Project Name: SubSentry – The Subscription Tracker
Module: 5
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Product Requirements Document (PRD)

1. Executive Summary

SubSentry is a subscription-tracking application designed to provide users with visibility and control over their recurring digital expenses. It addresses the widespread issue of forgotten renewals and unexpected charges by offering structured tracking, category-based organization, and timely reminders. The product targets digital-native consumers who manage multiple services across OTT platforms, SaaS tools, fitness memberships, and learning subscriptions. The objective is to help users avoid renewal surprises, reduce financial anxiety, and stay organized through a minimal, intuitive interface.

SubSentry consolidates subscription data into one unified system, enabling users to make better financial decisions and maintain clarity over their monthly commitments.

2. Market Insights and Opportunity

India's subscription economy has grown rapidly over the last five years, fueled by digital adoption, affordable internet, and the widespread use of OTT, SaaS, and paid memberships. This growth has created a large population of users with multiple active subscriptions but limited tools to manage them effectively.

The market shows clear opportunity across students, young professionals, and digital consumers. Existing solutions remain fragmented, with most focused on bank-level alerts rather than consolidated expense visibility. SubSentry addresses a gap in the Indian market by offering simplified manual tracking with renewal reminders tailored to local digital behaviors.

The Total Addressable Market includes consumers with two or more recurring digital payments. The Serviceable Market is dominated by OTT and SaaS users, while the Obtainable Market consists of individuals actively seeking budget clarity and renewal reminders. The increasing complexity of personal digital ecosystems reinforces long-term demand for a dedicated subscription-management tool.

3. Target Users and Problem Definition

SubSentry focuses on two main user personas: college students and working professionals. Students typically manage entertainment and learning subscriptions, whereas professionals oversee a broader portfolio of SaaS tools, fitness plans, productivity apps, and digital services. Both segments struggle with tracking renewal dates, monitoring expenses, and preventing surprise deductions.

Existing workarounds include spreadsheets, calendar reminders, or relying on bank alerts. These approaches are inconsistent and often fail to provide timely, actionable insights. Users desire

control, predictability, and reduced anxiety associated with financial uncertainty. The core problem is the lack of a unified system that centralizes subscription details and sends proactive, customizable reminders.

4. Product Vision and Strategy

The vision for SubSentry is to become a reliable, user-centered platform that simplifies subscription management and empowers users to take ownership of their recurring digital expenses. The strategy is grounded in clarity, minimalism, and functional efficiency. The product philosophy emphasizes reducing cognitive load and offering timely insights without overwhelming the user.

The long-term direction includes building intelligent analysis tools, personalized reminders, and automated insights. The initial focus is to deliver a clean interface with transparent tracking and seamless reminder functionality.

5. Functional Requirements

Subsentry's core functional components include subscription entry, dashboard overview, detailed views, reminder settings, and user preference management. These functions provide a complete operational flow from login to subscription management.

Functional Requirements Table

Feature ID	Feature Name	Description	Priority	Acceptance Criteria
F1	Authentication	Login using Google OAuth	High	Users can authenticate and access dashboard
F2	Add Subscription	Users enter service details manually	High	Subscription saved and displayed accurately
F3	Dashboard Overview	Shows total spending and upcoming renewals	High	Data reflects all user subscriptions
F4	Subscription Detail View	View, edit, or delete subscription	High	Edit and delete actions operate correctly
F5	Reminder Setup	Configure reminders for renewals	Medium	Reminders reflect selected timing

Feature ID	Feature Name	Description	Priority	Acceptance Criteria
F6	Settings	Manage profile and preferences	Medium	Notification and preference toggles update correctly
F7	Success Confirmation	Confirmation after user actions	Medium	Confirmation appears after each update or save

6. User Journeys and Use Cases

The primary journey begins with user login, followed by the dashboard view displaying subscription summaries. Users add new subscriptions through a dedicated entry form and receive a confirmation screen before being returned to the dashboard. Users can select a subscription to view detailed information, modify entries, or delete records. Reminder settings allow customization of alert timings and notification preferences. The Settings page enables management of personal information and default behaviors.

Each journey is streamlined to ensure task completion within two or three steps, maintaining a sense of organization and control.

7. Non-Functional Requirements

SubSentry must deliver consistent performance, intuitive navigation, and a seamless user experience. The interface should maintain high usability standards with accessible contrast, legible typography, and appropriate spacing. Performance expectations include rapid load times and smooth transitions between screens.

Security is ensured through Google OAuth authentication and secure data storage practices. Reliability expectations include stable application behavior, accurate data handling, and consistent delivery of reminder notifications.

8. Design and Brand Guidelines

SubSentry's interface follows a clean, modern visual identity, emphasizing clarity and usability. The color palette includes white, light gray, and soft blue accents to create a calm, trustworthy environment. The UI uses rounded cards, structured spacing, and minimal visual noise.

Typography follows a modern sans-serif style with clear hierarchy across headings, labels, and body text. The interaction model prioritizes simplicity, predictability, and accessibility. All design elements reinforce a brand tone that is youthful, supportive, and focused on financial clarity.

9. Success Metrics and KPIs

Success will be measured through user engagement, subscription tracking behavior, and sustained usage. Key indicators include onboarding completion, number of subscriptions added, reminder activation, and return frequency to the dashboard.

Retention over a multi-week period and user reliance on reminders indicate behavioral adoption. A reduction in forgotten renewals or involuntarily charges demonstrates the product's core impact.

10. Constraints and Out-of-Scope Items

The MVP does not include automated subscription detection, integration with payment gateways, bank syncing, or advanced analytics. Multilingual support and complex reporting dashboards fall outside the initial scope. These features may be explored in future versions depending on user demand and technical feasibility.

11. PRD Summary and Final Notes

SubSentry provides a centralized, user-friendly system for managing digital subscriptions and preventing renewal surprises. The product is strategically designed to offer clarity, efficiency, and user empowerment. This PRD outlines the complete requirements necessary for development and ensures alignment across design, engineering, and business objectives. SubSentry is positioned to deliver meaningful value to digital consumers seeking financial organization.