Typical Scenarios : Quick Read

Time-Poor Moment

Context
- Morning Commute
- Office Break
- Waiting Time

User Need
- Quick Update
- No Patience For Long Text

UX Should Be
- Summary Must Be Immediately Visible

Passive Scrolling

Context
- User Opens App Casually
- Similar To Social Media Usage

User Need
- Something Interesting To Stop Scrolling

UX Should Be
- Strong Image
- Clear Headline
- Punchy Summary

Discovery Mode

Context
- User Wants To Know "What's Important Today"

User Need
- High-Level Understanding

- AI Summary Helps Surface Why This Matters

UX Point Of View
- This Is NOT Quick Read
- This Is "Article Preview Feed"

Issue 1: First Paragraph Problem

This Is A Article Intro
Written For Long-Form Reading
Not Written For Summarization

UX Impact:
- Cognitive Load Is High
- "Quick" Promise Is Broken

Issue 2: No Decision Support

Quick Read Should Help User Answer:
Is This Important?
Should I Open Full Article?

UX Impact:
- No Key Points
- No Context Compression

Issue 3: Ad Break Feels Abrupt
- Breaks Flow
- Feels Like Interruption, Not Native

SUGGESTED DESIGN

https://www.figma.com/proto/0uX3VcLnIbJowKDFlISvUW/Online-Works?page-id=31858%3A3316&node-id=31925-3445&viewport=-231%2C171%2C1.16&t=NAjbSvAxOpabNzvi-1&scaling=scale-down&content-scaling=fixed

Things to be notice :

Ads behavior should be : Native In-Feed Ad

- Scrolls Naturally With Content
- Appears After Every 2 Or 3 Articles
- Same Card Behaviour As Articles

Enable only Single-axis vertical scrolling

Quick Read Should Support Vertical Scrolling Only. Horizontal Swipe Gestures (Left/ Right) For Switching Tabs, Views, Or Settings Should Not Be Enabled.

Interest Based news

In The Quick Read Feed, News Will Be Shown Based On User Interests. With The Support Of MoEngage, We Can Personalize Content So Users See More Relevant Stories.

User-Configurable Topic Selection For Quick Read

I've Added A Personalization Option Where Users Can Choose The Sections They're Interested In. To Keep The Quick Read Experience Clean, Only Up To 7 Selected Sections Are Shown As Top Tabs.

But This Can Be Considers As Sendphase

Since Quick Read is a new, differentiated experience, discovery is critical. I recommend exposing 50% of users directly to Quick Read on app landing, and ensuring every user experiences it at least once. With MoEngage, we can track engagement signals (time spent, scroll depth, repeat visits) to validate whether users find value and continue using it.