

My Proposal

Main Idea:

From the start of this module, my primary goal has been to develop a chatbot, as I see it as an essential skill that will enhance my professional portfolio and future career prospects.

The project I am proposing is a palm reading web application, in which users can take a photo of their hand and receive a personalised “luck” reading generated by the system. Following their reading, users will have the opportunity to interact with a virtual Romani-inspired fortune teller through a chatbot.

Similar to a traditional fortune-telling session, users will be invited to choose two or three topics of interest and can ask up to four questions before the chat concludes.

Unique Features:

I plan to implement several unique features to make the experience more engaging and interactive.

To allow users to capture an image of their hand, I intend to use the `getUserMedia()` API, which securely accesses the user’s camera.

For the chatbot component, after discussing the idea with Dave, we agreed that integrating artificial intelligence (AI) could make the experience more dynamic and realistic. However, I am still researching possible implementation methods, while I am familiar with the concept, I am still exploring how to apply AI integration in practice.

Existing Alternatives and Inspirations:

My main inspiration comes from Romani culture, known for its strong connection to ritual, symbolism, and ancestry.

Romani communities living in South America continue to practice folk traditions such as palm reading, tarot card reading, crystal gazing, dream interpretation and etc..

I aim to reflect this cultural richness in my web app by using AI to learn about the vocabulary commonly used in palm readings and by incorporating Romani-inspired visual elements, including traditional patterns, art, textiles, and colour palettes, to enhance the user experience.

In addition, I was inspired by astrology and horoscope websites that convey a sense of mystery and spirituality through their design.

For instance, *Horoscope.com* features an AI-powered “crystal ball” that allows users to

ask questions and receive responses a feature similar to the one I intend to create with my chatbot.

Another source of inspiration is *DailyOM.com*, which features a tarot-based tool that enables users to select a card and receive a response based on their choice, creating a simple yet engaging mystical experience.

Inspiration website links:

- DailyOm Tarot Card Reading- [Free Yes or No Tarot Reading - DailyOM](#)
- Horoscope Crystal Ball Reading - [Crystal Ball by Horoscope.com | Get Free Divination Games just for fun](#)

Database:

I plan to incorporate a database for both the palm reading and chatbot functions. This will allow users to view their previous readings and chat histories, enhancing personalisation and continuity.

I am also considering implementing a user login system, although this remains optional at this stage, since the application does not require personal data for its core functionality.

Novel User Experience:

I aim to make my web application visually distinctive and immersive, with a strong emphasis on storytelling through the design.

The visual layout will serve as a narrative tool, guiding users through a mystical and culturally inspired experience.

I plan to illustrate the virtual Romani woman using Adobe digital design tools (such as Adobe Fresco and Adobe Illustrator), thoughtfully depicting her traditional clothing, jewellery, and accessories in a way that is both respectful and artistically expressive. The layout will incorporate Romani textile patterns, decorative motifs, and symbolic colours, reinforcing the sense of mystery and authenticity.

This focus on visual storytelling will create a unique and memorable user experience.

Target Audience and Alignment with User Needs:

To identify the main target audience for my project, I conducted research on who most frequently engages with mystical and horoscope-related content online.

According to Ipsos (2023), younger adults — particularly those aged 18 to mid-30s —

are the most active consumers of mystical and spiritual content.

Similarly, a study from Oxford Brookes University suggests that Generation Z seeks emotional and spiritual meaning outside traditional religion, which explains the popularity of astrology and fortune-related digital experiences among this group.

In terms of gender, Pew Research Center (2025) reports that approximately 30% of American women consult astrology, tarot cards, or fortune tellers.

Additionally, the LGBTQ+ community represents another significant audience, with around 54% engaging with astrology or horoscopes at least once a year, compared to roughly 28% of the general population.

Based on these findings, the primary audience for my web application consists of women and LGBTQ+ individuals aged 18 to mid 30s, who are typically more open to creative, spiritual, and interactive online experiences.

By aligning the design and concept of my project with their interests, I aim to create an application that is both aesthetically appealing and emotionally engaging.

Figma Prototype:

This section presents the prototype of my web application, created in Figma to visualise how the system will function and to better communicate the overall concept.

The prototype allowed me to translate the conceptual idea into a visual format, helping to refine both structure and user flow.

I designed the background pattern and developed a mock-up layout to represent the intended aesthetic. At this stage, I have used generic illustrations to visualise the interface content and structure.

As demonstrated, the functionality of the web application is intentionally simple and straightforward. While additional features could be implemented in the future, my current focus is on developing the backend functionality rather than adding excessive elements that may not contribute significantly to the final outcome.

Figma Prototype:

<https://www.figma.com/design/U1Hmtq8qTrrdXDwJ9lrtyQ/Untitled?node-id=8-25&t=XUu4ec1OujXNCnnP-1>

Mood Board:



References

- Pew Research (21/05/2025) 30% of Americans Consult Astrology, Tarot Cards or Fortune Tellers. Available at: [Pew Research Center+2Boston.com+2](#) (Accessed: 12/10/2025).
- Oxford Brooks University (02/05/2025) Expert comment: why is Gen Z looking to the stars for meaning?. Available at: [Expert comment: why is Gen Z looking to the stars for meaning? - Oxford Brookes University](#) (Accessed: 12/01/2025).
- Ipsos (16/12/2019) divides among Public Opinion on Astrology and Horoscopes. Available at: [Divides among Public Opinion on Astrology and Horoscopes | Ipsos](#) (Accessed: 11/01/2025).
- Sage Journals (31/07/2025) Contemporary Views and Uses of Astrology in the United States: A Descriptive, Mixed-Methods Analysis. Available at: [Contemporary Views and Uses of Astrology in the United States: A Descriptive, Mixed-Methods Analysis - Shiri Noy, Avantaea Siefke, Katie E. Corcoran, Christopher P. Scheitle, 2025](#) (Accessed: 13/10/2025).