

## 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**

**Malayala manorama**

**User mindset**

This is reliable

Not here to explore, here to consume

### 3. Curiosity / Discovery

**Let me see what's**

**inside.**

**Examples**

New app recommendation

**User mindset**

Exploratory

Social media link

Low commitment

Ad click

### 4. Habit Formation (Long-term Users)

**This might become**

**my daily app.**

**Examples**

Morning news readers

**User mindset**

Ready to invest time – later

Daily notifications

## 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



**Why this Issue**

Breaks flow

Legal content before value

**UX Fix**

Remove this screen completely

We can Merge consent with CTA



**Why this Issue**

Mandatory early choice

User doesn't know difference yet

**UX Fix**

We can Ask sensitive permissions only after trust is built and value is clear.

Ask later via inline card



**Why this Issue**

Heavy cognitive load

Full screen

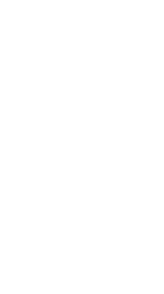
Feels compulsory

**UX Fix**

We can Remove from onboarding

we can use inline card in feed

Progressive selection over time



**Why this Issue**

Way too early

Breaks trust

Sales before relationship

**UX Fix**

Remove from onboarding

show only offer:

premium article click

2-3 sessions



**Why this Issue**

User already achieved their primary goal

User installed the app to:

Read news

See breaking updates

**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.

User are already on the Home feed, consuming content.

Mind Set will be : let me read the news

Feature tours are useful when: introducing a new major feature



**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/0uX3VcLnjbJowKDfLISvUW/Online-Works?page\\_id=32067%3A295&node\\_id=32067-348&viewport=424%2C235%2C0.61&t=XLhCimvlce1QpfB3-1&scaling=scale-down&content-scaling=fixed&starting-point-node\\_id=32067%3A348](https://www.figma.com/proto/0uX3VcLnjbJowKDfLISvUW/Online-Works?page_id=32067%3A295&node_id=32067-348&viewport=424%2C235%2C0.61&t=XLhCimvlce1QpfB3-1&scaling=scale-down&content-scaling=fixed&starting-point-node_id=32067%3A348)