






Name	Details	Wants & Needs	Doesn't Want/Doesnt' Need	Image
Vibes Valerie	<ul style="list-style-type: none"> <li>- Mostly into horoscopes for the vibes &amp; adding a little spice to their day</li> <li>- Enjoys the feeling of mysticism but doesn't take it that seriously</li> </ul>	<ul style="list-style-type: none"> <li>- Easy to understand breakdowns</li> <li>- Daily (regular), refreshing and interesting updates</li> </ul>	<ul style="list-style-type: none"> <li>- Overly in-depth breakdowns of celestial movements, etc.</li> <li>- Complex tarot card spreads and excessive layers of interpretation</li> <li>- The ability to share/view history of divinations</li> </ul>	
Partner Paul	<ul style="list-style-type: none"> <li>- Knows little to nothing about horoscopes, tarots, etc. but getting into it because their partner enjoys it</li> </ul>	<ul style="list-style-type: none"> <li>- Share divinations with others</li> <li>- Easy to understand breakdowns</li> </ul>	<ul style="list-style-type: none"> <li>- Overly in-depth breakdowns of celestial movements, etc.</li> <li>- Complex tarot card spreads and excessive layers of interpretation</li> </ul>	
Mindful Mark	<ul style="list-style-type: none"> <li>- Sees horoscopes and tarots as a tool for personal reflection and guidance</li> <li>- Believes at some level in mysticism, spiritualism, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- In depth breakdowns of celestial movements, etc</li> <li>- journaling space to reflect on tarots</li> <li>- A multitude of tarot card spreads with in-depth readings</li> <li>- Ability to upload physical readings</li> </ul>	<ul style="list-style-type: none"> <li>- Vague buzzwords in horoscopes/tarots</li> <li>- Spammy notifications</li> </ul>	

Social Sarah	<ul style="list-style-type: none"> <li>- Uses tarot cards, horoscopes, and personalities as a way to connect with friends and to “open the door” to more conversations</li> </ul>	<ul style="list-style-type: none"> <li>- Easily share divinations with friends, either in or outside of app</li> <li>- Compare &amp; contrast results with friends to connect</li> <li>- Ability to upload physical readings</li> </ul>	<ul style="list-style-type: none"> <li>- Dry, boring interface</li> <li>- No share options to external platforms</li> </ul>	
Analytical Anna	<ul style="list-style-type: none"> <li>- Enjoys gathering data about her behavior such as sleep data, heart data, etc</li> <li>- Uses horoscopes as a way to track her mood but overall skeptical about the whole idea</li> </ul>	<ul style="list-style-type: none"> <li>- Save/track horoscopes over time</li> <li>- Trend analysis between moods and tarots</li> </ul>	<ul style="list-style-type: none"> <li>- Mystical and vague readings that have no basis</li> <li>- No history/saving features</li> </ul>	

#### User stories:

- As \_\_\_\_, I want \_\_\_\_, so that \_\_\_\_
- As Valerie, I want a fun divination app for me to check in the mornings or when I’m bored, so that I can have a little wonder in my life, like reading a fortune cookie’s fortune.
- As Paul, I want a simple divination app that gives me easy to understand readings everyday, so that I can better connect with my partner.
- As Mark, I want a sophisticated divination app with meaningful readings, so that I can better reflect on myself and make decisions about my surroundings.
- As Sarah, I want a somewhat detailed app that has social and sharing features, so that I can connect with my friends who also care about divination and may choose to install this app alongside me.
- As Anna, I am skeptical and want an app that shows me what the merits of divination are, so that I can decide if it’s something I care about or not.