Business Requirements Document

OVERVIEW	KULTURO IS A MOBILE APP CONCEPT AIMED AT HELPING YOUNG PEOPLE (16–30) BREAK FREE FROM PASSIVE SOCIAL MEDIA HABITS AND REDISCOVER CULTURAL CONTENT SUCH AS BOOKS, FILMS, AND MUSIC. THE APP INTRODUCES GAMIFIED CHALLENGES, PERSONALIZED DASHBOARDS, AND SMART NUDGES TO ENCOURAGE MINDFUL DIGITAL BEHAVIOR AND FOSTER CULTURAL CURIOSITY. THE CONCEPT ENCOURAGES USERS TO REDISCOVER CULTURE IN A PLAYFUL, PERSONALIZED, AND LOW-PRESSURE WAY.
PROBLEM	MANY YOUNG USERS ARE STUCK IN ALGORITHM-DRIVEN CONTENT LOOPS THAT DISCOURAGE CURIOSITY AND BROADENED PERSPECTIVES. TRADITIONAL CULTURAL ENGAGEMENT (BOOKS, MUSEUM, FILMS, WORLD MUSIC) IS BEING REPLACED BY BITE-SIZED, REPETITIVE CONTENT THAT DOES NOT STIMULATE INTELLECTUAL GROWTH OR LONG-TERM ATTENTION.
TARGET	PRIMARY USERS ARE YOUNG ADULTS BETWEEN 16 AND 30 YEARS OLD, HEAVY SOCIAL MEDIA USERS BUT OFTEN OVERWHELMED BY THE ENDLESS STREAM OF SOCIAL MEDIA CONTENT. THEY SEEK MEANINGFUL EXPERIENCES, BUT STRUGGLE WITH EXCESSIVE SCREEN TIME AND LACK OF MOTIVATION TO EXPLORE CULTURAL CONTENT.
OBJECTIVES	• ENCOURAGE CULTURAL DISCOVERY • REDUCE PASSIVE SOCIAL MEDIA USAGE
SOLUTION	KULTURO IS A MOBILE APP CONCEPT AIMED AT HELPING YOUNG PEOPLE (16–30) BREAK FREE FROM PASSIVE SOCIAL MEDIA HABITS AND REDISCOVER CULTURAL CONTENT SUCH AS BOOKS, FILMS, AND MUSIC. THE APP INTRODUCES GAMIFIED CHALLENGES, PERSONALIZED DASHBOARDS, AND SMART NUDGES TO ENCOURAGE MINDFUL DIGITAL BEHAVIOR AND FOSTER CULTURAL CURIOSITY. THE CONCEPT ENCOURAGES USERS TO REDISCOVER CULTURE IN A PLAYFUL, PERSONALIZED, AND LOW-PRESSURE WAY.

FUNCTIONAL REQUIREMENTS	THIS SECTION OUTLINES THE CORE FUNCTIONALITIES THE APP MUST SUPPORT TO FULFILL ITS PURPOSE. THESE INCLUDE : • PERSONALIZED CULTURAL CONTENT RECOMMENDATIONS (BOOKS, FILMS, MUSIC) • USER ONBOARDING AND PROFILE CREATION • GAMIFIED DAILY CHALLENGES • PROGRESS TRACKING DASHBOARD • CULTURAL DISCOVERY FEED (SCROLLABLE CONTENT, STORIES, QUIZZES) • SCREEN TIME AWARENESS PROMPTS AND NUDGES • BOOKMARKING AND CONTENT SAVING • SOCIAL FEATURES : SHARING DISCOVERIES, INVITING FRIENDS • NOTIFICATION SYSTEM FOR REMINDERS AND CHALLENGE UPDATES USER STORIES AND USE CASES WILL BE DETAILED.
NON-FUNCTIONAL REQUIREMENTS	THESE DESCRIBE THE QUALITY ATTRIBUTES OF THE SYSTEM : • **PERFORMANCE** : APP SHOULD LOAD IN UNDER 3 SECONDS AND FUNCTION SMOOTHLY ACROSS SUPPORTED DEVICES. • **SECURITY** : USER DATA MUST BE SECURELY STORED AND GDPR-COMPLIANT. • **USABILITY** : INTUITIVE UI/UX DESIGNED FOR USERS AGED 16–30, WITH ACCESSIBILITY CONSIDERATIONS. • **COMPATIBILITY** : RESPONSIVE ACROSS IOS AND ANDROID PLATFORMS. • **SCALABILITY** : CAPABLE OF SUPPORTING USER GROWTH OVER TIME WITHOUT DEGRADATION. • **RELIABILITY** : SYSTEM UPTIME SHOULD TARGET 99.5%+.
KPIS & METRICS	• DAILY ACTIVE USERS • CHALLENGE COMPLETION RATES • AVERAGE SCREEN TIME REDUCTION • CONTENT DIVERSITY ENGAGEMENT • RETENTION RATE (WEEKLY) • NET PROMOTER SCORE (NPS)
TIMELINE	• **1ST QUARTER** : PROBLEM DEFINITION & RESEARCH • **2ND QUARTER** : DATA ANALYSIS • **3RD QUARTER** : BUSINESS ANALYSIS & STRATEGY • **4TH QUARTER** : FINAL DELIVERABLES