

App Outline

What problem are we trying to solve

There is no centralized space for tarot, horoscope, personality analysis even though these interests tend to overlap. This is an enhanced/more comprehensive way of profiling your personality by combining multiple different things. By creating a platform for discussion of divination and personal identity, we can facilitate more social and interpersonally-educational interactions.

App Main Idea

You can build a profile based on your MBTI personality (INFP, ENTP, etc.), your horoscope, and every day we generate a tarot card reading. You can share your readings & horoscope predictions with friends.

SWOT Analysis

Strengths:

- Integrates tarot, astrology and MBTI which has not been seen between similar apps.
- Ability to connect and share readings with friends which encourages daily engagement
- Daily Tarot pulls and horoscope updates create a reason for users to return

Weaknesses:

- Most likely only attracts people who are already interested in tarot/astrology/MBTI, limiting the user base
- Having tarot, astrology, and MBTI could overwhelm users if not designed cleanly
- Very strong competition from apps like Co-star and Sanctuary which already trusted platforms in astrology. Labyrinthos is strong for tarot.

Opportunities:

- No other app fully integrates and merges MBTI, tarot and astrology. This makes it stand out
- Daily streaks could keep users engaged long term
- Rising interest in spirituality

Threats:

- Market Saturation: Many astrology and tarot already exist so standing out requires a good UI and a clear hook
- Spirituality and astrology are popular now but trends can potentially shift, which may affect user interest long-term

Background Research

Similar Applications

-Co-star: Astrological charts personalized, daily horoscopes, can compare and match with friends.

-Sanctuary Psychic Readings: Daily horoscope readings, live astrology, tarot, and psychic readings, birth chart insights, astrology content and lessons, lots of lessons about psychic things

-Labyrinthos Tarot reading: Daily tarot card readings with custom notification reminders. A journal to save past card readings. Multiple decks with different readings and backgrounds.

-Trusted Tarot: daily tarot card readings, personalized card interpretations, daily horoscopes, multiple types of readings, history of card readings, and features a gallery of all tarot cards with detailed explanations.

Why are we better?69

General overview: 78 Cards, each with a meaning as a tool for introspection and reflection, on past, present and future. These 78 are split into two types: 22 Major Arcana and 56 Minor Arcana. A Major Arcana is a significant card, and usually encompasses broad themes. A Minor Arcana is more specific and usually focuses on daily life. Minor Arcana consist of wands, cups, swords, and pentacles. Within these suits, each has a court card: King, Queen, Knight, and Page.

To get a reading, shuffle the deck. Spreads can occur in the following amounts: 1, 3, 5, and 10. In special instances, all 78 can be used.

- 1 card spread: General Overview
 - 3 card spread: Past, Present, Future
 - 5 card spread: More details in the 3 card spread
 - Card 1: What is happening at the moment?
 - Card 2: How can I weather it easily and with grace?
 - Card 3: What is the lesson?
 - Card 4: What is leaving at this time?
 - Card 5: What is arriving at this time?
 - 10 card spread: Also known as Celtic Cross, the most comprehensive
- Each card is then open to interpretation based on its attributes.