



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	User mindset
	Breaking news	Impatient
	Election results	Goal-oriented
	Local alerts	
	Live match updates	

Long onboarding Leads to uninstall

Show value in <10 seconds

2. Trust in Brand / Authority

I already trust		User mindset
Malayala manorama		This is reliable
		Not here to explore, here to consume

3. Curiosity / Discovery

Let me see what’s inside.	Examples	User mindset
	New app recommendation	Exploratory
	Social media link	Low commitment
	Ad click	

4. Habit Formation (Long-term Users)

This might become my daily app.	Examples	User mindset
	Morning news readers	Ready to invest time – later
	Daily notifications	

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
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	Why this Issue Breaks flow Legal content before value	UX Fix Remove this screen completely We can Merge consent with CTA
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	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
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	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
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	Why this Issue Heavy cognitive load Full screen Feels compulsory	UX Fix We can Remove from onboarding we can use inline card in feed Progressive selection over time
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	Why this Issue Permission is asked before value is experienced User hasn’t read enough news No trust or habit formed yet No clear personal benefit	UX Fix We can Ask sensitive permissions only after trust is built and value is clear. Remove this screen from onboarding Ask permission at the right moment After 2-3 sessions After user scrolls & reads multiple articles
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	Why this Issue Way too early Breaks trust Scales before relationship	UX Fix Remove from onboarding Show only after: Premium article click 2-3 sessions
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	Why this Issue User already achieved their primary goal User installed the app to: Read news See breaking updates User are already on the Home feed, consuming content. Mind Set will be - let me read the news	UX Fix Remove this completely After onboarding, users are already in content-consumption mode. A feature tour at this stage interrupts primary intent and provides low value. Feature tours are useful when: Introducing a new major feature
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- Suggested New Flow
1. Splash
2. Home Feed
3. Inline Card: Choose Edition (Optional)
4. Inline Card: Personalise Sections (Optional)
5. Contextual Login (When needed)
6. Just-in-time Permissions
7. Premium (Later)

SUGGESTED DESIGN

<https://www.figma.com/proto/0uX3VcLnlbJowKDFLISvUW/Online-Works?page-id=32067%3A295&node-id=32067-348&viewport=424%2C235%2C0.61&t=XLhCimvIce1QpfB3-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=32067%3A348>

SUGGESTED DESIGN 2

<https://www.figma.com/proto/0uX3VcLnlbJowKDFLISvUW/Online-Works?page-id=32067%3A295&node-id=32262-801&viewport=424%2C235%2C0.61&t=AuQcxDI04ZBBOfv2-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=32262%3A801&show-proto-sidebar=1>