

## 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

# User Persona

MEET OUR USER

## PROFILE

### 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