Subscribr

Project Description:

In today's digital age people often subscribe to a variety of services, including news sources, software tools, streaming platforms, and more. It might be difficult to maintain track of pay cycles, cancel undesirable services, and stay up to date with exclusive offers when managing these subscriptions. To reduce users' cognitive load and cost waste, these processes must be streamlined through an efficient interface or system.

The target audience will be people who have engaged in multiple subscription services that do not have the sufficient time to scan whether they have been using their services frequently or if they do not use the service at all. Subscribr allows them to easily find data on apps that have not been receiving much attention and it also helps with budgeting.

We have seen that a lot of people have trouble remembering to pay their numerous subscriptions, which results in forgotten payments, overlooked renewals, and inefficient use of funds. The characteristics required to deliver a flawless experience are either absent or excessively dispersed in the current solutions. As a result, we suggest creating Subscribr, a comprehensive application made to effectively manage a variety of subscription services.

Key Requirements:

A user must be able to do the following with the system:

- Track and manage all their subscription.
- Cancel unwanted subscription.
- Receive payment reminders for their subscription.
- Receive notification for a promo on a subscription.
- Receive notification on increased subscription rates before paying one.
- Subscriptions do not have a unified way of cancellation with some companies doing their best to obscure the way to unsubscribe the subscription.
- Subscription fee changes from time to time.
- Subscription promo / coupon is only applicable to a set number of users.
- Customize their own portfolios to manage specific groups of subscriptions.

Application Design: Track and manage all the user's subscription

- **Subtask 1:** Automatically direct the user to cancel a subscription based on a set criterion.
    - Choose a subscription
    - Set the criteria for the auto cancellation
    - Direct the user to the cancel subscription page of the subscription
- **Subtask 2 :** Check the overall subscription expenses by week, month, or year.
    - Open the analytics tab
    - Modify the filter to see the total expenses by week, month, or year
- **Subtask 3:** Check the promos offered for a subscription.
    - Choose a subscription
    - Click on the promo tab to see the promos offered now

Design Space:

What requirements may be difficult to realize?

Realizing our difficulties was a difficult task because we had to research different applications that had the same design system as ours and they all nearly had the same system in mind. For us to realize our difficulties for the requirements, we had to analyze the application design thoroughly and we found out that there are multiple regions where there are redundant actions which we have addressed after the alteration of our previous designs.

The issue with creating an efficient design is the lack of available competition as this market space does not have a wide audience but we are more than welcome to accept this as part of our challenge, we then looked at other platforms that are within the same namespace of "management" in general purpose and we've incorporated several designs that are present within those services.

Overall, the difficulties were mostly regarding application navigation and creating a design that would increase audience retainability, which we then placed heavy focus upon when designing our wireframe.

What are some tradeoffs that you should or did explore?

Subscribr was originally designed to be extremely compact so that the user may find all the necessary info without having to navigate multiple pages but after further analysis and applications of the design principles we've reduced the applications verbosity drastically for the user to feel comfortable and not overwhelmed with information.

Furthermore, several tradeoffs were made which made us overhaul several different design choices that we made initially, for example, we decided that for us to have a concise design we had to sacrifice more than just wordiness but also, we had to design a better navigation system that would accommodate the UCD (User Centered Design) requirements.

Which tasks will be easiest to support? Which is the hardest?

Keeping the application design simple was the easiest task to support after learning the proper UCD (User Centered Design) but initially it was a challenge for us because there were several factors that we had not taken into place when we originally crafted the design for our application. Another easy task was the implementation of several design features for our logos, since we had the effort of conceptualizing several designs which were inspired from modernized logo designs.

The only difficult task that we faced was creating the perfect design for our application navigation, for us to make a design that would be palatable to our audience we had to implement strategies that would invoke user retention and that would allow the audience to enjoy the experience of navigating while also having enough visual aid to traverse our application with little to no issues.
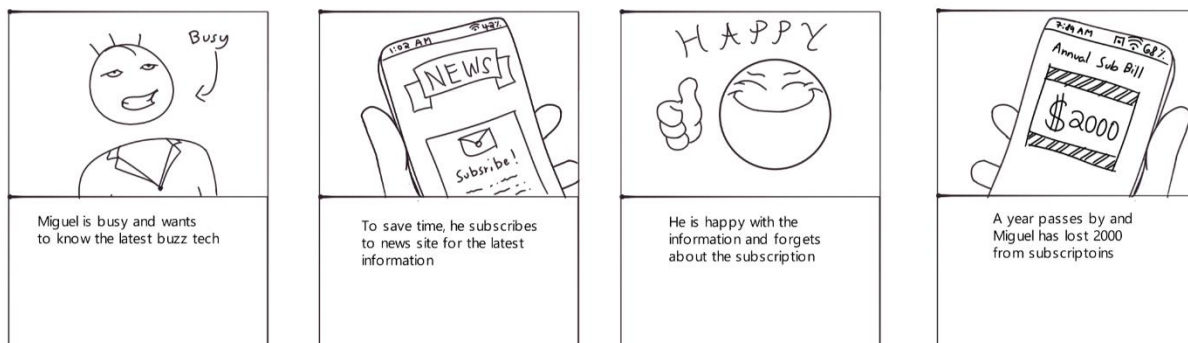
Design Summary:

Subscribr is a comprehensive subscription management service designed to help users track and manage all their subscriptions in one place. With Subscribr, users can easily cancel unwanted subscriptions, receive payment reminders, and get notified about promotions and rate increases. The platform addresses the common issue of complicated cancellation processes, guiding users directly to the appropriate cancellation pages based on their set criteria. Additionally, Subscribr allows users to customize their own portfolios, enabling them to organize specific groups of subscriptions efficiently.

To enhance financial management, Subscribr offers an analytics tab where users can review their subscription expenses on a weekly, monthly, or yearly basis. The service also provides timely notifications about available promotions and applicable coupons, ensuring users never miss out on potential savings. By offering these features, Subscribr simplifies subscription management and helps users stay informed about their expenditures and opportunities to save. Whether it's managing a diverse range of subscriptions or keeping track of expenses, Subscribr aims to be a solution for seamless subscription oversight.

The Designs:

Scenario: A user Miguel, businessman, is quite busy with his life, he checks his phone occasionally for further business ventures, he subscribes to multiple news outlets to keep track on the latest tech buzz, a year passes by, and he's lost nearly $2,000 in a year, he wonders why, and checks his credit card transactions and finds out that he's been subscribing to over 100 different news journal articles, now he has to find an application that could help him manage different service payments, and that also fits his busy schedule.

Storyboard:

Miguel is busy and wants to know the latest buzz tech	To save time, he subscribes to news site for the latest information	He is happy with the information and forgets about the subscription	A year passes by and Miguel has lost 2000 from subscriptoins

Problem Statement: A user Miguel has lost a large sum of money due to his negligence in maintaining his subscription services, he has a busy schedule and does not have much time for chatter, being on his phone, and keeping track of his selection of services manually, his current goal is to find an application that will suit his needs and that would allow him quick and easy access to

manage his subscription services that would allow him to keep track of the services that he frequents and those that are inactive .

Sign in Page
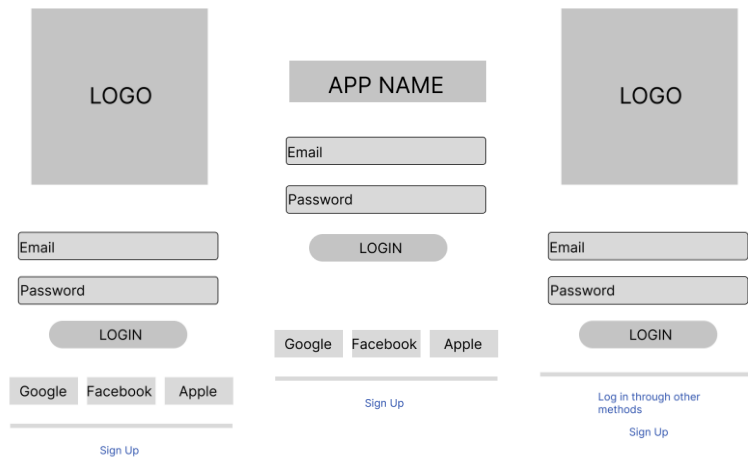
The 3 designs show how the sign in page would look like. The major design choice would either be to show the logo or the app name.

User Example: The user enters their email and password once they've already created an account, and right after, they have the option of adding an application that they would like to manage.

Advantages:

- Personalized account: Users can log in using a local account created in the application.
- Social login: Users can use their social account such as Facebook, X, or Google to log in to the app, removing the need to create another account for one application.

Disadvantages:

- Choice Overload: The multiple ways to log in to the app makes it difficult for the user to choose one which can lead to a scenario where they forget what method they used to enter the app.

Home Page
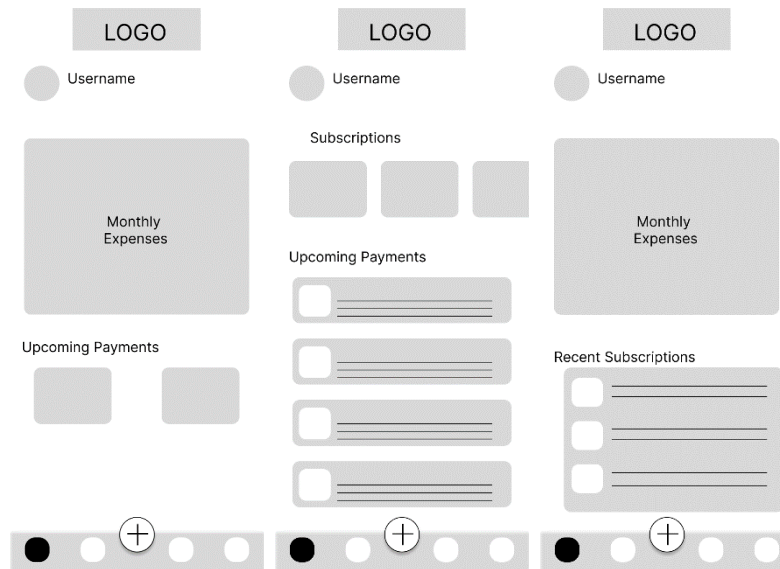
The 3 designs show how the home page would be in the final design. The main elements in the design are the statistics of the subscriptions in a period and the upcoming payments.

User Example: The user can check the total amount of expenses that they have in total by the products they've listed, the user can also check their upcoming payments and check their recent subscriptions when needed.

Advantages:

- Comprehensive Overview: Displaying monthly expenses, the number of subscriptions, trials, and upcoming payments gives users a clear financial overview.
- User Engagement: Regular updates about upcoming payments and their details can help users stay engaged with the app.

Disadvantages:

- Information Overload: Too much information on one page can overwhelm users, especially if not organized well.

Subscriptions Page
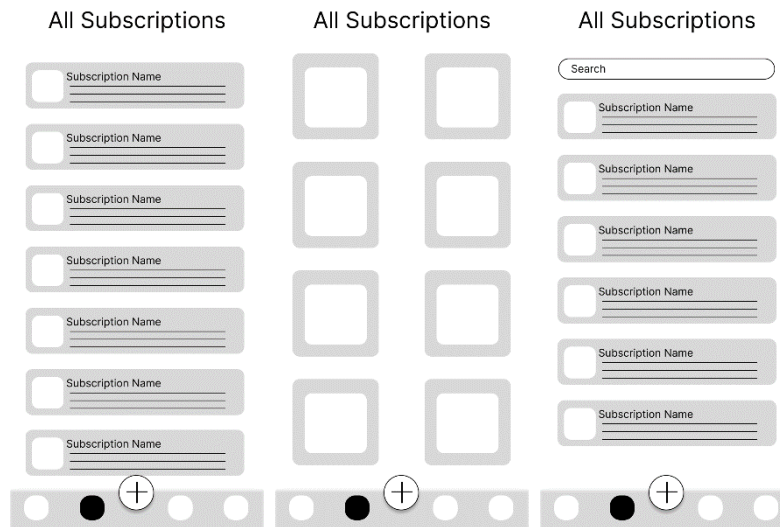
The 3 designs show how the subscriptions page would be in the application. The design we made leans on having a list type or a button type layout to show the subscriptions.

User Example: The user can check all their current subscriptions in different modes, it can be a more verbose form, and the other one can be a simpler design with just the logos, or the final one, a verbose design where you can search for the specific apps where the user would use if they have plenty of subscriptions.

Advantages:

- Easy Navigation: The search bar allows users to quickly find specific subscriptions.
- Organized Information: Listing subscriptions with short details helps users manage and access their subscriptions efficiently.

Disadvantages:

- Maintenance: Keeping subscription details up-to-date might require constant maintenance.
- User Overload: Users with many subscriptions might find the list cumbersome if not well-categorized or sortable.

Add Subscription Page

Add New Subscription   Add New Subscription   Add New Subscription

Search

Subscription Name   +
Subscription Name   +
Subscription Name   +
Subscription Name   +
Subscription Name   +
Subscription Name   +

Name

Category

Price

Payment Cycle

Next Payment

ADD

Name

Next

The 3 designs show how the add subscription page would be in the final design. The overall design style revolves around picking a template from the list of subscriptions or adding a custom subscription.

User Example: The user can add subscriptions and there are multiple fields to help keep track of the services that they have subscribed to.

Advantages:

- Detailed Input Fields: Inputs for name, category, price, payment cycle, and next payment ensure comprehensive data entry.
- Ease of Use: A button to add the subscription simplifies the process.

Disadvantages:

- User Effort: Users might find it tedious to input all the details manually.
- Error-Prone: Manual entry increases the risk of user error, such as incorrect dates or amounts.

Analytics Page
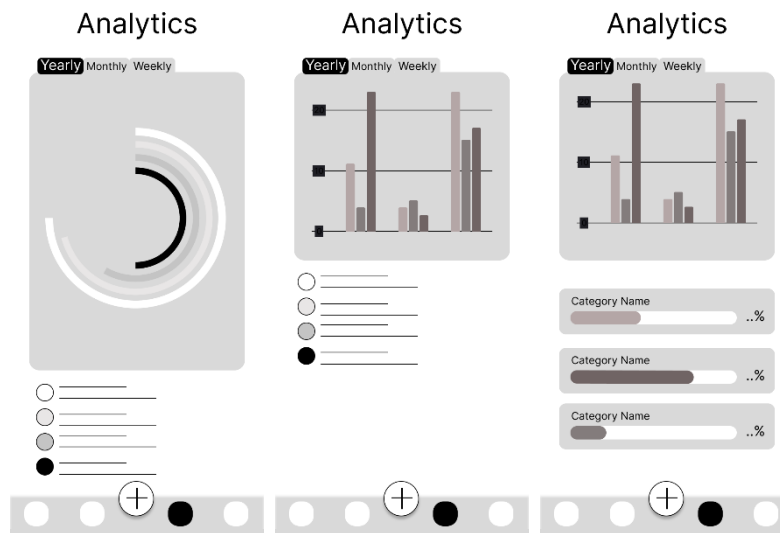
The 3 designs show the analytics page would be implemented in the application. The different designs are experimenting on what style would suit best in presenting the data to the user.

User Example: The user can go to the analytics page and check the total time that they have spent on their services to see which ones are highly used and vice versa.
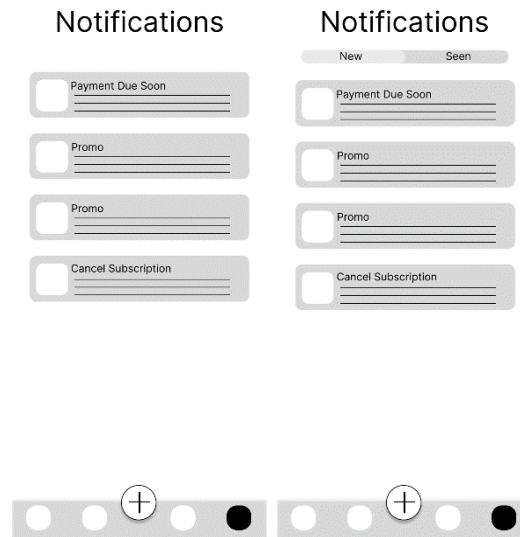
Advantages:

- Visual Insights: A graph showing expenses by category with tabs for different time periods (yearly, monthly, weekly) provides visual insights into spending patterns.
- Detailed Tracking: Transaction history allows users to track their past spending and payments.

Disadvantages:

- Complexity: Users who are not familiar with data visualization might find graphs difficult to interpret.

Notification Page

Notifications   Notifications

New   Seen

Payment Due Soon   Payment Due Soon

Promo   Promo

Promo   Promo

Cancel Subscription   Cancel Subscription

The 2 designs show how the notification page would be in the final design.

User Example: The user can check notifications when in the main menu of the application, the user may also adjust the applications that will receive these notifications.

Advantages:

- Proactive Alerts: Notifications for promos, subscription cancellations, and upcoming payments keep users informed and proactive about their subscriptions.
- Organized Communication: Tabs for new and seen notifications help users manage and review their notifications efficiently.

Disadvantages:

- Notification Overload: Users might find frequent notifications annoying, leading to potential uninstalls or ignored alerts.

Requirements Changes:

After the initial design process, we have noticed that some parts have been neglected which lowers the applications overall usability and user experience. To resolve this, we have implemented the following changes:

Custom Subscription: Our first Add Subscription Page design had the users to choose from the templates and we quickly realized how difficult it is to ensure that all subscription present in the market would have a template of their own. To remedy this, we allowed users to enter their own subscription.

Notification Category: Our initial Notification page design had all the notifications in one tab with a different color for a notification that is new or seen. We realized that this could lead to a bad user experience as the notifications could not be filtered based on their state / category and a long page of notification makes it harder for the user to see what they are looking for. That is why we have added a tab where you could sort them by category, making it easier to find the relevant data the user is looking for.

The changes we made were necessary to make our application live up to its purpose, that is to provide the users with an easy way to manage the complexities of their subscription.