



# Net Ninjas Fortune Telling Pitch

Fortune Telling App  
Name: TBD



# Main Goal of Our App

During our research of fortune telling apps we discovered that astrology is a really large field with a lot of different views on how the movement of stars and other celestial bodies determine our future

This is why we decided to do an astrology app focusing on horoscopes and compatibility of different signs

We noticed that there is a lot of information on astrology, but a lot of it is very dense and not consolidated

**Main Goal of App: Provide a consolidated place for astrology information and allow for learning**



# Purpose

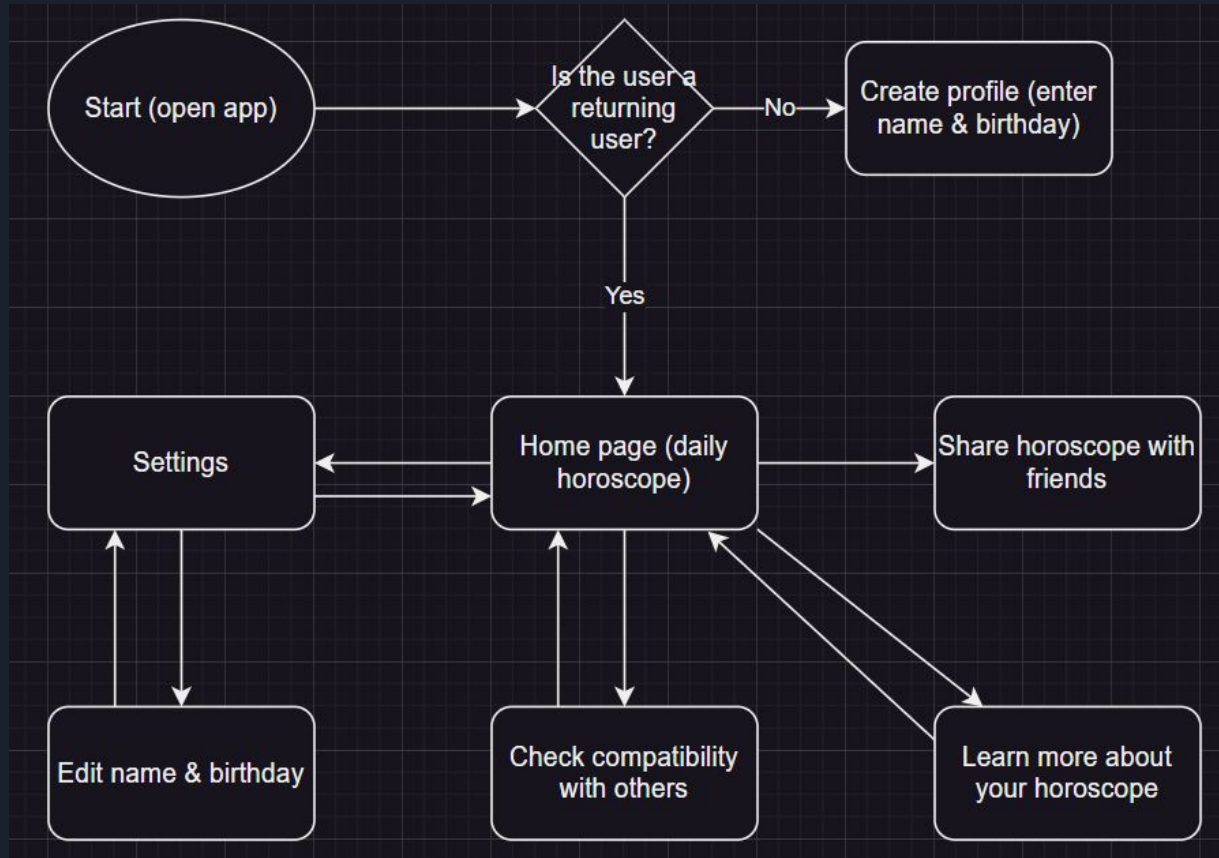
- Provide users with a fun and convenient way to explore their future
- Tools for decision making (help break past decision paralysis)
- Gain inspiration
- Deeper understanding of themselves
- Social interaction, friends



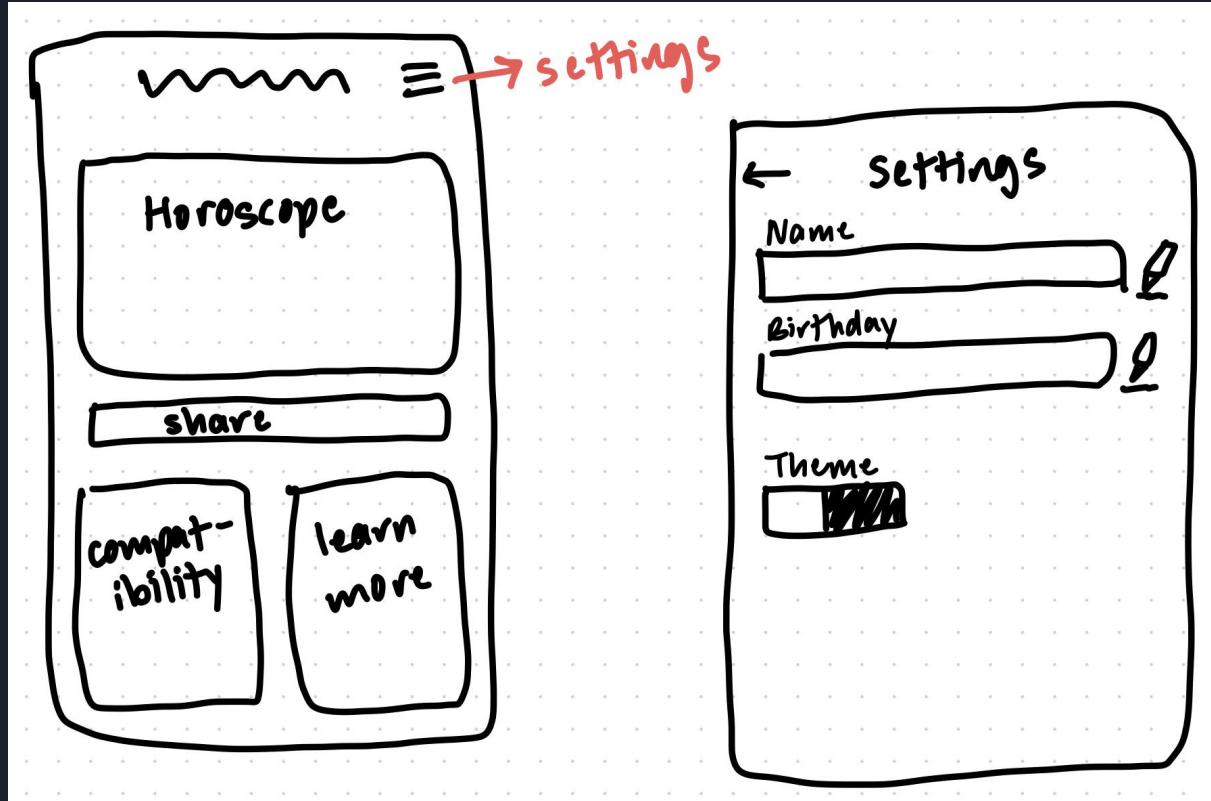
# Features

- Daily horoscopes based on user's birthday
- Will also include other astrological phenomena such as:
  - Planets in retrograde (Might need an api for a database...reach)
  - Rising Signs
- Social aspect: you can share your horoscope with friends
  - Copy/paste like Wordle
- Compatibility checker: enter another person's birthday and we will show level of astrological compatibility
- Personalized account (Reach)
  - Compatibility checker
  - Feedback and improvement
  - Community feature

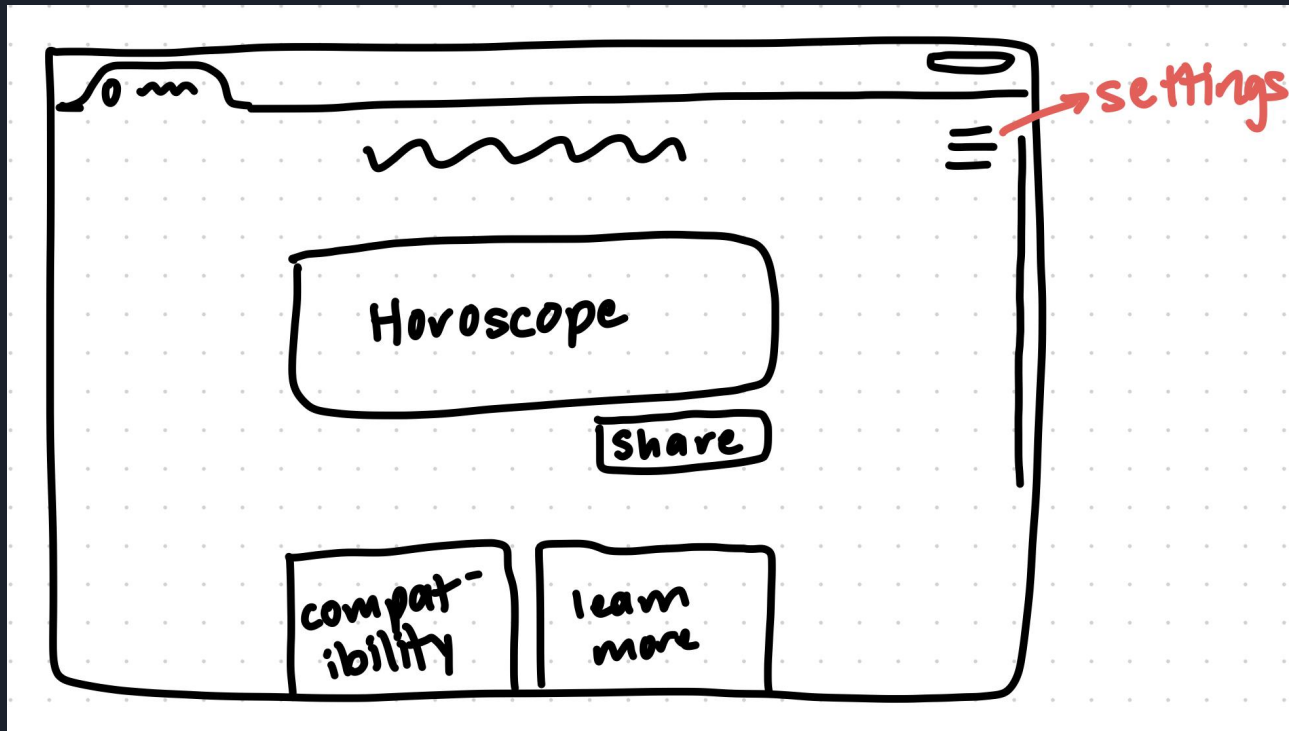
# Visual representations



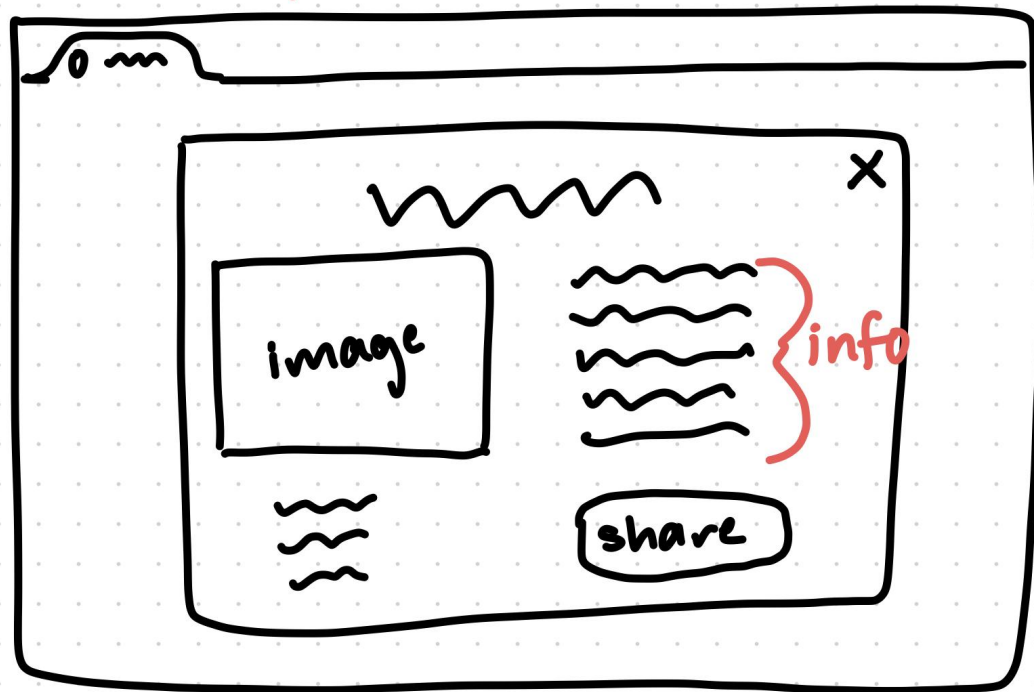
# Fat Marker Sketch



# Desktop version



## Daily horoscope pop-up







# Ideas for adding presentation to our app:

- Sparkles when the horoscope appears
- Animation involving Constellations of the Zodiacs
- Pictures fading in
- An interactive zodiac wheel/flashcard that allows visitors/users to explore different zodiac signs(the sign should be glowing as users hover over them)

# Possible Themes

- Starry theme
  - Very common theme
- Minimalist theme
  - Also very common
- Paper/Origami theme
  - Will probably use AI to generate images and might be hard to get what we want
- Ninja theme
  - Might clash with general idea of astrology





# Risks, Rabbit Holes, and Extensions

- Technical Risks/Rabbit Hole/Extensions:
  - Adding databases to get data on astrological events
  - Real time chat with psychic
  - Privacy concerns if we do connect to internet
  - We need to get astrology right to not offend the people who truly believe in it
  - Developing accurate and insightful interpretations for the app's divination features can be challenging
  - Progressive Web App
- User Risks/Rabbit Holes/Extensions:
  - There is a risk that users may become overly reliant on the app's predictions or interpretations and develop unrealistic expectations or false hope
  - Negative experience if users find answers to be inaccurate or misleading
  - May cause some mental health problems

# Chad - Curious About How His Day Will Go

## Persona 1: Chad

Background: Chad is a 30-year-old who is **curious about his future**. He downloads a fortune-telling app and uses its **horoscope feature** to get an outlook on the rest of his day. He begins to take the horoscopes seriously, and begins to tailor his life choices around them. After beginning this, he's felt like he's had a lot more confidence in his path in life.

### Wants:

- Wants to be more confident in life
- Wants guidance and direction in his life
- Wants purpose and clarity

### How our App helps:

- Allows Chad a way to overcome indecision and make him more confident with his choices
- Allows chad to be more prepared for his life choices and therefore he can feel more control of his life
- Allow chat to take action bravely, instead of doing nothing



# Samantha - Freelance Writer

## Person 2: Samantha

Samantha, a 25-year-old student, who is passionate about many peculiar things and often shares the strange stories she hears with her friends. But She is interested in so many things that she didn't know what career path to take and continue. She downloads a fortune-telling app and asks about her future. The app generates a tarot card spread and advises her to pursue her passion for writing. Samantha takes a creative writing class, gains confidence, and becomes a freelance writer. She credits the app for giving her clarity and confidence.

### Wants:

- Know more about her personality and ability
- Gain long-term confidence and encouragement from some credible app.

### How our app help:

- Link zodiac sign to user's birthday
- Show zodiac's general quality
- Send daily horoscope



# John - Graphic Designer

## Persona 3: John

John is a graphic designer. He is married and has two young children. John like his work and enjoys taking on new design projects, but he is also an avid gamer and spend a lot of time playing games everyday. Now John's family is complaining he spend too little time with them. John value family time a lot but he don't want to give up his design work and game experience. He is stressed out and wants **astrological advice on time decision he need to make.**

### Wants:

- Help him decide what he should spend time on each day and how much time on each part of his life
- Help him see more clearly what he valued most in his life
- Be more confident and have a happier and more balanced life

### How our app helps:

- Give personal advice to John and aid his daily time decision
- Give more confidence to John that he is doing the right thing



# Amy - Biotech student



## Persona 4:

- Amy is a 21-year-old biotech student who works as a barista at Starbucks to pay for her school supplies. She has always been fascinated by astrology and has been following her horoscope for years. She loves the idea of being able to predict what the day has in store for her based on the alignment of the stars. However, Amy has always struggled to find a reliable source for her horoscopes. Amy discovers our app through a friend and decides to give it a try. She is immediately impressed by the accuracy of the readings and the relevant information provided for her day. She finds that the app not only helps her to plan her day more effectively but also gives her a sense of purpose and direction. One of the features that Amy loves about our app is the ability to easily share her readings with her friends. She has always been interested in connecting with others through astrology. She can send her readings to her friends through social media or messaging apps and start a conversation about their shared interests.

## Wants:

- a place where she can receive a daily horoscope to consult every morning before she walks out the door.
- order to her days thanks to the daily horoscope.
- A way to connect with and care for her friends

## How our app helps:

- accurate readings with relevant information for her day
- Easy way to share readings with others