

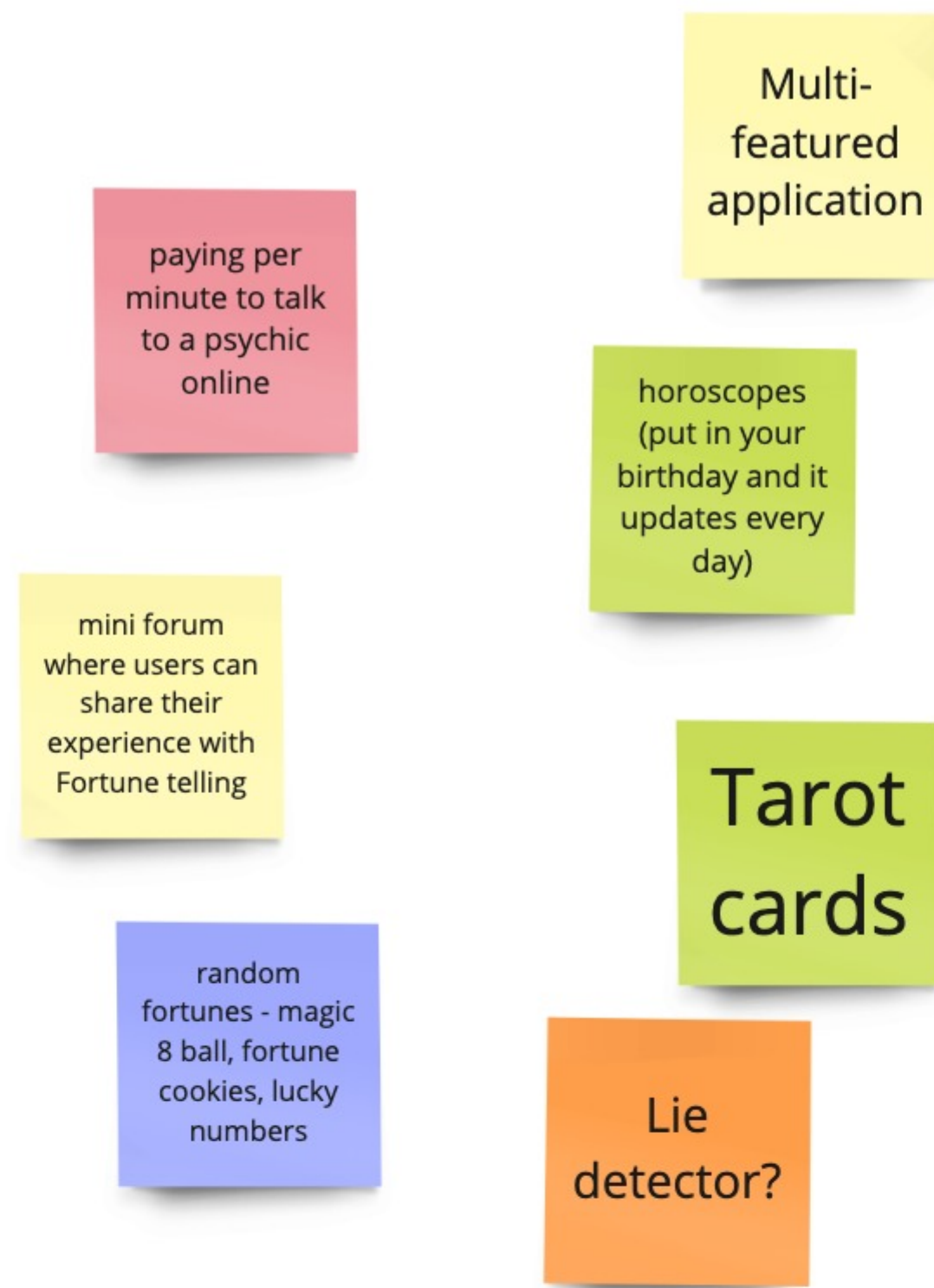
Initial thoughts on fortune telling



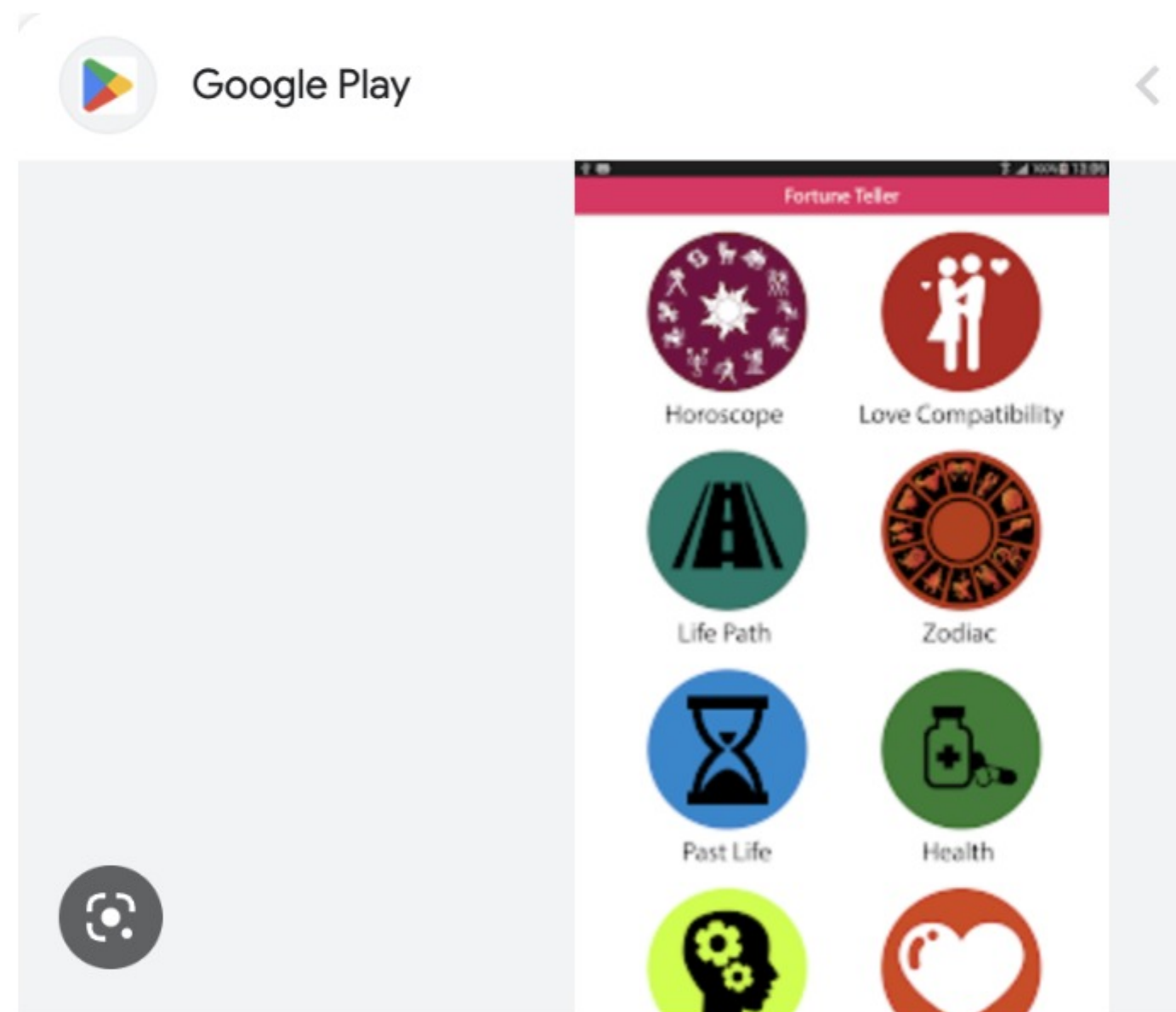
What do users need from fortune telling



Types of Fortune Telling Apps

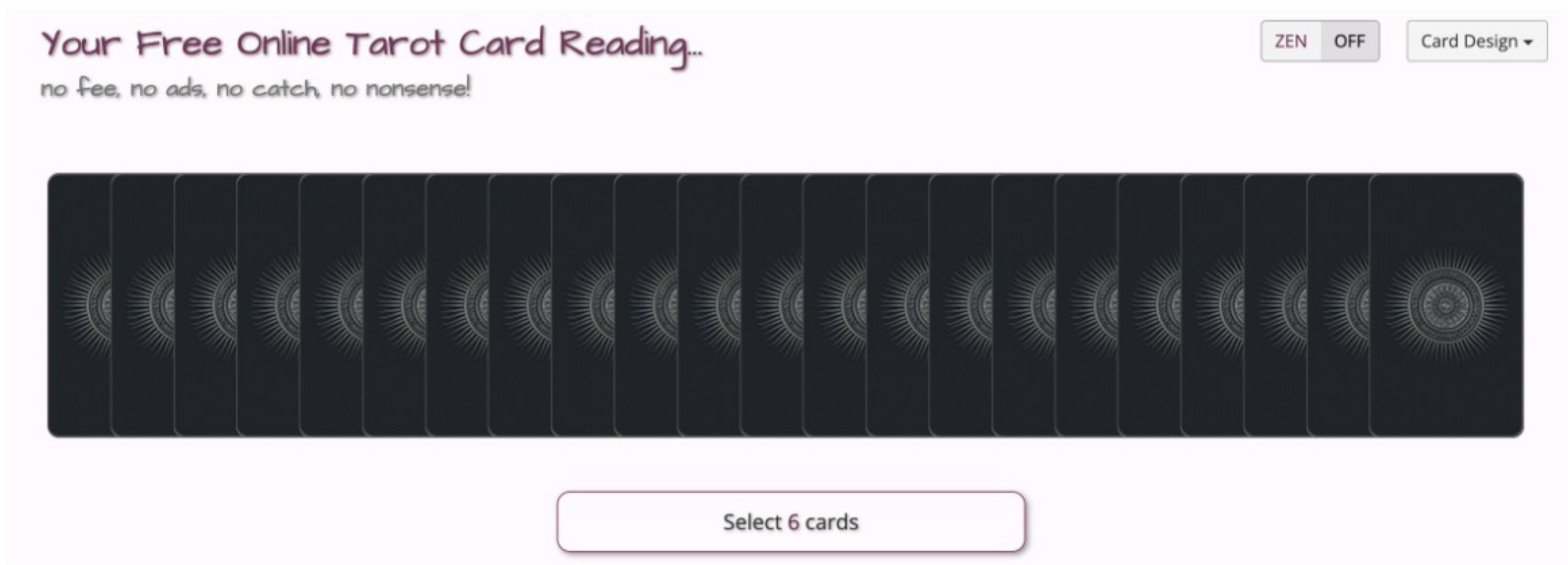


Design elements of apps



Fortune Teller - Life Path - Apps on Google Play





Choose
a deck

CHOOSE A DECK

Coffee cup
readings?
(upload image
of coffee cup)

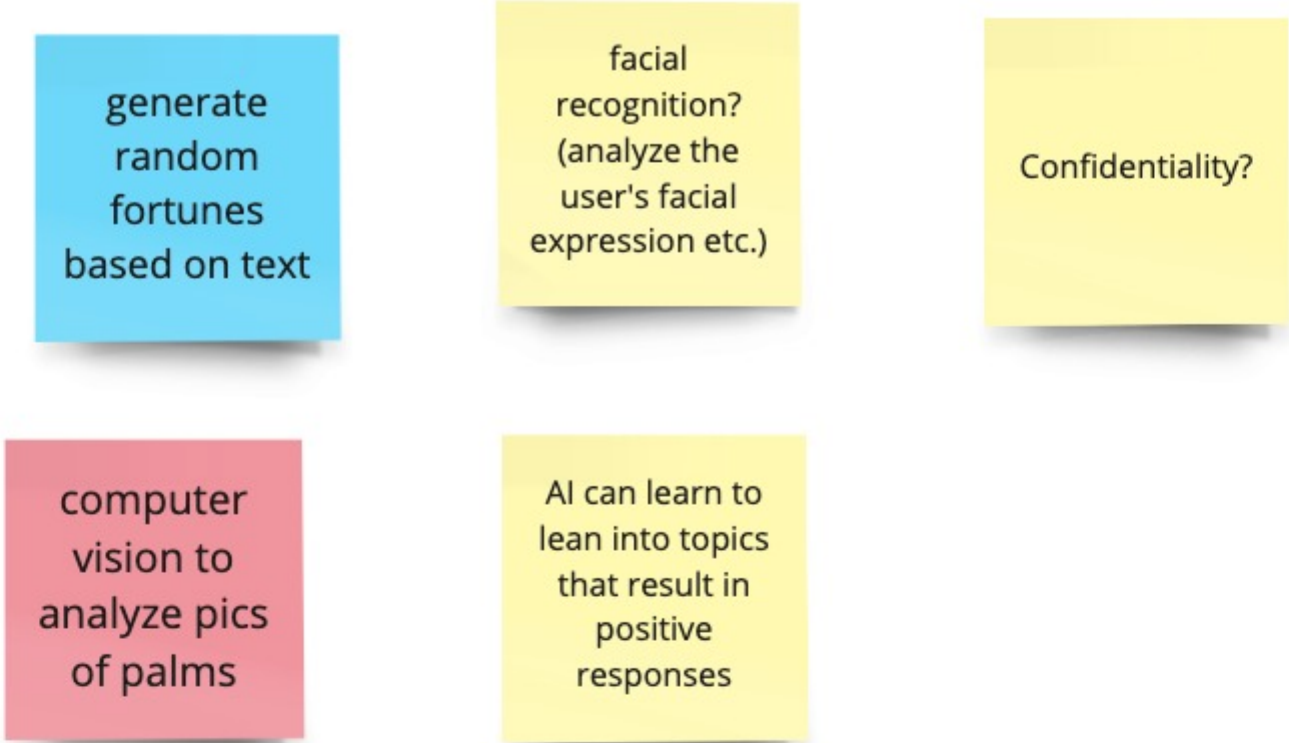


Apps
are ad
infested

Issues with fortune telling



Possible uses of AI in fortune telling



Ideas



Less Ideas (More narrowed)

Horoscopes

HOROSCOPE APPS DESIGN ELEMENTS

Likes

Don't likes

Compatibility comparisons

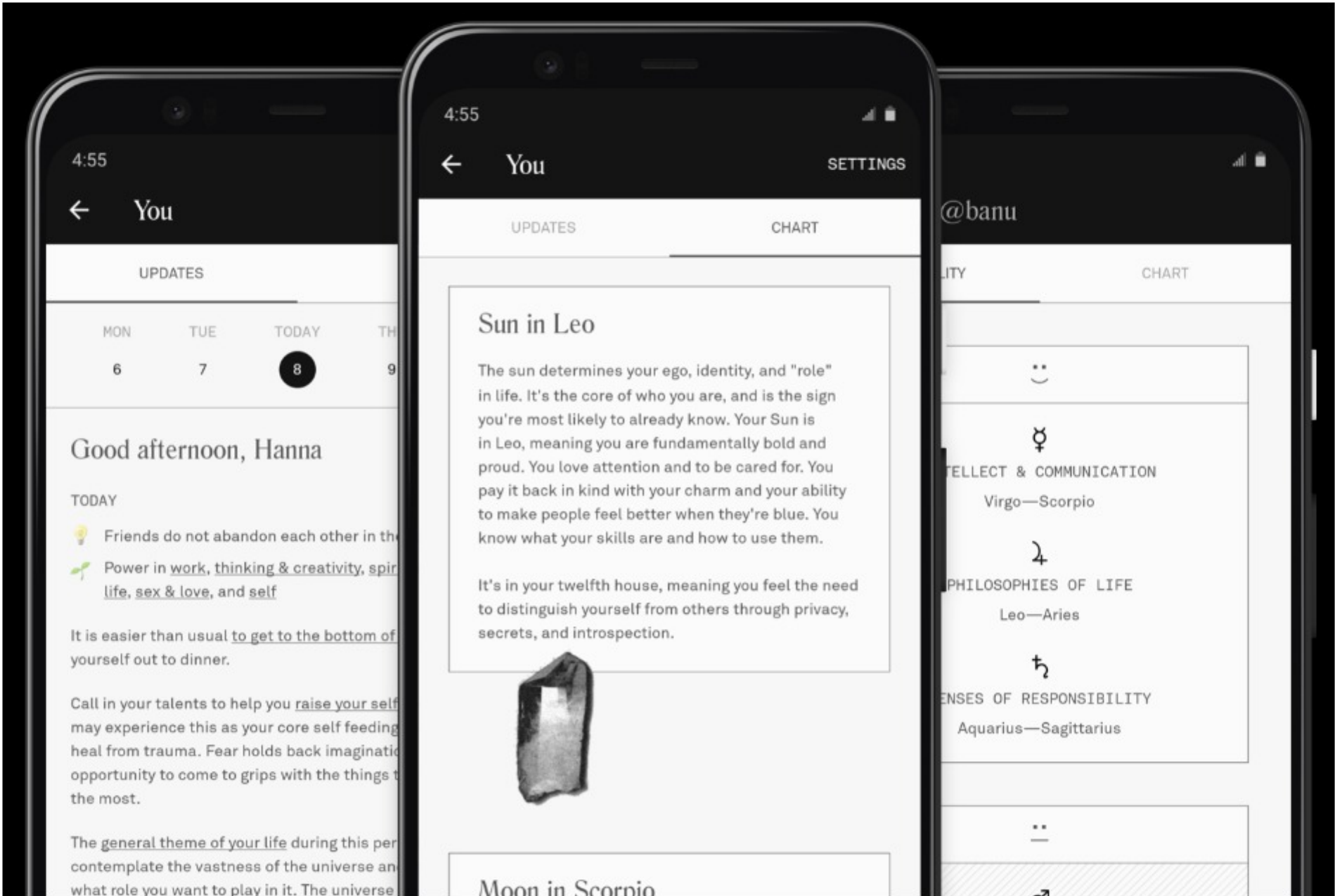
Share your result on social media

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)

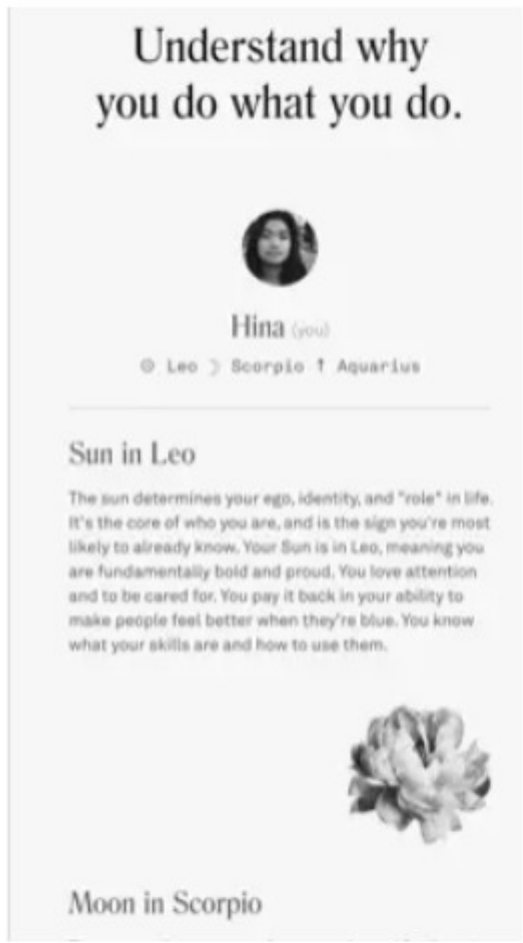
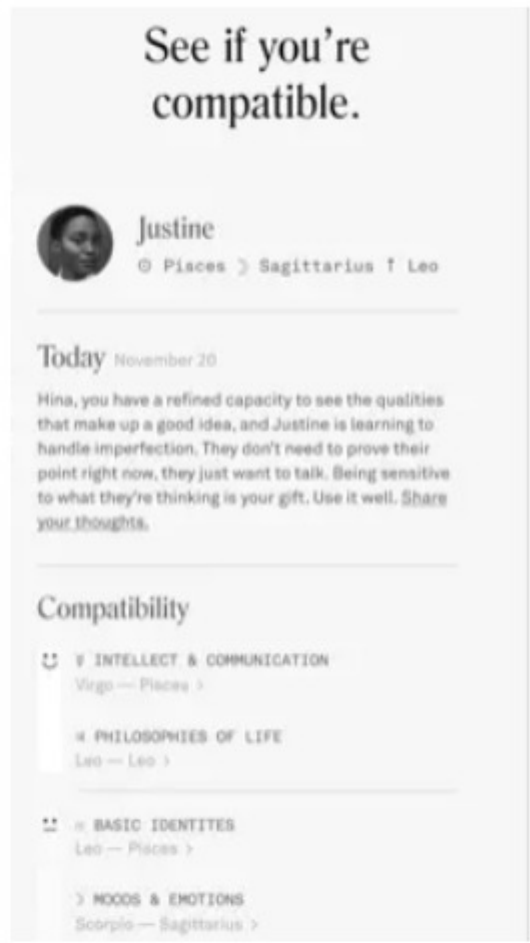
features specific advice + seeing friends' fortunes + nice UI



Minimalist
design

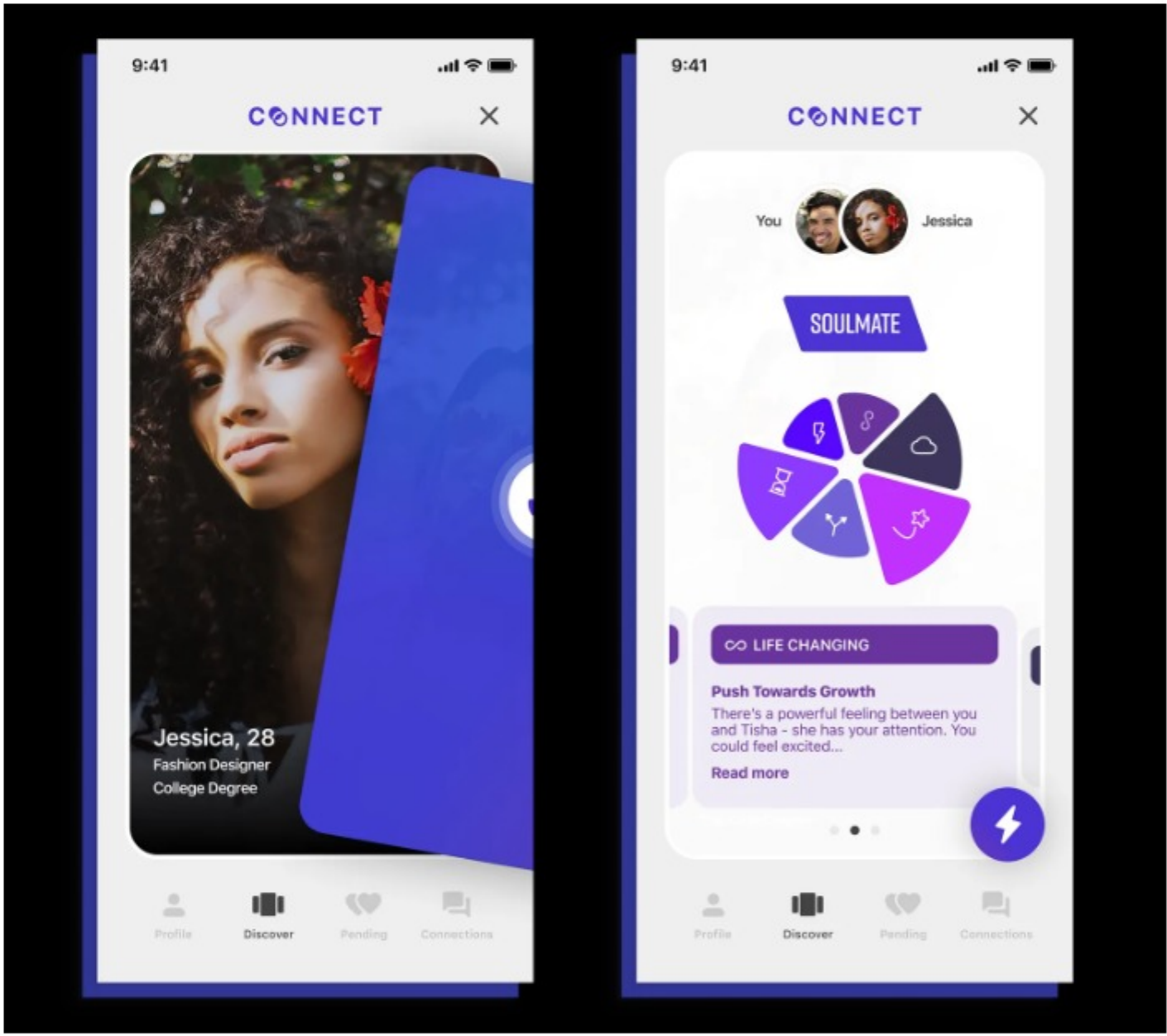
Astrology
without the
bullshit.

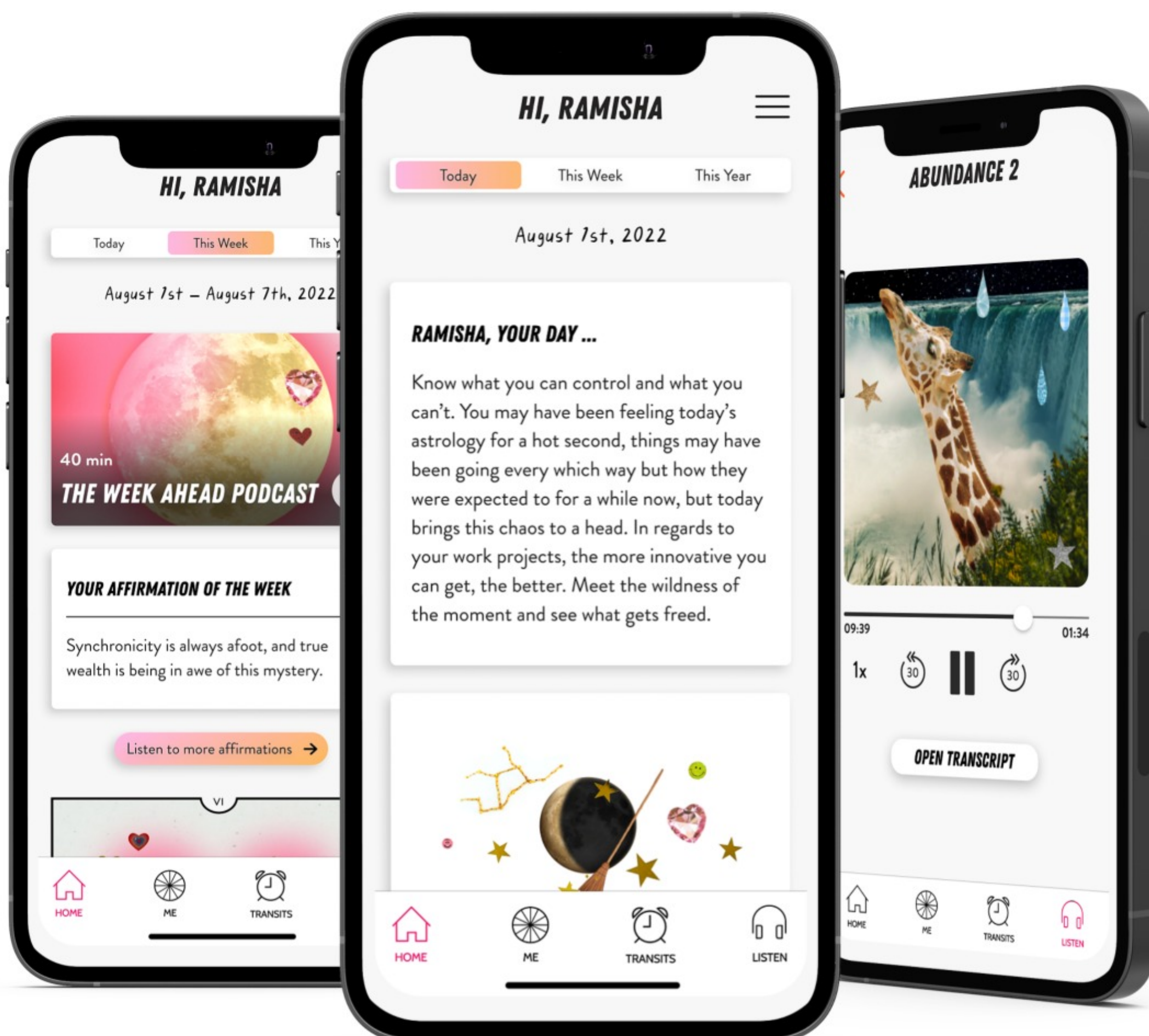
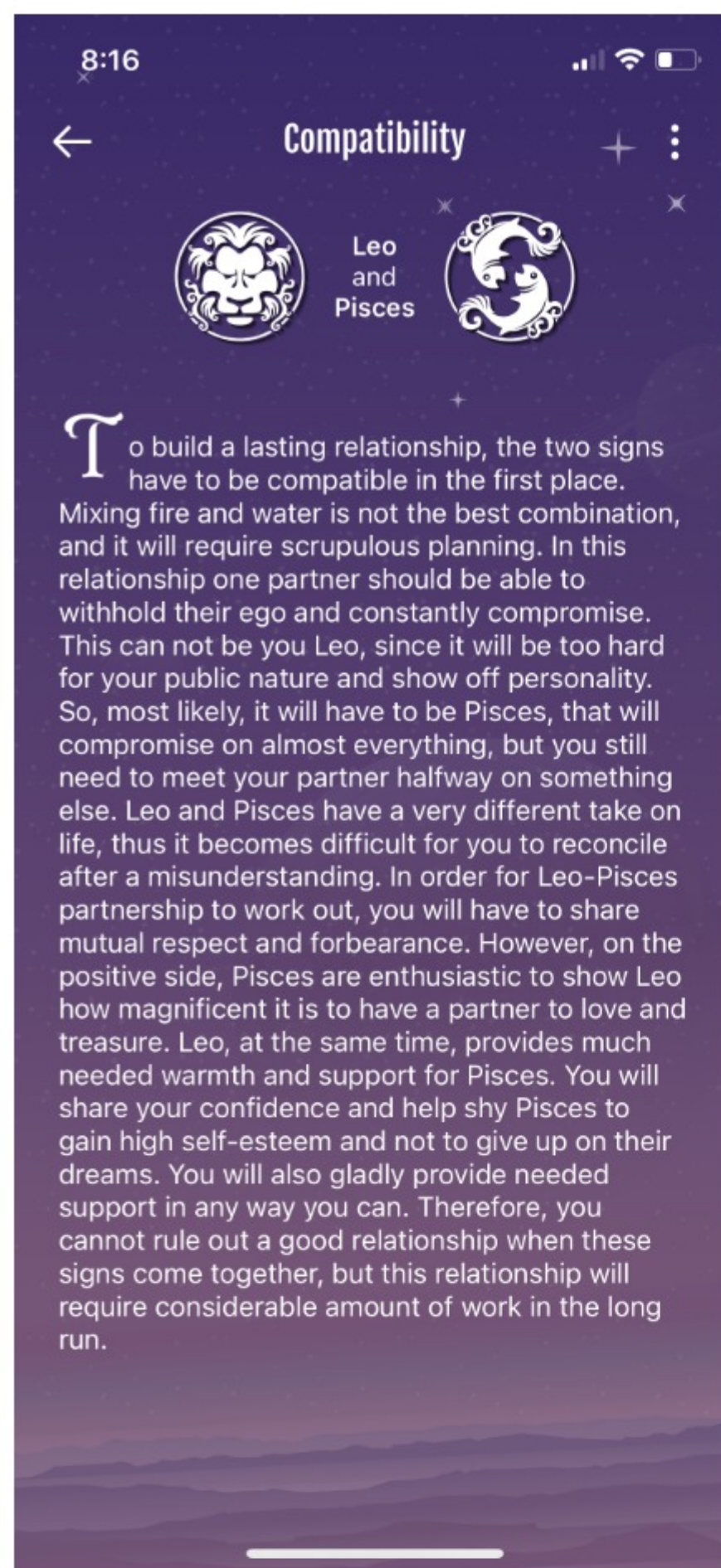
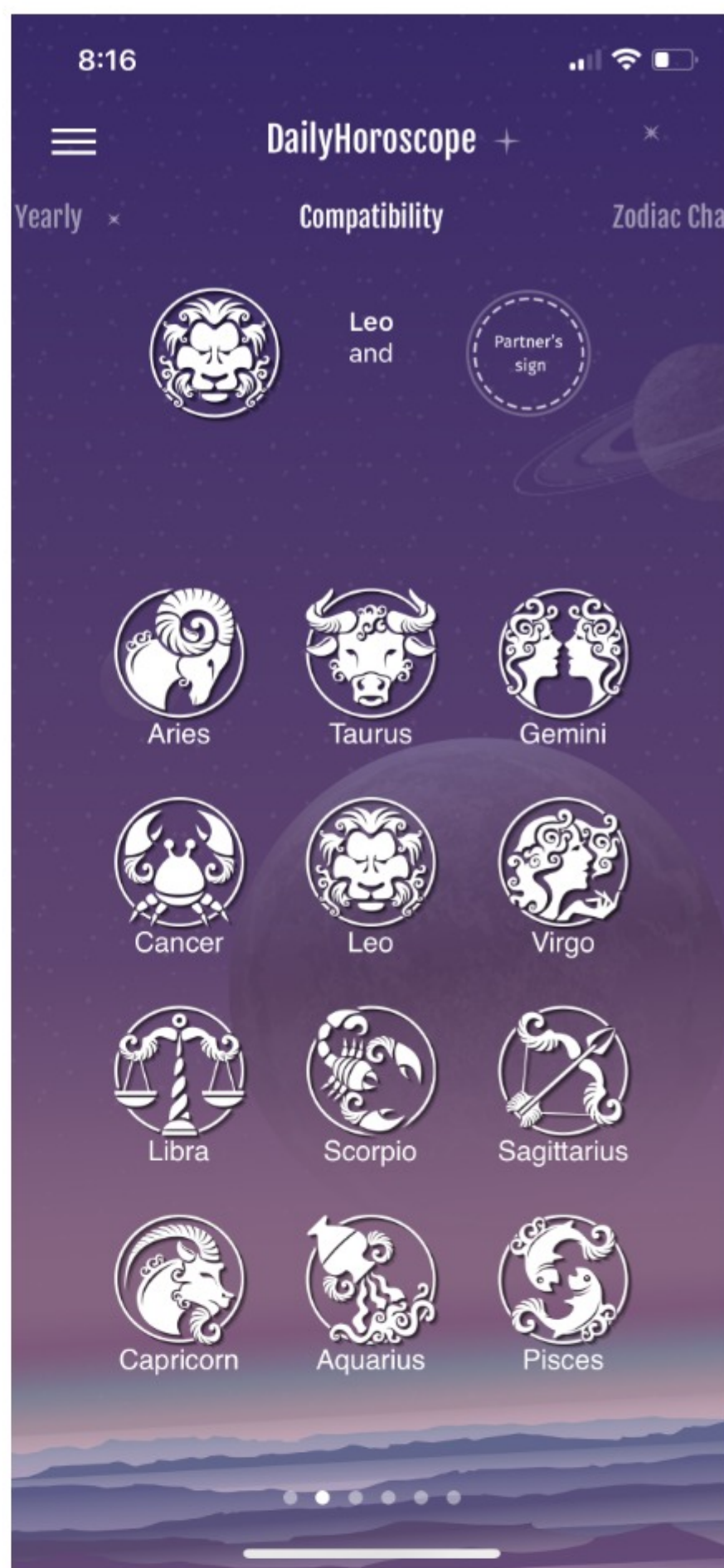
Profile
comparisons



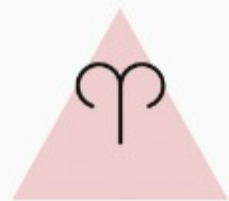
Readings
based on
star sign

dating
app
approach





Choose Your Zodiac Sign



Aries

Mar 21 - Apr 19



Taurus

Apr 20 - May 20



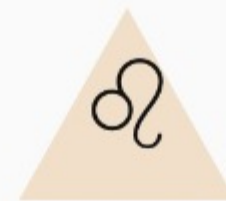
Gemini

May 21 - Jun 20



Cancer

Jun 21 - Jul 22



Leo

Jul 23 - Aug 22



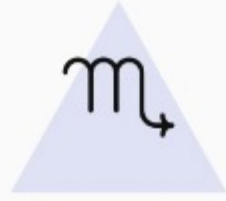
Virgo

Aug 23 - Sep 22



Libra

Sep 23 - Oct 22



Scorpio

Oct 23 - Nov 21



Sagittarius

Nov 22 - Dec 21



Capricorn

Dec 22 - Jan 19



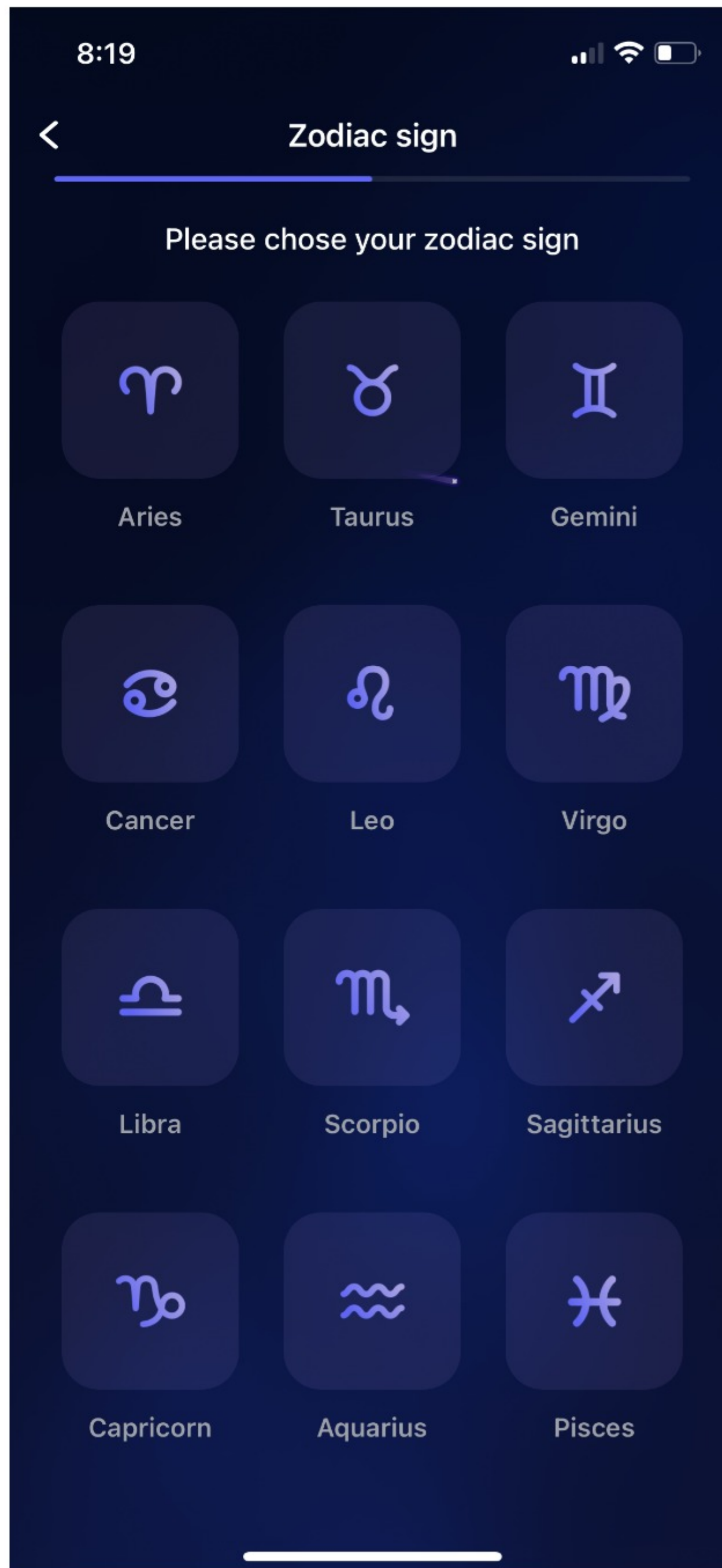
Aquarius

Jan 20 - Feb 18



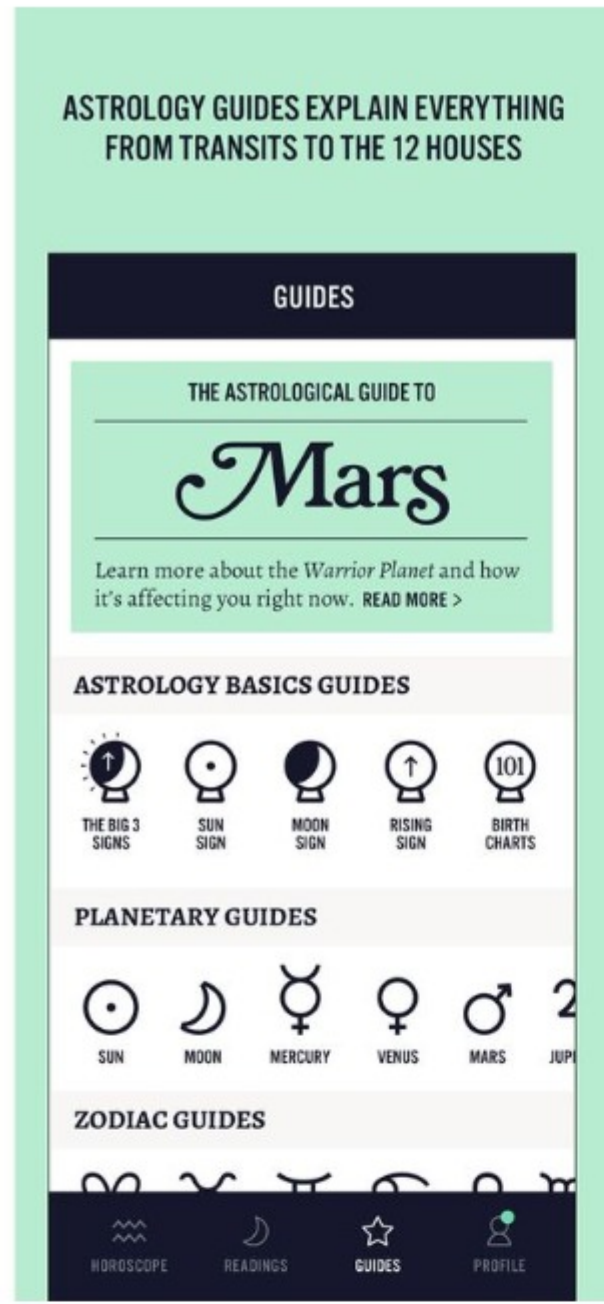
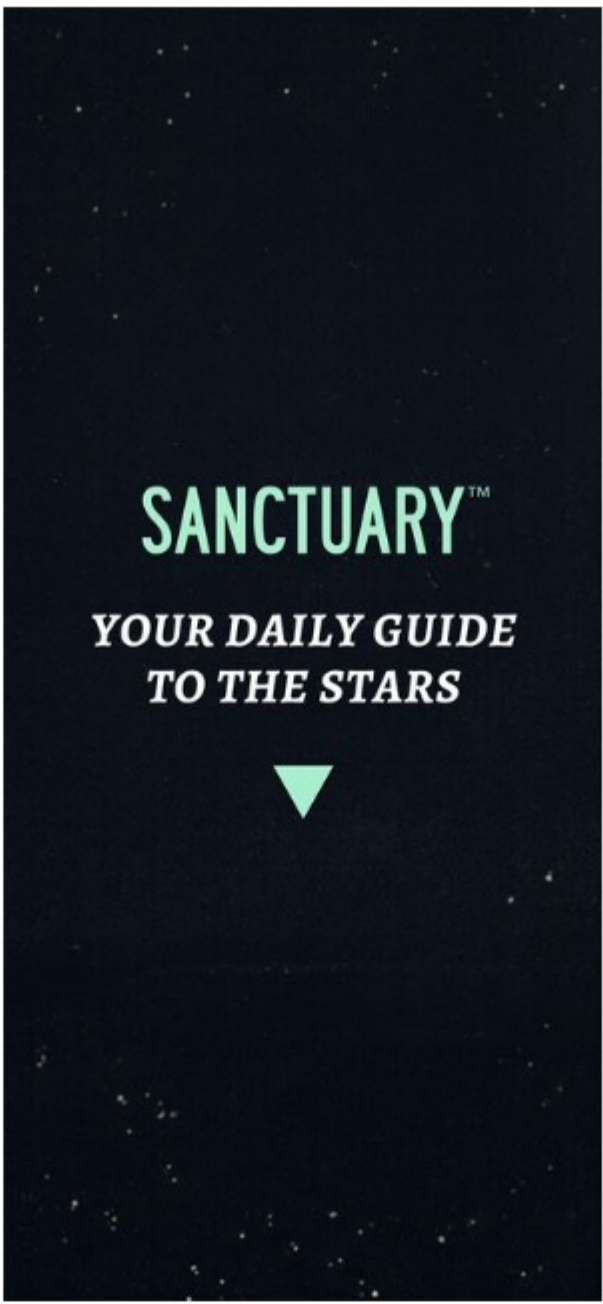
Pisces

Feb 19 - Mar 20



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

