



# Stargazer - See your future



# Problem

The **problem** our application, **Stargazer**, wants to address is the universal human concern for the future. Whether it is due to **superstition** or **fear** or **optimism** or plain **curiosity** for the future. Oftentimes, people seek **guidance** or **clarity** on their personal and professional life but lack the willingness to share their feelings and concerns to people in-person thus seeking **personal spiritualistic avenues** online.



# Solution

User asks a teller about their future

The teller takes them on a guided experience, where they search the night sky full of stars, and select stars that call to them

Upon selecting the stars they resonate most with, a constellation matching those stars slowly emerge, as the teller describes the mythology behind their chosen sign

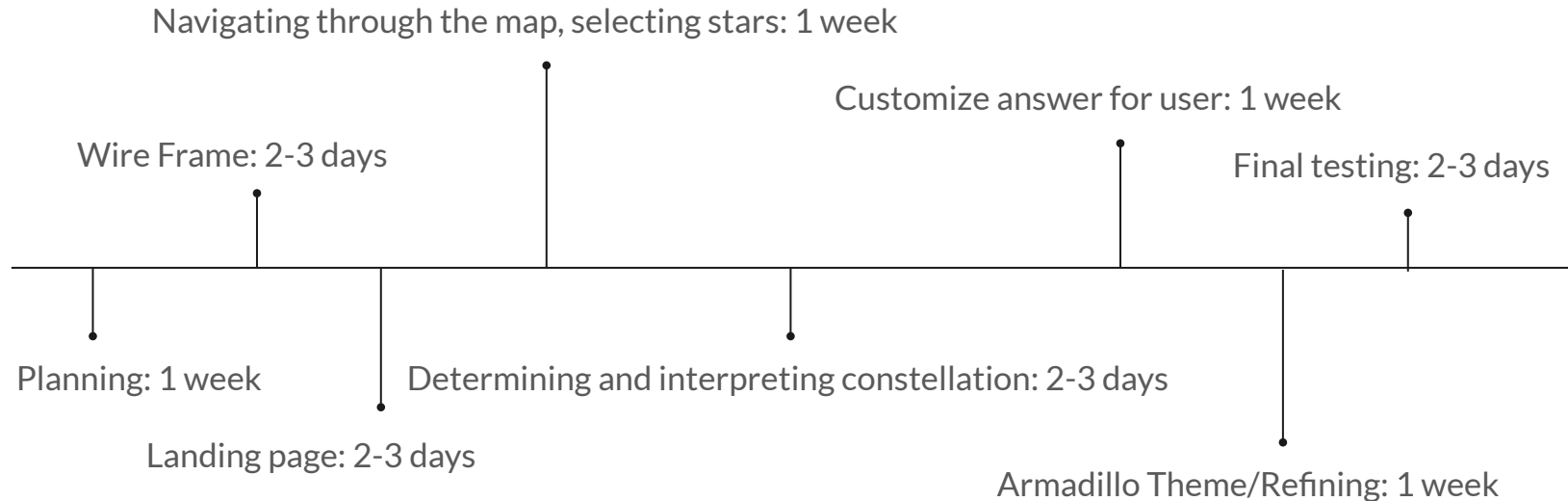
The teller wraps up by giving advice on their original question based off of the sign





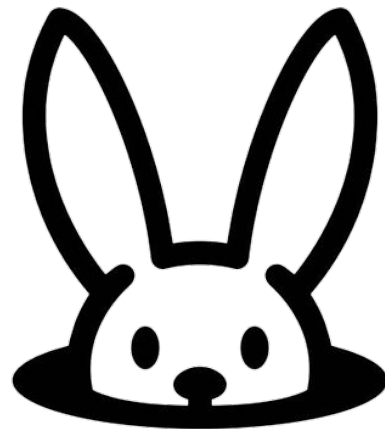
# Appetite

Remaining time: at most 1 week



## Risks and Rabbit Holes

- We should focus on our main feature first then expand other functions on them. If features are overcomplicated, it could confuse the users and bring negative experience to them.
- We would need to use new tools for both the front and backend such as css animation and APIs which would take time learn.
- Having a goal that's either too specific or under-specified
- Always making sure everyone is on the same page as we progress
- Having too little documentation





## Similar Competition

We have competition in the form of other tarot card, fortune predictors, and palm readers online, as well as star viewers/online planetariums

More classical online fortune predictors have the advantage of following established ceremonies/rituals and therefore have the advantage of familiarity

Star viewers and online planetariums are very accurate to the real world, and designed for astronomy enthusiasts

Our app is unique in being at the intersection of fortune telling and astronomy, and we are poised to offer a unique experience in the world of astrology and star predictions

## No-Gos

- Ability share/post your results with friends
- Focusing too much on the ui/ux of the web app
- Making the web app secure
- Too many steps/instructions
- The ability to upload images
- Ability to save results
- Don't focus on real animation—mainly use css
- User authentication
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# 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.