

Problem Space

The pervasive **influence of social media** platforms like Instagram have revolutionized the way we perceive and **engage with reality**. This project delves into the compulsive, **passive scrolling behavior** on Instagram Reels that harms users' digital wellbeing, focus, and attention spans.

Proven Methods to #BreakTheLoop

#Friction

#Accountability

#Incentivization

Intention:

Leverage the **Transtheoretical Model**, to heighten awareness and accountability to reinforce new behaviors, aligning with the model's core values of **Contemplation, Preparation & Action**.

Research Says

17.6 Million Hrs

of Reels watched by users everyday

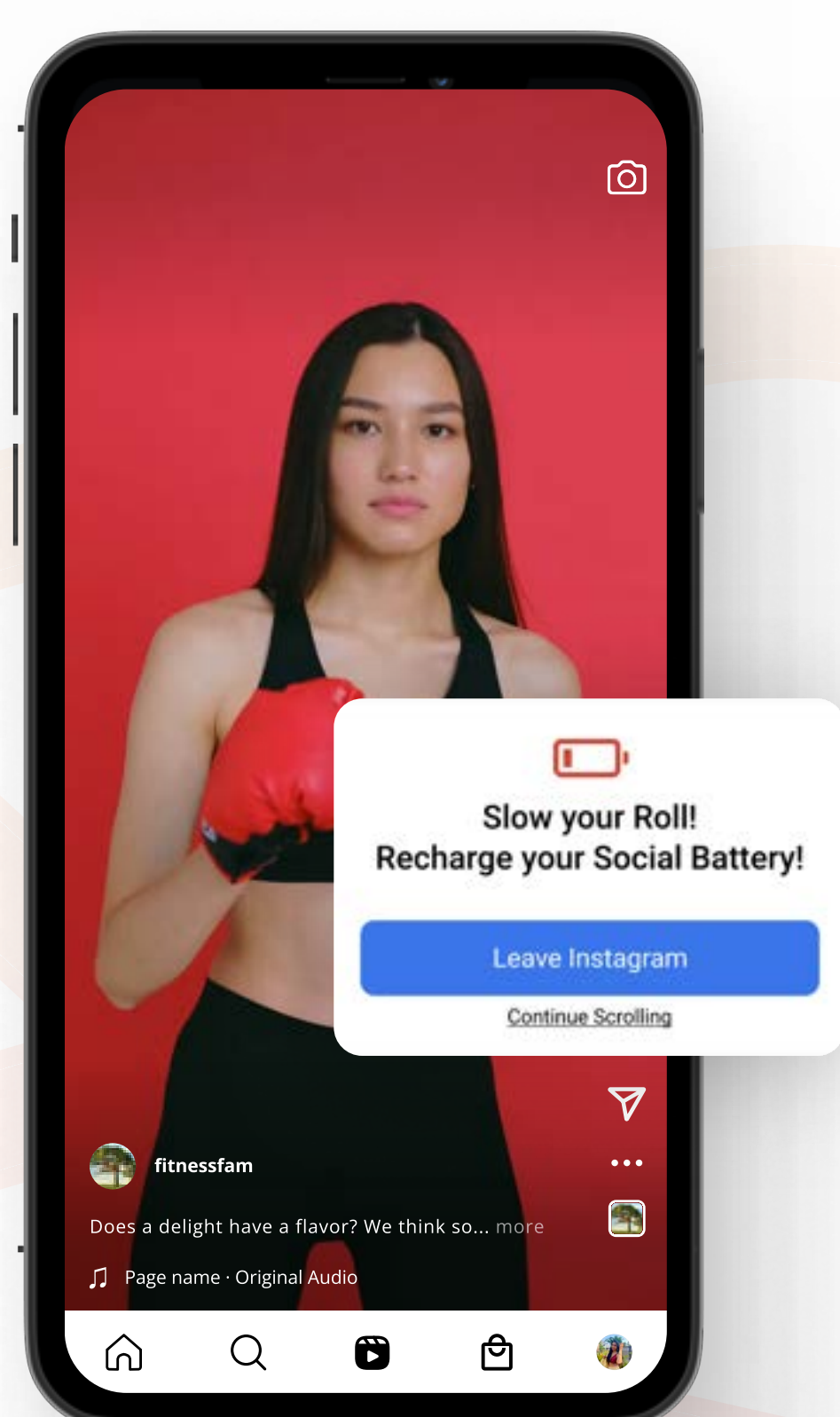
~40%

of the users reported that they felt addicted to social media

- Social media is **intentionally designed to be addictive** and capture user attention.
- The **constant dopamine hits** make it hard for users to stop scrolling.
- Excessive usage has **negative impacts** on attention spans, productivity & mental wellbeing.

How Might We enable users to **regulate their doomscrolling behaviors** on Instagram Reels?

Slow Scroll



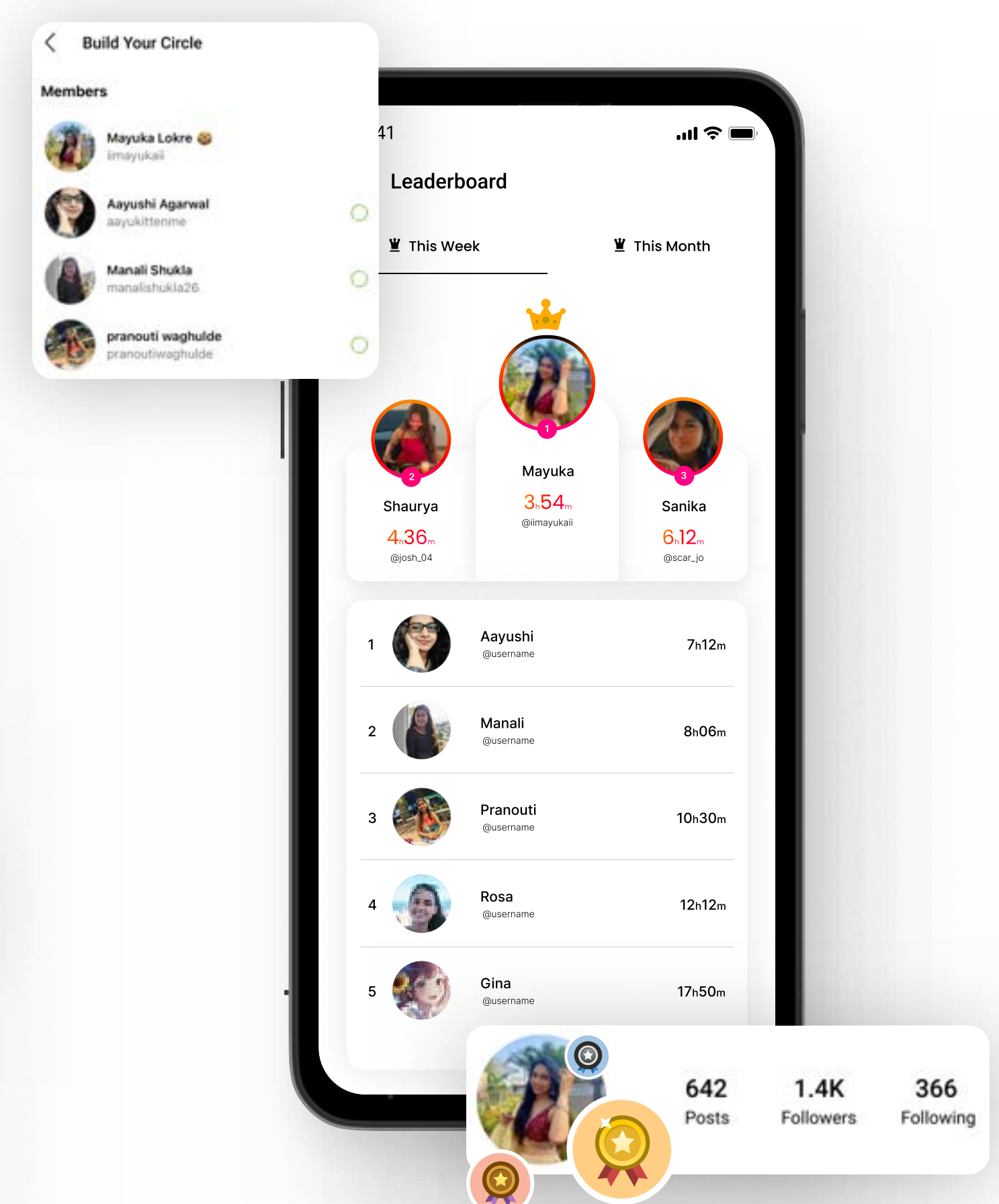
- Introduces friction by gradually decreasing the **scrolling speed**.
- Aims to prompt users to **pause and reflect** on their reel consumption.
- Gently **nudges to take a break** without abruptly forcing them to quit the app.

Public Accountability



- Tracks and displays the **daily Instagram and Reel usage** on the user's profile.
- Makes the **usage metrics** visible to friends who they wish to share it with.
- Creates **social accountability** which fosters healthy habits among users.

The Leaderboard



- Introduces leaderboards to rank **lowest Reels usage time** within their "Circle."
- Users can earn and display **achievement badges** without compromising on privacy.
- Motivates users through competition and recognition of **positive habit formation**.