

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

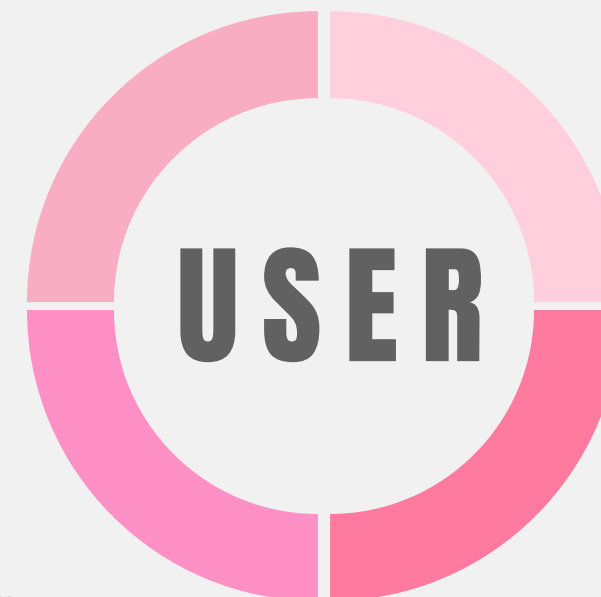
DISCOVERING SOMETHING NEW AND INSPIRING
FEELING MORE FOCUSED AND IN CONTROL
DEVELOPING BETTER DIGITAL HABITS
BUILDING KNOWLEDGE AND CULTURAL CURIOSITY
ENJOYING TIME OFFLINE AND FEELING REWARDED

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."

FEELS

"MY SCREEN TIME COULD BE USED FOR SOMETHING BETTER."
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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."

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.