



# Target Audience

Our app is designed to be purposeful for all walks of life. Many of them include the following:

- Individuals who are seeking spiritual guidance from God, using constellations to advise their way of life.
- Those who are anxious about their future, looking to seek some sort of stability.
- Anyone who wants to cure their boredom for a few hours.
- Students who are interested in studying astronomy and planetariums that correspond to their meanings in ancient time.

## User Persona 1: Jacob



**Background:** Middle-aged, just lost his job, desperate. Has been questioning their career path and the professional choices they have made so far. Feel like the work isn't fulfilling and that they were meant for more, but unsure if leaving their career is a safe move.

**Goals:** Trying to figure out the next step in life, whether finding a new job in the same career or a different career.

**Skillset:** Corporate experience, has been programming for nearly a decade, fairly comfortable around technology, professional in the workplace but usually very reserved.

**Needs:** Ease of use, safety and security.

## User Persona 2: Jawn



**Background:** High school student, just finished homework after school, having nothing to do at the moment, curious about his/her future (college/career).

**Goals:** Getting a prediction for entertainment purposes and perhaps telling the results to a friend for jokes.

**Skillset:** High-school education, athlete, fairly good social skills, grew up using technology.

**Needs:** Fun dialog and storyline, interesting UI to play with.



## User Persona 3: Tammy

**Background:** Tammy is a devoutly religious woman in her early 40s and has been a devout follower of her faith since childhood. Tammy is a kind and caring person, who is always willing to help others in need. Every day she checks on horoscopes and readings to see how the day and week will go and signs for the future.

**Goals:** Tammy's faith plays a central role in her life and influences all of her decisions. Tammy believes that by living a good and virtuous life, she can bring honor to her faith and be a positive influence on those around her.

**Skillset:** Cooking, strong moral compass and compassion for others

**Needs:** Recently, her connection with God has been faltering and isn't able to clearly converse anymore. She is desperately looking for ways to reconnect, using stars and constellations as her guide.