



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
	Breaking news
	Election results
	Local alerts
	Live match updates

User mindset

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	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

Morning news readers

User mindset

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



Why this issue
Breaks flow
Legal content before value

UX Fix
Remove this screen completely
We can Merge consent with CTA



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



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
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
After user scrolls & reads multiple articles



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.



Why this issue
User are already on the Home feed, consuming content.
Mind Set will be : let me read the news

UX Fix
Feature tours are useful when: introducing a new major feature



Why this issue
Suggested New Flow

UX Fix
Remove this completely

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)