

## Report

### Flyer.us - Detailed User Flow Charts for Each Class of Customers



In terms of the User Flow when customers get access to FLYER (flyer.us), I divided the groups of customers into 3 different classes: ***Business to Students (B2S)***, ***Business to Teachers (B2T)*** and ***Business to Business (B2B)***. The division will help get better insight into the ***differences of customers' experience, behaviors and requirements.***

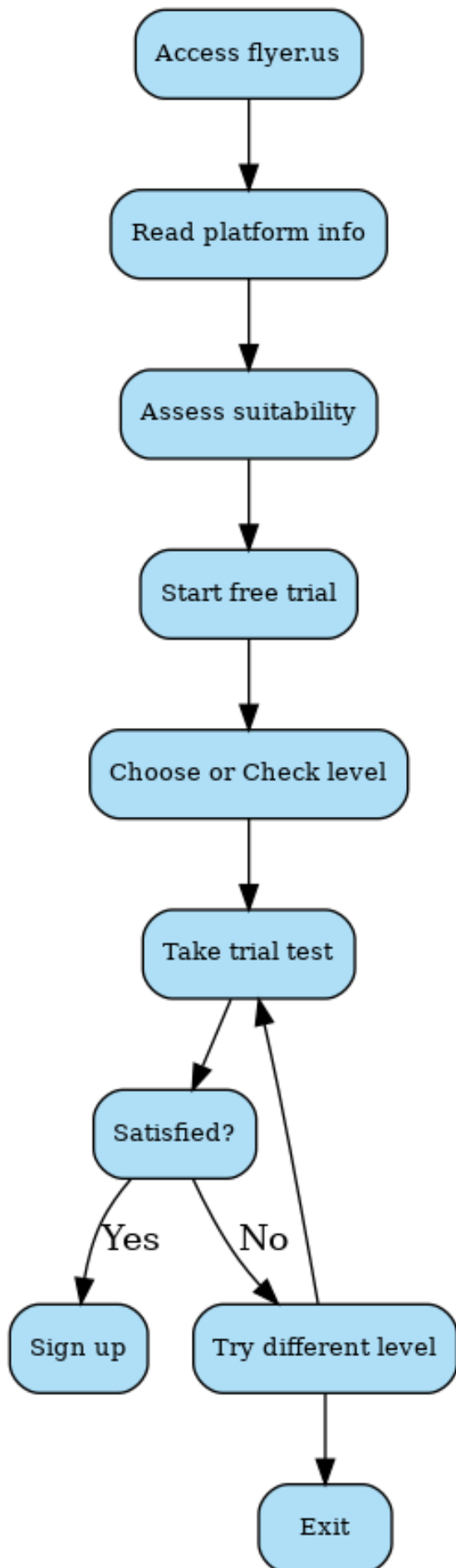
#### 1. Business to Students (B2S)

This flow describes how **individual English learners** explore and evaluate the Flyer.us platform before deciding whether to use it long-term. They focus on **personal improvement or academic goals** and seek platforms that are **user-friendly, engaging with exercises and lessons in appropriate levels.**

User Flow Steps:

1. Access flyer.us via website or app store.
2. Read general information about the platform's purpose, features, and target users.
3. Assess whether the content aligns with their learning goals (e.g., test preparation, general English, vocabulary building).
4. Start a free trial to explore the system without commitment.
5. Choose a level manually or take a placement test to determine the appropriate level.
6. Attempt sample exercises and assess quality (instruction clarity, visuals, audio, and logic).
7. Decide whether the platform meets expectations:
  - If YES → Create an account using Google, phone number, or email.
  - If NO → Try a different level or explore other types of content.
8. If still unsatisfied after retrying → Exit the platform.

User Flow Diagram for Business to Students (B2S) is demonstrated as follows:



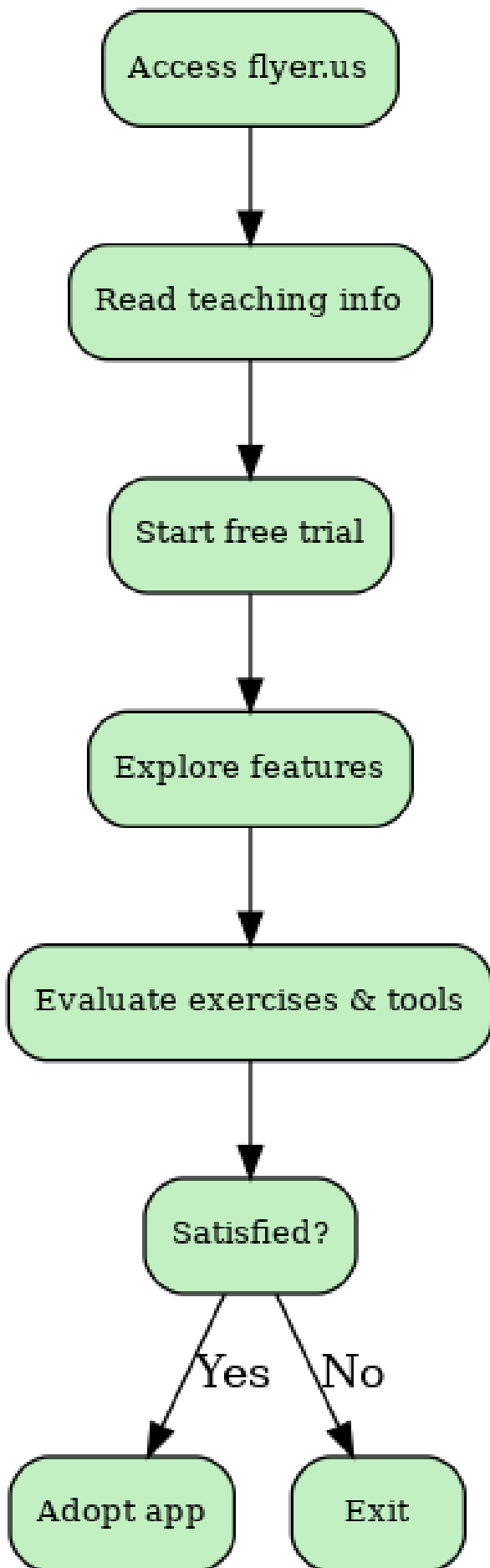
## 2. Business to Teachers (B2T)

This flow outlines the decision-making journey of **teachers** (*private English teachers, teachers teaching at public/private schools*) who are evaluating Flyer.us as a teaching aid. Teachers often need tools that **align with their curriculum and make student engagement, homework management, and easier assessment.**

User Flow Steps:

1. *Access flyer.us via web search, recommendations, or professional development sources.*
2. *Read detailed information about how the platform supports teaching: curriculum alignment, exercise types, automated scoring, etc.*
3. *Start a free trial to evaluate functionality.*
4. *Explore interface, check level structure, content types, student tracking features.*
5. *Test content quality: instructions, audio, visuals, variety, scoring feedback.*
6. *Compare with current tools (manual exercises, other apps) to assess added value.*
7. *Decide whether the app improves their teaching workflow:*
  - *- If YES → Recommend to students or use as an official teaching tool.*
  - *- If NO → Exit or keep for limited/optional use.*

User Flow Diagram for Business to Teachers (B2T) is demonstrated as follows:



### 3. Business to Business (B2B)

This flow focuses on how **school administrators, head teachers, and language center owners** evaluate Flyer.us for institutional adoption. Some main points that are concerned: **educational value, operational efficiency and financial viability.**

*User Flow Steps:*

1. Access flyer.us through business development channels, education fairs, online research, or referrals.
2. Review platform information focused on business value: features for schools, implementation cases, and testimonials.
3. Evaluate system functionalities during a free trial period:
  - Can teachers assign and score homework easily?
  - Can admins track student progress and generate reports?
  - Does it support real-time monitoring, performance dashboards?
4. Assess system stability and scalability:
  - Can the system handle large student bases?
  - Are reports exportable and shareable with parents?
5. Determine alignment with institutional teaching goals and curriculum.
6. Compare with other providers (features, pricing, support).
7. Consider financial terms and potential ROI:
  - Is there a commission model for student accounts?
  - Is pricing scalable based on usage?
8. Decision point:
  - If YES → Proceed with wide integration across school or center.
  - If NO → Provide feedback or decline implementation.

User Flow Diagram for Business to Business (B2B) is demonstrated as follows:

