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
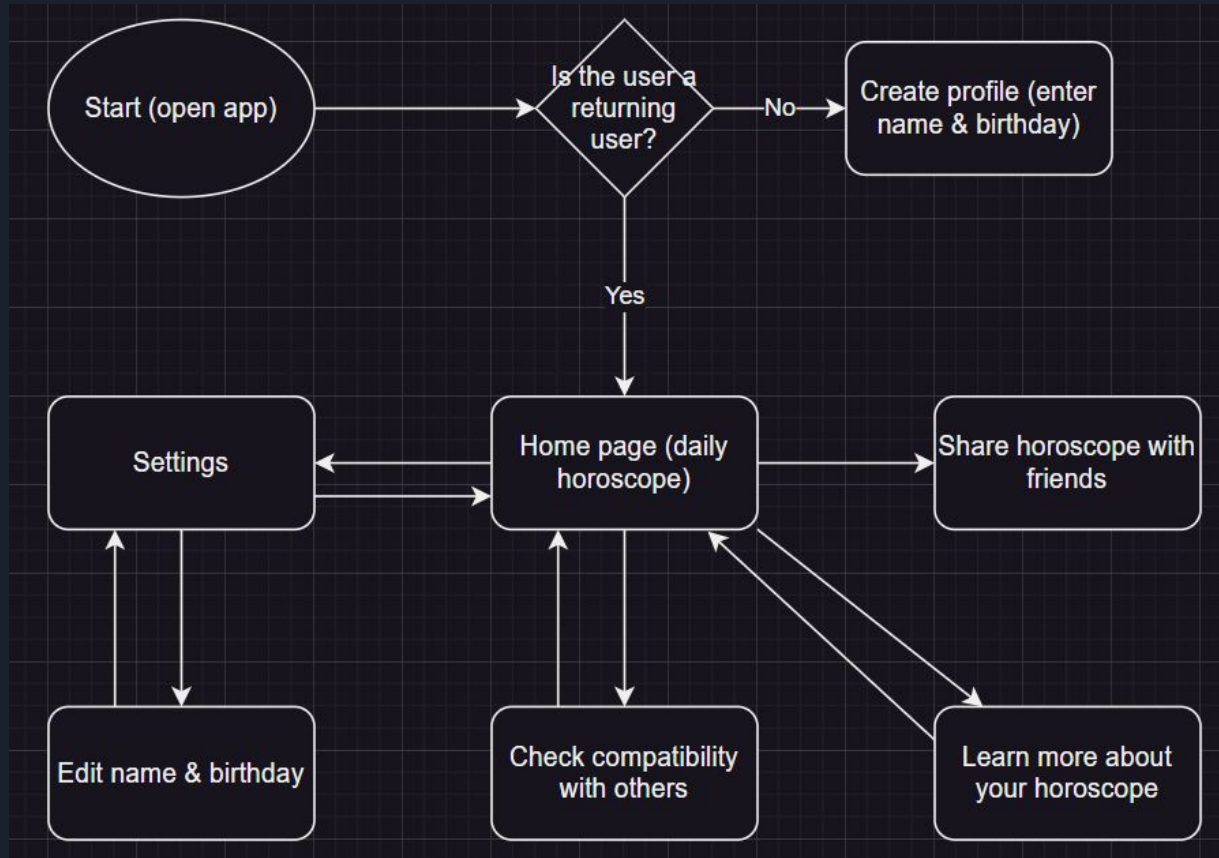
Purpose

- 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
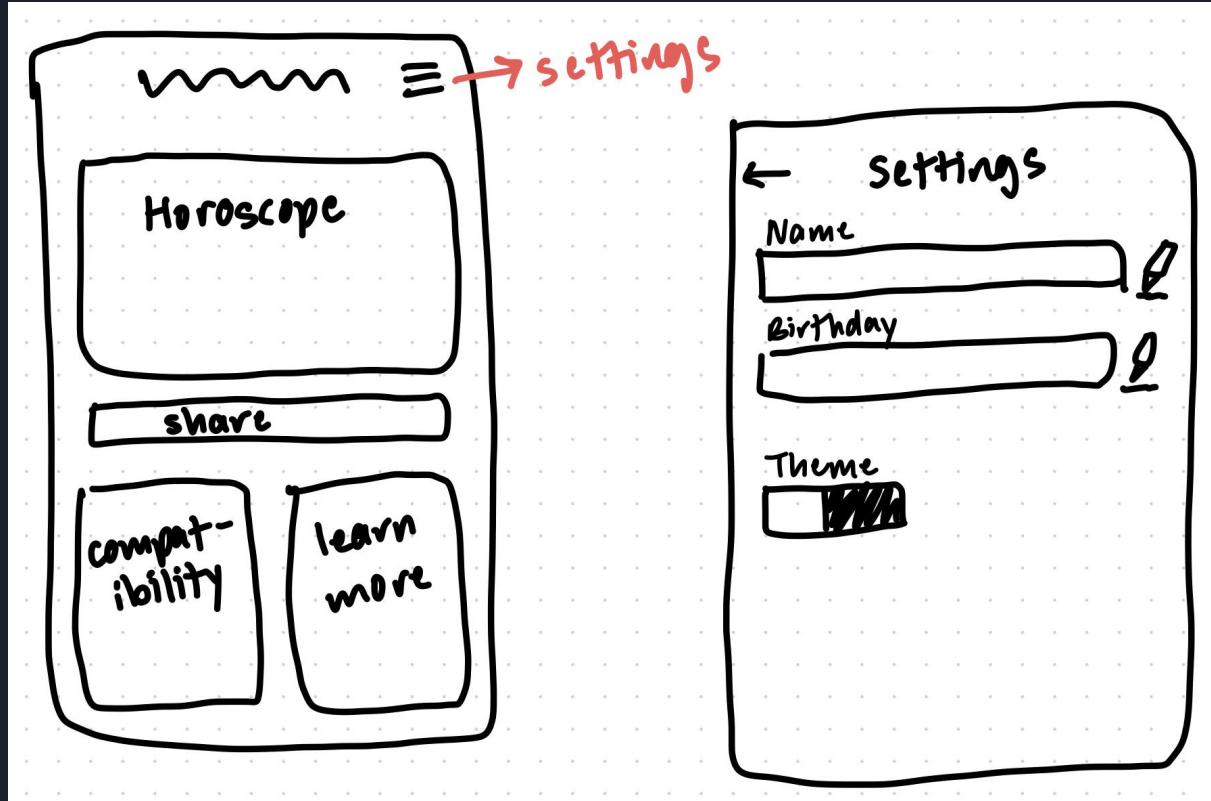- Social interaction, friends

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

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

- Real-time chat will be hard to implement
- There is a risk that users may become overly reliant on the app's predictions or interpretations and develop unrealistic expectations or false hope.
- Privacy and data concerns:
  -protecting users' personal info
  -protecting the result of the users
- Negative experience if users find answers to be inaccurate or misleading
- May cause some mental health problems
- Developing accurate and insightful interpretations for the app's divination features can be challenging
- We cannot get astrology wrong, because it will be obvious and offend believers

Chad - Curious About How His Day Will Go

Persona 1: Chad

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.

Samantha - Freelance Writer

Person 2: Samantha

Samantha, a 25-year-old student, is unsure about her career path. 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.

John - Graphic Designer

Persona 3: John

John is a graphic designer. He is married and has two young children. John is passionate about his work and enjoys taking on new design projects. He is also an avid gamer and enjoys playing video games in his free time. John values his family time and wants to be able to balance his work and personal life effectively. He wants astrological advice on time management in order to live each day in proper alignment with the planets.