



## UX problems

MO / ONM are not self-explanatory for first-time users

Action Should clearly communicate the benefit

## Mental Model Miss Match

Users are more familiar with actions like “Follow” or “Add to feed” when interacting with topics. Using platform-specific term does not align with common user mental model

## UX Impact

This may lead to lower engagement with topic-following, or users ignoring the feature due to unclear value and action outcome.

Replace platform-specific CTA labels with clear, user-centric action text

Follow topic / Following

Add to My Feed / Added