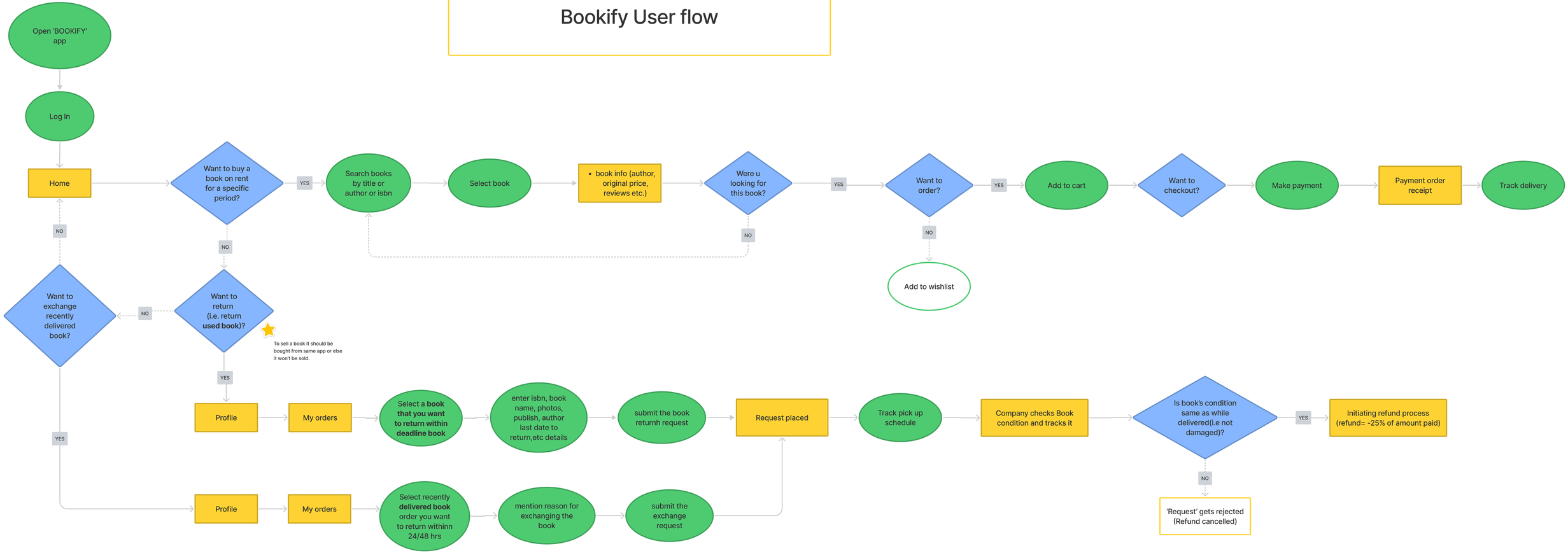Bookify User flow