

Co — Star

AN INTRODUCTION TO CO-STAR



A hyper-personalized,  
social astrology experience

The image shows three smartphones arranged diagonally, displaying different screens of the CO-STAR astrology app. The top phone shows a daily horoscope for 'Hama' with a 'Good evening' greeting and a weekly forecast. The middle phone shows a login screen with options to log in with a phone number or an account. The bottom phone shows a profile page with sections for 'SEX & AGRESSES' (Virgo—Libra), 'BASIC IDENTITIES' (Leo—Scorpio), and 'MOODS & EMOTIONS'.

CO-STAR × DESIGN MATTERS

AN INTRODUCTION TO CO-STAR

Aries  
Taurus  
Gemini  
Cancer

Leo  
Virgo  
Libra  
Scorpio

Sagittarius  
Capricorn  
Aquarius  
Pisces

CO-STAR × DESIGN MATTERS

# Your Daily Horoscope

By Frances Drake

*Look in the section in which your birthday comes and find what your outlook is, according to the stars, for Saturday, Sept. 9.*

**MARCH 21 TO APRIL 20 (ARIES)**—Give everything the maximum now and exploit all matters of urgency, but don't be reckless, especially in promises, handling moneys, business transactions. Economize time, money.

**APRIL 21 TO MAY 20 (TAURUS)**—Examine carefully projects, propositions requiring loans; mortgages, money investments, real estate, all property deals. Day tends toward foolish buys, careless investments. Fine period otherwise.

**MAY 21 TO JUNE 21 (GEMINI)**—Can be an advantageous Saturday for your natural initiative and clever ideas (advertising, promoting worthy interests are tops). Opportune for reporting, journalism in general.

**JUNE 22 TO JULY 23 (CANCER)**—Don't let personal likes and dislikes persuade

you in decisions, or to change intelligent course of action. Today can be profitable if impartially, cleverly managed.

**JULY 24 TO AUGUST 22 (LEO)**—One of those "The better the deed, the better the day" periods. Leo's sterling natural gifts—mostly geniality, sincerity and adroitness—will be valuable aids. Avoid extravagances.

**AUGUST 23 TO SEPTEMBER 23 (VIRGO)**—Proceed hopefully with pre-arranged plans and regular schedule. Profits, quick returns from investments may not be immediate but this should not worry you. Benefits later.

**SEPTEMBER 24 TO OCTOBER 23 (LIBRA)**—You have indications similar to Virgo now. Be cautious in expenditures, and know that time and talents well spent will never be lost. Have faith in the right.

**OCTOBER 24 TO NOVEMBER 22 (SCORPIO)**—Better double check, faulty workmanship and unnecessary errors may occur. You may have to prod yourself, and perhaps others, to get maximum results for essentials.

**NOVEMBER 23 TO DECEMBER 22 (SAGITTARIUS)**—Can't bog down if there is a heavy program waiting attention. Some days seem to pull against one but can turn out to be satisfactory if patience is extended.

**DECEMBER 23 TO JANUARY 21 (CAPRICORN)**—It's as easy to follow a pattern for success as it is to follow a pointless program. Use the will to win and full exercise of your God-given ability and intelligence.

**JANUARY 22 TO FEBRUARY 20 (AQUARIUS)**—You can maneuver yourself into a more favorable position for substantial headway, at least make secure gains obtained. Set yourself a definite objective and work for it.

**FEBRUARY 21 TO MARCH 20 (PISCES)**—Scales tip in your favor as far as work, study and new accomplishment along these lines go, but the financial end of business requires more astute handling, figuring.

You can obtain an individual Horoscope, Personal Daily Guide and Lucky Calendar for the last six months of 1944 by sending 15c in coin or stamps and a large, self-addressed, stamped envelope to **FRANCES DRAKE, PHILADELPHIA INQUIRER. BE SURE TO GIVE THE DATE AND MONTH OF YOUR BIRTH.**

## The Air Today

Monday, September 9, 1944

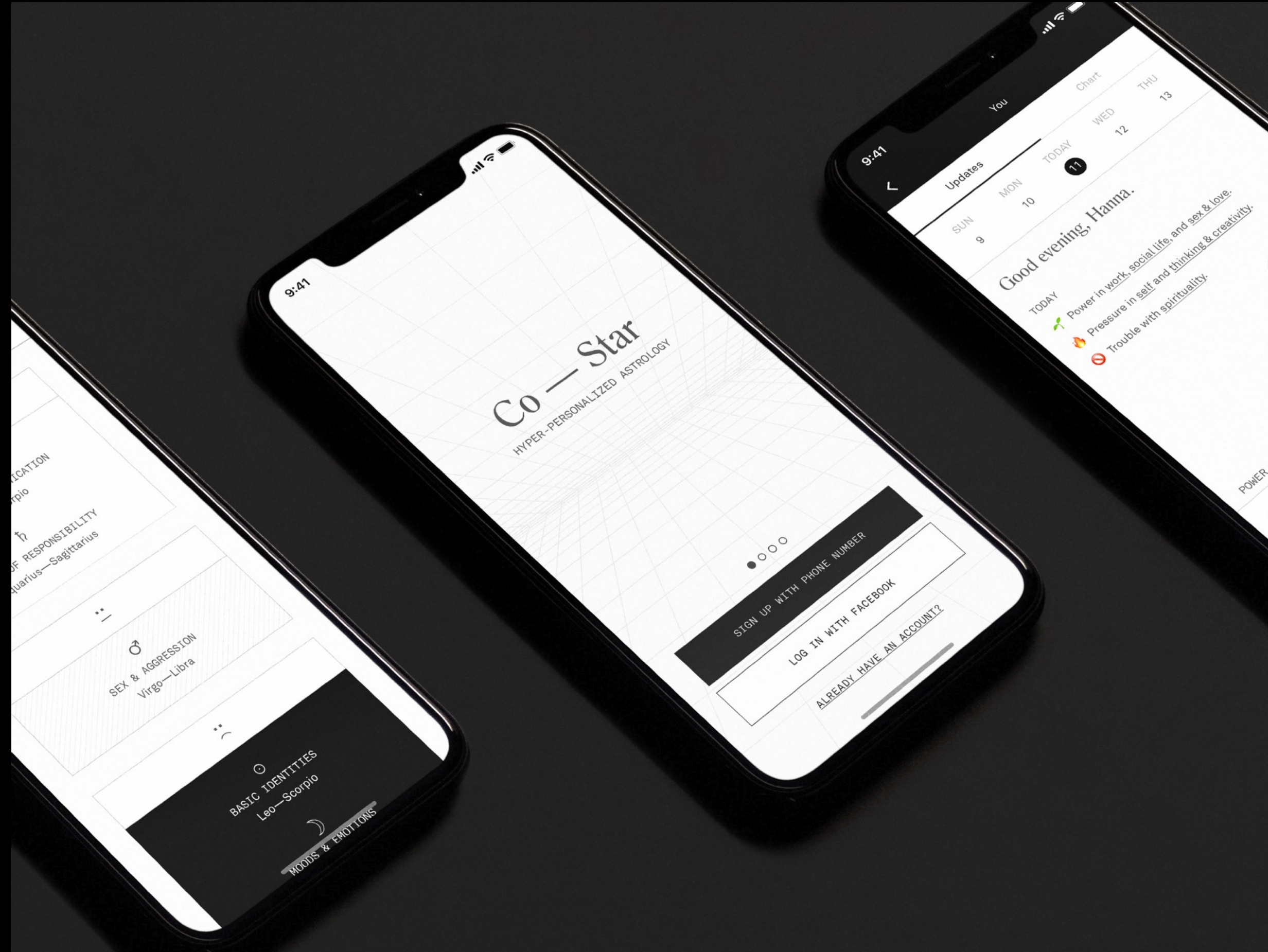
7 A. M.	10 P. M.
Dependents	WFIL-Musical Autographs
of the Town	WIBG-News and Music
ren's Church	KYW-Radio Party
eat Gilder-	WDAS-Italian Hour
	WIP-News Analyst
Who?	WPEN-Amy Main
ons in Rhythm	10.15—WCAU-To Be An-
	nounced
L-Commentator	WIP-Kuhn's Orch.
Fest	10.30—K Y W. WCAU,
U-Mrs. Minerva	WFIL-Acceptance speech by
Queen	Governor John W. Bricker,
y Murray	Republican Vice Presidential
Malloys	nominee
ntially Yours	WIP-Barn Dance
	WPEN-Comment
Center	10.45—WIP-C'mon 'n'

AN INTRODUCTION TO CO-STAR

Astrology is a complex,  
interpersonal system

CO-STAR × DESIGN MATTERS

# AN INTRODUCTION TO CO-STAR



CO-STAR X DESIGN MATTERS

# AN INTRODUCTION TO CO-STAR

9:41

Verify Number Sign Up Next

We use NASA data to paint a complete picture of the sky when and where you were born. Our AI uses this information to personalize your chart, horoscopes, and compatibility to the second you were born.

Birth Date

2019-09-19

🔒 None of your friends can see this.

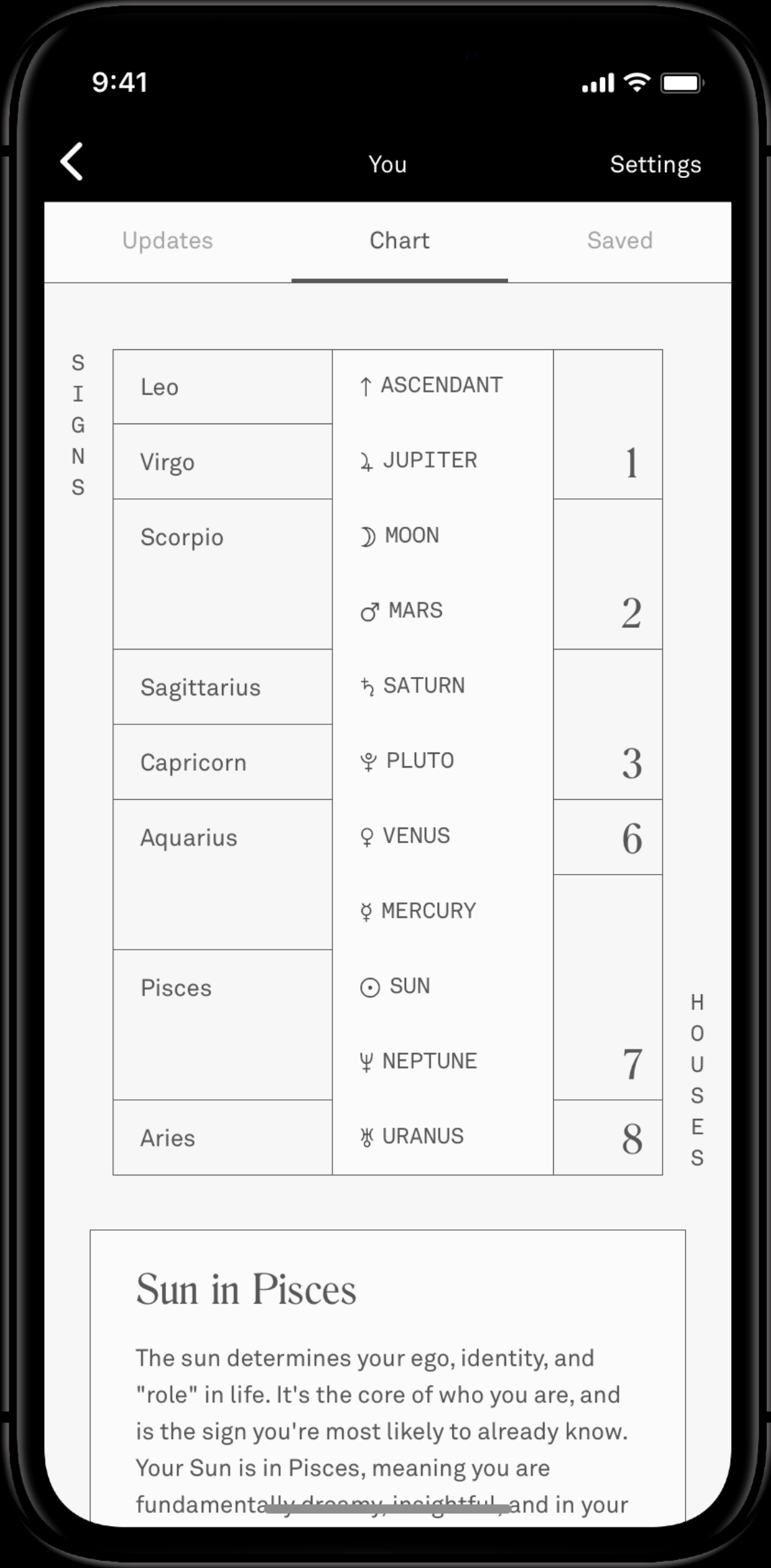
Birth Time [I don't know what time I was born](#)

09:30AM

Birth Place

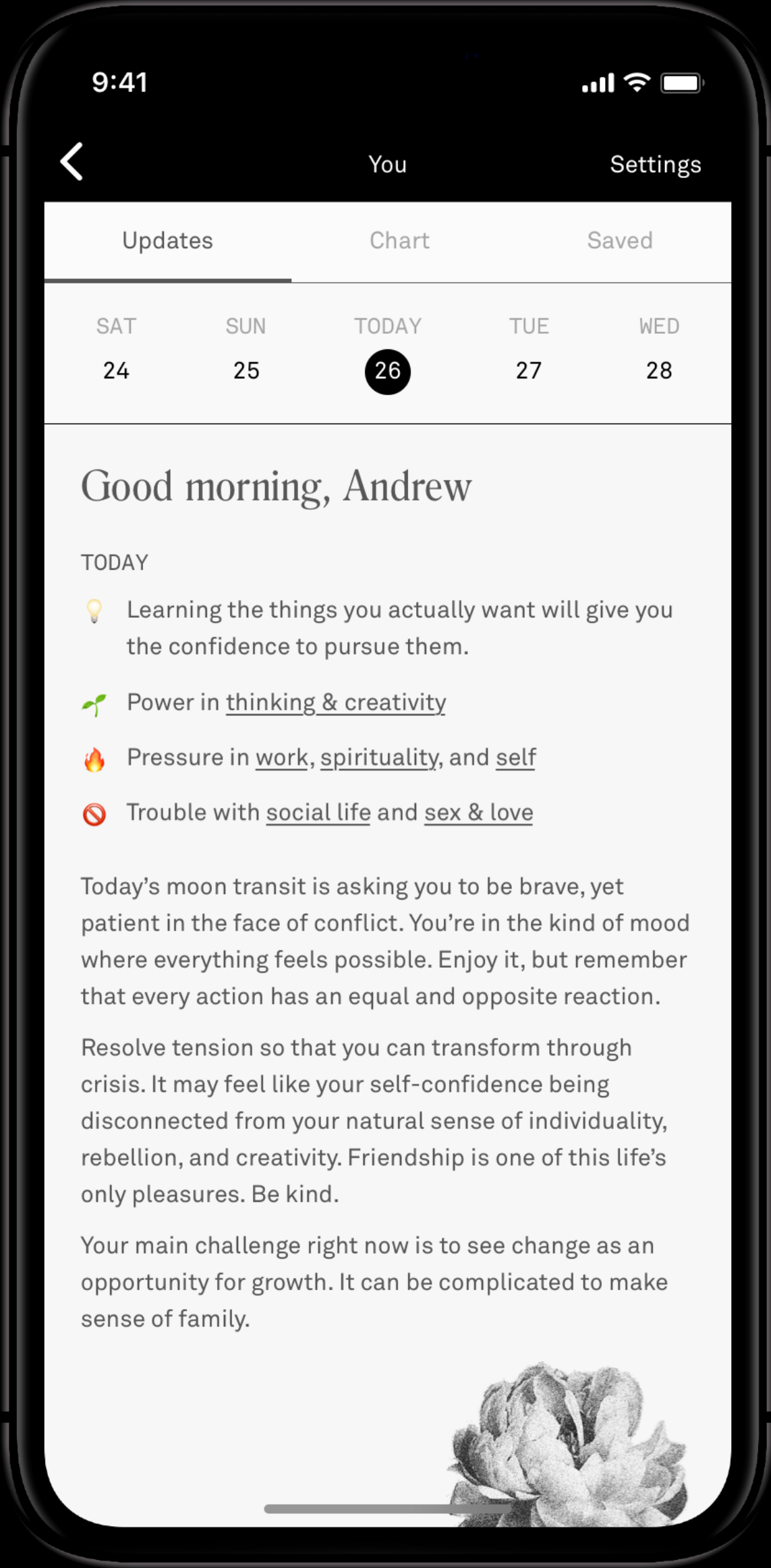
Copenhagen, Denmark

AN INTRODUCTION TO CO-STAR

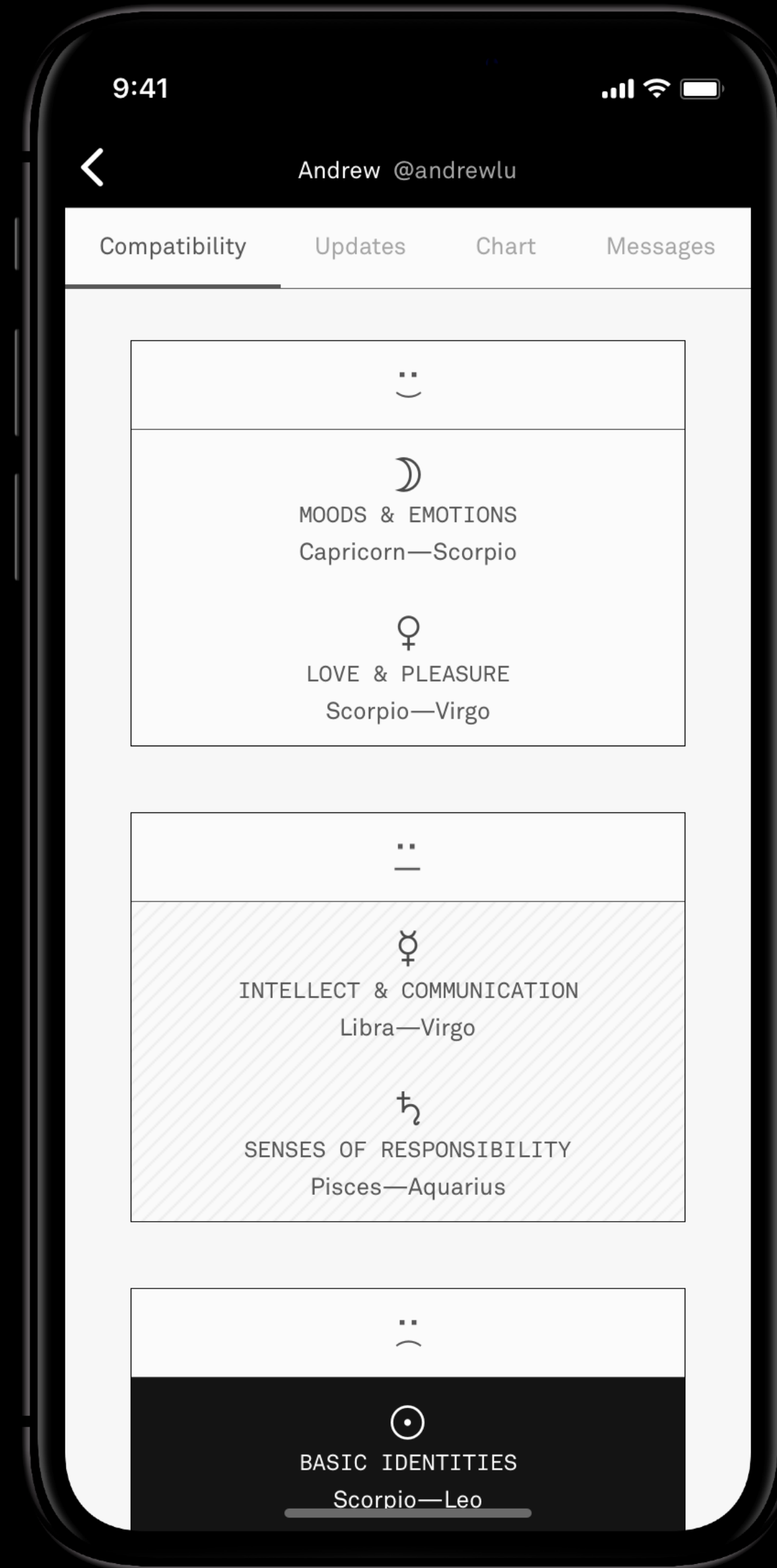




# AN INTRODUCTION TO CO-STAR



# AN INTRODUCTION TO CO-STAR



CO-STAR X DESIGN MATTERS

This emptiness is normal.

THIS EMPTINESS IS NORMAL

# Connection and community

CO-STAR X DESIGN MATTERS

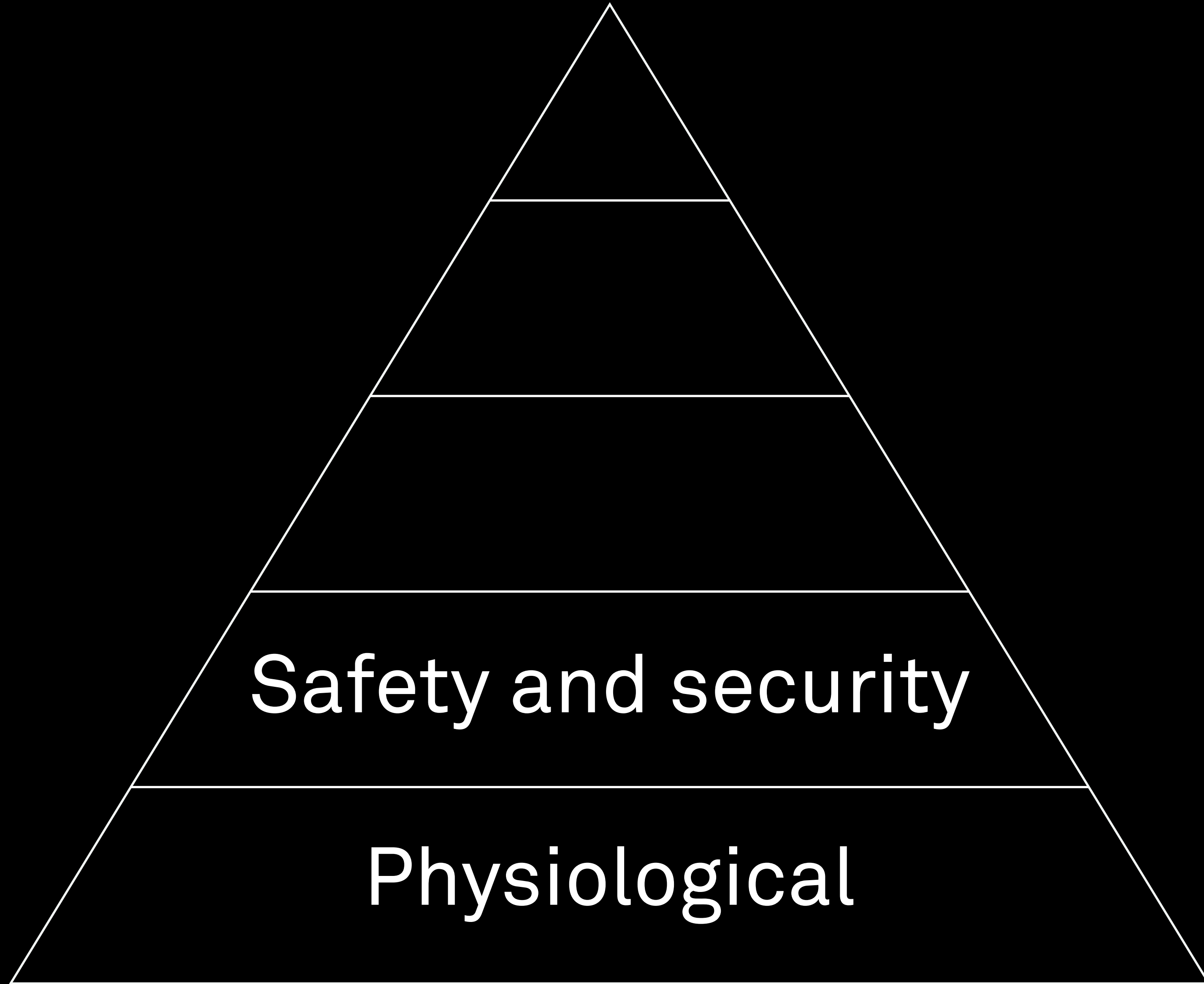
THIS EMPTINESS IS NORMAL

# Self-actualization



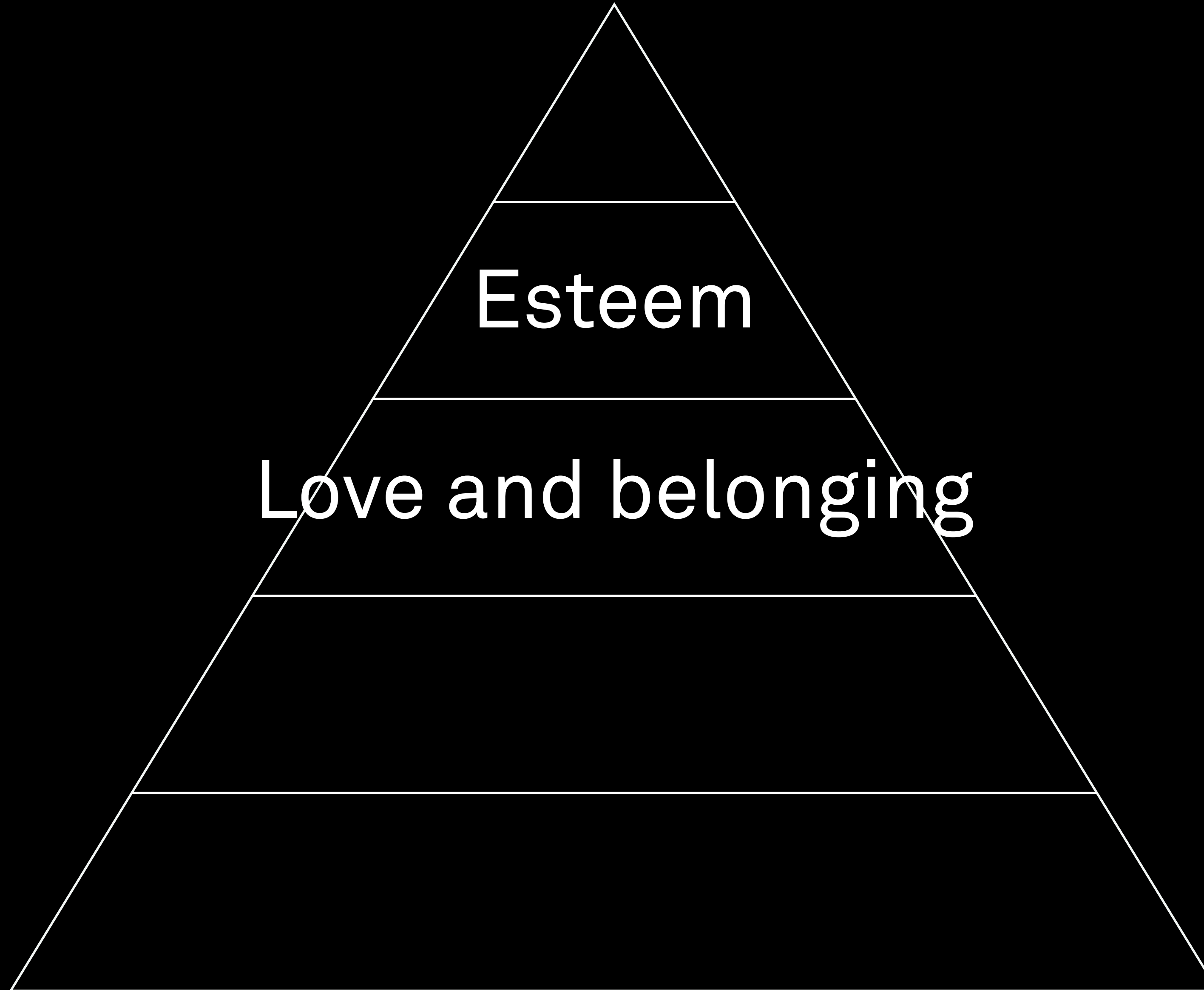
CO-STAR × DESIGN MATTERS

THIS EMPTINESS IS NORMAL



CO-STAR × DESIGN MATTERS

THIS EMPTINESS IS NORMAL



CO-STAR × DESIGN MATTERS

THIS EMPTINESS IS NORMAL



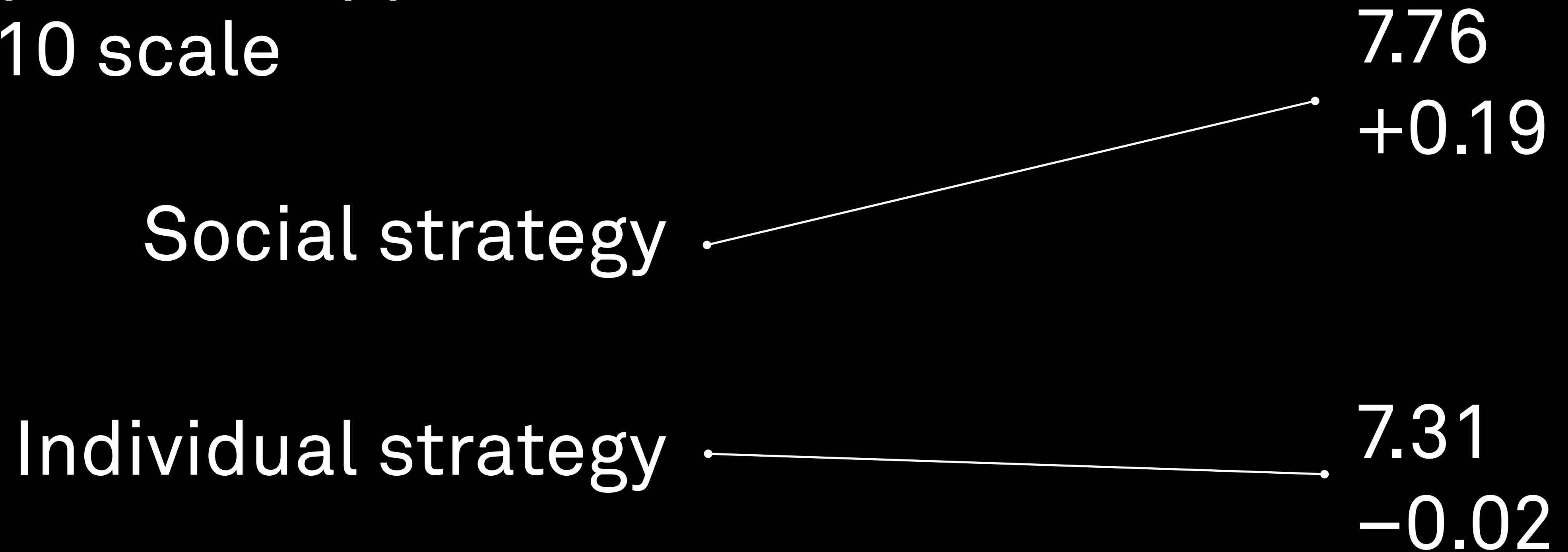
Social support  
is protective

CO-STAR × DESIGN MATTERS



THIS EMPTINESS IS NORMAL

Reported happiness,  
0–10 scale



Source: Julia M. Rohrer, David Richter, Martin Brümmer, Gert G. Wagner, Stefan Schmukle; Max Planck Institute for Human Development, Freie Universität Berlin, German Institute for Economic Research, University of Leipzig, Berlin Institute of Technology

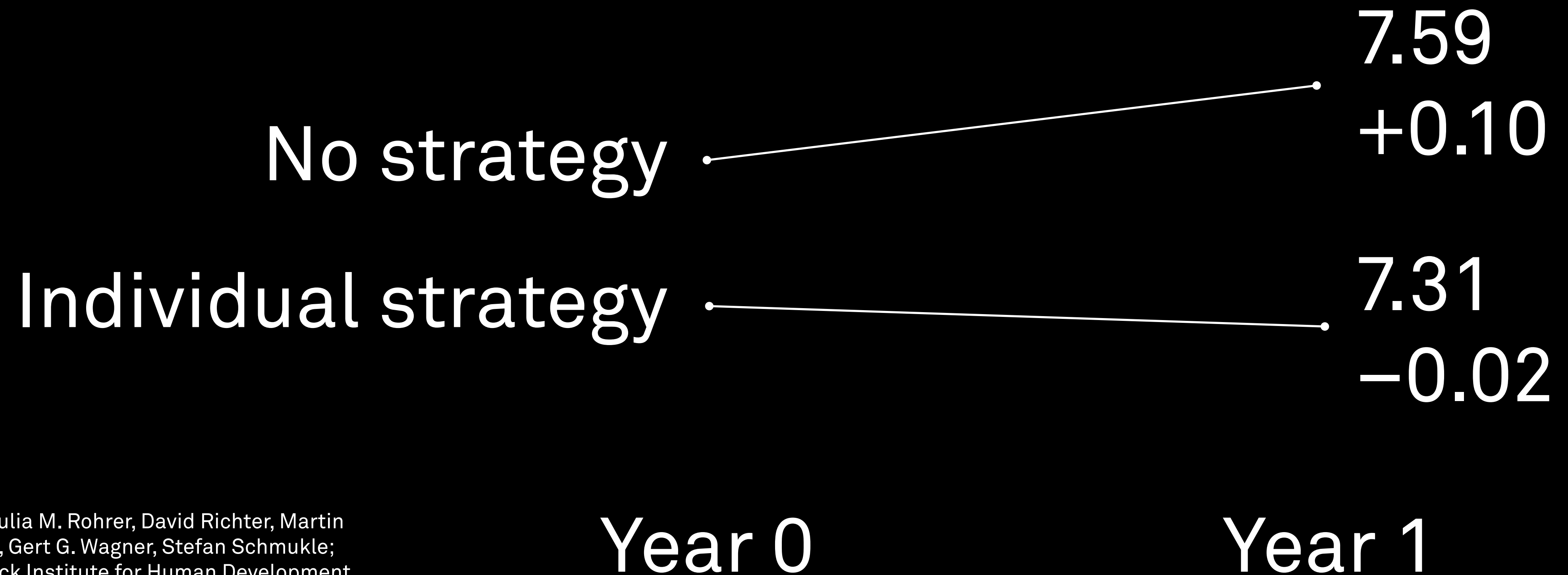
Year 0

Year 1

CO-STAR × DESIGN MATTERS

THIS EMPTINESS IS NORMAL

# Reported happiness, 0–10 scale



Source: Julia M. Rohrer, David Richter, Martin Brümmer, Gert G. Wagner, Stefan Schmukle; Max Planck Institute for Human Development, Freie Universität Berlin, German Institute for Economic Research, University of Leipzig, Berlin Institute of Technology

*More connected than ever?*

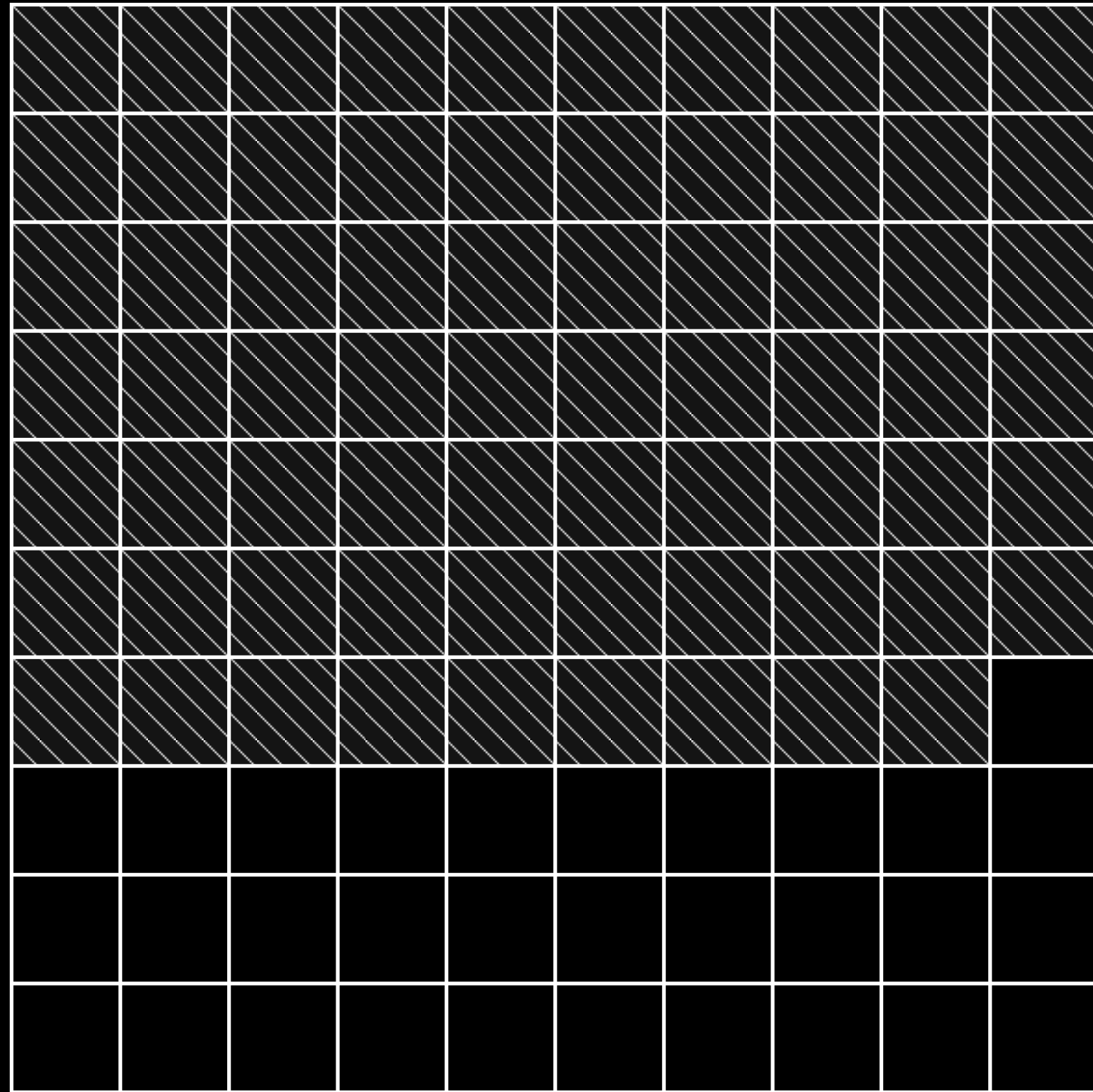
THE PROMISE OF CONNECTION



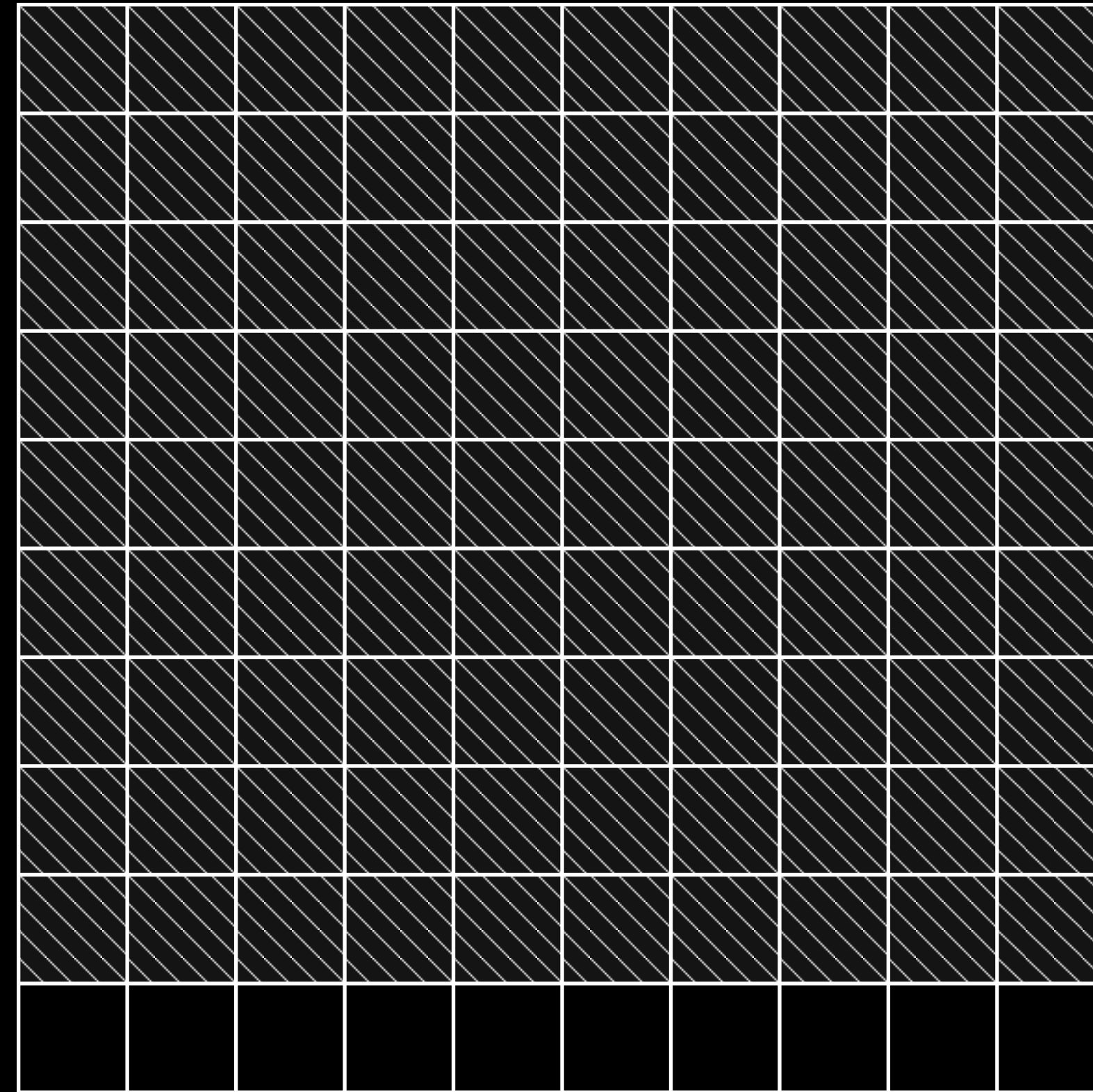
Technically, yes

CO-STAR × DESIGN MATTERS

# Portion on social media



All US adults



18–24 year olds

THE PROMISE OF CONNECTION



~~Six~~ 3.5 degrees  
of separation

CO-STAR × DESIGN MATTERS

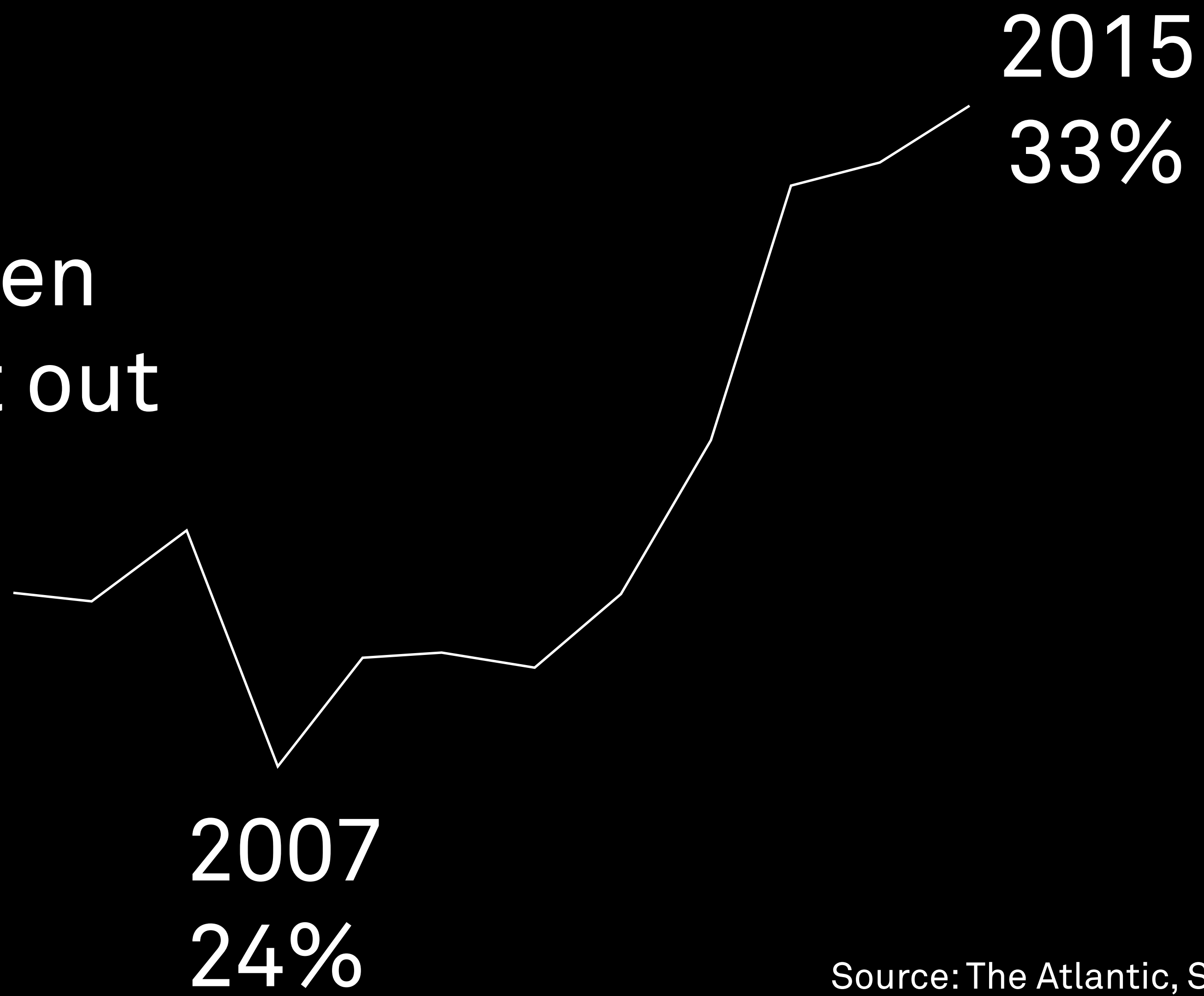
THE PROMISE OF CONNECTION



What about real social needs?

CO-STAR × DESIGN MATTERS

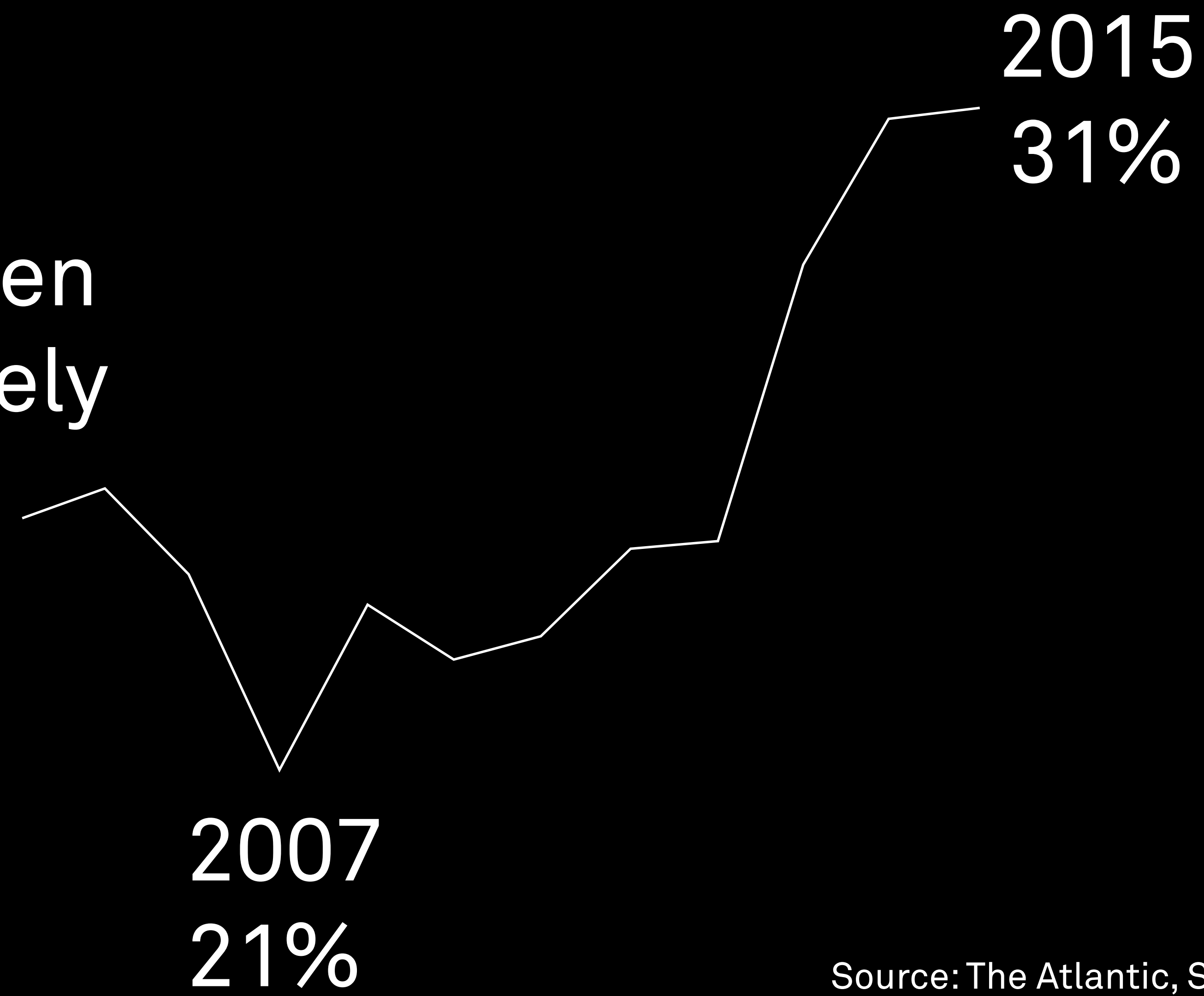
Portion often  
feeling left out



Source: The Atlantic, September 2017



Portion often  
feeling lonely



2007  
21%

2015  
31%

Source: The Atlantic, September 2017

Source: The Atlantic, September 2017

Times spent  
out per week

2007  
2.7

2015  
2.2

THE PROMISE OF CONNECTION



More connections  
but less social support

CO-STAR × DESIGN MATTERS

Where does technology  
go from here?

A TURNING POINT FOR TECH

# Co-Star is a tech company

CO-STAR X DESIGN MATTERS

A TURNING POINT FOR TECH

~~Loud~~  
~~Superficial~~  
~~Isolating~~

Thoughtful  
Collective  
Deep

A silhouette of a group of people, likely in a meeting or discussion, is visible in the background of the right-hand text.

CO-STAR X DESIGN MATTERS

A TURNING POINT FOR TECH

A black and white photograph of a cave entrance. The cave is dark and textured with rough rock walls. The entrance is a large, irregular opening that frames a view of a rocky beach and the ocean. The sky is overcast. The overall mood is somber and contemplative.

# A solution to the technological malaise

CO-STAR X DESIGN MATTERS

Astrology is social.



ASTROLOGY IS SOCIAL



# A look back at history

CO-STAR X DESIGN MATTERS

ASTROLOGY IS SOCIAL

2,500 years ago

CO-STAR × DESIGN MATTERS

ASTROLOGY IS SOCIAL



ASTROLOGY IS SOCIAL

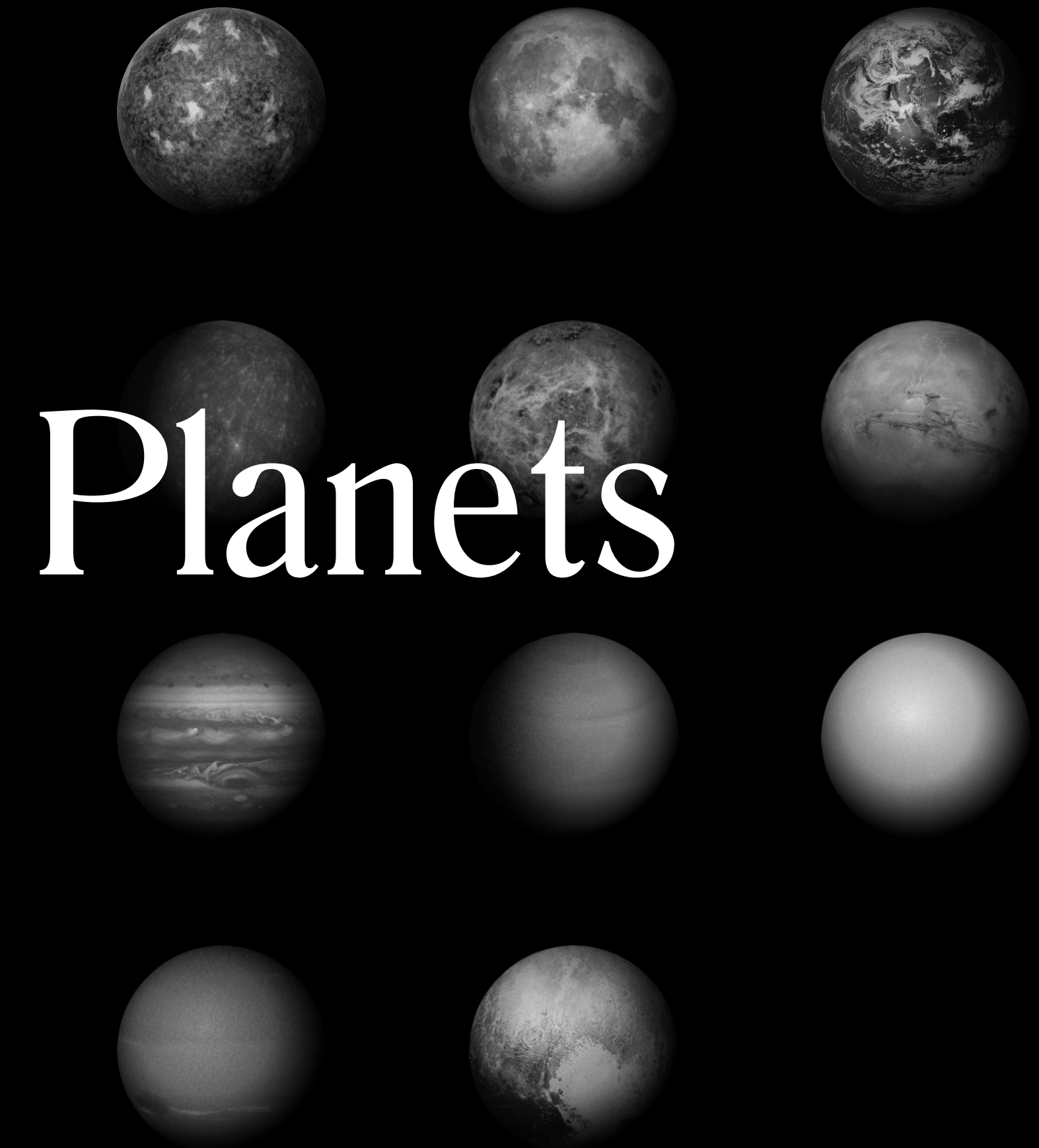


CO-STAR X DESIGN MATTERS

ASTROLOGY IS SOCIAL



Star signs



Planets

CO-STAR X DESIGN MATTERS

ASTROLOGY IS SOCIAL

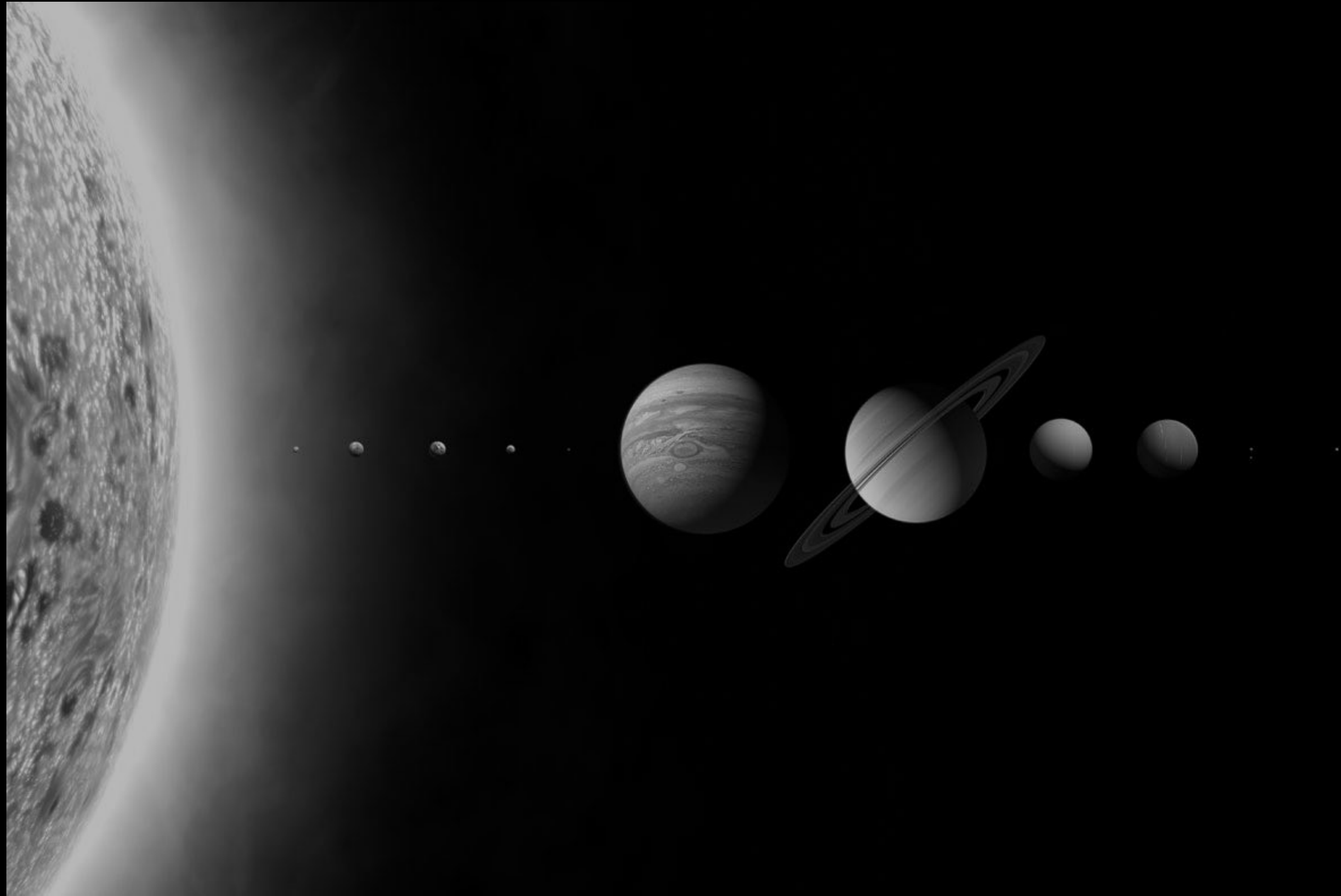


Which give meaning  
to the self and social relations

CO-STAR × DESIGN MATTERS

Your personalized natal chart.

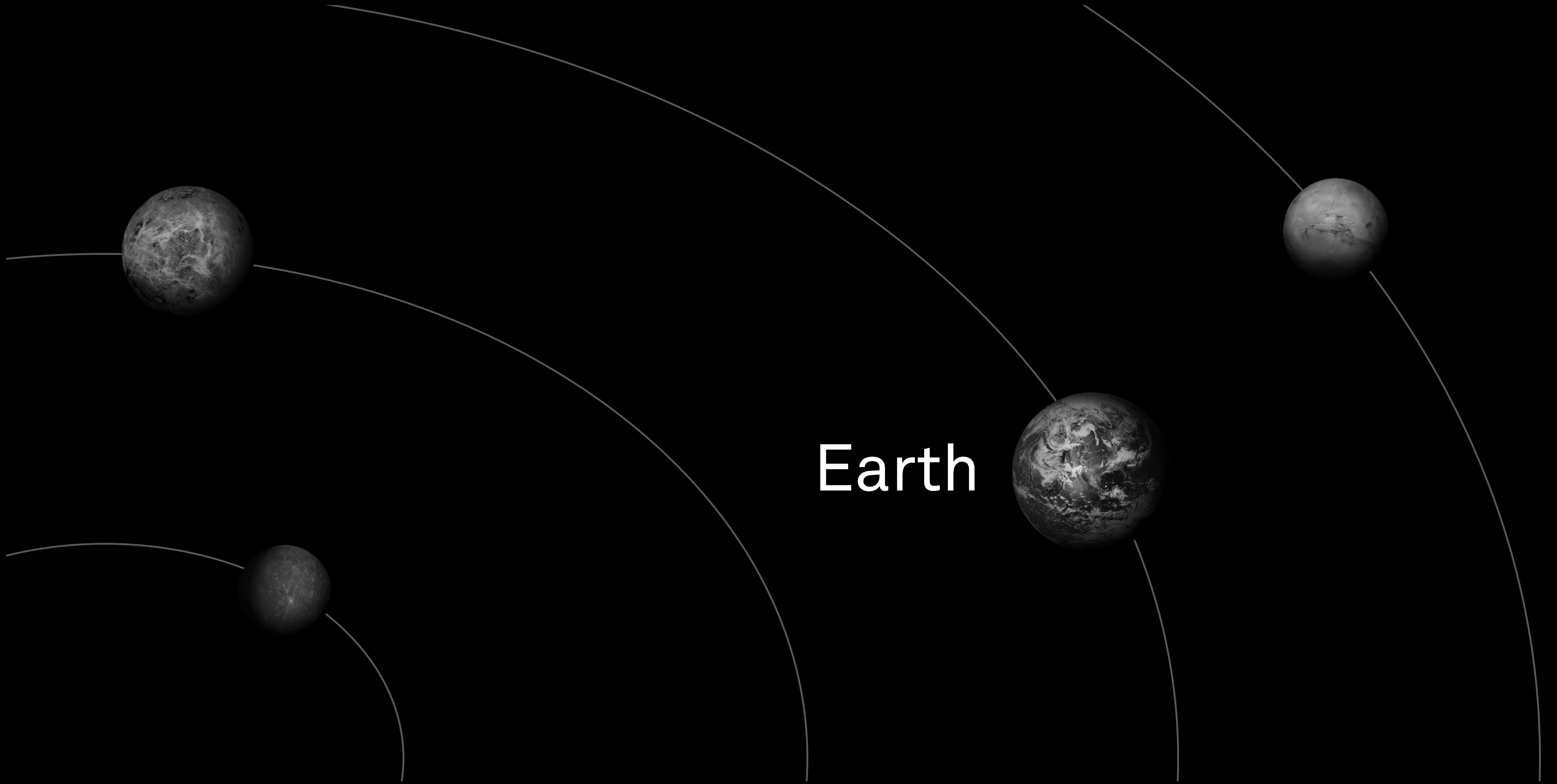
# THE NATAL CHART



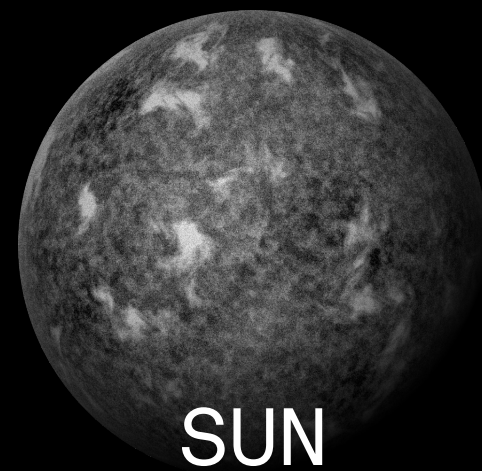
CO-STAR X DESIGN MATTERS



THE NATAL CHART



# THE NATAL CHART



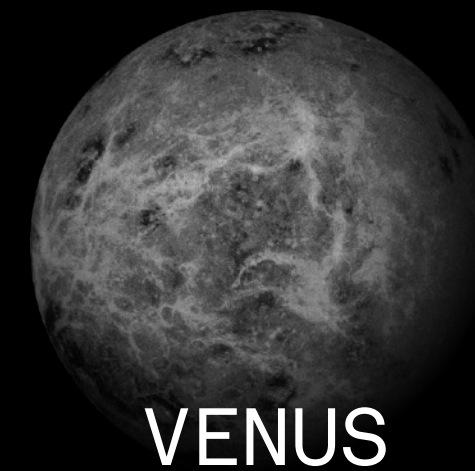
SUN  
Ego,  
identity



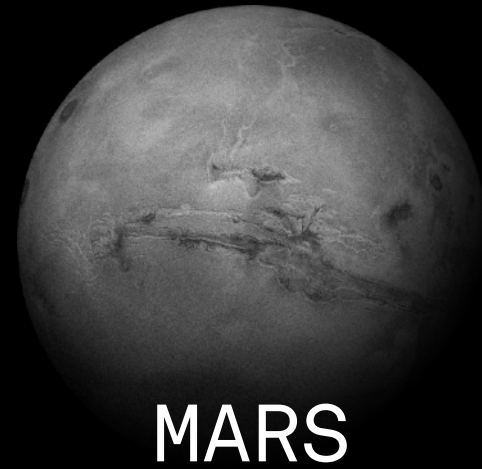
MOON  
Moods,  
emotions



MERCURY  
Thinking,  
communication



VENUS  
Love,  
affection



MARS  
Action,  
aggression



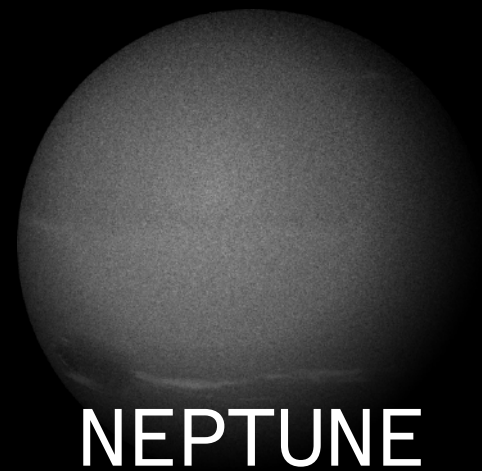
JUPITER  
Opportunity,  
expansion



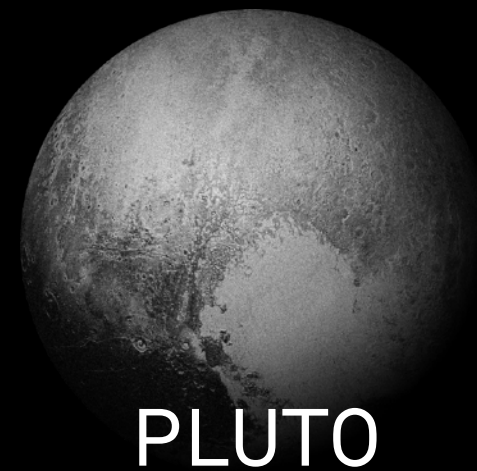
SATURN  
Limits,  
responsibilities



URANUS  
Innovation,  
progress

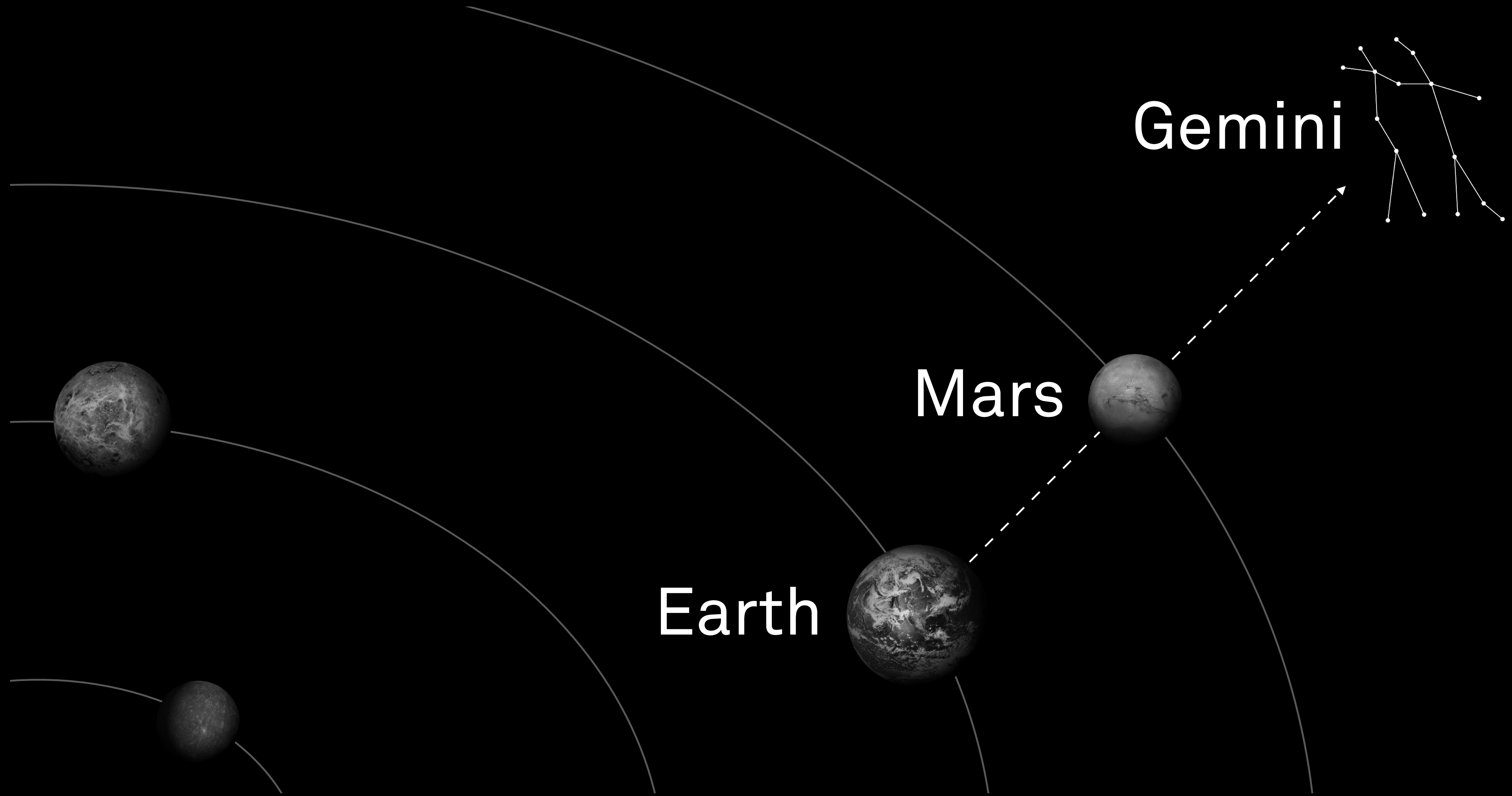


NEPTUNE  
Dreams,  
imagination



PLUTO  
Power,  
control

THE NATAL CHART

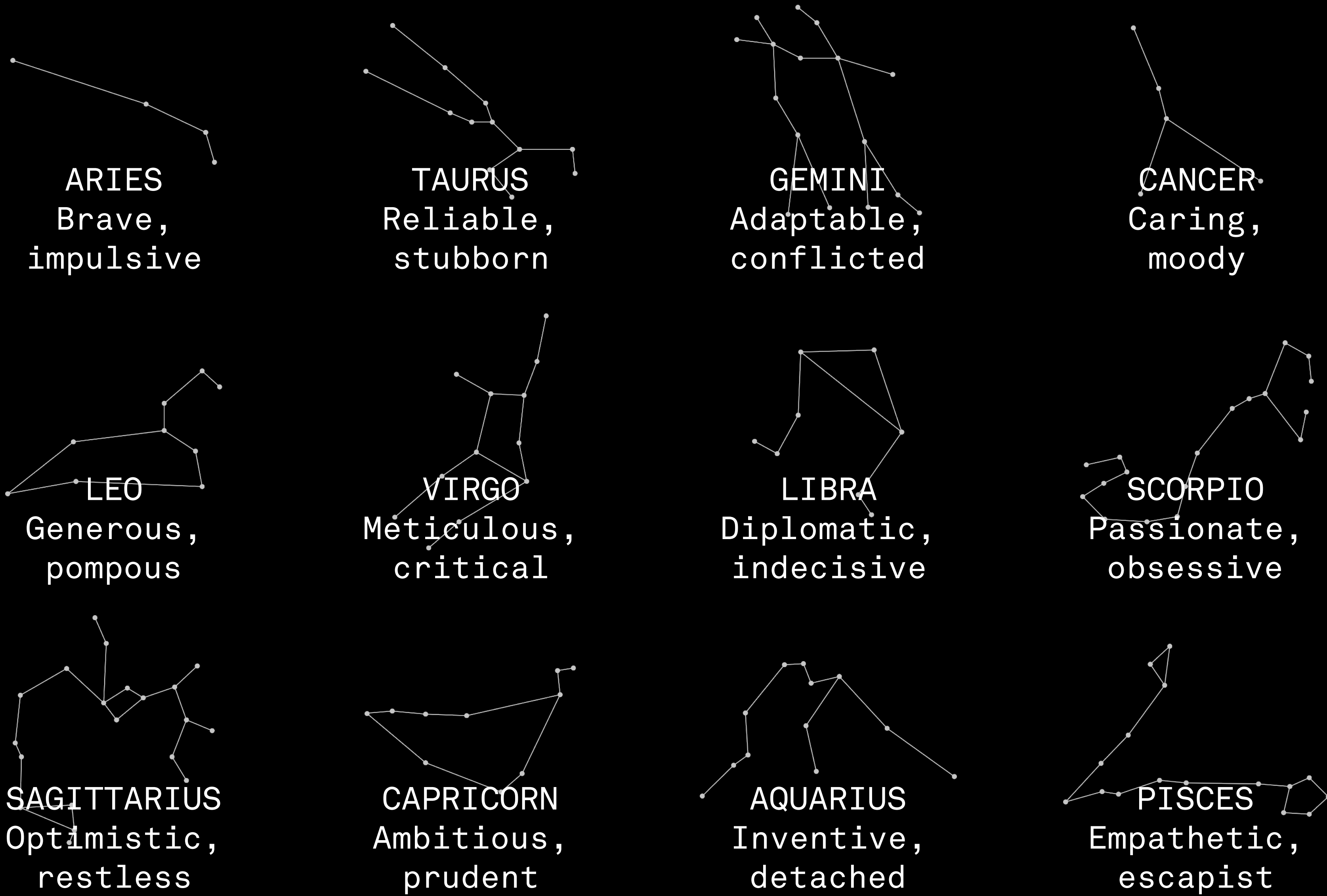


Earth

Mars

Gemini

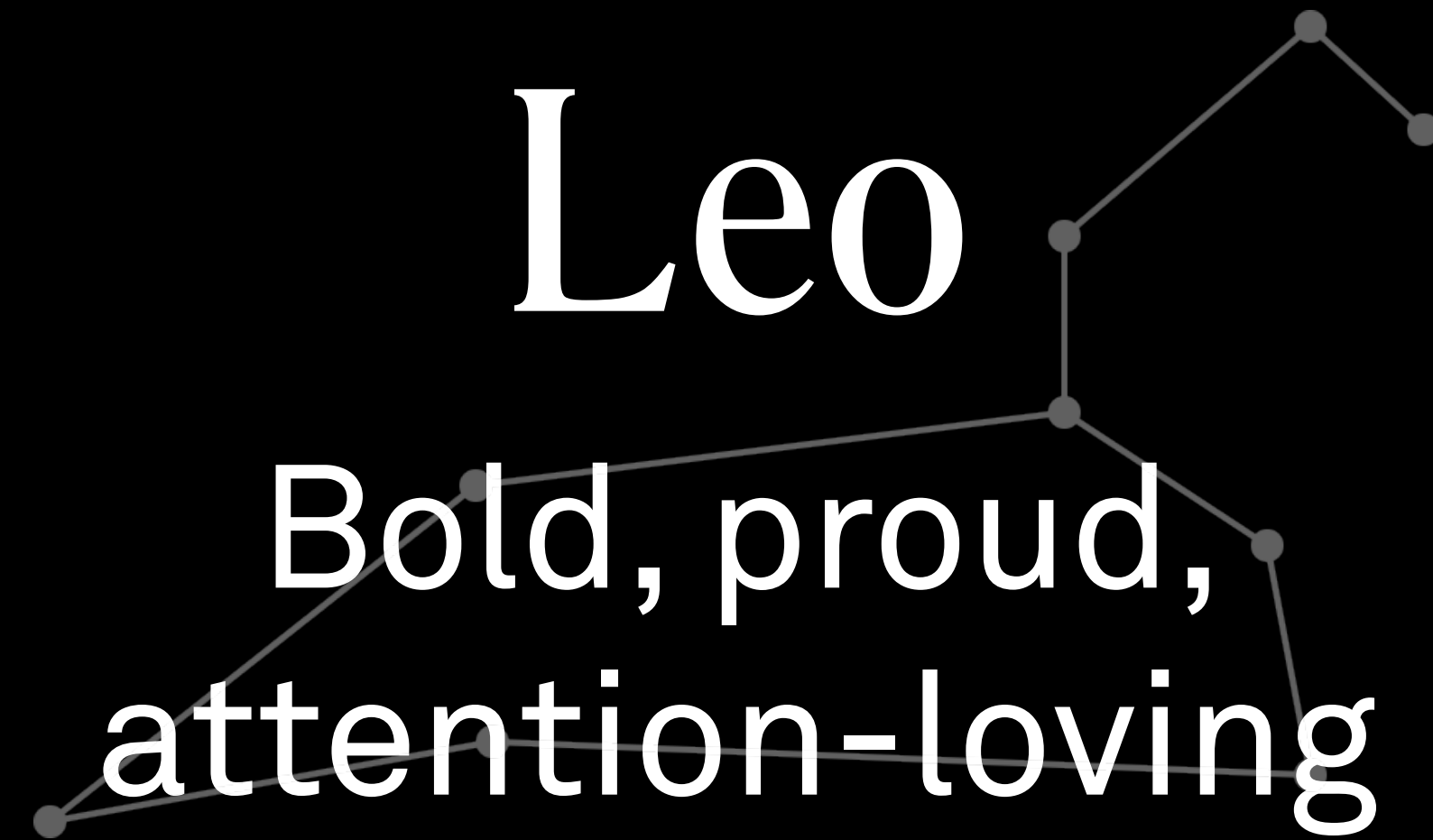
# THE NATAL CHART





# Sun

Ego, identity,  
and role in life



# Leo

Bold, proud,  
attention-loving

# Moon

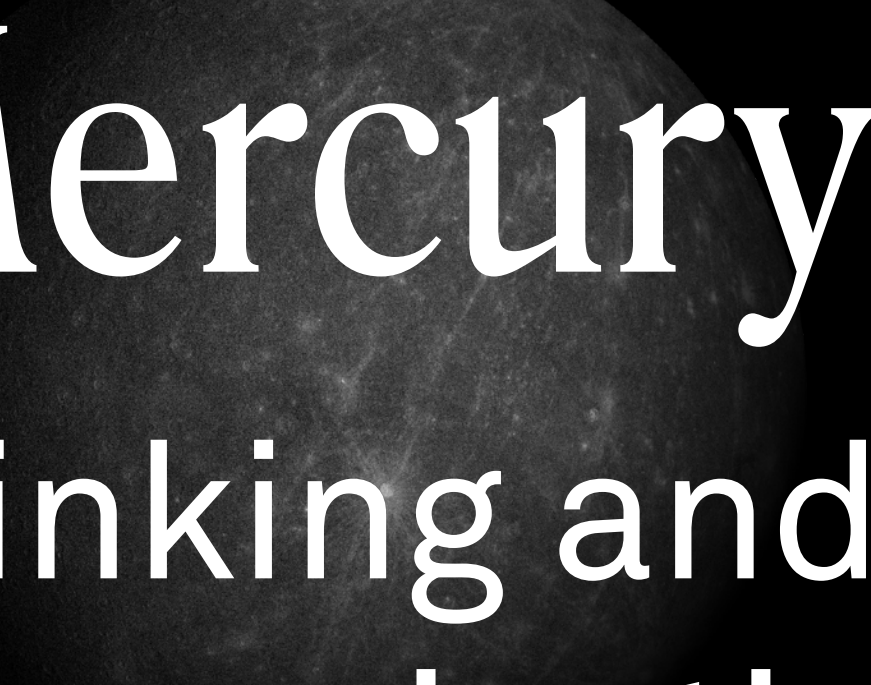
Moods and  
inner emotions



# Scorpio

Intense and  
guarded





**Mercury**  
Thinking and  
communication



**Virgo**  
Fastidious and  
analytical



# Venus

What you love  
and attract



# Virgo

Fastidious and  
analytical





# Mars

Asserting yourself,  
taking action



# Virgo

Fastidious and  
analytical

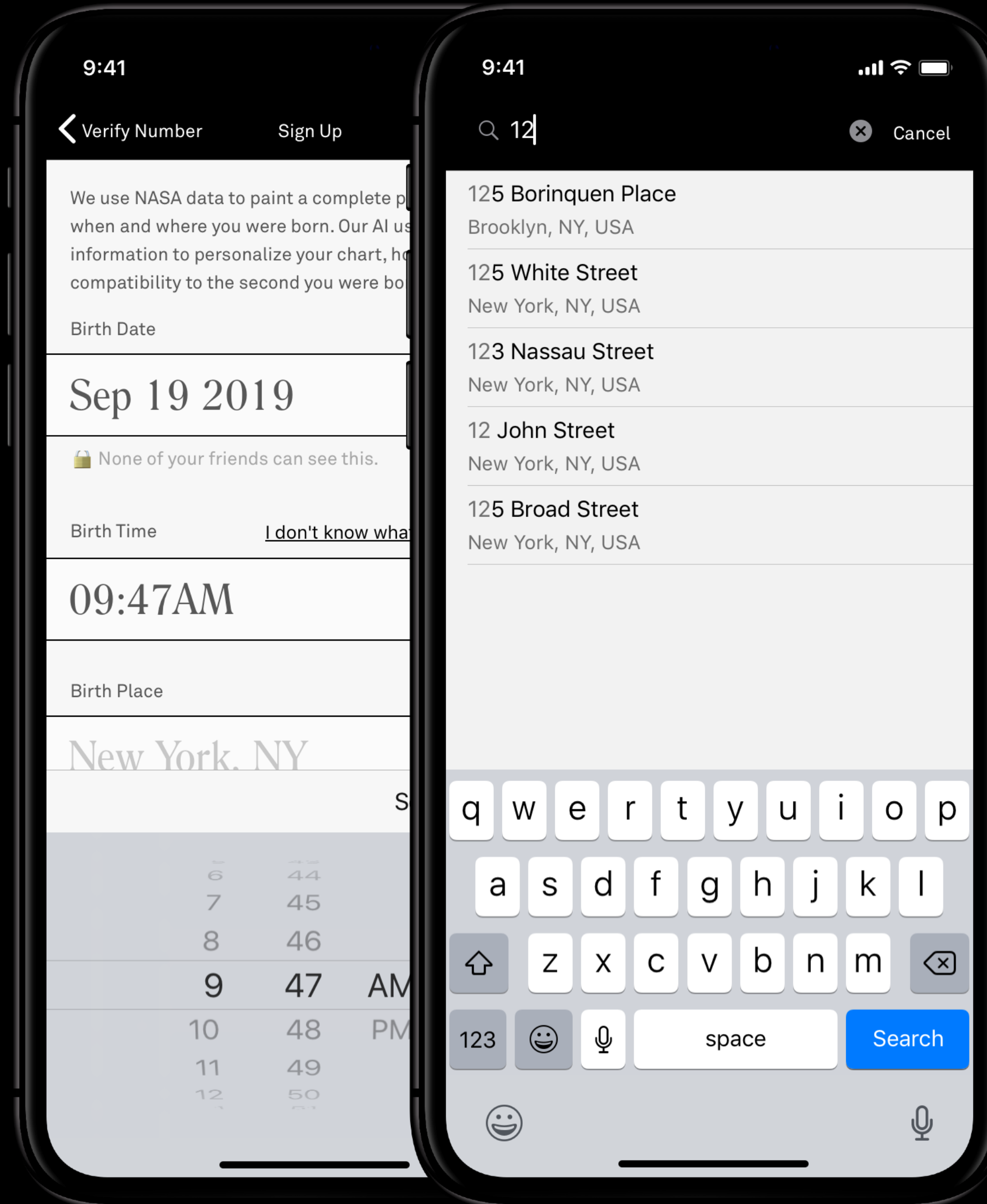
THE NATAL CHART



A comprehensive,  
nuanced view of personality

CO-STAR × DESIGN MATTERS

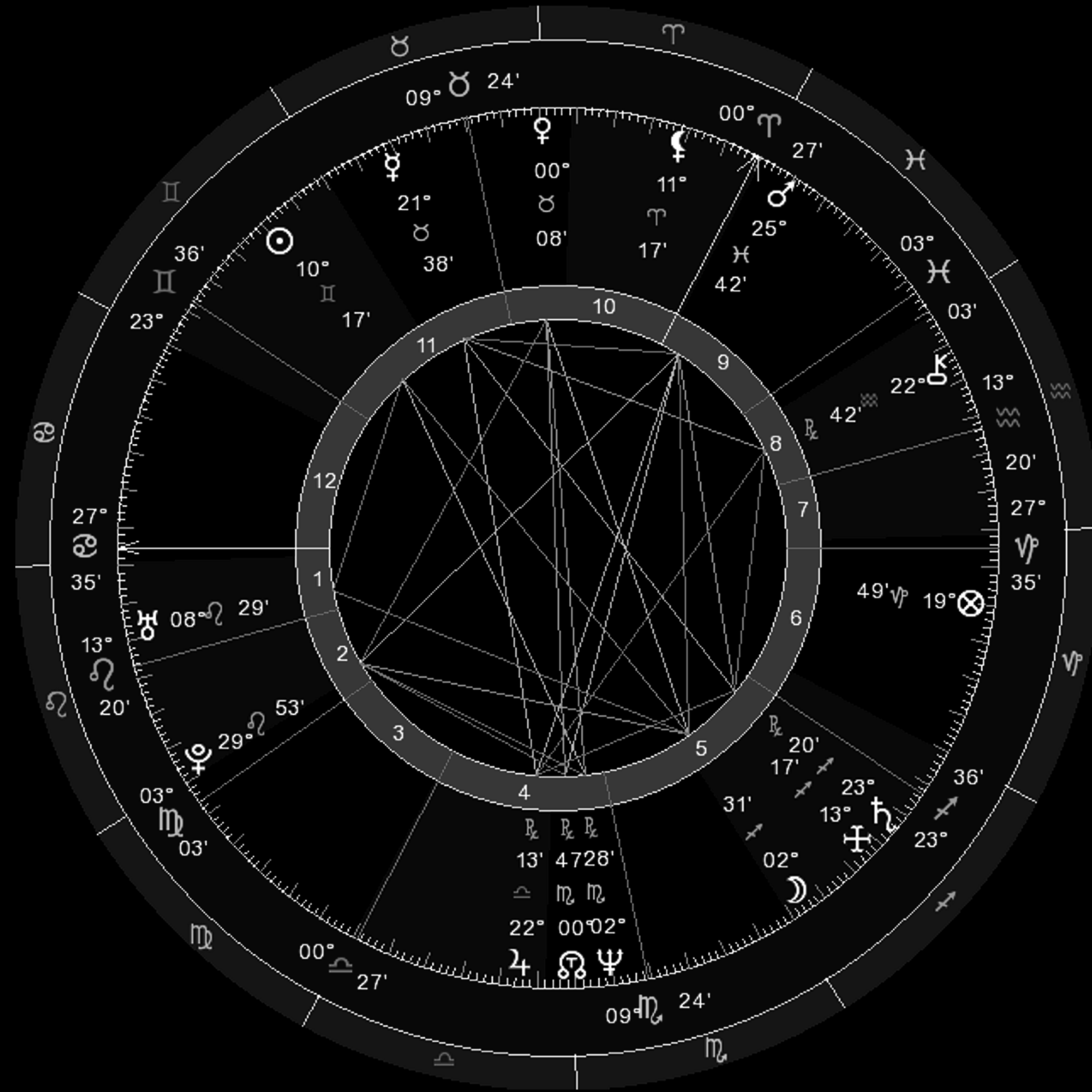
# THE NATAL CHART



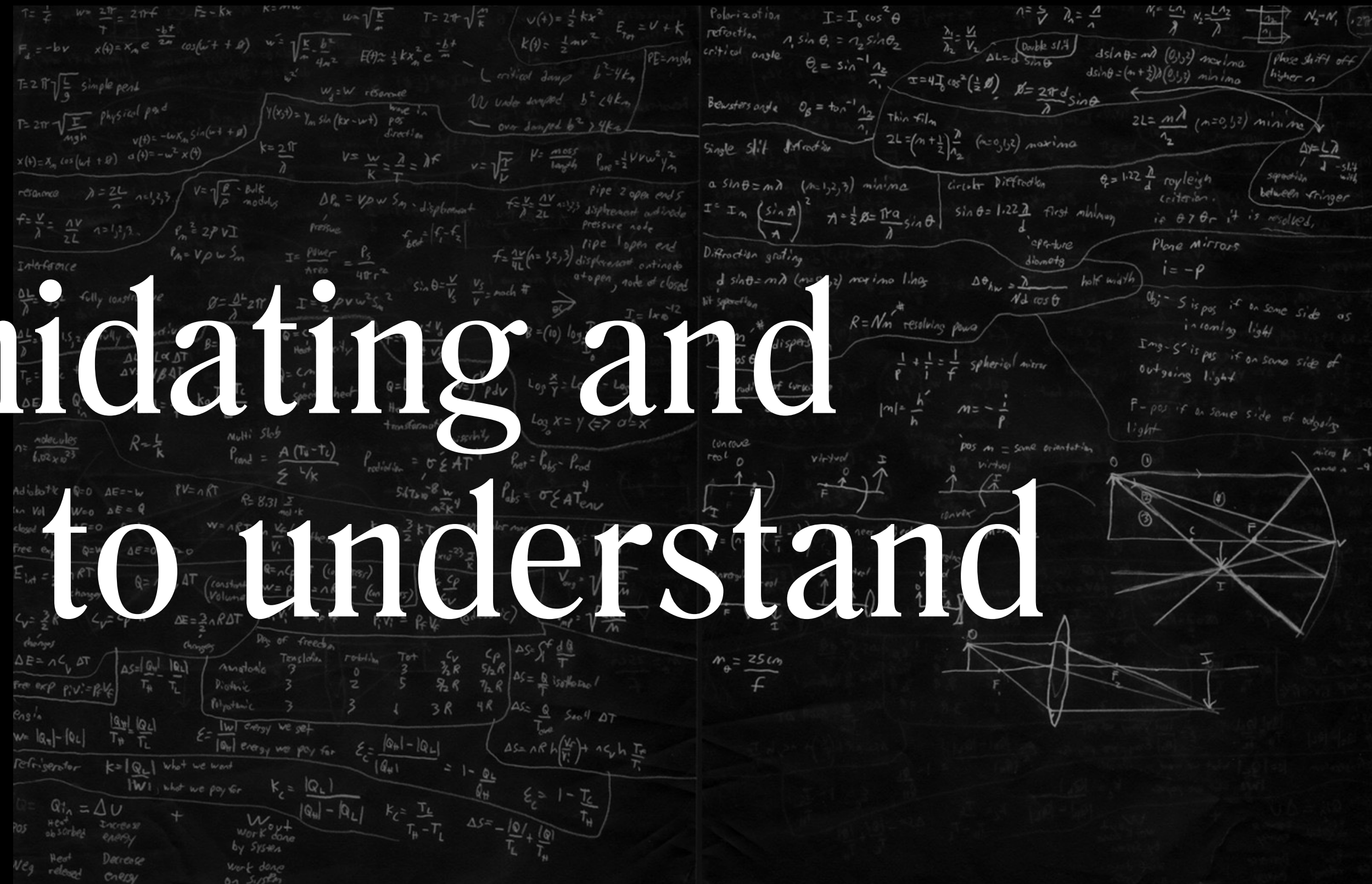
# Birth info × NASA data



# THE NATAL CHART



# Intimidating and difficult to understand



THE NATAL CHART



Meet me where I am

CO-STAR × DESIGN MATTERS

THE NATAL CHART

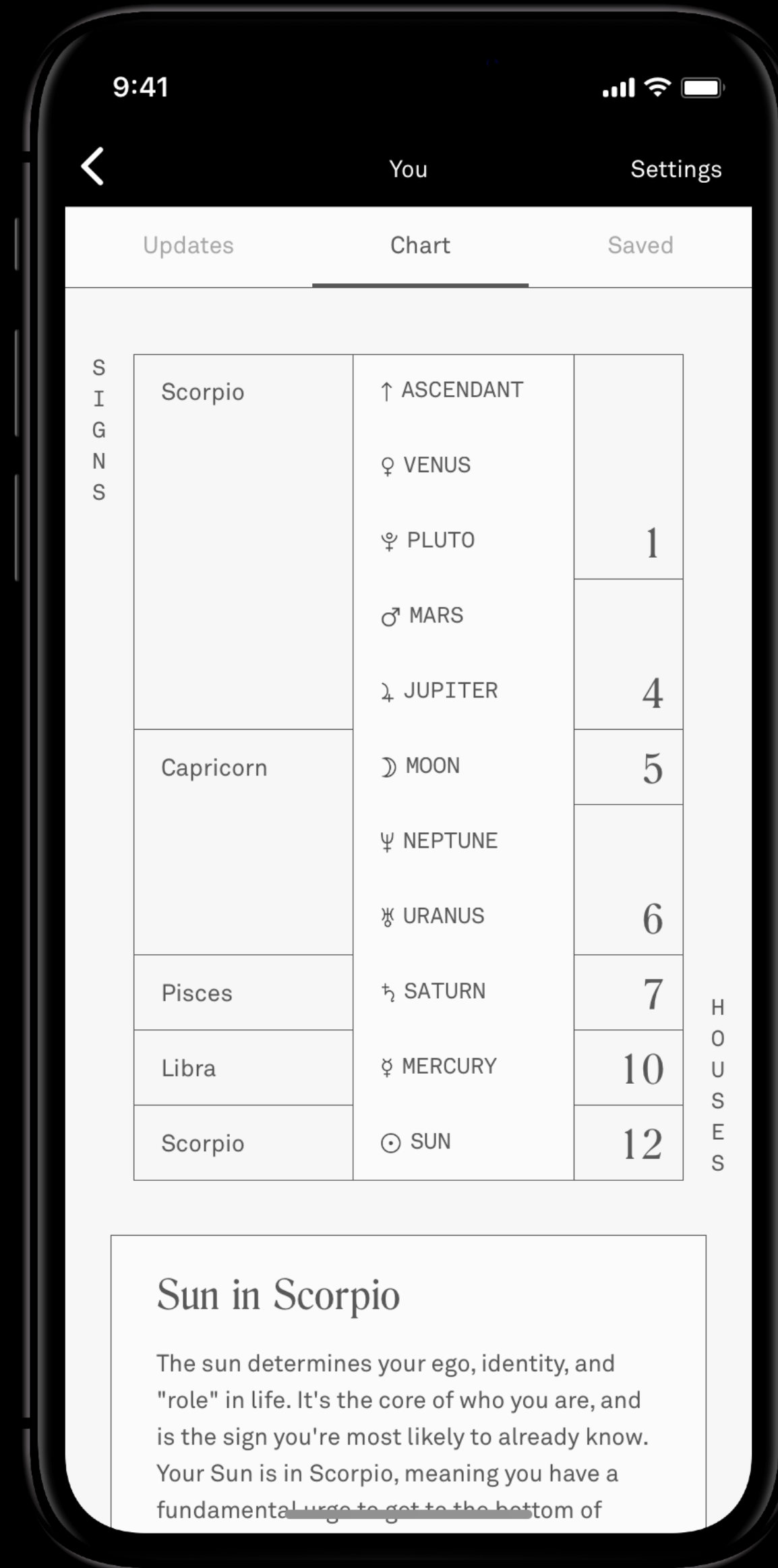


# Guide me to what's important

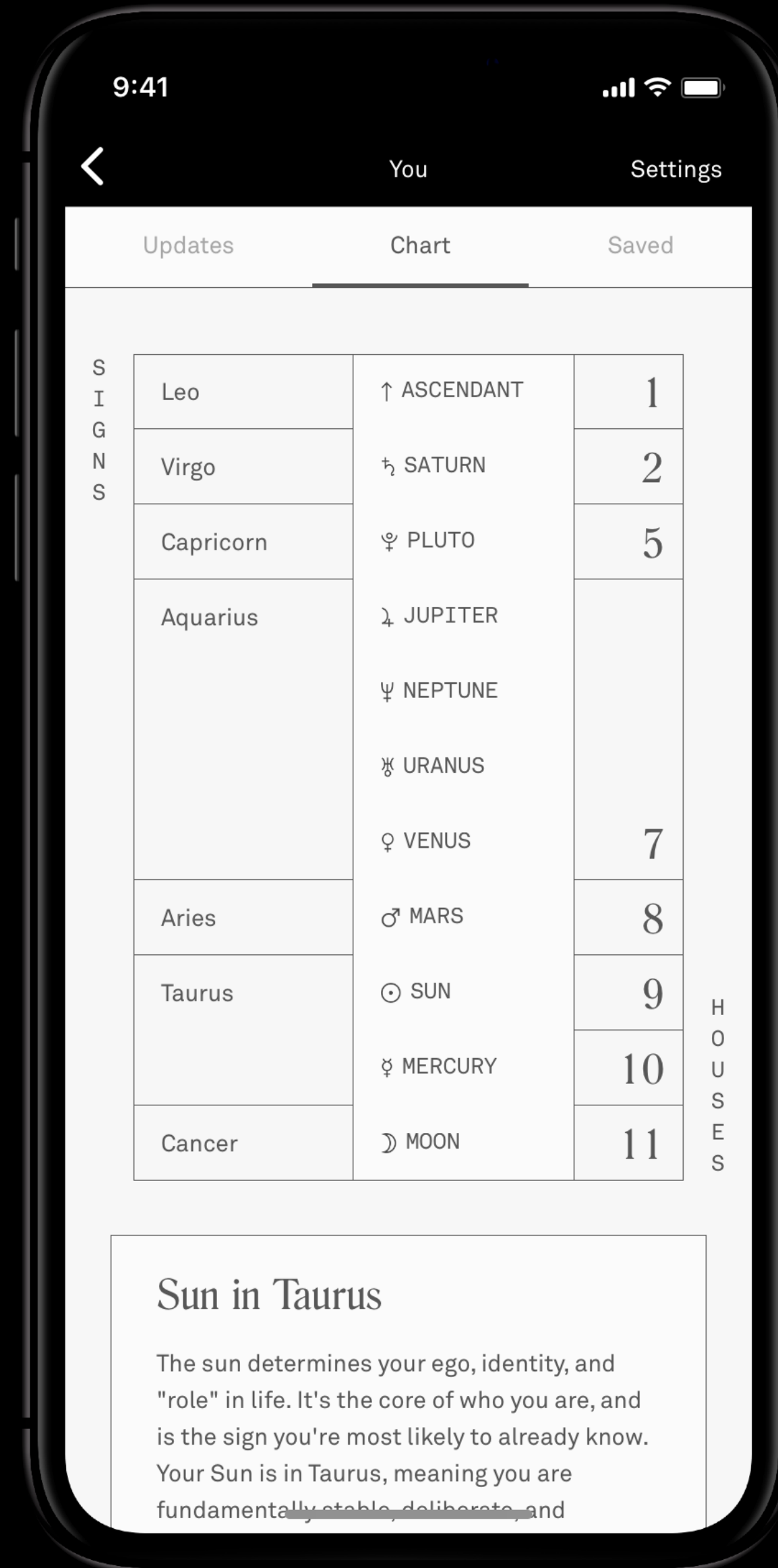
CO-STAR X DESIGN MATTERS



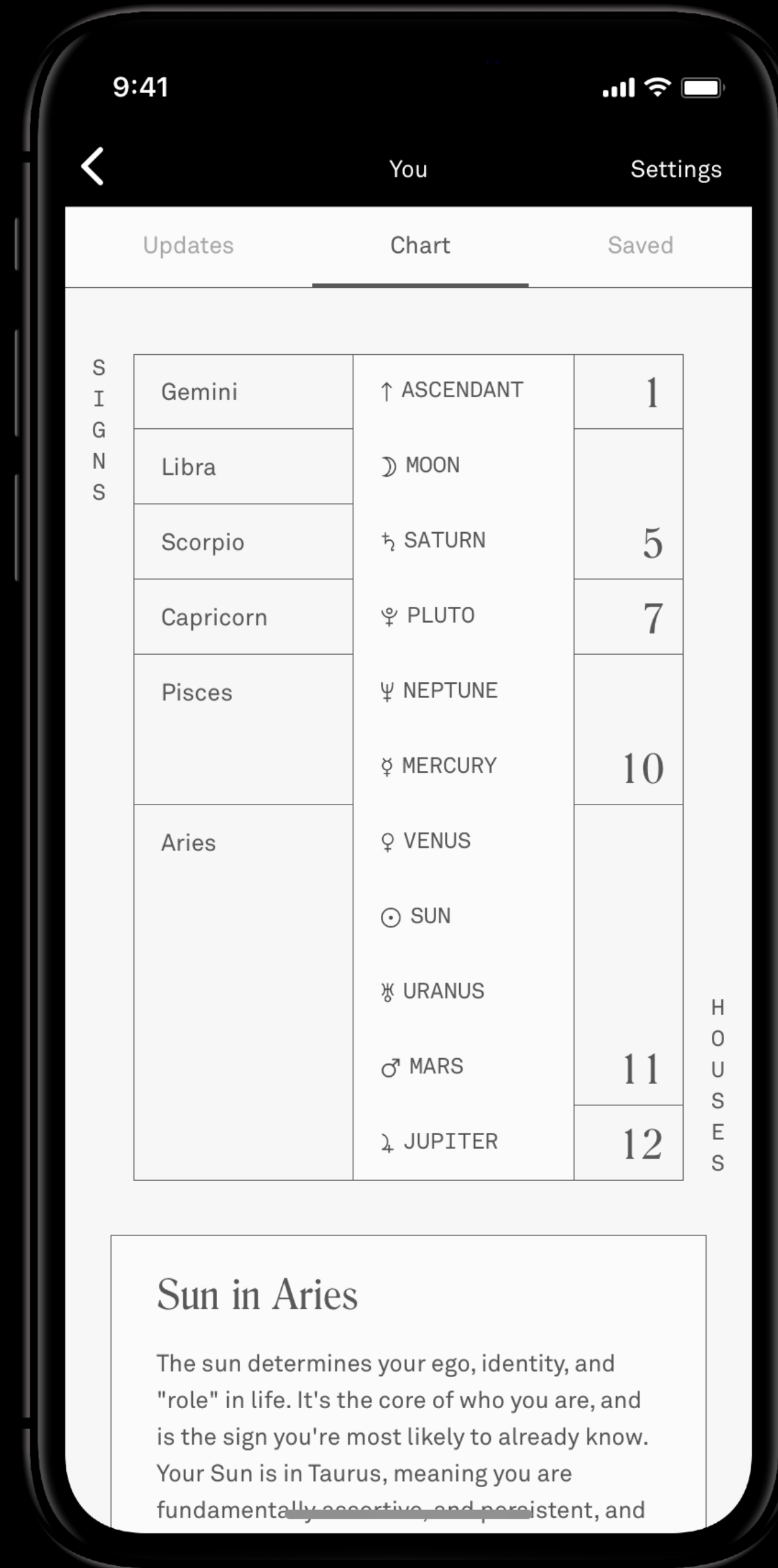
# THE NATAL CHART



# THE NATAL CHART

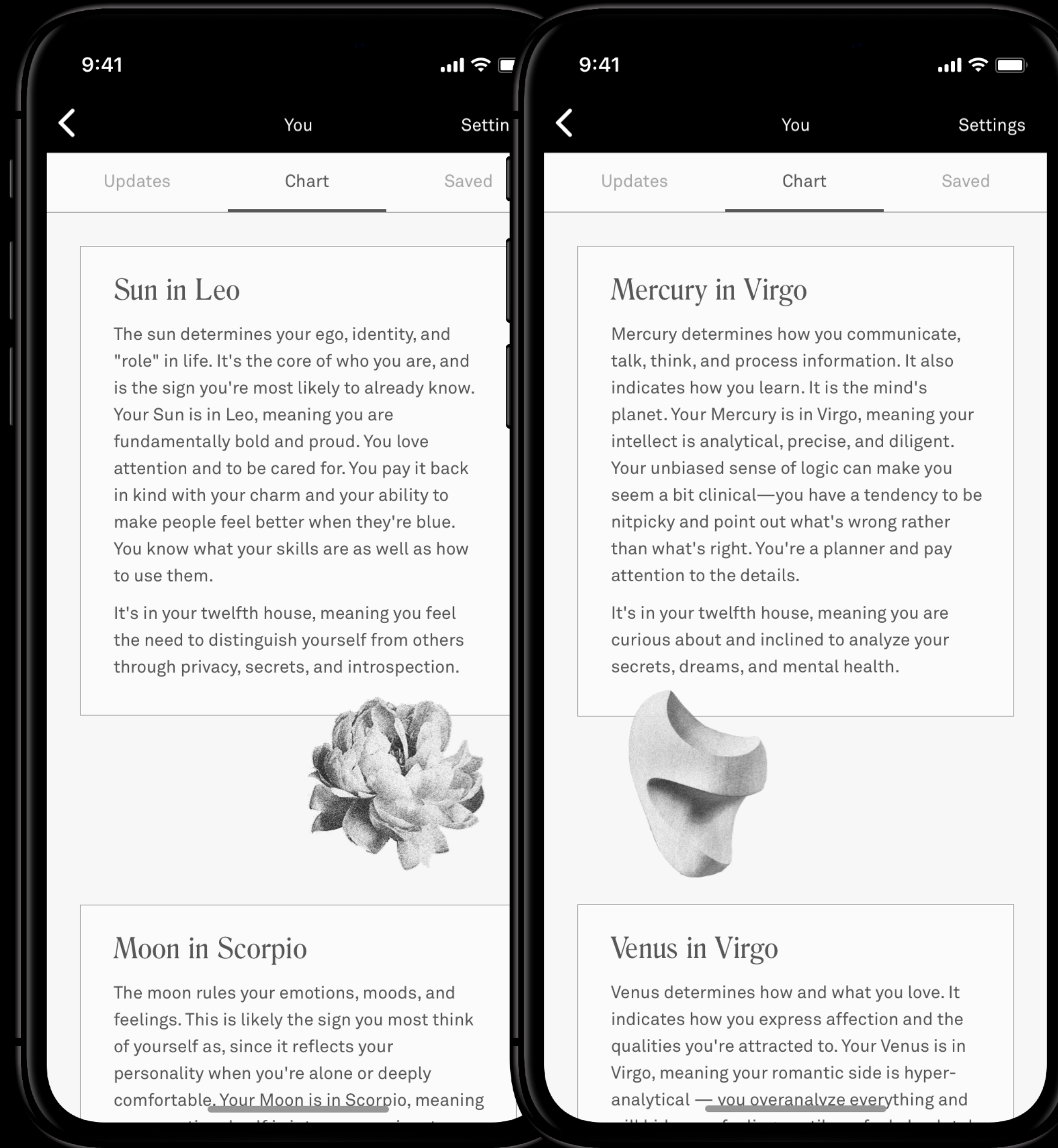


# THE NATAL CHART

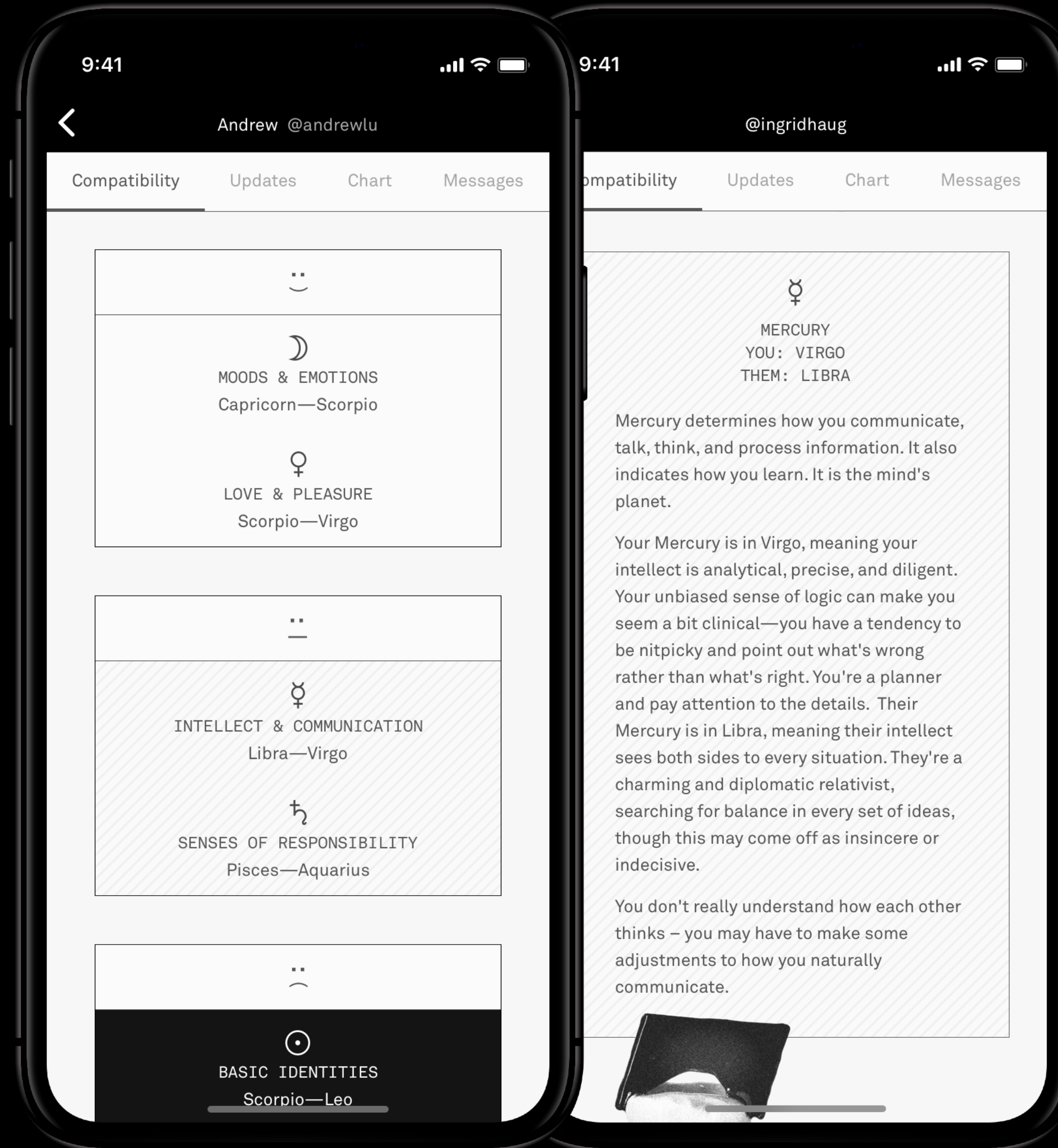




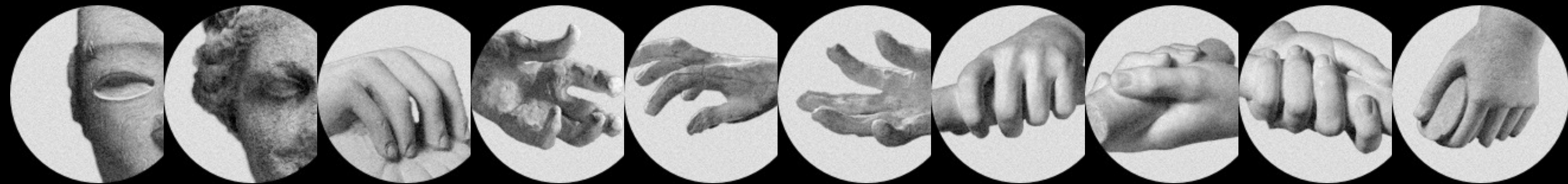
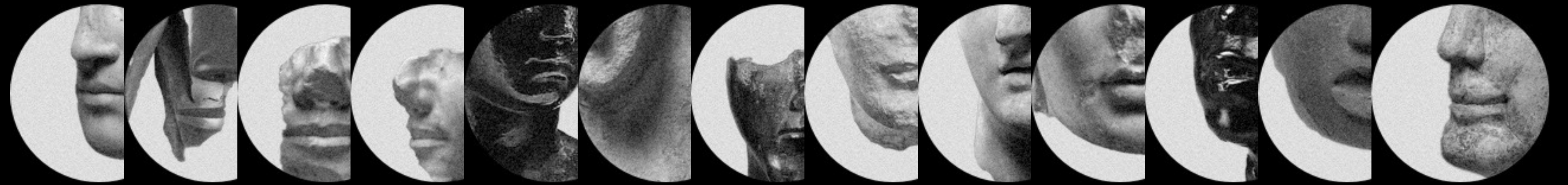
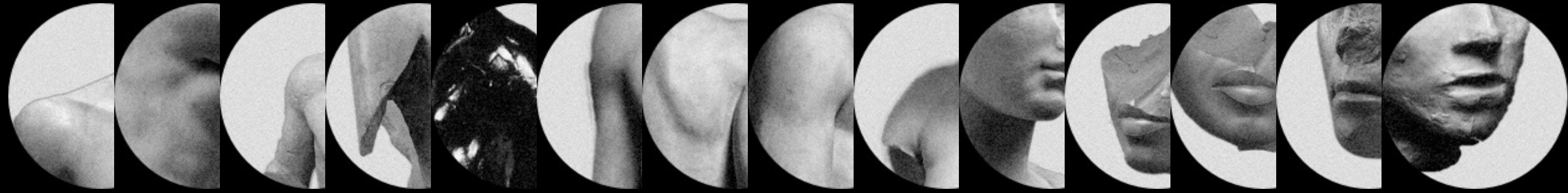
# THE NATAL CHART



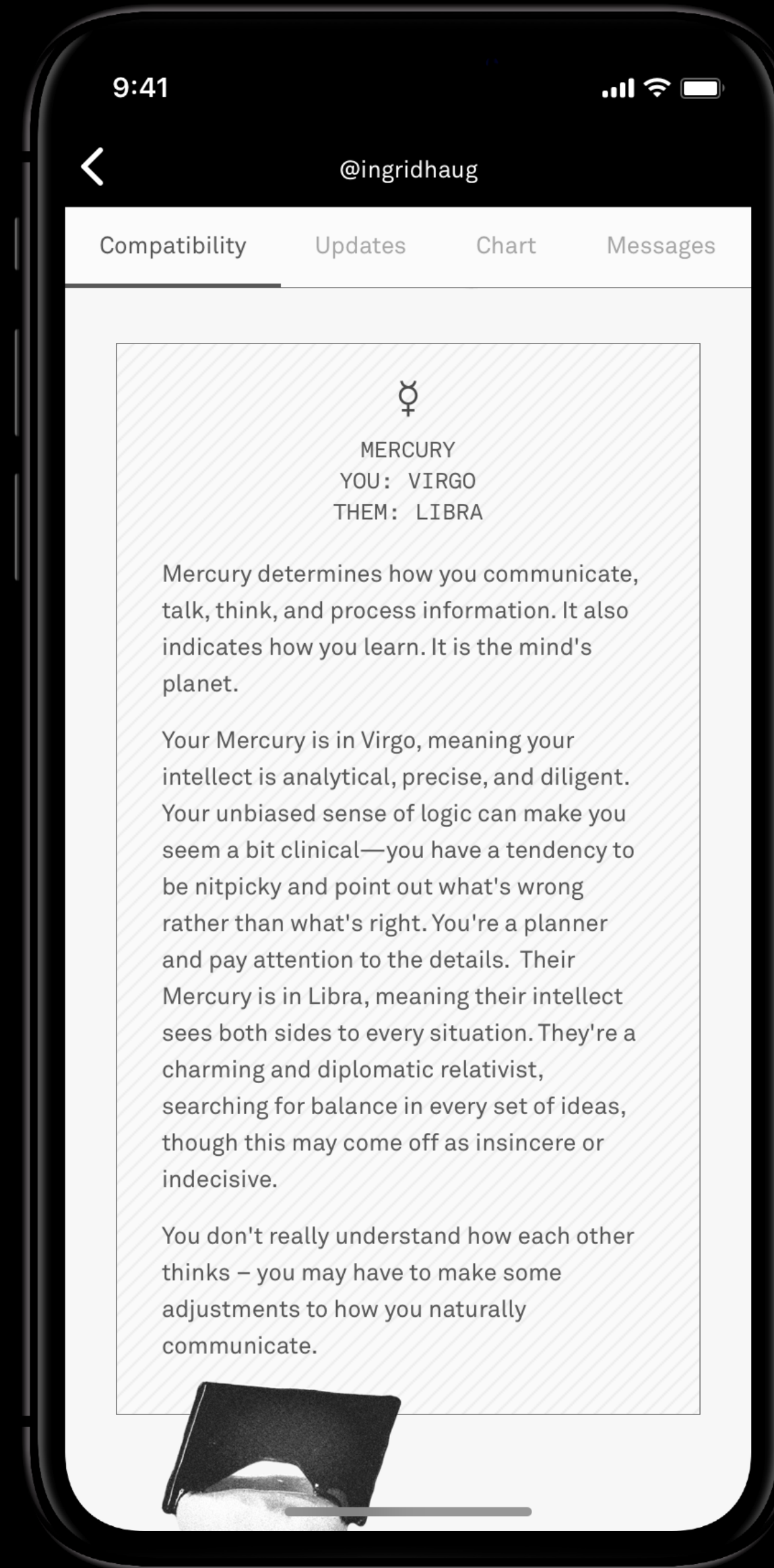
# THE NATAL CHART



THE NATAL CHART



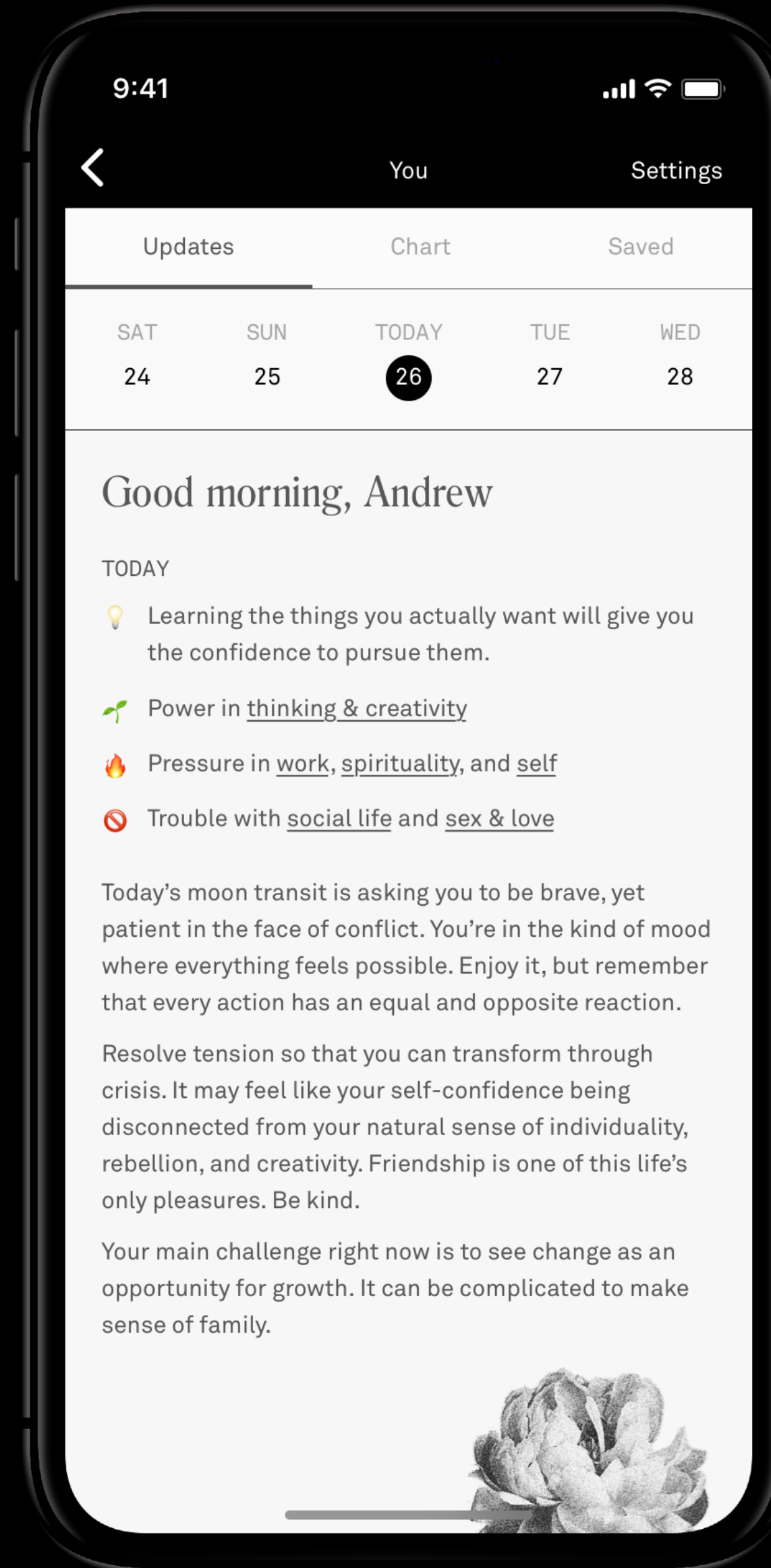
# THE NATAL CHART





*A new horoscope every day.*

# THE TRANSITS



THE TRANSITS

# Transits over time



CO-STAR × DESIGN MATTERS

THE TRANSITS

The planets never  
stop moving

Sun

Mercury

Venus

Earth

2018 LA

Mars

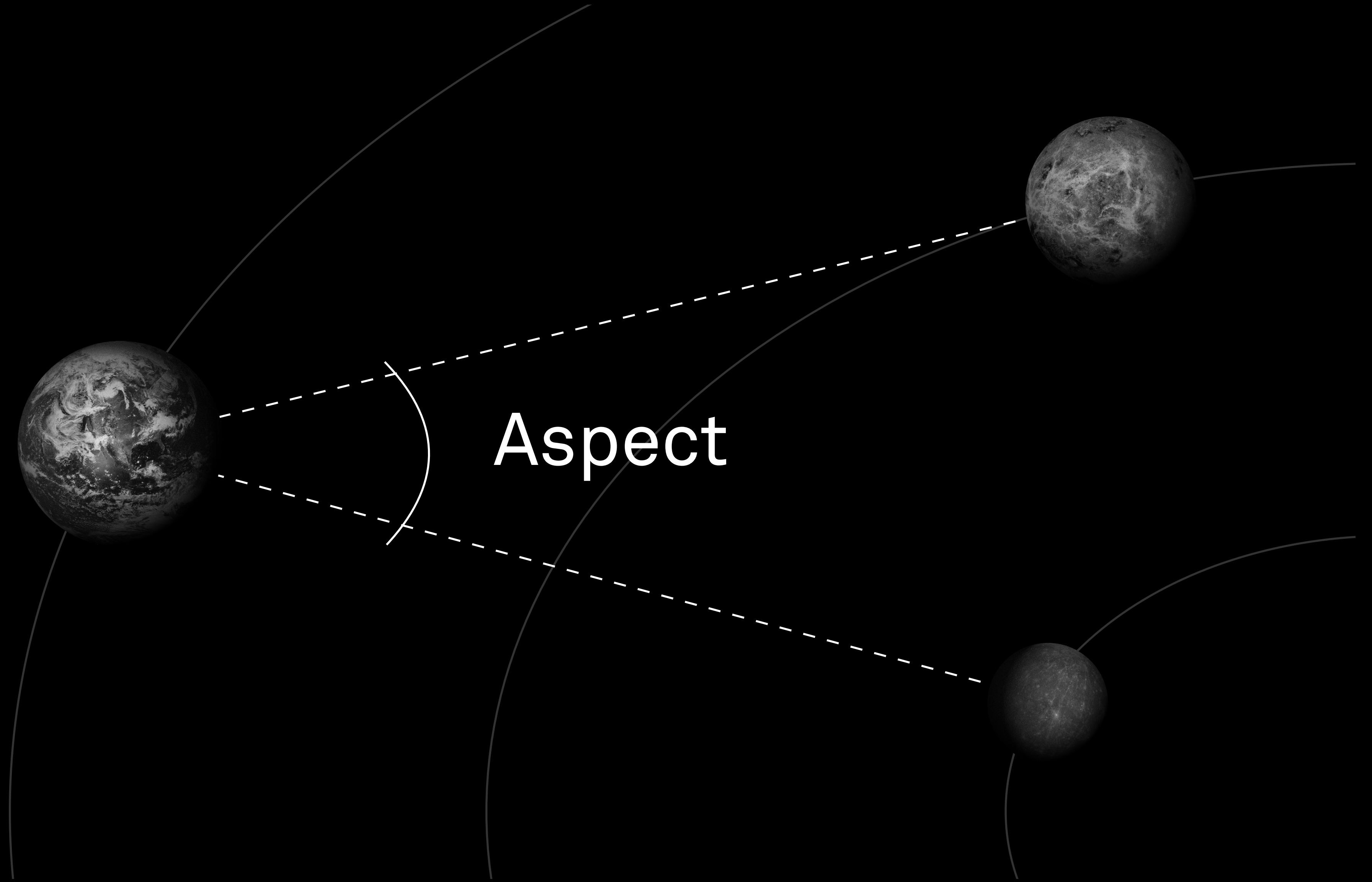
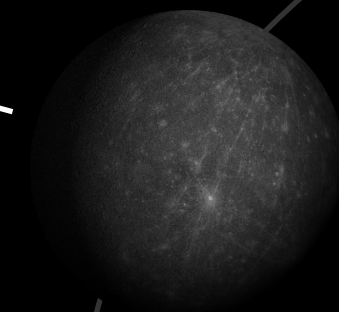
CO-STAR X DESIGN MATTERS

THE TRANSITS

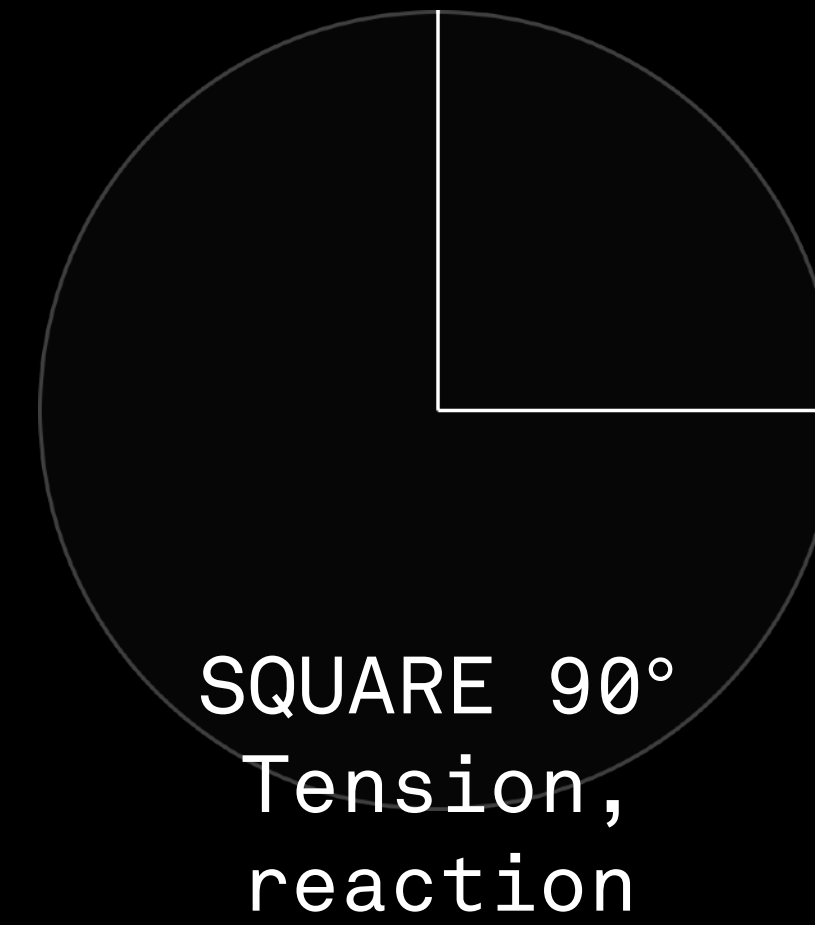
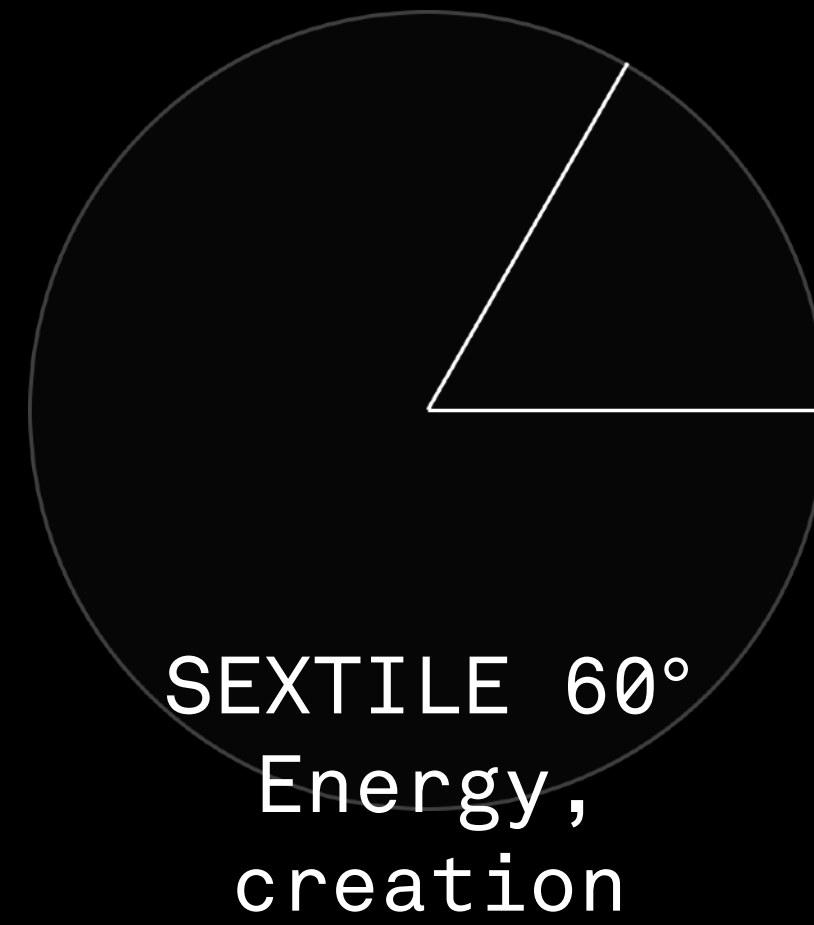
Earth



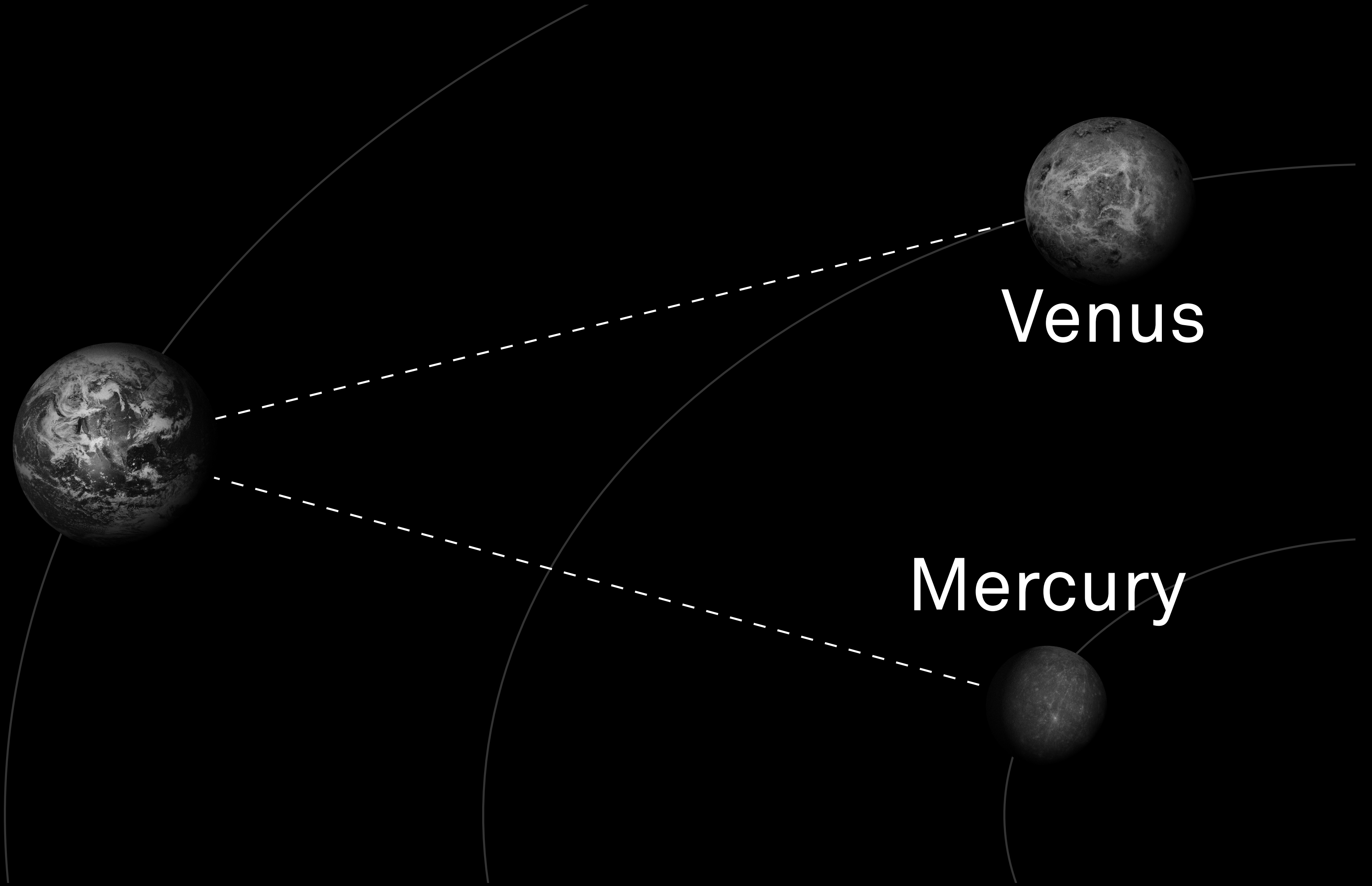
Aspect



# THE TRANSITS



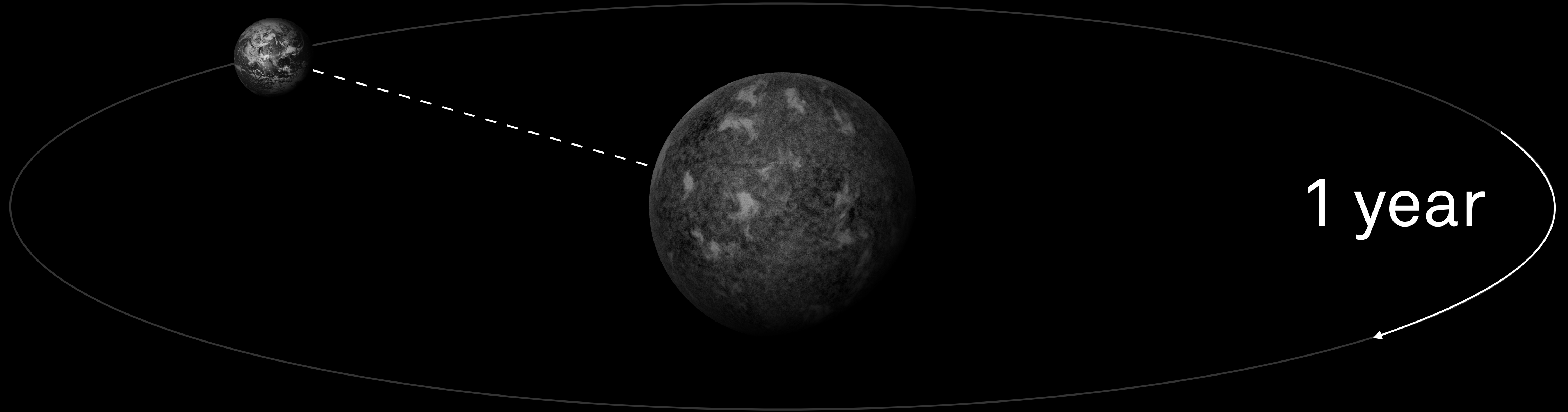
THE TRANSITS



Venus

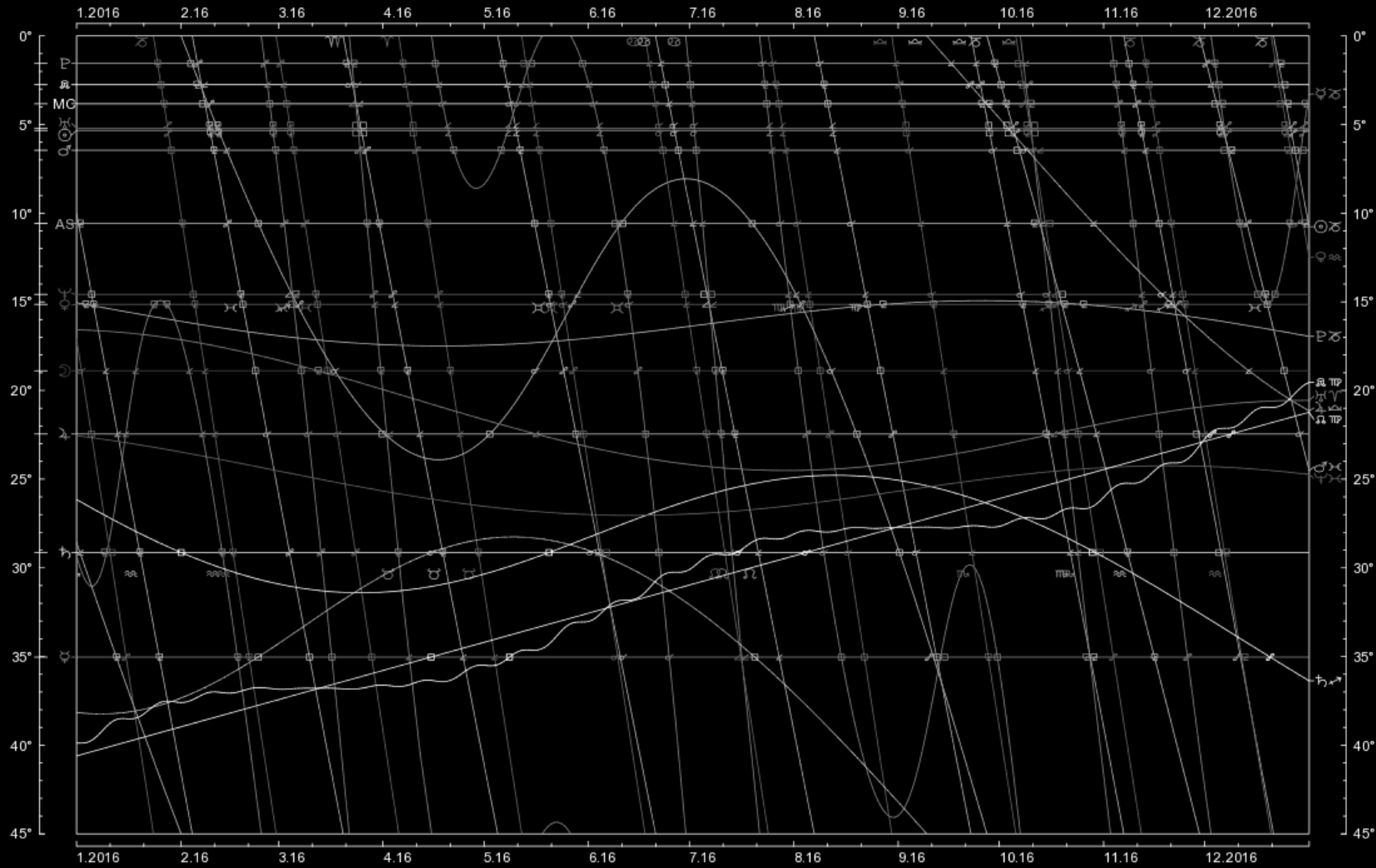
Mercury

# THE TRANSITS





# THE TRANSITS



CO-STAR X DESIGN MATTERS

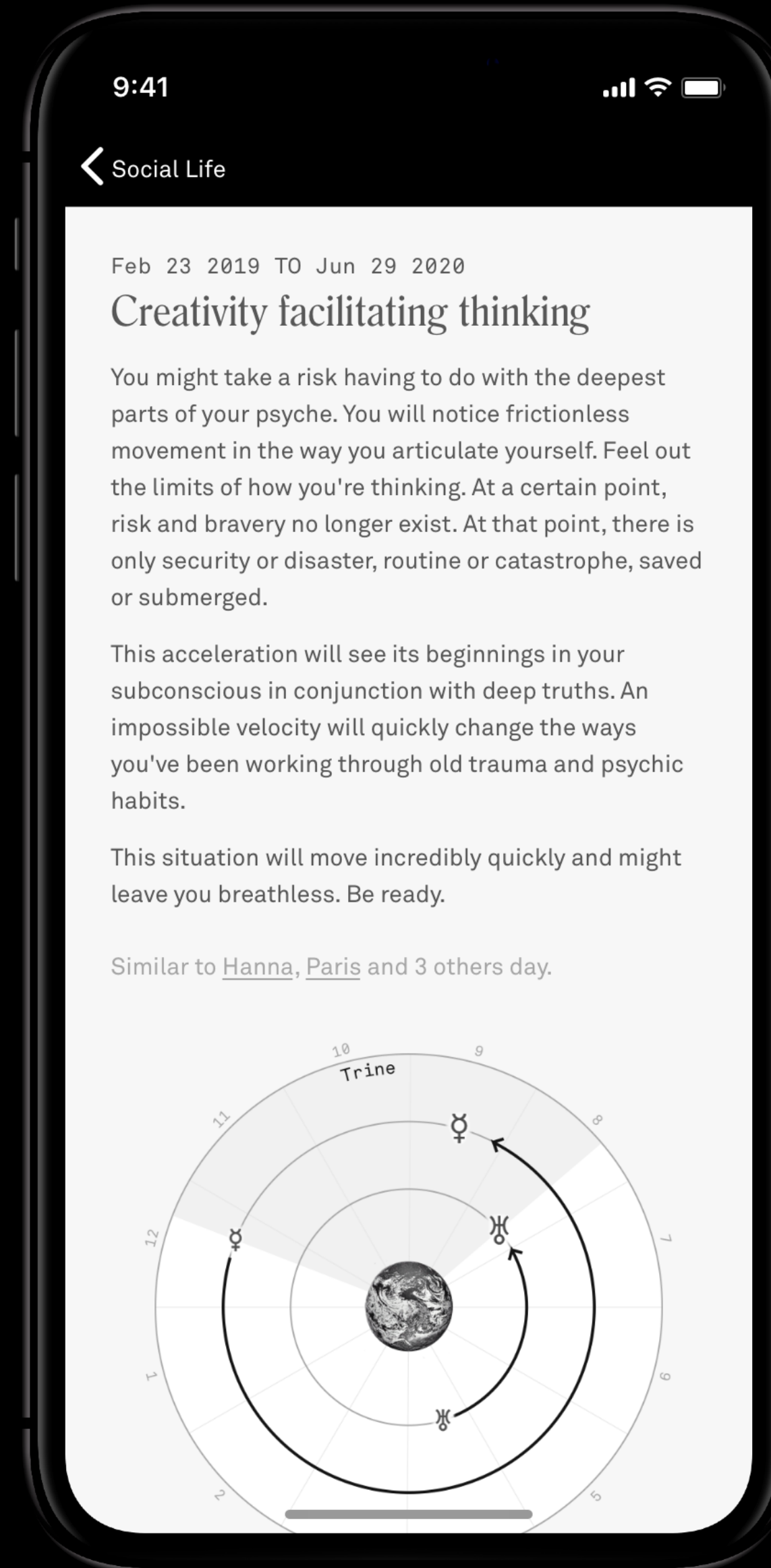
THE TRANSITS



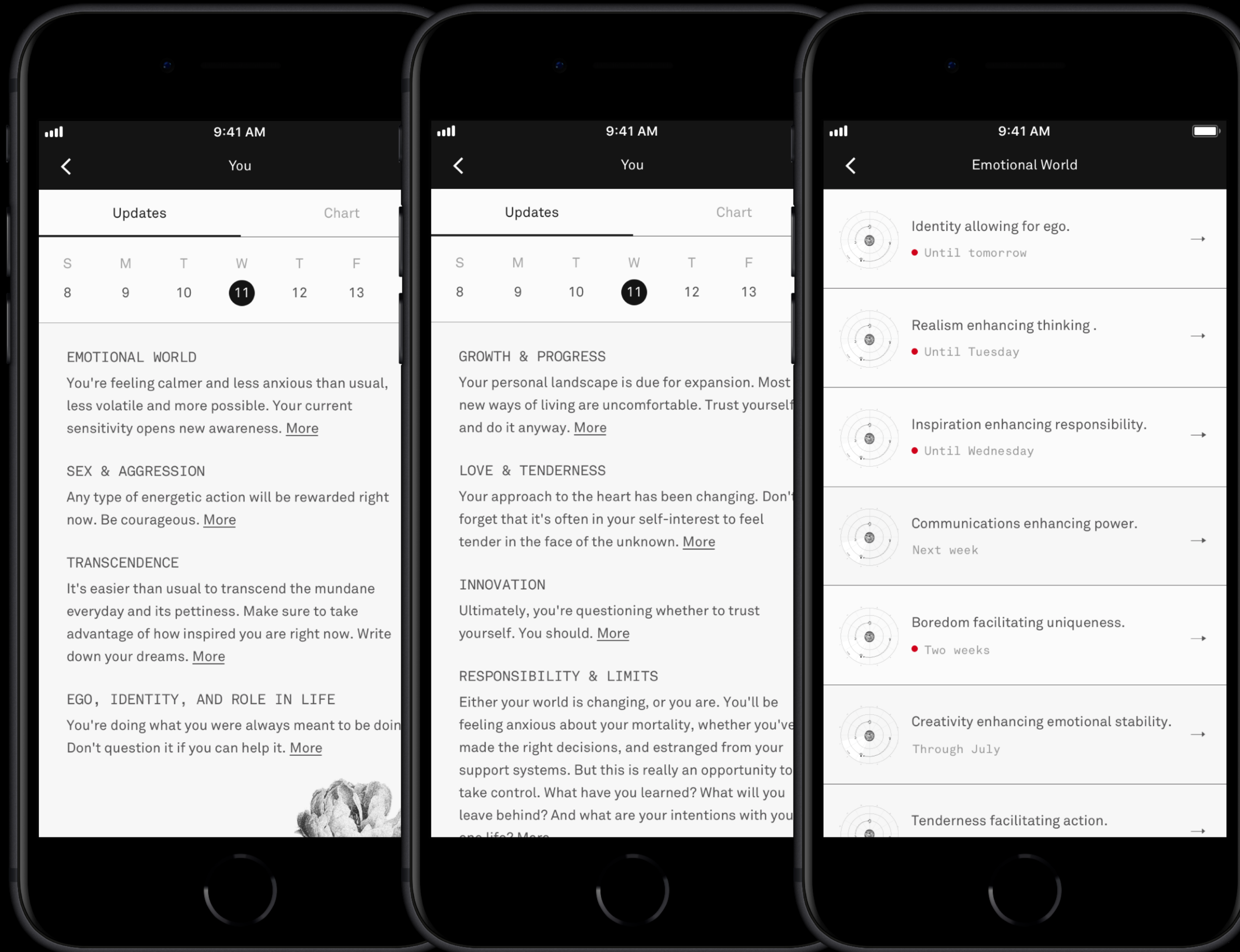
The full universe  
of planetary movements

CO-STAR X DESIGN MATTERS

# THE TRANSITS



# THE TRANSITS

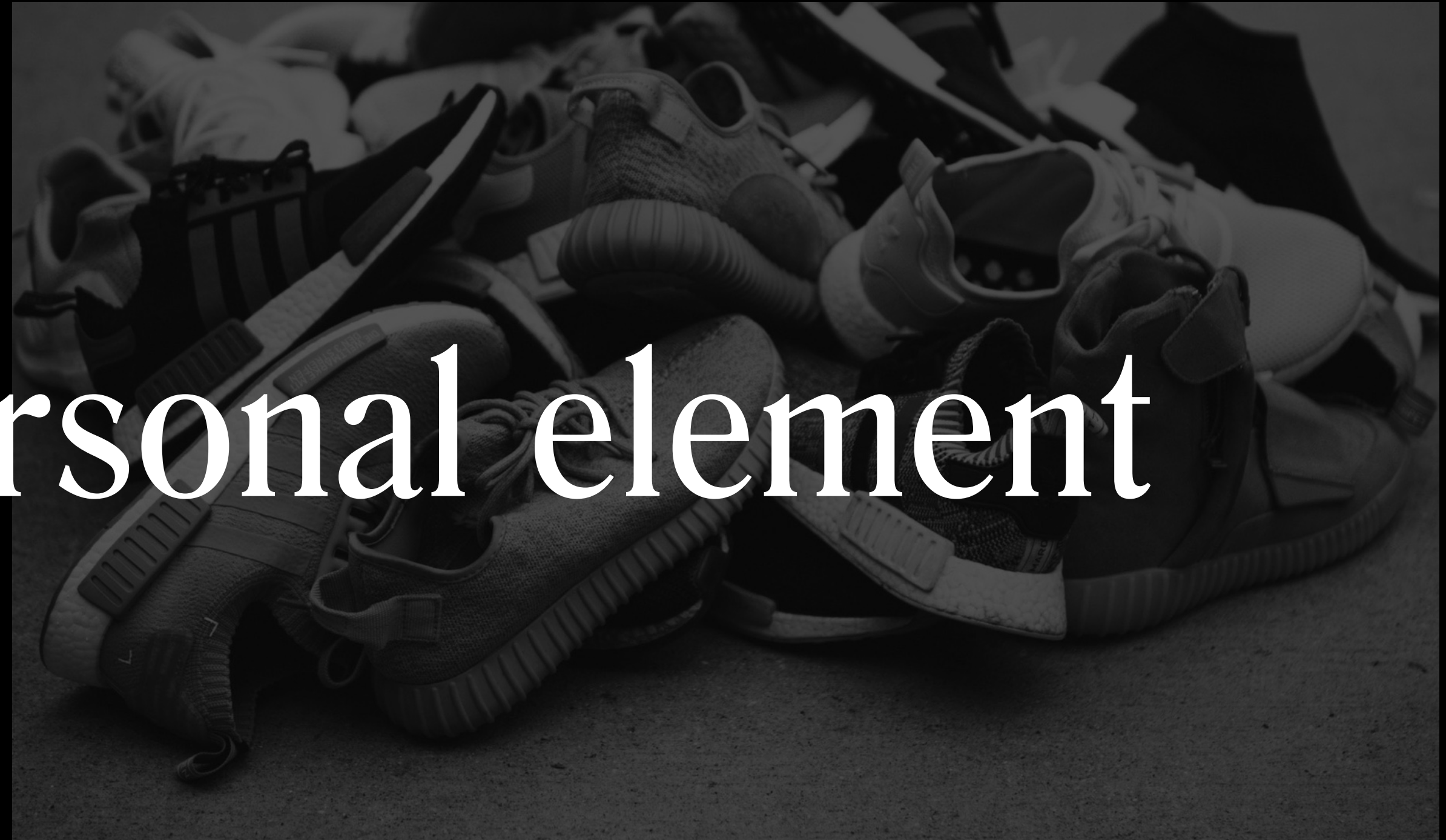




Lots of information,  
lack of direction

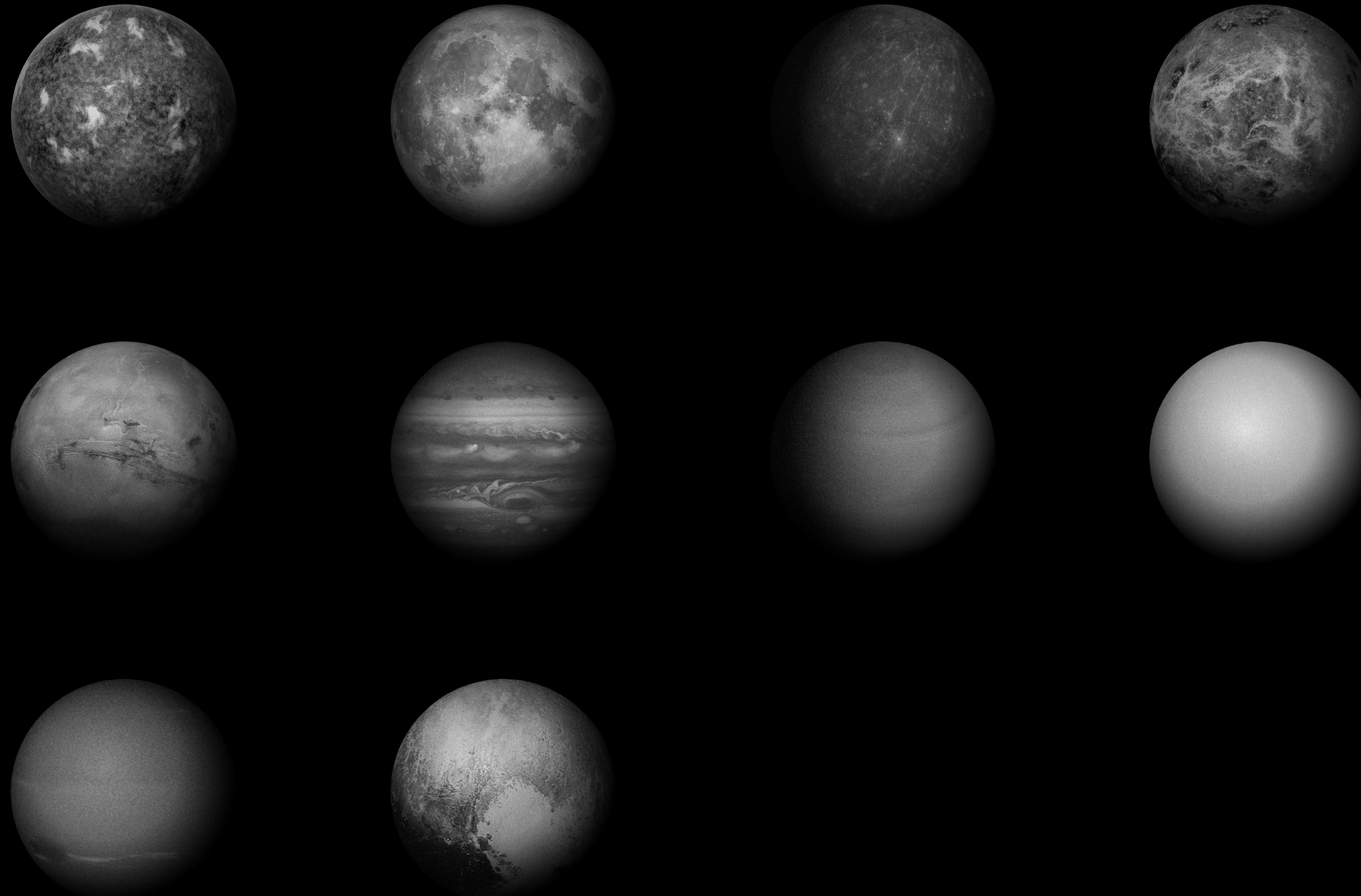
THE TRANSITS

# The personal element



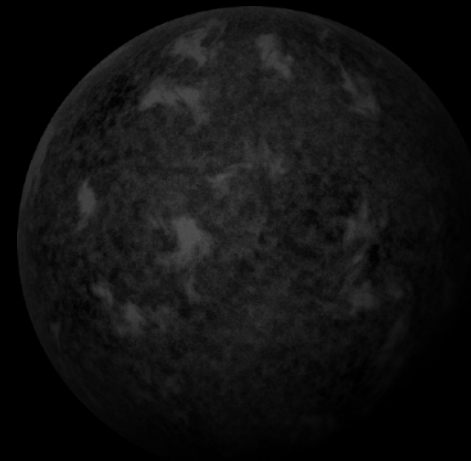
CO-STAR × DESIGN MATTERS

# THE TRANSITS

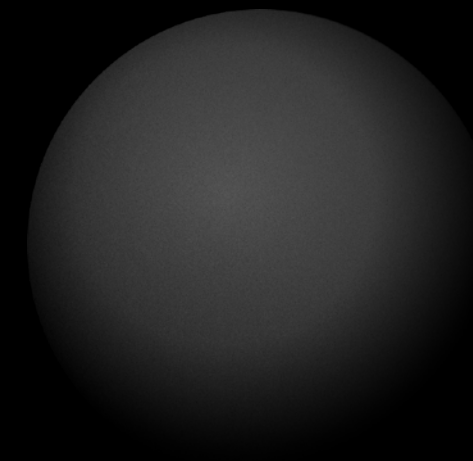
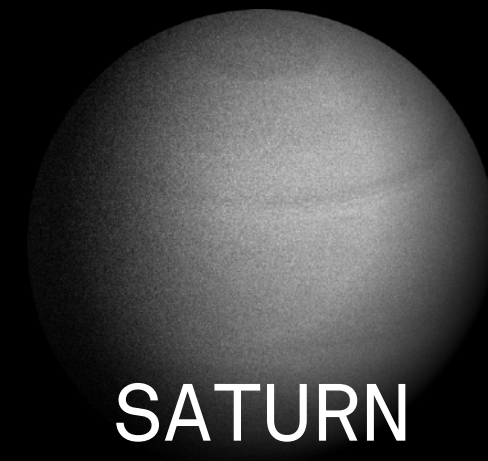
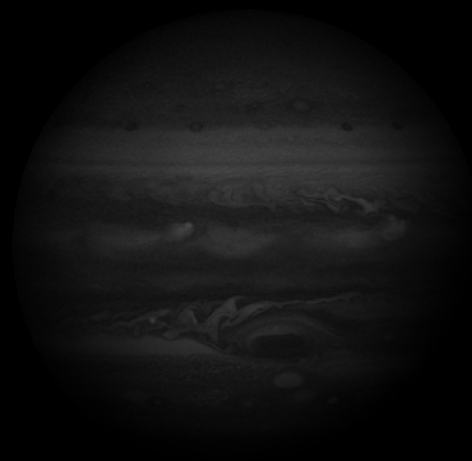
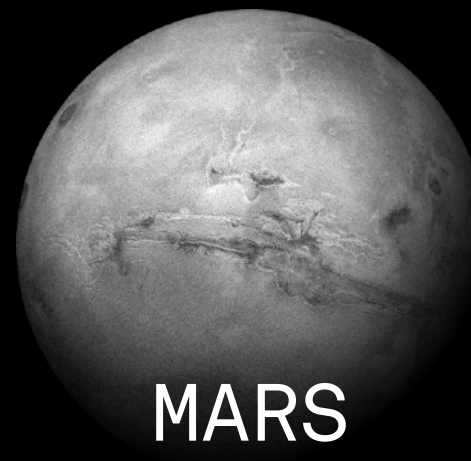


CO-STAR X DESIGN MATTERS

# THE TRANSITS

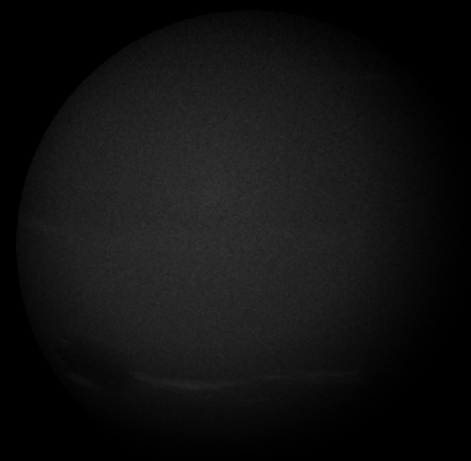


MERCURY  
Thinking,  
communication



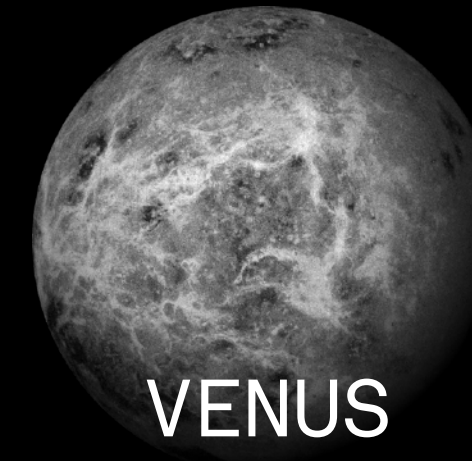
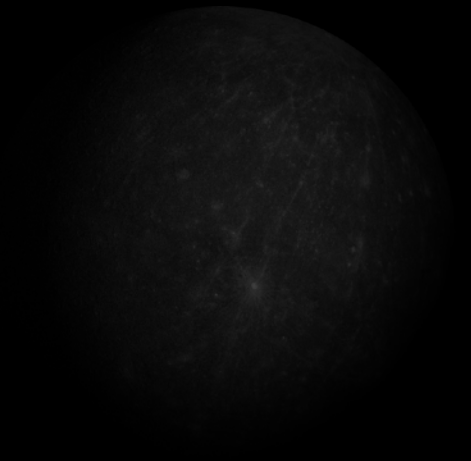
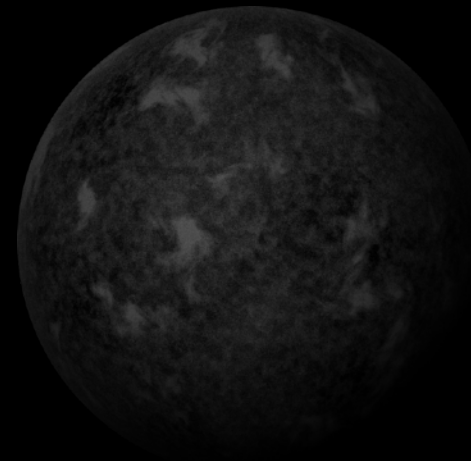
MARS  
Action,  
aggression

SATURN  
Limits,  
responsibilities



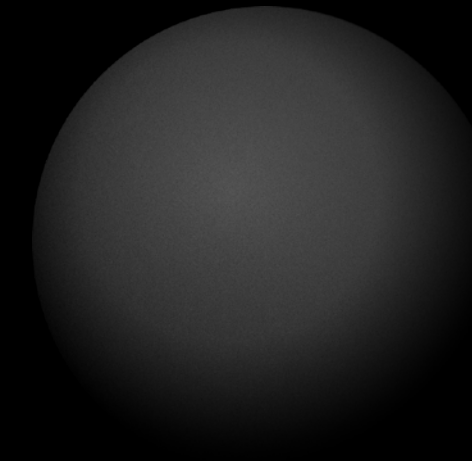
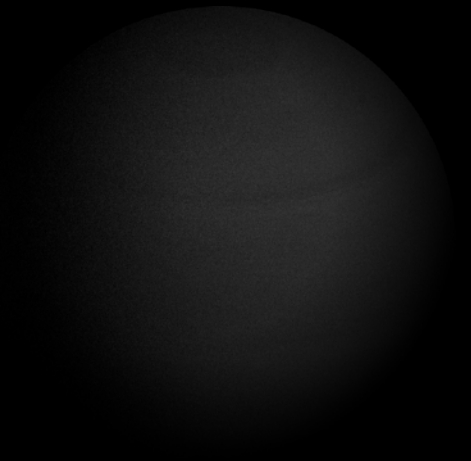
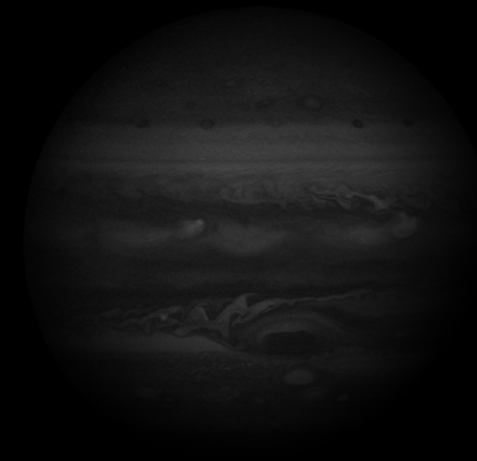
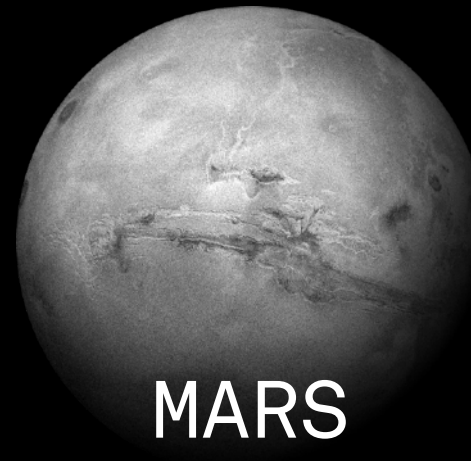


# THE TRANSITS

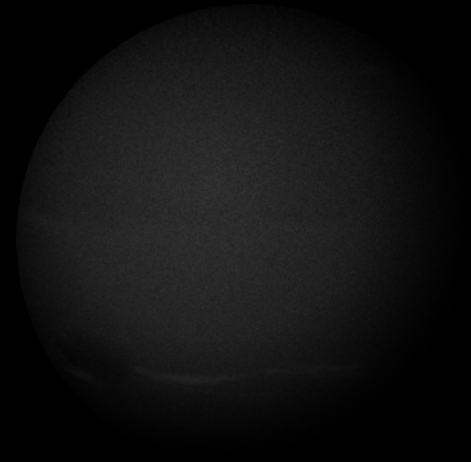


MOON  
Moods,  
emotions

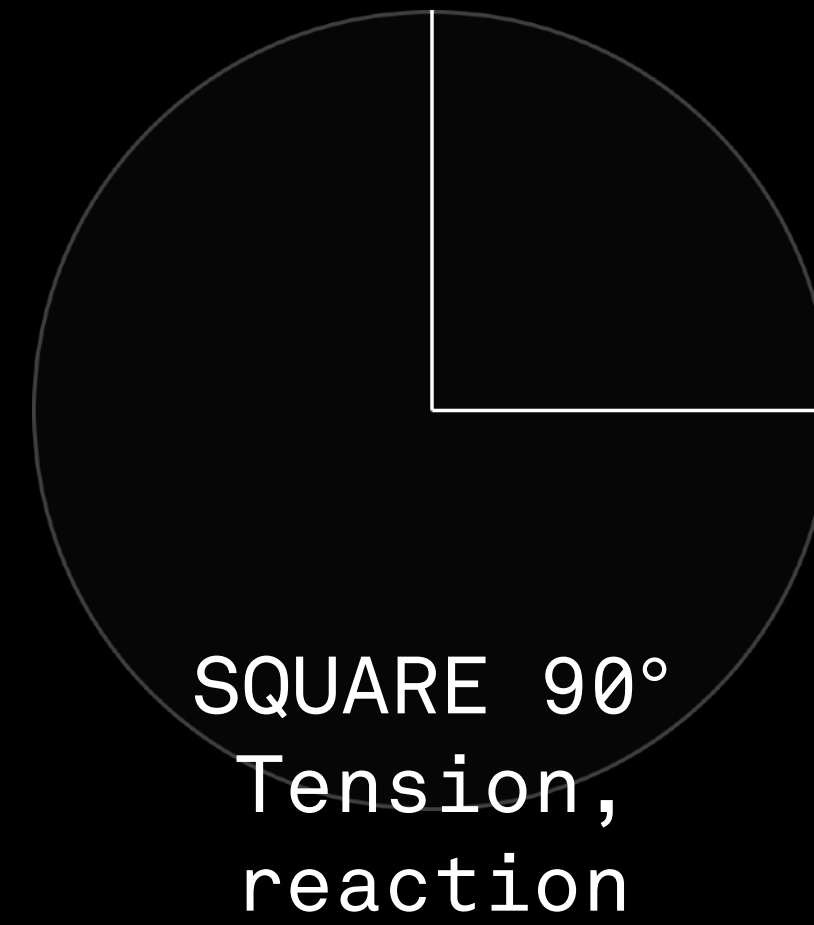
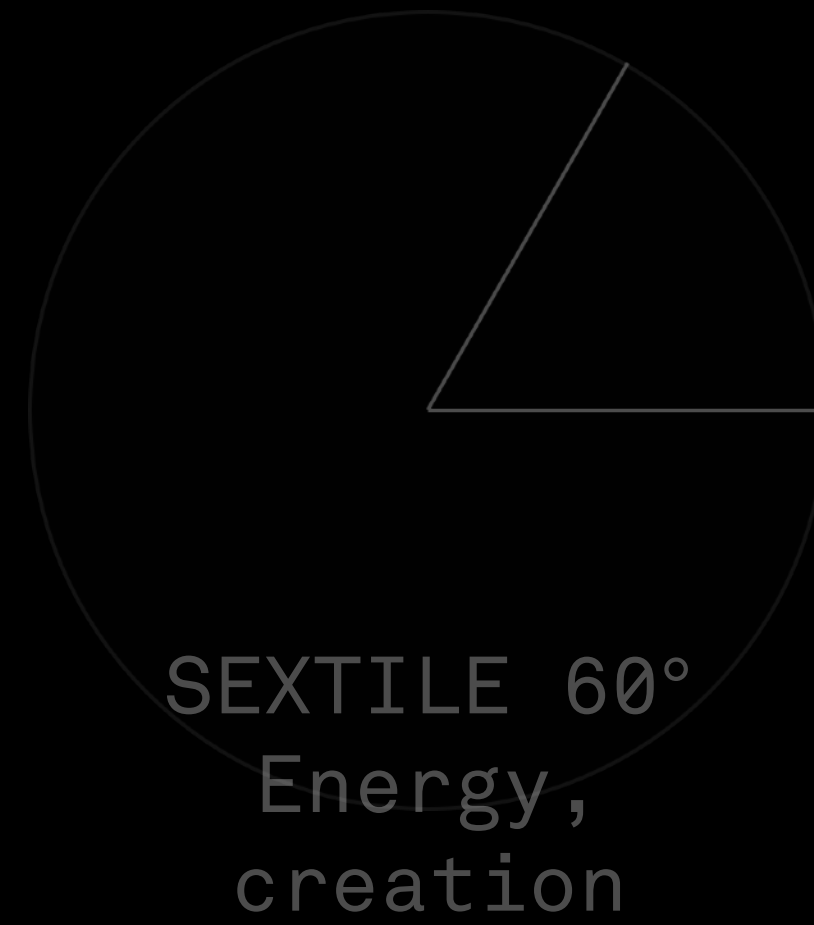
VENUS  
Love,  
affection



MARS  
Action,  
aggression



# THE TRANSITS




THE TRANSITS



# Conciseness with progressive disclosure

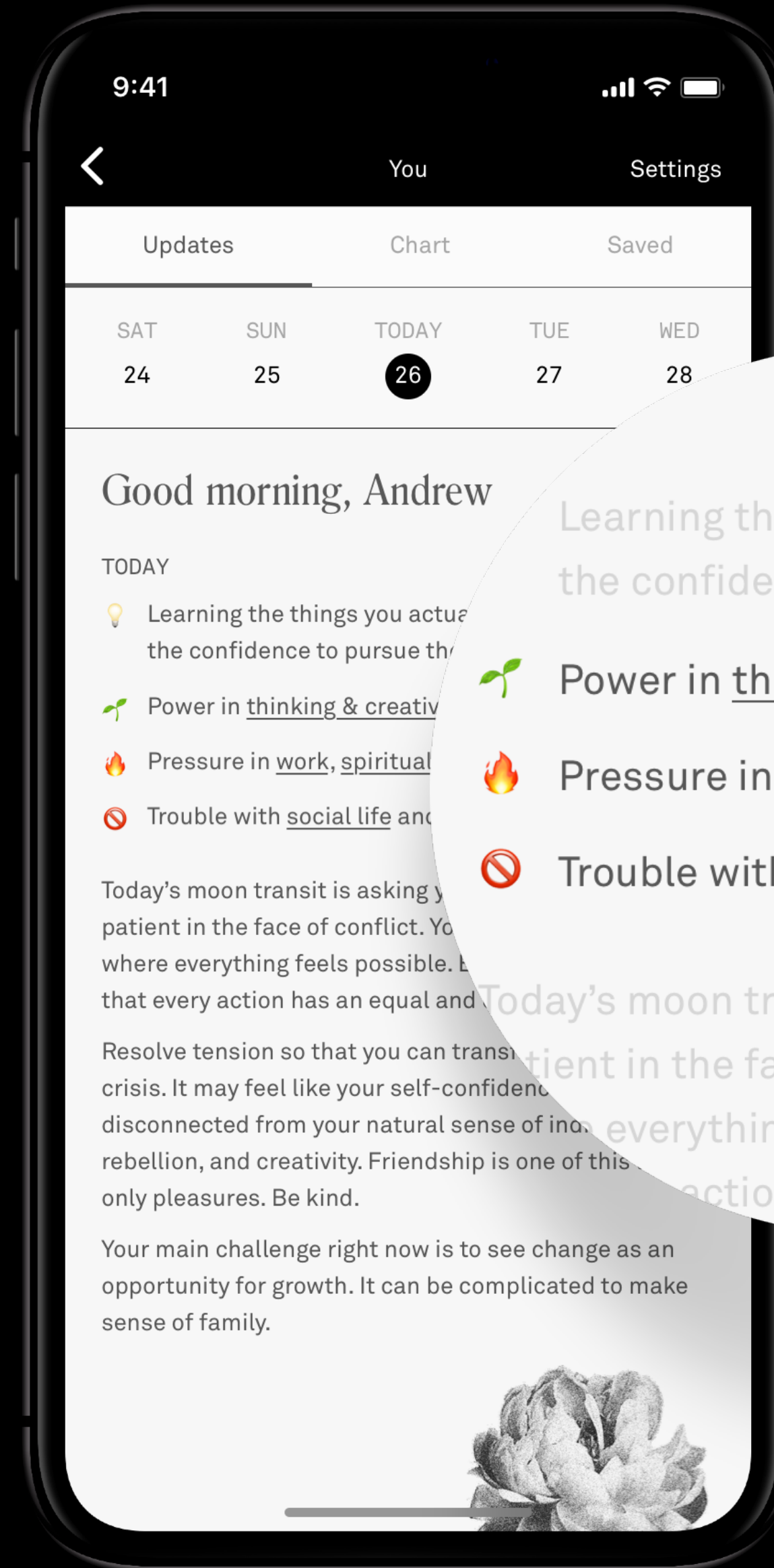
CO-STAR × DESIGN MATTERS



Self  
Social life  
Thinking &  
creativity

Work  
Sex & love  
Spirituality

# THE TRANSITS



# THE TRANSITS

9:41

< You Settings

Updates Chart Saved

SAT	SUN	TODAY	TUE	WED
24	25	26	27	28

## Good morning, Andrew


TODAY

- 💡 Learning the things you actually want will give you the confidence to pursue them.
- 🌱 Power in thinking & creativity
- 🔥 Pressure in work, spirituality, and self
- 🚫 Trouble with social life and sex & love

Today's moon transit is asking you to be brave, yet patient in the face of conflict. You're in the kind of mood where everything feels possible. Enjoy it, but remember that every action has an equal and opposite reaction.

Resolve tension so that you can transform through crisis. It may feel like your self-confidence being disconnected from your natural sense of individuality, rebellion, and creativity. Friendship is one of this life's only pleasures. Be kind.

Your main challenge right now is to see change as an opportunity for growth. It can be complicated to make sense of family.




9:41

< Back Social Life

## Uncharted waters

You typically express yourself with passionate energy. Right now, you may feel more self-protective, making it a critical time to crack open the way you think about the sacred space of your unconscious. Are you sure that your waking life is more real than your dreams?

Similar to [Paris, Ona](#) and 2 others day.



### TRANSITS

IDENTITY TRANSFORMING LOVE LIFE

It's been difficult for you to pay attention to things other than your subconscious. This part of yourself will transform into someth...

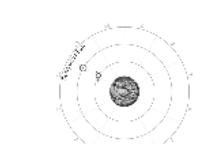
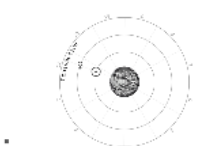
THROUGH THURSDAY

• DETAILS →

COMMUNICATIONS TRANSFORMING EGO

You've been analyzing your subconscious. This part of yourself will transform into something else. You will have to deal with t...

THROUGH THURSDAY



9:41

< Social Life

Feb 23 2019 TO Jun 29 2020

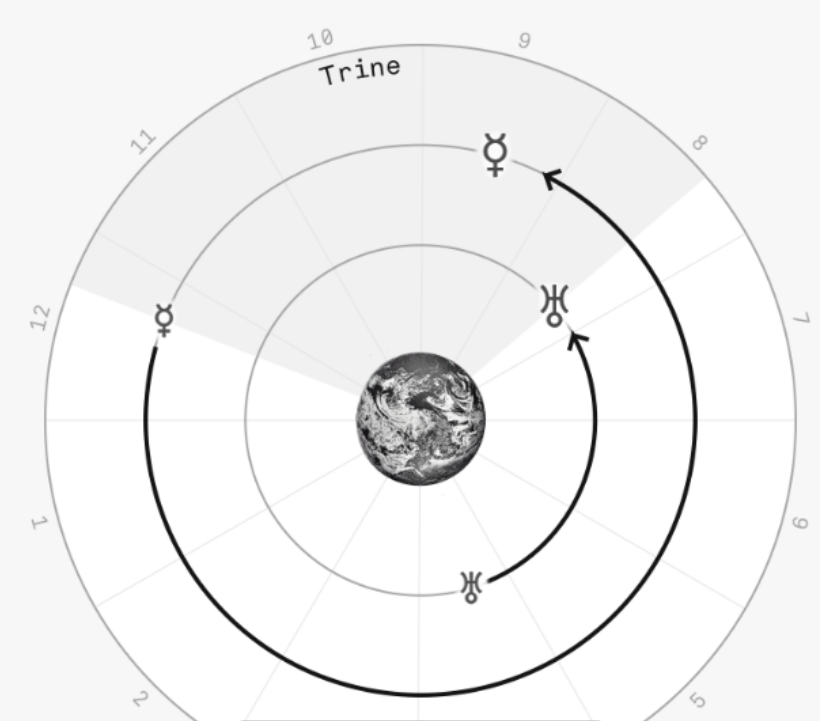
## Creativity facilitating thinking

You might take a risk having to do with the deepest parts of your psyche. You will notice frictionless movement in the way you articulate yourself. Feel out the limits of how you're thinking. At a certain point, risk and bravery no longer exist. At that point, there is only security or disaster, routine or catastrophe, saved or submerged.

This acceleration will see its beginnings in your subconscious in conjunction with deep truths. An impossible velocity will quickly change the ways you've been working through old trauma and psychic habits.

This situation will move incredibly quickly and might leave you breathless. Be ready.

Similar to [Hanna, Paris](#) and 3 others day.



THE TRANSITS



Connect with what  
matters most

CO-STAR X DESIGN MATTERS

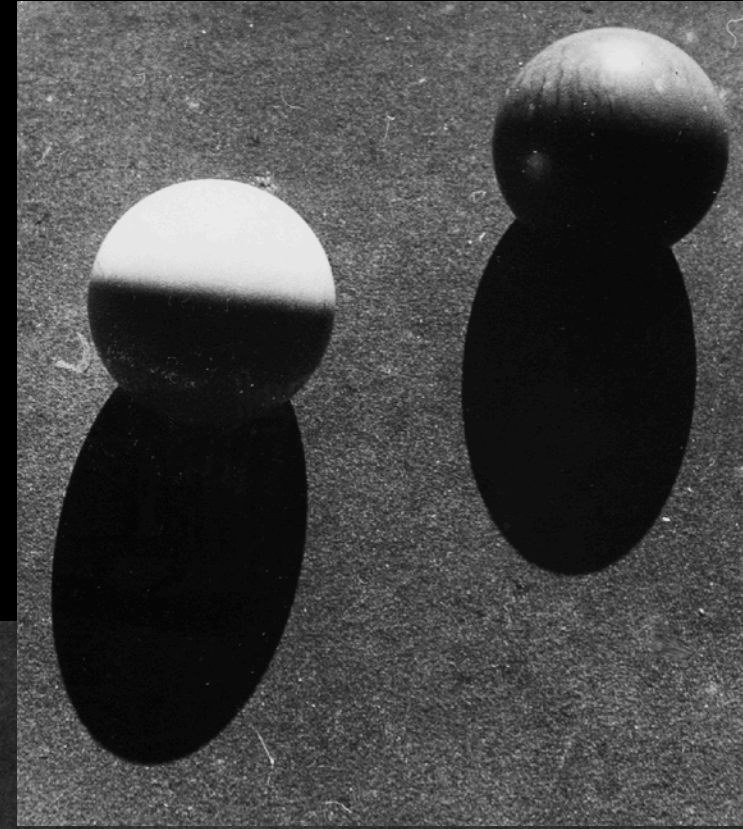
*A crucial visual language.*



# THE VISUALS



THE VISUALS



THE VISUALS



# The ~~easy~~ complicated human experience

CO-STAR X DESIGN MATTERS

THE VISUALS



# Growth through challenges

CO-STAR X DESIGN MATTERS

THE VISUALS

Visual

Product

Interaction

Experience

CO-STAR X DESIGN MATTERS



Why does it all matter?

WHY IT MATTERS



A different mode  
for social

CO-STAR × DESIGN MATTERS

WHY IT MATTERS

# Insights from users



CO-STAR × DESIGN MATTERS



WHY IT MATTERS

A black and white photograph of a group of people sitting around a campfire at night. The fire is the central light source, illuminating the people's faces and the surrounding area. The people are dressed in outdoor gear, and the background shows a dark forest with some light filtering through the trees.

# Fundamental, deep human connection

CO-STAR × DESIGN MATTERS

The feeling of being seen.

REAL SOCIAL SUPPORT

~~Not like this~~



CO-STAR X DESIGN MATTERS

REAL SOCIAL SUPPORT



# Real conversations, real interactions

CO-STAR × DESIGN MATTERS

“She read my chart and we talked about how Capricorn really applies to me, because I focus my self worth a lot on career choices.”

“It felt good to be told I’m such a Libra, because I do care a lot about aesthetics and I pride myself on that.”

REAL SOCIAL SUPPORT

Help each other  
through a hard time



CO-STAR X DESIGN MATTERS

“If I read Co–Star and it relates to a situation she’s in or dealing with, or something that gives her clarity or direction, I’ll send it to her.”



REAL SOCIAL SUPPORT



See and feel seen

CO-STAR X DESIGN MATTERS

*A shortcut to intimacy.*

REAL CONNECTIONS

# Honesty and vulnerability

A black and white photograph of two seashells on a sandy beach. The shells are positioned to the right of the main text, with one shell slightly behind and to the right of the other. The lighting creates soft shadows on the sand.

CO-STAR × DESIGN MATTERS

REAL CONNECTIONS

~~Curated  
personal  
brands~~

Open and  
meaningful  
relationships

CO-STAR X DESIGN MATTERS

“It’s an icebreaker, and a fun bonding moment. I like comparing our signs because it gets their guard down.”

“I’m all about team dynamics so I ask about signs a lot. It’s a fun way to talk about strengths and challenges and understand each other.”

REAL CONNECTIONS



# A common language

CO-STAR × DESIGN MATTERS

REAL CONNECTIONS



30 years

CO-STAR × DESIGN MATTERS



REAL CONNECTIONS



*A way to identify  
and express*

CO-STAR × DESIGN MATTERS

Real community  
and belonging.

REAL COMMUNITY

~~Behind the  
digital filter~~

Face to face  
in real life



CO-STAR X DESIGN MATTERS

“Most of them hadn’t calculated their chart, so they got Co–Star. We ended up going around, comparing each other’s and talking about it.”

“We get together in the living room and do a dramatic reading, what the week or month is going to be like. I like it because we talk about what’s going on in our lives.”

Design the digital tools  
that enrich our lives





Tech got us here.  
Let's design our way out.