

Insight Summary.

BARRIERS & MOTIVATIONS

Barriers (Pain Points)

FEELING OF WASTING TIME

LOW ATTENTION & SCREEN
FATIGUE

LACK OF STRUCTURED
CULTURAL CONTENT

OVERUSE OF PASSIVE
SCROLLING APPS



Motivations (What Drives Users)

DESIRE FOR PERSONAL GROWTH

PREFERENCE FOR AUDIO FORMATS

MOTIVATION THROUGH SHORT-TERM CHALLENGES

INTEREST IN MICRO-LEARNING AND DISCOVERY