Project Brief Deck.

A CONCISE AND STRUCTURED PRESENTATION OF THE PROJECT'S FOUNDATION

PRESENTED BY

RANA ALSATTARI & YNESS KHOUADER

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Our Team.

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

Empathy Map.

KULTURO TARGET USER

PAINS

WASTING TIME WITHOUT REALIZING IT
DIFFICULTY STOPPING ONCE THEY START SCROLLING
LACK OF MEANINGFUL ENGAGEMENT
PHYSICAL FATIGUE, BAD SLEEP, AND STRESS FROM SCREENS
DISTRACTION AND LOSS OF FOCUS

GAINS

DISCOVERING SOMETHING NEW AND INSPIRING
FEELING MORE FOCUSED AND IN CONTROL
DEVELOPING BETTER DIGITAL HABITS
BUILDING KNOWLEDGE AND CULTURAL CURIOSITY
ENJOYING TIME OFFLINE AND FEELING REWARDED

THINKS

"MY SCREEN TIME COULD BE USED FOR
SOMETHING BETTER."
"I WANT TO BE MORE PRODUCTIVE OR LEARN
SOMETHING."
"THERE MUST BE A WAY TO DISCOVER CULTURAL
STUFF EASILY."
"I WISH I HAD A HEALTHIER ROUTINE WITH MY
PHONE."
"CULTURAL CONTENT SOUNDS INTERESTING, BUT I
DON'T KNOW WHERE TO START."
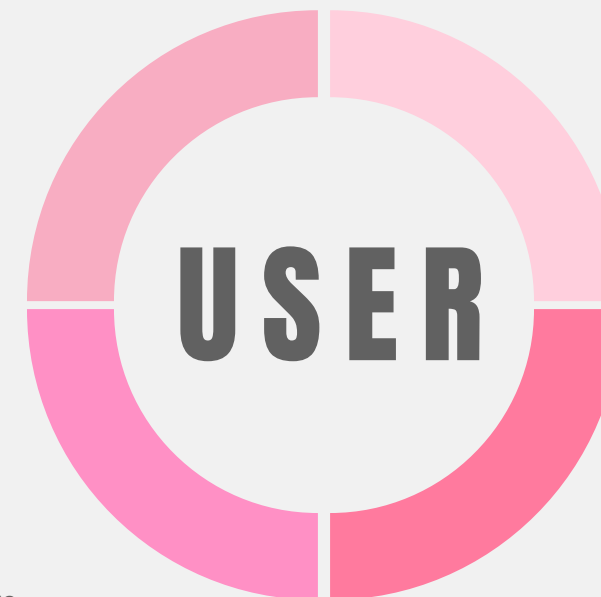
SAYS

"I WASTE TOO MUCH TIME SCROLLING."
"I GET DISTRACTED AND END UP WASTING TIME."
"CONTENT ISN'T MEANINGFUL OR WORTH MY TIME."
"I'D LIKE TO LEARN OR DISCOVER SOMETHING NEW."
"IT'S HARD TO STOP SCROLLING ONCE I START."
"I WOULD LOVE PERSONALIZED
RECOMMENDATIONS."

USER

FEELS

"MY SCREEN TIME COULD BE USED FOR SOMETHING
BETTER."
"I WANT TO BE MORE PRODUCTIVE OR LEARN
SOMETHING."
"THERE MUST BE A WAY TO DISCOVER CULTURAL
STUFF EASILY."
"I WISH I HAD A HEALTHIER ROUTINE WITH MY
PHONE."
"CULTURAL CONTENT SOUNDS INTERESTING, BUT I
DON'T KNOW WHERE TO START."

DOES

SCROLLS SOCIAL MEDIA UNCONSCIOUSLY AND
FREQUENTLY.
OCCASIONALLY EXPLORES BOOKS, MUSIC, OR
DOCUMENTARIES.
USES PLATFORMS LIKE SPOTIFY, INSTAGRAM,
YOUTUBE.
RARELY PLANS CULTURAL DISCOVERY — IT'S
SPONTANEOUS OR ACCIDENTAL.
ENGAGES MORE WHEN CONTENT IS SHORT,
VISUAL, OR GAMIFIED.

PROFILE

AGE
16–30 Y.O.

CURRENT STATUS
STUDENT / WORKING PROFESSIONAL

PERSONALITY TRAITS
CURIOUS, EASILY DISTRACTED, OPEN-MINDED, SOCIAL

LIFESTYLE & BEHAVIOR
SPENDS 4–6+ HOURS / DAY ON PHONE
FEELS GUILTY ABOUT WASTING TIME ONLINE BUT STRUGGLES TO STOP
GET EASILY DISTRACTED
BAD SLEEPING HABITS
LOVES BEING PART OF A COMMUNITY, SHARE WITH FRIENDS, COMPETITION & REWARDS

GOALS
PERSONAL GROWTH
BETTER SLEEP & HEALTH
INSPIRATION / LEARNING
SOCIAL RECOGNITION / GAMIFICATION
USE EFFICIENTLY TIME

User Persona.

MEET OUR USER

PAIN POINTS
LAZINESS
NO MOTIVATION
DOESN'T KNOW WHERE TO START
FINDS CULTURAL APPS TOO BORING
NO SINGLE APP CONNECTS ALL TYPES OF CULTURAL CONTENT

HOW KULTURO HELPS
GIVES PERSONALIZED RECOMMENDATIONS
OFFERS FUN, GAMIFIED DAILY CHALLENGES WITH FRIENDS TO EXPLORE CULTURE, REWARDS
PROVIDES DASHBOARDS AND NUDGES TO TRACK PROGRESS
OFFLINE CONTENT / GAMES
DISCUSSION FORUMS TO SHARE EXPERIENCES

User Persona.

MEET OUR USER

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.

OUR COMPETITORS

GOODREADS

- **PURPOSE** : BOOK TRACKING AND REVIEWS.
- **KEY FEATURES** : ADD BOOKS, TRACK READING PROGRESS, WRITE REVIEWS, JOIN READING CHALLENGES.
- **PROS** : STRONG COMMUNITY, MASSIVE DATABASE, PERSONALIZED RECOMMENDATIONS.
- **CONS** : FOCUSED ONLY ON BOOKS, OUTDATED INTERFACE, LIMITED CULTURAL SCOPE.

LETTERBOXD

- **PURPOSE** : SOCIAL PLATFORM FOR FILM LOVERS.
- **KEY FEATURES** : LOG MOVIES, CREATE WATCHLISTS, POST REVIEWS, FOLLOW USERS.
- **PROS** : VISUALLY APPEALING, GREAT FOR FILM TRACKING AND DISCOVERY.
- **CONS** : FOCUSES ONLY ON FILMS, LACKS EDUCATIONAL OR GUIDED EXPLORATION.

SPOTIFY

- **PURPOSE** : AUDIO STREAMING PLATFORM.
- **KEY FEATURES** : PERSONALIZED PLAYLISTS, PODCAST DISCOVERY, LISTENING STATS.
- **PROS** : ADVANCED RECOMMENDATION SYSTEM, HUGE CONTENT LIBRARY.
- **CONS** : PASSIVE CONSUMPTION, LIMITED CONTEXTUAL LEARNING OR CULTURAL FRAMING.

Competitive Analysis.

UNDERSTANDING HOW OUR COMPETITORS WORK

Competitive Analysis.

UNDERSTANDING HOW OUR COMPETITORS WORK

USER ENGAGEMENT

KULTURO

GOODREADS

LETTERBOXD

SPOTIFY

CONTENT DIVERSITY
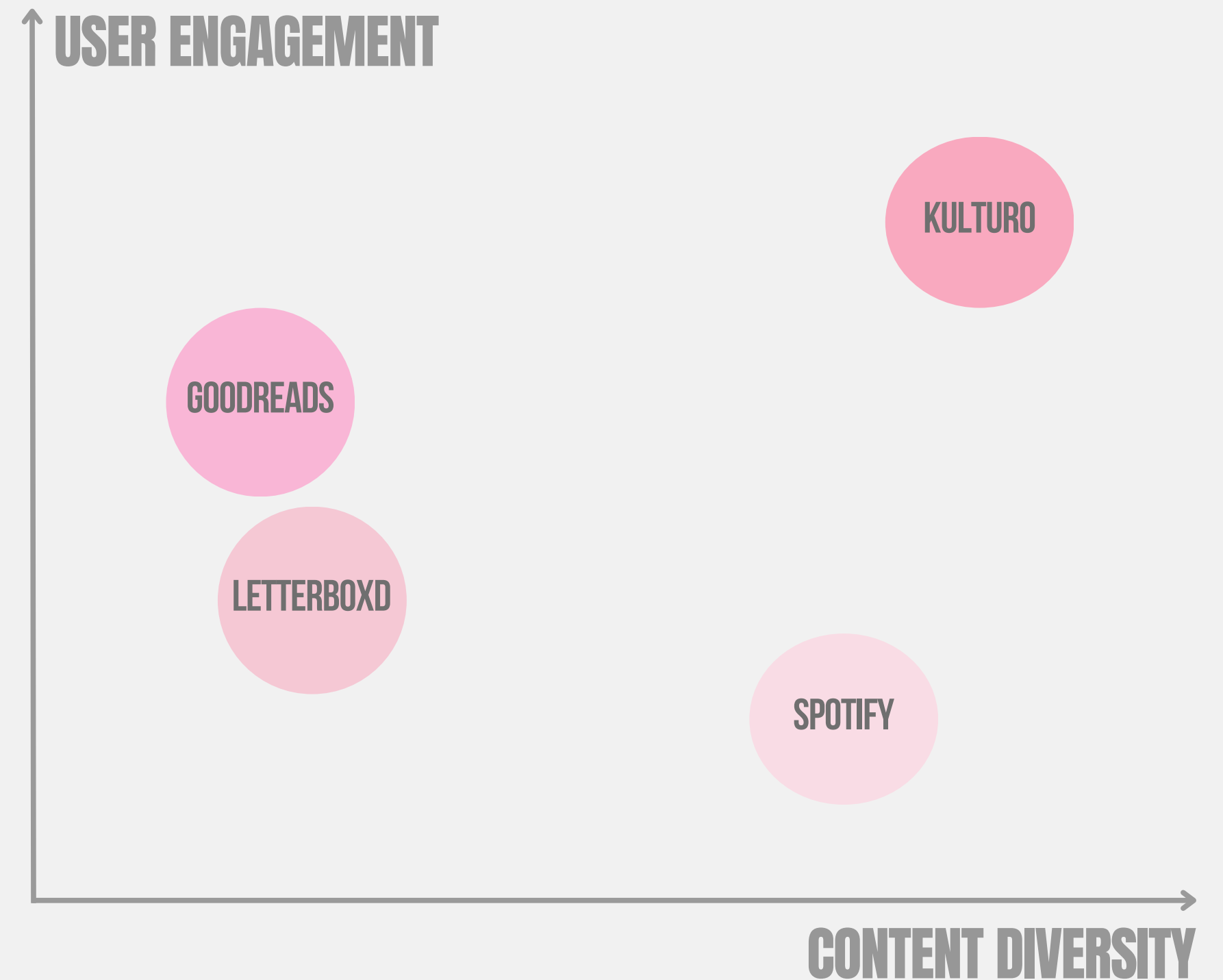
Responsibilities.

BREAKS DOWN WHO WILL CARRY OUT WHICH TASKS

Rana ALSATTARI

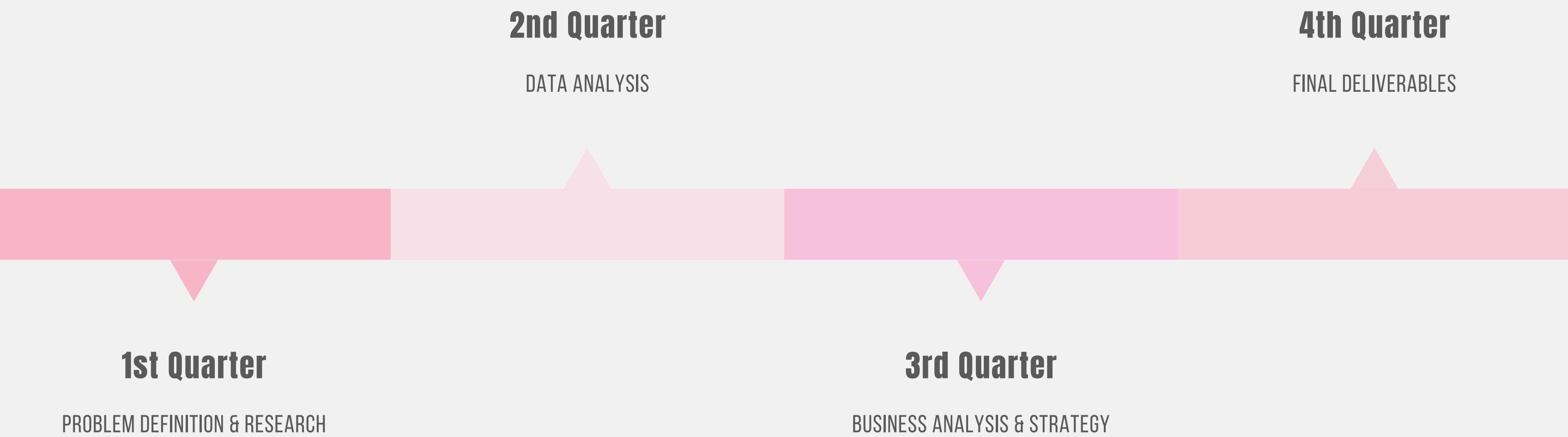DATA SOURCING, CLEANING, ANALYSIS & BEHAVIORAL INSIGHTS

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.