Service Blueprint

01 Advertising

Sees product on social media or Kickstarter, becomes interested.

02 Purchase

Visits website, reads product details, completes payment.

03 First-use

Unboxes product, installs app, connects device to network.

04 Reading Group

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

05 View records and analysis

Reviews personal reading stats, identifies patterns, adjusts goals.

User journey

Line of Interaction

Front-of-stages interactions

Social media **Kicstarter** **Website** **Instruction** **Download APP & Connect Internet** **Join or creat a group** **Interactive incentive mechanism** **Historical analysis Share**

Line of visibility

Back-of-stage interactions

- Content creation
- data monitoring
- marketing campaigns

- Order processing,
- inventory management,
- shipping coordination.

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

- Data storage,
- push notifications,
- community management.

- Database and analytics engine,
- algorithm updates.

Line of inernal interaction

Support process

- Market research,
- coordinating ad placements,
- updating crowdfunding info.

- Customer service,
- 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.