

Manorama Online – UX Goal

UX Vision

Manorama Online Should Not Feel Like Just A News Website.

It Should Feel Like Kerala's Most Trusted Digital Companion For Daily News, Knowledge, And Connection.

Primary UX Goal

To Attract Kerala Readers To Manorama Online, Give Them An Intuitive And Trustworthy Reading Experience, Emotionally Connect Them With Content, And Gradually Convert Them Into Manorama App Users And Premium Subscribers.

UX Behaviour Change Objective

Current Behaviour	Target Behaviour
Casual Visitor	Daily Reader
Website-Only	App-First
Free User	Premium Supporter
Passive Reader	Engaged Explorer

UX Behaviour Funnel

Stage 1 : Attraction

Stage 2 : Trust

Stage 3 : Engagement

Stage 4 : Conversion

Stage 5 : Loyalty

Stage 1 : Attraction

User Should Feels:

This Site Looks Fast, Modern, And Trustworthy.

UX Role:

Page Speed Perception

Clean Layout

Stage 2 : Trust

User Should Feels:

I Am Comfortable Reading Here. I Trust This Content.

UX Role:

Readable Typography

Calm Layout

Clear Sourcing

Less Distraction

Stage 3 : Engagement

User Should Feels:

Let Me Read One More Article.

UX Role:

Related Stories

Smooth Scrolling

Easy Navigation

Emotional Storytelling

Stage 4 : Conversion

User Should Feels:

This Is Worth Installing / Subscribing

UX Role:

App Value Clearly Shown

Premium Value Communicated Gently

No Aggressive Selling

Stage 5 : Loyalty

User Should Feels:

Manorama Is My Daily Habit.

UX Role:

Personalization

Notifications

Saved Content

Consistency
