Project Brief Deck.

A CONCISE AND STRUCTURED PRESENTATION OF THE PROJECT'S FOUNDATION

PRESENTED BY

RANA ALSATTARI & YNESS KHOUADER

Table of Contents.

Our Team.

A COLLABORATIVE DUO

Rana ALSATTARI

DATA ANALYST & DATA
VISUALIZATION SPECIALIST

Yness KHOUADER

BUSINESS ANALYST &
PROJECT LEADER

Context.

BROADER CULTURAL AND DIGITAL

LANDSCAPE

IN TODAY'S HYPERCONNECTED WORLD, YOUNG PEOPLE (AGES 16–30) SPEND A SIGNIFICANT AMOUNT OF TIME ON SOCIAL MEDIA PLATFORMS.

WHILE THESE PLATFORMS OFFER ENTERTAINMENT AND CONNECTION, THEY OFTEN LIMIT EXPOSURE TO DIVERSE CULTURAL EXPERIENCES SUCH AS READING, MUSIC APPRECIATION, OR CINEMA.

AS DIGITAL CONSUMPTION INCREASES, MEANINGFUL CULTURAL EXPLORATION IS IN DECLINE.

Problem.

CORE ISSUE FACED BY THE TARGET

AUDIENCE

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.

KEY DETAILS

YOUNG ADULTS AGED 16–30

HEAVY SOCIAL MEDIA USERS WITH LOW TO MODERATE CULTURAL ENGAGEMENT

CURIOUS, OPEN-MINDED INDIVIDUALS WHO SEEK PERSONAL GROWTH

STUDENTS, YOUNG PROFESSIONALS, OR CASUAL LEARNERS

Target Audience.

PRIMARY USER GROUP THE SOLUTION IS

BUILT FOR

Project Objectives.

SPECIFIC OUTCOMES THE PROJECT AIMS TO ACHIEVE

S **SPECIFIC** : MOTIVATE USERS TO EXPLORE DIVERSE CULTURAL CONTENT (BOOKS, FILMS, PODCASTS, MUSIC) BASED ON THEIR INTERESTS.

M **MEASURABLE** : ACHIEVE A 30% INCREASE IN THE NUMBER OF CULTURAL ITEMS CONSUMED WEEKLY BY ACTIVE USERS.

A **ACHIEVABLE** : THROUGH PERSONALIZED RECOMMENDATIONS, CULTURAL CHALLENGES, AND AN ENGAGING MOBILE INTERFACE.

R **RELEVANT** : ALIGNS WITH THE CORE MISSION OF THE APP — BROADENING CULTURAL EXPOSURE AND REDUCING SCREEN TIME WASTE.

T **TIME-BOUND** : TO BE ASSESSED 30 DAYS AFTER USER ONBOARDING.

GOAL #1 : ENCOURAGE CULTURAL DISCOVERY

Project Objectives.

SPECIFIC OUTCOMES THE PROJECT AIMS TO ACHIEVE

S **SPECIFIC** : HELP USERS AGED 16–30 REDUCE TIME SPENT ON PASSIVE SCROLLING (TIKTOK, INSTAGRAM).

M **MEASURABLE** : LOWER AVERAGE DAILY SCREEN TIME ON SOCIAL MEDIA BY AT LEAST 20%.

A **ACHIEVABLE** : USING NUDGES, SMART REMINDERS, DAILY USAGE GOALS, AND ALTERNATIVE CONTENT SUGGESTIONS.

R **RELEVANT** : TIED TO THE INITIAL PROBLEM HYPOTHESIS REGARDING SCREEN TIME AND WELL-BEING.

T **TIME-BOUND** : PROGRESS TRACKED AT WEEK 4 AND WEEK 8.

GOAL #2 : REDUCE PASSIVE SOCIAL MEDIA USAGE

Proposed Solution.

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.

Responsibilities.

BREAKS DOWN WHO WILL CARRY OUT WHICH TASKS

Rana ALSATTARI

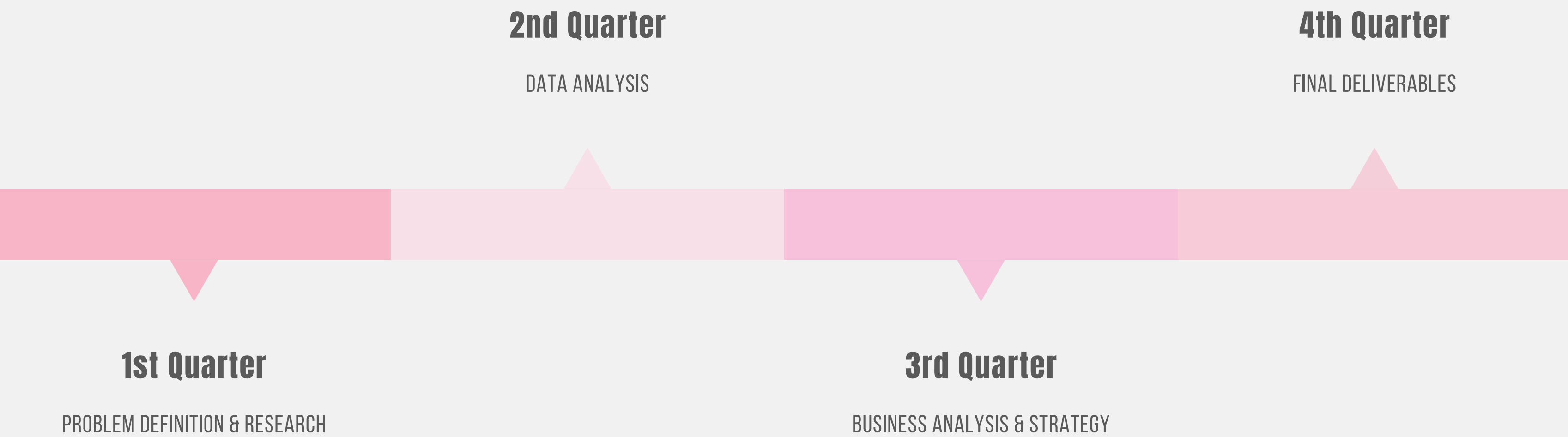DATA SOURCING, CLEANING,
ANALYSIS & BEHAVIORAL
INSIGHTS

Yness KHOUADER

PROBLEM FRAMING,
PERSONAS, FEATURES, KPIS,
DOCUMENTATION & PROJECT
MANAGEMENT

Timeline.

A CHRONOLOGICAL OVERVIEW OF PROJECT PHASES

2nd Quarter

DATA ANALYSIS

4th Quarter

FINAL DELIVERABLES

1st Quarter

PROBLEM DEFINITION & RESEARCH

3rd Quarter

BUSINESS ANALYSIS & STRATEGY

Expected deliverables.

A CHRONOLOGICAL OVERVIEW OF PROJECT PHASES

Resource Page.