User journey

Line of Interaction

Front-of-stages interactions

Line of visibility

Back-of-stage interactions

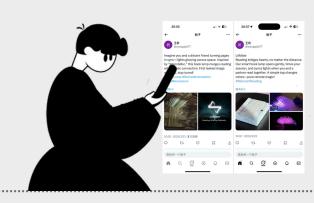
Line of inernal interaction

Support process

Group

01 Advertising

Sees product on social media or Kickstarter, becomes interested.



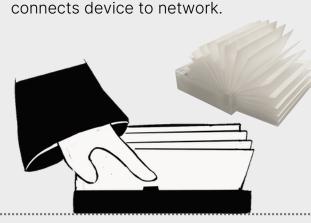
02 Purchase

Visits website, reads product details, completes payment.



First-use

Unboxes product, installs app,



Reading Group

Joins or creates a reading group, completes daily tasks, shares progress.



View records and analysis

Reviews personal reading stats, identifies patterns, adjusts goals.







Kicstarter



Website



Instruction

· inventory management,

• shipping coordination.





Download APP & Connect Internet





Join or creat a group





Interactive incentive mechanism



Historical analysis Share

- · App maintenance,
- server support,
- bug fixes.

- · Data storage,
- push notifications,
- community management.
- Database and analytics engine,
- algorithm updates.

Market research,

Content creation

data monitoring

marketing campaigns

- · coordinating ad placements,
- updating crowdfunding info.
- Customer service,

· Order processing,

- payment system integration,
- · financial tracking.

- Technical team for updates,
- user guides,
- FAQs.

- Feature development,
- · community events,
- user behavior analysis.

- Data security,
- · privacy protection,
- ongoing app improvements.