



Fortune Cookie Project Pitch



BLUE MOON (TEAM 30)



STATEMENT OF PURPOSE

We offer fortune-telling as a form of entertainment or as a means of providing guidance and support to those who are seeking answers to personal questions or concerns. Some people may also use our fortune-telling website out of curiosity or a desire for novelty. We intend to make the entire process as interesting as possible by integrating elements from our lives into the website—Fortune Cookies. Fortune cookie was a brilliant idea that successfully attract people to buy Chinese food. We believe by implementing our website with the Fortune cookie idea would also draw a huge amount of users for our website. Not only that, we also introduce Panda Express as the background settings of our website, which again makes it more appealing to use and add some fun in the process of fortune telling.

FUNCTIONALITIES AND GOALS

Functionalities:

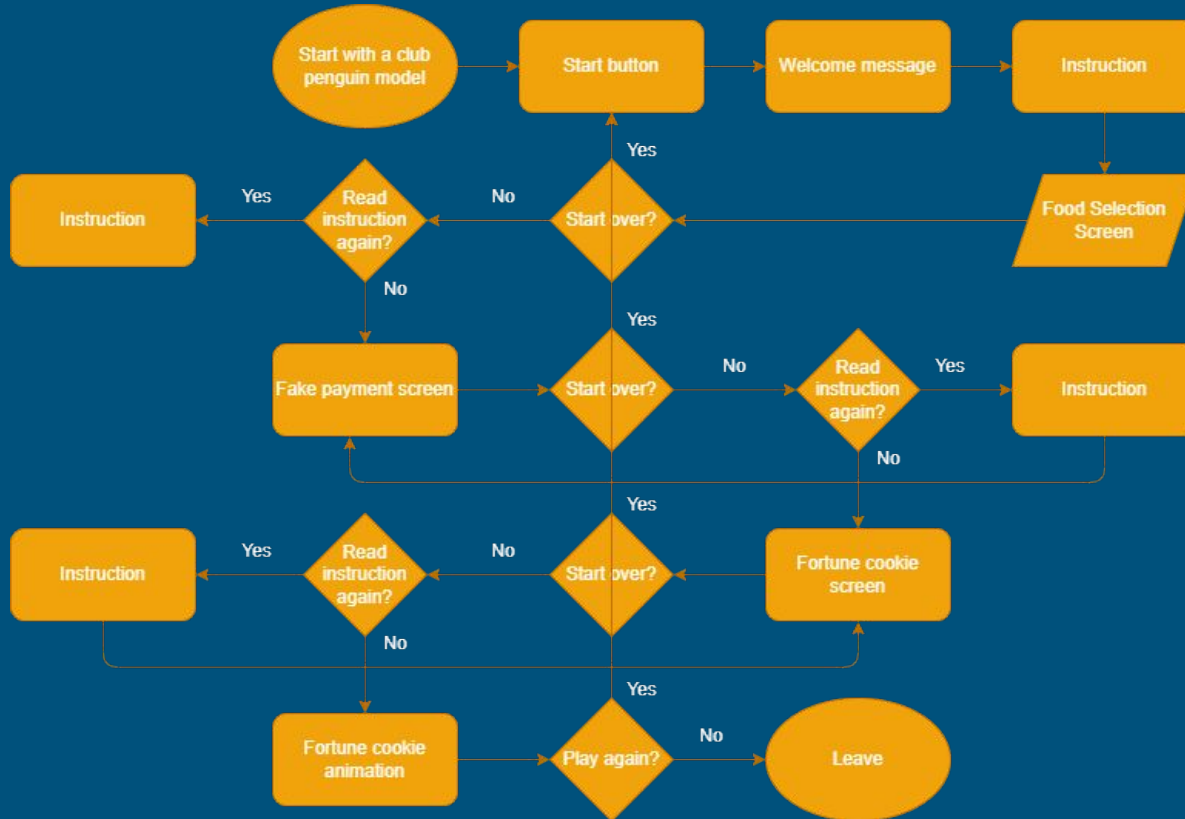
1. Allow users to select food items from the Panda Express menu to generate a personalized fortune based on their order.
2. Incorporate brand elements such as the logo, colors, and images to create a unique and recognizable experience.
3. Include gamification elements such as a points system or leaderboard to increase user engagement and retention.
4. Provide a variety of fortune telling methods such as horoscopes, tarot cards, and numerology with a Panda Express twist.
5. Provide a seamless user experience with easy navigation, intuitive design, and quick load times.

FUNCTIONALITIES AND GOALS

Goals:

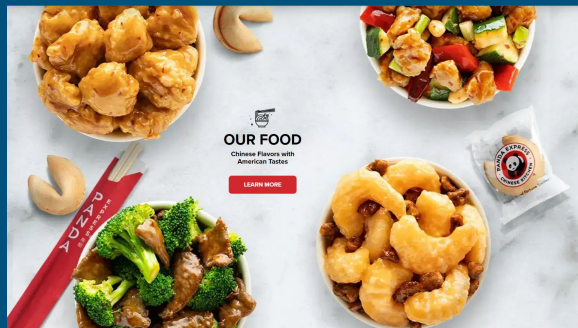
1. Create an engaging and interactive fortune telling app with a unique theme of Panda Express.
2. Enhance user experience by providing personalized fortunes based on the user's food order and incorporating the Panda Express brand elements.
3. Increase user retention by including gamification elements and interactive features.
4. Promote Panda Express and its products through the app.

VISUAL REPRESENTATIONS (Flow Chart)

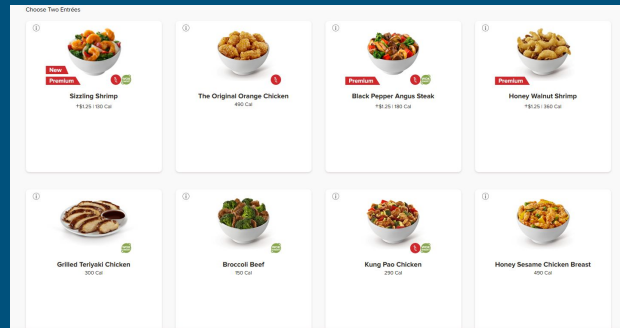


VISUAL REPRESENTATIONS (Process example)

1.



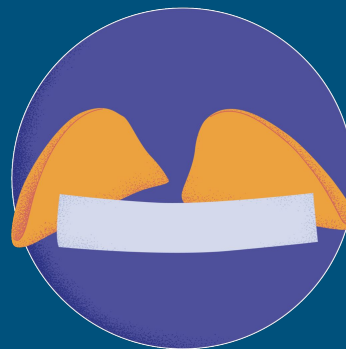
2.



3.

A screenshot of a 'My Account' page showing a user profile, payment methods (Venmo, PayPal), and a summary of the order including pickup location, plate details, subtotal, tax, and total price.

4.



MVP FEATURES

- Personalized fortunes based on food ordering system
 - Fortunes will be determined by which items you order
 - Users drag and drop items into their plate, allowing for customization and interactivity
- Background images and sounds
 - Site music and sound effects for opening the fortune cookie, immerses user in restaurant environment
 - Embed real-time clock in background to display local time for happy hour (below)
- Secret menu
 - Users can access “secret menu” items during a specified block of time (ex. 3:00pm to 7:00pm)
 - Adds complexity to the app and fits with idea of gamification
- Easter eggs
 - Factory error: every 1/500 fortune cookies will contain no fortune (contributes to realism)
 - Developer order: if the user orders an item that is the same as a developer, they will receive a special developer message along with fortune
- Cookie opening animations
 - Three separate frames: unopened bag > unopened fortune cookie > opened fortune cookie with fortune
- Cookie customization
 - Fortune cookies will be customized based on the user order or the user will have freedom to customize their own cookie

GOALS BEYOND THE MVP

- Expand database of ingredients for the app to offer variety
- Change menu items every day to ensure fortunes don't become predictable
- Use some type of weighted network/ML API to generate personalized recommendations for user
- Add 'Daily Streak' feature that unlocks new features in the app if the streak is high enough
- Include a 'Payment Screen' to emulate a real-life restaurant ordering scenario.
- Add characters (i.e. waiters and chefs) that run the shop, and include their backstories for a more immersive experience.

RISKS AND RABBIT HOLES



- Some easy risks are falling into the rabbit hole of spending too much time trying to add excess features instead of focusing on perfecting the basic working model and making the code smooth
- At risk of overloading the project with too many things, when it might not be feasible to finish within our given timespan
- Risk of competing decision decisions, with two people disagreeing on the aesthetic choices to make
- Risk of not focusing on agile development and working as a team, then falling into bad habits in the project

USER PERSONA #1 - Min

Name: Robert

Age: 60

Description: Robert is an avid Chinese food enthusiast who regularly eats at the local Panda Express. One of his hobbies is collecting fortune cookies and giving them to his grandchildren when it's their expiration date.



Tyler - middle school kid

Description:

- Currently in 8th grade
- Superstitious, has a crystal ball collection

Goals:

- Something like magic 8 ball that can answer he doubts

Needs:

- Wants something fun
- interactive and simple to use



USER PERSONA #3 - Richard Xu

Name: Peter

Age: 74

Description: Peter is an elderly old man whose grandson has just shown him a new trendy app. He is not very good with technology.

Goals: Wants to use this app to connect with his grandchildren.

Needs: A simple app with instructions so he can navigate easily despite his advanced age.

