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.

Overview

The data gathering was performed online using Discord. We asked classmates that have used subscription services if they were willing to participate in our survey research for this project and asked them questions relating to our evaluation criteria.

The Evaluation plan was split into three separate sections which are the Usability Specifications, Heuristic Evaluation, and the Participant Survey and Feedback. Below is a table describing each section.

Technique	Description
Usability Specification	The usability specification will be used to evaluate the usability of the prototype through timing the speed of the participant performing a certain task. The participants will be asked to perform the 5 main tasks: Login, Add Subscription, Edit Subscription, Analytics, and Logout. These tasks were chosen to clearly identify the flaws present in the core features of the prototype.
Heuristic Evaluation	The Heuristic Evaluation will evaluate our UX design for our projects Prototyping and it will also help us discover industrial norms and their usability principles.
Participant Survey and Feedback	The survey will allow us to find any problems with the flow of our application or if there are any aspects that could lead to the customer being unsatisfied with the application overall. We need this to essentially help fix what the users would want because the userbase should have the best experience when experiencing applications designed for quality-of-life purposes.

Table 2. Evaluation techniques

Through these evaluation techniques, the team can determine how well the prototype can manage subscriptions while offering a seamless experience. The user's feedback from this evaluation will help the team improve the app's functionality and the overall user experience.

Method of conducting online tests:

Social media platforms, such as Discord, were used to conduct the test and record how long each participant spent to accomplish each task.
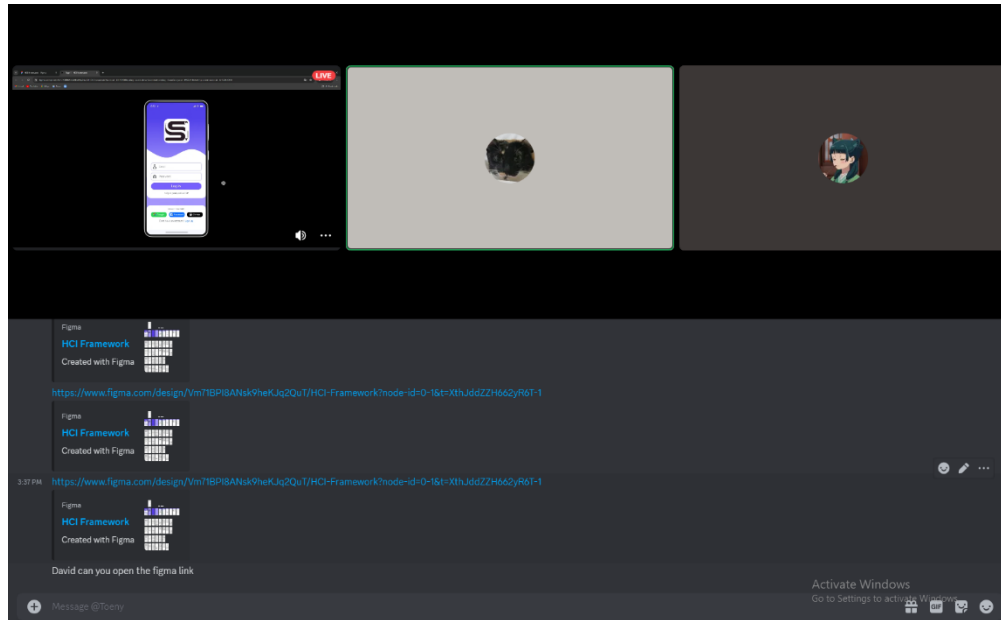
Image 1. Discord call

Google forms were used to collect the user's feedback after performing all the tests.

Image 2. User feedback survey in Google Forms

Data Presentation

Data Analysis

Usability Specifications

After the online testing with the participants, the team has noticed that participants were able to easily navigate through the prototype except for one task. The participants commented on how intuitive it was to navigate the home page and add subscriptions, but they all had a difficult time logging out of the application. This showed how the prototype is mostly successful with some parts needing revision.

Task	Mean	Interpretation	Classification
Login Task	15 seconds	Highly Acceptable	Successful
Add Subscription Task	17 seconds	Highly Acceptable	Successful
Edit Subscription Task	25 seconds	Acceptable	Successful
Analytics Task	7 seconds	Highly Acceptable	Successful
Logout Task	31 seconds	Fairly Acceptable	Not successful

Table 3. Task time

Table 3 shows the average results of the timed tasked during the online testing.

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

Results

SECTION 1			
Question	**Mean**	**Interpretation**	**Classification**

|			
How intuitive and easy is it to navigate from one section of the app to another?	4.5	Highly Acceptable	Successful
How appealing and engaging is the visual design of the product?	4.35	Acceptable	Successful
Can users customize notifications and reminders according to their preferences?	4.75	Highly Acceptable	Successful
How well does the product categorize different types of subscriptions (e.g., entertainment, utilities, software)?	4.5	Highly Acceptable	Successful
Does the product provide detailed information about each subscription, such as cost, renewal date, and service type?	4.75	Highly Acceptable	Successful
Is the process of adding/removing/managing both new and old subscriptions straightforward and user-friendly?	4.85	Highly Acceptable	Successful
How reliable and helpful are the reminders for upcoming subscription renewals?	4.25	Acceptable	Successful
How accurate and useful is the feature that tracks monthly balances and spending on subscriptions?	4.85	Highly Acceptable	Successful
SECTION 2			
Task	**Mean**	**Interpretation**	**Classification**
On a scale of 1 to 5, how would you rate your experience with the Susbscribr Prototype	4.75	Highly Acceptable	Successful
How easily were you able to follow the task provided	4.33	Acceptable	Successful

Table 4. Survey Data Interpretation

The table represents the average of the participant's feedback for the prototype. The table shows how well the participants were able to use most of the features with ease. The relatively low rating for how easily the participants could follow the task is mainly contributed to the difficulty the users had with logging out their account.
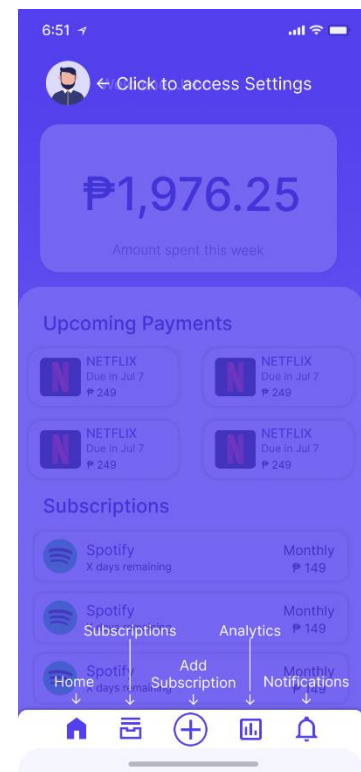
Feedback

The feedback from the participants was filled with praise for the design and simplicity of the application. While most feedback was positive, there was common feedback that highlighted the difficulty of figuring out how to log out. These data guided the team into improving the prototype.

Design Implications

- Does your prototype need to be altered to address the results of the analysis, or was it completely successful?
  - The results of the prototype showed that overall design and flow were highly acceptable for the participants. The only caveat was the confusion that most participants encountered when trying to log out of the application. The team decided to alter this aspect of the prototype to provide an overall seamless experience for the users.
- What improvements could be made to the design to address any shortcomings?
  - To fix the issue of not being able to find the logout button as a new user, the team decided to add an overlay tutorial screen on the home page the first time a user enters the home page.
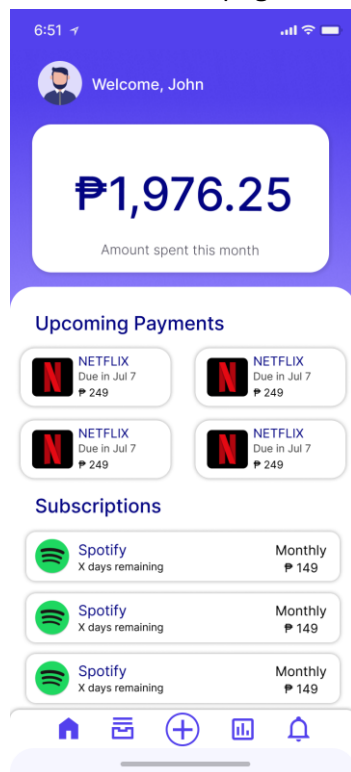
Before Alterations   **After Alterations**

- Did you discover any major flaws that would suggest a completely different type of design?
  - Fortunately, the prototype was well received, and no major flaws were present that made need to redesign some aspects of the design.

Critique and Summary

What were the advantages and disadvantages of your evaluation?

- The advantages of performing an evaluation test was that we were able to cater to the needs of our users and to find critical errors in which we could rectify before porting the actual product out and it also allowed us to envision what the future userbase of our product would need for them to reliably use our application, so instead of having a difficult time using this application they would be able to experience seamless integration.
- The disadvantages that we seemed to come across were some original design concepts that we believed to be perfect for our current project and what our original idea was designed to be but instead we had to scrap those ideas and then remediate it with a different style to help fix the issues that were presented to us by the users that we surveyed.

What would you have done differently knowing what you know now (both design-wise and evaluation-wise)? Given more resources, what could you have done that would have produced significantly more insightful evaluation results (again, whether this is an improved prototype or a different evaluation path).

- Given more resources and time, we would have been able to significantly boost the functionality of our application, but we currently do not have that much feedback to add more parts of the application that the users may want. For now, we just have to wait for the future to tell us what we would be required to add to help the users have a better and more useful experience.

Summary of the Project

Our development process for Subscribr was grounded in extensive research. We conducted thorough market analysis to identify the most pressing needs and pain points associated with subscription management. This research was augmented by gathering diverse opinions and feedback from potential users, industry experts, and stakeholders. This collaborative approach allowed us to gain invaluable insights, ensuring that Subscribr is not just another subscription tracker, but a solution that truly resonates with and addresses the needs of its users.

By incorporating varied perspectives, our team was able to integrate features and functionalities that might have otherwise been overlooked. This inclusive approach has not only refined the user experience but has also helped us innovate and enhance Subscribr, making it a standout tool in the market.

The trajectory of Subscribr's design was initially an aspect of the project that though given proper thought, we did not expect that there would be many more aspects that we could improve for our project, so therefore we have a lot of things to learn before finally allowing our product will be fully working and deployable.