

The background of the slide is a solid pink color. In the center, there is a large black rectangle with a thin white border. Inside this rectangle, the title "Starting Pitch Tarot Cards" is written in a white, pixelated font. Surrounding the central black rectangle are several playing cards. In the top-left corner, there is a 10 of Diamonds. In the top-right corner, there is a 6 of Clubs. In the bottom-left corner, there is an Ace of Diamonds. On the far right edge, partially cut off, is a card with a red and white diamond pattern. The cards are slightly overlapping and have a soft drop shadow.

Starting Pitch Tarot Cards

JavaScript Jesters - Group 29

Statement of Purpose

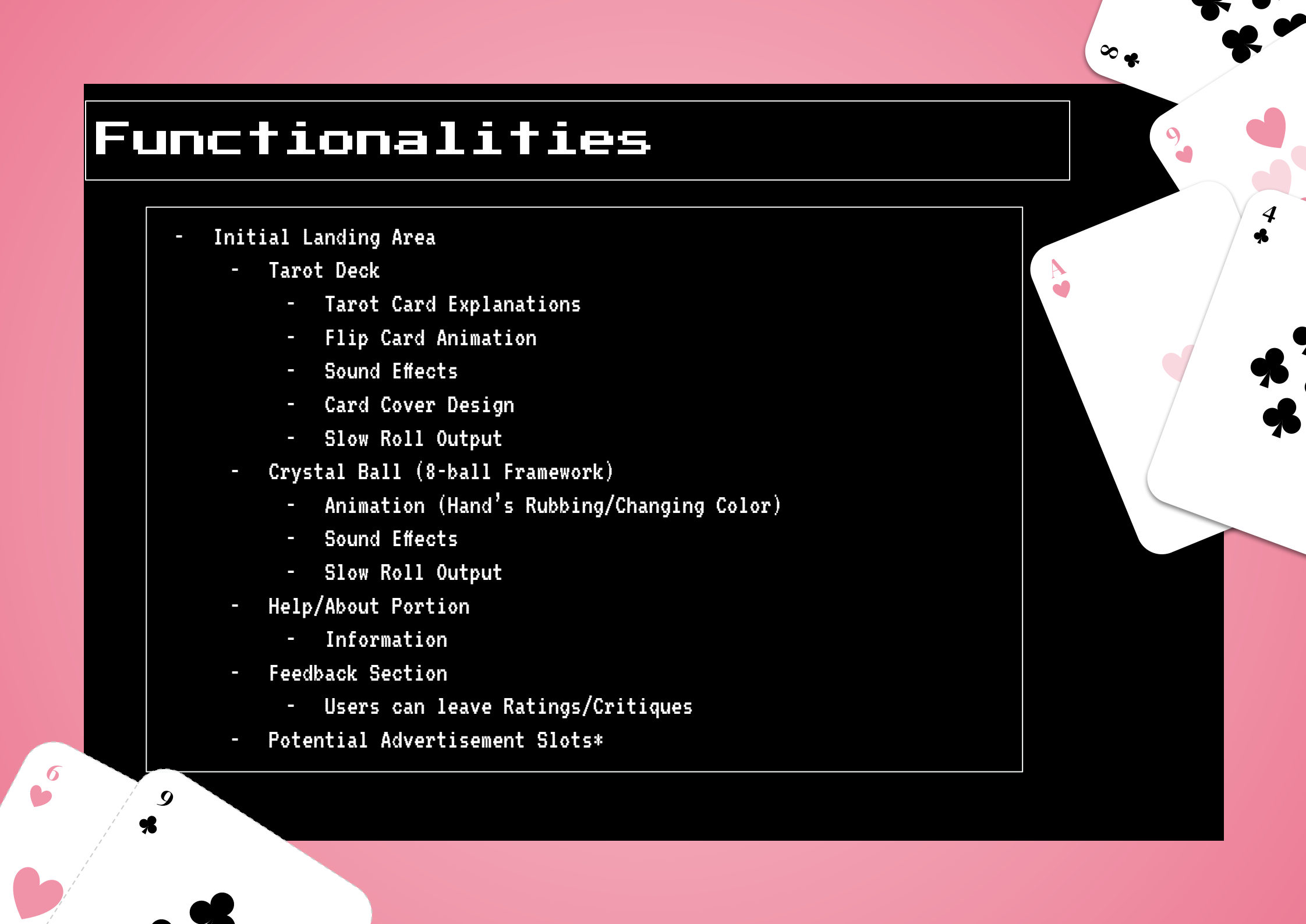
The purpose of the app is to provide an enjoyable and engaging source of entertainment for users. By providing a platform for users to input their questions, the app will collect valuable data on the most common concerns and aspirations of our users. We wish to provide the most entertaining product for users to try and better understand their life goals and ambitions.

Goals

1. Provide a quality User Experience for people who enjoy fortune telling applications:
 - a. Make sure that user's have a positive experience while using our application
2. Create maintainable code:
 - a. Ensure code is well organized and modular enough that a team of individuals can understand and adjust it.
3. Create functional code that is not overly complex
 - a. Make sure code is functional and straightforward to avoid any confusion.
4. Monetizable Product
 - a. Create spaces within the application for advertisements or paywall features.

Functionalities

- Initial Landing Area
 - Tarot Deck
 - Tarot Card Explanations
 - Flip Card Animation
 - Sound Effects
 - Card Cover Design
 - Slow Roll Output
 - Crystal Ball (8-ball Framework)
 - Animation (Hand's Rubbing/Changing Color)
 - Sound Effects
 - Slow Roll Output
 - Help/About Portion
 - Information
 - Feedback Section
 - Users can leave Ratings/Critiques
 - Potential Advertisement Slots*

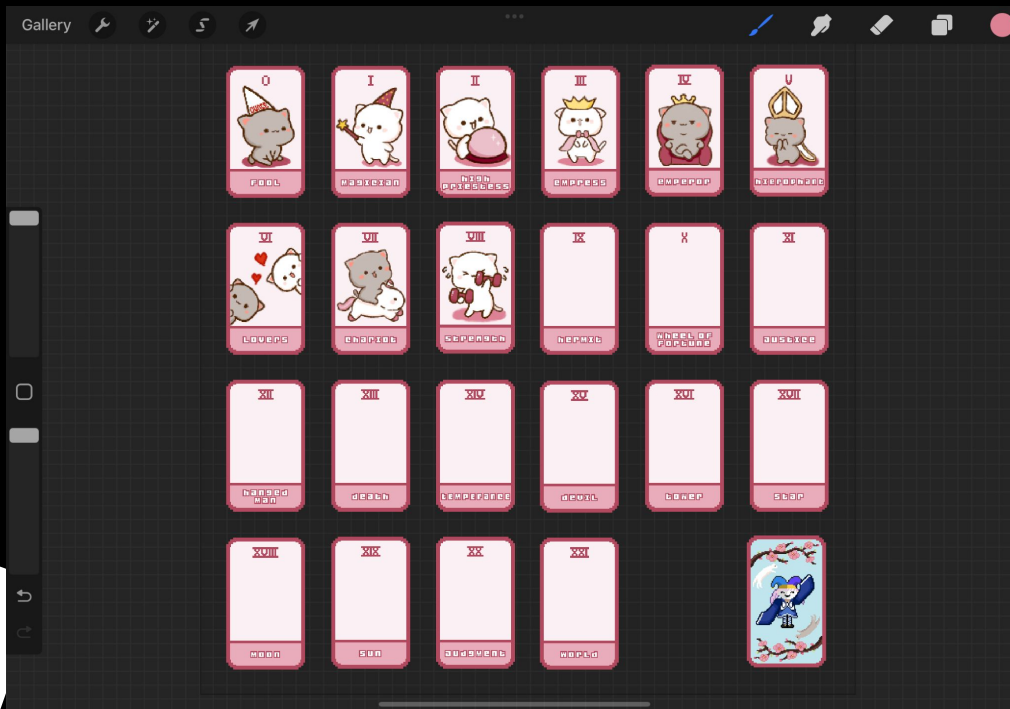


Risks and Dangers

- Storage for user response (Database Management): The application must have a reliable data management system that can store and retrieve(if needed) the data inputted by multiple users.
- Responses are inclusive/non-offensive: While designing the application's responses, we must be cautious about social and cultural differences amongst different users and ensure that the responses are appropriate and non-discriminatory.
- Data privacy: The application should have strict privacy policies in place to prevent data breach as the information entered by the users could be sensitive. Additionally, the application should inform users about the ways in which the data inputted may be used and stored.

Visual Representations

Tarot Cards:



Crystal Ball Example:



Who are we serving?

- Those who want their **Fortune Told**
- **Children** who are **Bored**
- Those who are **Non-believers** or **Skeptics**
- Those who want **Positivity**
- Those who seek **Motivation**
- Those who **Struggle** with **Uncertainty**
- Those whose last name is **Powell**

The background is a solid pink color. In the top right corner, there is a white playing card with a pink diamond pattern. In the bottom left corner, there is another white playing card with a pink diamond pattern. The central text is white and pixelated, set against a black rectangular background.

CASE STUDIES

Examining Specific Customers

Yasmin - The Youngster

BACKGROUND:

- Elementary school student
- Loves playing house and thinking about her future
- Has a crush on her classmate Rachel
- DOES believe in fortune telling

Goals:

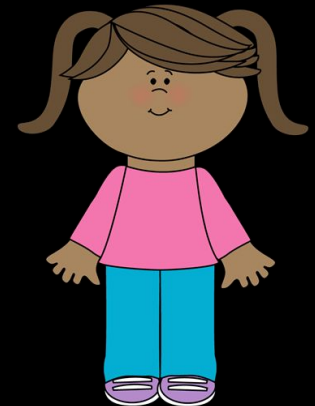
- Wants to know more about where her life will take her
- Wants to know how Rachel feels about her

Skillset:

- Is familiar with using technology, but more comfortable with simpler UI/buttons

Needs:

- Easy-to-understand UI
- Responses that cater to her specific circumstances (crushes, future plans)



Samantha - The Skeptic

BACKGROUND:

- College student majoring in Molecular Engineering
- Large proponent of general science
- Does NOT believe in fortune telling

Goals:

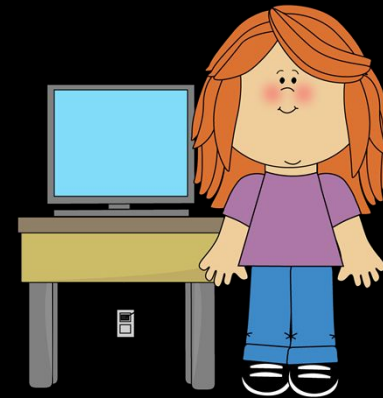
- Wants to evaluate the validity of Tarot Cards and fortune telling in general

Skillset:

- Able to use technology extensively, and examine outputs thoroughly
- Is coming in with a negative view of fortune telling

Needs:

- Application would have to cater to her needs or correctly predict her future in order to keep her as a user



Nate - The Nervous One

BACKGROUND:

- Middle school student
- Overthinker
- Worried about his future

Goals:

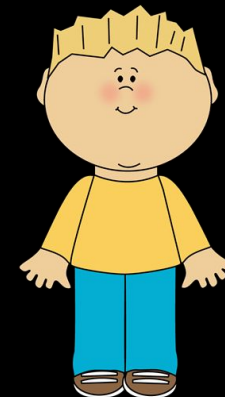
- Wants to know more about where her life will take him

Skillset:

- Is familiar with using technology
- Desperate for any clarity or guidance on his future

Needs:

- Positive reinforcement
- Realistic predictions and responses



Paul – Mr. Positive

BACKGROUND:

- 35-year-old father of 2
- Highly optimistic and positive person

Goals:

- Wants to use it as a tool to play with his kids
- Wants to confirm his positive outlooks

Skillset:

- Able to use technology proficiently

Needs:

- Positive (potentially biased) responses that confirm his viewpoint

