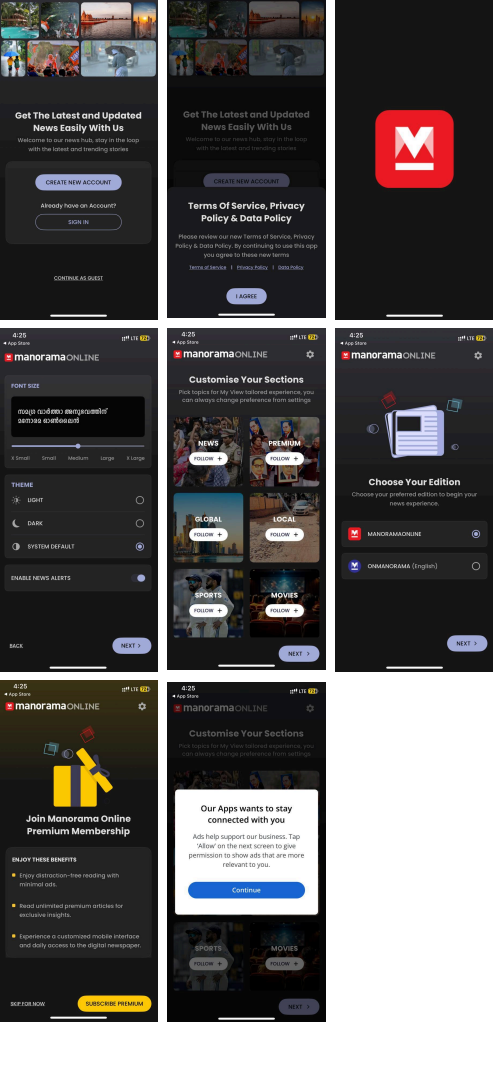


App Store

14k

17+ Year

Old

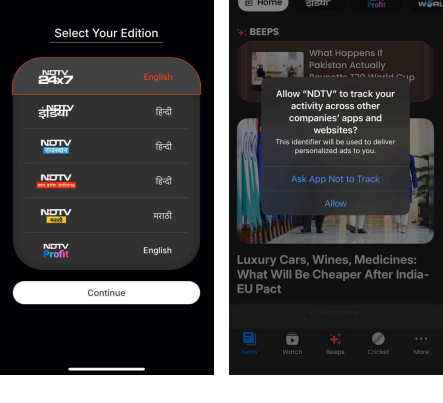


App Store

4.5k

4+ Year

Old

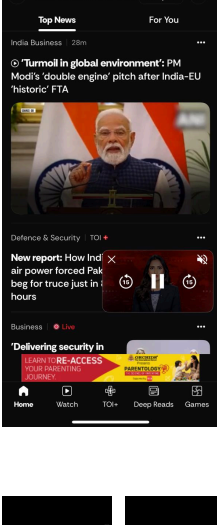


App Store

15k

12+ Year

Old

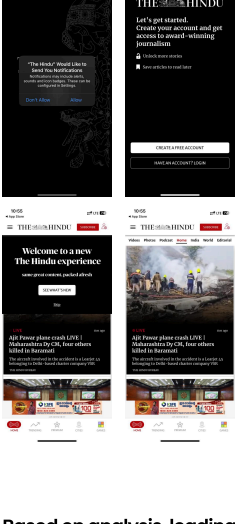


App Store

17k

12+ Year

Old



App Store

30k

4+ Year

Old

Based on analysis, leading news apps are moving away from hard onboarding to progressive, contextual onboarding. I propose a content-first onboarding flow with progressive profiling to reduce drop-offs and improve engagement