

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

Impatient

Goal-oriented

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

Social media link

Ad click

User mindset

Exploratory

Low commitment

4. Habit Formation (Long-term Users)

This might become

my daily app.

Examples

Morning news readers

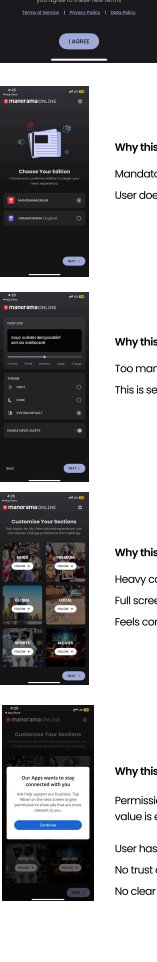
Daily notifications

User mindset

Ready to invest time – later

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

Mandatory early choice

User doesn't know difference yet

UX Fix

Default to Malayalam edition

Ask later via inline card

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

Ask permission at the right moment

After 2-3 sessions

After user scrolls & reads multiple articles

Why this Issue

Way too early

Breaks trust

Sales before relationship

UX Fix

Remove from onboarding

Show only after

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

Suggested New Flow

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)