

PRD: SMART SUBSCRIPTION

Students contributed to this report: Newzy Sharma, Astha Sharma, Saloni Somaiya, Shuai Shao, Soumya Somal

VISION

For students & professionals who must use our app to manage their subscriptions and payments all in a single place, our product is a new subscription management service that provides a one-stop solution for subscription management. Unlike Trim, Truebill, and TrackMySubs, we offer free services and our app is available for various mobile operating systems like iOS, Android, KaiOS, Windows OS, etc.

MOTIVATION

Customer Segments:

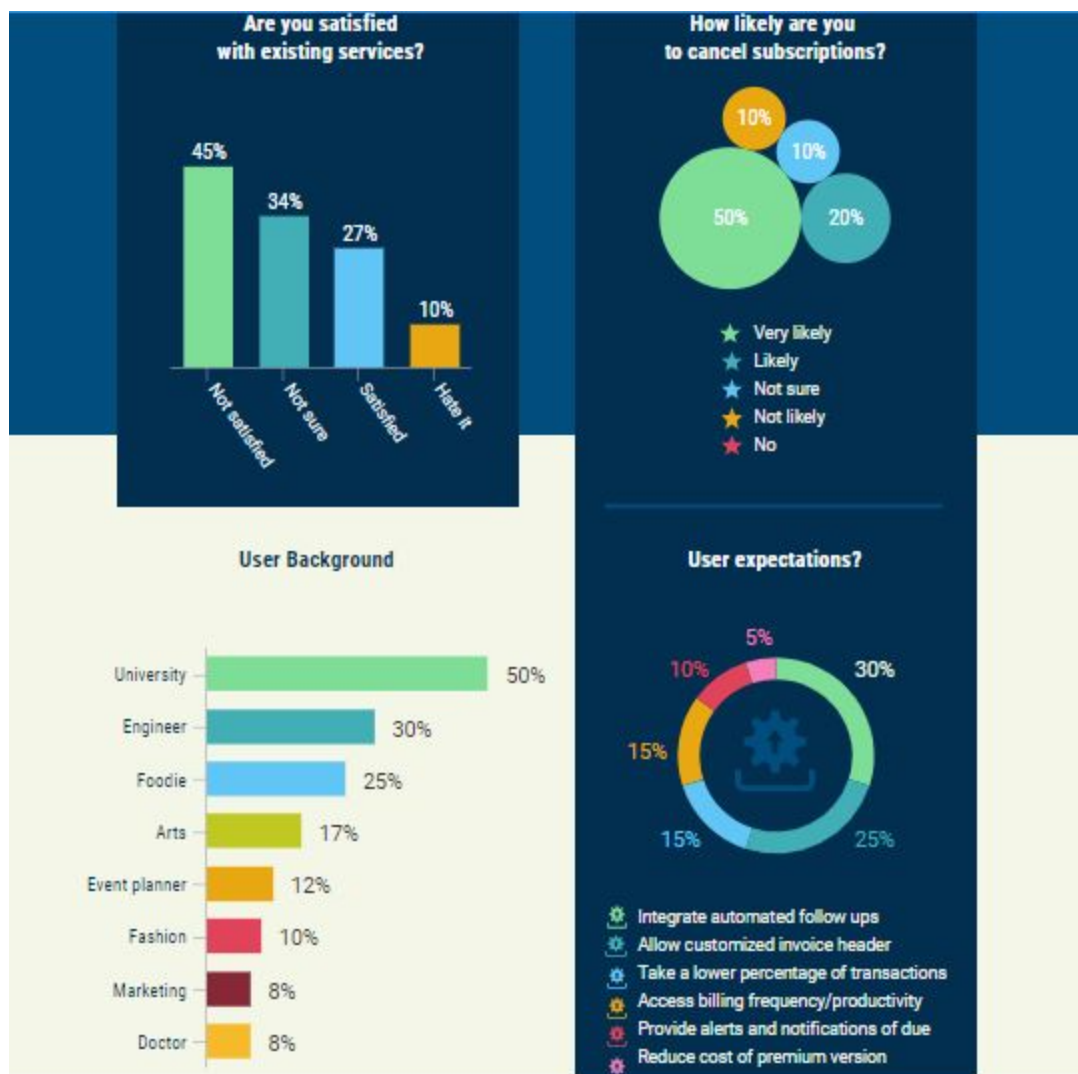
Students

Major customers would be those in Boston who have an online subscription, needing an app to manage and keep track of all of them. Most of the students use apps in entertainment media like Netflix, Amazon Prime, Spotify, etc. and usually have multiple application subscriptions, in the age range of 18-24. Within the segment, we interviewed 5 people per member, finding out that an average of 3 out of 5 people is seeking a way to track their subscriptions. Our hypothesis is that if we can provide assistance to students regarding which apps to be continued for subscriptions, which plans are cheaper and beneficial to them. If we make it easy there will be fewer students going away from the apps they really need in their day to day life.

Professionals

Professionals who are working in offices or businesses have subscriptions in the age group 25-34 related to the newsletter, blogs, activity tracking, etc and are less into entertainment like youth. They are usually very busy with the work and unable to keep track of their long term subscriptions. Our hypothesis is that if we can provide certain features to track where their money is going and provide a dashboard to manage their finance and time spent on various apps.

Also, create notification alerts on their mobile phones or calendar reminder to pay for their plans. This can make it easier for them to continue their subscriptions without any hassle.



Early adopters use the product without any prior expectations and will always look forward to exploring new features. Mainstream users have experienced all the functionalities, bugs and know what they want from the product. It is more difficult to convince them than new customers. Keeping their needs and feedback in mind we can ensure that the early adopters do not face any issues keeping both the parties satisfied with their requirements.

Unmet Needs:

We believe that the apps that are currently available to provide the solutions are not enough and do not satisfy all the requirements of the customer.

There are numerous challenges subscription apps face while setting up their services and maintaining their customer relations. Most software tends to fail when they have a lot of bills or any kind of monthly subscriptions and are not able to manage the financial planning for the customers. We believe that Customers do not have the opportunity to create their own custom notifications. One of the only ways that businesses can overcome this is by using an effective recurring payment system that can address these issues.

Though the pain might not be noticed by all the customers, we believe that keeping track of the subscriptions is a bit painful. Many customers tend to forget canceling their subscriptions due to which the companies keep on charging them without any prior notifications and we believe that our app will not only track and notify about the subscriptions but will also provide the support that will address the customers issues and problems.

Our research indicated that More than 70% of the surveyed consumers say they continue paying for unwanted subscriptions because they simply forget to cancel the service before it's renewed and 29% say they didn't know the service was set for auto-renewal and Almost 19% of the respondents say it takes too much effort to cancel the service.

Existing Solutions:

The existing solutions that various apps like Truebill, Trim, SubscriptMe, etc provide are:

- Identify and cancel unwanted subscriptions,
- Lower the customer bills, and get them refunds on fees and outages
- Notifies you when a bill is due
- Set automatic payments monthly.

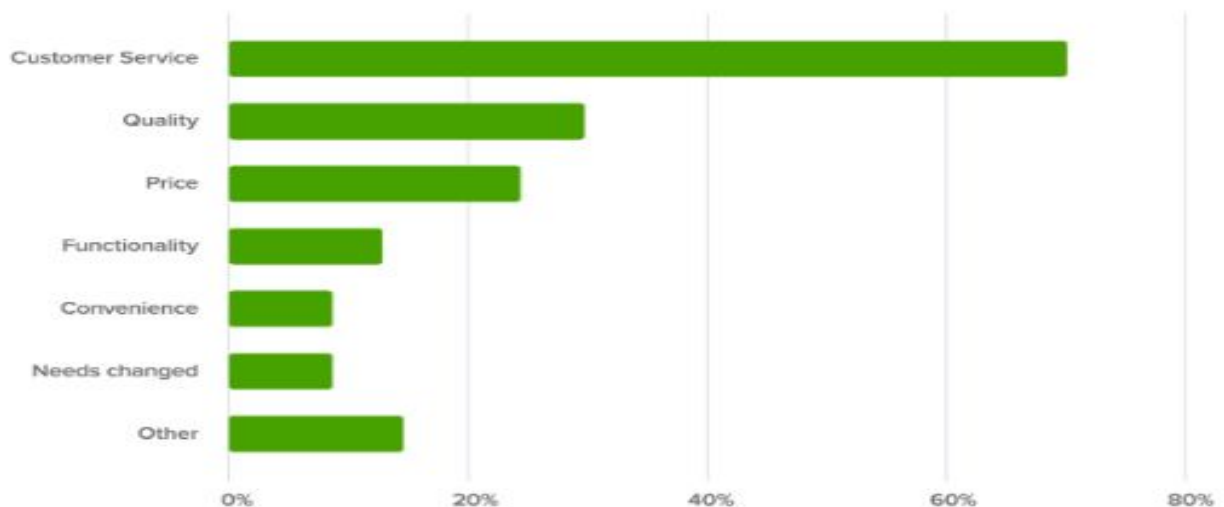
There are few apps that provide the solutions to the customers to track their subscriptions. Although each app provides a variety of good features, they are all at their own app levels. Our

team idea is to build an app that will provide all the features combined together in one place so that the customers do not face problems while using the app.

Many above mentioned apps fail to provide very basic and important features to the customers. Our team has identified some features which the others fail such as customers should be able to create their custom notifications and subscriptions as each customer is different and has their own behavior and method to use the app. We will create a user-friendly app that customers will enjoy using it and will keep the customer motivated to use our app.

Some additional features that our app **#SmartSUBSCRIPTION** will support:

- ★ Manage the financial planning for the customers.
- ★ Handle more than 10 subscriptions for those also who have lots of subscriptions and bills.
- ★ Closely inspect customers' monthly spendings.
- ★ Custom Notifications and Alerts.
- ★ Customer support will be provided 24*7 for the customers.
- ★ Customers rank each task for importance and satisfaction in a survey to reveal which needs are unmet.
- ★ Initiate a Card Holder Approval request before any deductions.
- ★ 2-step Customer Authorization to avoid Fraudulent activities.



With the above matrix too, we can see that the customers are not happy with the service that the apps are providing and they are paying more to maintain their subscriptions which indeed is not benefiting them. Customers are not able to find a reliable source in which they should invest although Truebill saves the money for the customers but the billing planning of Truebill is not that good and customers tend to spend more on maintaining the subscriptions rather than saving.

To prove our hypothesis, we made a Competitive Analysis Matrix that will support our claim for our hypothesis. Our app #SmartSUBSCRIPTION will provide all the benefits that customer seeks from the app.

APPS	Competitive Analysis Matrix						
	Cancel Unwanted Subscriptions	Generates Alerts when Bill is due	Monthly Autopayment	Financial Planning	24*7 Customer Support	2-step Customer Authorization	Customer Approval before any autopayment
Truebill	✓	✓	✓		✓		
Trim	✓	✓	✓		✓		
Bobby	✓	✓	✓				
SubscribtMe	✓	✓	✓		✓		
SmartSUBSCRIPTIONS	✓	✓	✓	✓	✓	✓	✓

Differentiation:

Our team has an excellent market analysis skillset to make fair decisions on the basis of our judgments. With a good understanding of business and extensive research on customer behavior and segments, we believe that we are well equipped with all the metrics to pursue this opportunity.

Why Now?

The penetration of smartphones is at an all-time high, with US statistics reaching almost 80%. Additionally, as the number of frameworks and developers increased, the barriers to designing mobile applications dropped substantially. With the number of online paid subscription services increasing year over year, Smart Subscription would be the ideal solution to improve the overall experience of customers and also provide media-services providers with statistical data for improvements.

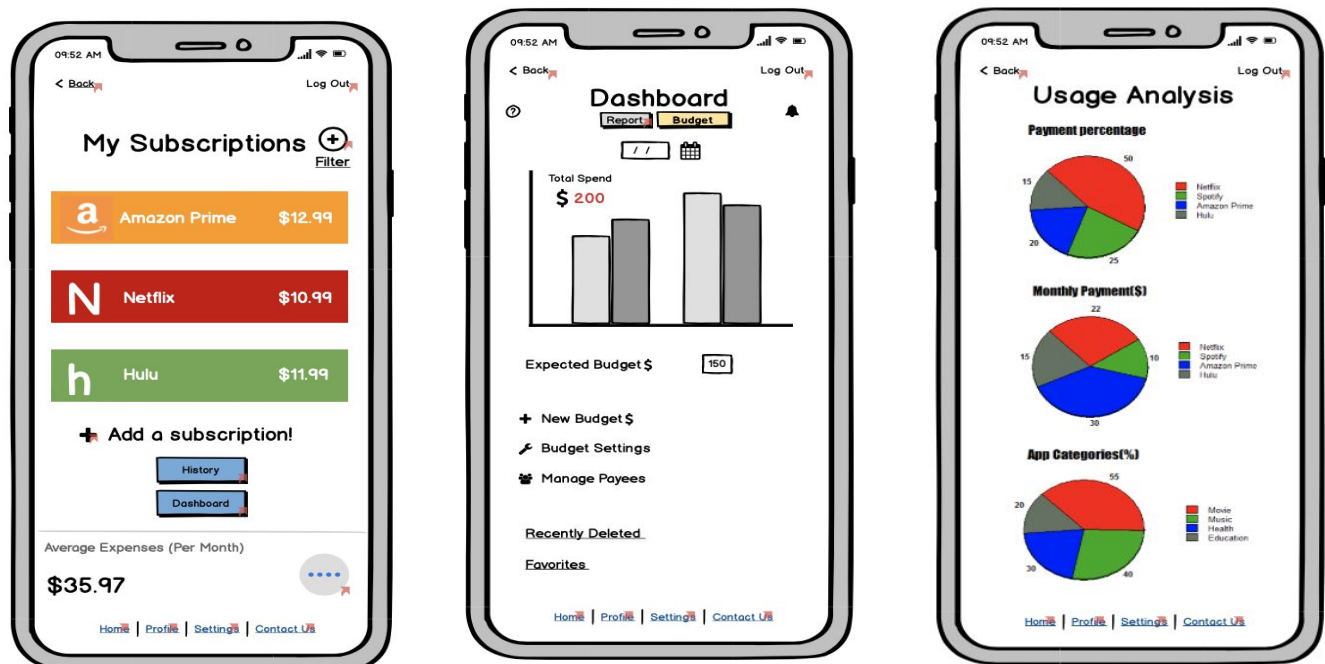
VERBAL/VISUAL WALKTHROUGH OF USE CASES

In the case of

1. **Students and youth**, they use the app more for **tracking & money-saving purposes** as they can see the total amount spent on subscriptions on a monthly and yearly basis.
2. **Working professionals** use the app more for **time-saving purposes** by setting alerts and using easy cancellation services provided by the “Smart Subscription” app.

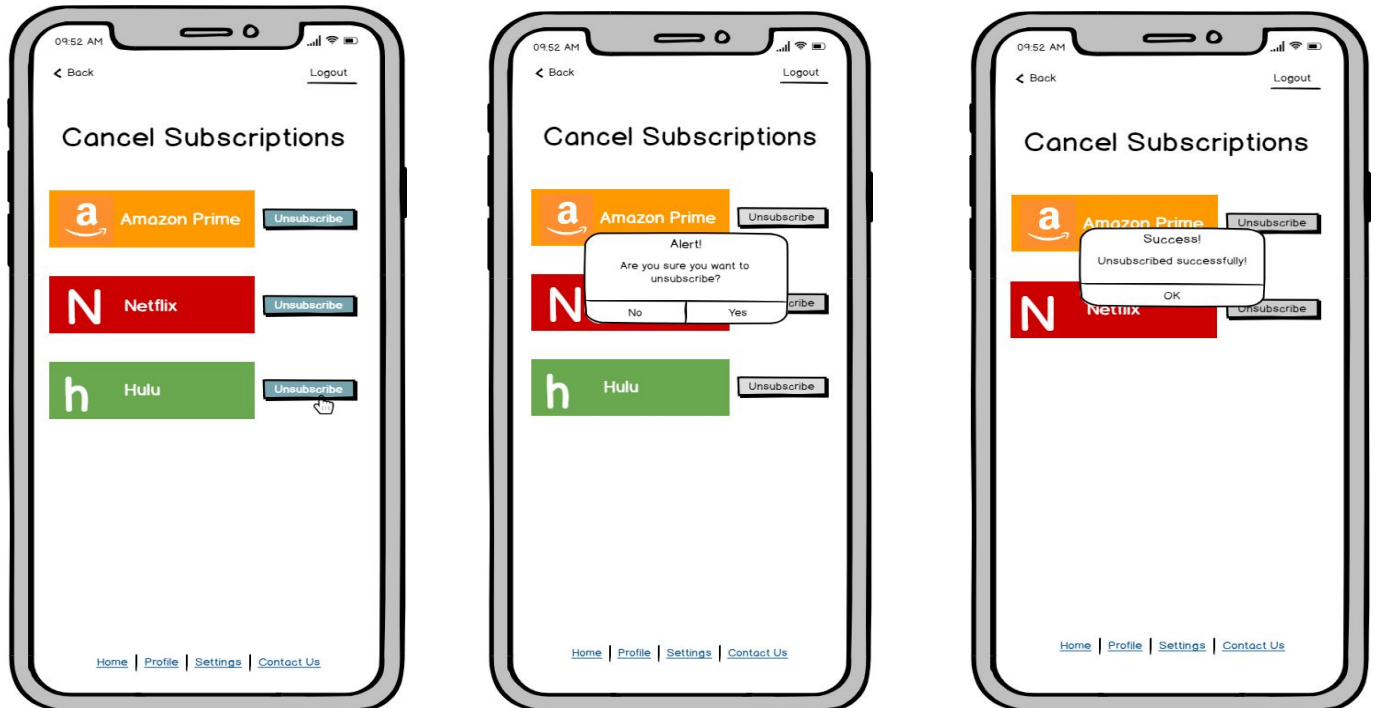
Use Case #1: Easy Analysis

Maya is in her senior year of college and is actively looking for jobs. Since she is so busy in her studies, job search and interview preparation, she has added all her subscriptions in the “Smart Subscription” app. She opens the app and looks at her monthly expenditure on subscription analysis. She sets up autopay on and is free of stress for various applications’ subscription payments.



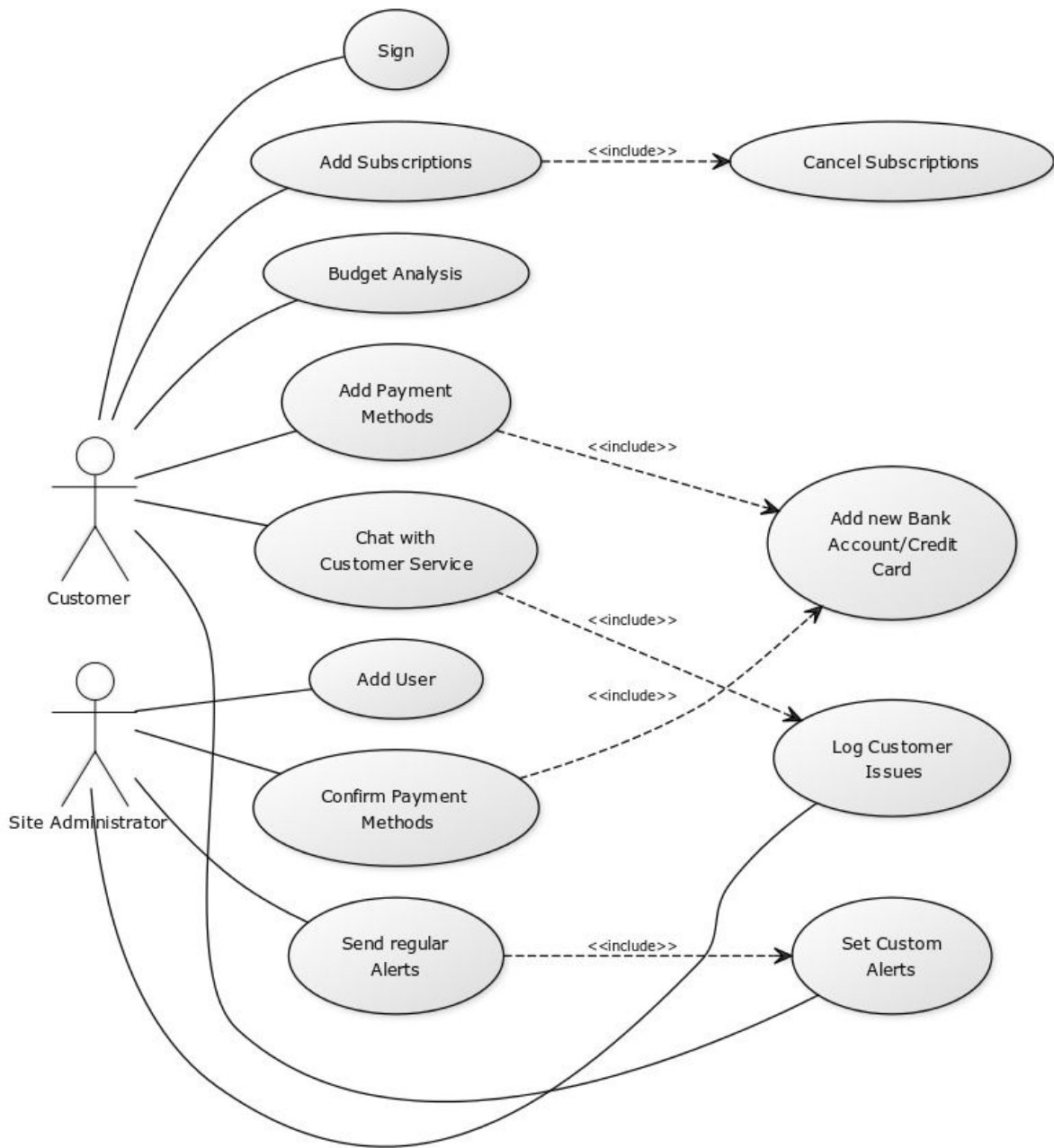
Use Case #2: Quickly Unsubscribe

Stacy is a marketing manager at a software company. She realizes that she has a few subscriptions that are not useful anymore. She opens the “Smart Subscription” app, finds the list of all her subscriptions. She selects the app she wants to discontinue subscription and clicks the discontinue subscription button. Viola! She easily gets rid of the unwanted app subscription.



Use Case #3: Manage User Activities

Jack is a Product Developer at “Smart Subscriptions.” He is responsible for developing the application and improving it regularly so that the company can meet customers’ needs more effectively. He works as part of a team, collaborating with marketing, technical and manufacturing specialists throughout the product-development process.



DETAILED DESIGN & FEATURES DESCRIPTION

Design Principles:

1. Visual Consistency
2. Functional Consistency
3. Visual hierarchy and weight
4. Flexible User Interface
5. Easy to Navigate
6. Modern/Clean and Simple design
7. Backward functionality
8. Scalability
9. One-click functionality
10. High emphasis on security regarding user data usage and payments.
11. Help and Improve the CRM (Customer Relationship Management) and Engagement of customers. Provide daily updates on the deals available in the market.

Features/information architecture:

Feature	Detail	Dependencies/Mockup	Priority
Login	Sign In with the email and password set up by them while registering for Smart Subscription. If there is no account, then it will take the user to Create Account page.	Smart Subscription must build its own backend to handle the signing in and authentication process. <i>Refer Appendix 1 – Lo-Fi Wires -1</i>	1
Sign Up/Create Account	The user will be able to Sign Up for the new account if not created. Validation of username and password takes place. The user will be prompted to provide basic information on the app about themselves and agree to	Tie into GPS Messaging working <i>Refer Appendix 1 – Lo-Fi Wires - 2</i>	1

	<p>the terms and conditions :</p> <ul style="list-style-type: none"> ➤ Username ➤ Email id ➤ Phone Number ➤ Password ➤ Confirm Password ➤ Touch Id 		
Add Service	<p>Users will add the subscriptions and track them as per their requirements.</p> <p>Users will add their bank account details in the app so that in future auto-payment features can use this functionality.</p> <p>Paste the subscription payment link in the link provided.</p>	<p>Tie into banks for payment info (start with Card details)</p> <p><i>Refer Appendix 1 – Lo-Fi Wire - 3</i></p>	1
My Subscription	<p>Users will be able to see all the subscriptions they have purchased.</p> <p>Users will be able to check their monthly expenses and can decide on which subscription to buy and which to remove from their account.</p> <p>Add any new subscription.</p> <p>Can Manage History and Dashboard.</p>	<p><i>It depends on the user subscribed subscriptions.</i></p> <p><i>Refer Appendix 1 – Lo-Fi Wire - 4</i></p>	1
Filter Subscription	<p>Find and add Subscription with ease.</p> <p>Filter the subscription as per the</p> <ul style="list-style-type: none"> ➤ Range/Price of the subscription ➤ Starting Alphabet ➤ Category of the 	<p><i>It depends on the user subscribed subscriptions.</i></p> <p><i>Refer Appendix 1 – Lo-Fi Wire - 5</i></p>	1

	subscription		
Unsubscribe Subscription	Users have the privilege to cancel their subscriptions they do not require. They don't have to go on each subscription page to cancel it.	<i>It depends on the user subscribed subscriptions.</i> <i>Refer Appendix 1 – Lo-Fi Wire - 6</i>	1
Dashboard	Once the user logs in to Smart Subscription, the dashboards will be displayed with the following options: A. Report B. Budget Cycle C. Usage Analysis	<i>It depends on the user subscribed subscriptions.</i> <i>Refer Appendix 1 – Lo-Fi Wire - 7A, 7B, 7C</i> <i>A. Report: 7-A</i> <i>B. Budget Cycle: 7-B</i> <i>C. Usage Analysis: 7-C</i>	1
Manage Accounts	Once the user logs in to Smart Subscription, they will be asked to link their accounts to manage their subscriptions with the following options :) A. Bank Account B. Card - Credit Card/Debit Card C. Linked Accounts Users are also able to Add, Update and Remove their accounts.	Tie into banks for payment info. <i>Refer Appendix 1 – Lo-Fi Wire - 8A, 8B,8C</i> <i>A. Bank Account: 8-A</i> <i>B. Card: 8-B</i> <i>C. Linked Accounts: 8-C</i>	1
Security	After adding the bank information users will be asked to enable the additional security to their accounts to avoid any fraudulent activities. Enable and Disable security features.	<i>It depends on the backend security layer.</i> <i>Refer Appendix 1 – Lo-Fi Wire - 9</i>	1
24*7 Customer	Chatbox features will help the	<i>Refer Appendix 1 – Lo-Fi</i>	1

Support	<p>customers to chat at any time of their hour to help and resolve all their issues/problems.</p> <p>Not only any issues, but users are also free to give any suggestions in the chatbox too.</p>	<i>Wire - 10</i>	
Feedback/Recommendations	Users will be sent a Feedback email and notifications on a weekly basis in order to improve the app and value the customers' suggestions and feedback.	<i>Refer Appendix 1 – Lo-Fi Wire - 11</i>	1

v1 aka Minimum Viable Product (MVP):

Priority 0 - Critical Features

- ★ Can log in to Smart Subscription
- ★ Can Create Account
- ★ Can track and maintain their subscriptions
- ★ Users can View the Subscriptions
- ★ Users can Add, Remove and Delete the Subscriptions
- ★ Users can add their account details and link their accounts
- ★ Users can set up touch id for additional security
- ★ Users can filter the subscriptions as per their requirements
- ★ Users can check the history of their subscriptions
- ★ Can fetch the report for their subscriptions
- ★ Can view their subscriptions usage analysis
- ★ Customers can view their budget cycle
- ★ Customers can chat 24*7 with the customer service through the chatbox
- ★ Customers can provide any suggestions or feedback through the feedback page

Priority 1 - Nice to Have Features

- ★ Customers can enable 2-step authentication either by an OTP provider or by some Google authenticator app for additional security
- ★ Customers can create their own budget
- ★ Customers can view famous subscriptions on the basis of their locations

vNext:

- ★ Customers can generate their own financial cycle to analyze their monthly budget by adding or removing any subscriptions as a test without paying any amount
- ★ Improve Customer Support by making it live for the users

vLongTerm:

- ★ Customers can get the discounts on the subscriptions subscribed through Smart Subscription
- ★ Customers can change the currency for the subscriptions

PRODUCT ROADMAP

After one month of development time, we anticipate getting the product ready for alpha launch. This launch should include every screen from our schematic design, with all the functionality required to launch beta.

The alpha launch will be conducted by close friends and family who will then provide us with customer view-points and improvements from every angle and every use case and will log issues in our tracking system. This can take around 1-2 weeks after the alpha launch and furthermore it will take an additional 1 week to fix the bugs.

After all the initial testings we will be ready for the beta launch. This will be our Minimum Viable Product. Here we will increase our customer base but not completely delve into the market. Email notifications and communications will be done actively and on a regular basis so as to gain feedback from users and understand their behaviors, features liked, and challenges they face during the use of the product. We will allow a month's time for this beta testing.

Only after we retrieve significant statistical data regarding usage from these users, we will work on further improving the application from the issues encountered and the feedback received. Then we will be ready to launch the product into the market.

We will strive to regularly release features every 2-3 weeks and continuously notify the customers about the new features and their release times. All the features will then be tested at both the alpha and beta stages and we will continuously monitor the conversion rates of users from finding our app in the app store/play store to signing up and using the app regularly for a month.

THEME	Q1	Q2	Q3	Q4
APP LAUNCH	Goal: Technology Discussion Effort: High Priority: High	Goal: Write interface protocol documentation and set up a server and website Launch. Effort: Low Priority: High	Goal: Website Development and Integration. Effort: High Priority: High	Goal: Amend changes in the website and App as per customer feedback and ratings. Effort: High Priority: High
DEVELOPMENT	Goal: Requirement gathering. Building an SRS document. After preparing the SRS document, design the application. Effort: Medium Priority: High	Goal: Developing the application. Programming to create the application. Effort: High Priority: High	Goal: Alpha and beta testing. Effort: Low Priority: High	Goal: Make changes according to customer feedback. Release the application. Effort: Low Priority: High
MARKETING	Goal: How potential customers learn about the app and ultimately download it. (Awareness) Effort: High Priority: High	Goal: Make a list of keywords that most customers will use to search the product so that they will click on it and download(Traffic) Effort: Medium Priority: High	Goal: Create an ad campaign to track the key performance metrics of the app(Analytics) Effort: High Priority: High	Goal: Test a number of variations of a campaign and determine which performs better(Visibility) Effort: Medium Priority: High
UI EXPERIENCE	Goal: Building basic UI with cost-efficient ways. Effort: High Priority: High	Goal: Revise UI compared with competitors' products. Effort: Medium Priority: High	Goal: UI development and Integration Effort: High Priority: High	Goal: Modify changes in UI according to user feedback Effort: Medium Priority: High
CUSTOMER SERVICE	Goal: Receive In-app Bug Reports Effort: High Priority: High	Goal: Use Targeting to survey the right users at the right time Effort: High Priority: High	Goal: Collect Feature Requests in one place Effort: Medium Priority: High	Goal: Reduce Negative App Store Reviews by 80% Effort: Medium Priority: High

METRICS

Categories of KPIs



We will use Google Analytics, to measure how many of these users register for an account. We'll then use our own tracking software - Amplitude – to determine how many users click the “Add service” button. We will also use Mixpanel to determine which distinct users complete the next stages.

The total number of users that subscribe multiple times and are satisfied with the product that we're trying to achieve will depend on our financial goals from our full business plan.

Key metrics for tracking success:

1. **User adoption:** Number of downloads and active users after sign up per day
2. **User engagement:** Number of subscribers satisfied with our product per week
3. **Conversion rate:** Number of unique visits/number of new accounts per day

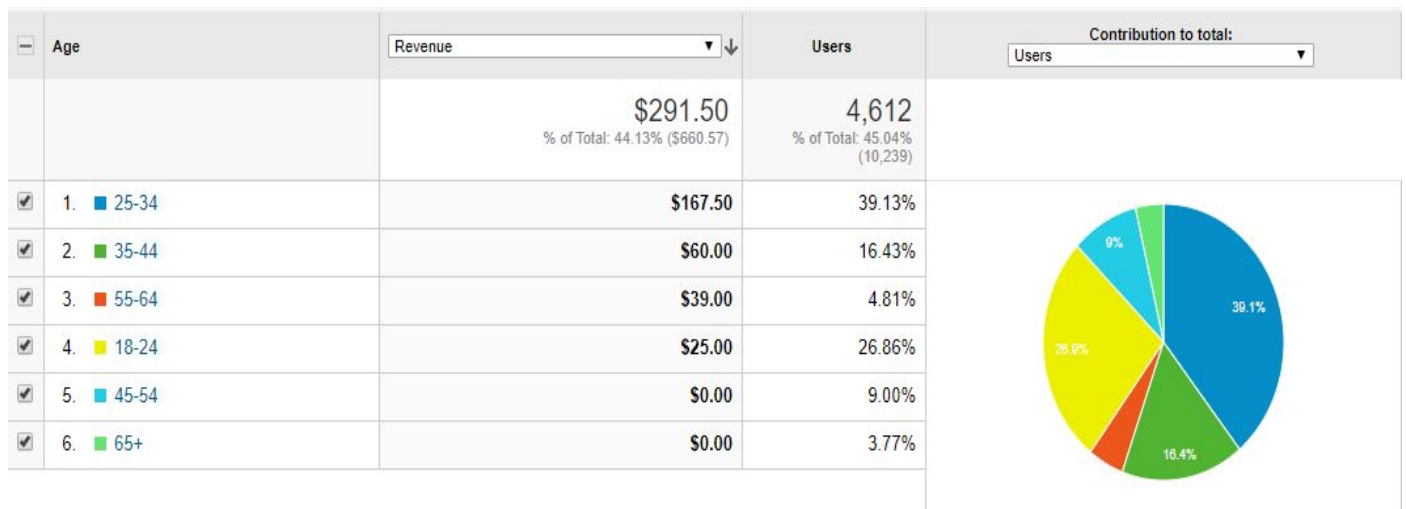
Other traffic and quality metrics:

- Monitor traffic and it's sourcing on a daily basis
- Average time users spend on the app from start to finish
- Load time/bounce rate of the app

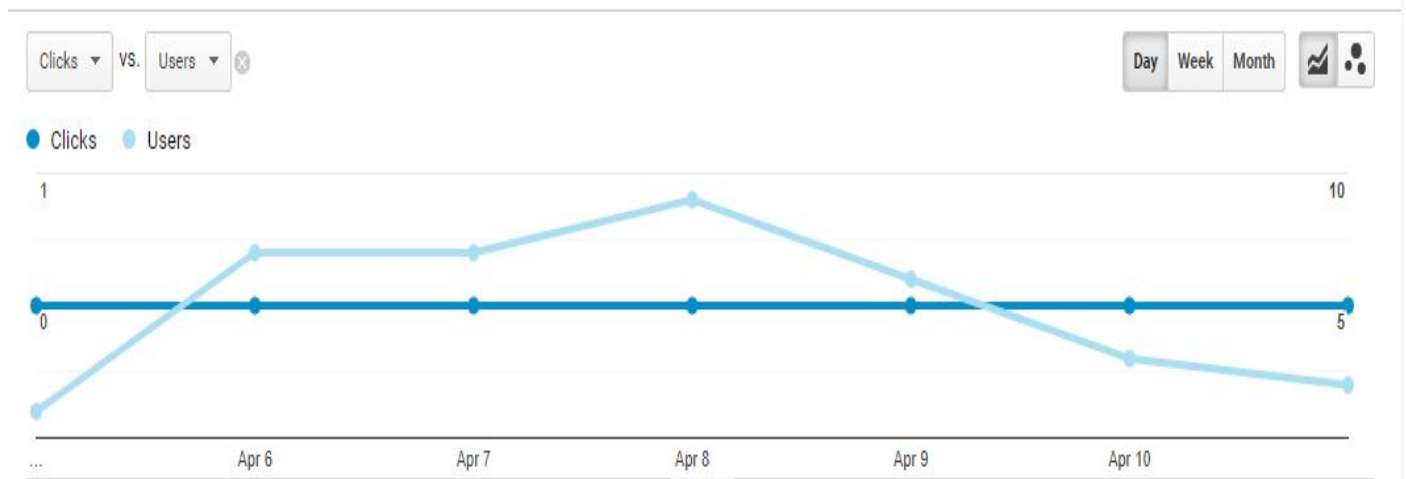
- New v/s returning users
- Geolocation of the users
- Demographics of users
- Search relevance (Keyword tracking)
- Average rating of the app
- Lead generating goals

Sample dashboards which we are planning to implement for our product to track performance:

- Customer behavior
1. We can compare from which age groups there are maximum users who have subscribed and how much revenue has been generated



2. Here we can track the performance of clicks by users every day using trend analysis



With this metric analysis, we can take further actions to make improvements and perform A/B tests from one stage to another on the design/functionality of the product.

INTERNATIONAL

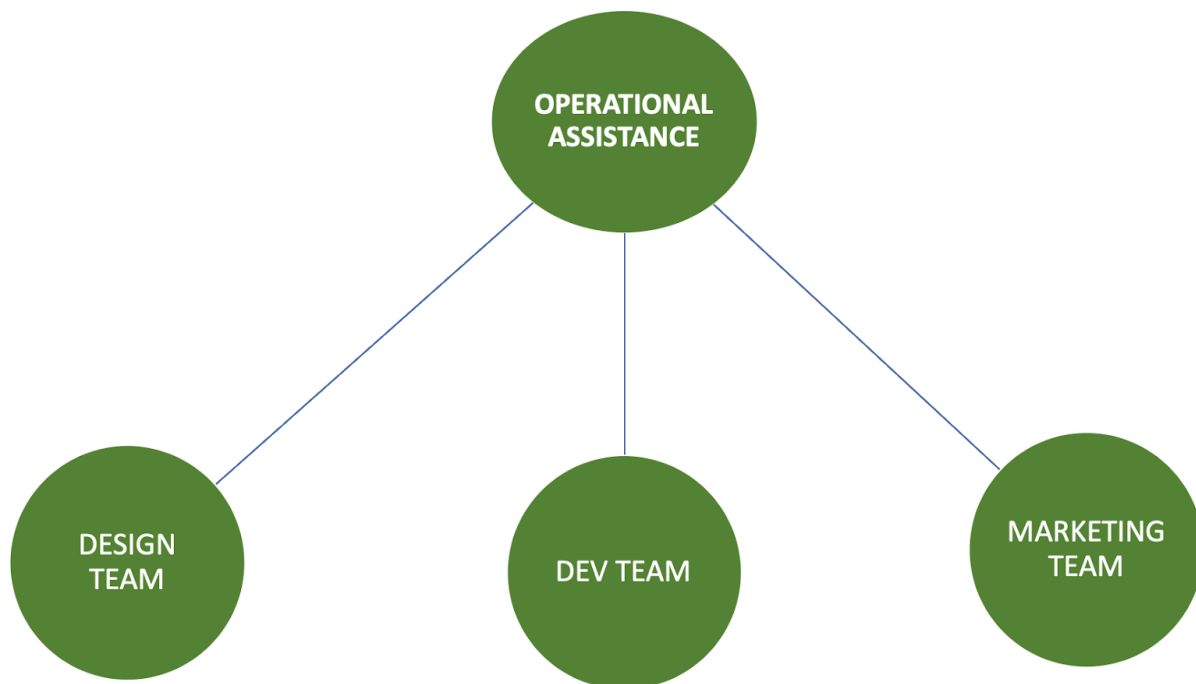
Since there are a lot of users engaged in various apps and services all over the world like Hulu, Spotify, Netflix, Amazon Prime which are very popular. So we are planning to internationalize our product as it will help us to get a huge customer base and revenue. Right now we have focused on small customer segments to experiment with our product and from their response, we can bring on more functionalities and features which can be capable enough to launch the app worldwide. This will take time but most probably after 1 year, we should be able to upgrade the version. There are various challenges involved in this such as competition in the market, maintenance, resources, technology, capital, teamwork, and talent. In particular, the issues around internationalizing can be: International payments are one big problem — everything can go wrong here, from hidden fees to security issues and exotic legal requirements. Translating the product to the new language and adapting the culture is also difficult. There should be a lot of flexibility provided to the customer according to their preferences and also plan great strategies with the stakeholders in order to gain trust.

PROJECTED COSTS

Besides the founders of our APP, ideally, we will hire 2 software engineers, one designer, one market manager, and one customer support specialist. The average salary for software engineers in Boston is \$120,000 per year, so we will pay \$240,000 for developers. We will then pay \$80,000 for the market manager, \$90,000 for the designer, and \$30,000 for the customer support specialist, according to the average salary in Boston.

We would like to use Amazon Web Services and their Amazon Simple Storage Service (S3) as a secure system to store user information. The AWS account costs \$1-3 per month and S3 costs about \$3 for 100GB, which is literally free for setup. Other expenses such as office space will cost \$12,000 annually. Overall, the estimated cost for the first year will reach \$452,000.

OPERATIONAL NEEDS



1. Design Team: Design team is needed to enhance the user experience, reduce support costs and work with the development team to **constantly enhance the look and feel of the app with new updates**.

2. Marketing Team: The marketing team will constantly work to **increase the outreach of our application** on various **mobile operating system platforms** like android, iOS, Taizen, kaiOs, etc. So the marketing team is very important in providing **operational assistance**.

3. Development Team: The developers will constantly work to provide **operational assistance** like bug fixing(if any) in the application and **rolling out updates** on the app stores. This team will also work with the universities and hire **university students as software developers and cloud operations interns**. In terms of **support**, cloud developers will constantly work to **handle the application servers on the cloud**.



4. User Support: Constant support is needed for the users as they may need assistance regarding various tasks in the application like **setting up payment, auto-pay, managing subscriptions**, etc.

We aim to provide **24 * 7 chat support** to our users. We also intend to provide telephonically and email support during regular office hours.

Summary:



ADDRESSING CAVEATS/RISKS

Risk	Description	Mitigation
User Privacy	All user information gathered (accounts, payment methods) must be protected from third-parties and inappropriate use.	<ul style="list-style-type: none"> • Ensure a secure system that does not reveal user privacy. • Users should use complex passwords and keep the APP up to date.
Competition	Current APPs in the market provide similar functions that may beat our APP (innovation, lower price, etc.).	<ul style="list-style-type: none"> • Clearly demonstrate our differentials. • Add fancy functions that don't exist in the market. • Market our APP and promote it.
Crisis of confidence	Since everything is new in our team, members may have conflicts and not cooperating well.	<ul style="list-style-type: none"> • Build sensible plans so that everyone can give full play to their strength. • Put an overwhelming amount of trust in each other. • Put forward different views and discuss the best solution.
Server crash	Our server may crash up due to bugs or overload.	24*7 development team to ensure data integrity.
Interdependencies with subscription accounts	Our APP requires connections with the subscription accounts.	Ensure the authority and accessibility to accounts.

APPENDIX

1. Lo-Fi Wires

1.

09:52 AM

Get Started

< Back Log In

User Name

Email

Phone Number

Password 🔑

Confirm Password

TouchID 👉

☐ I agree to the Smart Subscription Terms of Service and Privacy Policy

Create Account

2.

09:52 AM

Log In to your Account

Enter your Username and Password

Username

Password

☐ Set up fingerprint sign-in

SIGN IN

[Forgot username/password?](#)

[New User?](#)

3.

09:52 AM

Add a subscription

< Back Log Out

✓ Select Subscription Service

Netflix

Bumble

Netflix

Fitbit Premium

Hulu

LeetCode Premium

LinkedIn Premium

✓ Account Details

Username: Enter text here

Password: XXXXXXXX

☐ Remember Password

✓ Payment Link

☒ Paste the subscription payment link here

Add Service

Home | Profile | Settings | Contact Us

4.

09:52 AM

My Subscriptions + Filter

< Back Log Out

Amazon Prime \$12.99

Netflix \$10.99

Hulu \$11.99

+ Add a subscription!

History

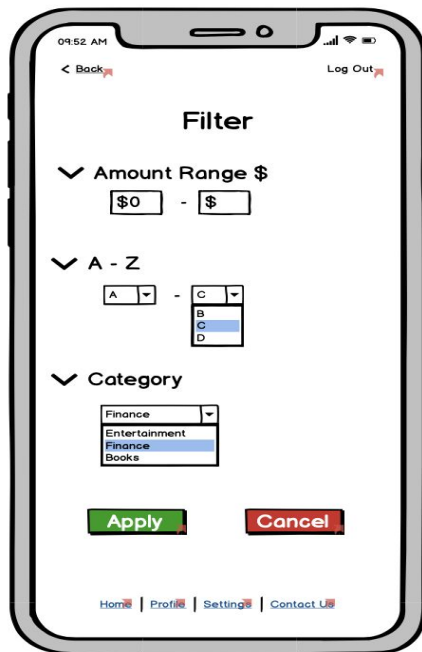
Dashboard

Average Expenses (Per Month)

\$35.97

Home | Profile | Settings | Contact Us

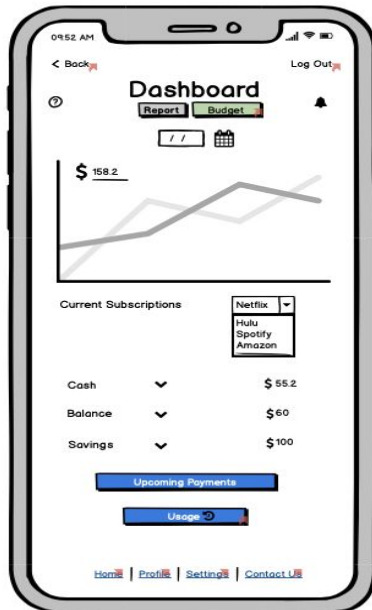
5.



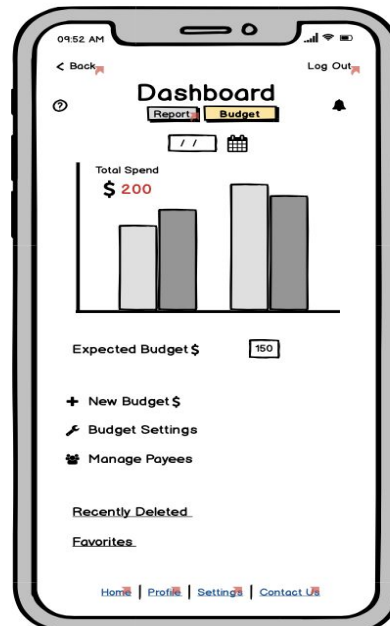
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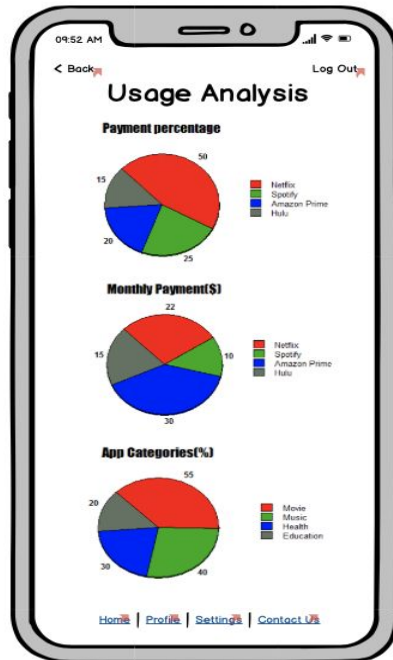
7-A



7-B



7-C



8-A

Add New Bank Account

Bank Account Details

All fields are required

Account Type:

Bank Name:

Bank Routing Number:

Confirm:

Bank Account Number:

Confirm:

Name on Account:

Address 1:

Address 2:

City:

State:

ZIP Code:

Country:

Add **Update**

Home | Profile | Settings | Contact Us

8-B

Add New Credit Card

Credit Card Details

Accepted Card Types

☐ American Express ☐ Discover ☐ Visa ☐ Mastercard

All fields are required.

First Name:

Last Name:

Card Number:

Expiration Date:

CVV:

Address 1:

Address 2:

City:

State:

ZIP Code:

Country:

Add **Update**

Home | Profile | Settings | Contact Us

8-C

Your Linked Accounts

Bank Accounts

John Smith
Personal Checking Account
Number: *****9101

Credit/Debit Cards

DISCOVER

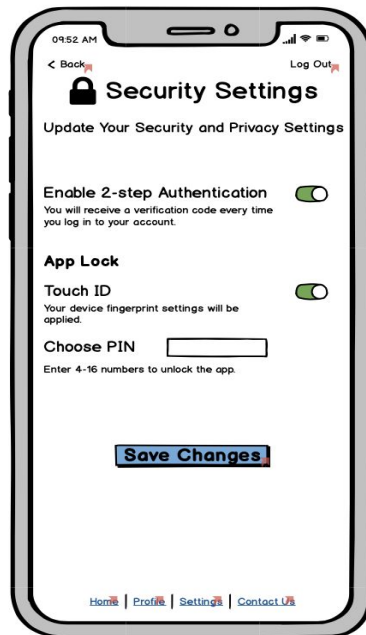
xxxx xxxx xxxx 1234

VISA

xxxx xxxx xxxx 5678

Home | Profile | Settings | Contact Us

9



09:52 AM

< Back Log Out

Security Settings

Update Your Security and Privacy Settings

Enable 2-step Authentication ☒

You will receive a verification code every time you log in to your account.

App Lock

Touch ID ☒

Your device fingerprint settings will be applied.

Choose PIN

Enter 4-16 numbers to unlock the app.

Save Changes

Home | Profile | Settings | Contact Us

10



09:52 AM

< Back Log Out

Chat with our Customer Support

Messaging Assistant | Customer Service

Hi, thanks for contacting Smart Subscription. I'm Smart Subscription's chat helper.

I'm here to answer your questions and get the right person to help you out.

As I send you messages, you can select a button to reply. Go for it!

09:45 AM

Got it!

09:47 AM

Messaging Assistant | Customer Service

OK. So, what can I help you with?

09:48 AM

Managing my payment, or account

09:49 AM

Messaging Assistant | Customer Service

Sure, let me know which of these things you need help with.

09:49 AM

Check my login and security info Payments

Update or cancel Premium Account

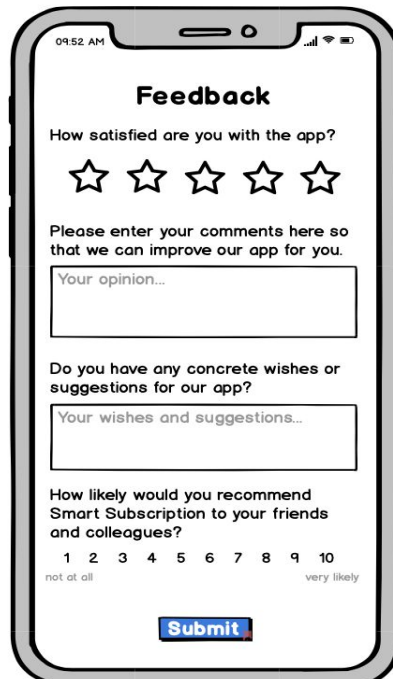
Question about a charge Something else

Tell us more about what you want.

Send

Home | Profile | Settings | Contact Us

11



09:52 AM

Feedback

How satisfied are you with the app?

☆☆☆☆

Please enter your comments here so that we can improve our app for you.

Your opinion...

Do you have any concrete wishes or suggestions for our app?

Your wishes and suggestions...

How likely would you recommend Smart Subscription to your friends and colleagues?

1 2 3 4 5 6 7 8 9 10

not at all very likely

Submit