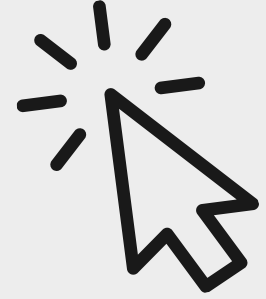
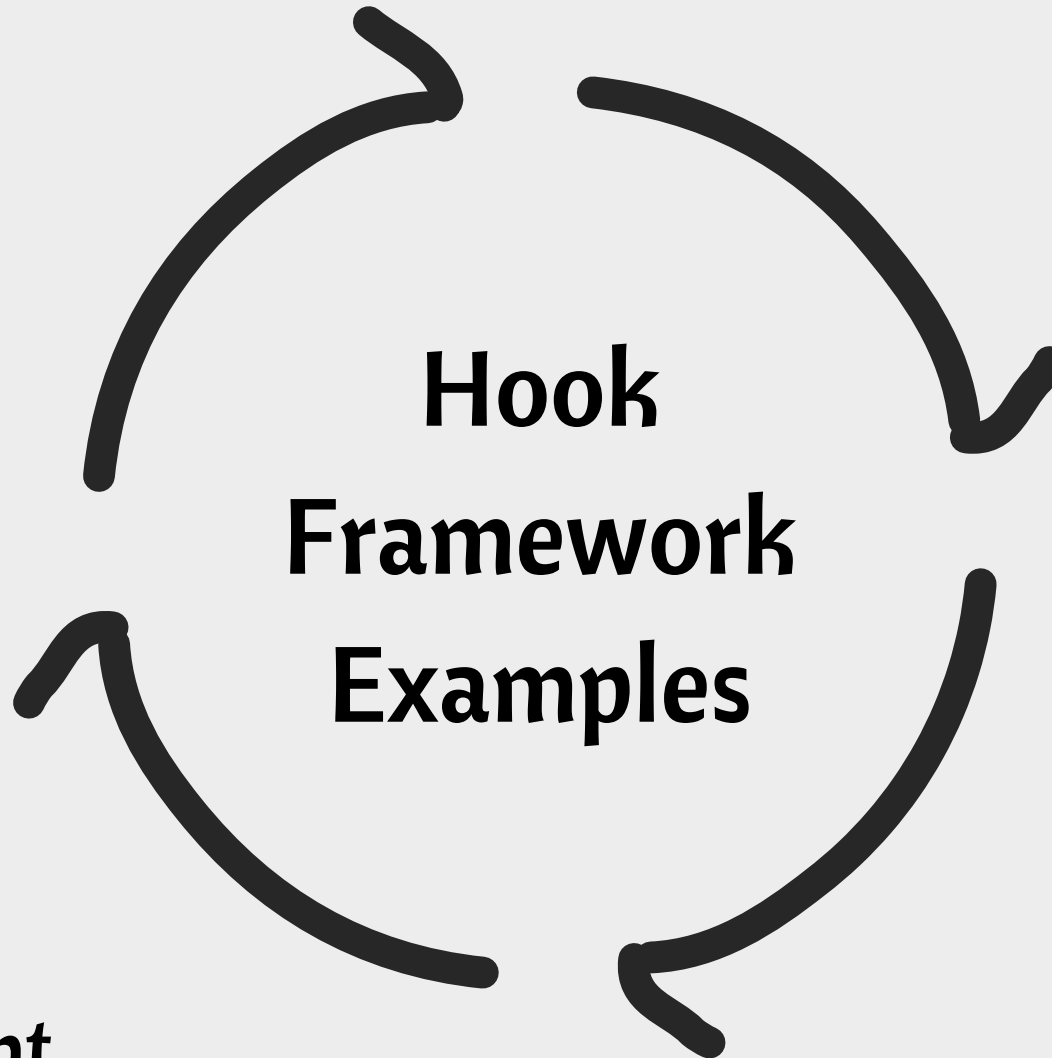


Trigger



Action

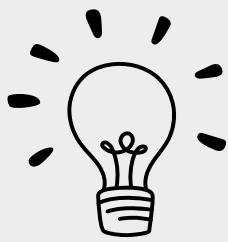


Investment



Rewards

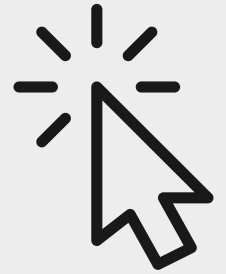




Trigger

Pay her friend quickly
(Internal)

Upcoming bill (External)



Action

Open App

Fill/Input Details

Pay



G Pay

Links another bank account
Setup autopay for bills and
recharges

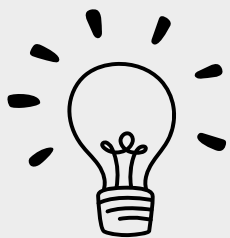


Investment

Completion of task
Virtual scratch card

Rewards





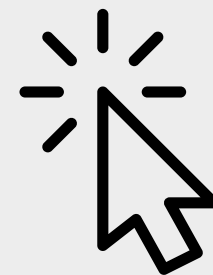
Trigger

Boredom (Internal)

FOMO (Internal)

App Notification (External)

Other SM Apps (External)

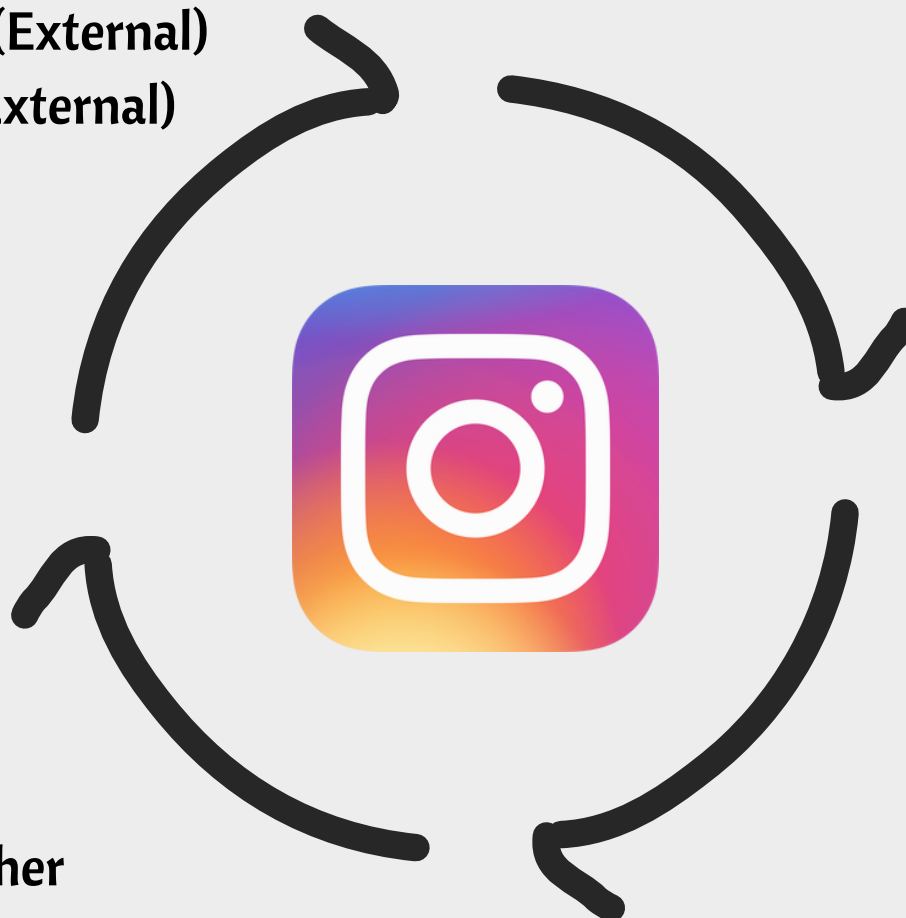


Action

Open App

Scroll the Feed

Like and Comment
Posts



Scroll the feed further

Increase followers

Upload more pictures and
videos



Investment

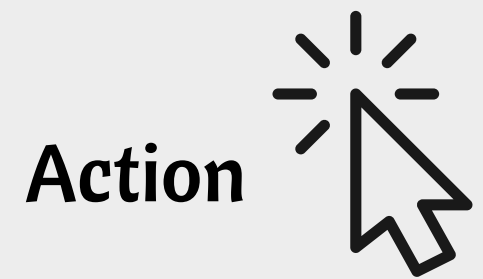
Likes from friends
No more boredom
Connect with others
Make new friends
Aka feel good Chemical releases

Rewards





Feeling lonely (Internal)
Finding couples
everywhere (External)



Open App
Swipes right
Chat



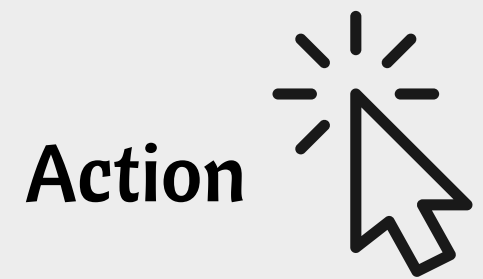
Talk further
Meet
Swipes more profile

Get Matches
Make friends
Feel validated or complete

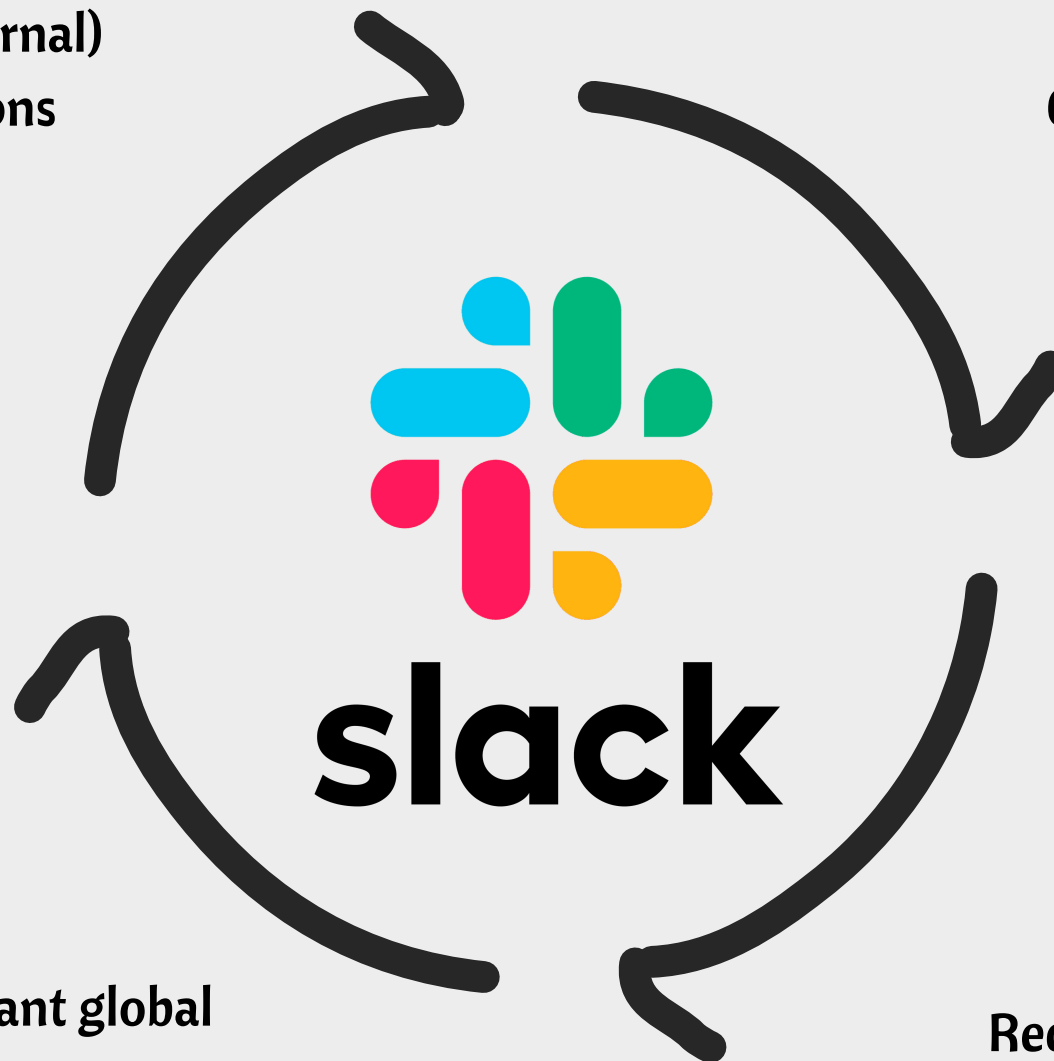




Fear of missing critical
messages (Internal)
App notifications
(External)



Open App
Check messages
Chat with people



Join other relevant global
channels
Stay active and chat

Received important
communications
Stay in touch with others



