

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.

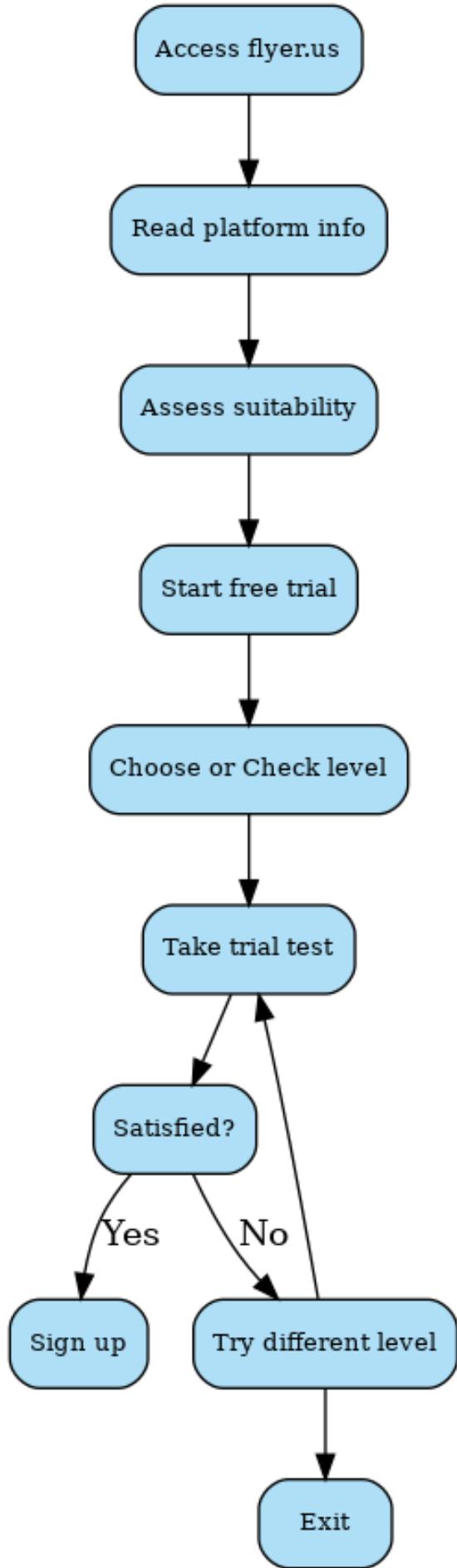
1. Business to Students (B2S)

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:



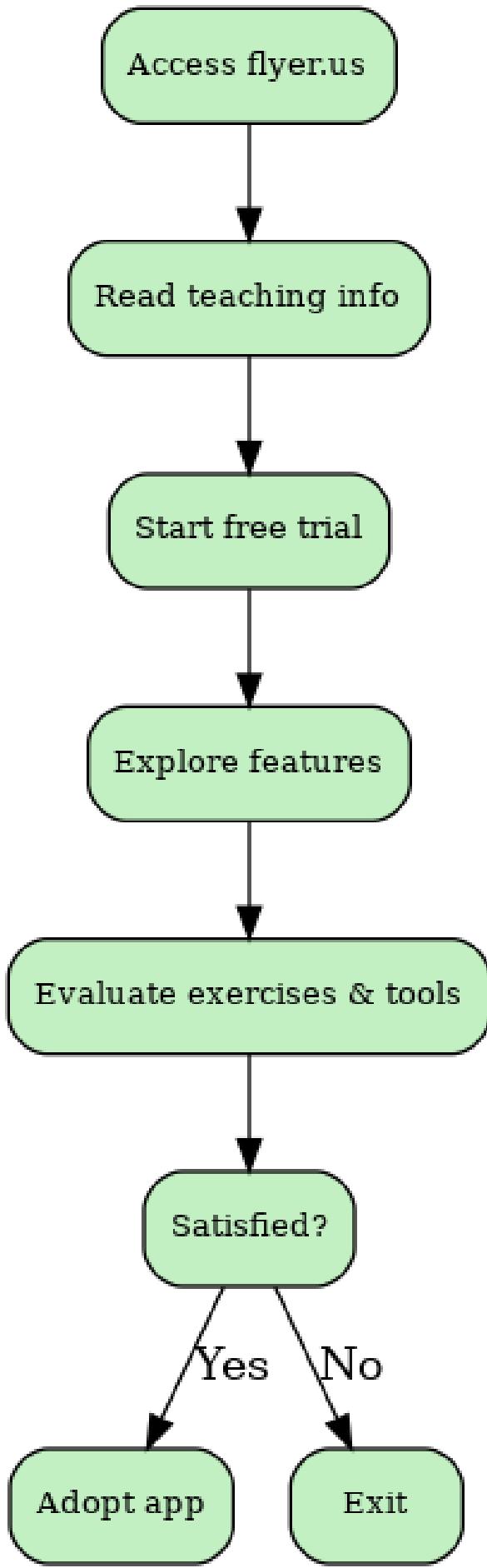
2. Business to Teachers (B2T)

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:

