Data Context

Time Range: Last 20 Days

Total Page Views: 100,000

Total Taps: 128,000

Quick Read Tap Area: 36 Clicks (0.03%)

This Clearly Shows Extremely Low Interaction Compared To Content Taps.

ISSUE 1   Feature Discovery Failured

Observation:

Quick Read Receives Extremely Low Taps Despite High Overall Page Engagement.

UX Issue:

Users Are Not Discovering Or Recognizing Quick Read As A Useful Feature.

ISSUE 2   Intent Mismatch

Observation:

Heat Concentration Is Strongly On Headlines And Story Text Areas.

UX Issue:

Users Are In A "Reading Mindset," While Quick Read Is Positioned As A "System Action."

ISSUE 3   Value Communication Failure

Observation:

Quick Read Label Does Not Attract Attention Compared To Headline Areas.

UX Issue:

The Feature Does Not Clearly Communicate Its Benefit , Users Do Not Feel Curiosity Or Urgency To Try It.

ISSUE 4   Habit Formation Block

Observation:

Consistently Low Taps Over 20 Days.

UX Issue:

Feature Is Not Entering User Habit Loop. Even Repeat Visitors Are Not Adopting Quick Read.

Suggestion

Quick Read Feel Like A Reading Shortcut, Not A Separate Feature.

Current Problem

Quick Read Is Visually Present There But Its Behaviorally Invisible.

Resolution

1. Change Label

Quick Read   **To**   **Read In 30 Seconds**

2. Inline Placement

We Can Add Quick Read Near Headline:

Like : Read In 30 Seconds

Show Quick Read When:

User Scrolls Past 5 Stories   **Short On Time?** Try Summary View

3. After First Use, Show Toast

"You Can Use Quick Read Anytime From Bottom Nav"