

INSTAGRAM

- Low-threshold entry
- Habitual checking
- Micro-moment use (commute, waiting, bed-based scrolling)
- Affective orientation
- Mood modulation
- Social connection
- Variable emotional trajectory
- Uplift > ambivalence > guilt/self-critique

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Comfort seeking
Mood Regulation

BANKING APP

- Event-linked entry
- Task-driven opening
- Bounded sessions (payments, verification, end-of-day review)
- Instrumental orientation
- Verification & control
- Planning & constraint
- Narrow emotional range
- Anxiety > relief
- Occasional disruption (e.g. declined payment)

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Grounding / reality check
Restore structure & control

← Cross-app movement →