



The DailyHoroscope Mobile Application Redesign

Application Report



The DailyHoroscope by Max Binshtok

DESCRIPTION

The DailyHoroscope is a horoscope application which is updated on a daily basis.

DailyHoroscope is THE MOST POPULAR horoscope app on many major smart phones. Tout by being the most accurate and compelling horoscope app out there by its users!

FEATURES

- Daily Zodiac horoscope
- Zodiac sign compatibility
- Chinese horoscope for 2013 and 2012
- Zodiac horoscope for 2013
- Get to know your Druid horoscope
- Missed a day-scroll back
- Custom colors and font size (set in app settings)
- Share and save readings

Get your daily horoscope everyday on the go through intuitive and user friendly interface.

With DailyHoroscope, your daily horoscope is just one click away!

VERSION 1.8.5

- Chinese horoscope for 2014
- Zodiac horoscope for 2014
- Improved support for retina displays
- Horoscope are cached once downloaded resulting in faster downloads and offline access after it was downloaded

USER REVIEWS

Customer Ratings

Current Version All Versions

Average Rating: ★★★★★ 672 Ratings

Click to rate: ★★★★★

★★★★★	590
★★★★	64
★★★	9
★★	4
★	5

Customer Reviews

Write a Review App Support

479 Customer Reviews Most Helpful

Amazing! ★★★★★
by Imkevin77 – Jan 13, 2014

I've had this app for years now. Every time I get a new phone it's one of the first apps I download. I love it so much! Why, for one it's accuracy is sometimes scary as it almost seems like it knows me! Two it has different things that it does, like the way it tells you how your significant others sign is good/bad for you and why! It's amazingly accurate! Then it has your tree! Oh boy, get ready for this app to tell you exactly who your personality is. It explains who you are in a quite shocking way. Is so cool, I would definitely pay for it!!!! All my friends have it, it's a must haha

All 478 customer reviews and 672 customer ratings were reviewed in order to achieve an in-depth analysis of the overall user experience and interface of DailyHoroscope version 1.8.5 app.

Generally, users have a positive user experience; the horoscope readings are extremely accurate and easy to read. In relation to interface, the overall navigation was easy and simple.

Aesthetically, the applications design and color palette are dark, boring and dull, which takes away from the app's overall success.

Here are key points extracted from the content analysis research method conducted on the iTunes customer reviews and ratings:

- Horoscopes are "cross-spiritual" and "well-worded"
- Horoscopes are "frequently updated and entertaining"
- Horoscopes are "mostly spot-on" and "very accurate"
- The Druid reading element is "a nice addition"
- The "black background [graphics] is dark and dull"
- "Poor server functionality"
- App needs "Chinese compatibility page"
- Advertisements can be "annoying"

(Please see collected reviews in Appendix I of this case brief.)

COMPETITOR REVIEWS

Based on market research DailyHoroscope is the most popular “horoscope” app in regards to number of downloads and positive customer reviews.

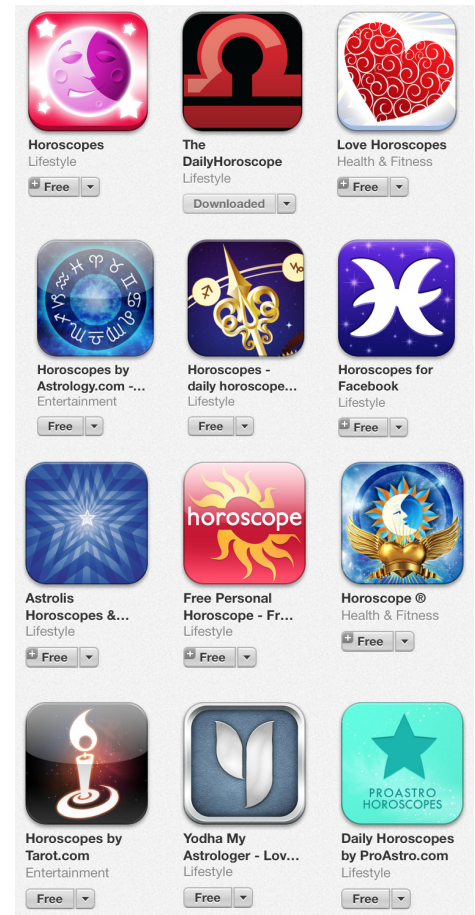
To reach this conclusion, a large selection of competing horoscope applications were evaluated during a content analysis. Customer reviews and customer ratings were reviewed in order to achieve an in-depth analysis of the overall user experience and interface of DailyHoroscope competitors.

Here are key points extracted from the content analysis research method conducted on the iTunes customer reviews and ratings:

- Horoscope readings are not frequently updated
- Horoscopes seem to be recycled and repetitive
- Limited variety of horoscope options (i.e. Chinese zodiac and sign compatibility evaluation)
- Horoscopes are inaccurate and irrelevant
- Lacks sign compatibility readings
- Advertisements/commercials are distracting and excessive
- Text to graphics ratio is very cluttered
- Sometimes there are more colorful graphics
- Many competing apps were also available for iPad

Competitor reviews were conducted using an in-depth content analysis research method using the following DailyHoroscope leading competitors:

- Horoscopes by DailyHoroscopes.com
- Love Horoscopes by DailyHoroscopes.com
- Horoscopes by Astrology.com
- Horoscopes by Zwigglers Mobile
- Horoscopes for Facebook by Horoscopes.com
- Horoscopes by Malcolm Hall
- Free Personal Horoscope by SF Factory



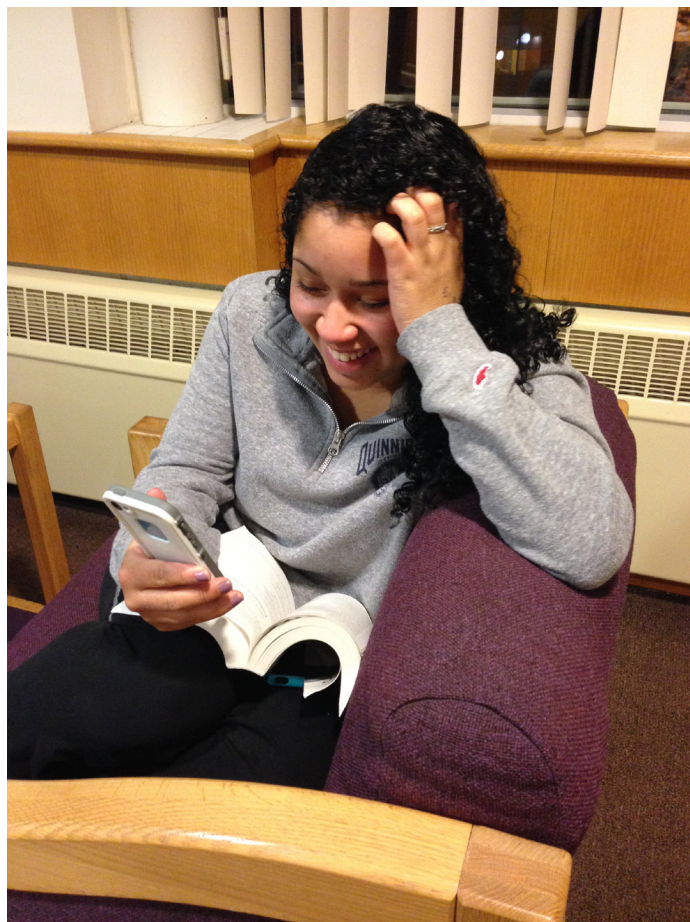
Primary Research

USER INTERVIEWS

In addition to content analysis, interviews and focus group research methods were conducted to acquire primary data regarding user experience and interface for DailyHoroscope.

Respondents were randomly selected, with varying experience levels with the DailyHoroscope app. Based on market research, respondents were generally pleased with the app, its navigation and content. However, all respondents negatively commented on the overall color scheme and graphics.

Each respondent is represented below with their comments fully disclosed along with demographic information.





MARISSA PACHECO

Sex	Female
Age	18
Race	White
Job	Full-time college student
Class	Middle
Hometown	Levittown, NY

Marissa was able to participate in a recorded focus group. The recording is attached in the Appendix section. Marissa is familiar with the DailyHoroscope app and frequently uses it on her personal mobile device. Please listen to her comments and observations in the focus group interview recording located in the 'User Research' folder.

LORENA ALVEZAR

Sex	Female
Age	18
Race	Hispanic/Latino
Job	Full-time college student
Class	Middle
Residence	Long Island, NY

Lorena was able to participate in a recorded focus group. The recording is attached in the Appendix section. Marissa is familiar with the DailyHoroscope app and frequently uses it on her personal mobile device. Please listen to her comments and observations in the focus group interview recording located in the 'User Research' folder.



CHAD DE GANNES

Sex	Male
Age	19
Race	Trinidadian
Job	Full-time college student
Class	Lower
Hometown	Trinidad & Tobago

Chad participated in an one-on-one interview where he was asked questions regarding application design and other UX/UI elements. Chad has never used DailyHoroscope prior to this interview. Please see his comments and observations are below:

- Plain and simple design and easy navigation
- The color palette makes the app look and feel depressing
- Horoscope readings were very accurate

ZAIN JAFRI

Sex	Male
Age	18
Race	Muslim
Job	Full-time college student
Class	Middle
Hometown	Stamford, CT

Zain participated in an one-on-one interview where he was asked questions regarding application design and other UX/UI elements. Zain has never used DailyHoroscope prior to this interview. Please see his comments and observations are below:

- Plain and simple design and navigation
- Ads were distracting
- App was interesting
- Considers himself an expert in using the app
- More graphics and information about zodiac characteristics
- Horoscope readings were accurate and interesting
- Previous had the DailyHoroscope app for two months but then deleted it after noticing repeating horoscopes





ERIC BUTTLEMAN

Sex	Male
Age	18
Race	White
Job	Full-time college student
Class	Middle
Hometown	Long Island, NY

Eric participated in an one-on-one interview where he was asked questions regarding application design and other UX/UI elements. Before this interview Eric is unaware of what horoscopes are as well as the existence of this application. He has never used DailyHoroscope prior to this interview. Please see his comments and observations are below:

- Text size is easy to read but the overall design is “boring”
- The banner ads (located at the bottom of the screen) were not too noticeable
- Navigation is clear and easy
- “I don’t know what my sign is; how do I figure that out?”
- “I don’t know much about my horoscope to gauge the accuracy of this app.”
- “The sign characteristics are definitely accurate to my personality.”
- Gave 0 out of 10 score when asked if the home page was more aesthetically pleasing would he be more interested in the app

VLAD ZDYR

Sex	Male
Age	18
Race	Ukraine-American
Job	Full-time college student
Class	Middle
Hometown	Stamford, CT

Vlad participated in an one-on-one interview where he was asked questions regarding application design and other UX/UI elements. Vlad has never used DailyHoroscope prior to this interview. Please see his comments and observations are below:

- App is easy to navigate although he couldn’t see the buttons at the bottom of the screen, nor the icons.
- Horoscope readings were accurate and interesting



Persona Development

PERSONAS FOR DAILY HOROSCOPE

Denotatively speaking, a persona is the aspect of someone's character that is presented to or perceived by others.

When designing for mobile interactive applications as well as user experience and user interface projects, the persona is an artifact that provides specific insight, characteristics, demographics and behavioral information in order to enhance the users experience with a particular brand and/or product.

Here are the consumer types we envision as app users.

Elisha D.

SOCIALITE, LIBRA

“I’m not crazy; I just keep it real, honest and fun.”



Biography

DEMOGRAPHICS

Sex	Male
Age	21
Race	Black
Job	Full-time college student
Salary	0 K
Residence	Suffield, Connecticut

Elisha is a diverse communicator with a very interactive and busy lifestyle. He is a Libra. Essentially, Elisha is diplomatic and can easily empathize with others’ views.

He is a good listener and always tries to achieve beauty, balance and harmony his life, their surroundings and the lives of the people close to them. He works hard to please others and admires his ability to bring people together.

Elisha is very intelligent; he often hides this inside his easygoing exterior and expresses his intelligence through creativity, artistic or creative pursuits and wide range of interests and hobbies. Elisha can be vain and indecisive.

REFERENTS & INFLUENCES

- a. Friends
- b. Family
- c. iPhone/Apple
- d. News & Social media

MOTIVATIONS

- Rewards
- Intellectual challenge
- Creativity
- Popularity

FRUSTRATIONS

- Poor design
- Lack of clarity
- Ignorance
- Slowness

Technology

Information Technology and Internet

EXPERTISE LEVEL



IT and Internet



Using software



Using mobile/tablet apps



Using Social networks

USER EXPERIENCE GOALS

- Simple navigation
- Helpful
- Aesthetics
- Speed

DEVICES & PLATFORMS

- a. -
- b. -

PERSONALITY

Extraversion (E) - Elisha is motivated by interaction with people. He tends to enjoy a wide circle of acquaintances, and gains energy in social situations.

Intuition (N) - Elisha has an abstract thought process; he focuses on the big picture and future possibilities rather than immediate realities.

Feeling (F) - Elisha tends to value personal considerations above objective criteria. He gives more weight to social implications than to logic when decision-making

Judgement (J) - Elisha tends to plan personal activities and he makes decisions early, deriving a sense of control through predictability.



Openness

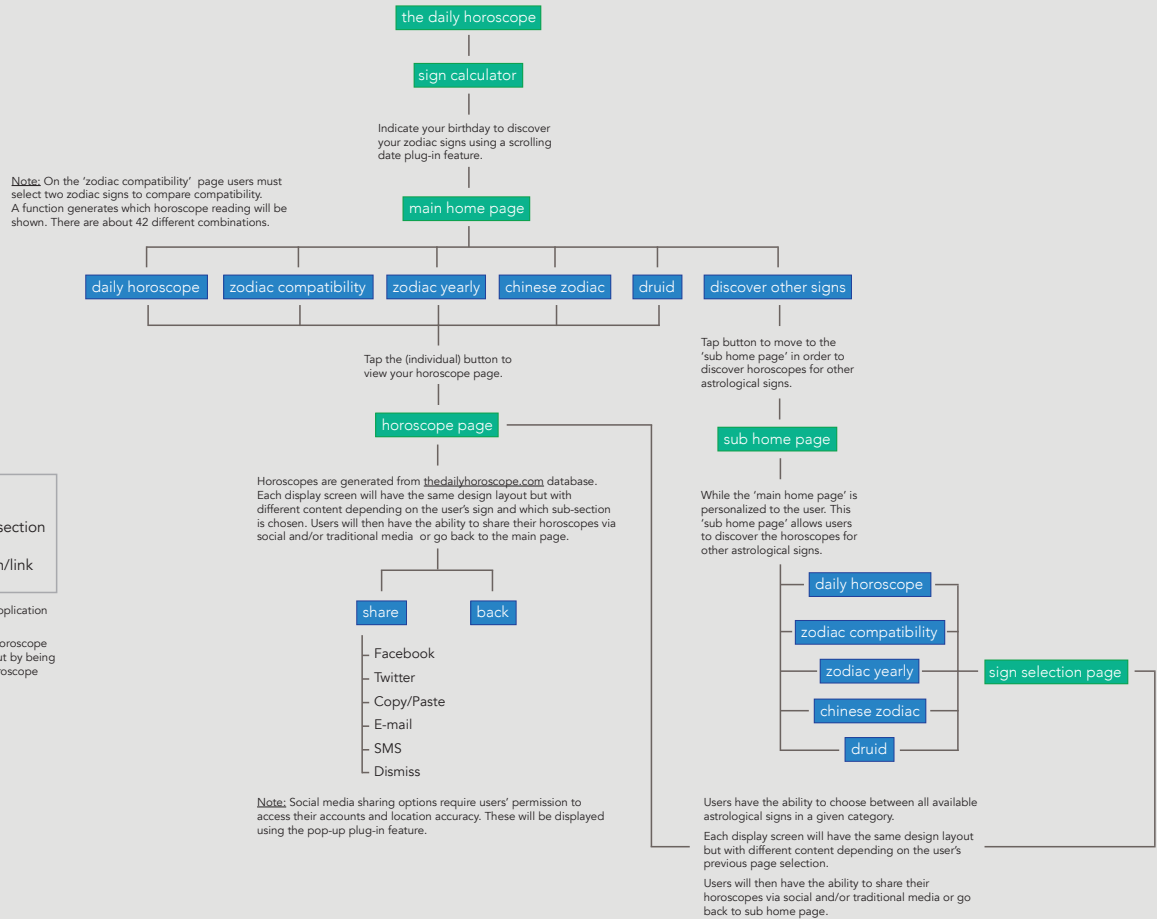


Neuroticism

*The observations above are taken from personality test results completed by user. The tests include the Myers-Briggs Type Indicator (MBTI) and Five Factor Model (FFM).

Information Architecture

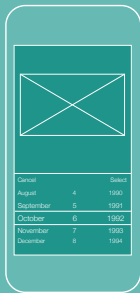
the daily horoscope app
information architecture presentation
designed by elisha dorsey



Wire frames

the daily horoscope app wireframes presentation designed by elisha dorsey

sign calculator



Swipe up or down on the scrolling date plug-in feature to indicate your birthday and discover your zodiac signs.

Select

Once a birthday is indicated. Single tap 'Select'. User zodiacs are saved and the app proceeds to the 'main home page'.

Note: The 'sign calculator' page displays only once when the app is first opened.

main home page



Single tap one of the first five buttons to view your horoscopes.

Note: Single tap 'discover other signs' to discover horoscopes for other astrological signs. This option will lead user to 'sub home page'.

horoscope page



today

Single tap tabs to view horoscopes for the current day, yesterday and tomorrow.

share

Single tap the 'share' icon to share user horoscopes via social and/or traditional media.

back

Single tap the 'back' icon to return to the 'main home page'.

share screen



sub home page



druid

Single tap one of the five buttons to view alternative astrological sign options.

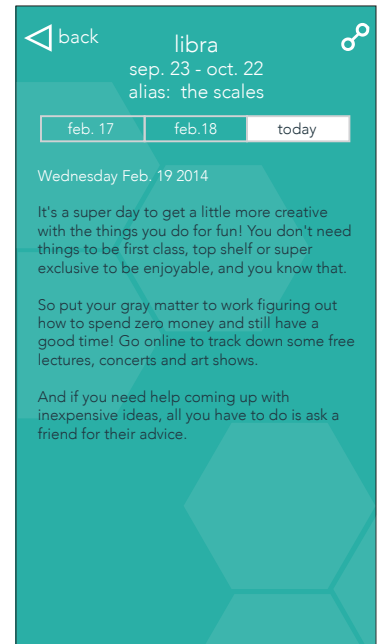
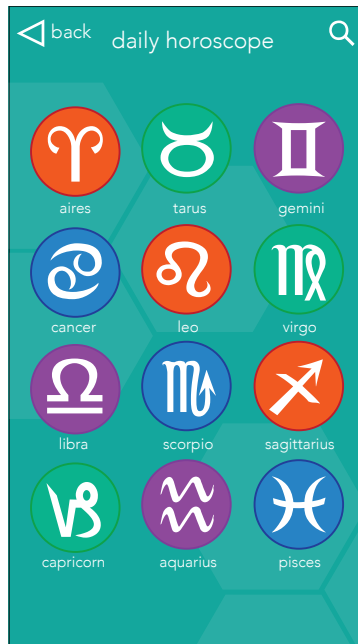
sign selection page

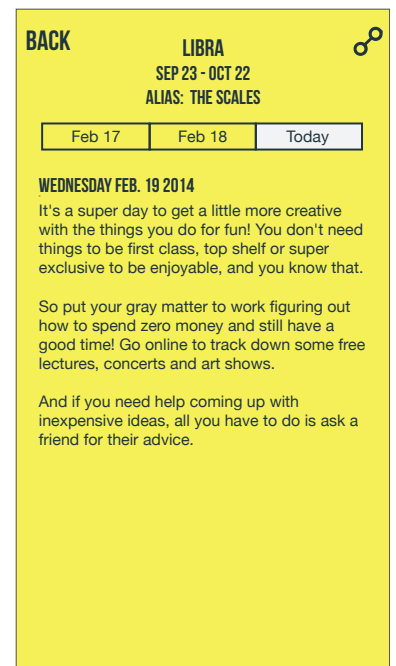
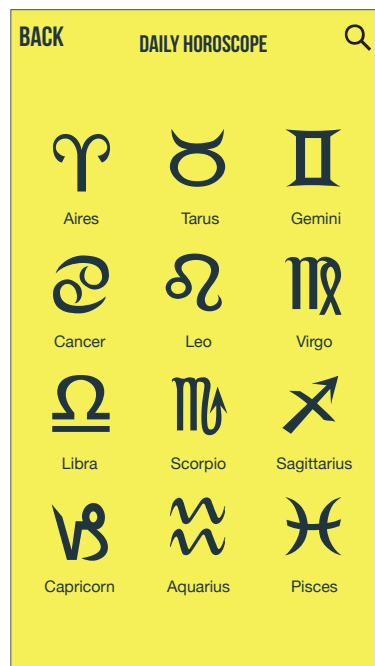
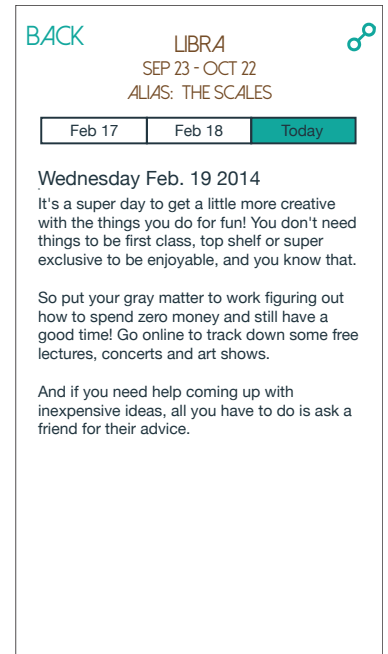
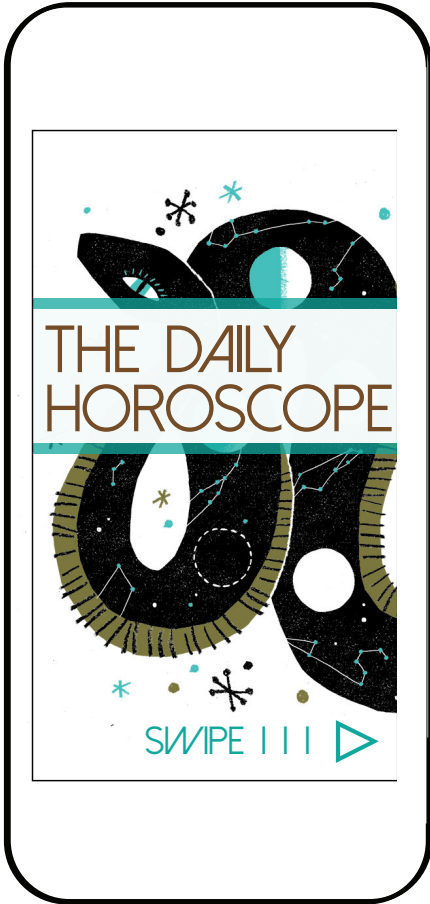


zodiac

Single tap zodiac icons to view its horoscope. This action will bring users to the corresponding 'horoscope page'.

Comps





Appendix I

Horoscopes ★★★★★

by Lady Queen V – Dec 19, 2013

I really wish this app was like the yahoo! Horoscope because it tells you predictions or the month, year, and week. Not only that but for your love life too. Nothing wrong with the app but I just wish it made different predictions every day as well as the Chinese. My Chinese horoscope is the rooster but it's the same thing that's written every day. I would like to read something different or a change! I give this app 2 stars and that's just for color.

Not accurate anymore ★★★★★

by Lawhee – Jan 9, 2014

It used to be very accurate for me but the pass two months the horoscopes have been very off for me and my friends. very sad and disappointing. The horoscopes are vague and seem to go in patterns. If anything they all just sound like little fortune cookies or oracles books of random advice. nothing actually relating to your current life. Two stars because it used to be accurate but not anymore. :(

Great app but... ★★★★★

by StarrChild1958 – Dec 25, 2013

By: Ms. Sagittarius1205.

I love most of the horoscopes, but can't figure out the Druid version. Also wish there was a way to kill the ads. Also would like better voiceover accessibility, for those of us that are visually impaired.

Needs one more thing ★★★★★

by [The_randomfan_01](#) – Dec 27, 2013

This could use a Chinese comparability page.

Please change the black background! ★★★★★

by Nell 😊 – Dec 18, 2013

This is a really great app but the black background is not doing it for me. It makes the interface of the app look poor. We should have the option to change it to any color we would like.

Nice app ★★★★★

by Michael'sAmy – Dec 29, 2013

One suggestion: Instead of including "Sign main characteristics:" every day under the main horoscope, which implies that the users are visitors who won't see this very same paragraph every day, make it a separate page users can go to.

Pretty good app ★★★★★

by Thesquidinthedark – Jan 7, 2014

This app is very simple, easy to navigate, and dark yet colorful. The horoscopes are surprisingly accurate and I am for the most part satisfied with the app. I wish it was more elegant with better graphics but we can't have everything we want, can we?

5 Star Rating For A Reason! ★★★★★

by Lulu~ – Jan 12, 2014

This is just a terrific horoscope app! I'm not going to sit here and tell you that every day my scope is "dead on balls-accurate" bc it's not--they NEVER are! However, the app is super easy to navigate through, offers Chinese Zodiac yearly predictions as well as "DRUID" analyses! I didn't even know that existed until I saw it on this app, and actually, I have found those descriptions to be surprisingly, almost eerily accurate...might be because it's based on your exact date/month/year of your birth. It's a ton of fun and I promise it's the most legit horoscope app out there.

Love/hate relationship ★★★★★

by pink_slushy – Jan 16, 2014

Yup! I have a love-hate relationship with this app! I love it because it's accurate almost every time (95% of the time!!). I hate it because it's too accurate that it makes it kind of creepy. I feel like this app knows me personally!! 😊 Aside from the daily horoscope it also has zodiac compatibility. This is what I like the most! 😊

This app is a must have if you like reading horoscope in the morning or on your spare time. The accuracy of this app is quite scary in a good way.

App Review ★★★★★

by J_Vue1980 – Dec 18, 2013

I love this app! When I'm down and stressed with life this is my go to app for inspiration and strength because it is so on point. I even find myself referring my loved ones to their horoscope on this app for motivation.

Best Ever ★★★★★

by Zoianna – Dec 18, 2013

I love this horoscope to me it's real n most days I feel like it was written for me it's better than any horoscope I've download I've made everyone download this horoscope n they too this it's real are it was written for them I want everyone to download this horoscope.

Perfect App- Five Stars! ★★★★★

by RyleighKW – Dec 18, 2013

Thank you so much for having this app. It is a simple design that captures your attention and is easy to figure out everything in the app. It is very on point as well, and inspiring. I have no bad criticism for this app. :)

Horoscope ★★★★★

by Tiff305 – Dec 18, 2013

I love this app! Very accurate, easy to use, and updates regularly. It was recommended to me and now I recommend it!

Great app no gimmicks ★★★★★

by Lorishines – Dec 21, 2013

Love this app because it doesn't have a bunch of tricky flashing ads , and the horoscope is easy to read - vague enough that its never far fetched. Entertaining without all the pushy ad annoying stuff. Love it. The extra variations on yearly and personality scopes are neat.

Best source for mind blowing accuracy! ★★★★★

by ArcaneRogue72 – Dec 24, 2013

I've tried several sources for horoscopes. So far, this app is the most mind-blowingly accurate and specific source out there. This app doesn't seem to give me blanket horoscopes that would fit anyone anywhere regardless of their sign or lifestyle. It's crazy accurate and hits me right when I need it. I check it almost daily. It's the days that I forget and look back that really blow me away.

Best horoscope app! Fun! ★★★★★

by EJ8282 – Jan 2, 2014

This app is very entertaining, well-worded, and very frequently spot-on about circumstances in my life. It doesn't focus incessantly on the same boring topic over and over again (such as finances) like other apps. When I post it to my status, my other Pisces friends often click like and say "me too"! Lots of fun!

Extremely accurate!! ★★★★★

by BlownAway 🤔🤔🤔 – Jan 3, 2014

This app is extremely accurate!! My dad has been trying to stop smoking and has been quite annoyed without his nicotine. I was constantly worrying about my parents arguing every now and then. Then BAM this app says I need to quite worrying because a family member will win/accomplish a life changing goal!! I was SHOCKED. Also, I was reading what my personality was like. I then began crying because it was so true!! Next thing you know the app says I'm quite emotional!! 🤔 I'm blown away!! LOVE IT!! ❤️❤️❤️

Lovely ★★★★★

by Me becka – Jan 19, 2014

It's not only helpful, but reads many different types of the spiritual road many in other cultures. Even the Druid calendar is open for reading. I love it. Thank you