



PRODUCT BRIEF

Fortune-Telling App for Thai Market

Prepared for: Development Team

Version 1.0 | February 2026

CONFIDENTIAL

1. Product Overview

A mobile-first fortune-telling app targeting Thai users. The app combines Chinese Astrology (Bazi / 四柱命理) and Thai Astrology (โหราศาสตร์ไทย) to deliver daily horoscopes and deep life readings through an immersive, mysterious experience. AI (LLM) synthesizes results from both systems into a single narrative.

Core Astrology Systems

	Bazi (Chinese)	Thai Astrology
Input Required	Date + Time of birth + Gender	Date of birth only
Key Strength	10-year life cycle analysis (大運)	Timing, luck, relationships
Core Method	5 Elements balance (Wood, Fire, Earth, Metal, Water)	Laksana Sathit, Navaang Chakra, Thaksa
Output	Life chart, element balance, decade forecasts	Life rhythm, fortune, compatibility
Precision	Needs accurate birth hour (2hr windows)	Day-level is sufficient

2. Design Direction & Brand Identity

Overall Vibe

The app should feel mysterious, sacred, and slightly unsettling — like entering a temple at midnight. Not cute, not playful, not cartoonish. Think: ancient knowledge meets modern dark UI. The experience should make users feel like they're accessing something they shouldn't be. Every interaction should carry weight.

Color Palette

Swatch	Hex	Name	Usage
	#0A0A0F	Void Black	Primary background, the “void”
	#0F0A1A	Deep Night	Card backgrounds, containers
	#1A0A2E	Dark Purple	Secondary backgrounds, gate surface
	#6B21A8	Royal Purple	Primary accent, buttons, highlights
	#A855F7	Amethyst	Hover states, active elements, links
	#C084FC	Lavender Glow	Subtle glows, ring highlights, borders
	#E9D5FF	Pale Orchid	Text highlights on dark, soft accents
	#F5F5F5	Ghost White	Primary text on dark backgrounds
	#A1A1AA	Ash Gray	Secondary text, metadata, labels
	#18181B	Charcoal	Input field backgrounds, dividers

Typography

- **Thai Body Text:** IBM Plex Sans Thai or Noto Sans Thai — clean, modern, readable on dark backgrounds
- **Thai Display/Headings:** Chakra Petch or Prompt — geometric, slightly futuristic feel
- **English/Labels:** JetBrains Mono (monospace for mystical/technical feel) or Space Grotesk
- **Mystical Quotes/Oracle Voice:** Sarabun Light (200 weight) — the narrator’s voice uses thin, whisper-like typography
- **Avoid:** Comic Sans, rounded/bubbly fonts, anything that looks “cute” or childish

Mascot / Visual Identity

The mascot is a Rinnegan-inspired eye behind a Gate of Truth-inspired door. Reference video provided: [horo.webm](#). This is used as the welcome/splash animation.

- **The Eye:** Circular, black-and-white only. Pale gray iris with concentric ripple rings. Black void pupil. 9 tomoe (teardrop symbols) on 3 ring layers, rotating extremely slowly. No color. Must feel sacred and unsettling, never cartoonish.
- **The Gate:** Tall gothic arch. Doors slide open horizontally (not swing). Surface has faint sacred geometry (Tree of Life / Sephiroth). White light bleeds from the seam. Shadow tendrils reach from the gate edges like hands.
- **Animation Sequence:** Gate closed with light seam → Doors slide apart and fade → White flash → Main eye appears → Stares → Closes → 6 smaller eyes appear, stare, then vanish into darkness.
- **Film Grain:** Subtle noise overlay on all screens. Gives texture and age. Never clean/sterile.

3. User Onboarding Flow

The onboarding IS the experience. Each step is a full-screen scene with animation transitions between them. The app speaks in a mystical narrator voice using “เจ้า” (thou/thee) to address the user. No boring forms. Every input feels like a ritual.

Step	Screen	Description	Technical Notes
1	Welcome Animation	Full-screen horo.webm plays. Gate opens, eye appears, stares. Tap anywhere or auto-advance after animation ends.	Use <video> with autoplay, muted, playsinline. Preload on app launch. Crossfade to Step 2.
2	Name Input	“บอกชื่อของเจ้ามาสิ” (Tell me thy name). Single text input, centered. Keyboard auto-focus. Submit on Enter or tap button.	Store in local state. Minimal validation (non-empty). Dark input field with purple border glow on focus.
3	Birth Date	“อยากรู้ดวัน哪吒ของเจ้างั้นรึ บอกวันเกิดของเจ้ามาสิ”. Custom date picker (day/month/year scrollers). NOT the native HTML date picker — style it to match the dark mystical theme.	3 scroll wheels (day 1-31, month မ.က.-၃.၂., year 2500-2569 BE). Store as ISO date internally. Show Buddhist Era to users.
4	Gender	“แล้วเจ้าเป็นผู้ชาย หรือ ผู้หญิงหละ”. Two large tappable cards with icons/symbols. No dropdown.	Binary choice (male/female). Needed for Bazi 大運 direction calculation. Cards glow purple on select.
5	Birth Time	“เจ้าเกิดตอนเช้า หรือ ตอนมืด”. Show period selector with Thai time names. Include “ไม่ทราบ” (don't know) option.	Map to Chinese 2-hour periods (時辰). 12 periods: ตี 1-3 = 丑, ตี 3-5 = 寅, etc. “Don't know” = skip Bazi, use Thai astrology only.
6	Teaser Result	Immediately show a quick result: element type, brief personality, today's fortune snippet. This is the “wow moment” — must feel magical and accurate.	Call Bazi calculation + Thai astrology engine. AI (LLM) generates a personalized 3-4 sentence reading. Show with fade-in animation, letter by letter for the oracle voice.

7	Auth Prompt	“เพื่อเก็บดวงชะตาของเจ้าไว้ เชื่อมบัญชีของเจ้า”. Google OAuth or X.com login buttons. User has ALREADY seen value, so conversion should be higher. Also show “ข้าม” (Skip) link for visitors who want to browse without signing up.	Supabase Auth via Elysia backend. OAuth flow: client clicks → redirect to Supabase Auth URL → callback hits Elysia → Elysia validates + creates session → sets httpOnly cookie → redirect to dashboard. Tokens NEVER exposed to client JS. On success, persist user + birth data to DB. Skip sends user to limited dashboard.
8	Main Dashboard	Daily horoscope on login. Options to view full Bazi chart, Thai astrology, compatibility check, etc.	See Section 5: Main App Screens

CRITICAL: Auth (Step 7) must come AFTER the teaser result (Step 6). Users must see value before being asked to create an account. Putting auth before the result will cause massive drop-off.

4. Technical Architecture

Stack Overview

Layer	Technology
Monorepo	Turborepo (TypeScript throughout)
Runtime	Bun
Frontend	Next.js 16 (App Router, React Server Components)
Backend API	Elysia (Bun-native, type-safe, fast)
Database	PostgreSQL + Drizzle ORM
Auth	Supabase Auth — Google OAuth 2.0 + X.com OAuth (server-side via Elysia, tokens never exposed to client)
AI / LLM	Claude API (Anthropic) for fortune synthesis
Hosting	Vercel (frontend) + Railway/Fly.io (Elysia backend)
Mobile Priority	Responsive web (PWA-ready) — mobile-first, desktop supported

Monorepo Structure

apps/

- apps/web/ — Next.js 16 frontend (all pages, onboarding, dashboard)
- apps/api/ — Elysia backend (REST endpoints, auth callbacks, LLM proxy)

packages/

- packages/db/ — Drizzle schema, migrations, shared DB client
- packages/astrology/ — Bazi calculator engine + Thai astrology engine (pure TypeScript, no external deps)
- packages/ui/ — Shared UI components (design system)
- packages/shared/ — Types, constants, validation schemas (Zod)

Recommended UI Libraries

- **shaden/ui** (base components — customize to dark/purple theme)
- **Tailwind CSS 4** (utility-first, custom theme config for color palette above)
- **Framer Motion** (page transitions, onboarding scene animations, micro-interactions)
- **Swiper.js** (mobile-friendly carousel for daily horoscope cards)
- **date-fns + @date-fns/locale/th** (Thai date formatting, Buddhist Era conversion)

Authentication Architecture (Supabase Auth)

All authentication is handled server-side through Elysia backend. The Supabase client with the service_role key lives exclusively on the backend. The frontend NEVER has direct access to Supabase credentials or auth tokens. This keeps the auth flow secure and prevents token leakage.

Supported Providers

- **Google OAuth 2.0** — primary login method, most Thai users have Gmail
- **X.com (Twitter) OAuth 2.0** — secondary, for the social-media-active segment

Auth Flow (Step by Step)

Step	Action	Detail
1	User taps “Sign in with Google”	Frontend calls GET /api/auth/login?provider=google on Elysia backend
2	Elysia generates Supabase Auth URL	Uses supabase.auth.signInWithOAuth({ provider: 'google', options: { redirectTo: CALLBACK_URL } }) server-side. Returns the auth URL to client.
3	Redirect to Google consent screen	User authenticates with Google. Standard OAuth consent flow.
4	Google redirects to callback	Redirects to Elysia callback endpoint: GET /api/auth/callback?code=xxx
5	Elysia exchanges code for session	Calls supabase.auth.exchangeCodeForSession(code). Gets access_token + refresh_token + user profile.
6	Elysia creates app session	Creates/updates user in our DB (Drizzle). Generates a secure httpOnly session cookie (signed JWT or opaque token). Sets cookie on response.
7	Redirect to dashboard	User lands on dashboard with valid session cookie. All subsequent API calls include this cookie automatically.
8	Token refresh	Elysia middleware checks session validity. Uses Supabase refresh_token (stored server-side in DB, never in browser) to renew when needed.

SECURITY RULES:

- **Supabase service_role key** — ONLY in Elysia backend env vars. Never in Next.js frontend, never in client bundles.
- **access_token / refresh_token** — stored server-side only (DB or encrypted cookie). Never in localStorage, never in JS-accessible cookies.
- **Session cookie** — httpOnly, Secure, SameSite=Lax. Contains only a session ID or signed JWT. Set by Elysia on auth callback.
- **CORS** — Elysia only accepts requests from the frontend domain. Credentials: true for cookie forwarding.

4.5 User Flow Scenarios

The app must handle three distinct user types. The experience differs based on whether they have an account, have completed onboarding, or are just browsing.

Scenario A: New Visitor (First Time, Wants Fortune)

This is the primary onboarding flow described in Section 3.

Flow	State
Lands on app (no session cookie)	Anonymous
Welcome animation → Name → Birth date → Gender → Time	Anonymous, birth data in local state
Sees teaser result (wow moment)	Anonymous, has seen value
Prompted to sign in (Google / X.com)	Auth via Supabase → Elysia callback
On success: birth data saved to DB, session created	Authenticated user
Redirected to full dashboard	Full access

Scenario B: Returning User (Already Signed Up)

Flow	State
Lands on app with valid session cookie	Check cookie → validate via Elysia middleware
Session valid → SKIP all onboarding	Authenticated
Go directly to Daily Horoscope dashboard	Full access, birth data already in DB
Session expired → attempt silent refresh	Elysia uses stored refresh_token via Supabase
Refresh succeeds → new session cookie, go to dashboard	Re-authenticated silently
Refresh fails → show login screen (NOT full onboarding)	Show compact login with Google/X.com buttons only

IMPORTANT: Returning users who need to re-login must NEVER be forced through the full onboarding again. Show a compact login screen with the welcome eye animation (short version), their name

(“**ยินดีต้อนรับกลับมา, [name]**”), and Google/X.com login buttons. One tap and they’re back in.

Scenario C: Casual Visitor (Just Browsing, No Account)

Not everyone who lands on the app wants to go through onboarding. The app must still feel useful and enticing for casual visitors so they might convert later.

Flow	State
Lands on app (no session)	Anonymous
Sees welcome animation, then prompted for name	Can tap “ข้าม” (Skip) at any onboarding step
Skip → Guest dashboard with limited content	Anonymous guest
Can see: generic daily horoscope (not personalized), blog/articles about astrology, sample readings	Read-only, no personalized features
Cannot see: personal chart, compatibility, share cards	These are locked behind onboarding + auth
Persistent “ดูดวงของเจ้า” CTA on every guest screen	Tapping this restarts onboarding from Step 2 (name)

Guest vs Authenticated Feature Matrix

Feature	Guest	Signed In
Welcome animation	✓	✓ (first time) / short ver (return)
Generic daily horoscope (zodiac-based)	✓	✓
Personalized daily reading (Bazi + Thai)	✗ Locked	✓
Full Bazi chart + element analysis	✗ Locked	✓
10-year 大運 timeline	✗ Locked	✓
Compatibility / ดูดวงคู่	✗ Locked	✓
Share cards (IG/LINE/X)	✗ Locked	✓
Fortune card / profile	✗ Locked	✓
Astrology articles / blog	✓	✓
Push notifications	✗	✓

DESIGN NOTE: Locked features should NOT show an error or empty state. Instead, show a blurred preview of what the content would look like with a “เข้าสู่ระบบเพื่อปลดล็อก” (Sign in to unlock) overlay. This teases the value and drives

conversion.

ROUTING LOGIC: Implement a Next.js middleware that checks the session cookie on every request. Three states: (1) valid session → pass through, (2) no session + accessing protected route → redirect to login/onboarding, (3) no session + accessing public route → show guest version. Elysia API endpoints also validate the session cookie on every request and return 401 for protected endpoints.

5. Main App Screens (Post-Onboarding)

5.1 Daily Horoscope (Home)

The default screen when opening the app. This is the daily hook that brings users back.

- Today's fortune card with a 3-4 sentence AI-generated reading personalized to user's chart
- Element energy indicator (which of the 5 elements dominates today)
- Lucky number, color, direction for the day
- **Share button:** generates a styled card (IG Story / LINE / X sized) with the daily reading for easy sharing
- Refreshes at midnight Thai time (UTC+7)

5.2 Full Chart / Deep Reading

- Complete Bazi Four Pillars chart with element analysis
- 10-year 大運 cycle timeline (visual, swipeable)
- Thai astrology life rhythm analysis
- AI narrative combining both systems into a single coherent reading

5.3 Compatibility / ดูดวงคู่ (Viral Feature)

This is the primary viral loop. Users check compatibility with friends/partner, get a shareable result card, and send invite links to the other person.

- Enter partner's birth data OR send invite link
- Heavenly Combine (天合) and element compatibility analysis
- Generate beautiful share card (IG Story / LINE dimensions)
- **Invite flow:** User A shares link → User B opens, enters their data → Both see result → User B is now a new user

5.4 Profile / ดวงบัตร (Fortune Card)

- Visual identity card showing: name, element type, Day Master, birth pillars
- Shareable as an image (dark purple card, looks premium)
- Users naturally screenshot and share these on social media

6. Database Schema (Drizzle ORM)

Core tables needed for MVP. All timestamps in UTC.

Table	Key Columns	Type	Notes
<code>users</code>	<code>id, supabase_uid, name, email, provider, avatar_url</code>	uuid PK, text unique, text, text, enum, text?	supabase_uid links to Supabase Auth user. provider = google x
<code>sessions</code>	<code>id, user_id, refresh_token_enc, expires_at</code>	uuid PK, uuid FK, text, timestamp	Server-side session store. refresh_token_enc is AES-encrypted Supabase refresh token.
<code>birth_profiles</code>	<code>user_id, birth_date, birth_time, gender</code>	uuid FK, date, text?, enum	birth_time nullable (unknown)
<code>bazi_charts</code>	<code>profile_id, year_pillar, month_pillar, day_pillar, hour_pillar, day_master</code>	uuid FK, jsonb × 4, text	Cached calculation result
<code>daily_readings</code>	<code>profile_id, date, content, elements</code>	uuid FK, date, text, jsonb	One per user per day, generated by AI
<code>compatibility</code>	<code>profile_a_id, profile_b_id, result, share_token</code>	uuid FK × 2, jsonb, text	Unique pair constraint

7. Viral Mechanics & Social Sharing

Share Card Generation

Server-side rendered images (using @vercel/og or Satori) in two sizes: 1080×1920 (IG Story / TikTok) and 1200×630 (LINE / X / OG image). Dark purple background, user's element info, daily reading, and a QR code or link back to the app.

Compatibility Invite Link

When User A wants to check compatibility, they generate a unique link (e.g., /invite/abc123). User B opens the link, enters their birth data, and both

immediately see the compatibility result. User B is prompted to create an account to save their reading.

Daily Push / Notification

PWA push notification at a configurable time (default 7AM Thai time) with a one-line fortune teaser. Tapping opens the full daily reading.

8. Key Constraints & Reminders

- **Mobile-first, always.** Design at 375px width first, then scale up. Touch targets minimum 44px. No hover-only interactions.
- **Dark mode only.** No light mode. The entire brand identity depends on darkness.
- **Thai language first.** All UI copy in Thai. English used only for technical labels or brand elements. Buddhist Era (พ.ศ.) for all visible dates.
- **Performance.** Welcome video must load fast. Use video compression (H.265/VP9). Lazy-load non-critical screens. Target <3s first meaningful paint on 4G.
- **No cartoonish elements.** No emojis in the oracle voice. No rounded bubbly UI. No bright colors outside the palette. Every design decision should ask: “does this feel sacred or silly?”
- **Narrator voice consistency.** The app always addresses the user as “เจ้า” (thou) in the fortune/oracle context. System messages (errors, settings) use normal Thai “คุณ”.
- **Astrology engine accuracy.** The Bazi and Thai astrology calculation engines must be built as a pure TypeScript package with unit tests. Incorrect calculations destroy trust instantly.