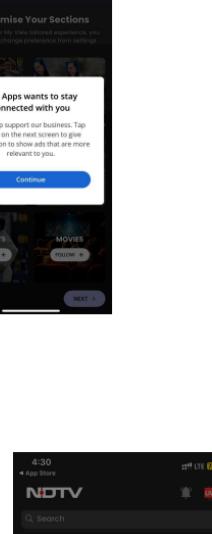
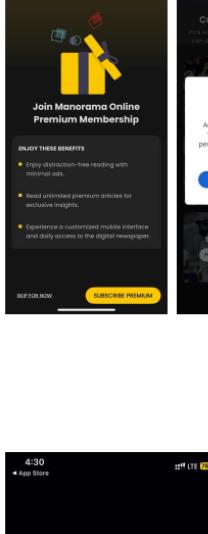


App Store

14k

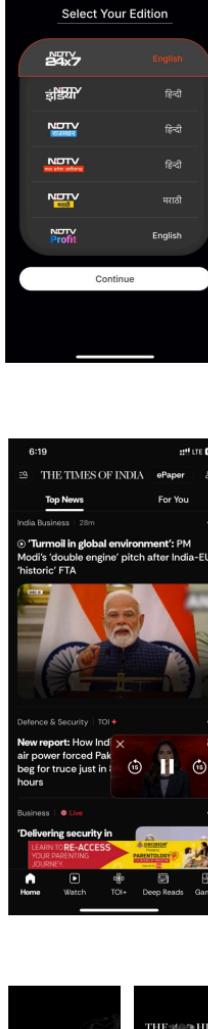
17+ Year Old



App Store

4.5k

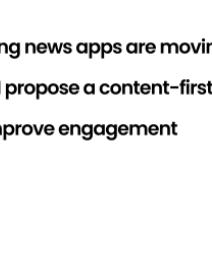
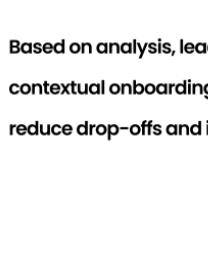
4+ Year Old



App Store

15k

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.