

Subscription services are a fast-growing area of the market. In the last 5 years the market has grown by over 100% based on the revenue from subscription e-commerce companies on the internet retailers top 500 list (1). Not just common media subscription services such as Netflix or Disney+ these have branched out into other areas such as cosmetics, games, and foods. As such many people now have one if not multiple subscription services being paid directly from their accounts each month. Although this does lend itself to ease of payment it also allows for the consumer to lose track of payments or services they no longer use. C+R Research did a survey to find out information about this subject in 2022 (2). In this survey they found that on average consumers underestimated how much they were spending by 2.5 times. This shows how easy it is to lose track of your spending when using these services that are becoming more common. Not only the spending, 42% of people had services that they forgot they were even subscribed too. Chase did a similar survey in 2021 and found that 60% of its users had forgotten about at least one subscription service (3). The most common of these are media services which were shown that 46% of online shoppers use one of these with 15% using other services (1).

Due to the rise in subscription services, there has also been the creation of websites and apps to allow consumers to track and manage these subscriptions. There are many types and some have specific uses but there are some very popular ones that are commonly used. First is an app called Rocket or Rocket Money. This app is more than just a subscription tracking app as it also allows budget management for your accounts and can take other payments into account. It also allows for bill negotiations, spending insights and credit score. One important feature of this app that makes it so popular is that you can connect your bank account to it and it will automatically find your current subscriptions from your payments. They also provide a service to cancel your subscriptions for you at your request.

Trim is another service for managing subscriptions. It mainly works on their website though it can be accessed from a mobile device as well. Much like Rocket this site can link your bank account and find your active subscriptions. It also has the request to cancel option present. Trim also offers services like bill negotiations and giving advice from spending for ways to save money.

TrackMySubs is another website-based service for managing subscriptions and recurring payments. Originally designed for small businesses it branched out to consumers as well. This site does not link any bank accounts and some consumers may rather that as they are not comfortable connecting their accounts to 3rd party software. This site allows the customer to manually add subscriptions and services to the site as well as set up alarms for next payments and how much has been spent so far.

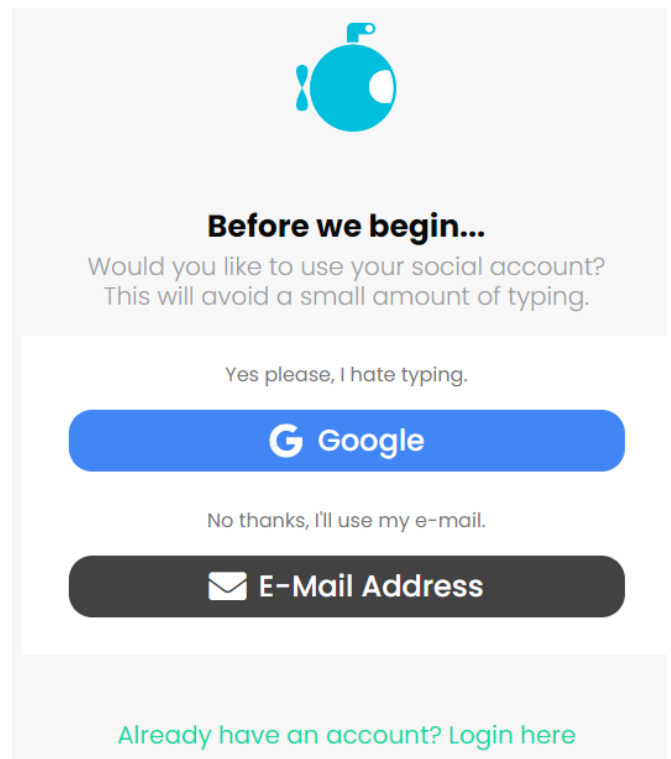
These three apps / sites are a good example of current software that is available for managing your subscriptions and recurring payments.

A survey of how people logged into sites and services was done by Statista in 2016 (4). This found that the two most common logins by a large margin was Facebook and Google. They roughly represent 20% of total logins accounting to Addshoppers.com across their network of online shoppers (5). Also mentioned are the reasons customers gave why they would rather sign up using social logins. 65% say it's faster than registering on a website (time is money). 50% said it means one less password to remember and 12% say it ensures the website is personalized. This was in 2016 and has been on the rise since.

Overall, it seems that this is a very valid and rising area for a website or app to be created. Many people prefer to log in with social logins like Facebook or google so this could be integrated into the app. Further research into the banking connection for auto adding apps may be needed if it is within the scope of a final year project. Have not investigated moving it to a cloud service as of yet, will confirm viability first. Seems app vs website are about half and half so either should work and most sites are mobile friendly. The most common functions are tracking, alarms and cancelation which would be best to have along with auto adding subscriptions for those that connect a bank account.

TrackMySubs is a website-based service for managing subscriptions and recurring payments. Originally designed for small businesses it branched out to consumers as well. This site does not link any bank accounts and some consumers may rather that as they are not comfortable connecting their accounts to 3rd party software. This site allows the customer to manually add subscriptions and services to the site as well as set up alarms for next payments and how much has been spent so far. These are the steps for signing up and add subscriptions to this service. (6)

When first signing up there is the option of using google to auto sign in or creating your own account manually with an email (fig 1). Both of these steps will be shown but the end result is the same. Should you choose to manually create your account you will initially be prompted to add some of the more popular subscriptions or search for less popular ones by name (fig 2).



Before we begin...

Would you like to use your social account?
This will avoid a small amount of typing.

Yes please, I hate typing.

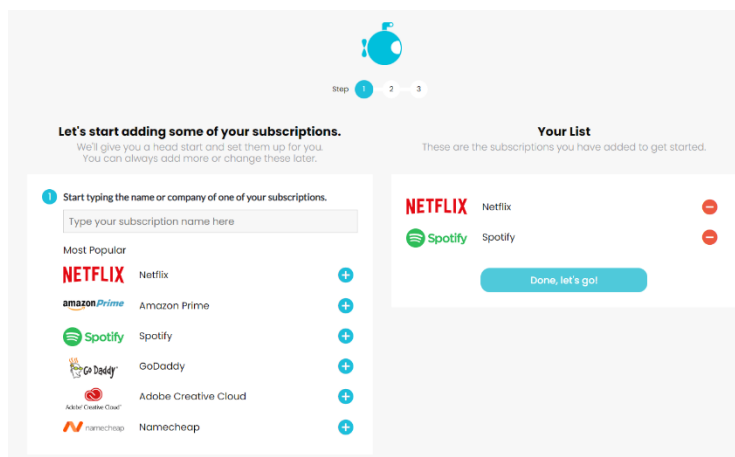
Google

No thanks, I'll use my e-mail.

E-Mail Address

Already have an account? [Login here](#)

Figure 1



Let's start adding some of your subscriptions.

We'll give you a head start and set them up for you.
You can always add more or change these later.

Your List

These are the subscriptions you have added to get started.

Start typing the name or company of one of your subscriptions.

Type your subscription name here

Most Popular

- NETFLIX** Netflix
- amazonPrime** Amazon Prime
- Spotify** Spotify
- GoDaddy** GoDaddy
- Adobe Creative Cloud** Adobe Creative Cloud
- Namecheap** Namecheap

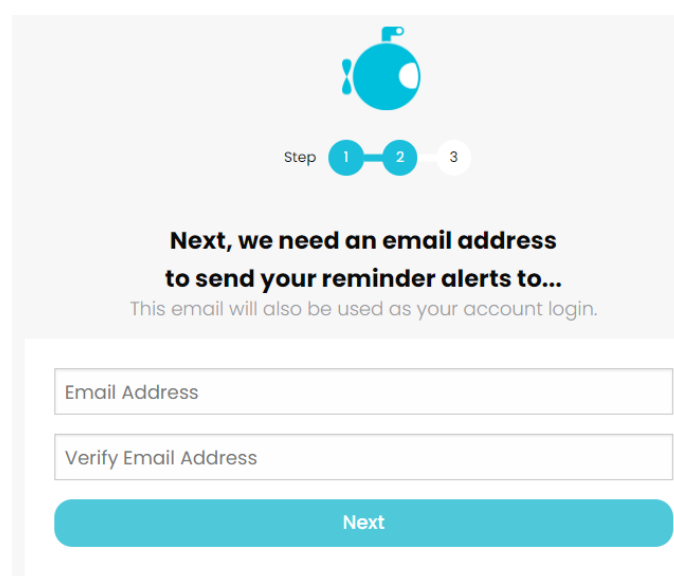
NETFLIX Netflix

Spotify Spotify

Done, let's go!

Figure 2

After this is done you will then be prompted to enter and confirm your email address (fig 3).



Next, we need an email address to send your reminder alerts to...

This email will also be used as your account login.

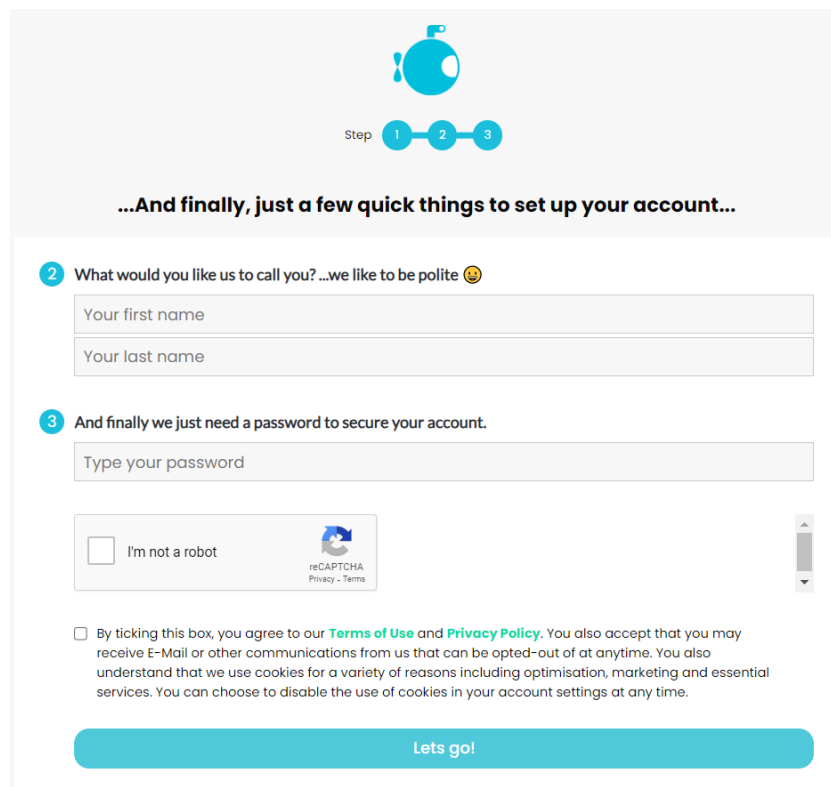
Email Address

Verify Email Address

Next

Figure 3

The final stage of manual setup is entering your name, password, agreeing to the terms and conditions and completing a captcha (fig 4).



The form is titled "...And finally, just a few quick things to set up your account...". It shows a progress bar with three steps: 1 (completed), 2 (active), and 3 (pending). Step 2 asks "What would you like us to call you? ...we like to be polite 😊" and includes input fields for "Your first name" and "Your last name". Step 3 asks "And finally we just need a password to secure your account." and includes a "Type your password" input field. Below the password field is a reCAPTCHA widget with the text "I'm not a robot" and a checkbox. At the bottom, there is a checkbox for agreeing to terms and a "Lets go!" button.

Step 1 2 3

...And finally, just a few quick things to set up your account...

2 What would you like us to call you? ...we like to be polite 😊

Your first name

Your last name

3 And finally we just need a password to secure your account.

Type your password

☐ I'm not a robot

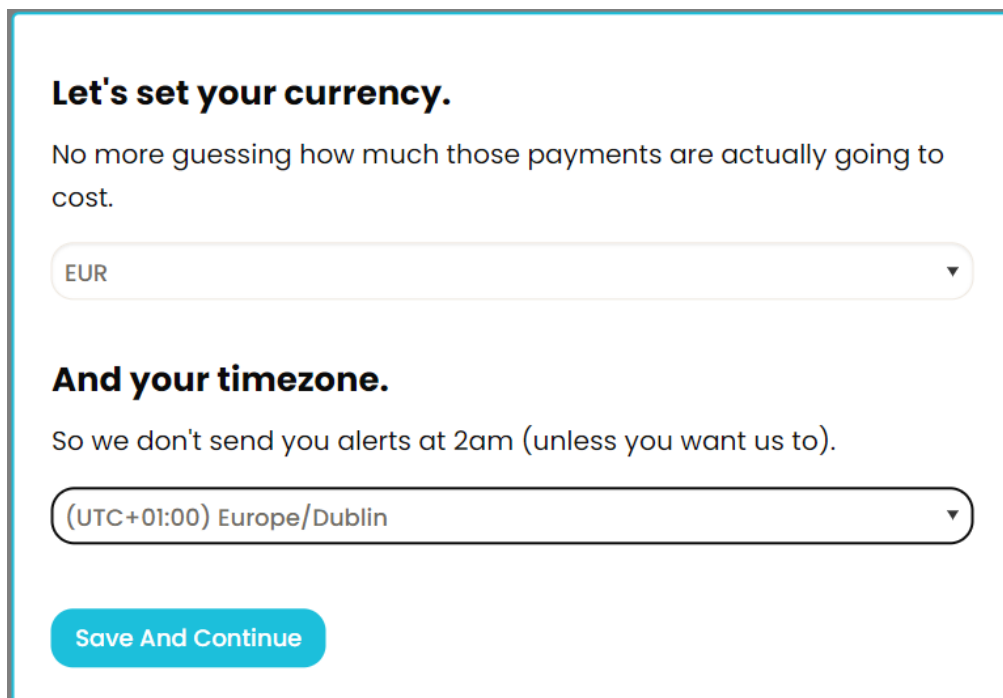
reCAPTCHA
Privacy - Terms

☐ By ticking this box, you agree to our [Terms of Use](#) and [Privacy Policy](#). You also accept that you may receive E-Mail or other communications from us that can be opted-out of at anytime. You also understand that we use cookies for a variety of reasons including optimisation, marketing and essential services. You can choose to disable the use of cookies in your account settings at any time.

Lets go!

Figure 4

Once your account has been created you will be asked to select your currency and your time zone to make sure alarms ring at the correct time and your costs are correct (fig 5). You will also have been sent a verification email.



The form is titled "Let's set your currency." and "And your timezone." It includes a dropdown menu for currency (EUR) and a dropdown menu for timezone ((UTC+01:00) Europe/Dublin). A "Save And Continue" button is at the bottom.

Let's set your currency.

No more guessing how much those payments are actually going to cost.

EUR

And your timezone.

So we don't send you alerts at 2am (unless you want us to).

(UTC+01:00) Europe/Dublin

Save And Continue

Figure 5

Once all this has been done you will be brought to the main homepage shown below (fig 6).

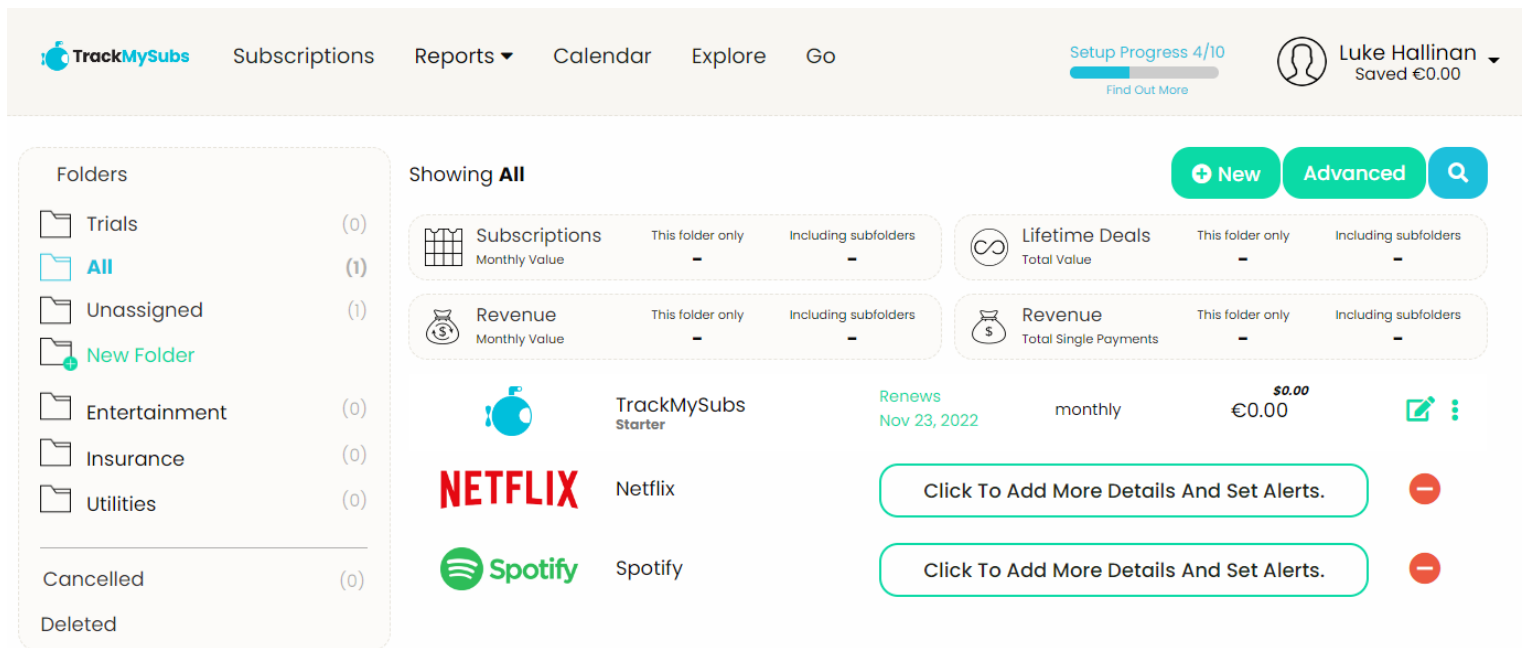


Figure 6

Next will be a run through of using google to sign in. upon clicking google in fig 1 you will be prompted to select your google account and be brought to the below page (fig 7) to either create a new account or link it to an existing trackmysubs account.

Your social account isn't linked with a TrackMySubs account yet!

Would you like to create a new account or link to an existing account?

Create a new account

Link to an existing account

Figure 7

If you create a new account from here the menus in figure 3 and 4 are auto filled for you. After clicking through the same as a manual account you will be brought to the same homepage in figure 6. This page holds most of the functionality for the site. The folders on the left are for the user to split up their subscriptions as the desire and get the total value of subscriptions in each. These can be customized to be anything grouping the user wishes.

The four main types of tracking are shown above the current folders subscriptions. These are the subscriptions section, lifetime deals and revenue for monthly and single payments. These each display they total values of all recurring payments in the folder and sub folders. The "All" folder can be used to get the total of the whole account.

New subscriptions can also be added here using the new or advanced buttons. The new button is the simpler way to add as it breaks up the process and allows some to be filled automatically. This process is shown in figure 8 – 16 below in order. Each of the options in figure 8 set the text box type in figure 9 but all the other windows stay the same. As you type the company section autofills suggestions and as in fig 10 and if it is a know one then the icon or name will appear as the image like figure 11. As shown in figure 13 there is a calendar dropdown to select the date of the payment and it will show this as in figure 14. Finally after entering the cost you will be able to set an alarm to notify you when the payment will recure. The default setting for this is an email to the address that was used to set up the account but other emails can be added is the user desires.

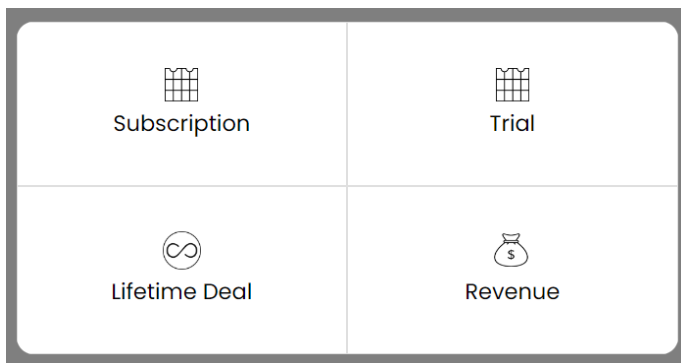


Figure 8

Figure 9

Figure 10

Figure 11

New

amazonPrime

Next Payment Date: i

Next Payment Date

Billing Cycle:

Every 1 Month

Does It Auto Renew?

Yes

Cancel Back Next

Figure 12

New

amazonPrime

Next Payment Date: i

Next Payment Date

October 2022

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Cancel

Figure 13

New

amazonPrime

Next Payment Date: i

25 October 2022

Billing Cycle:

Every 1 Month

Does It Auto Renew?

Yes

This subscription auto renews every Month from 25 October 2022

Cancel Back Next

Figure 14

New

amazonPrime

Cost:

0.00

Currency:

EUR

This subscription auto renews every Month from 24 October 2022

Cancel Back Next

Figure 15

New

amazonPrime

Do you want to set a reminder alert?

Yes, use my default alert

Yes, use my default alert profile

You don't have a default alert profile, set one [here](#).

Yes, create custom alert

No thanks

This subscription auto renews every Month from 24 October 2022

Cancel Back

Figure 16

The other option for adding subscriptions is the advanced button which gives all the details In one large window shown in figure 17 below. This also has some additional sections such as contract expiry and url link to the website of the company. You can also specify the folder and add tag for the sake or organization. Contact manager allows you to add contacts for the alerts to use and the alert manager uses these to let the user know when a payment is due.

New

Company Frequency 1 Value 0.00

Description Cycle Monthly Currency EUR

Type Subscription

Recurring Yes

Next Payment Date

Contract Expiry

Url Link

Payment Method Not Specified

Folder No Folder

Tags

Notes ☐ Include Note In Alerts

Figure 17

When adding an alarm for a payment you get the popup shown below in figure 18. Custom alerts is the alarm id. When selecting when to be alerted you have a choice of a day, week, or month before as shown. The reason for the alert can be for a payment o/ trial expiry date or the contract end date. Finally, the contact is selected from the ones you add in the contact manager and by default only has the name and email used to set up the account.

ALERT MANAGER

Time period	Alert on	Contact
Custom Alerts		
1	Payment/Expiry Date	Luke Hallinan

Figure 18

Once all this has been done the subscriptions will be added to the homepage. While there on the right of each subscription is an edit button and three dots that show other options for that sub as shown in figure 19 below. From left to right these are delete, pause, duplicate, attachments, edit history, payment history, alert manager and finally a button to close the options menu.

The screenshot displays the TrackMySubs application interface. At the top, a navigation bar includes the logo, 'Subscriptions', 'Reports', 'Calendar', 'Explore', and 'Go'. A setup progress indicator shows '6/10' with a 'Find Out More' link. The user profile 'Luke Hallinan' is shown with a 'Saved €0.00' status.

On the left, a 'Folders' sidebar lists: Trials (0), All (3), Unassigned (3), New Folder, Entertainment (0), Insurance (0), Utilities (0), Cancelled (0), and Deleted.

The main area, titled 'Showing All', features summary cards for Subscriptions, Revenue, Lifetime Deals, and Revenue. Below these, a list of subscriptions is shown:

- TrackMySubs Starter**: Renewals on Nov 23, 2022, monthly, €0.00.
- NETFLIX**: Netflix subscription with a button to 'Click To Add More Details And Set Alerts.'
- Spotify**: Spotify subscription with a button to 'Click To Add More Details And Set Alerts.'
- Humble Bundle**: Subscription renewing on Oct 25, 2022, with a row of action buttons (delete, pause, duplicate, etc.).
- amazonPrime**: Amazon Prime subscription renewing on Oct 25, 2022, monthly, €10.00.

Figure 19

This website also has features in the top banner for reports, calendar and popular subscriptions called explore. Each of these will be shown below. First is the reports section (fig 20).

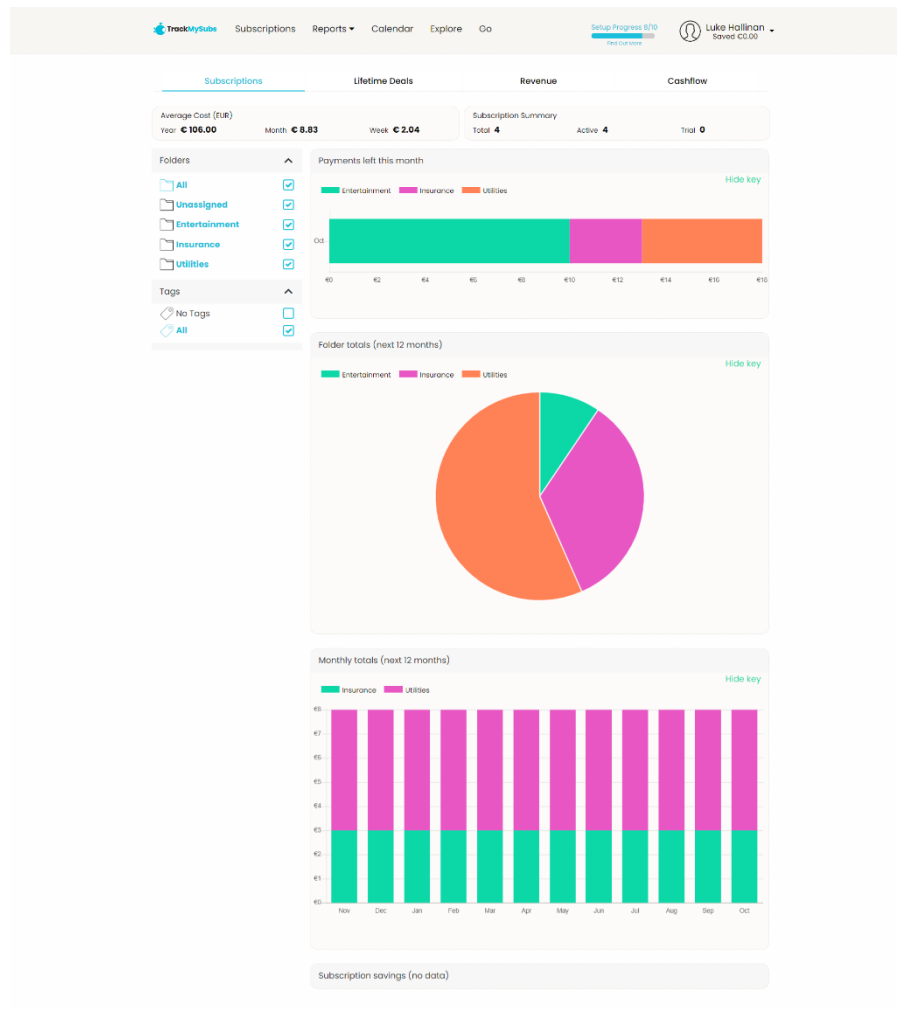


Figure 20

This page allows the user to view their monthly and yearly totals and other information about each folder of payments. This is all generated automatically for the user from their input data. It can also be filtered based on folder, tag and payment type if needed.

Secondly there is the calendar page shown in figure 21 below. This can be used to look ahead and get a good idea of what is due when. Like the reports it can be filtered the same way and auto colours each folder.

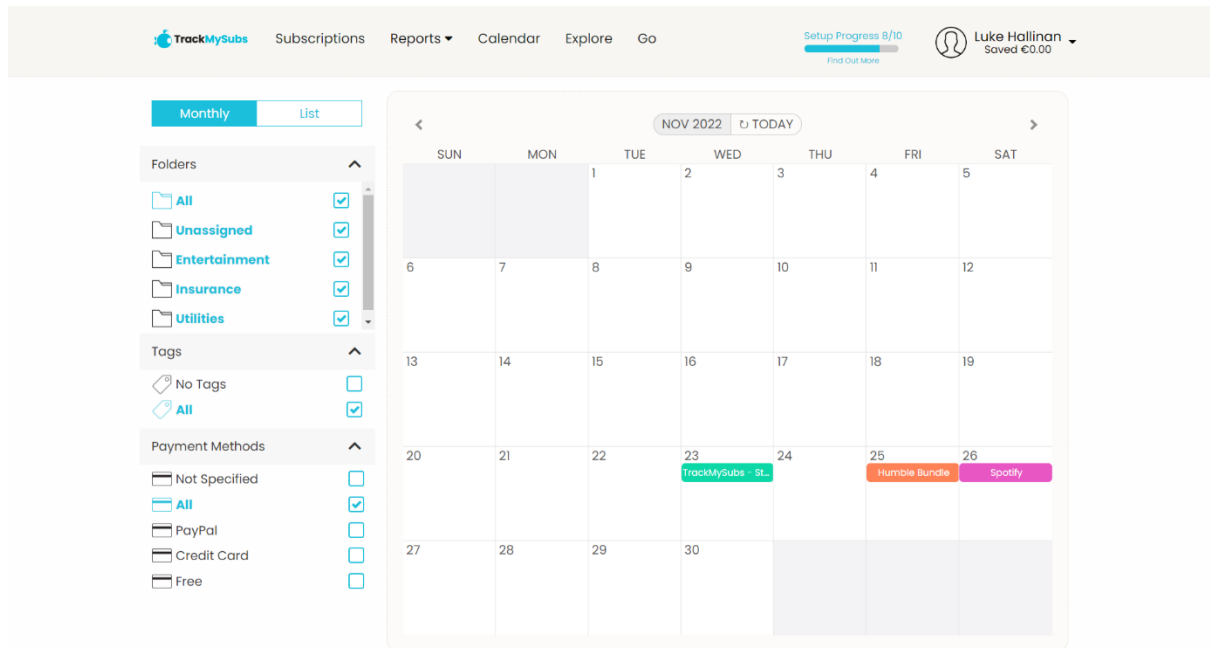


Figure 21

Finally, is the explore section that allows the user to look at popular subscriptions and lifetime deals shown in figure 22. Any of these can be selected to give information about them such as their price, rating, and cancellation rates (fig 23).

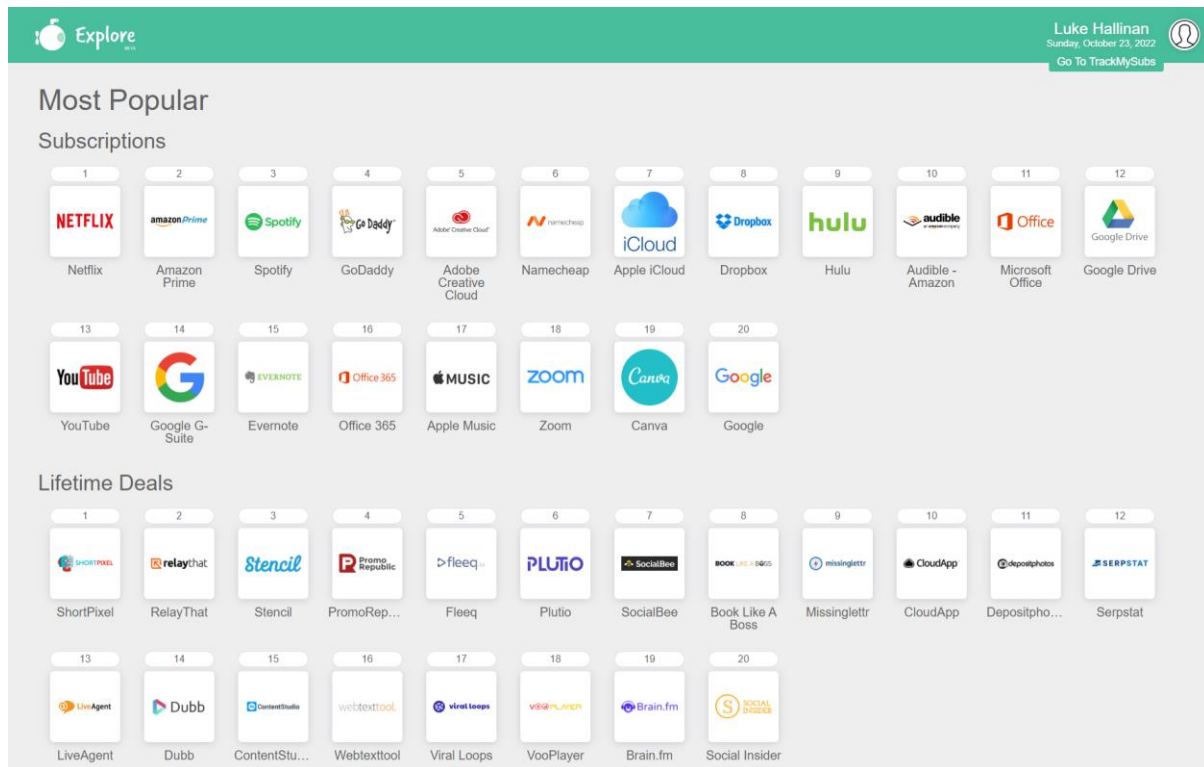


Figure 22

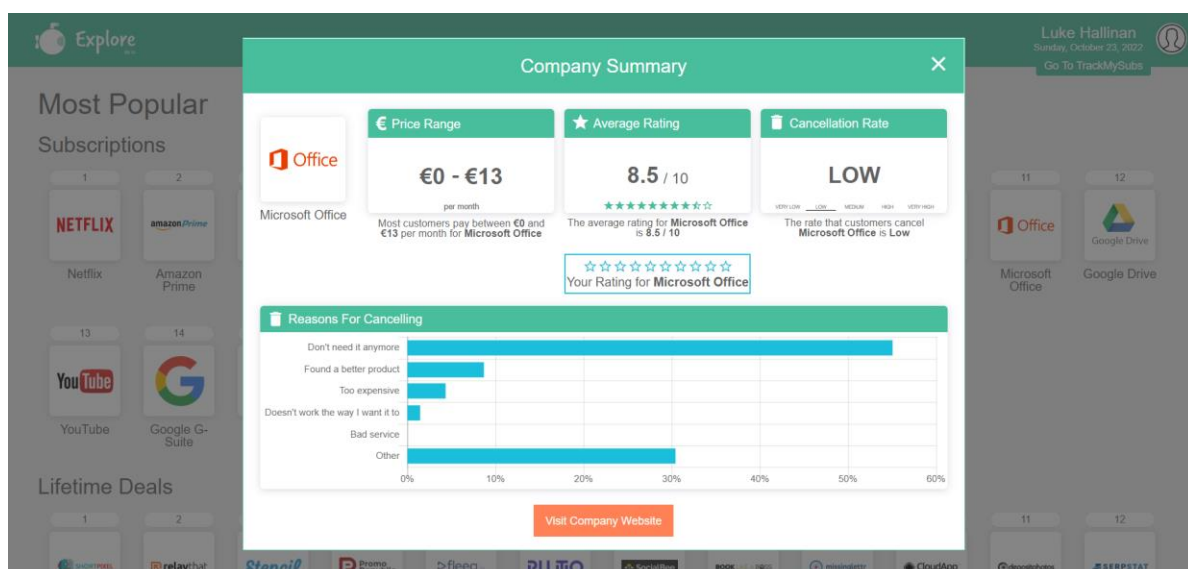


Figure 23

This site is very similar to this project and as such has been researched in more details. Features such as adding subscriptions and alarms will work much the same way with some minor differences. Although the file system is a good way to organize your subscriptions it takes up a lot of space even if it is unused as shown above. None of the subscriptions are added to any folders yet the entertainment, insurance and utilities folders are still visible and can be selected. Likewise, the options for single payments and lifetime deals are unnecessary as they are no currently in sure and due to the nature of these item there would be no recuring fees.

The data is not stored on the local machine as such it must be requested from a database elsewhere when loading the page. This is the most common method for this type of site and will more than likely be the same method used in this project.

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