

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

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



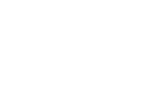
Primary CTA = "Create New Account"
Login positioned as mandatory
"Continue as guest" is visually weak

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
Mandatory early choice
User doesn't know difference yet

UX Fix

Default to Malayalam edition
Ask later via inline card

OR

We Can add a switch in home page



Why this Issue
Too many preferences at once
This is settings, not onboarding

UX Fix

We can Remove from onboarding
Move this to Settings

Keep Theme toggle optional inside profile



Why this Issue
Heavy cognitive load
Full screen

UX Fix

We can Remove from onboarding
we can use inline card in feed

Progressive selection over time



Why this Issue
Permission is asked before value is experienced

UX Fix

We can Ask sensitive permissions only after trust is built and value is clear.



Why this Issue
User hasn't read enough news
No trust or habit formed yet

UX Fix

Remove this screen from onboarding
After user scrolls & reads multiple articles



Why this Issue
No clear personal benefit

UX Fix

Ask permission at the right moment

After 2-3 sessions



Why this Issue
User already achieved their primary goal

UX Fix

Remove this completely



Why this Issue
User installed the app to:

UX Fix

Read news
See breaking updates

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



Why this Issue
User are already on the Home feed, consuming content.

UX Fix

Feature tours are useful when: introducing a new major feature



Why this Issue
Mind Set will be : let me read the news

UX Fix

After user scrolls & reads multiple articles

Why this Issue
Suggested News Flow

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