Emily Valenti

Professor Nicolas D’Agata

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App Proposal: Subscription Dock

Overview

Many different subscription-based companies offer you a free 7-day trial to their service. While this is a brilliant idea and a great opportunity to test if you like the service, most of the time you must create an account and enter in your payment information for auto renewal once the free trial ends. This can lead to forgetting to cancel the subscription if you decide you don’t want to use the service. A lot of the time people don’t realize that they are being charged until they glance at their credit card statement later that month, or even for a few months. While this is great for the subscription company this is not good for you the user!

Subscription Dock is an app to solve this problem and keep you organized and in control of your subscriptions. It will keep all of your subscriptions in on location and send you alerts when you near your payment date.

Goals

I would like to exhibit a unique design style in my application and mark a difference in the design to ensure it isn’t a “generic” looking app by pulling from my design experience at my job. I have worked with Swift and feel most comfortable working in this mobile application development language. I would like for this app to be open to potential upgrades as I learn and get better at Swift development. Subscription Dock will start out as a free application, but if people like this application then I will consider creating a “paid” upgrade option which could open up more features to the user.

I would love to become a freelancer and create custom applications for business who are looking to outsource. While I really like programming and doing the backend tasks, design is very important to me whether I’m working on a new home project, a website, an app or creating a new logo. My goal is to create applications that are rich in functions yet designed in such a way that “non-techie” people are able to easily navigate and use them.

Target Audience

This app will be built for teens, young adults, or adults who have subscriptions integrated in their lives and would like a way to easily keep track of the billing information for each subscription. This application will launch as available to Apple iOS devices only. If it is a success, I will consider opening up the app to different Mobile device platforms.

Features of Subscription Dock

* Categories: Each subscription can be ordered in a custom category to enable you to group like subscriptions together.
* Alerts(not available in the current version, hope to update in the near future): You can choose to be notified when your billing cycle approaches. This will help you remember to cancel a free trial if you no longer wish to continue with the particular service or cancel an existing subscription that you are no longer using.
* Customization: You can enter in your own icon to be displayed with your subscription name to help you identify it at a glance in the subscription list, you can choose the time cycle of your subscription (trial, monthly, yearly), the start date of each billing cycle (using a datepicker), you can also choose if you would like an alert set on your phone before the subscription renews, there is also a place to add notes to the subscription.
* Total Subscription count: At the top of the screen Subscription Dock will automatically tally how many subscriptions you currently have
* Sort/Filter (not available in the current version, hope to update in the near future): You will be able to sort the subscriptions on the home page by category, billing cycle date or cycle type (monthly, yearly, or free trial).

Analysis

* Strengths: Subscription Dock is designed to cut the confusion and chaos that can be involved in handling multiple subscriptions. Thus, the design will be streamlined and minimalistic yet very easy to navigate and to use. The information will be displayed clearly and it will be friendly to a diverse body of users.

Since so many things are going mobile/remote and subscription boxes are becoming much more popular I think that this app has a great potential.

* Weaknesses: At the launch the application will lack in some features that could be added in later. For example, while you can add a note with a link to the subscription website, you cannot manage any of your subscriptions directly from the app. If you want to change a particular subscription you much go to the subscriptions website and handle it there. Some features that I hope to add in the next update are: local push notifications for each subscription based on the first bill date added as well as the alert option that the user chooses, filtration options, light/dark mode.
* Opportunities: Increasing the functionality of the application while not taking away from the goal of the application to be a place where people don’t have to worry about the stress of juggling all of their subscriptions.
* Threats: Security breaches. While the app at launch will not support direct subscription management (changing the subscription plan directly from the application) ensuring the users data protection is still a top priority for Subscription Dock.