Instead Of Redirecting To Purchase Flow

Let Users:

- View Front Page Preview
- View 1–2 Sample Articles
- Then Show Subscription CTA

Why Showing First Page Increases Conversion

1. Getting Visual Value

User See: Head Lines, Layout Quality   **"This Builds Product Trust Instantly."**

2. Its Get Emotional Trigger

Newspapers Are Habitual.

When Users See: Today's Front Page

User Think : Let Me Check Today's News
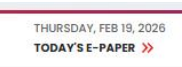
3. Reduced Psychological Friction

Current Flow:

Click EPaper > Direct Purchase Page

Suggested Flow:

Click EPaper > See Today's Front Page > CTA To Subscribe

OR

Clicking "Todays EPaper" Directly Redirects To The Subscription Page Without Setting User

Expectation, Causing Navigation Friction.

Instead Of: Todays E Paper   **> EPaper (Subscribe) / Get EPaper**