the field is moving quickly, but also that most systems are designed around clinical workflows and Western user populations. Thakkar et al. [2] look specifically at positive mental health, that is, the everyday work of staying emotionally well rather than treating illness. One of their key points is that such systems must be culturally aware and watchful for bias, because the way people express and cope with emotion varies widely across societies. This observation is the starting point for our design: for many Indian users, a meaningful response to distress is not a mood chart but a place that carries spiritual significance.

B. Conversational Agents for Support

Conversational agents have received the most attention in this area. Boucher et al. [3] review AI chatbots used in digital mental-health interventions and find that they can deliver psychoeducation and structured exercises at scale, while noting open questions about safety and engagement over time. Fitzpatrick et al. [4] report one of the best-known randomised controlled trials in the field, in which a fully automated agent delivered cognitive-behavioural techniques to college students and produced a measurable reduction in depressive symptoms over two weeks. Mehta et al. [5] combine Bidirectional Long Short-Term Memory (Bi-LSTM) sentiment analysis with a contextual chatbot to support mental-health care. Each of these systems shows that people are willing to share feelings with a machine. In each case, however, the support begins and ends inside the conversation.

C. Emotion Recognition from Text

On the modelling side, transformer encoders such as BERT [6] have become the standard building block for understanding short user text. The GoEmotions dataset [7], with its 27 fine-grained emotion categories, made it possible to train models that distinguish, for example, grief from nervousness or remorse from disappointment. Russell's circumplex model of affect [8], which places emotions along dimensions of valence and arousal, is still a common way of organising emotional states. These works inform how Sriyam.AI groups user feelings into a small set of seekings that are easy to act on.

D. Large Language Models and Emotional Support

The arrival of large language models has changed what emotional-support dialogue can look like. Lee et al. [9] revisit AI-based emotional-support systems before and after ChatGPT and describe how generative models have raised both fluency and expectations. Badawi et al. [10] evaluate the quality of mental-health support in LLM responses using multi-attribute human ratings, and find that responses can be empathetic yet still uneven in safety and helpfulness. Volpato et al. [11] study how people come to trust, or distrust, emotional support from generative AI. Heinz et al. [12] report a randomised trial of a generative AI chatbot for mental-health treatment with encouraging outcomes. Taken together, these studies suggest that generative companions can be genuinely useful, provided they are framed carefully and do not overstep into diagnosis.

E. Travel and Pilgrimage Planning Tools

A separate line of practical work concerns travel. General trip planners and map services can find a route between places once the traveller already knows where they want to go, and many regional operators publish fixed temple tour packages. Temple boards and devotional websites provide history, festival calendars and darshan timings. These tools are useful, but they share two assumptions: that the user has already chosen the destination, and that the reason for the journey does not matter to the plan. For a pilgrim whose journey begins with a worry rather than a destination, both assumptions break down. Table II in Section III compares these existing services with the proposed system along several practical dimensions.

F. Research Gap

Table I summarises the works closest to ours. The surveyed systems either describe the field broadly or deliver a conversational agent whose help stays on the screen. None of them links a person's emotional state to a culturally meaningful place, plans the journey to that place, arranges transport and stay, and supplies related items within one platform.

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Temple information sites, travel agencies and online stores do exist, but they work in isolation and ignore the feelings that bring a devotee to the temple in the first place. Closing this gap is the aim of the present work.

TABLE I
SUMMARY OF RELATED WORK

Ref.	Approach	Gap with respect to this work
[1]	Narrative review of AI, NLP and ML in digital mental health.	No link between emotion and a real-world place or service.
[2]	Review of AI for positive mental health.	Stresses cultural awareness but proposes no such platform.
[3]	Review of AI chatbots in mental-health interventions.	Support ends on the screen; no planning or follow-up.
[4]	RCT of a fully automated CBT agent.	Single chat interface; no places, travel or store.
[5]	Bi-LSTM sentiment analysis with a contextual chatbot.	Chat replies only; no recommendation or trip planning.
[10]–[12]	Evaluation and trials of LLM-based support.	Focus on dialogue quality; no action beyond the conversation.

III.SYSTEM ANALYSIS AND DESIGN

A. Existing Approach

Today a devotee who wishes to visit temples relies on a patchwork of sources: temple websites and books, map applications, local travel agencies, bus tour operators and online shops for religious items. Temple websites describe history and festivals but do not help a person decide which temple suits their need. Agencies sell fixed packages built around a standard list of shrines. Transport, stay and food are arranged separately. Where chatbots exist, they offer general conversation with no link to temples or travel. Support for Tamil is limited, and a pilgrim who needs help in the middle of a trip has no single person or service to call.

The main drawbacks of the existing approach can be listed briefly: services are scattered across many sites; temple lists carry no emotional context; tour packages are generic; routes and timings take heavy planning effort; travel and stay are arranged separately; shopping is disconnected from the pilgrimage; language support is limited; and there is no single point of help.

B. Proposed System

The proposed system is a unified web platform that follows one continuous journey. The user shares a feeling or picks an emotional seeking through Sriyam.AI. The platform suggests temples from its collection of 366 South Indian temples that suit the seeking, and the user is also free to browse the entire collection by name, deity, number or region. Once the user knows where they want to go, the Plan Yatra planner asks for the practical details of the trip and prepares a plan. The user can then take a Digital Pass and Dossier for a self-guided yatra or a Full Guided Trip Package in which the platform acts as a travel partner. The Sriyam Store is available at any stage, and WhatsApp help and order tracking support the user throughout. Table II contrasts the existing and proposed approaches.

TABLE II
EXISTING APPROACH VERSUS PROPOSED SYSTEM

Aspect	Existing approach	Proposed system
Scope	Information, travel and shopping on separate sites.	Suggestion, planning, travel and store in one platform.
Temple discovery	Lists with no link to the visitor's need.	Temples suggested from the user's feeling, plus a searchable collection of 366.
Emotional support	Generic chat, if any.	Sriyam.AI with guided seekings and free-text input.
Trip planning	Fixed packages or self-planning.	Planner based on intent, start, pace, tradition, group and duration.
Travel service	Transport and stay arranged separately.	Guided package with cab, hotel, pick-up

		and drop.
Sacred items	Sold on unrelated sites.	Integrated store with frames, posters and books.
Language	Mostly English.	Tamil and English throughout.
Support	No single point of help.	WhatsApp help line and order tracking.

C. Problem–Solution Fit

To make sure that every feature earns its place, each problem identified above was mapped to a specific response in the platform, as shown in Table III. This exercise also helped the team avoid adding features that did not serve the core journey.

TABLE III
PROBLEM–SOLUTION FIT

Problem faced by users	Response in the platform
Scattered process across many sites	One platform holding temples, planning, travel and store
No guidance on which temple suits a need	Sriyam.AI suggests temples from the shared feeling or seeking
Heavy planning of routes, timings and daily load	Plan Yatra builds the plan from the user's own choices
Transport and stay arranged separately	Full Guided Trip Package with cab, hotel, pick-up and drop
Sacred items bought elsewhere	Sriyam Store with cart and order tracking
No single point of help	WhatsApp help line available on every page

D. Ideation

The design grew out of a short series of brainstorming rounds. The first round simply listed the frustrations that family members and friends had faced while planning temple trips. The second round looked for a single thread that could tie those frustrations together, and the phrase that emerged was feel, find, travel and carry home. The third round turned this idea into concrete features: a listening companion, a curated temple collection, a planner, two travel options and a store. The final round fixed the technology: a responsive web application, so that the platform works on any phone or computer without installation, backed by cloud hosting and a secure database. Fig. 1 captures the outcome of this phase.

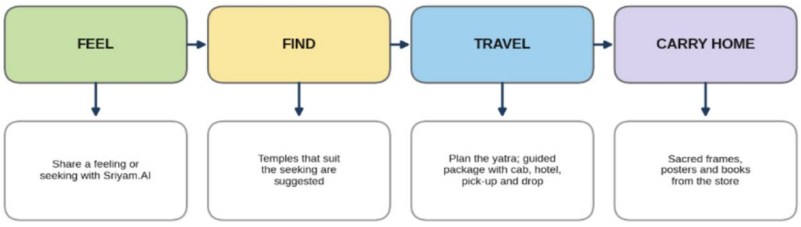


Fig. 1 The four-stage idea behind the platform: feel, find, travel and carry home.

E. Architecture

The architecture is organised into four layers, as shown in Fig. 2.

The user access layer is the entry point. Visitors can browse as guests or sign in. Signed-in users have a private space where their plans, passes and orders are visible only to them, and users who take a digital pass receive a verified pass identified by a unique number.

The intelligence and planning layer holds the three components that do the thinking. Sriyam.AI interprets the user's feeling or seeking. The temple suggestion component matches that seeking against the collection. The Plan Yatra planner converts the user's choices into a structured itinerary.

The service layer turns the plan into something the user can act on. It includes the Digital Pass and Dossier, the Full Guided Trip Package, the Sriyam Store and the support and order-tracking component. Each consumes either the plan or a direct user request and delivers a distinct service.

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Finally, the secure cloud data store holds users, temple records, yatra circuits, plans, passes, bookings and orders. Keeping all data in one store makes the platform easier to scale and to protect.



Fig. 2 System architecture of the Sriyam Shivam platform.

F. Data Flow

Fig. 3 shows how data moves through the platform. The user supplies a feeling or intent, trip choices and orders. The platform returns temple suggestions, a yatra plan, a pass, and the status of trips and orders. Every process reads from and writes to the central data store, which keeps the user's history consistent across sessions and devices.

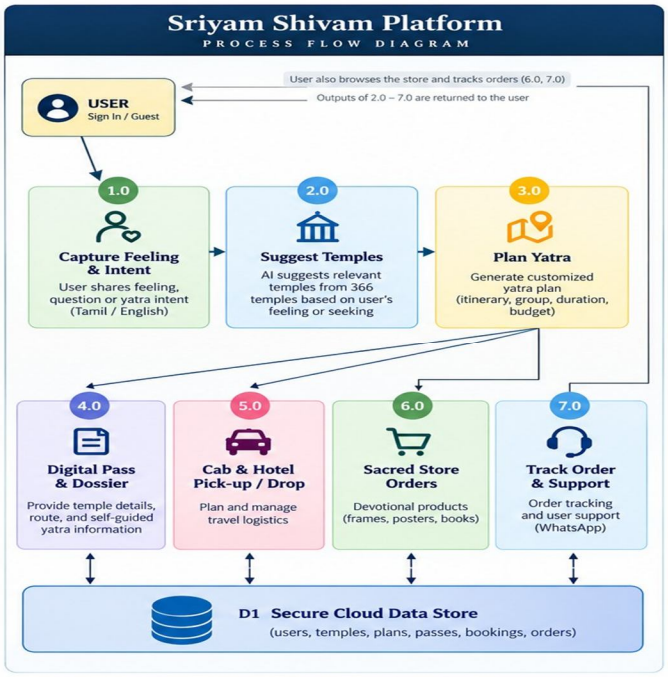


Fig. 3 Process flow and data movement across the platform modules.

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IV. MODULE DESCRIPTION

The platform is divided into eight modules. Table IV lists the technique used in each and the purpose it serves. The subsections that follow describe them in turn.

TABLE IV
MODULES WITH TECHNIQUES AND PURPOSE

Module	Technique	Purpose
1. User Access and Pass	Sign-in and verified digital pass	Private access and a verified pass
2. Sriyam.AI Companion	Conversational AI with guided seekings	Understand the user's feeling or intent
3. Temple Collection	Curated database of 366 temples with search, filter, mosaic and map	Let users browse and find temples
4. Temple Suggestion	Matching of seeking or intent with temple records	Suggest suitable temples
5. Plan Yatra Planner	Step-by-step planning form	Prepare the yatra plan
6. Digital Pass and Dossier	Generated pass and dossier	Support self-guided pilgrims
7. Guided Trip Package	Cab and hotel arrangement with pick-up and drop	Act as the travel partner
8. Store and Support	Catalogue, cart, order tracking, WhatsApp	Sell sacred items and help users

A. User Access and Pass Module

This module handles sign-in, sign-out and the user's private space. When a user takes a digital pass, a Verified Pass carrying a unique pass number is displayed in their account. The module makes sure that plans, passes and orders belong to one user and cannot be seen by anyone else. Guests can still browse the collection and talk to Sriyam.AI, which keeps the entry barrier low for first-time visitors.

B. Sriyam.AI Emotional Companion Module

Sriyam.AI is the heart of the platform. When a user opens it, the companion greets them by name and invites them to share their heart's sorrow or prayer intent in their own words. Alongside the free-text box, it offers six guided seekings, each labelled in both Tamil and English, for users who find it easier to tap than to type. The tone of every reply is deliberately warm and respectful. The companion never labels the user's state as a disorder; instead it acknowledges the feeling, reflects it back gently and moves towards suggestions. A temple of the day, which changes every twenty-four hours, gives returning users something new to read even when they have nothing specific to ask.

C. Temple Collection and Search Module

The collection brings together 97 Divya Desams and 269 Paadal Petra Sthalams located in South India, giving 366 temples in all. It is presented as an interactive mosaic of numbered poster tiles, which users can search by temple name, deity or traditional number and filter by region. A toggle switches the mosaic to a list-and-map view for users who want to see how temples are spread geographically. Opening a tile shows the temple's puranic story, presiding deity and practical details. Each record carries both English and Tamil text along with latitude and longitude.

D. Temple Suggestion Module

This module connects what the user is seeking with the temples associated with it. A seeking chosen in Sriyam.AI, or an intent chosen in the planner, is resolved to a yatra intent and matched against curated circuits and individual temple records. The matching temples are presented as gentle suggestions. The user can accept them, swap individual temples, or ignore the suggestions and build a plan from scratch.

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E. Plan Yatra Planner Module

The planner is a guided multi-step form. Rather than asking for everything at once, it asks one question per screen, which keeps the process approachable for elderly users. The inputs and the logic behind them are described in Section V.

F. Digital Pass and Dossier Module

The Digital Pass and Dossier is aimed at pilgrims who prefer to travel on their own. Starting at INR 99, it gives the user a verified pass and a dossier that lists the temples in visiting order, with short notes on each, so that the devotee knows where to go next without having to plan the route themselves.

G. Guided Trip Package Module

For families, elderly pilgrims and groups who would rather not deal with logistics, the Full Guided Trip Package turns the platform into a travel partner. A cab and hotel are arranged, and the group is picked up and dropped, so that the devotees can focus entirely on darshan. Table V compares the two plan types, and Fig. 4 shows how a user arrives at one or the other.

TABLE V
COMPARISON OF PLAN TYPES

Feature	Digital Pass and Dossier	Full Guided Trip Package
Price	From INR 99	Quoted for the trip
User receives	Verified pass and yatra dossier	Complete trip with cab and hotel
Transport	Arranged by the user	Cab with pick-up and drop
Stay	Arranged by the user	Hotel arranged by the platform
Best suited for	Independent pilgrims	Families, elders and groups

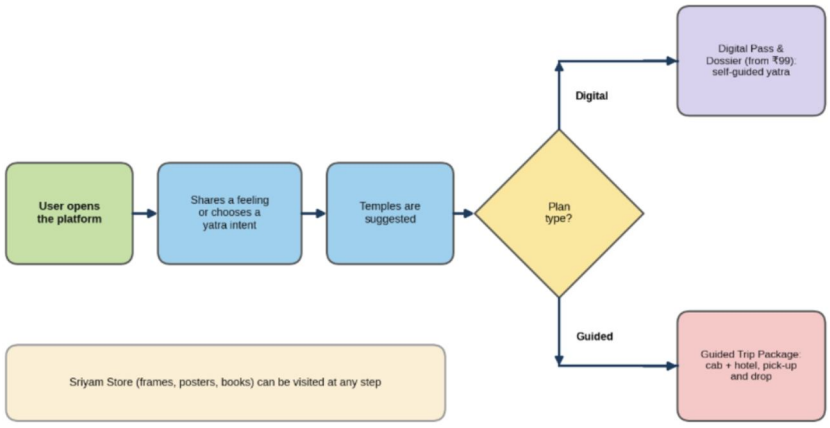


Fig. 4 User flow from opening the platform to choosing a plan type.

H. Sriyam Store and Support Module

The Sriyam Store sells sacred art frames, rack posters and devotional books, including a poster book of the Paadal Petra Sthalams. Products are printed directly in Dharmapuri, Tamil Nadu. The store offers a cart, order tracking and sign-in, and a WhatsApp help line is reachable from every page of the platform. Including the store is not an afterthought: for many families, bringing home a framed image of the deity they prayed to is part of how the pilgrimage stays with them.

V. EMOTION-TO-YATRA METHODOLOGY

A. Design Principles

Because the platform deals with personal feelings and personal faith, a small set of principles guides every design decision.

- Companion, not counsellor. Sriyam.AI offers company and comfort. It does not diagnose and it does not give medical advice.
- Suggestion, not prescription. Temple suggestions are options. The user is always free to accept, change or ignore them.
- Respect for both traditions. Vaishnava and Shaiva shrines are presented side by side with equal care.

- Comfort in travel. Daily load is capped at five temples, and slower paces are offered for elders and families.
- Privacy and clarity. Personal details, plans and orders are private, and every price and step is shown openly.

B. Emotional Seekings

Early conversations with prospective users showed that most temple-related worries fall into a handful of familiar themes. Sriyam.AI therefore offers six guided seekings, listed in Table VI. Each is shown with a Tamil label as well as an English one, because many users feel more at ease describing a personal matter in their mother tongue.

TABLE VI
EMOTIONAL SEEKINGS OFFERED BY SRIYAM.AI

Emotional seeking	What the user is looking for
Childless and progeny prayers	Blessings for children and the continuation of the family
Marriage and conjugal peace	Relief from marriage hurdles and harmony in married life
Health and disease healing	Healing, recovery and well-being
Career relief and financial debt	Relief from professional setbacks and financial burden
Overcoming fear and mortality	Courage and release from fear
Inner peace and solace	Calm, comfort and spiritual liberation

A user who prefers to type is equally welcome. Free text such as "my father has been unwell for months and I feel helpless" is read by the companion, which reflects the feeling back and steers the conversation towards the closest seeking, in this case health and disease healing. The user can always correct the companion if it has misunderstood.

C. From Seeking to Yatra Intent

The planner expresses the same needs in the form of six yatra intents. These are slightly broader than the seekings, because a journey is often undertaken for more than one reason. Table VII shows how the two sets relate. Note that career relief and financial debt maps naturally to two intents, success and purpose and wealth and prosperity, and the user chooses whichever feels closer.

TABLE VII
YATRA INTENTS AND RELATED SEEKINGS

Yatra intent	Closely related seekings
Relationships and family	Marriage and conjugal peace; childless and progeny prayers
Wisdom and devotion	Inner peace and solace
Health and healing	Health and disease healing
Success and purpose	Career relief and financial debt
Protection and courage	Overcoming fear and mortality
Wealth and prosperity	Career relief and financial debt

D. Processing Flow

Fig. 5 shows the five steps by which the platform moves from a feeling to a booked journey. First, the user shares a seeking through Sriyam.AI. Second, the platform understands the intent behind it. Third, matching temples are drawn from the 366-temple collection. Fourth, an itinerary is built from the user's own parameters. Fifth, the user books and travels, either independently with a dossier or with the guided package.

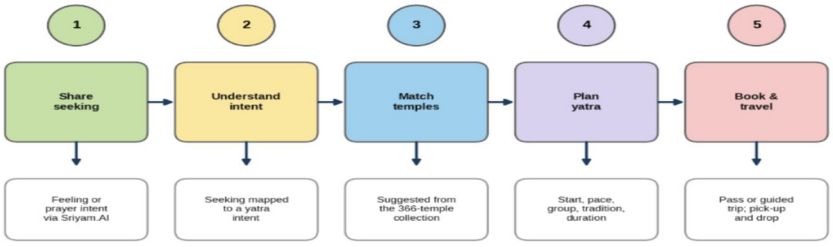


Fig. 5 Five-step processing flow from emotional seeking to yatra.

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E. Curated Yatra Circuits

Instead of assembling routes entirely on the fly, the platform draws on a set of curated circuits prepared with care for traditional significance and practical travel. Each circuit is stored as a structured record holding an identifier, English and Tamil titles, its significance, a starting hub, an ordered list of temple codes, a recommended number of days, a dossier price and an estimated full-trip cost. Temple codes beginning with d refer to Divya Desams and those beginning with p to Paadal Petra Sthalams, so a single circuit can mix both traditions where that makes sense. Table VIII lists the circuits implemented in the current version.

TABLE VIII
CURATED YATRA CIRCUITS IN THE CURRENT VERSION

Circuit	Start hub	Temples	Days	Dossier (INR)
Pancha Bhoota Sthalam (5 elements)	Kanchipuram	5	5	399
Chola Nadu Holy 14	Tiruchirappalli	14	3	399
Navagraha Remedial (9 planets)	Kumbakonam	9	2	199
Ashta Veeratta Stalam	Mayiladuthurai	8	3	399
Family and Marriage Blessing Trail	Kumbakonam	5	2	199
Dhanvantari Health and Healing	Mayiladuthurai	5	2	199
Ashta Lakshmi and Wealth Trail	Chennai	5	2	199

Each circuit also carries an estimated cost for the guided package, which ranges from roughly INR 5,200 for the two-day health circuit to INR 14,500 for the five-day Pancha Bhoota yatra. These figures are shown to the user as estimates and are confirmed when the trip is booked.

F. Planner Inputs

The planner collects its inputs over six short steps, listed in Table IX. Each step offers a small number of clear choices, so that even a first-time user can complete the plan in a couple of minutes.

TABLE IX
INPUTS OF THE PLAN YATRA PLANNER

Step	Choices offered
Plan type	Digital Pass and Dossier (from INR 99) or Full Guided Trip Package (cab + hotel)
1. Yatra intent	Relationships and family; Wisdom and devotion; Health and healing; Success and purpose; Protection and courage; Wealth and prosperity
2. Starting location	A South Indian city, e.g. Tiruchirappalli / Srirangam
3. Trip pace	Relaxed (3 per day), Balanced (4 per day), Express (5 per day)
4. Tradition	All; 97 Divya Desams; 269 Paadal Petra Sthalams
5. Group size	1 solo, 2 couple, 4 family, 6 group or 12 group
6. Duration and tier	Number of days and pass tier

G. Itinerary Logic

Once the inputs are collected, the planner proceeds in a fixed order. It first keeps only those circuits whose intent matches the user's choice. It then applies the tradition filter, so that a user who selected only Divya Desams does not receive Shaiva shrines. Among the remaining circuits, it prefers the one whose starting hub is closest to the chosen city. Finally, it lays out the temples day by day in their stored order, which has already been arranged to keep the route geographically sensible.

The chosen pace sets an upper limit on how many temples are placed in a single day. If a circuit contains N temples and the user chooses a pace of p temples per day, the minimum number of days needed is

$$D_min = \lceil N / p \rceil \quad (1)$$

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where ⌈·⌉ denotes rounding up to the nearest whole number. The planner makes sure that the plan never schedules more than p temples on any day, so the number of days in the final plan is at least D_min. For example, the nine-temple Navagraha circuit needs at least three days at the relaxed pace (p = 3) and two days at the express pace (p = 5).

For the guided package, the group size is used to choose a suitable vehicle and the number of hotel rooms. The overall procedure is summarised below.

Algorithm 1: Yatra plan generation

1: Input: seeking s or intent i, start city c, pace p, tradition t, group size g, plan type k.
2: If s is given, map s to intent i using Table VII.
3: C ← circuits whose intent is i.
4: Remove from C any temple not in tradition t.
5: Select circuit x in C whose start hub is nearest to c.
6: Split the ordered temples of x into days, at most p per day.
7: If k is Digital Pass, generate pass and dossier; else, request cab and hotel for g travellers.
8: Save the plan to the user's account and show it.

H. Conversation Design of Sriyam.AI

Much of the companion's value lies in how it speaks, so its prompts were written and revised with as much care as the code. Each conversation follows a simple arc of four moves. The companion first welcomes the user by name and makes it clear that they may write in Tamil or English, at whatever length they like. It then listens, either to a typed feeling or to the seeking the user has tapped. Next it acknowledges what it has heard in a sentence or two, using the user's own words where possible, before saying anything else. Only then does it guide, by suggesting temples, explaining briefly why they are traditionally associated with that need, and offering to build a plan.

Three rules shape every reply. Replies are short, because a person in distress rarely wants to read a long paragraph. They avoid clinical words such as disorder or symptom, and they never promise an outcome; a temple is described as a place where many people have found comfort, not as a cure. And they always leave the user in control, ending with a gentle question rather than an instruction. For example, a reply to a user worried about a delayed marriage acknowledges the strain on the family, mentions two temples traditionally visited for marriage blessings, and asks whether the user would like a short trail planned from their city.

I. Curation of the Temple Data

A recommendation is only as good as the data behind it, so the temple collection was assembled by hand rather than scraped. For each of the 366 temples the team recorded the traditional number used by devotees, the names in English and Tamil, the tradition, the region, the presiding deity, a short puranic note and the location. Associations between temples and particular prayers were taken from widely known devotional tradition and cross-checked across more than one source before being used in a circuit. Where sources disagreed, the association was left out rather than guessed. The curated circuits in Table VIII were then built on top of these records, with the visiting order chosen to keep daily travel reasonable for elderly pilgrims.

J. Language and Accessibility

Every screen of the platform is available in Tamil and English, and the user can switch languages at any time from the navigation bar. Temple names, puranic stories, seekings, intents and dossiers all carry text in both languages. The interface uses a dark, calm colour scheme with warm gold accents, large touch targets and short screens, so that older users on small phones can move through it comfortably.

VI. IMPLEMENTATION

A. Technology Stack

Sriyam Shivam is built as a responsive web application using HTML, CSS and JavaScript. Choosing the web over a native app means the platform runs on phones, tablets and desktops without any installation, which matters for users who are not comfortable downloading apps. The application is deployed on Vercel, which provides reliable hosting and quick updates. A conversational AI service powers Sriyam.AI through carefully written guided prompts. A secure cloud database stores users, temple records, plans, passes, bookings and orders. WhatsApp integration provides the help line.

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B. Data Representation

Temple records and yatra circuits are stored as structured JavaScript objects. A temple record holds a code, names in English and Tamil, the tradition it belongs to, its region, the presiding deity, a short puranic description and its geographic coordinates. A circuit record holds the fields described in Section V-E. Storing both languages side by side in the same record keeps the interface fully bilingual and makes it simple to add a new language later.

C. System Requirements

The platform is light by design. Table X lists the minimum hardware and software needed to host and use it.

TABLE X
HARDWARE AND SOFTWARE REQUIREMENTS

Item	Requirement
Server processor	Dual-core, 2 GHz or better
Server memory and storage	4 GB RAM; 20 GB free disk (SSD recommended)
Client device	Any phone, tablet or computer with a modern browser; 1 GHz CPU, 2 GB RAM
Network	Stable broadband, Wi-Fi or 4G/5G
Server OS	Linux (Ubuntu 20.04 or later), Windows Server or managed cloud
Client OS	Windows 10+, macOS, Android, iOS
Browser	Chrome, Edge, Firefox or Safari with HTML5, CSS3 and JavaScript
Front end	Responsive HTML, CSS and JavaScript with Tamil and English content
Hosting	Vercel

D. Security and Privacy

Since users may share sensitive feelings, privacy was treated as a design requirement rather than an add-on. Conversations, plans, passes and orders are linked to the signed-in user and are not visible to anyone else. All traffic between the browser and the server is encrypted over HTTPS. Personal details collected for a guided trip, such as a phone number for pick-up, are used only for that trip. Guests can talk to Sriyam.AI and browse temples without creating an account, which lets cautious users try the platform before sharing anything personal.

E. A Walk-Through of the User Journey

To show how the pieces fit together, consider a typical session. Meena, a 52-year-old school teacher in Tiruchirappalli, has been anxious for months about her husband's recovery after surgery. She opens the platform on her phone in the evening and switches the language to Tamil. In Sriyam.AI she types a few lines about how tired and helpless she feels. The companion acknowledges her worry, gently connects it to the seeking of health and disease healing, and mentions that a short healing circuit around Mayiladuthurai is traditionally visited for recovery.

Meena taps the suggestion and is taken to the planner, where health and healing is already selected as the intent. She keeps Tiruchirappalli as her starting point, chooses the relaxed pace because her husband tires easily, leaves the tradition as all, and sets the group size to two. The planner produces a two-day plan with the five temples of the Dhanvantari circuit split across the days. Not wanting to drive, she chooses the guided package. A cab and hotel request is recorded, and the plan appears in her account along with an estimated cost. Before closing the app she adds a small framed picture of the deity to her cart from the Sriyam Store. In about ten minutes, a vague and heavy worry has become a concrete, comforting plan.

This walk-through is illustrative rather than a recorded case, but every step in it corresponds to a feature that was tested in Section VII.

F. Deployment and Maintenance

The platform is deployed as a single web application on Vercel, with every change pushed through a version-controlled repository and published automatically after a quick review. This keeps updates small and frequent, and a faulty release can be rolled back within minutes.

Because temple records and circuits are stored as plain structured data, adding a new temple or adjusting a circuit does not require changes to the application code; the content team edits the data file and the change appears on the next deployment. The WhatsApp help line is staffed during the day, and questions that come up repeatedly are folded back into the companion's prompts and the platform's help text.

Day-to-day maintenance therefore falls into three routine tasks: keeping temple details such as timings and festival notes current, reviewing a sample of anonymised companion replies to make sure the tone stays warm and appropriate, and following up on guided-trip and store orders. None of these tasks needs specialist skills, which matters for a small team that intends to keep the platform running beyond the academic project.

G. Development Phases

Development followed six phases, summarised in Table XI and Fig. 6. Requirement analysis and interface design came first, followed by the temple collection and search. The Sriyam.AI companion was built next and released as a beta. The planner, together with the two plan types, and then the store were completed after that. The final phase, testing and user evaluation, is ongoing: all functional tests have been run, and feedback from real users continues to be collected.

TABLE XI
IMPLEMENTATION PHASES AND STATUS

Phase	Work carried out	Status
1. Requirements and UI/UX	User needs defined; calm bilingual interface designed	Done
2. Temple collection	366 temples with search, filter, mosaic and map	Done
3. Sriyam.AI	Guided seekings, free text, temple of the day	Beta
4. Planner and plans	Planner, Digital Pass and Dossier, guided package	Done
5. Sriyam Store	Frames, posters, books, cart and order tracking	Done
6. Testing and evaluation	Functional, usability and language testing; user feedback	Ongoing

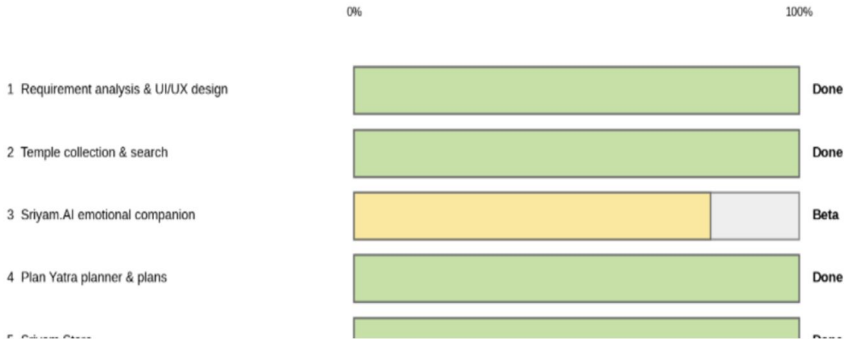


Fig. 6 Implementation progress by phase.

VII. TESTING AND RESULTS

A. Test Plan

Testing covered five areas: functional checks on every module, a review of temple suggestions against each seeking, validation of the plans produced by the planner, usability testing on phones in both languages, and end-to-end verification of passes, guided-trip requests and store orders. Twelve test cases were written, one or more for each module. They are listed in Table XII.

TABLE XII
FUNCTIONAL TEST CASES

ID	Module	Test performed	Expected result	Status
TC01	Home page	Open page and every navigation link	Each link opens the correct page	Pass
TC02	Temple search	Search by name, deity and number	Matching temples listed	Pass
TC03	Region filter	Choose a region	Only that region's temples shown	Pass
TC04	Collection views	Switch poster and list-and-map views	Both show the same temples	Pass
TC05	Sriyam.AI	Select a seeking; type a feeling	Companion replies and suggests temples	Pass
TC06	Planner inputs	Complete every planner step	Choices saved and shown in plan	Pass
TC07	Trip pace	Choose relaxed, balanced, express	Plan has at most 3, 4 or 5 a day	Pass
TC08	Tradition filter	Choose each tradition	Plan contains only chosen tradition	Pass
TC09	Digital pass	Take Digital Pass and Dossier	Pass and dossier generated	Pass
TC10	Guided trip	Choose guided package	Cab and hotel request recorded	Pass
TC11	Store	Add product to cart and order	Order placed; status shown	Pass
TC12	Usability	Use on phone in Tamil and English	Interface easy; text correct	Pass

All twelve test cases passed. Two of them deserve a brief comment. In TC05, the companion was given both guided seekings and a range of typed feelings, from short phrases to longer personal accounts, and in each case it replied in a respectful tone and moved towards relevant suggestions. In TC07, plans were generated for every circuit at all three paces, and no plan placed more temples in a day than the chosen pace allowed.

B. Evaluation Summary

Beyond pass or fail, the platform was evaluated on five aspects, summarised in Table XIII. Suggested temples were reviewed against each seeking and intent to confirm that they were traditionally appropriate. Generated plans were checked for correct pace, tradition, group size and duration. Pass, guided-trip and store orders were tested from start to finish. Finally, a small group of real users tried the platform after testing and shared their impressions.

TABLE XIII
EVALUATION SUMMARY

Aspect	Method	Result
Suggestion relevance	Suggested temples checked against each seeking and intent	Matching verified
Planner accuracy	Pace, tradition, group size and duration checked in plans	Accurate itineraries
Functional tests	TC01 to TC12	100% pass rate
Booking and orders	Pass, guided trip and store orders end to end	Successful transactions
Usability	Small group of real users	Positive feedback

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The informal feedback was encouraging. Users said the interface felt calm rather than busy, that being able to read everything in Tamil made them more willing to share personal concerns, and that seeing a complete plan, rather than a list of temple names, made the idea of a pilgrimage feel achievable. Some asked for more regions and for a voice option, both of which are on the roadmap.

C. Feature Coverage Compared with Existing Services

Table XIV places the platform alongside the three kinds of service a devotee currently relies on: support chatbots of the kind reviewed in Section II, temple information websites, and travel agencies offering temple tours. The comparison is qualitative and is based on the typical features of each category rather than on any one product. It shows that each existing category covers one or two parts of the journey well, while none covers the whole path from feeling to keepsake.

TABLE XIV
FEATURE COVERAGE BY TYPE OF SERVICE

Feature	Support chatbot	Temple website	Travel agency	Proposed
Listens to feelings	Yes	No	No	Yes
Suggests temples for a need	No	Partly	No	Yes
Searchable temple collection	No	Yes	No	Yes
Personalised itinerary	No	No	Partly	Yes
Cab, hotel, pick-up and drop	No	No	Yes	Yes
Sacred items store	No	Partly	No	Yes
Tamil and English	Rarely	Partly	Partly	Yes
Single point of help	No	No	Partly	Yes

Two entries deserve comment. Some temple websites do mention the prayers associated with a shrine, which is why suggestion is marked as partial, but they do not help a user compare temples or turn that knowledge into a plan. Some travel agencies will customise a tour on request, but this depends on the agent and usually requires the customer to already know which temples they want to visit.

D. Output Screens

Fig. 7 shows the home page, which introduces the platform in Tamil and English and displays headline counts of the two temple traditions. Fig. 8 shows the temple collection with its search box, region filter and view toggles, and Fig. 9 shows the numbered temple tiles of the poster mosaic.

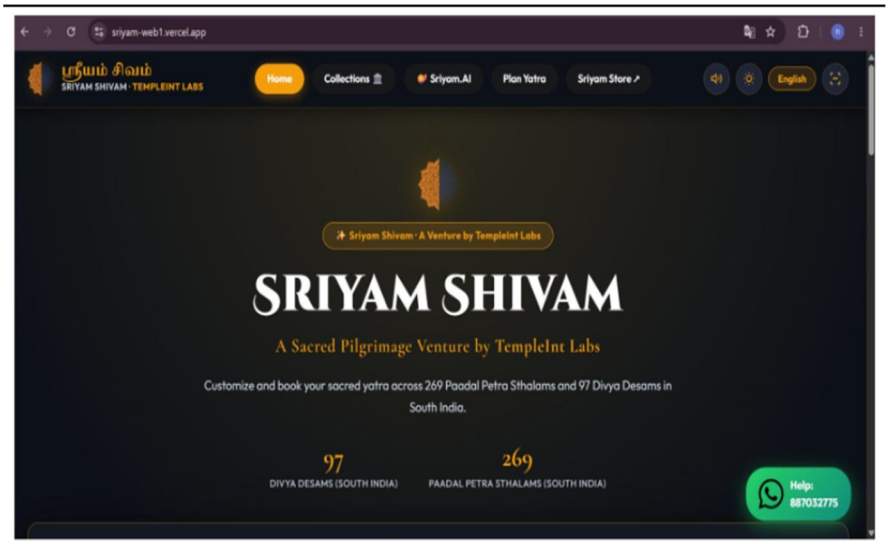


Fig. 7 Home page of the platform.

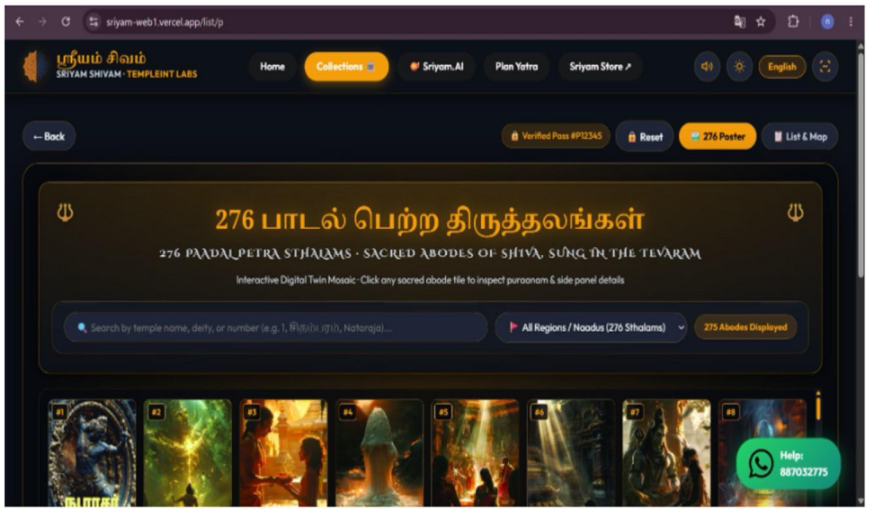


Fig. 8 Temple collection page with search, region filter and view toggles.

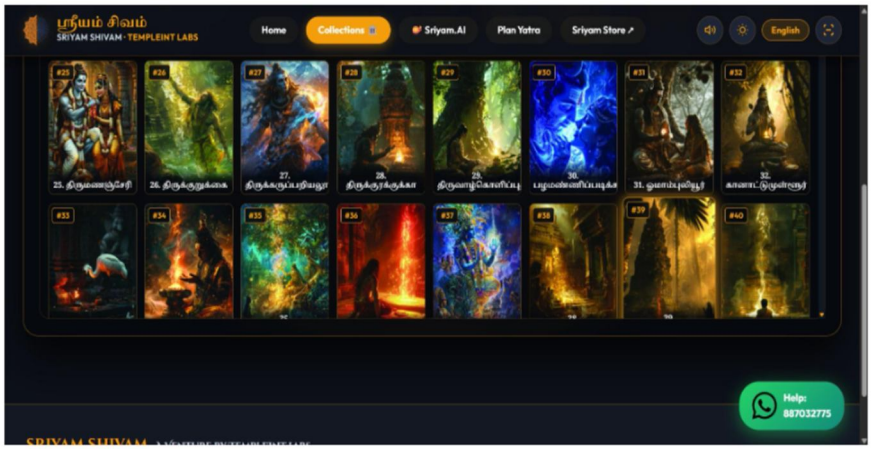


Fig. 9 Numbered temple tiles in the collection mosaic.

Fig. 10 shows the Sriyam.AI companion, with its greeting, the six guided seekings and the temple of the day. Fig. 11 shows the first step of the planner, where the user chooses a plan type and the blessing they seek, and Fig. 12 shows the later steps for starting location, pace, tradition and group size.

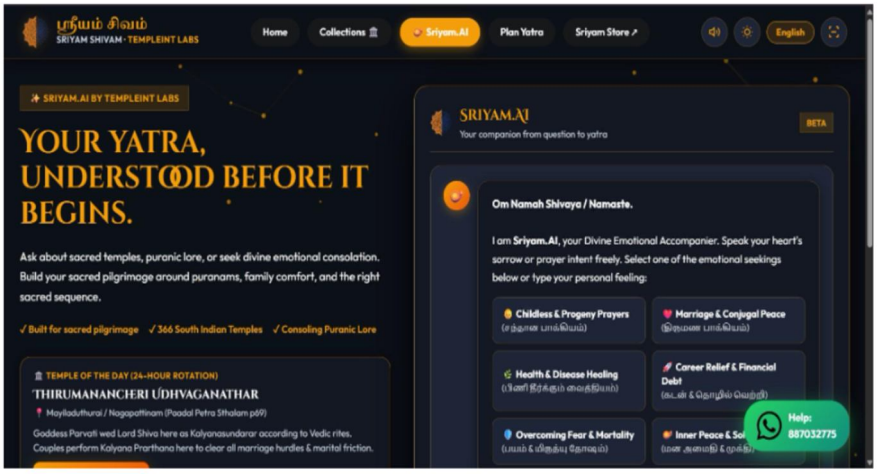


Fig. 10 Sriyam.AI emotional companion with guided seekings.

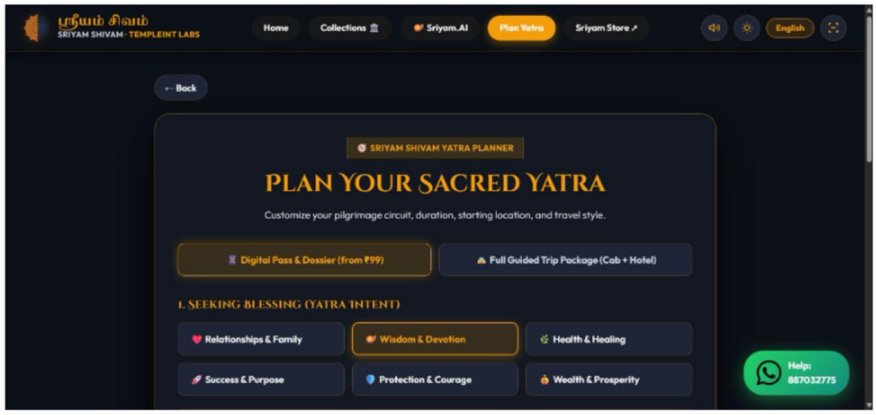


Fig. 11 Plan Yatra: choosing plan type and yatra intent.

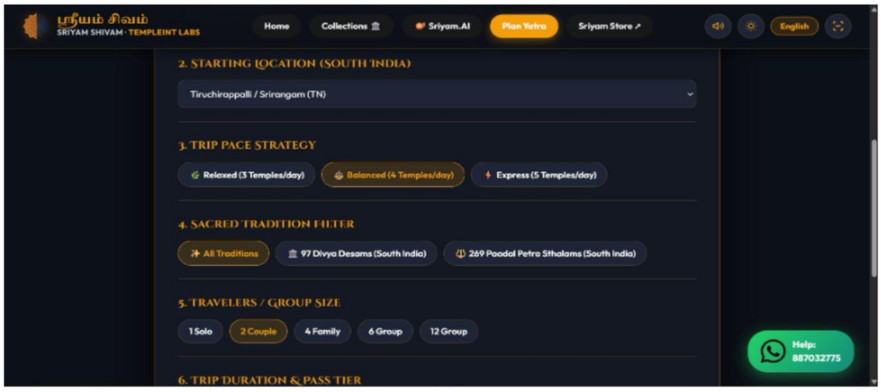


Fig. 12 Plan Yatra: starting location, pace, tradition and group size.

VIII. DISCUSSION

A. *What the Platform Adds*

Compared with the chat-based systems in Table I, the clearest difference is continuity. Consider a user who opens Sriyam.AI late at night, worried about a parent's health. A conventional support chatbot might acknowledge the worry and suggest a breathing exercise, which is helpful but ends when the window is closed. Sriyam Shivam follows the same worry further. The user leaves with a short list of temples traditionally associated with healing, a two-day plan starting from a nearby town, and, if they wish, a cab and hotel already arranged. The emotional need is met in a way that fits the user's own beliefs, and it turns into something they can actually do. A second difference is cultural fit. Thakkar et al. [2] argue that emotional-support technology must respect the ways in which different communities express and cope with distress. By grounding its response in temples, traditions and the Tamil language, the platform meets many users where they already are, rather than asking them to adopt an unfamiliar therapeutic vocabulary.

B. *Comparison with Chat-Only Support*

It is worth being precise about what this comparison does and does not show. Chat-only systems such as those in [4] and [12] have been tested in controlled trials and shown to reduce measured symptoms, which this work has not attempted. What the platform adds is breadth of follow-through: it covers the steps after the conversation that chat-only systems leave to the user. The two approaches are therefore complementary rather than competing, and a future version could combine evidence-based conversational techniques with the temple, travel and store services described here.

C. *Limitations*

The work has clear limits, and it is important to state them plainly. The temple collection currently covers only South India. Sriyam.AI is a beta and relies on guided prompts rather than a model trained specifically on Tamil emotional text, so it may occasionally misread a complex feeling.

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The evaluation is functional rather than clinical: the user feedback came from a small, informal group, and no claim is made that the platform improves measured emotional well-being. A structured study with a larger and more diverse group of users, using validated well-being measures before and after a pilgrimage, would be needed before any such claim could be made.

D. Lessons Learned

Building the platform taught the team a few things that may be useful to others working on similar systems. First, offering guided seekings alongside free text made a large difference. Many users, especially older ones, hesitated in front of an empty text box but were happy to tap a seeking that matched their situation, after which they often went on to type more. Second, the bilingual interface was not a cosmetic feature. Several users said they would not have shared a personal worry in English at all. Third, keeping each planner screen to a single question reduced drop-offs noticeably compared with an early prototype that placed all the inputs on one long form. Finally, the store, which was at first seen as a commercial extra, turned out to be valued by users as a way of keeping the pilgrimage close after returning home.

E. Ethical Considerations

Any system that invites people to share their feelings must handle those feelings with care. The platform keeps all personal data private to the user, avoids diagnostic language, and frames every suggestion as optional. It is also explicit that it is not a substitute for professional care. A natural next step, discussed below, is to add clear signposting to professional and crisis help when a user's message suggests serious distress.

IX. CONCLUSION AND FUTURE WORK

This paper presented Sriyam Shivam, an AI-powered, emotion-aware platform that takes a person from a feeling to a temple, from a temple to a journey, and from the journey to a sacred keepsake. By bringing together the Sriyam.AI companion, a curated collection of 366 South Indian temples, a personalised yatra planner, a travel partner service and a sacred store, it replaces a set of scattered tools with one calm, bilingual experience. All twelve functional test cases passed, plans respected the chosen pace and tradition, and early users responded positively.

Several directions are planned for future work:

1) Wider coverage: extending the collection to pilgrimage circuits across India, such as the Char Dham, Jyotirlingas, Shakti Peethas and Himalayan shrines.
2) More languages: adding Telugu, Kannada, Malayalam and Hindi across temple lore, prompts and dossiers.
3) Smarter suggestions: using NLP and collaborative filtering to read emotional nuance in free text, past feedback, seasonal crowds and ritual calendars.
4) Voice interaction: speech-to-text and text-to-speech so that elderly pilgrims can speak to Sriyam.AI in their own language.
5) Mobile apps: native Android and iOS apps with offline dossiers, ritual reminders and nearby-temple discovery.
6) Payments and tracking: secure online payment for passes, packages and store items, and live GPS tracking of assigned cabs.
7) Safety signposting and formal evaluation: links to professional help where needed, and a structured user study of well-being outcomes.

X. ACKNOWLEDGMENT

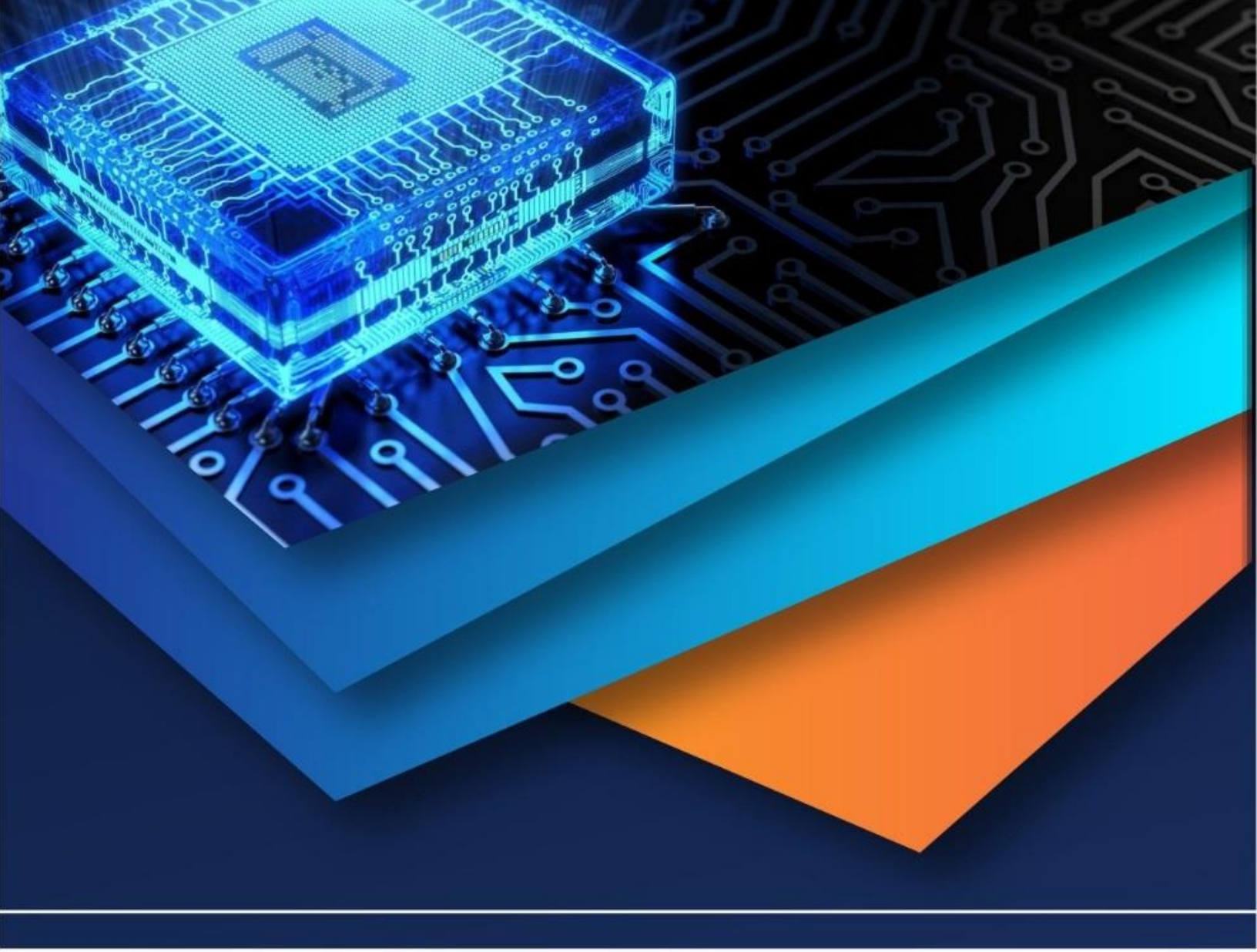
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