



Team MCR

# SUBSCRIBR

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# Presentation Content



## Motivation

- Challenge
- Solution
- User Characteristics



## Requirements

- Findings
- Features



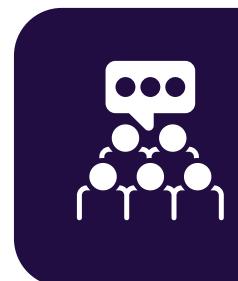
## Design

- Low-Fidelity
- High-Fidelity



## Evaluation & Revision

- Methods
- Results
- Alterations



## Conclusion

- Prototype
- Conclusion

# **what: The Motivation**

What problem did we want to solve?

## Challenge

The challenge was to create an intuitive and comprehensive platform that effectively addresses the diverse needs of users.

## Solution

The solution was developing Subscribr, a unified platform offering auto-cancellation, promo checking, subscription management, and billing alerts.

## User Characteristics

Our target users include individuals, families, and small business owners who seek to simplify and streamline their subscription management.

# The Requirements

What did we learn from the users?

# Findings

- 1 **Forgotten Payments**
- 2 **Poor Content**
- 3 **Lack of quality**

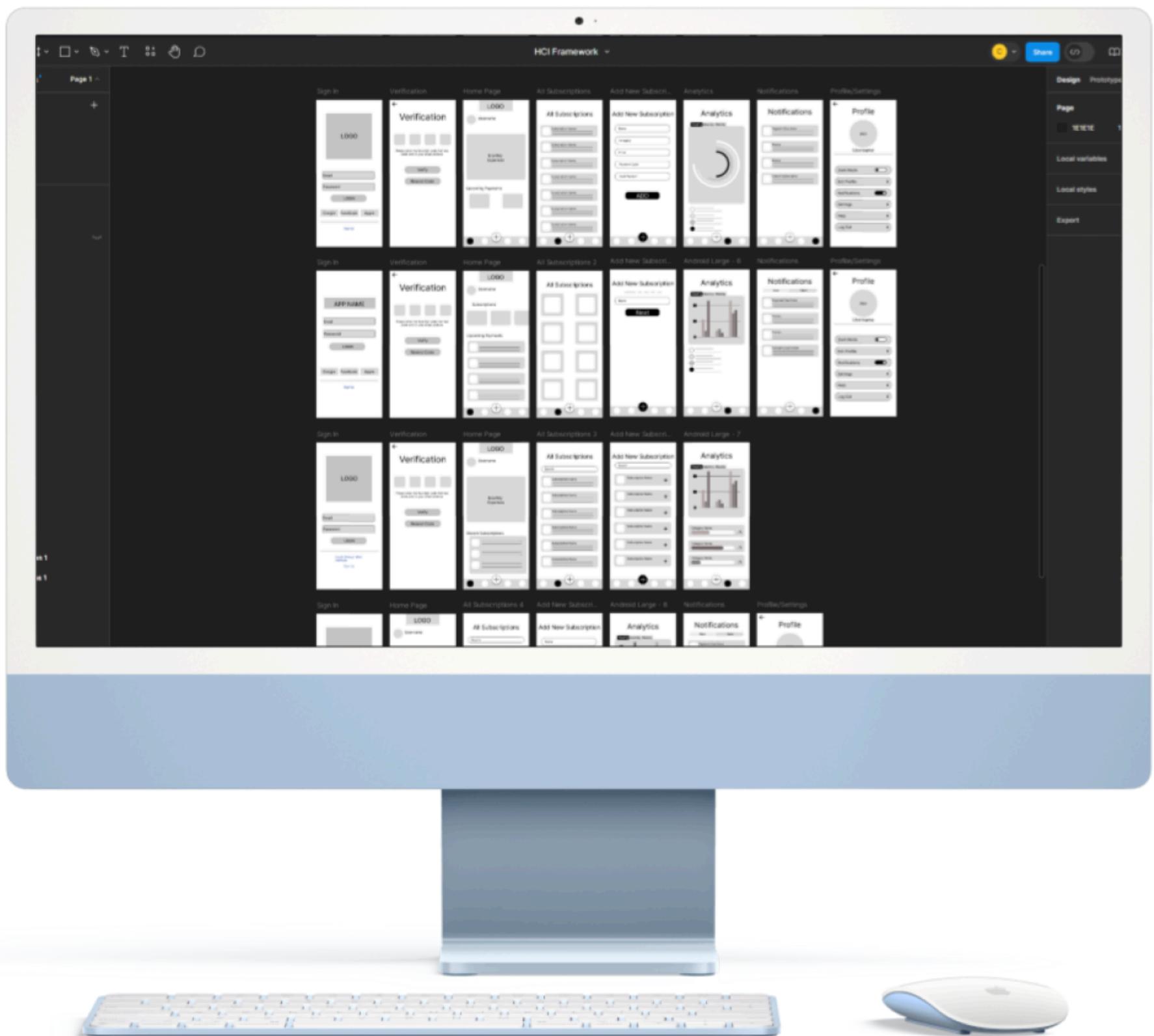
# Features

- 1 **Simple Navigation**
- 2 **Manage Subscriptions**
- 3 **Promo Notifications**

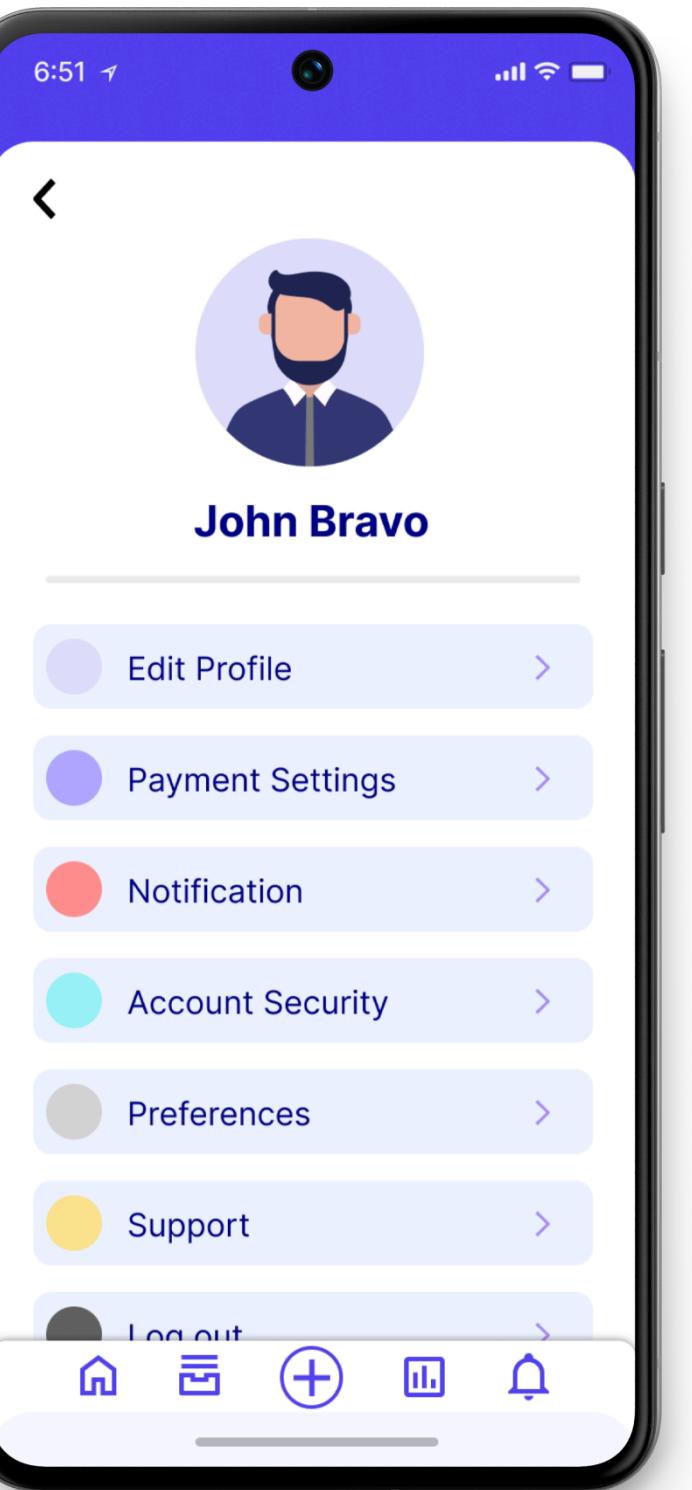
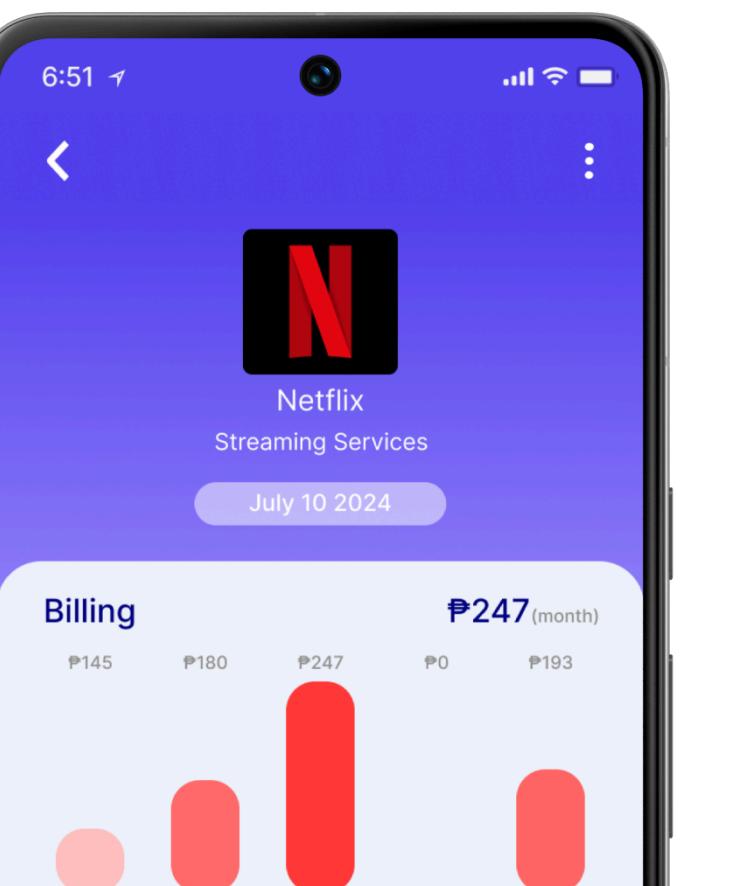
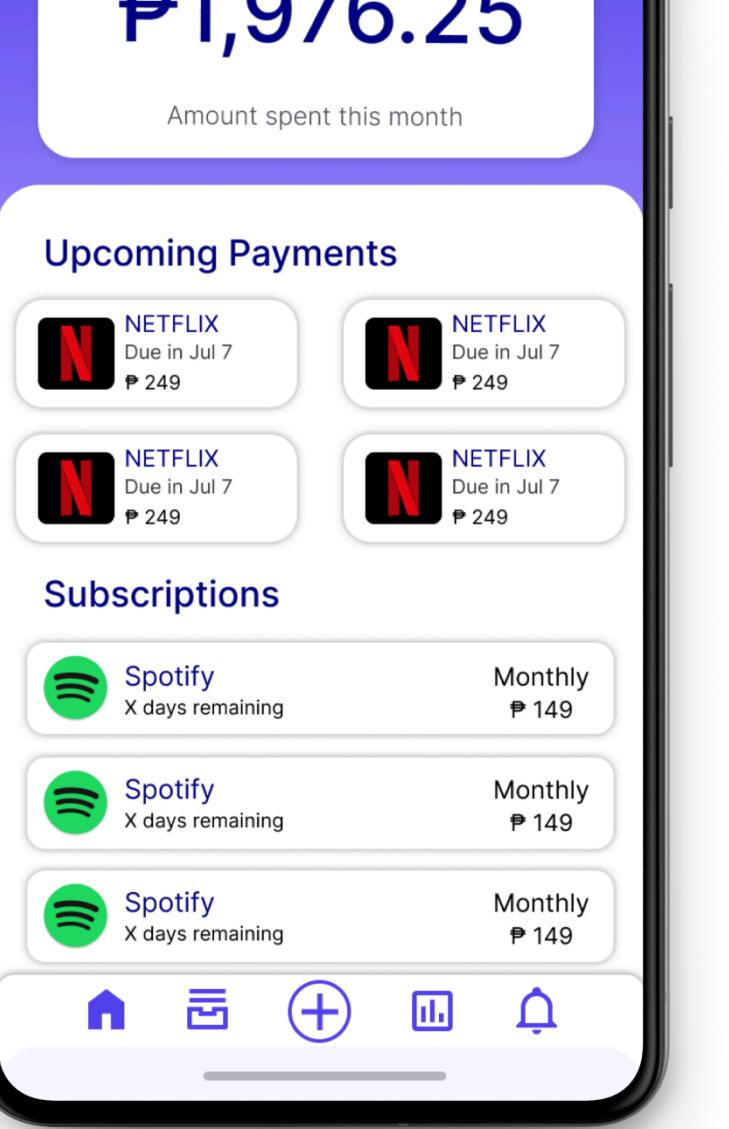
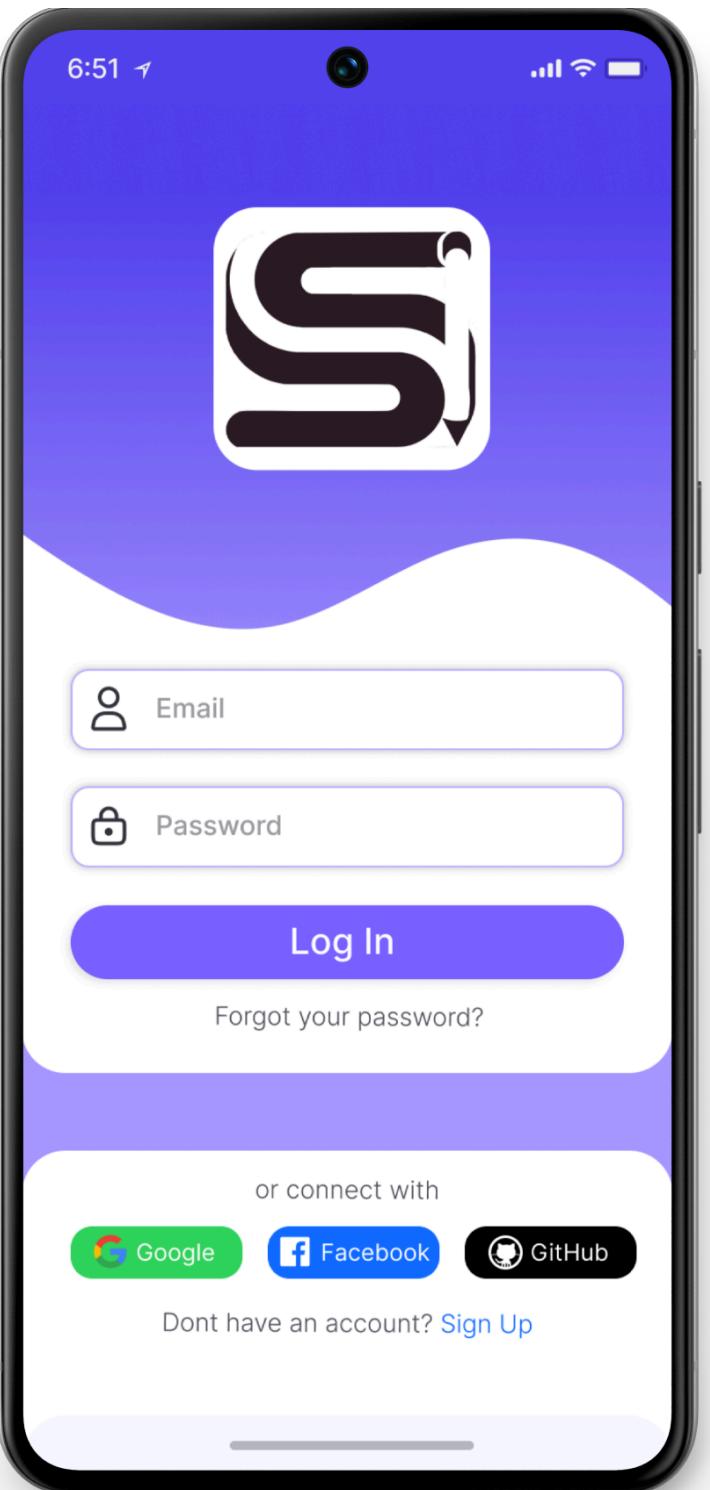
# The Design

What does the solution look like?

# Low-fidelity



# High-Fidelity



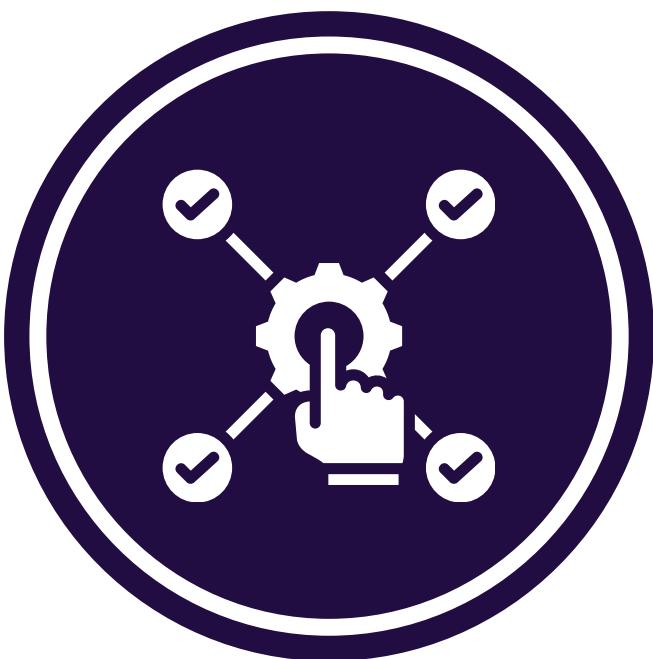
# **Evaluation &**

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# **Revision**

What were the results?

# METHODS



## Usability Specifications

Participants will be given tasks and timed to determine the usability. The tasks are: **Login, Add Subscription, Edit Subscription, Analytics, and Logout**



## Heuristic Evaluation

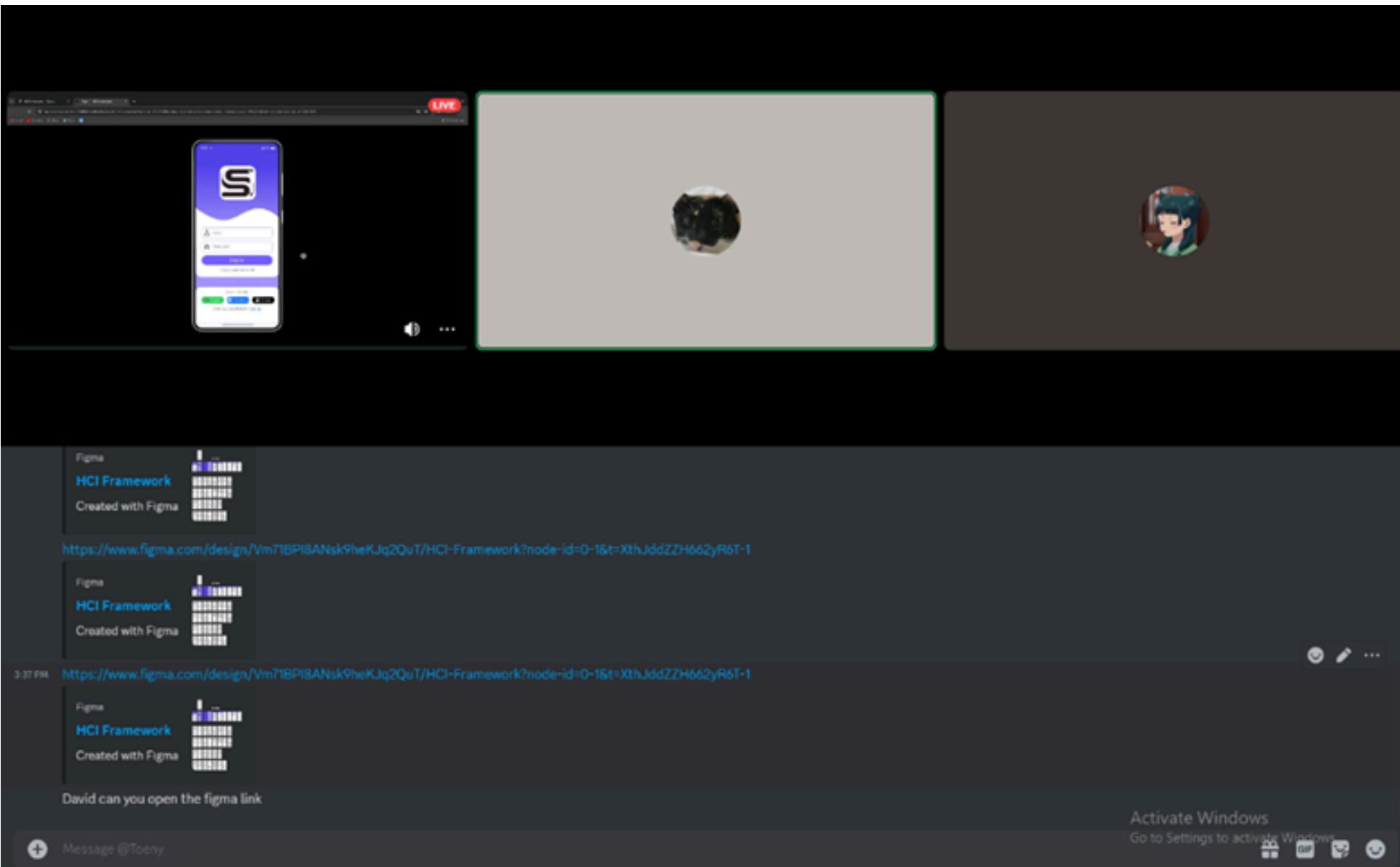
This prototype will be Evaluated using the Nielson 10 Heuristics. This will help identify the flaws of the prototype and evaluate it in a professional manner



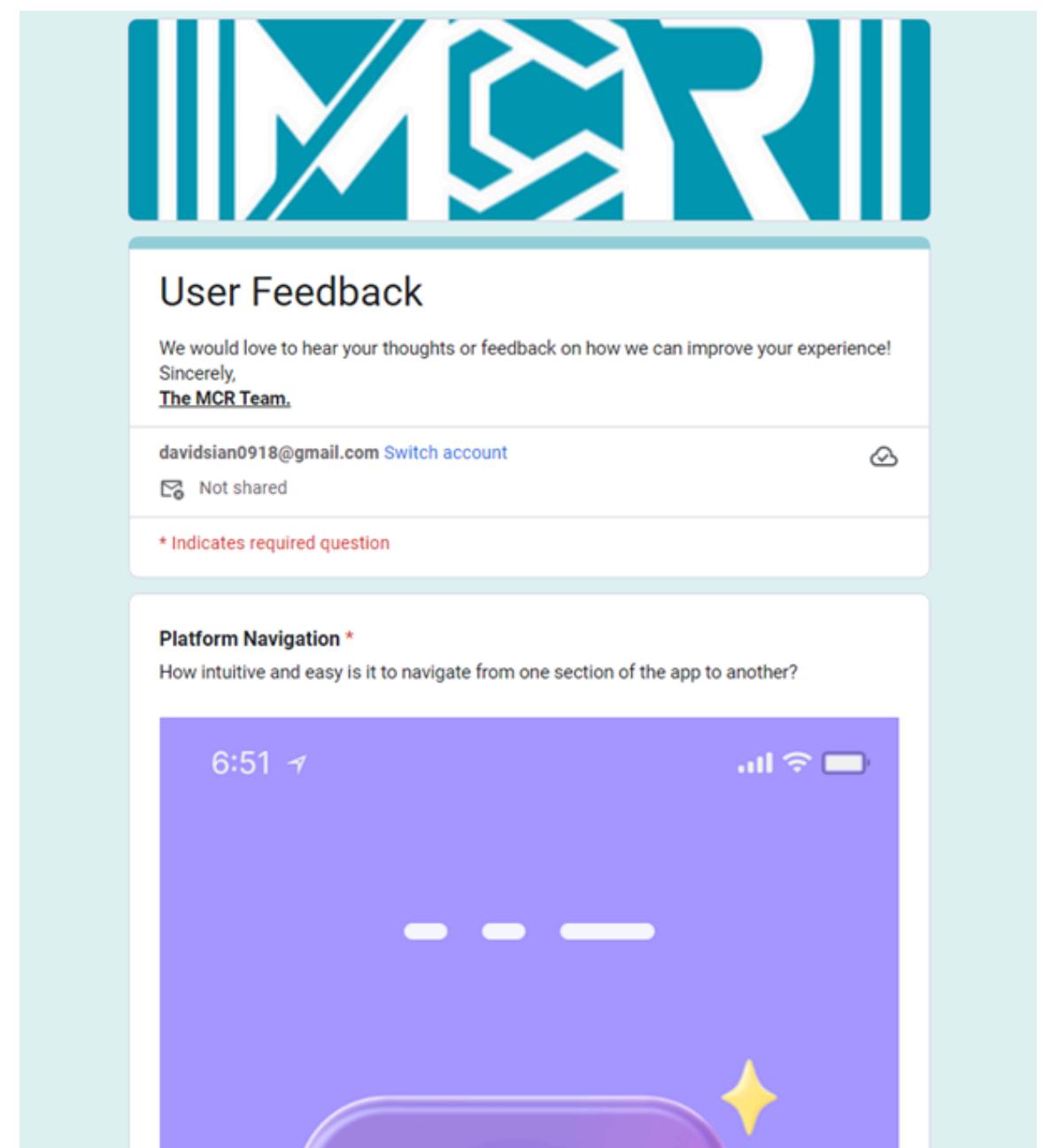
## Survey & Feedback

Survey will be provided to the participants after they finish all the task. The survey will contain

# Online Test

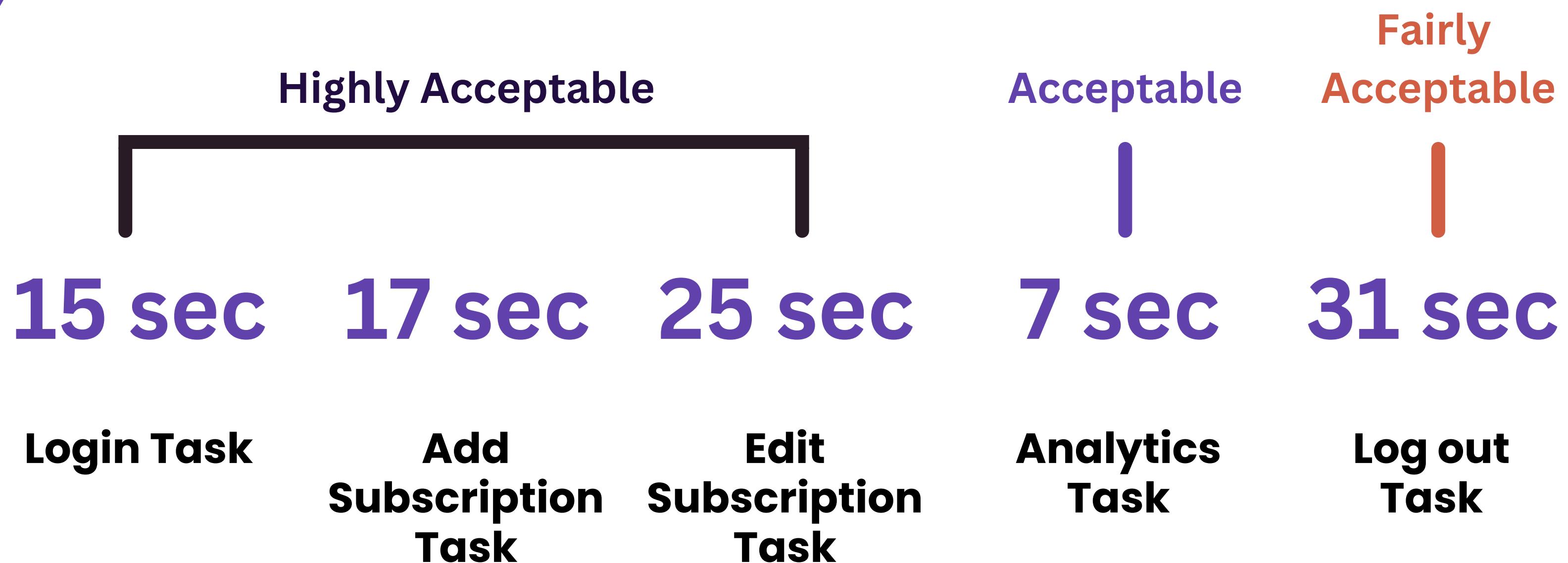


# Survey



# RESULTS

## Usability Specifications

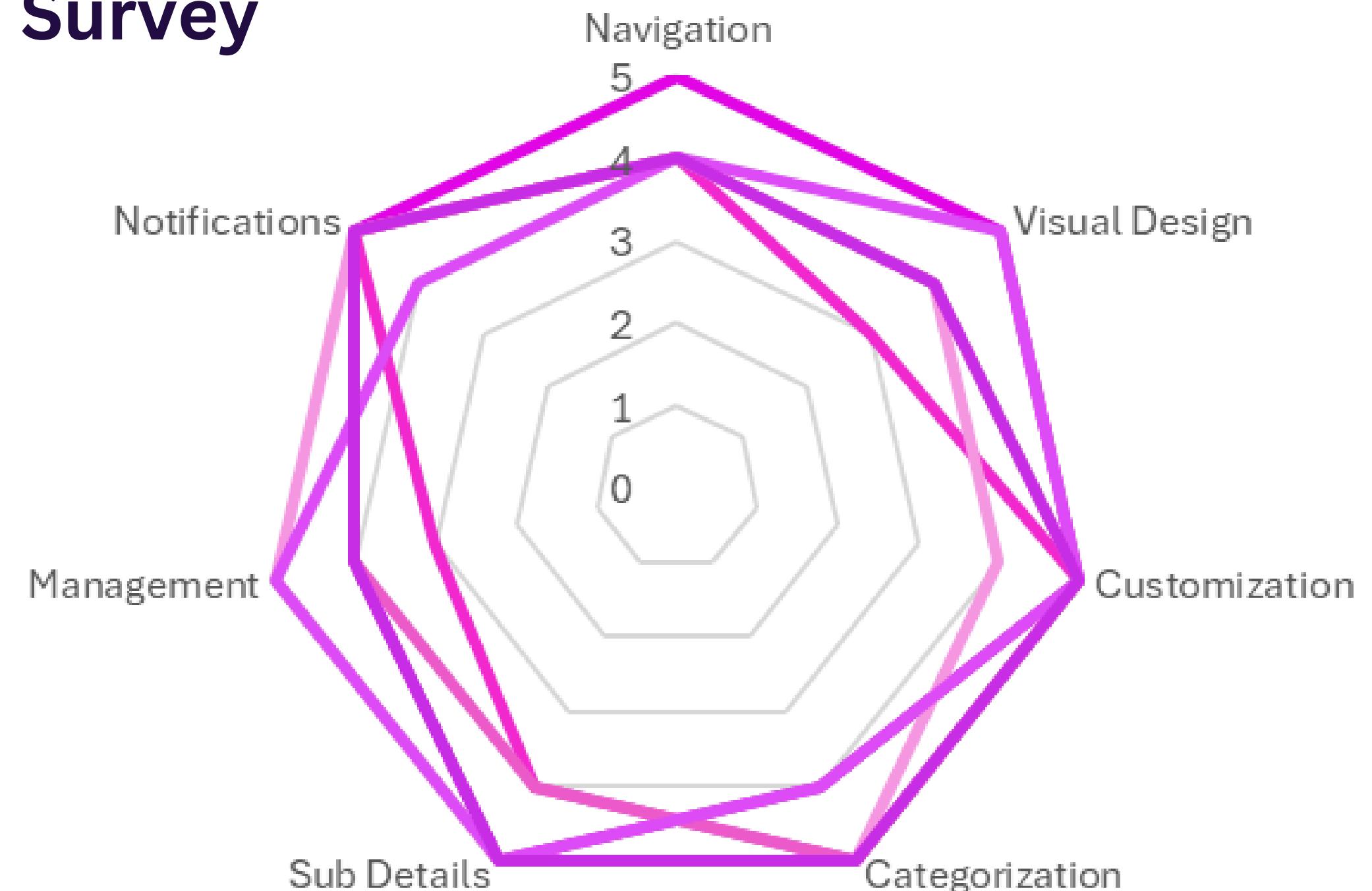


# RESULTS

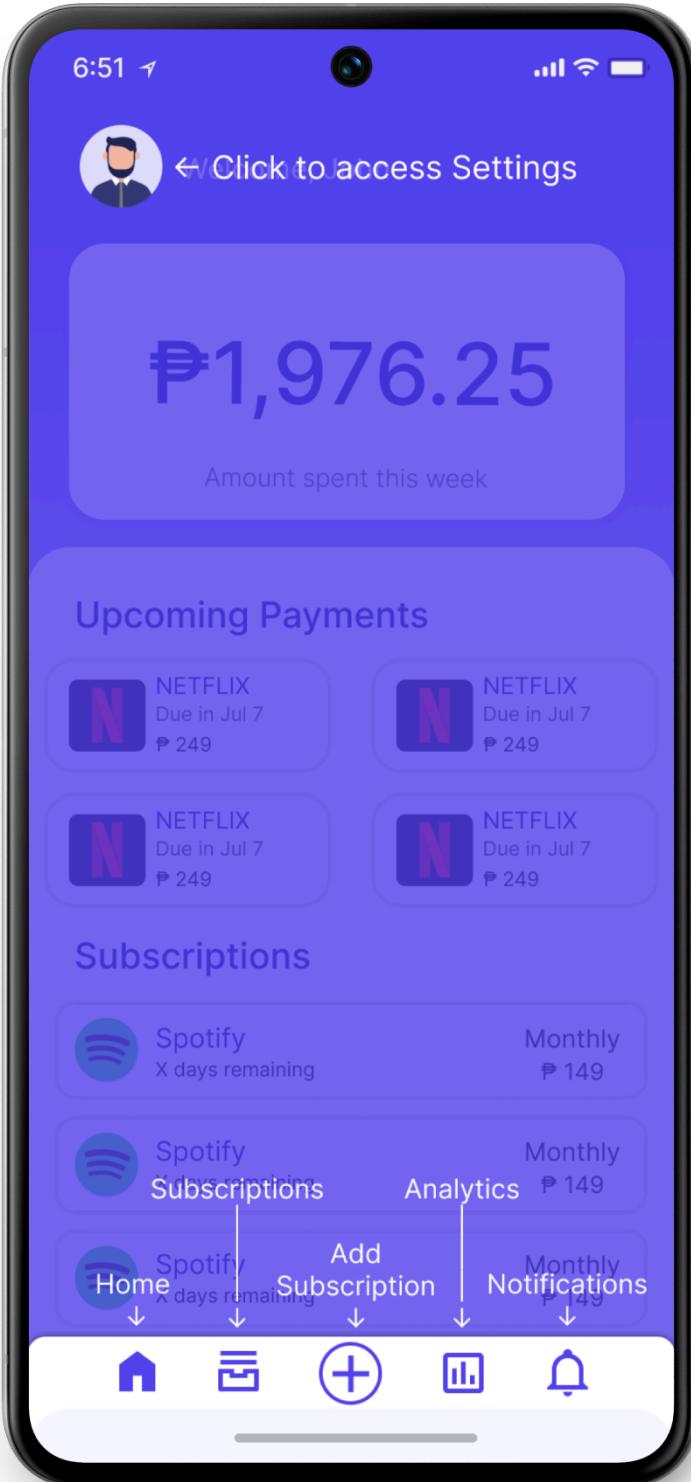
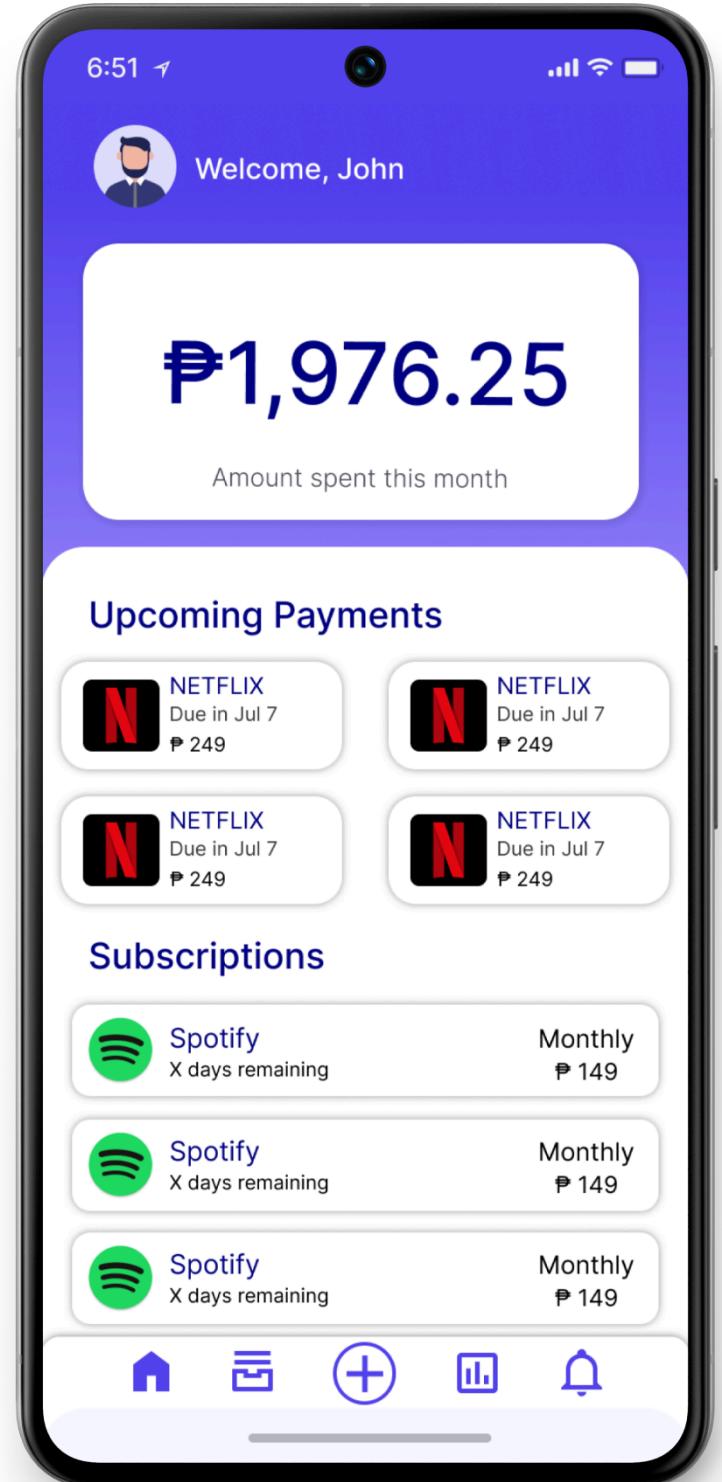
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AVERAGE MEAN OF THE  
SURVEY QUESTIONS

## Survey



# Alteration



# The Prototype

In Action

# Conclusion

Given more time, the team could flesh out the technical details such as the settings page to showcase how customizable the app is for users who would like to control each aspect of the app.

The team could also gather more participants to ensure the quality of the prototype.



# Thank You! S



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