

Promoscopes

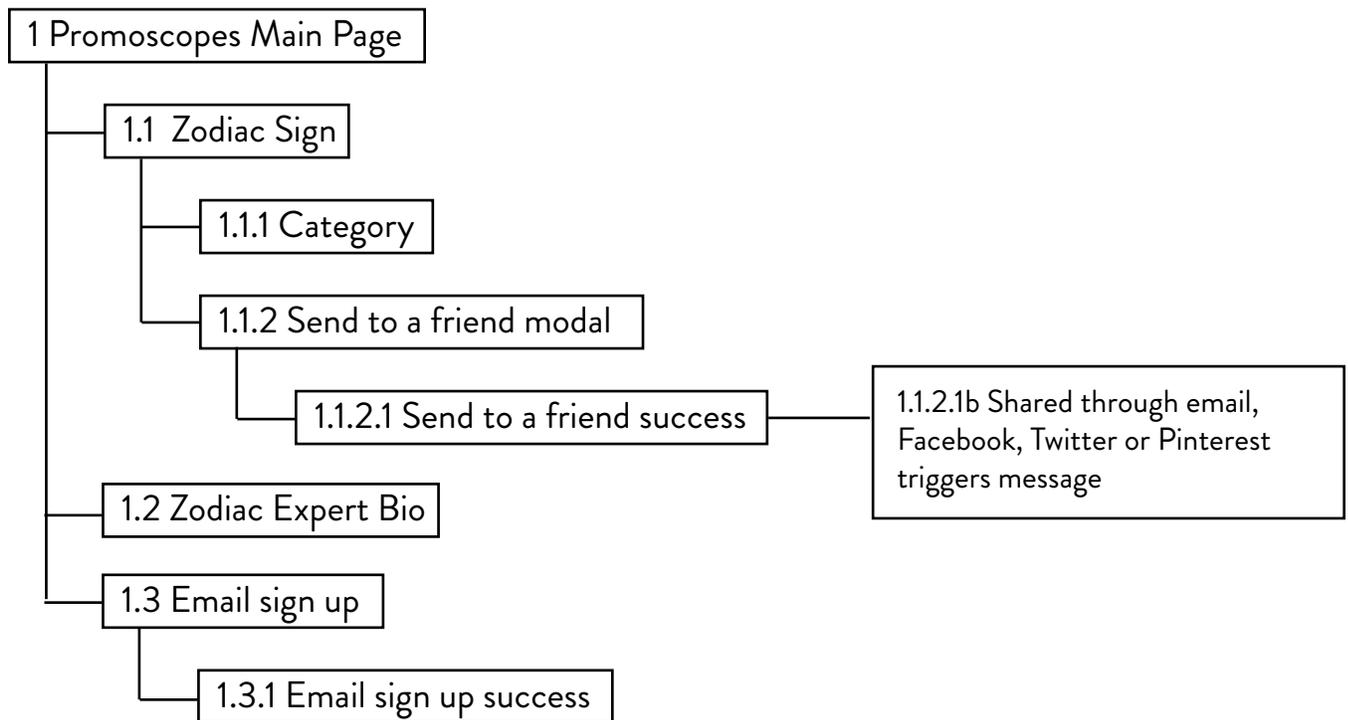
USER INTERFACE SPECIFICATIONS DOCUMENT

STRUCTURE + NAVIGATION

www.promgirl.com/extras/promoscopes

There are three main sections: sign horoscopes, email sign up, and zodiac expert bio. The main navigation reads “What’s Your Sign?” and lists all the signs: Aries, Taurus, Gemini, Cancer, Leo, Virgo, Libra, Scorpio, Sagittarius, Capricorn, Aquarius, Pisces which jump link to relevant content further down the page.

Content is contained within the page with the exception of **1.1.2 Send to a friend** which is shown as a pop-up modal and category links which are provided for individual sign’s **1.1.1 Category**.



ss Care
“WHAT’S YOUR SIGN?”
LATO BOLD
11PX ALL CAP

WHAT’S YOUR SIGN? [ARIES](#) [TAURUS](#) [GEMINI](#) [CANCER](#) [LEO](#) [VIRGO](#) [LIBRA](#) [SCORPIO](#) [SAGITTARIUS](#) [CAPRICORN](#) [AQUARIUS](#) [PISCES](#)

LINKS
LATO REGULAR
11PX ALL CAP

1 PROMOSCOPE MAIN PAGE

The Promoscope image ([Promoscopes-Header-May-min.png](#)) and introduction copy is contained in a box. Introduction includes an header and short body copy that will be swapped out each month. Underneath that a button that reads “Learn more about our trusty zodiac expert” and jump links to [1.3 Zodiac Expert Bio](#)

Content:

Mother “May” I?

It’s encouraged to ask for help, but incredibly gratifying to push yourself! Sometimes, we just need a little reminder that we can make it! Affirmations are the positive words that we align with our actions, if we truly believe in them. Be inspired!

PROMOSCOPES

MOTHER “MAY” I?

It’s encouraged to ask for help, but incredibly gratifying to push yourself! Sometimes, we just need a little reminder that we can make it!
Affirmations are the positive words that we align with our actions, if we truly believe in them. Be inspired!

[Learn more about our trusty zodiac expert >](#)

CONTAINER
BORDER 1PX #DBDBDB

HEADER
LATO BOLD 15PX ALL CAPS

BODY
LATO REGULAR 15PX

TEXT LINK
LATO BOLD 15PX
BACKGROUND COLOR #DBDBDB

1.1 ZODIAC SIGN

Each sign is contained in a box and then divided up into a two-column grid: one for an image and one for the copy. The copy contains the [Sign Name], [Date Range], [Monthly Horoscope], [Yearly Horoscope], as well as a button linking to [1.1.1 Category](#) and a text link for [1.1.2 Send to a friend](#) modal. The image and copy alternate down the page in desktop and stack in mobile.

<p>ELEMENT AIR</p> 	<p>RULING PLANET MERCURY</p> 	<p>Gemini MAY 22 - JUNE 20</p> <p>MONTHLY: It won't take long for you to realize that the ball is in your court. Set plans in motion then sit back and watch the progress. Gemini affirmation: I know how to speak my mind and that actions matter.</p> <p>2017: Keeping your heart healthy takes more than cardio. Let love see you through accomplishing goals. Your life partner could be waiting for your next endeavor!</p> <p>Explore Gemini</p> <p>Send to a friend</p>	<p>CONTAINER BORDER 1PX #DBDBDB</p> <p>HEADER LATO BOLD 23PX</p> <p>DATE RANGE LATO BOLD 11PX ALL CAP</p> <p>BODY LATO REGULAR 15PX</p> <p>BUTTON LATO BOLD 15PX BACKGROUND COLOR #191919</p> <p>TEXT LINK LATO REGULAR 15PX</p>
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Content:

Aries

March 21 - April 20

MONTHLY: When things are going your way, it is worth getting excited about! Expect May to shower you with goodness and motivate you. Aries affirmation: I am confident and eager to express myself.

2017: Be inspired by new challenges and see them through to the end. Your life is a collection of experiences. Work hard, play hard. Just don't spread yourself too thin.

[Button] Explore Aries

[Text Link] Send to a friend

Taurus

April 21 - May 21

MONTHLY: You are passionate about your endeavors and the creative juices are flowing. Push forward calmly while dreams become reality. Taurus affirmation: I have high self esteem and a positive attitude.

2017: This is a year where personal goals will take no time to accomplish. Be your own cheering squad and feel a strong sense of inner peace when you succeed.

[Button] Explore Taurus

[Text Link] Send to a friend

Gemini

May 23 - June 20

MONTHLY: It won't take long for you to realize that the ball is in your court. Set plans in motion then sit back and watch the progress. Gemini affirmation: I know how to speak my mind and that actions matter.

2017: Keeping your heart healthy takes more than cardio. Let love see you through accomplishing goals. Your life partner could be waiting for your next endeavor!

[Button] Explore Gemini

[Text Link] Send to a friend

Cancer

July 21 - July 23

MONTHLY: You can smile your way through anything and right now, you're very satisfied by how far you've come. Cancer affirmation: I feel safe at home and the need to give love.

2017: Remain stable and balanced as you push closer to your life purpose. There may even be a new career in your future. Open your schedule and take a break when needed.

[Button] Explore Cancer

[Text Link] Send to a friend

Leo

July 23 - August 22

MONTHLY: You can achieve anything you put your mind to, if you're willing to expand your intellect. Think outside the box and explore fresh activities! Leo affirmation: I create a fun environment and happy experiences.

2017: You'll be most fortunate when you loosen up the reigns and have fun with your tasks. Most importantly, good luck is on your side for 2017.

[Button] Explore Leo

[Text Link] Send to a friend

Virgo

August 23 - September 22

MONTHLY: Sharing is caring and you want everyone to reap the benefits of interacting with you! Such an open approach encourages you to try something new. Virgo affirmation: I explore personal routines and my duty to the world.

2017: This year, let your intuition guide your decision making and create a connection between it and the material world. Give yourself some TLC.

[Button] Explore Virgo

[Text Link] Send to a friend

Libra

September 23 - October 22

MONTHLY: Manifesting positive energy is one of your most precious gifts. You see beauty in all things and want this to be the image of self you project. Libra affirmation: I relate to other people and to life with balance.

2017: Creativity is highlighted as most influential in 2017. Make your dreams reality! The universe is guiding and protecting you better than ever.

[Button] Explore Libra

[Text Link] Send to a friend

Scorpio

October 23 - November 21

MONTHLY: Smile, for the things in life that matter most are right at your feet. Count all of your victories, big or small, as the successes they are. Scorpio affirmation: I desire exciting interactions and growth.

2017: You can see your improvements as the year begins and if you keep the momentum, the possibilities are endless! Financial gain is the most gratifying part.

[Button] Explore Scorpio

[Text Link] Send to a friend

Sagittarius

November 22 - December 21

MONTHLY: Socialize whenever the mood strikes you. You'll enjoy little chats with big meanings! Sagittarius affirmation: I understand that travelling leads to adventure and everything happens for a reason.

2017: 2017 will be one of your best years yet! Everything you say and do has meaning so take things slowly. You'll be putting your time to good use.

[Button] Explore Sagittarius

[Text Link] Send to a friend

Capricorn

December 22 - January 19

MONTHLY: Be satisfied by your accomplishment as you continue to work towards achieving your goals. Allow time for the things you want. Capricorn affirmation: I utilize all I've learned and help from others.

2017: You're a winner every year because you simply won't quit. Love is rewarding and it's a good year to profess this with someone special.

[Button] Explore Capricorn

[Text Link] Send to a friend

Aquarius

January 20 - February 18

MONTHLY: Doing what makes you happy is a great way to channel excess energy. Plan a party to show off your fun side! Aquarius affirmation: I change humanity and the overall awareness of our planet.

2017: Networking this year is fruitful and work is plentiful. Following through is easy for you, but it's even more fun with a partner you trust.

[Button] Explore Aquarius

[Text Link] Send to a friend

Pisces

February 19 - March 20

MONTHLY: Start making waves in your love life and trust your intuition when meeting new people. You'll feel spectacular enjoying the company of a great person. Pisces affirmation: I believe in giving and that we all have a purpose.

2017: In 2017, your theme is leadership and you will be rewarded for your excellence! Expand your viewpoint on life and stick to your resolutions.

[Button] Explore Pisces

[Text Link] Send to a friend

1.1.1 CATEGORY

Each sign has a button “Explore [Sign]” that links to the following:

Aries:

Sleek https://www.promgirl.com/shop/styles_and_trends/sleek

Taurus:

A line https://www.promgirl.com/shop/styles_and_trends/a_line

Gemini:

Ball gown https://www.promgirl.com/shop/styles_and_trends/ball_gown

Cancer:

Cut out https://www.promgirl.com/shop/styles_and_trends/cut-outs

Leo:

Mermaid https://www.promgirl.com/shop/styles_and_trends/mermaid

Virgo:

Red <https://www.promgirl.com/shop/color-dresses/red-dresses>

Libra:

Two piece https://www.promgirl.com/shop/styles_and_trends/two-piece

Scorpio:

High low https://www.promgirl.com/shop/styles_and_trends/high-low

Sagittarius:

V neck https://www.promgirl.com/shop/styles_and_trends/v-neck

Capricorn:

Illusion https://www.promgirl.com/shop/styles_and_trends/illusion

Aquarius:

Embroidered https://www.promgirl.com/shop/styles_and_trends/embroidery

Pisces:

Strapless https://www.promgirl.com/shop/styles_and_trends/strapless

1.1.2 SEND TO A FRIEND MODAL

Each sign also has a text link “Send to a friend” that brings up the share modal pop-up that reads “Share this Promoscope!” with options to share through email, Facebook, Twitter, or Pinterest if logged in.

The image shows a 'Share This Promoscope!' modal window overlaid on a website. The modal is white with a pink 'Send' button at the bottom. It features the following elements:

- Title:** SHARE THIS PROMOSCOPE!
- Sign Information:** Aries (March 21 - April 20) with a red and pink Aries zodiac symbol.
- Share Options:** Four circular icons for Email, Facebook, Twitter, and Pinterest.
- Share via Email Section:**
 - Your Name:** A text input field with placeholder text 'Your Name...'.
 - Your Email:** A text input field with placeholder text 'name@emailaddress.com...'.
- Send to Email:** A text input field with placeholder text 'name@emailaddress.com...'.
- Your Message:** A larger text input field with placeholder text 'Your Message...'.

The background of the website is dimmed and shows various astrology-related content, including a sign for Gemini (May 22 - June 20) with the ruling planet Mercury and a sign for Ceres (Ruling Planet Ceres).

1.1.2.1 SEND TO A FRIEND MODAL SUCCESS

Success message confirms that promoscope has been sent.

Email:

Repurpose PDP share template

Subject: “[Name] wants you to see this promoscope!”

Body:

What’s in the stars?

[Sender message]

[Promoscope Content]

[Button www.promgirl.com/extras/promoscopes] “Check out the other promoscopes!”

Facebook:

Share promoscope link on Facebook

Twitter:

Tweet link to promoscope

Pinterest:

Option to pin to board if logged into pinterest

PROMGIRL

What’s in the stars?

Here is a test message.

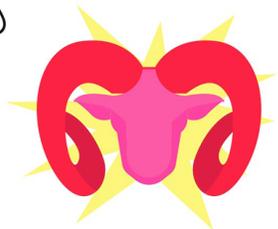
Aries

March 21 - April 20

ELEMENT
FIRE



RULING PLANET
MARS



MONTHLY: When things are going your way, it is worth getting excited about! Expect May to shower you with goodness and motivate you. Aries affirmation: I am confident and eager to express myself.

2017: Be inspired by new challenges and see them through to the end. Your life is a collection of experiences. Work hard, play hard. Just don't spread yourself too thin.

Check out other promoscopes!

1.2 ZODIAC EXPERT BIO

The last container is an image of our expert ([Ros-min.png](#)) and a short biography. Bio includes an header and body copy. Image is left aligned on desktop, stacks on mobile.

Content:

Meet our zodiac expert, Roslyn!

My spirituality is one of the things I'm most proud of. I've become more enlightened over time, but my awakening started early. Being born on 11/11 was the first indicator that I had a mystic personality. Such divine numbers... and then there's the fact that I was also born with the 2nd rarest blood type. Only 1.5% of the population has it and some believe this is because our origin is partly "foreign". Combine this with precognitions and déjà vu's throughout my youth and you have a very unique and sometimes frightened kid who was incredibly curious as to where all the powers came from. I've always had a keen sense of intuition, but in my teens, learning that this was also a major root of my spirituality lead me on a never ending journey of universal discoveries and synchronicities. From planets and protons to people and pets, we're all connected and this idea is reinforced by the most ancient philosophy known to man - astrology. As an adult, I enjoy sharing my perceptions, translations, knowledge and advice with everyone that will listen. So when I ask, "what's your sign", I'd truly like to get to know the real you.

Source: <https://app.asana.com/0/5041652635761/316792662052967>



MEET OUR ZODIAC EXPERT, ROSLYN!

My spirituality is one of the things I'm most proud of. I've become more enlightened over time, but my awakening started early. Being born on 11/11 was the first indicator that I had a mystic personality. Such divine numbers... and then there's the fact that I was also born with the 2nd rarest blood type. Only 1.5% of the population has it and some believe this is because our origin is partly "foreign". Combine this with precognitions and déjà vu's throughout my youth and you have a very unique and sometimes frightened kid who was incredibly curious as to where all the powers came from. I've always had a keen sense of intuition, but in my teens, learning that this was also a major root of my spirituality lead me on a never ending journey of universal discoveries and synchronicities. From planets and protons to people and pets, we're all connected and this idea is reinforced by the most ancient philosophy known to man - astrology. As an adult, I enjoy sharing my perceptions, translations, knowledge and advice with everyone that will listen. So when I ask, "what's your sign", I'd truly like to get to know the real you.

CONTAINER
BACKGROUND COLOR #DBDBDB

HEADER
LATO BOLD 15PX ALL CAPS

BODY
LATO REGULAR 15PX

1.3 EMAIL SIGN UP

On desktop, anchored to the right of the page should be an interstitial prompting a sign up for promoscopes with fields to capture name, email, and birthday along with button “Sign Up” On mobile, interstitial anchored to bottom. Closed it should read “Sign up for Promoscopes!” and when opened should display fields for name, email, and birthday along with button “Sign Up” If directed from promoscope email (i.e. already signed up for promoscope list), interstitial should be disabled.

Content:

Sign up for Promoscopes!

Find out what’s in the stars every month, sign up for reminders and exclusive birthday offers.

[Field] Name

[Field] Email

[Drop Down] Birthday: Month, Day, Year

[Button] Sign Up

The wireframe shows two panels. The left panel is the sign-up form, and the right panel is the success message. The sign-up form includes a header, a sub-header, a paragraph of text, three input fields (Name, Email, and Birthday), and a 'Sign Up' button. The success message panel contains a single line of text: 'You've successfully signed up for Promoscopes!'.

HEADER
LATO BOLD 15PX

HEADER
LATO BOLD 15PX

BODY
LATO REGULAR 15PX

BUTTON
LATO BOLD 15PX
BACKGROUND COLOR #191919

1.3 EMAIL SIGN UP SUCCESS

Once entered, success message appears saying, “You’ve signed up for Promoscopes!”