Project Description:

Subscribr's is an application with the goal to reduce cognitive load and financial waste for customers by streamlining subscription management through the provision of a unified platform for tracking and administering many digital services. A seamless user experience is intended to be provided via the app's capabilities, which include auto-cancellation, promo checking, subscription management, and billing alerts. Subscribr aims to bridge the gaps left by previous solutions by concentrating on user feedback and upholding the four main usability criteria: efficiency, navigation, customizability, and accessibility. This will make it easier for users, individuals, families, and small business owners to manage their subscriptions, which will ultimately encourage the consumer market to become more informed and efficient.

Requirement Summary:

MINIMUM SPECIFICATION	**Processor Cores**	**Single Core 1.4 GHz**
	OS	**Android 12**
	RAM	**2 GB**
RECOMMENDED SPECIFICATION	**Processor Cores**	**Dual Core 2.2 GHz**
	OS	**Android 14**
	RAM	**3 GB**
OTHER REQUIREMENTS	**PERMISSIONS**	**Notifications & Storage**

Table 1. System Requirements

For the users that are wondering whether their device can handle this application, we have chosen to select Android 12 to be our base and gave support up to Android 14. This is to ensure the security of the devices as these versions of android are the most up-to-date and have received the most security patches.

The user specifications regarding system hardware are not that heavy as the application does not have many animations that would require a lot of processing power therefore, we have settled for the most affordable system requirements for our system requirements.

Prototype Description

We developed the prototype using Figma. Figma allowed us to create a more tangible system that could be easily developed by our team. With Figma, we also could understand the skeletal structure of our program which would allow us to sort the necessary implementations for our project.

Subscribr Figma Link:

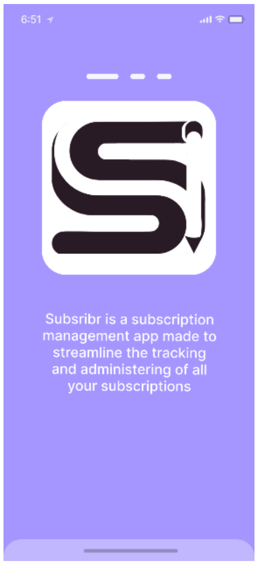
https://www.figma.com/design/Vm71BPI8ANsk9heKJq2QuT/HCI-Framework?node-id=0-1&t=XthJddZZH662yR6T-1

User Scenario:

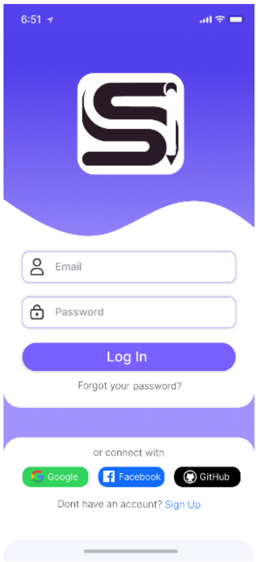
A user Miguel, businessman, is quite busy with his life, he checks his phone occasionally for further business ventures, he subscribes to multiple news outlets to keep track on the latest tech buzz, a year passes by, and he's lost nearly $2,000 in a year, he wonders why, and checks his credit card transactions 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.

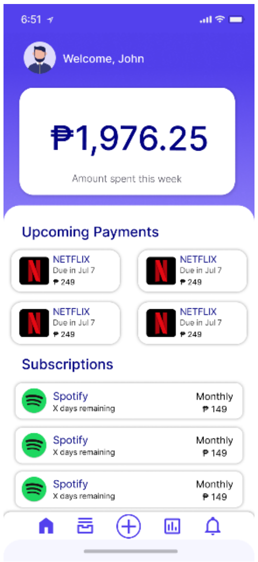
User Miguel then decides to find an application that will suit his needs and that would allow him quick and easy access to manage the subscription services that would allow him to keep track of the services that he frequents and those that are inactive. He finds an application called Subscribr and decides to download it, and to his surprise, this was just the application that User Miguel had been looking for, with this application he drastically reduced his monthly spending on unnecessary services which helped him recover a significant amount of money.

Subscribr Mock-up/Prototype:



Subsribr is a subscription management app made to streamline the tracking and administering of all your subscriptions





₱1,976.25

Amount spent this week

Upcoming Payments

NETFLIX Due in Jul 7 ₱ 249

NETFLIX Due in Jul 7 ₱ 249

NETFLIX Due in Jul 7 ₱ 249

NETFLIX Due in Jul 7 ₱ 249

Subscriptions

Spotify X days remaining	Monthly ₱ 149
Spotify X days remaining	Monthly ₱ 149
Spotify X days remaining	Monthly ₱ 149

Onboarding Screen

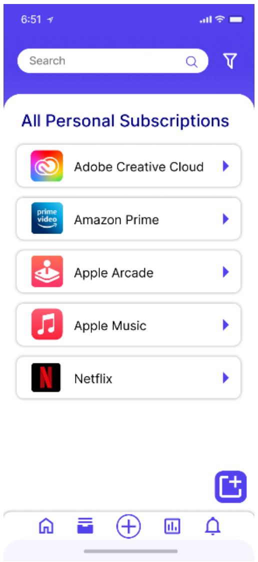
This section is visible for new users

Login

This screen will display every time you login

Home

This is the page the user will first see from logging in



6:51

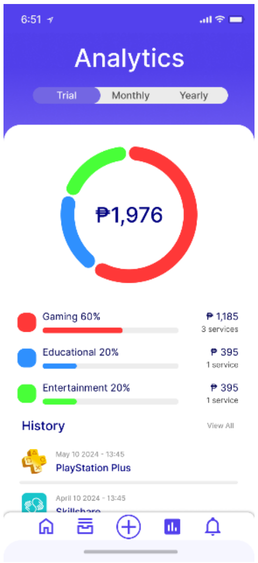
Search

All Personal Subscriptions

- Adobe Creative Cloud
- Amazon Prime
- Apple Arcade
- Apple Music
- Netflix

Personal Subscription

This page contains all the user's subscription



6:51

Analytics

Trial | Monthly | Yearly

₱1,976

Gaming 60%	₱ 1,185 3 services
Educational 20%	₱ 395 1 service
Entertainment 20%	₱ 395 1 service

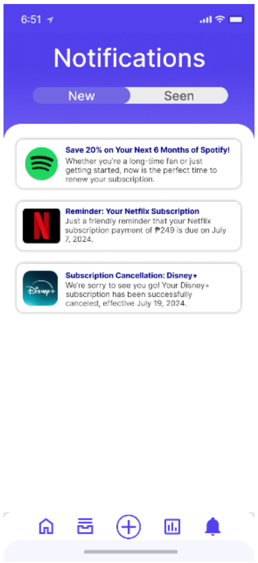
History — View All

May 10 2024 - 13:45
PlayStation Plus

April 10 2024 - 13:45
Skillshare

Analytics

This page shows the user's subscription usage



6:51

Notifications

New | Seen

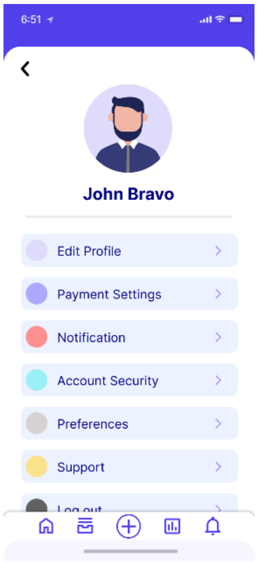
Save 20% on Your Next 6 Months of Spotify!
Whether you're a long-time fan or just getting started, now is the perfect time to renew your subscription.

Reminder: Your Netflix Subscription
Just a friendly reminder that your Netflix subscription payment of ₱249 is due on July 7, 2024.

Subscription Cancellation: Disney+
We're sorry to see you go! Your Disney+ subscription has been successfully canceled, effective July 19, 2024.

Notifications

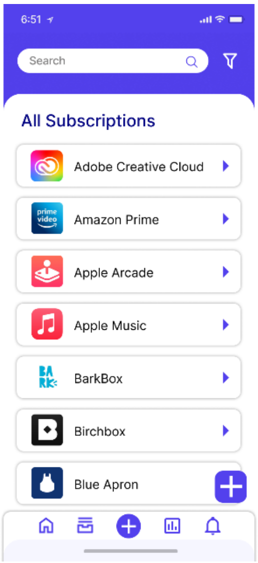
This section contains all notifications



6:51

John Bravo

- Edit Profile
- Payment Settings
- Notification
- Account Security
- Preferences
- Support
- Log out

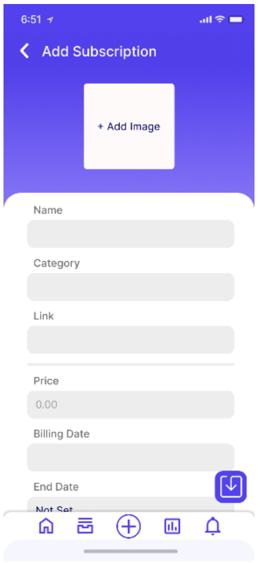


6:51

Search

All Subscriptions

- Adobe Creative Cloud
- Amazon Prime
- Apple Arcade
- Apple Music
- BarkBox
- Birchbox
- Blue Apron



6:51

Add Subscription

+ Add Image

Name

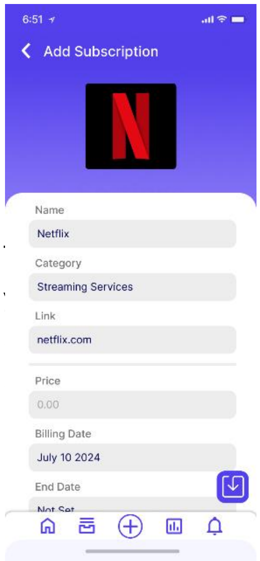
Category

Link

Price
0.00

Billing Date

End Date
Not Set



Name

Netflix

Category

Streaming Services

Link

netflix.com

Price

0.00

Billing Date

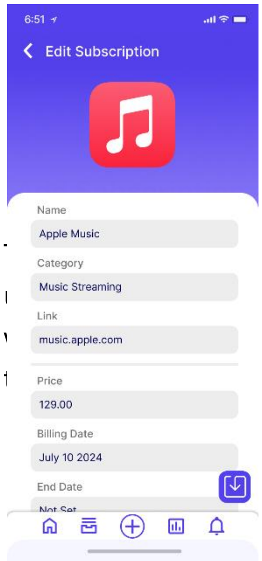
July 10 2024

End Date

Not Set

Add Template Subscription

This page is for adding a subscription with template



Name

Apple Music

Category

Music Streaming

Link

music.apple.com

Price

129.00

Billing Date

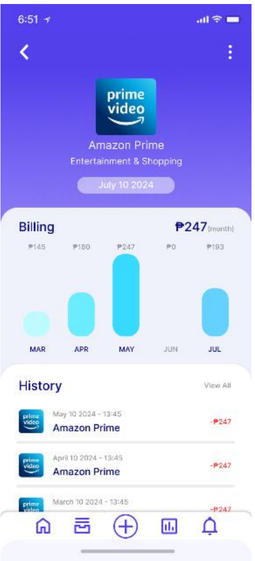
July 10 2024

End Date

Not Set

Edit Subscription

This is where you can edit a subscription's data



Amazon Prime

Entertainment & Shopping

July 10 2024

Billing ₱247 (month)

History View All

May 10 2024 - 13:45 Amazon Prime -₱247

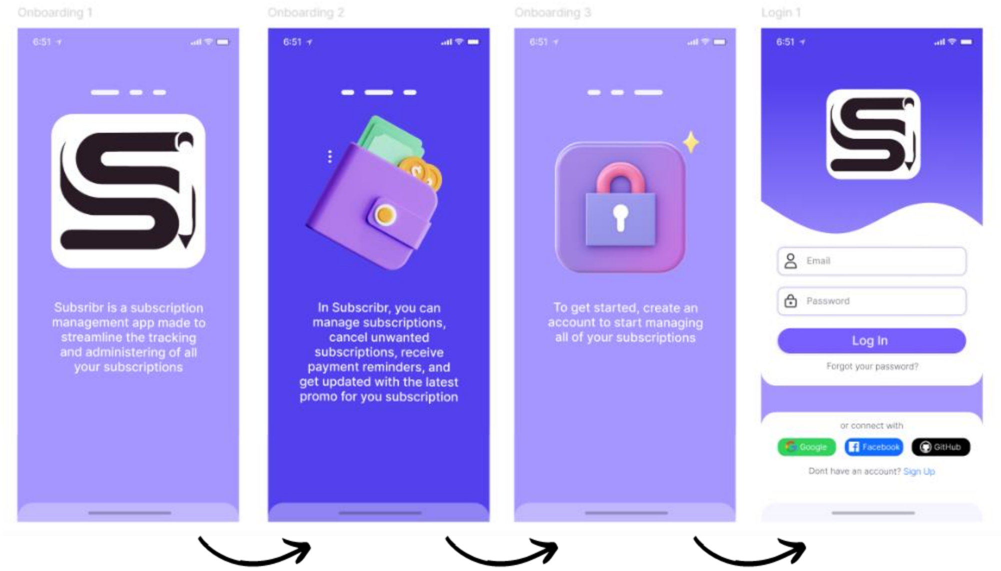
April 10 2024 - 13:45 Amazon Prime -₱247

March 10 2024 - 13:45 -₱247

Subscription Data

This page shows a subscription's data/analytics

Prototype Flow:



Subsribr is a subscription management app made to streamline the tracking and administering of all your subscriptions

In Subscribr, you can manage subscriptions, cancel unwanted subscriptions, receive payment reminders, and get updated with the latest promo for you subscription

To get started, create an account to start managing all of your subscriptions

Figure 1: Onboarding Flow

Figure 1 shows the onboarding flow going to the login screen. The onboarding will only show up the first time the user has opened the application.

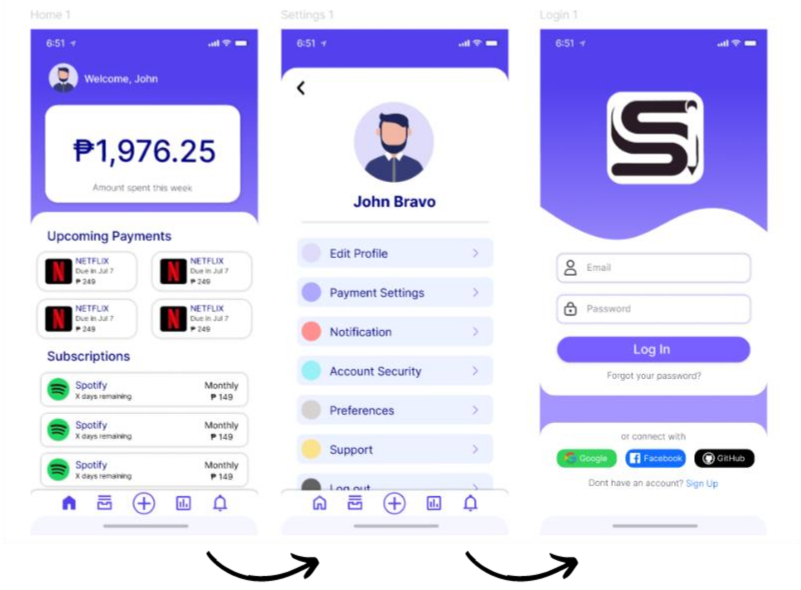
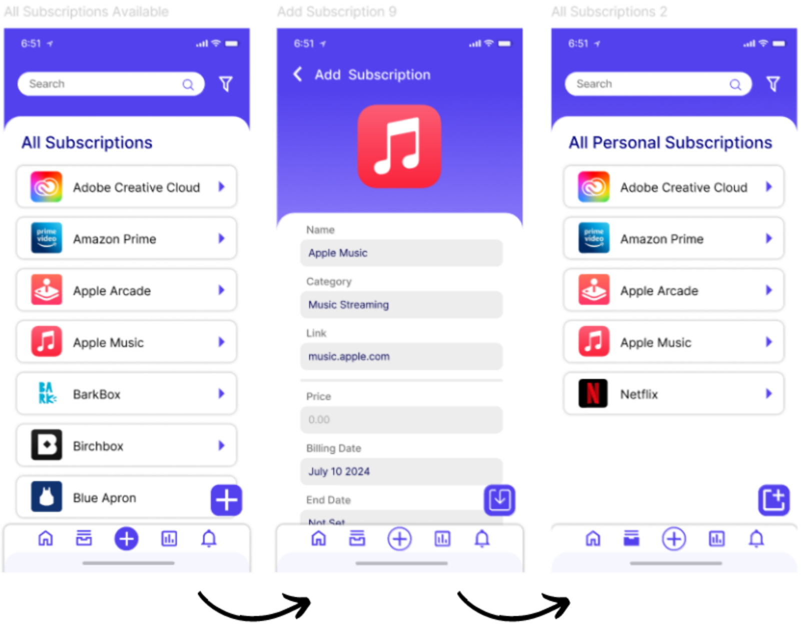


Figure 2: Logout

Figure 2 shows how the user can exit the application back to the login screen. The settings can be accessed by clicking on the user icon on the home page.



Name: Apple Music

Category: Music Streaming

Link: music.apple.com

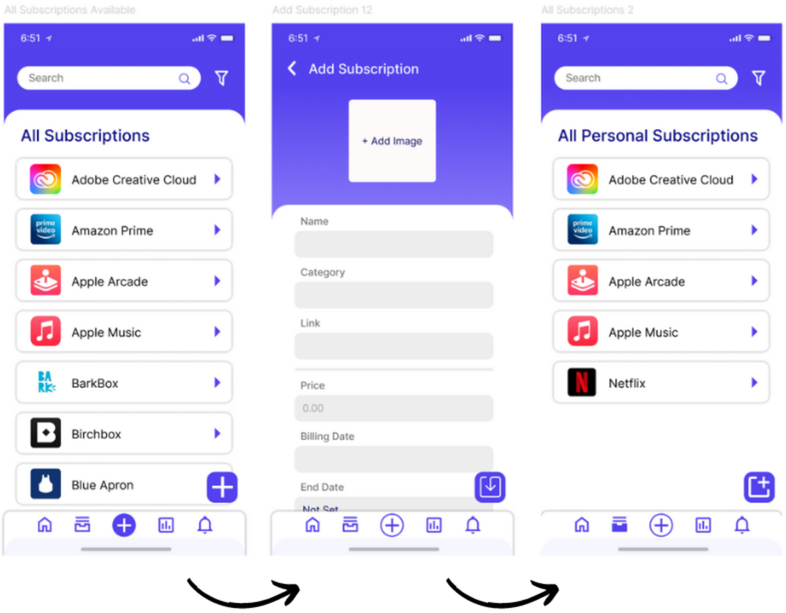
Price: 0.00

Billing Date: July 10 2024

End Date: Not Set

Figure 3.1: Add Subscription

Figure 3.1 shows how the user can add a subscription. In this scenario, the user can choose from the templates the app offers and the user will have most of the information filled up.



Name:

Category:

Link:

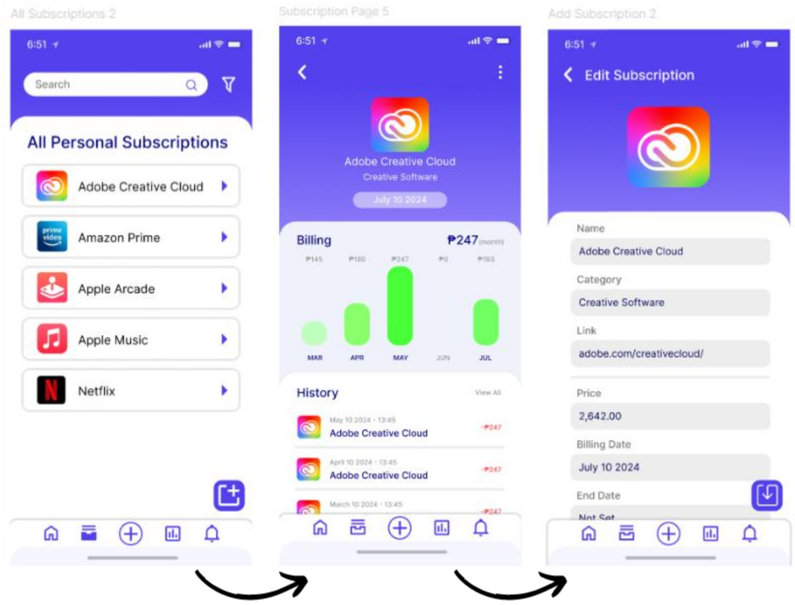
Price: 0.00

Billing Date:

End Date: Not Set

Figure 3.2: Add Custom Subscription

Figure 3.2 shows how the user can add a custom subscription. In this scenario, the user clicks the button at the bottom right of the screen and will be shown an empty form to fill up.



Name: Adobe Creative Cloud

Category: Creative Software

Link: adobe.com/creativecloud/

Price: 2,642.00

Billing Date: July 10 2024

End Date: Not Set

Figure 4: Edit Subscription

Figure 4 shows how the user can edit a subscription. The user can click on one of their subscriptions to check its data and click the 3 ellipses on the top left corner to edit their subscription.

Rationale:

Given the type of product we were tasked with developing, we thought carefully and decided that we would be using Figma to develop the prototype of our application. Figma allowed us to create a more tangible system that could be easily developed by our team. With Figma, we also could understand the skeletal structure of our program which would allow us to sort the necessary implementations for our project. Utilizing Figma, we were able to visually map out each component, ensuring that the user interface and user experience were both intuitive and aligned with our project goals. The collaborative nature of Figma enabled our team to work together seamlessly, providing feedback and making real-time adjustments as needed. This process not only streamlined our development workflow but also helped us identify potential issues early on, saving us time and resources in the long run. Overall, Figma's robust design and prototyping capabilities were instrumental in bringing our project from concept to a detailed and actionable blueprint.

Changes to Requirements:

Subscribr did not have any major revisions nor revamps thus far, we did not meet any performance issues, bottlenecking, or navigational difficulty with our current system so far, after thorough testing we concluded that our current system meets our necessary requirements. We chose to stick to the original requirements that we had alongside the design pattern we initially crafted because of the applications purpose.

Initial Evaluation Plan:

Subscribrs initial evaluation plans were to find the Usability Specifications, Heuristics Evaluation, and Participant Survey and Feedback for this application. This design choice was made because user friendliness and quality of life is the most important aspect regarding applications that are already meant to make your life easier, thus implementing difficult to use features will defeat the purpose of the design direction for our application.

Heuristic Evaluation

- **Visibility of System Status:**
  1. The application provides timely feedback on actions (e.g., confirmation of a successful subscription addition or cancellation).
  2. The status of subscriptions is displayed clearly (e.g., active, pending, cancelled).
- **Match Between System and the Real World**
  1. The app uses familiar terminology and icons that users would expect when managing subscriptions.
  2. The navigation structure mirrors real-world subscription management tasks.
- **User Control and Freedom**
  1. The app allows users to easily undo or redo actions, such as adding or removing subscriptions.
  2. The app provides a clear way to exit or backtrack from processes without losing data.
- **Consistency and Standards**
  1. The app maintains a consistent design throughout the application, including fonts, colors, and button styles.
  2. The app follows platform conventions and standards to meet user expectations.
- **Error Prevention**
  1. The apps design the system to prevent common errors, such as accidental subscription cancellations.
  2. The app uses confirmation dialogs for critical actions like deleting a subscription.
- **Recognition Rather Than Recall**
  1. The app makes options, actions, and information visible, so users do not have to remember information from one part of the application to another.
  2. The app provides a searchable list of all available subscriptions and services.
- **Flexibility and Efficiency of Use**
  1. The app offers shortcuts and advanced features for experienced users, like bulk editing of subscriptions.
  2. The app allows for personalization of the interface, such as customizing the dashboard or notification settings.

- **Aesthetic and Minimalist Design**
    1. The app avoids clutter by displaying only relevant information and controls.
    2. The app uses whitespace effectively to reduce cognitive load and improve readability.
- **Help Users Recognize, Diagnose, and Recover from Errors**
    1. The app provides clear and concise error messages that explain the problem and suggest a solution.
    2. The app highlights fields that need correction and offers inline validation feedback.
- **Help and Documentation**
    1. The app includes a comprehensive help section with FAQs, tutorials, and contact support options.
    2. The app ensures help documentation is easily accessible from anywhere within the application.
- **Heuristics Conclusion**
    1. The app ensures the application is usable by people with disabilities, including keyboard navigation, screen reader support, and color contrast adjustments.
    2. The app provides alternative text for images and ensures all interactive elements are accessible.

Participant Survey and Feedback

After conducting the online test,

DATA GATHERING METHOD	DESCRIPTION
Contacting Users	The developers will contact said users of the application and request permission regarding a to-be-conducted survey on the quality of the product developed.
Feedback Survey (Quantitative)	The questions will be conducted using google forms. To gather the data, we will be using quantitative questions using the same standards of the heuristic evaluation.
Feedback Survey (Qualitative)	The questions will be conducted using google forms. To gather the data, we will be using qualitative questions with the standards of improvement towards the application.

Table 2. Data Gathering Methods

The table above will serve as the basis of how we conducted our feedback management to gather data for further improvements or remediations to our application.