

Final POC - June 2023

The below detail maps out the Proof of Concept (POC) which Subdefy intends to be the minimal product to be released to the market.

Theme	Epic	Story	Child	Metric	Software	Page Relative
general - accessibility	web application	as a user I want to be able to access Subdefy through a compatible device		Page views Device used Bounce rate	Google Analytics, BrowserStack	Landing page
	service information	as a user I want to be able to easily understand how subdefy helps simplify recurring expenses		Page views Bounce rate Scroll heat mapping Conversion rate (micro conversion through to another service page discovery/sign in) Conversion rate (macro conversion to account sign up)	Google Analytics, Fullstory	About Subdefy page
	blog/RSS - subdefy	as a user I want to be able to easily access a blog to find more information on subdefy and its service		Page views/total website views direct page views	WordPress, Google Analytics	Blog page
	blog/RSS - industry	as a user I want to be able to access a blog to find out information on the subscription industry		Page views/total website views direct page views	WordPress, Google Analytics	Industry News page
	security	as a user I want to be able to easy access information that shows how subdefy protects my personal data		Page views/total website views direct page views	Google Analytics, SSL Certificates	Security page
	company information	as a user I want to be able to access more information on subdefy, including their fouders, mission statement and vision statement		Page views/total website views direct page views	Google Analytics	About Us page
	investor page	as an investor I want to be able to access information pertinent to investing including pitch deck, funding round, progress		investor email submission	Google Analytics	Investor Relations page
	support	as a user I want to be able to submit a support request via a form or a provided support email address (support@subdefy.com)			Zendesk, Google Analytics	Support page
	feedback/request	as a user I want to be able to submit feedback/requests (feedback@subdefy.com)			Typeform, Google Analytics	Feedback page
	FAQ's	as a user I want to be able to search through frequesntly asked questions about how subdefy works and it's benefits			Google Analytics	FAQ page
user accounts	account creation	as a new user I want to be able to easily create an account			Firebase Authentication, Google One Tap, AWS Cognito	Create Account page
		as a new user creating an account I want a seamless process. I want the ability to create an account through my social account authorisation	Google Facebook Apple		Firebase Authentication, Google One Tap, AWS Cognito	Social Sign On Pop-up
		as a new user I want to be able to create an account through my phone number or			Firebase Authentication, AWS Cognito	Create Account page

		email address				
	sign in	as a user I want to be able to easily find the page where I sign into my account			Firebase Authentication, Google One Tap, AWS Cognito	Sign In page
		as a user I want to be able to sign in to my account through the method I used to create it	Google Facebook Apple Phone Email		Firebase Authentication, Google One Tap, AWS Cognito	Sign In page
	account recovery	as a user I want to be able to easily recover my account when I can not sign in			Firebase Authentication, AWS Cognito	Forgot Password Link
	account / profile edit	as a user I want to be able to edit details of my account when signed in	name password display picture		Firebase Authentication, AWS Cognito	Account Settings page
		as a user I want to be able to email support to request a change of details for my account	phone number email			
	account and data deletion	as a user I want the ability to permanently delete my data from my user account				
dashboard - data entry	add services	as a user I want the ability to add subscription services to my dashboard	<ul style="list-style-type: none"> category logo recurrence date of next transaction 		Plaid, Google Authenticator, AWS Secrets Manager	Dashboard page
	2FA	as a user I want the ability to register for two-factor authentication to protect my account			Google Authenticator, Authy	Two-Factor Authentication page
	bank scanning	as a user I want the ability to scan my bank account that automatically fills my subscription services and saves me time	>2FA required		Plaid	Bank Scanning page
	subscription detail edit	as a user I want the ability to edit details of a subscription manually	>category >Logo >recurrence >date of following payment >price >category		-	Subscription Detail Edit page
dashboard - visulisation and information	monthly spend	as a user I want the ability to see how much I am spending monthly from the services connected to my dashboard			D3.js, Chart.js	Dashboard page
	spend per category	as a user I want the ability to see how much I am spending on each category as a pie chart visulisation	>cost per category >pie chart		D3.js, Chart.js	Dashboard page
	sort	as a user I want the ability to sort my dashboard subscriptions by:	<ul style="list-style-type: none"> name <ul style="list-style-type: none"> ascending descensing dollar amount <ul style="list-style-type: none"> ascending descending frequency category next payment due <ul style="list-style-type: none"> ascending descending 		-	Dashboard page
discovery	landing page	as a user I want the ability to easily understand how subdefy discovery can help me find subscriptions			Google Analytics, Fullstory	Discovery Landing page
	search	as a user I want the ability to search for subscriptions with specific search filters	>keywords (amine, kids, LGBTQ+, history, 4WD,		Algolia, Elasticsearch	Discovery Search page

			language, etc.) >type <ul style="list-style-type: none"> streaming service insurance men's subscription box children's education etc >category <ul style="list-style-type: none"> entertainment mens womens education 			
	layout	as a user I want the ability to be served results that allow me to easily navigate			Bootstrap, Material-UI	Discovery Results page
		as a user I want the ability to understand the basic details of a subscription through the discovery page	<ul style="list-style-type: none"> name category blurb/details rating/5 images 		-	Discovery Results page
		as a user I want the ability to interact with subscription results from the discovery page	>add to dashboard >more info <ul style="list-style-type: none"> clicking on the photo or 'more info' sends you to the page 		-	Discovery Results page
discovery	service page	as a user I want to be able to click through to a service page from the discovery page to find out more information	<ul style="list-style-type: none"> clicking on the photo or 'more info' sends you to the page 			Service Detail page
	images	as a user I want to be able to see a number of key images in a carousel that show the key offers and interface for the service				Service Detail page
	plans and pricing	as a user I want to be able to understand details of pricing and plans for services through their service page	<ul style="list-style-type: none"> currency shown UI consistent with design in UX 			Service Detail page
	similar services	as a user I want to be able to see other services that are similar to the service which I am currently viewing, through a section at the bottom of the page				Service Detail page
	CTA	as a user I want to be presented with a constant CTA which allows me to convert through to the services' website once I am ready	<ul style="list-style-type: none"> left hand side CTA with scroll as per UX design 	<ul style="list-style-type: none"> affiliate link MICRO CONVERSION 		Service Detail page

General

ability to access Subdefy through a web application (the below journey is specific to the web app)

able to quickly and easily understand how Subdefy helps simplify recurring payments on the landing page

ability to access a blog with more industry information from Subdefy

ability to access information about Subdefy's security protocols, company information, investor information and social accounts

ability to send a support request

ability to search through FAQs

User Account

ability to create an account

ability to easily create an account through my prefilled social account information

Facebook

Google

apple

or, email/phone number

ability to sign in to the created account

SSO (social sign-on)

ability to recover an account if account details are forgotten

ability to edit user account

name

email - email support to change

password

display picture

ability to permanently delete my account and data

Dashboard

ability to add personal services to the dashboard

subscription information/must-haves

category

logo

recurrence

date of the following transaction

methods of adding subscriptions

bank scanning

>push required 2FA/authorisation app before scanning

manually add

category

logo

recurrence (every Thursday, every month on the 15th, every first week of each month, etc.)

date of the following payment

customisation available, beyond auto-filled sections

price

category

currency

ability to see information from data provided on the dashboard

monthly spend

spend per category

ability to sort my subscriptions

name

ascending

descending

dollar amount

ascending

descending

frequency

category

Discovery.

ability to search a database of services that provide subscriptions

- keywords

- subscription type

ability to understand the basic details of a subscription through the discovery page

- name

- category

- blurb/details

- rating

- images

- >more info

- >clicking on the photo, name, or 'more info' sends you to the service page

ability to find out more information on each subscription [SERVICE PAGE]

- gallery of images

- service UI

- services popular offerings

- plans and pricing information

- similar services

- ability to easily get to the services website or mobile application to find more information [AFFILIATE LINK]