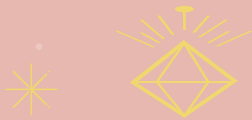


# Tarot Persona App

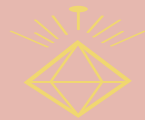
**See your persona in a  
new light**

Team Sweet 16





# Mission Statement



Tarot Persona brings together tarot, astrology, and personality profiling into one platform. We make it easy for users to build a layered self-profile, receive daily insights, and share readings with friends. By combining multiple forms of self-discovery, we create a space for meaningful connection and discussion around identity, mood, and compatibility.



## What are we solving?



We are solving the lack of a single platform where tarot, astrology, and personality insights are combined for daily reflection, social sharing, and deeper personal connection.

# \* User Persona 1: “Vibes Valerie” \*

## Details

- Mostly into horoscopes for the vibes & adding a little spice to their day
- Enjoys the feeling of mysticism but doesn't take it seriously

## Wants and Needs

- One-click daily horoscopes in plain english
- Shareable “vibe” snippets for stories
- Light, positive affirmations and no heavy jargon

## Doesn't Want/Doesn't Need

- Overly technical or lengthy readings
- Complex tarot spreads she has to study
- Having to dig through past readings



## Vibes Valerie

“Just here for the daily cosmic boost”

# \* User Persona 2: “Partner Paul” \*

## Details

- Mid-30s software engineer, pragmatic and data-driven
- Knows almost nothing about astrology or tarot
- Happy to use the app, but only if its straightforward

## Wants and Needs

- One-click share of his partner’s reading
- Plain-English summaries he can skim in seconds

## Doesn’t Want/Doesn’t Need

- Deep dives into zodiac sign theory
- Multi-card spreads with layers of interpretation
- Any feature assuming prior knowledge of astrology



## Partner Paul

“Here because my partner loves it”

# \*User Persona 3: “Mindful Mark”\*

## Details

- Uses horoscopes and tarot for personal growth
- Open to mysticism but values calm, thoughtful guidance

## Wants and Needs

- In-app journal space to record insights and reflections
- Deeper breakdowns of card meanings
- Ability to customize or upload readings from in-person sessions

## Doesn't Want/Doesn't Need

- Vague buzzwords or clickbait-style affirmations
- Spammy push notifications or daily too-many alerts



## Mindful Mark

“Seeking insight and space for reflection”

# ✧ User Persona 4: “Social Sarah” ✧

## Details

- Uses tarot cards, horoscopes and personality quizzes as ice breakers
- Treats every reading as a chance to “open the door” for deeper chats

## Wants and Needs

- One-tap sharings of readings to text, or group chat
- A “compare & contrast” view so friends can see each other’s results side-by-side
- Option to upload photos of in-person spreads

## Doesn’t Want/Doesn’t Need

- Dry, solo interface without social or share features
- No way to invite or notify friends about readings



## Social Sarah

“Here to spark cosmic conversations”

# User Persona 5: “Analytical Anna”

## Details

- Data scientist who lives and breathes metrics
- Tracks sleep, mood, heart-rate in health apps
- Uses tarot to track her mood but skeptical

## Wants and Needs

- A complete history of every reading, saved and searchable
- Charts and filters to correlate her mood logs
- Exportable data for deeper off-app analysis

## Doesn't Want/Doesn't Need

- Mystical and vague readings with no basis
- No history/saving features



## Analytical Anna

“Verifying the vibes  
with numbers”

# Core Features

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## Daily Spread

Users draw a daily 3-card spread offering insights for their near future.



## Horoscope

Users receive a daily horoscope based on their zodiac sign, paired with personalized advice on how to approach challenges and opportunities.



## Tarot Answer

Users can shuffle and draw custom tarot spreads—choosing between 1, 3, 5, or 10 cards—to receive readings that range from quick daily guidance to detailed, in-depth analysis of current life events. Each card's meaning is personalized based on the user's layered profile.



# Technical Flow



## Front End

- User signup & quizzes to get a feel for personality, preferences
- Recommendation system & create requests for divinations
- Create easily shareable graphics for user to exchange via other apps

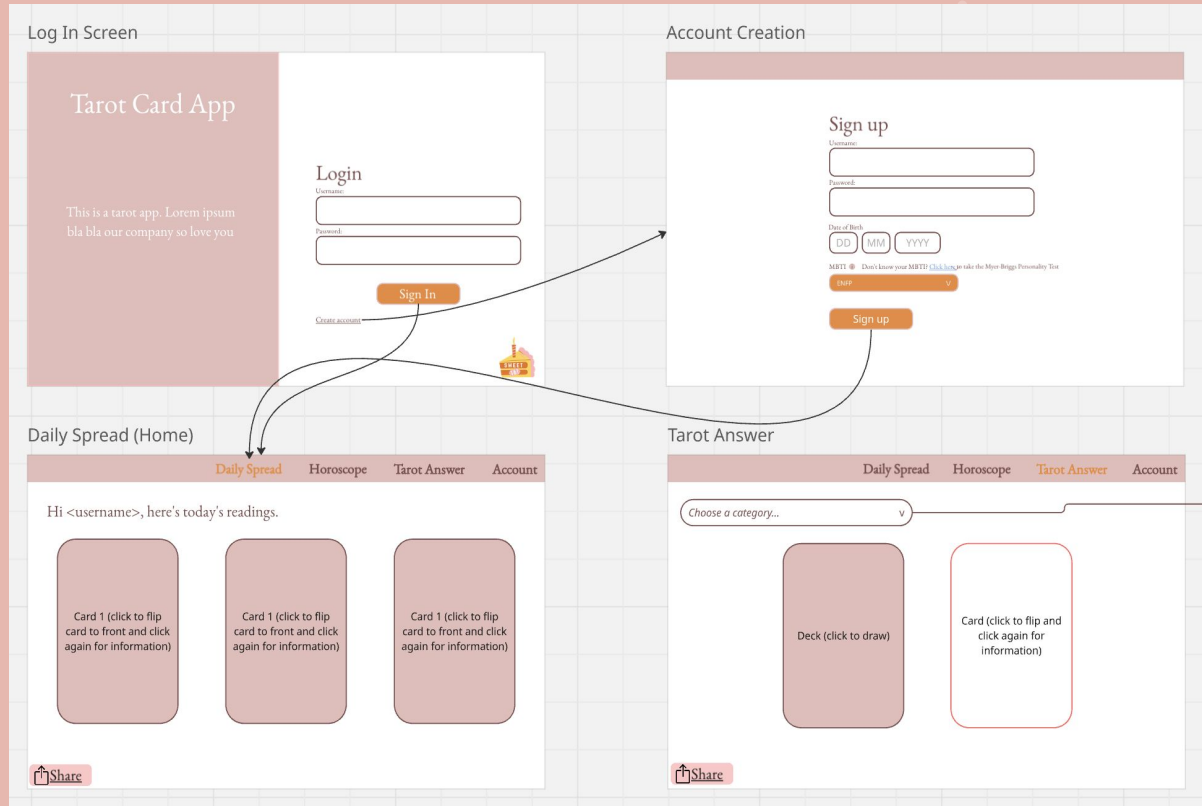


## Back End

- Store user data in an easily queryable manner
- Generate user readings & divinations given specified parameters
- Utilize user data to regularly generate tidbits or insights on request or at certain points of day

# Wireframe Walkthrough

(Desktop Version)



# Wireframe Walkthrough

(Desktop Version)

## Horoscope

Daily Spread Horoscope Tarot Answer Account

### Your horoscope: Sagittarius



Personality



Lifestyle & Career



Compatibility

Share

Personality:  
Sagittarius usually  
tend to be blah blah  
blah horoscope stuff

## Account

Daily Spread Horoscope Tarot Answer Account

### Account:

Change username

Change password

Change birthday

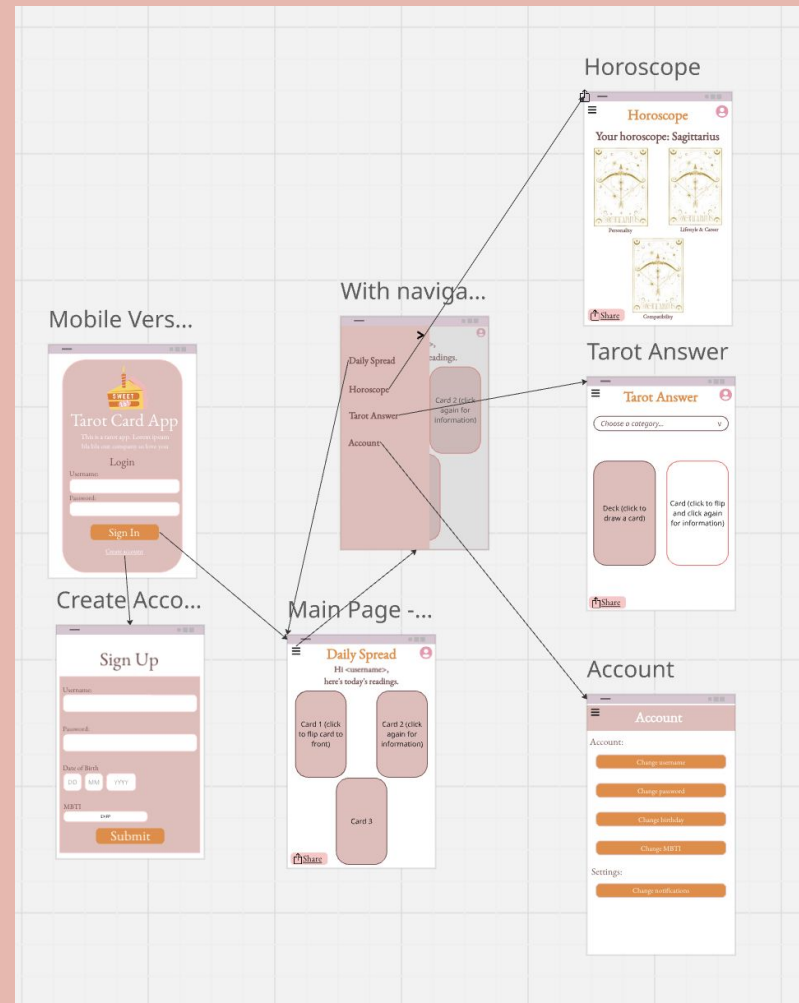
Change MBTI

### Settings:

Change notifications

# Wireframe Walkthrough

(Mobile Version)



# Risks and Things to Avoid



## Scope Creep

Adding too many personalizations for the spreads.



## Profile Inconsistency

Can we create a profile with missing elements?



## Respecting the Domain

Making sure we include all of the correct information about tarot, spiritual energy, and the point of the app



## Front End Overload

This app relies on the aesthetic and animations with the cards, we need to make sure workload is balanced.

# 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

# Similar Applications

Astrological charts personalized, daily horoscopes, can compare and match with friends.

Co–Star 

Daily horoscope readings, live astrology, tarot, and psychic readings, birth chart insights, astrology content and lessons, lots of lessons about psychic things.

**SANCTUARY™**



Daily tarot card readings with custom notification reminders. A journal to save past card readings. Multiple decks with different readings and backgrounds.

***Labyrinth***  
**OS**



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.

**Trusted Tarot™**



# Summary

Tarot Persona is a project that brings together tarot, astrology, and personality quizzes into one app. Users can get daily readings, horoscopes, and share insights with friends. On the technical side, we built a flow that sets up a user profile through quizzes, stores their data, generates custom readings, and creates graphics they can share. Overall, the project focused on creating a fun, reflective experience while keeping the app simple and user-friendly.