

The screenshot shows a news website's header with various categories like NEWS, PREMIUM, GLOBAL MANORAMA, LOCAL NEWS, VIDEOS, SPORTS, ENTERTAINMENT, LIFE, WELLNESS, and AUTO & LE. Below the header is an advertisement for 'VEEDU DIGITAL EDITION ₹400 for 1 Year'. The ad features a smartphone displaying the Veedu app, a yellow background with red text, and a small image of a person. A button labeled 'Add to my MO +' is visible. The main content area has a heading 'TEC TECHNOLOGY' and a sub-headline 'TOP NEWS ഉമ്മൻസ് യുഡിപ്പുമുഖം തൃശ്ശൂരിൽ പിടിച്ചുത്ത് സ്റ്റേജ്; >> നാലുപ്പിന്നുറ്റൊരു കാലാവധി വാഹനം കണ്ണമുണ്ട്.

UX problems

MO / ONM are not self-explanatory for first-time users

Action Should clearly communicate the benefit

Mental Model Miss Match

Users are more familiar with actions like "Follow" or "Add to feed" when interacting with topics. Using platform-specific term does not align with common user mental model

UX Impact

This may lead to lower engagement with topic-following, or users ignoring the feature due to unclear value and action outcome.

Replace platform-specific CTA labels with clear, user-centric action text

Follow topic / Following

Add to My Feed / Added