

# 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**

**UX Role:**

Personalization

**User Should Feels:**

Notifications

Manorama Is My Daily Habit.

Saved Content

Consistency

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