Team MCR

Members: Consul, Menguita, and Rijndorp

Overview:

      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.

      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.

Characteristics of the Users:

      The primary users of Subscribr will be individuals with multiple digital subscriptions, such as streaming services, news outlets, and software tools, families with shared subscriptions and small business owners managing various software services.

Task Analysis:

Important Characteristics of the Task Performed by Users:

      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.

Important Characteristics of the Task Environment:

- 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.

Task Analysis of the Problem:

      Task: 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

- o   Direct the user to the cancel subscription page of the subscription
  - ▪ **Subtask 2 :** Check the overall subscription expenses by week, month, or year.
    - o   Open the analytics tab
    - o   Modify the filter to see the total expenses by week, month, or year
  - ▪ **Subtask 3:** Check the promos offered for a subscription.
    - o   Choose a subscription
    - o   Click on the promo tab to see the promos offered at the moment

Analysis of Existing System:

Several other applications exist with the same model, and they have the same functionalities except for some that we will prepare for our own system to make it market competitive.

General Application:

- Good base layout and spacing but too much information and messy placement.
- Alert systems only for premium users.
- A lot of advertisements.
- No unique features that help the user budget.
- Does not check the user activity on the application. (Related to budgeting)

MCR Application:

- Basic layout but is enough for the user to navigate without having any issues.
- Alert system for all users.
- Checks the user's activity and alerts them if they have not used it often.
- Creates a budget to see if the current subscriptions pass the limit.
- Alert exists for promotions and increase in price of subscription.

Larger Social and Technical System:

      The app that we are developing will help the users by keeping them from having unwanted subscriptions which would make them save more money. The main goal is for us to help establish a wearier consumer market since we are in a digital age where people can easily access media that they want with the push of a button, but since some people are too busy to take note of what they have they might have some subscriptions that have not been accessed in a while so that will allow us to put an alarm to help the userbase keep track of the services that have not been used

Usability Criteria:

1. Efficiency

- This section of the usability criteria pertains to whether the application can do its purpose without being a hassle to use and if it can provide the user with the necessary Quality of Life purpose that this application is meant to achieve.

2. Navigation

- This section of the usability criteria pertains to whether the user can navigate through all sectors of the application without having trouble going to the section of the application that they would like to access.

3. Customizability

- This section of the usability criteria pertains to whether the user can customize the alerts, services, and interface to let the user make the perfect environment.

4. Accessibility

- This section of the usability criteria pertains to whether the user can access the correct page when navigating the application since many applications have extensive navigation users may get confused, so we would like to opt for a more substantial and straight-to-the-point system.

Overall Implications:

Overall, the goal of Subscribr's development is 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.