

[Other Apps](#)

1. App Splash

2. Welcome / Create Account

3. Terms & Privacy

4. Choose Edition

5. Font Size + Theme + Alerts

6. Customise Sections (Topics)

7. App Permission Info

8. Premium Membership Push

9. Home Feed (finally)
- Currently, Manorama’s onboarding behaves like a setup wizard.
- I propose shifting to a content-first onboarding with progressive profiling, where preferences, login, and permissions are collected contextually. This reduces friction and aligns with global news app patterns

Common User Psychology Behind Installing an App

1. Immediate Problem → Instant Solution

“I need this now.”

Examples

- Breaking news
- Election results
- Local alerts
- Live match updates

User mindset

- Impatient
- Goal-oriented

Long onboarding Leads to uninstall
Show value in <10 seconds

2. Trust in Brand / Authority

I already trust

Malayala manorama

User mindset

- This is reliable
- Not here to explore, here to consume

3. Curiosity / Discovery

Let me see what’s inside.

Examples

- New app recommendation
- Social media link
- Ad click

User mindset

- Exploratory
- Low commitment

4. Habit Formation (Long-term Users)

This might become my daily app.

Examples

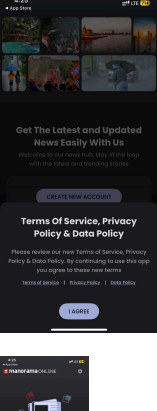
- Morning news readers
- Daily notifications

User mindset

- Ready to invest time – later

people install news apps due to urgency, trust, and curiosity. Heavy onboarding before content breaks this mental model and increases drop-offs. Progressive onboarding should aligns better with user intent.

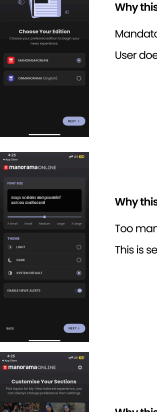
Current issue



Primary CTA = “Create New Account”
Login positioned as mandatory
“Continue as guest” is visually weak

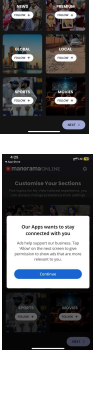
Why this Issue
Users didn’t install to create an account
High mental friction at second screen

UX Fix
Remove account creation from onboarding



Why this Issue
Breaks flow
Legal content before value

UX Fix
Remove this screen completely
We can Merge consent with CTA



Why this Issue
Heavy cognitive load
Full screen
Feels compulsory

UX Fix
We can Remove from onboarding
Move this to Settings
Keep Theme toggle optional inside profile



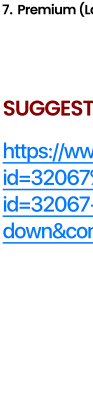
Why this Issue
Permission is asked before value is experienced
User hasn’t read enough news
No trust or habit formed yet
No clear personal benefit

UX Fix
We can Ask sensitive permissions only after trust is built and value is clear.
Remove this screen from onboarding
Ask permission at the right moment
After 2-3 sessions
After user scrolls & reads multiple articles



Why this Issue
Way too early
Breaks trust
Scales before relationship

UX Fix
Remove from onboarding
Show only after
Premium article click
2-3 sessions



Why this Issue
User already achieved their primary goal
User installed the app to:
Read news
See breaking updates

UX Fix
Remove this completely
After onboarding, users are already in content-consumption mode. A feature tour at this stage interrupts primary intent and provides low value.

Feature tours are useful when: Introducing a new major feature

SUGGESTED DESIGN

<https://www.figma.com/proto/0uX3VcLnlbJowKDFLISvUW/Online-Works?page-id=32067%3A295&node-id=32067-348&viewport=424%2C235%2C0.61&t=XLhCimvIce1QpfB3-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=32067%3A348>