

# SPECTRAL ORACLE

## Our Promises

Clarity, Honesty, Acceptance, Respect, Accountability

## Who are we?

Spectral Oracle is a paranormal investigation group that offers a variety of services ranging from personal house investigations, to ghost tours at popular haunted locations. We aim to reduce any stress the supernatural entities in your life may cause, and answer any questions that cause speculations.

## Customer Outlook

Our supporters, late adolescent to adult individuals, are believers in magic and the supernatural universe. Our services are only offered in the United States, focusing on urbanized areas with an exception for certain rural areas. Prospective customers using our website have a moderate to high income and work 40 hours a week. They use the web on a daily basis for work and social media, most commonly accessing websites through their phone. Medium sized company departments using our website work in marketing or advertisement, and will be using it for someone else.

## Customer Goals

Supernatural enthusiasts using our website will be looking for general entertainment or information on their desired interest. Those experiencing a personal haunting will visit our website with a specific goal: to set up a house investigation. Our services are commonly a last resort luxury for individuals wanting answers for the noises in the night.

Those who are skeptical will not be entirely familiar with our services, but believers will know exactly what we offer. Customers interested in our services will need to contact us via email or phone.

## Our Beliefs

### The Paranormal

There is always an explanation for the creaky footsteps we hear when we're going to sleep, or the orbs that appear in our night time photos. We believe these are spirits reaching out to us and making their presence known.

### Communication

Our goal is to connect and communicate with spirits and understand why they're there. We also make it a priority to communicate with our clients each step of the process.

### Respect

Our job as investigators is to contact individuals who are deceased. We often deal with those in mourning. We respect our clients and the spirits we may be trying to contact.

### Learn

The supernatural universe is one that we do not know much information about. We strive to learn as much as we can about the spirit world.

### Integrity

We are honest, open, ethical, and fair. People trust us to adhere to our word.

## Animation Development

Our website will feature several animations, including text and subtitles that enter the screen from varying directions, text that fades in, and an icon that will levitate to mimic the movement of a ghost. The timing of which these animation occur on scroll will help solidify the foundation of the information viewers are about to receive. The levitating icon animation is a perfect example of the staging that will be used on this website. It presents our ideas of the supernatural and unknown in a physical and straight-forward way. The fade-in and slide-in animation will be fast enough to not distract readers with a slow intake, allowing for readability in the timing.



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**Mystic Blue**  
CMYK: 22 0 0 0  
#C1E8FB



**Ghoulish Pink**  
CMYK: 112 0 0  
#F7E2EE



**Shadow Black**  
CMYK: 0 0 0 100  
#000000

**Libre Franklin Bold**  
**AaBbCcDdEeFfGgHhIiJjKk**  
**LlMmNnOoPpQqRrSsTtUu**  
**VvWwXxYyZz0123456789**

**Libre Franklin Regular**  
**AaBbCcDdEeFfGgHhIiJjKk**  
**LlMmNnOoPpQqRrSsTtUu**  
**VvWwXxYyZz0123456789**