

# SubSentry PRD

## Product Requirements Document (PRD)

### SubSentry – Smart Subscription Tracking for India

#### Executive Summary

SubSentry is an India-focused subscription management platform designed to help users gain full control over their recurring digital expenses. With the rapid growth of OTT platforms, SaaS tools, fitness memberships, cloud storage plans, and premium app subscriptions, Indian users are increasingly overwhelmed by scattered renewal cycles and surprise auto-debits. SubSentry centralizes all subscriptions in one intuitive dashboard, displays total spending in ₹ INR, and sends proactive alerts before renewals occur—empowering users to make informed financial decisions.

The product targets digitally active consumers such as students, young professionals, and freelancers who typically subscribe to 8–20 services across multiple categories but rely on memory, SMSs, or cluttered inboxes to track renewals. Our primary persona, **Aarav Sharma**, represents the growing segment of users who face financial stress from untracked renewals and subscription creep. By offering a simplified subscription logging system, intelligent reminders, and a transparent view of monthly/annual expenses, SubSentry addresses a widespread and underserved need.

The MVP focuses on manual subscription entry, category-based organization, an INR-native unified dashboard, and email-based renewal reminders—all supported by Supabase authentication (Google OAuth) and a clean, trustworthy UI built via Lovable. The experience is intentionally minimal, fast, and clutter-free, keeping the cognitive load low while delivering immediate user value.

SubSentry's value lies in eliminating the anxiety of surprise charges and giving users a sense of financial clarity, awareness, and control. While the MVP is intentionally narrow, it sets the foundation for a powerful ecosystem of future features such as Gmail-based auto-detection, AI insights, spending optimization, and shared family subscriptions. The long-term goal is to become India's most reliable and user-friendly command center for subscription and recurring expense management.

## 2.1 Core Problem Statement

Modern users subscribe to multiple digital services — OTT platforms, cloud apps, fitness memberships, software renewals, and more.

The majority forget to track renewals, miss cancellation windows, or get auto-debited unexpectedly.

This leads to:

- Wasted money due to missed cancellations
- No central visibility of recurring costs
- Anxiety around monthly spending
- No sense of control over digital expenses

Users need a simple, proactive, India-first tool that gives visibility, reminders, and control in one place.



## Problem Statement

### Current State Analysis

- Users today manage subscriptions across scattered sources—bank SMS alerts, emails, app notifications, and memory.
- There is *no unified place* to view all recurring charges in ₹ INR, resulting in poor visibility of monthly spending.
- Subscription renewals often occur silently in the background, leading to unexpected auto-debits and avoidable charges.
- Budget-conscious users (especially students and young professionals) cannot track their growing list of OTT, SaaS, fitness, and cloud storage subscriptions efficiently.
- Free trials frequently turn into paid plans because users forget cancellation deadlines.

### Key Pain Points

- **No Centralized Subscription Hub:** Users juggle 10–20 subscriptions across apps, websites, and email inboxes without a single dashboard to monitor them.
- **Surprise Auto-Debits:** Renewals hit bank accounts without timely reminders, creating financial stress and resentment towards services.
- **Subscription Creep:** Users accumulate multiple “small” subscriptions that add up, but lack awareness of total monthly or annual spending.
- **Manual Tracking Chaos:** Existing alternatives (notes apps, spreadsheets, reminders) are clunky, unreliable, and easy to forget.
- **Lack of INR-Friendly Tools:** Most global subscription trackers are dollar-based and irrelevant for Indian users.
- **Poor Control & Decision Making:** Users don’t know which subscriptions they use, which are redundant, or which need cancellation.

### Root Cause Analysis

- There is no tool tailored for the Indian consumer that integrates **subscription logging, renewal reminders, spending insights, and INR-specific**

### **dashboards.**

- Existing financial apps focus on **budgets, UPI, or expense categories**—not recurring subscription visibility.
- Email inboxes are cluttered, making manual detection of subscriptions slow and error-prone.
- Reminders from banks, apps, and platforms are inconsistent and often not aligned with user preference.
- Lack of personalized insights means users cannot understand patterns (e.g., unused subscriptions, overspending, renewal clusters).

## **Cost of Inaction**

- **Continued Financial Leakage:** Users keep losing money to forgotten subscriptions, auto-renewals, and unused services.
- **Growing Subscription Overload:** As OTT, SaaS, AI tools, and premium apps expand, subscription creep intensifies.
- **User Stress & Frustration:** Financial anxiety increases due to avoidable renewal charges and lack of clarity.
- **Low Financial Awareness:** Without visibility into recurring expenses, users cannot plan better, optimize costs, or build healthy spending habits.
- **Lost Opportunity for Empowerment:** Users miss the chance to take control of their financial ecosystem through a simple, centralized tool.

## </> Proposed Solution

**SubSentry** is a smart, INR-first subscription management companion designed for young professionals who struggle to track recurring expenses. It centralizes all digital subscriptions, visualizes monthly/annual spending, and prevents surprise auto-renewals through proactive alerts and personalized insights.

### Key Features & Benefits

User Pain Point	Proposed Solution	Benefit
Scattered subscriptions across apps, emails, and memory	<b>Unified Subscription Dashboard</b> showing all subscriptions in one place	Clear visibility and reduced confusion
Surprise auto-debits & missed renewal dates	<b>Smart Renewal Alerts</b> via push/email before any recharge hits the bank	No unexpected charges; better financial control
Subscription creep & overspending	<b>INR Spending Analytics</b> showing total monthly/annual spend, trends, and category-wise breakdown	Builds financial awareness and prevents leakages
Forgetting to cancel free trials	<b>Trial Expiry Tracker</b> with countdown reminders	Avoids accidental paid plans
No clarity on which services are unused	<b>Usage-Based Insights (AI-ready)</b> to flag redundant or low-use subscriptions	Helps users make informed cancellation decisions
No Indian-specific subscription tool	<b>INR-native UI + localized subscription database</b>	Feels relevant and intuitive for Indian users

### How It Works

- **Central Logging:** Users add subscriptions manually (OTT, SaaS, fitness, storage, etc.) with amount, cycle, and renewal date.
- **Automated Alerts:** Smart reminders notify users days before renewals or free trial expiration.
- **INR-First Dashboard:** Clean dashboard summarizing monthly + annual spending, upcoming renewals, and active subscriptions.
- **Personalized Insights:** AI suggests savings opportunities, unused subscriptions, and smart optimization tips.
- **Secure & Private:** Google OAuth login via Supabase ensures safe and seamless access.

**Outcome:** Users get a **single, smart, and reliable subscription guardian** that gives them clarity, prevents financial surprises, and helps them stay in control of their recurring digital life.

---

# 🎯 Goals and Success Metrics

## Primary Objective

To become the most trusted INR-first subscription management tool for young Indian professionals by giving them complete visibility, control, and confidence over their recurring digital expenses — eliminating surprise auto-renewals and subscription creep.

### 1. Subscription Clarity Rate

- **Definition:** % of users who report improved clarity in understanding their monthly/annual recurring expenses after using SubSentry.
- **Why it matters:** Shows SubSentry's ability to replace scattered mental tracking with a centralized, reliable dashboard.
- **Target:**  $\geq 80\%$  users reporting "high clarity" in feedback.
- **How to measure:** In-app survey after 7 days ("Do you feel more in control of your subscriptions?").

### 2. Renewal Alert Effectiveness

- **Definition:** % of renewal alerts that successfully prevent unwanted charges (free trials  $\rightarrow$  paid plans, forgotten subscriptions).
- **Why it matters:** This is the **core user promise** — "No more surprise debits."
- **Target:**  $\geq 90\%$  alerts viewed before renewal date.
- **How to measure:** Track email/push open rate + user action ("Cancelled before charge?").

### 3. Subscription Creep Reduction

- **Definition:** Reduction in unnecessary or unused subscriptions after 30 days.
- **Why it matters:** Proves SubSentry's ability to save users money by flagging redundant services.
- **Target:**  $\geq 15\%$  average reduction in monthly recurring spend for active users.
- **How to measure:** Compare total subscribed amount at Day 1 vs Day 30.

### 4. Latency (Dashboard + Alerts)

- **Definition:** Time taken to load dashboard data and send renewal reminders.
  - **Why it matters:** Users expect real-time visibility and timely alerts; delay reduces trust.
  - **Target:**
    - Dashboard load time: **< 2 seconds**
    - Reminder notification dispatch: **< 1 minute** of scheduled trigger
  - **How to measure:** Supabase + front-end performance logs.
- 

## 5. Retention Rate

- **Day-7 Retention**
    - % of users who return to track subscriptions within 7 days.
    - **Why:** User returns show early value discovery.
    - **Target:** **≥ 45%**
  - **Day-30 Retention**
    - % of users who stay active for at least 30 days.
    - **Why:** Subscription tracking is a monthly habit — if they stay, the product fits their life.
    - **Target:** **≥ 30%**
  - **How to measure:** In-app analytics (Mixpanel, Supabase events, or Lovable events).
- 

## 6. INR Dashboard Engagement Rate

- **Definition:** % of users who interact with the INR spending dashboard at least twice a week.
  - **Why it matters:** Shows if users rely on SubSentry to monitor and manage finances.
  - **Target:** **≥ 50%** weekly dashboard usage.
  - **How to measure:** Track "dashboard\_view" events.
- 

## 7. Cost Saved Per User (Impact Metric)

- **Definition:** Avg. money saved per user per month by avoiding unused or surprise subscriptions.



- **Why it matters:** Core **value metric** directly tied to retention and viral adoption.
- **Target:**  $\geq ₹150-₹300$  monthly savings per active user.
- **How to measure:** Compare “cancelled before renewal” + “unused subscription flagged  $\rightarrow$  cancelled.”

## 8. Referral Rate

- **Definition:** % of new users joining via referral link.
- **Why it matters:** Subscription creep is a common pain; strong word-of-mouth indicates trust.
- **Target:**  $\geq 20\%$  of all new signups.
- **How to measure:** Referral code tracking.

## Summary Metrics Table

Metric	Target
Subscription Clarity Rate	$\geq 80\%$
Renewal Alert Effectiveness	$\geq 90\%$
Subscription Creep Reduction	$\geq 15\%$ spend reduction
Dashboard Latency	$< 2$ sec
Reminder Dispatch Latency	$< 1$ min
Day-7 Retention	$\geq 45\%$
Day-30 Retention	$\geq 30\%$
Dashboard Engagement Rate	$\geq 50\%$ weekly
Avg. Money Saved Per User	₹150–₹300 monthly
Referral Rate	$\geq 20\%$



# Guardrails

## 1. Safety & Financial Protection Guardrail

- **Objective:** Ensure users never face surprise charges, accidental renewals, or misleading subscription insights.
- **How to enforce:**
  - Alerts must trigger **before** renewal dates (24–72 hours prior) with clear INR amount.
  - Flag any **high-risk** subscriptions (e.g., frequent price hikes, misleading trial terms).
  - Warn users if a plan auto-converts from a trial to paid.
  - Verified data sources: official subscription pages, RBI guidelines for auto-debit mandates (AFA rules).
- **Metric / Threshold:**
  - **0 missed alerts** for any upcoming renewal.
  - **100% alerts** display renewal amount + date accurately.
  - **0 false or misleading plan recommendations.**

## 2. Ethical Data Use & Privacy Guardrail

- **Objective:** Build strong trust with young professionals by ensuring their subscription and financial data is handled responsibly and transparently.
- **How to enforce:**
  - No unauthorized sharing of subscription details, spending patterns, or email-linked data.
  - Explicit consent for data usage (e.g., "Allow SubSentry to analyze your spending pattern?").
  - Personal data anonymized before being used for insights or model optimization.
  - Clear labels for sponsored or promoted subscription deals: **"Sponsored"** or **"Promoted Plan."**
  - Strict adherence to India's **Digital Personal Data Protection Act (DPDP)**.

- **Metric / Threshold:**
    - **100% DPDP compliance.**
    - **0 data breaches.**
    - **≥ 90% user opt-in rate** for personalization, indicating trust.
- 

### 3. Transparency & User Control Guardrail

- **Objective:** Ensure users always stay in control of their data, reminders, and subscriptions.
  - **How to enforce:**
    - Users can modify or disable alerts anytime.
    - Clear visibility on what data is stored, why, and how it's used.
    - Provide easy one-click cancellation suggestions, but never cancel anything without user approval.
    - Keep pricing history and plan changes fully visible to avoid hidden costs.
  - **Metric / Threshold:**
    - **100% user-controllable settings** for reminders and insights.
    - **< 2 steps** to update or delete subscription info.
    - **0 automated actions without user consent.**
- 

### 4. Accuracy & Reliability Guardrail

- **Objective:** Maintain high accuracy in subscription details, renewal cycles, and INR spend calculation.
- **How to enforce:**
  - Double-check subscription cycle logic (monthly/annual/quarterly).
  - Pull verified pricing from official sites whenever possible.
  - Alerts triggered through reliable, tested backend cron jobs.
  - INR conversions strictly native — no USD defaults.
- **Metric / Threshold:**
  - **≥ 97% accuracy** in renewal dates & billing cycles.
  - **< 1% dashboard calculation errors.**

- **Dashboard latency < 2 seconds.**
-



# Feature Requirements – SubSentry

## Feature 1: Subscription Manager

- **Objective:** Allow users to add, view, and manage all recurring subscriptions in one place.
- **User Story:** *As a user, I want to quickly add and see all my active subscriptions so I can keep track of where my money is going.*
- **Functional:** Manual entry form, category selection, billing cycle selector (monthly/annual/quarterly), trial period toggle, INR amount input.
- **Acceptance Criteria:**
  - Given a user adds a subscription, when saved, then it should appear instantly on the dashboard.
  - Given incomplete details (e.g., no amount), when submitted, then the system should prompt for missing fields.
- **Priority:** High

## Feature 2: Smart Renewal Alerts

- **Objective:** Notify users before any subscription renews so they never face surprise deductions.
- **User Story:** *As a user, I want timely alerts before renewals so I can cancel or keep subscriptions intentionally.*
- **Functional:** Push/email reminders, customizable alert window (1/3/7 days), auto-tag free trials.
- **Acceptance Criteria:**
  - Given an upcoming renewal, when the alert window is reached, then the user should receive a reminder notification.
  - Given a trial subscription, when nearing expiry, then the system should show a trial-expiry alert with INR amount that will auto-debit.
- **Priority:** High

## Feature 3: INR Spending Dashboard

- **Objective:** Provide a single view of total monthly & annual spending on subscriptions in INR.
- **User Story:** *As a user, I want to see exactly how much I spend on subscriptions so I can manage my budget better.*
- **Functional:** Summary cards (Total Monthly Spend, Total Annual Spend, Upcoming Payments), charts, category filters.
- **Acceptance Criteria:**
  - Given active subscriptions, when dashboard loads, then spending should be calculated accurately in INR.
  - Given category filters applied, when selected, then the dashboard should update immediately.
- **Priority:** High

---

## Feature 4: Cancellation & Optimization Insights

- **Objective:** Help users identify unused, redundant, or overpriced subscriptions.
- **User Story:** *As a user, I want suggestions for what to cancel so I can reduce unnecessary costs.*
- **Functional:** Low-use flags, duplicate subscription detection, monthly savings suggestions, plan recommendations.
- **Acceptance Criteria:**
  - Given a subscription with low usage or infrequent access, when analyzed, then it should be tagged with an "Optimize" or "Consider Cancelling" suggestion.
  - Given duplicate OTT/SaaS subscriptions (e.g., two music apps), when detected, then system should show a recommendation card.
- **Priority:** Medium

---

## Feature 5: Profile & Settings

- **Objective:** Allow users to customize alert frequency, edit personal details, and manage preferences.
- **User Story:** *As a user, I want full control over my preferences so the system works the way I like.*

- **Functional:** Change alert intervals, update email, toggle insights, manage categories.
  - **Acceptance Criteria:**
    - Given the user updates alert preferences, when saved, then all future notifications should align with new settings.
    - Given the user edits personal details, when updated, then changes should reflect across the app instantly.
  - **Priority:** Medium
-

## Target Audience

### Primary Users

#### Urban Working Professionals (Ages 18–30)

- **Size:** Millions of young professionals in Tier 1 & Tier 2 Indian cities who actively use OTT, SaaS, fitness, education, and cloud services.
- **Characteristics:** Digitally savvy, busy schedules, high adoption of UPI + auto-pay, value convenience and clarity, active across multiple digital ecosystems.
- **Current Behavior:** Track subscriptions manually (notes, screenshots), rely on bank SMS/UPI histories, ignore free trial alerts, often surprised by auto-debits.
- **Motivation:** They want a **simple, trustworthy tool** that gives clear visibility into recurring expenses, prevents surprise charges, and optimizes monthly spending.

### User Personas

#### 1. Aarav — The Conscious Spender

- **Age / Background:** 24, Junior Marketing Executive, handles 10–12 subscriptions (OTT, music, fitness apps, Canva, storage).
- **Goals:** Stay within a monthly budget, avoid surprise deductions, understand where money is going.
- **Pain Points:** Forgets renewal dates, loses track of free trials, doesn't know total recurring spend, bank SMS alerts feel chaotic.
- **How SubSentry Helps:** Gives a unified view of all subscriptions in INR, sends renewal alerts, surfaces cost-saving insights, and prevents accidental auto-renewals.

#### 2. Riya — The Subscription Heavy User

- **Age / Background:** 22, Influencer + part-time design student, uses 15+ subscriptions (editing tools, music, OTT, cloud storage, AI tools).
- **Goals:** Manage her work tools without overspending, reduce redundant subscriptions, stay updated on pricing changes.



- **Pain Points:** Has duplicate tools (multiple editing apps), pays for unused subscriptions, struggles to track monthly billing cycles.
  - **How SubSentry Helps:** Identifies redundant tools, flags unused subscriptions, visualizes monthly & annual spend, and sends recommendations to optimize costs.
- 

### 3. Nikhil — The Free Trial Seeker

- **Age / Background:** 19, college student, frequently signs up for software trials for projects.
  - **Goals:** Try tools without accidentally getting auto-charged.
  - **Pain Points:** Forgetting trial expiry dates, accidental paid renewals, keeps switching apps impulsively.
  - **How SubSentry Helps:** Tracks all free trials with countdown reminders, warns about upcoming charges, and helps him avoid unwanted expenses.
-



# User Experience – SubSentry

## 1. Login / Onboarding

- **Action:** Sign up using Google OAuth (Gmail); complete a short onboarding flow about subscription habits (e.g., “How many subscriptions do you currently use?”).
- **Emotion:** Curious, hopeful about gaining control over spending.
- **System:** Stores user preferences and initializes a clean dashboard with starter guidance.

## 2. Dashboard / Home

- **Action:** Sees total monthly spend (INR), annual spend, upcoming renewals, and a list of active subscriptions.
- **Emotion:** A mix of relief (“*Finally everything in one place*”) and awareness.
- **System:** Highlights urgent renewals, cost spikes, redundant subscriptions, and savings opportunities.

## 3. Add a Subscription

- **Action:** User taps “+ Add Subscription” → enters plan name, amount, cycle, and renewal date.
- **Emotion:** Empowered; feels organized.
- **System:** Categorizes subscription (OTT / SaaS / Fitness / Storage), estimates annual cost, and adds it to dashboard instantly.

## 4. Customize Alerts & Preferences

- **Action:** Updates alert timing (1/3/7 days before renewal), toggles trial-expiry reminders, sets a monthly budget.
- **Emotion:** In control.
- **System:** Adjusts backend reminder triggers and prepares notifications accordingly.

## 5. Review Insights & Spending Analysis

- **Action:** Views spending charts—monthly, annual, category-wise, upcoming renewals.

- **Emotion:** Awareness, sometimes concern, leading to smarter decisions.
- **System:** Updates analytics dynamically and computes savings opportunities (e.g., "Canceling 2 unused apps saves ₹350/month").

## 6. Renewal Alerts & Action Taking

- **Action:** Receives proactive notifications: "Spotify renews in 3 days — ₹119 will be deducted."
- **Emotion:** Prepared, more confident with finances.
- **System:** Pulls data from Supabase, matches alert window, pushes notifications/email reminders.

## 7. Optimization & Cleanup

- **Action:** Sees suggestions like "You have 2 music apps. Save ₹119/month by canceling one."
- **Emotion:** Motivated, feels smarter about managing money.
- **System:** Uses logic/AI checks for redundancy, low-use flags, and trial expiry predictions.

## 8. Post-Action & Continuous Use

- **Action:** Edits subscriptions, deletes old ones, adds new trials, keeps checking dashboard.
- **Emotion:** Confident, more financially disciplined.
- **System:** Learns patterns and improves future insights and suggestions.

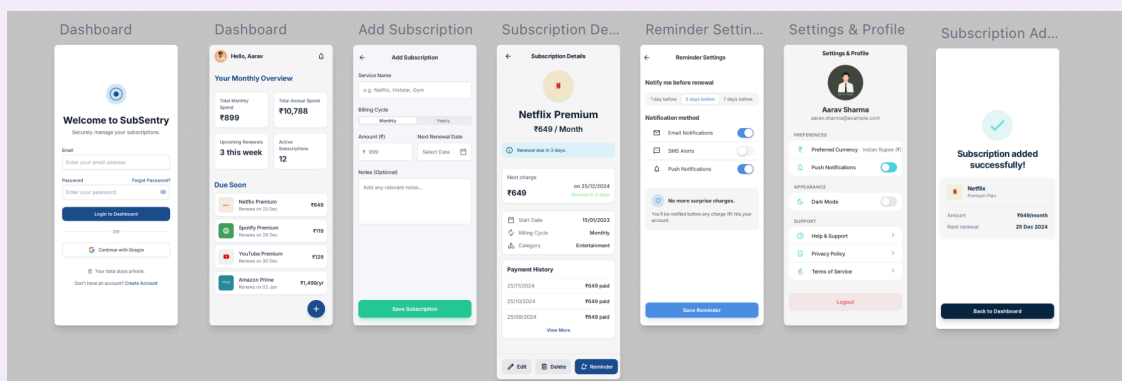
## User Journey Map – SubSentry

Stage	Actions	Thoughts / Feelings	Pain Points	Opportunities
<b>Awareness</b>	Sees IG Reel/ad or friend referral about SubSentry	"I really do lose track of subscriptions..."	Surprise auto-debits; scattered tracking	Highlight "No more surprise renewals" USP
<b>Consideration</b>	Installs app → tries Google login	"Hope this helps me finally see everything clearly."	Current tools show spending broadly, not subscriptions	Smooth, 1-click Google login + clean onboarding

Stage	Actions	Thoughts / Feelings	Pain Points	Opportunities
Setup	Adds 5–10 subscriptions manually	"Wow, I didn't realise I had this many."	Manual logging feels tedious in other apps	Quick-add templates for OTT, SaaS, fitness, etc.
Understanding	Views dashboard → spending summary (INR)	"This is my total monthly cost?!"	Hard to calculate actual recurring spend	Clear monthly/annual breakdown + category tags
Prevention	Receives renewal alerts	"Thank god I didn't miss this one."	Banks send generic SMS; users ignore	Proactive 1/3/7-day reminders with plan name + INR
Optimization	Checks recommendations	"I can cut down ₹450/month easily."	Duplicate/unused subs go unnoticed	Smart insights & suggestions
Retention	Adds new subscriptions; checks dashboard often	"This actually helps me stay in control."	Most financial apps feel complex	Simple interface + INR-first UX keeps them coming back



## Wireframe





## Feature Prioritisation Framework – SubSentry

**Why:** To identify which features are essential for the **MVP**, which improve **usability and retention**, and which belong to the **long-term roadmap**. This ensures SubSentry delivers maximum value quickly while keeping future expansion in mind.

---

### Must Have (Core MVP Features)

- Unified Subscription Dashboard (INR-first)
- Manual Subscription Add + Edit + Delete
- Smart Renewal Alerts (1/3/7-day reminders)
- Free Trial Tracker with expiry alerts
- Monthly & Annual Spend Summary (INR)
- Category Tagging (OTT / SaaS / Fitness / Storage / Education)
- Google OAuth Login via Supabase Auth

---

### Should Have (Enhancements for Better Experience)

- Spending Analytics → Category-wise charts, trends
- Duplicate Subscription Detection
- Optimization Insights ("Save ₹300/month by cancelling unused apps")
- Price Change Alerts for subscriptions
- Customizable alert timings
- Dark Mode
- Backup & Restore Subscription Data

---

### Could Have (Future Opportunities)

- Auto-Detection of Subscriptions via Gmail (AI-powered)
- Bank SMS Parsing (RBI-compliant)
- Family Sharing Mode
- AI-powered Monthly Budget Recommendations

- AI-generated Savings Reports
  - Multi-currency support (for international SaaS tools)
  - Widgets for iOS/Android homescreen
- 

### **Won't Have (Out of Scope / Not Planned)**

- Automatic subscription cancellation (too risky without user consent)
  - Payment handling or auto-debit management
  - Third-party ad placements inside dashboard
  - Crypto or investment features
  - Wearable integration (smartwatch alerts)
-



# AARRR Framework – SubSentry

**Why:** Used to **map the user lifecycle from acquisition to monetization**, ensuring that product growth, retention, and revenue strategies align with the core value: preventing surprise renewals and giving users financial control.

## 1. Acquisition

- **Goal:** Attract young professionals who struggle with managing multiple subscriptions.
- **Strategies:**
  - Instagram Reels & YouTube Shorts showcasing “Subscription Creep Problem” (funny, relatable scenarios).
  - Influencer collaborations in finance & productivity niches.
  - Partnerships with student communities and coworking spaces.
  - SEO content around “track subscriptions India,” “avoid trial renewal,” etc.

## 2. Activation

- **Goal:** Get users to immediately experience the value of seeing all subscriptions in one dashboard.
- **Strategies:**
  - 30-second onboarding wizard (“Add your top 3 subscriptions”).
  - Sample dashboard preview showing potential monthly savings.
  - Smart nudges: “Add 2 more subscriptions to unlock your total monthly spend in INR.”
  - Instant notification demo: “Spotify renews in 3 days — here’s how your alerts will look.”

## 3. Retention

- **Goal:** Make SubSentry part of monthly financial hygiene.
- **Strategies:**
  - Monthly Spend Summary in INR sent on the 1st of every month.
  - Renewal alerts, trial expiry warnings, and low-use flags.

- AI-powered insights like "Save ₹240/month by cancelling these unused apps."
- Streaks for maintaining updated subscription lists.

---

## 4. Referral

- **Goal:** Encourage organic word-of-mouth from users who get savings.
- **Strategies:**
  - "I saved ₹850 this month!" shareable card for Instagram.
  - Referral rewards → "Invite 1 friend, unlock premium trial for 7 days."
  - Leaderboard for money saved among friends.

---

## 5. Revenue

- **Goal:** Monetize savings-based tools and premium insights.
- **Strategies:**
  - **Subscription (Premium):**
    - Auto-detection via Gmail
    - Advanced analytics (historical spend trends)
    - AI-based cancellation recommendations
    - Unlimited subscriptions
  - **Affiliate Revenue:**
    - Offers from OTT/SaaS apps (optional and clearly tagged as *Sponsored*)
  - **Savings Reports (Paid Add-on):**
    - Monthly recurring expense report
    - Smart alternatives and best plan suggestions





## User Flow

