Apollo 18 Pitch: Name

Our vision for a fortune-telling app
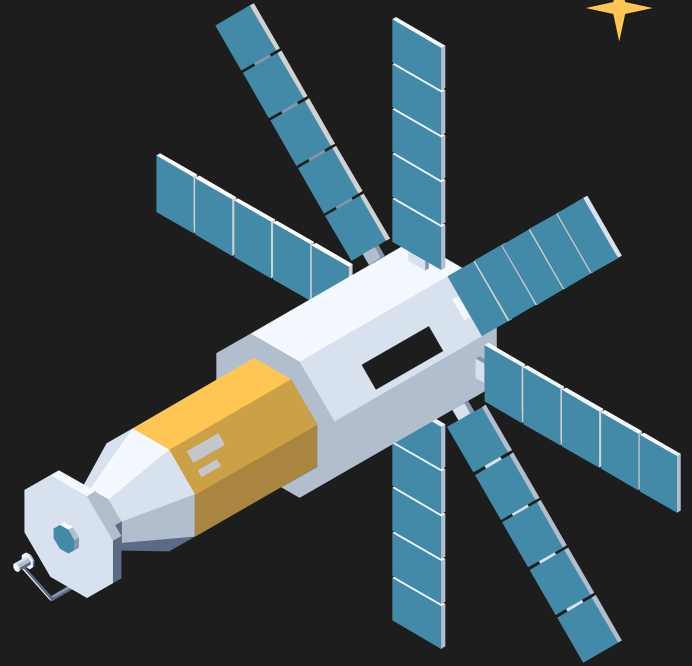
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Statement of Purpose

The purpose of our project is to provide an entertainment platform that imitates the art of fortune telling. Our interface will mimic the social media platform Twitter's wireframe, which will allow the user to "tweet" a question regarding their future and their future self will respond having already "known" what the future holds. The reason we chose to use Twitter as the mode of delivering a fortune was because it is a platform that encourages public conversations. Overall, the goal of this project is to create an app that provides its users with a fun way to explore their curiosity about what the future holds while also showcasing how technology can simulate fortune telling. We aim to offer a unique and entertaining experience for users of our platform.

User Personas - <u>People from different professions or industries:</u> ✦

Below provide some representation industry professionals would question and reply as if they were a future version of themselves:

- **Political Industry:** politicians could post questions like "How will our policies on X issue affect the future of our city or country?" and then offer insights and predictions based on their understandings of how current policies will impact the country in the years to come.
- **Technology and Innovation Industry:** technicians might post a question like "What technologies do you think will shape the future of our industry?" and offer insights and predictions based on their knowledge of emerging technologies, such as AI automotives…
- **Finance/Economic Industry:** financers might post a question like "How will the financial landscape look in the future 10 years?" and then offer insights and predictions based on their understanding of economic trends and market forces.
- **Healthcare Industry:** doctors might post a question like "How will technology impact the way we deliver healthcare in the future?" and then offer insights and predictions based on their understanding of emerging healthcare technologies and their potential impact on patient care.
- **Education Industry:** teachers might post a question like "What skills do you think students will need to succeed in the future job market?" and then offer insights and predictions based on their understanding of the changing nature of work and the skills required to succeed in a rapidly evolving job market.

User Personas - <u>People from different ages</u>

- **For Gen Z Users: 11 to 26 years old**
(groups might be more likely looking forward to their prospective future)
To target Gen Z users, you can use a <u>playful and casual</u> tone. Start by asking questions about their future self, such as "What do you see yourself doing in 5 years?" or "What kind of person do you hope to be in the future?" Then, reply to your own question as if you were their **future self**, offering advice or insights based on your own experience.

- **For Baby Boomer Users: 59 to 77 years old**
To target baby boomer users, you can use a more **authoritative and informative** tone. Ask questions that relate to their life experience, such as "What was the most challenging time in your career?" or "What were your biggest accomplishments in life?" Then, reply to your own question as if you were an expert or mentor, offering insights and advice based on your own knowledge and experience.

- **For Millennial Users: 27 to 42 years old**
(groups might be more likely looking into their past)
To target millennial users, you can use a more <u>reflective and introspective</u> tone. Ask questions that prompt them to reflect on their past, such as "What advice would you give your younger self?" or "What have been the biggest lessons you've learned so far in life?" Then, reply to your own question as if you were their **past self**, offering wisdom and guidance based on your own experience.

User Personas - Potential user types:

- **Skeptical Seeker**:
    - interested in exploring psychic services but is skeptical about their authenticity and effectiveness
    - looking for evidence-based information, testimonials, and reviews that can help them make an informed decision
    - may be hesitant to spend money on premium services and may require extra reassurance and support
- **Anxious Inquirer**:
    - seeking guidance on a specific issue that is causing them anxiety or stress
    - looking for a quick and convenient solution that can provide them with insight and direction.
    - may prefer text-based or email readings that allow them to express their thoughts and feelings more freely

- **Curious Explorer:**
    - intrigued by the idea of psychic services and wants to explore them out of curiosity.
    - may not have a specific issue to address but are interested in getting a general overview of their life path or future prospects.
    - may be more likely to try free or discounted services and may not be as committed to building a long-term relationship with an advisor
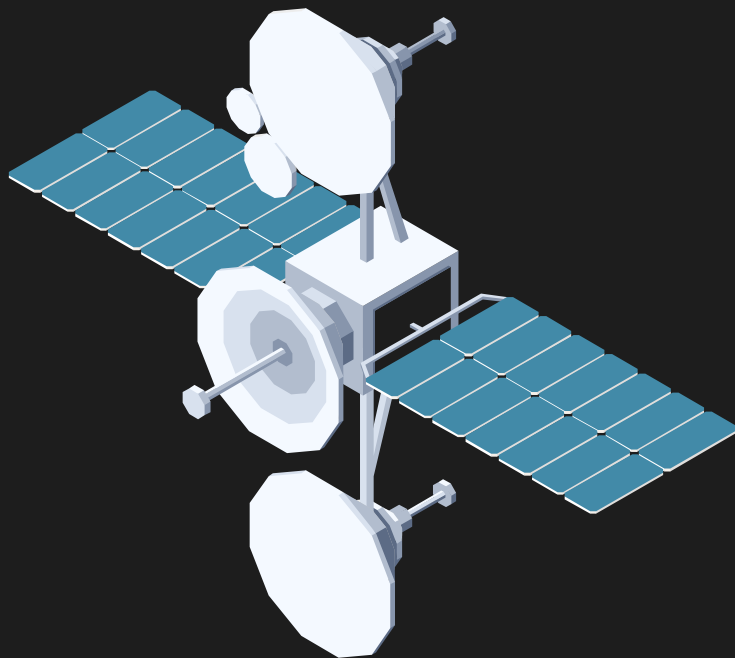- **Experienced User:**
    - has used psychic services in the past and is comfortable with the idea of receiving readings from a trusted advisor
    - looking for a platform that offers a wide range of services and advisors and allows them to manage their readings and appointments conveniently
    - may be interested in premium features such as live readings, personalized reports, or subscriptions that provide them with exclusive benefits

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Risks and Rabbit Holes

Input + Output Specificity, Visual Specificity,
Technical Unknowns/Rabbit Holes,
Overextensions/If We had More Time

Risks of Input + Output Specificity

- Careful on how specific replies are (how closely related to the topic in the question/statement)
- Decipherability of the input (question/statement, type of question)
- Rabbit Hole: overthinking distance in the future of the reply (1 day vs. 1 year)
- Ethical boundaries of the input (screening of the input)
- Ethical boundaries of the replies are safe, not too negative (Twitter is known to be harsh)
- Boundary: limiting replies to just text currently
- Handling question/statement deciphering if libraries go down
- Ignore character limit (bounded to library limit)

Risk of Visual Specificity

- Rabbit holes: Focusing too much on Twitter number similarity (amount of replies, relation between view count to retweet count to like count)
- Boundary: Make sure the color and typography to be similar to twitter, and should implement the visual specificity after having a confirmed color palette and typography palette
- Boundary part 2: Decide on Dark Mode or Light Mode, not both
- Make username input requirement obvious
- Rabbit Hole: How the output is printed, such as line by line, all at once, character by character (possible future issue)
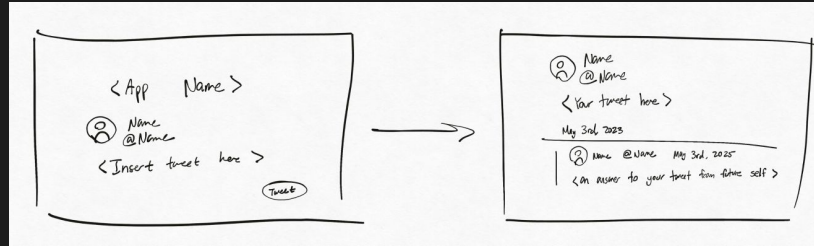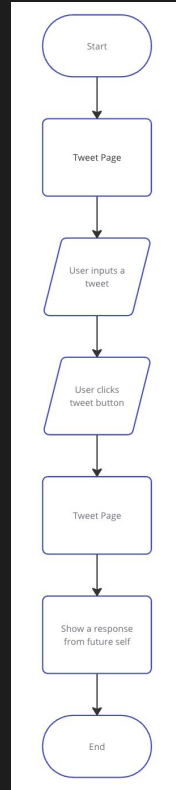
Overextensions/If We had More Time

- Menu to allow users to use other social media platform UI's (Reddit, Instagram, WeChat, etc.)
- Use Popular Twitter users reply as predictors to generate output
- Adding voice features for outputs to increase engagement and accessibility
- Combine voice with popular twitter users
- Alter reply based on how far in the future
- Allow for multiple replies (multiple future selves, multiple popular twitter users)
- Rabbit Hole: Integrating other platforms with the app may raise issues. Ex: possible compatibility issues when integrating the app with web browser on computers vs. phones
- Adding on using AI, do want to develop an algorithm that can better provide meaningful and relevant response facilitating
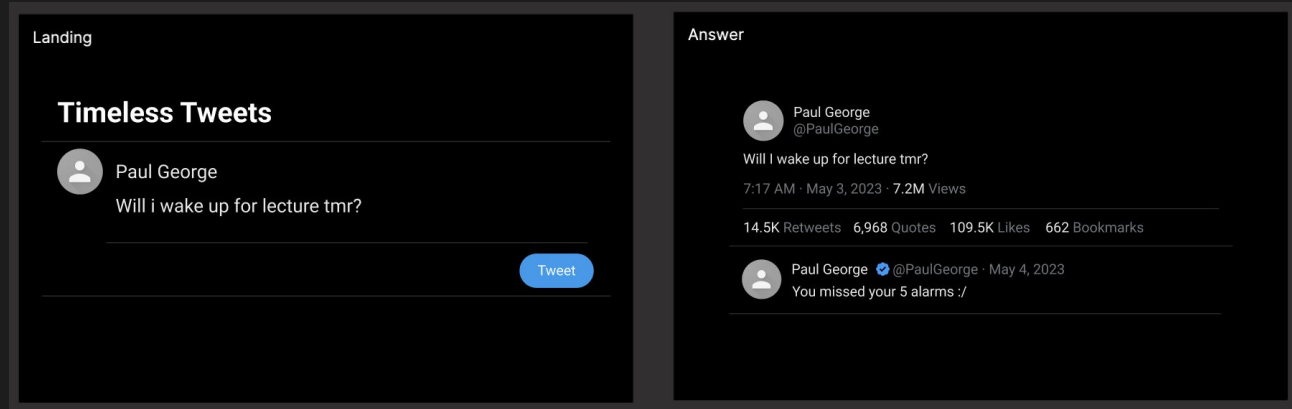
Figma Diagrams

App Animation Flow

- Title loads in first, tweet compose box fades in
- On compose click, segue to tweet page.
  - Is there a tweet sound? We add that
  - https://www.youtube.com/watch?v=7GL2Yrrlhoc
- Comment pops in after a short delay (Sound?)

Landing

Timeless Tweets

Paul George

Will i wake up for lecture tmr?

Tweet

Answer

Paul George
@PaulGeorge

Will I wake up for lecture tmr?

7:17 AM · May 3, 2023 · 7.2M Views

14.5K Retweets   6,968 Quotes   109.5K Likes   662 Bookmarks

Paul George ✓ @PaulGeorge · May 4, 2023
You missed your 5 alarms :/

https://tinyurl.com/timelesstwitterfigma