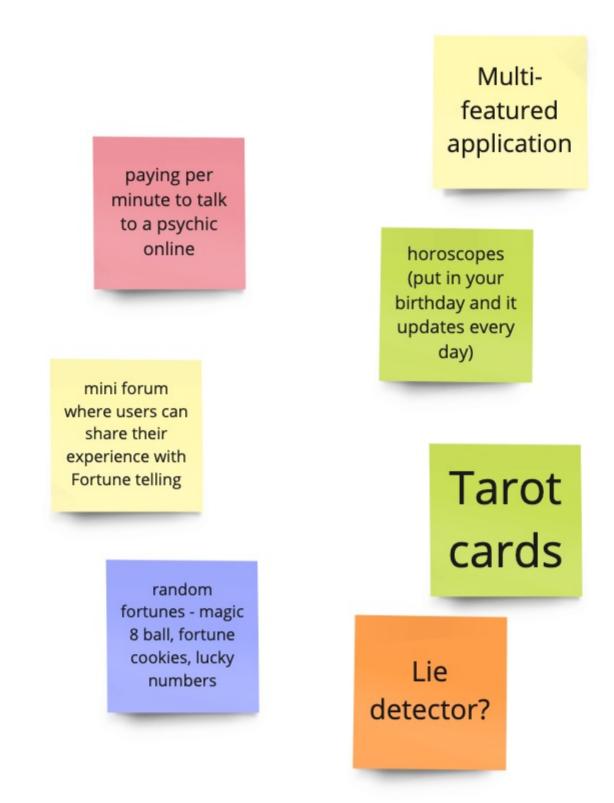
Initial thoughts on fortune telling



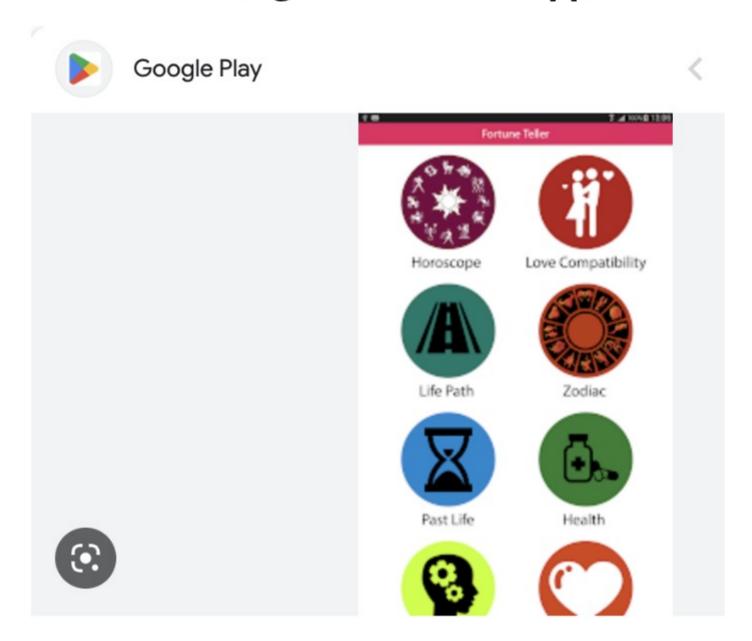
What do users need from fortune telling



Types of Fortune Telling Apps

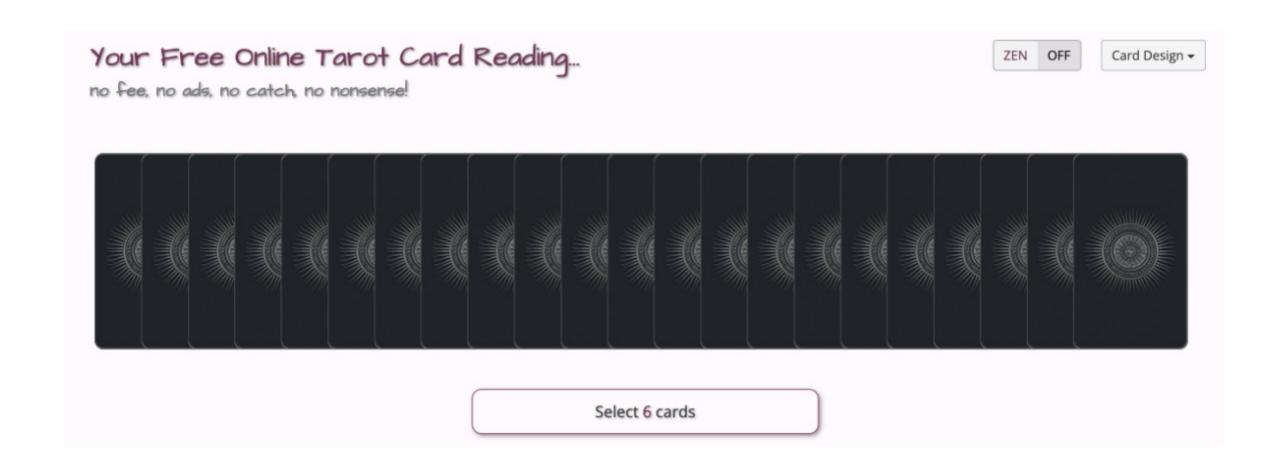


Design elements of apps



Fortune Teller - Life Path - Apps on Google Play





Choose a deck

CHOOSE A DECK

Coffee cup readings? (upload image of coffee cup)



Apps are ad infested

Issues with fortune telling

inaccurate? could turn out to be wrong, which detracts from our credibility Some are skeptical of fortune telling

Finding balance between randomness and accuracy

Difficulty of implementing "accuracy" in an application (no human)

there are many fortune telling apps/websites and hard to be "special" so users won't stick around for very long

lots of apps seem to be designed to get money out of users

less personalized fortunes are less believable people might become overly obsessive

answers are random (like magic 8ball)

issues with telling another person your questions random answers aren't consistent so less believable

legal issues? what if we give bad medical advice and get sued

mental health of users will be impacted by those inaccurate info (if they believe it in deep)

Possible uses of AI in fortune telling



Less Ideas (More narrowed)



HOROSCOPE APPS DESIGN ELEMENTS



Don't likes

Compatibility comparisons

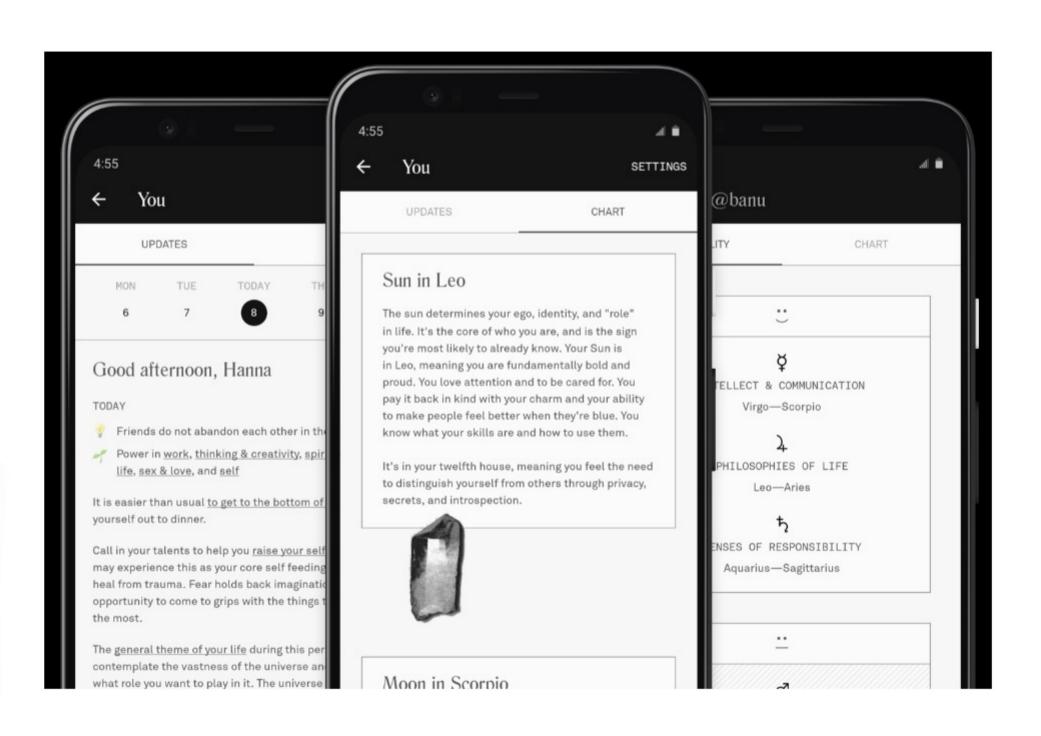
Share your result on social media

not good: generic advice / similar horoscopes every day

make friends with other who share the same horoscope, even the same birthday

co-star (most popular horoscope app on app store)

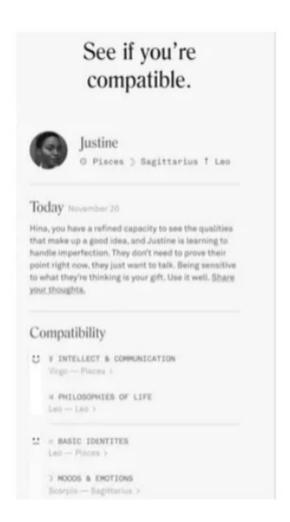
> features specific advice + seeing friends' fortunes + nice UI

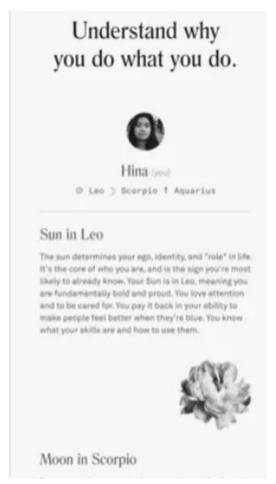


Minimalist design

Astrology without the bullshit.

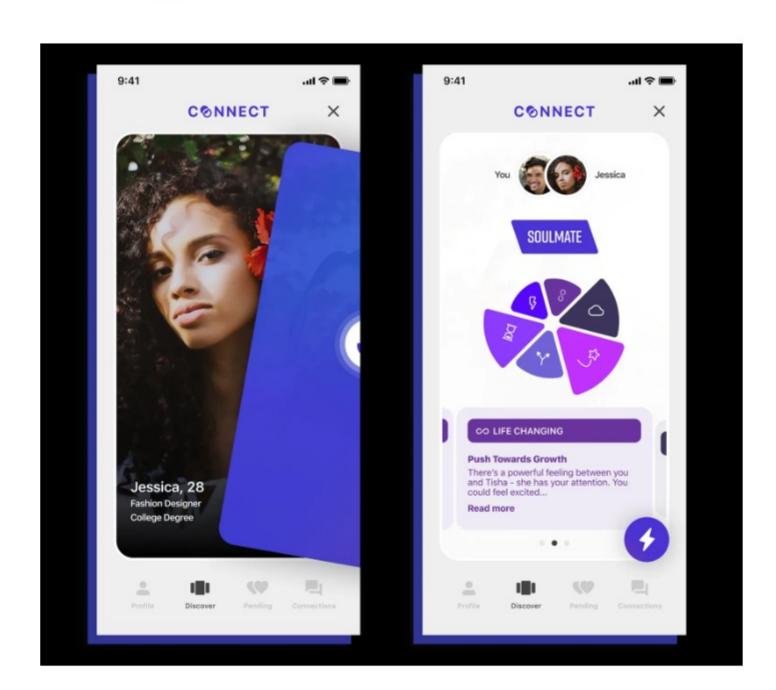
Profile comparisons





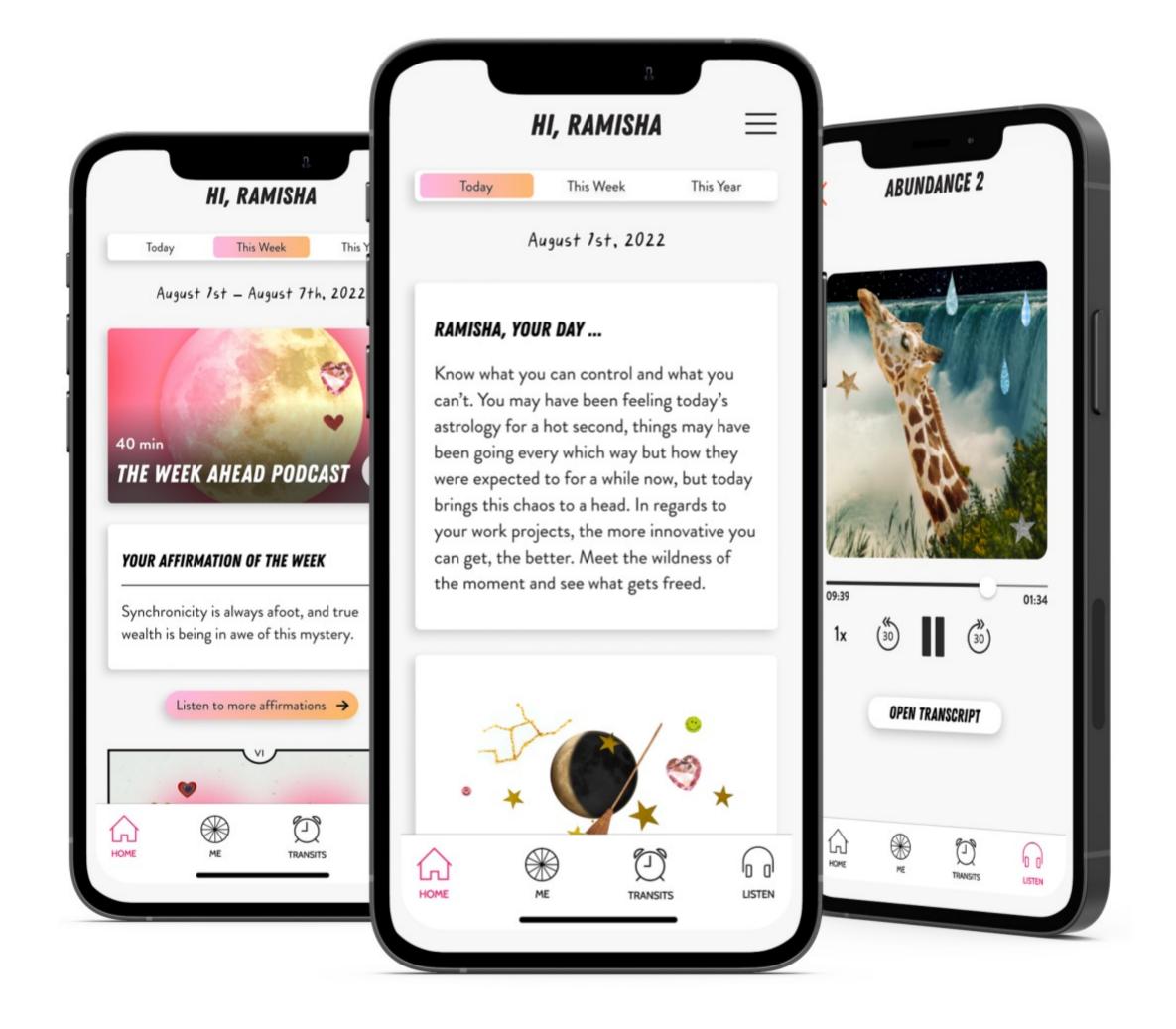
Readings based on star sign

dating app approach









Choose Your Zodiac Sign



Libra

Sep 23 - Oct 22



Taurus Apr 20 - May 20



Scorpio Oct 23 - Nov 21



Gemini May 21 - Jun 20



Sagittarius Nov 22 - Dec 21



Cancer Jun 21 - Jul 22



Capricorn Dec 22 - Jan 19



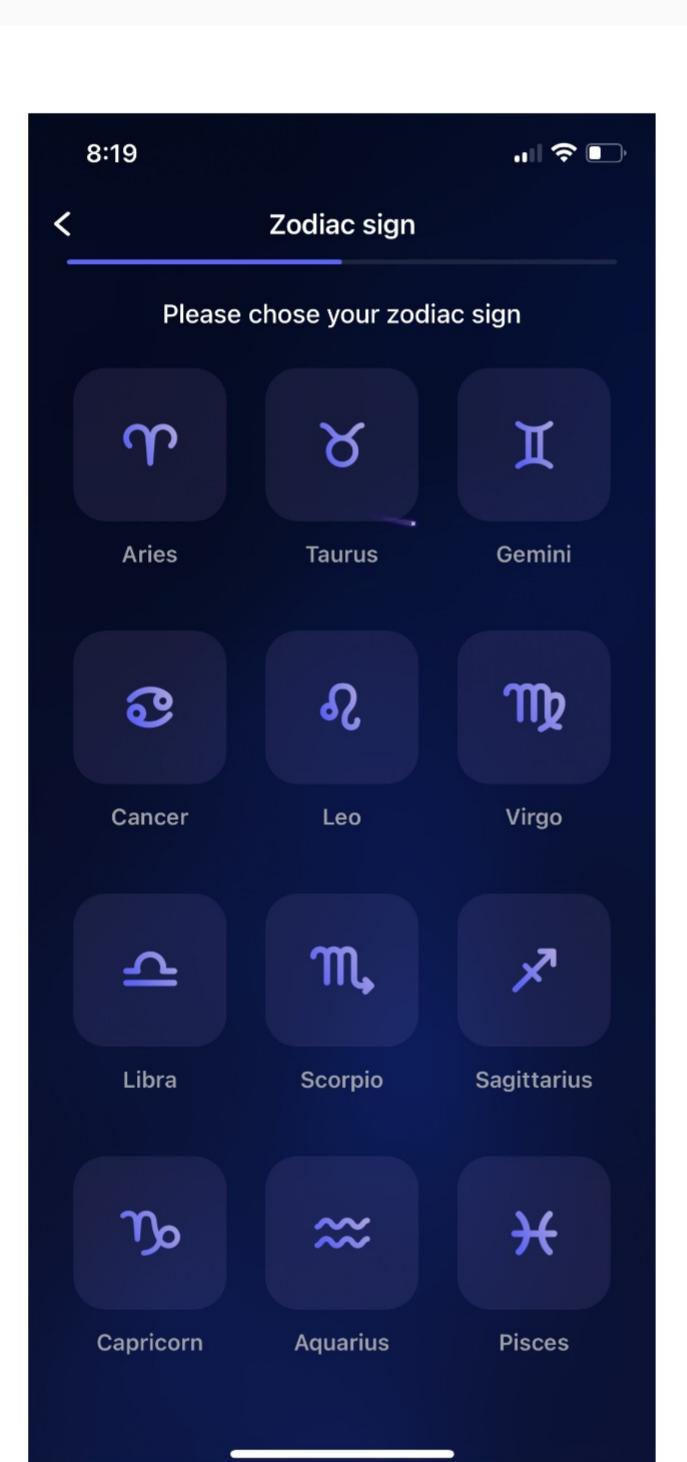
Leo Jul 23 - Aug 22



Aquarius Jan 20 - Feb 18







Like the star aesthetic

connects horoscope with "self-discovery, mindfulness etc" has suggested podcast

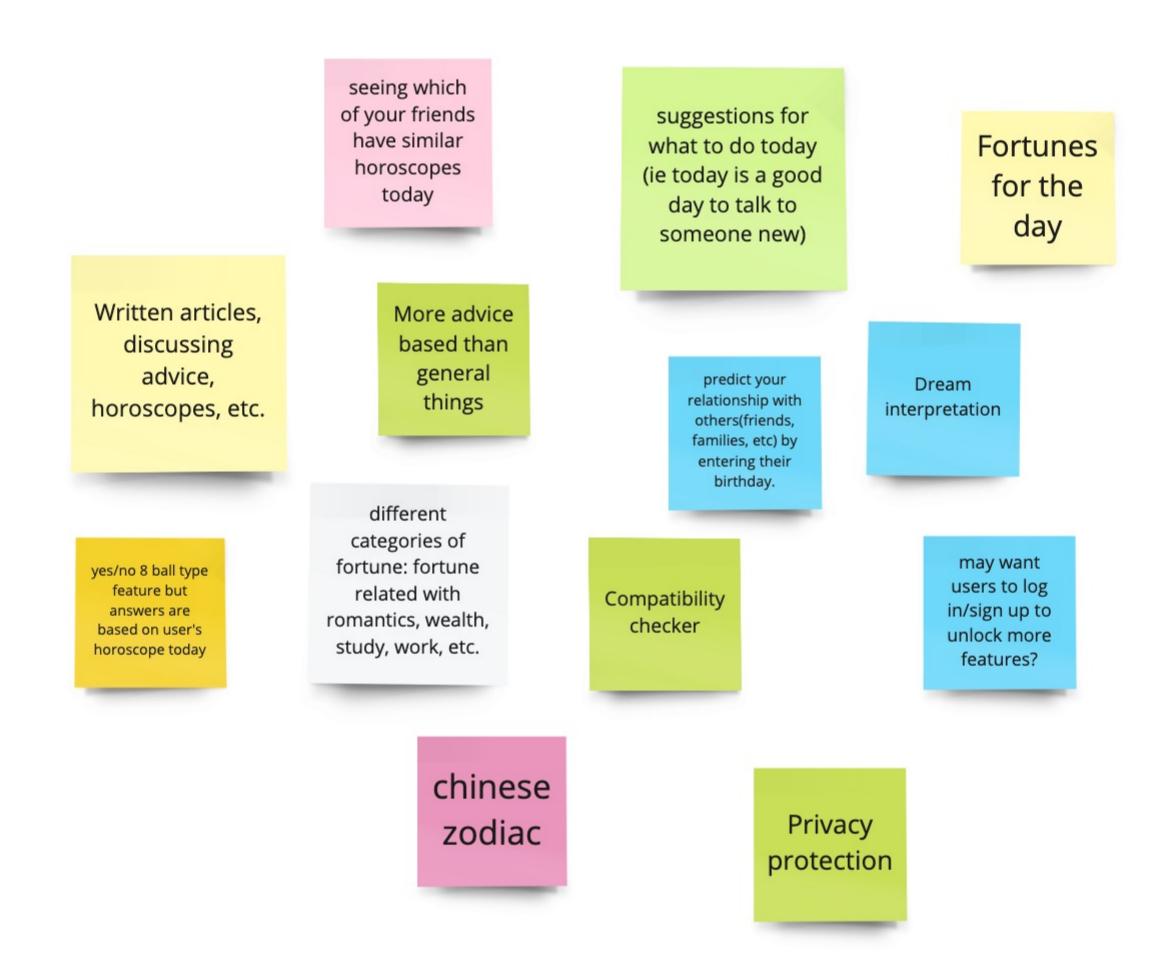






app is a guide to help understand astrology

IDEAS FOR FEATURES



Target Audience Ideas



Idea Diagrams

