Horoscope App

Group 5

Statement of Purpose

Our goal is to build a horoscope app that is accessible, enjoyable, easy to use, and helps users receive reassurance and information about themselves.

Problem

- Boredom
  - As someone looking to fill their time and escape boredom, I'd like to have a fun app that allows me to entertain myself.
- Confusion about self
  - As someone who wants to know more about myself, I want to engage with information that might tell me more about who I am.
- Uncertainty about the Future
  - As someone anxious about my life, I want to have guidance as to what my future might hold.
- Loneliness
  - As a lonely person, I want to connect with other people about their beliefs and interests.

User Personas

- People looking for simple, quick, easy-to-access entertainment
  - teens/young adults; ex: bored in class and want a distraction
- People who are interested in learning more about themselves
  - Again, targets teens/young adults who may be seeking to understand themselves and find explanations for certain qualities they have
- People who are uncertain about the future
  - Young people are very anxious nowadays and have a lot on their mind
- People who feel lonely
  - Technology and COVID have isolated young people from each other and crave connection
  - Teens/young adults are likely to feel that they don't "fit in," may be looking for something to tell them they belong to a group or collective (Ex: You are an Aries, all Aries share these qualities with you)

Appetite

- We are constrained by the time limits of our course, so we would need to develop everything by the end of the quarter.
- Ideally, it would take us no more than 5 weeks to implement our idea.
  - We should aim to get a working product first before implementing more complicated features.
- 5 weeks is a short time; so the project we come up with will be limited
  - Might not be able to incorporate all details in horoscopes
  - Accessories like background graphics, music, etc may not be a priority
  - Limit in the variety of "predictions" we can tell
  - Limit in how personalized app can be

Solution

Horoscope App

- Boredom
  - Provide an engaging interface and interesting information
- Confusion about self
  - Have content tailored to the user, via their inputted birth date/time/location
- Uncertainty
  - Write content with certainty and reassurance
- Loneliness
  - Tell users their sign, allowing them to find others with the same sign.

Features

- Input birth information
- Gives you predictions in one or more categories of your life
- Different prediction based on personal horoscope.
- Daily Horoscopes that change
- (Illusion of) Calculations to create prediction
- Minimalistic UI

Wireframe

Get your Horoscope for today!

I was born on mm/dd/yyyy at 00:00 in LOCATION

GET HOROSCOPE

You are **Cancer**

Today is mm/dd/yyyy.
Horoscope prediction
appears here.
It will describe the
problems and strengths
for your horoscope in one
or more categories for the
person. It should be
vague enough to apply to
most people, but also
incorporate the person's
personal horoscope to
make it seem
personalized.

Technical Details

Inputs:

- User information (birthday, etc)

Outputs:

- Text paragraph explaining user's signs + a prediction based on that sign
  - Start with a yearly or monthly prediction; if time, can do weekly/daily predictions

Additional Features

These could be added in future updates:

- Remember user data (accounts/login) to prevent users from having to re-input information every time
- Generate daily horoscopes (as opposed to monthly or yearly)
- Option to read out the horoscopes

Rabbit holes

- Birth time and birth location: depending on the time we have available, we don't want to spend too much on this portion. There's no way to create personalized content for **all** locations and times, so we may incorporate more locations + times if we can, but it is not a priority.
  - One solution is to separate locations by continents/regions rather than cities
- Variety of outputs/predictions
  - Doesn't have to be too serious, can generate simple predictions from a small library of possible predictions; don't need to have a huge variety

No-gos

- Avoid taking in information that isn't related to birth
- Avoid adding compatibility predictions between users
- Don't overwhelm users with information
  - Stick to sun sign (and perhaps basic overview of moon, rising)
  - No need to get into twelve signs, house information, interpreting the entire star chart, etc.