

Proposed Solution and Prototype

By Samuel Kramer

In today's digital age, managing subscriptions has become increasingly complex and overwhelming for consumers. This eventually leads to financial strain, missed payments, and unused services.

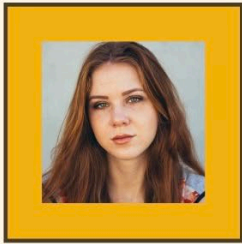
Remembering to cancel paid subscriptions can be overwhelming. Our research delves into the complexities of subscription management, aiming to unearth insights to enhance consumer experiences and optimize subscription utilization. Our methodologies for research and analysis included interviews, surveys, affinity maps, personas, point of view statements, how might we questions and task and user flows. After research was conducted, we were able to create wireframes that we used to create a prototype that was tested using maze.

Our main audience spans various demographics. Our audience has different preferences for subscription types. Majority of the audience is female between the ages of 25 and 34, employed with an annual household income of 150,000 dollars or more and subscribed to 3 to 5 subscription services. The most common subscriptions our audience subscribes to are streaming service subscriptions like Netflix, Hulu, Disney, etc. Certain demographics may prioritize specific types of subscriptions (e.g., younger audiences may prioritize entertainment subscriptions). Most of our audience spends between 20 to 100 dollars a month on subscriptions with 40% spending at least 50 dollars a month. One of the pain points we address is the number of people who forget about their subscriptions. Many people don't use all their subscription services and waste money on unused subscriptions.

To better understand our audience, we created personas and a problem statement "In a landscape saturated with subscription services, individuals like Emily and Alex face the challenge of effectively managing their subscriptions to align with their lifestyles, interests, and budgets while maximizing value and minimizing subscription fatigue". Alex and Emily are the names of our audience personas. We gained

many insights creating Emily and Alex. We discovered that segmenting our users based on age, location, and income level can make it easier to create a more personalized subscription management app. We also discovered that some users keep track of and review their subscriptions, while others do not keep track of their subscriptions at all. We discovered that we should provide features like subscription reminders or an overview dashboard to empower active management and help remind users to take an active management approach. We also decided that making it easy for users to understand the value of each service compared to the cost might help them make better choices regarding subscription services. Most importantly, we were able to figure out that companies should prioritize transparency, customization, and simplicity in subscription management processes to empower users to make informed decisions.

Emily Thompson



Age: 28
Occupation: Marketing Manager
Location: Urban

Emily, 28, is a busy marketing manager living in the city. She values convenience and efficiency in managing her personal life, including her subscriptions. Balancing work and personal life sometimes lead to neglecting unused subscriptions. Emily occasionally feels overwhelmed by the number of subscriptions.

Goals

- Streamline her entertainment, meal, fitness, and productivity subscriptions for maximum efficiency.
- Develop a proactive approach to subscription management to avoid unnecessary expenses.
- Achieve a balance between enjoying subscription benefits and minimizing subscription fatigue.

Needs

- Productivity apps for managing work and personal tasks efficiently.
- Regular evaluation of subscriptions to optimize spending.




Frustrations

- Forgetting to cancel unused subscriptions due to a hectic schedule.
- Feeling overwhelmed by the number of subscriptions she manages.
- Decision fatigue when evaluating the value of subscriptions.

Wants

- Convenient subscription services that fit her busy lifestyle.
- Flexibility to cancel or adjust subscriptions easily.
- Value for money from her subscriptions.

Subscription Services Used:



Alex Rodriguez

Alex is a software engineer in his early thirties, residing in a suburban neighborhood. He's passionate about technology and spends a lot of time tinkering with gadgets and exploring new software tools. As a tech-savvy individual, Alex enjoys leveraging subscriptions to enhance various aspects of his life..



Age: 31
Occupation: Software Engineer
Location: Suburban

Goals

- Curate a collection of subscription services that enhance both personal and professional aspects of life.
- Strike a balance between enjoying subscription benefits and controlling subscription expenses.
- Reduce subscription-related stress by streamlining and organizing his subscription portfolio.

Wants

- Diverse entertainment options from streaming services.
- Access to new subscription services aligned with his interests.

Needs

- Reliable streaming platforms with a wide range of content.
- Regular monitoring and management of subscriptions.

Frustrations

- Forgetting to assess the value of subscriptions due to a busy work schedule.
- Feeling overwhelmed by the plethora of subscription options available.
- Difficulty in finding the right balance between cost and value in subscriptions.

Subscription Services Used:



How Might We Questions allowed us to explore different angles for addressing the problem.

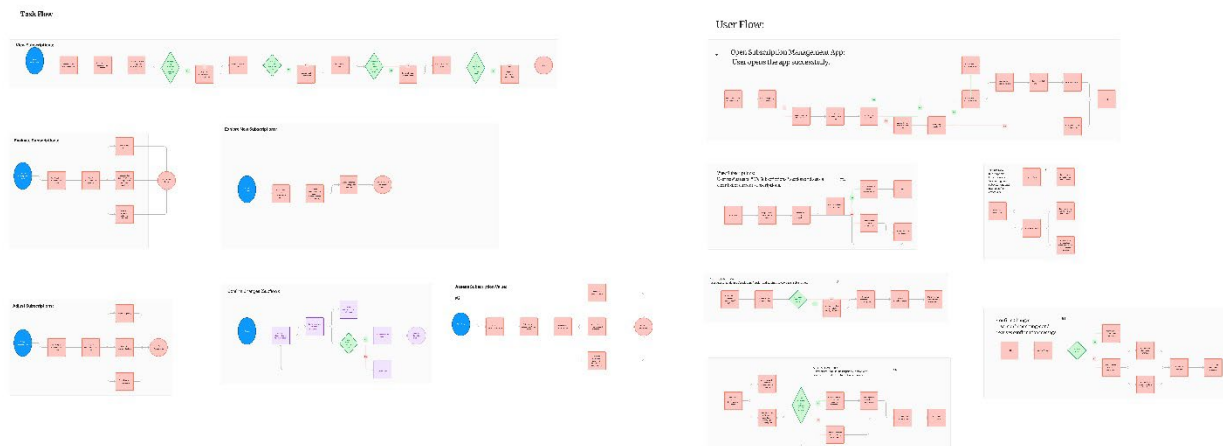
1. How might we design subscription platforms that offer personalized recommendations tailored to Emily's interests and preferences?
2. How might we create subscription management tools that remind Emily to evaluate and adjust her subscriptions regularly based on her usage patterns?
3. How might we develop subscription bundles that combine entertainment, meal, fitness, and productivity services to streamline Emily's subscription experience?
4. How might we enhance subscription cancellation processes to make it easier and more convenient for Emily to unsubscribe from services she no longer needs?
5. How might we integrate budgeting features into subscription management apps to help Emily track her subscription expenses more effectively?

6. How might we collaborate with streaming services to offer exclusive content or discounts tailored to Alex's preferences as a tech enthusiast?
7. How might we develop subscription aggregation platforms that allow Alex to manage all his subscriptions from a single interface for ease of use?
8. How might we leverage AI and machine learning to analyze Alex's subscription usage patterns and provide personalized recommendations for new subscription services?
9. How might we create loyalty programs or rewards systems for subscription services that incentivize Alex to maintain long-term subscriptions?
10. How might we design subscription management dashboards that provide Alex with insights into his subscription spending habits and opportunities for optimization?

These questions were asked to uncover both quantitative data (e.g., number of subscriptions, frequency of use) and qualitative insights (e.g., reasons for subscribing, pain points in managing subscriptions).

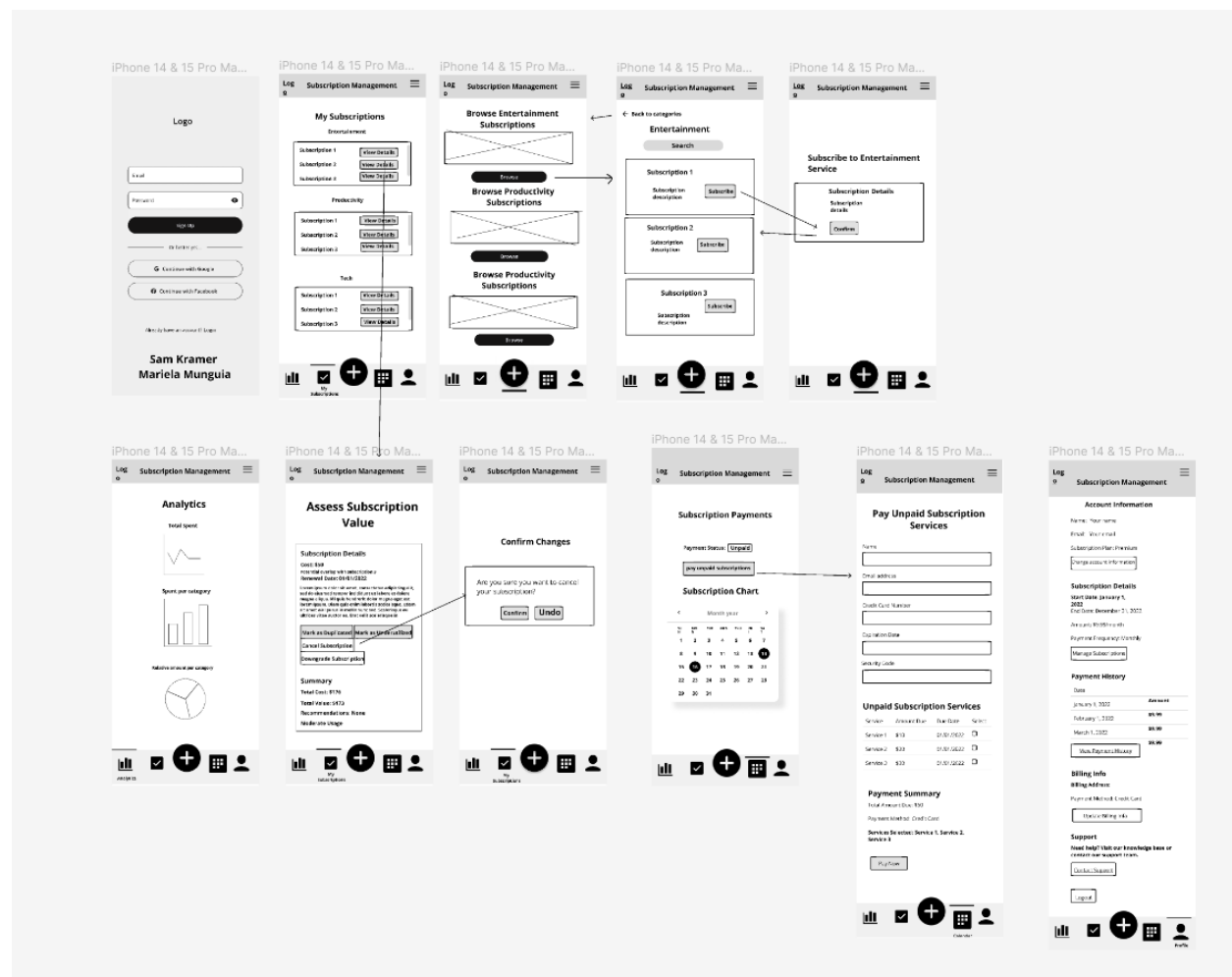
We made user and task flows to help us visualize the steps needed for our audience to perform specific

tasks. <https://www.figma.com/file/bQdCliO3G4HI6QvgHUIJvu3/HW-6%3A-Task-%26-User-Flows?type=whiteboard&node-id=0%3A1&t=QiFkMitAn53zEbgK-1>

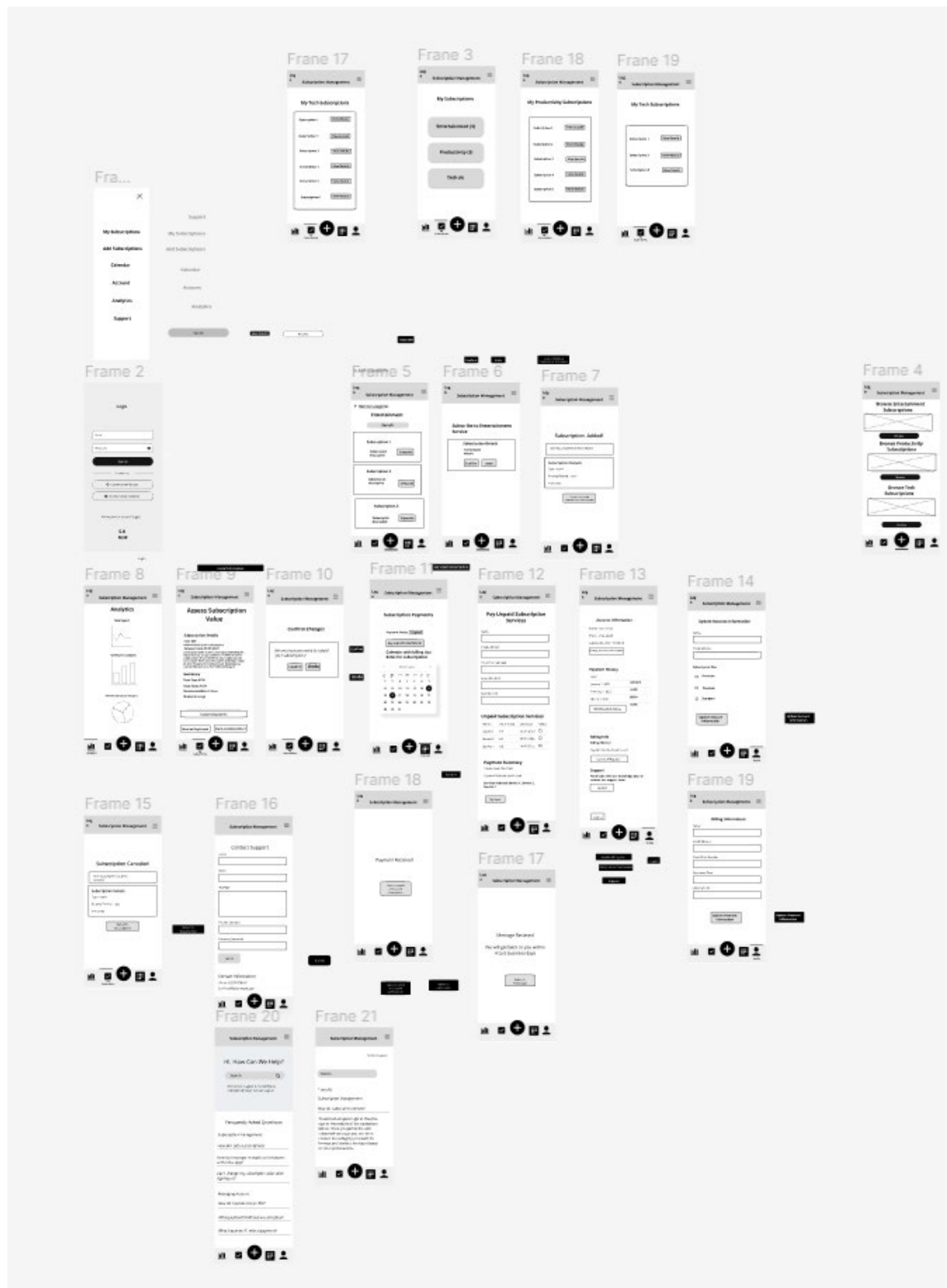


After we made our flows, we decided to add more personalization for speed, clearer calls to action and simple navigation. By addressing the audience's goals, the new user flows made it easier to achieve objectives without unnecessary complications.

Once we finished our user flows, we got started on the wireframes. The flows gave us a good starting point. Here are my first wireframes.



Once I had a first draft, I was able to expand on the structure and flow by creating additional screens for usability. After receiving feedback from classmates, we created a simple homepage to give it a more familiar approach to user satisfaction. I applied my knowledge of the principles of interaction design to create a consistent design that is easy to learn.



The navigation consists of a bottom navigation and a hamburger menu to account for a couple of additional pages I can't fit in the bottom navigation. I wanted to link the support page to my navigation

because support is important for an app like this, especially when users spend so much money on subscriptions. The calendar section was designed to make a way for users to see their upcoming payments so they could visualize the amount of time they had to pay each subscription plan. The analytics page was created to help users visualize the amount of money they spend over time. If a user wants to view the details of a subscription to see if it's worth the money it costs to subscribe to it, they can view the details of the subscription and cancel it if it's too expensive. When users see an overlap between subscriptions, they can mark it as duplicated, so they know they need to cancel that subscription. I added a browse subscription page too so users can browse subscription services from categories that fit their lifestyles. To see the prototype click the link below which contains access to my project. <https://www.figma.com/proto/erSn548oBX0UKXmX7RxNKA/Prototype?page-id=0%3A1&type=design&node-id=1-606&viewport=-85%2C-370%2C0.53&t=SnYIQ2mRY43deAfx-1&scaling=scale-down&starting-point-node-id=1%3A606&mode=design>

The prototype evaluated and refined through user feedback, was built to resonate with our diverse audience. Our personas, Emily and Alex are the core of that audience, guiding that development process and the features of the app. As we look forward, next steps in the development process are to enhance personalization, streamline navigation, simplify the cancellation process, and test the prototype on as many people as we can to ensure our solution becomes an indispensable tool for subscription management.

