

# WHY THE STARS

## INTRO

My friend is an amateur astrologer who wants to go semi-pro. I want to make a website that will help her do that.

The challenge is simply to build a stylish, reputable-looking website that captures the interest of casual visitors.

## DESCRIPTION/FEATURES

Single-page, no scroll website with a slender header and footer, between which we see the phrase "WHY THE STARS" in big letters against a slightly-magnified night sky, with a large question-mark button in the center. On seeing this question, even the sharpest skeptic will be forced to ask, "Why, indeed?"

Pressing the button will roll back the splash screen and present the FAQ in a modal, either scrolling or paging. Once you scroll or page to the end of the FAQ, you will be prompted to schedule an appointment. You can also link to the FAQ or the scheduler form via links in the header. That's it! Nice and simple.

## MARKET SURVEY

Most astrology websites are too busy. Even the nicest-looking ones put way too much material in the front page. See, for instance:

<https://www.rosetheodora.com/>

<https://chaninicholas.com/>

<https://www.lovelanyadoo.com/>

Mine will be clean and minimal.