

## Typical Scenarios : Quick Read

### Time-Poor Moment

Context	User Need	UX Should Be
• Morning Commute	• Quick Update	• Summary Must Be Immediately Visible
• Office Break	• No Patience For Long Text	
• Waiting Time		

### Passive Scrolling

Context	User Need	UX Should Be
• User Opens App Casually	• Something Interesting To Stop Scrolling	• Strong Image
• Similar To Social Media Usage		• Clear Headline

### Discovery Mode

Context	User Need	UX Should Be
• User Wants To Know "What's Important Today"	• 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/0uX3VcLnJbJowKDFLISvUW/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.



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 Considered As Second Phase

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.

#### DESIGN : Removed Topic config

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