

# Subscription App (Sub manager)

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# Project overview



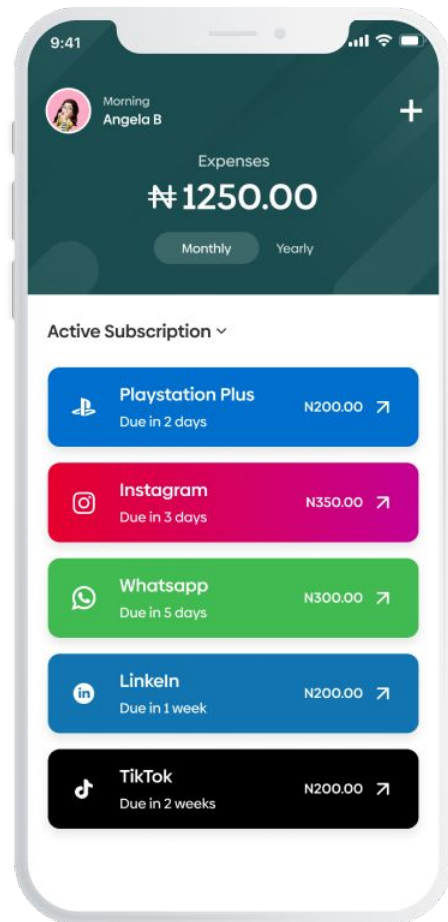
## The product:

Sub manager is a Lagos-based organization focused on subscription plans. The organization needs a tool that helps people manage their subscription plans across all platforms



## Project duration:

24 Hours



# Project overview



## The problem:

It's hard to keep track of all the products and services that we have subscribed to every month.

All we see is money deducting from our accounts, sometimes from services that we don't need anymore.



## The goal:

Design an app that will help users manage all their subscription plans in one app

# Project overview



## My role:

UI/UX Designer



## Responsibilities:

Conducting research, storyboards, digital wireframing, high-fidelity design & mockups.

# Understanding the user

- User research
- Personas
- Competitive analysis
- Problem statements
- Ideation

# User research: summary



I conducted oral interviews with few participants. Most interview participants reported feeling badly about their money being deducted from their accounts, sometimes from services they don't need anymore, but they didn't actively try to remove their saved banking information from these platforms. The feedback received through research made it very clear that users would be open and willing to work towards stopping unnecessary subscription charges if they had access to an easy-to-use tool to help guide them.

# Competitive Analysis

Company	Truebill	Billbot
<b>Mission statement</b>	"We automatically find your subscriptions and bills for you"	"We help you track your recurrent expenses"
<b>Target market</b>	Ages 18-55	Ages 18-55
<b>Pricing</b> /month	\$12	free
<b>Strengths</b>	<ul style="list-style-type: none"><li>• Visually appealing</li><li>• Easy to use</li><li>• Accessibility</li></ul>	<ul style="list-style-type: none"><li>• Great color scheme</li><li>• Easy to use</li><li>• Images of menu are clear and legible</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• Pricey</li></ul>	
<b>Features</b>		
<b>Great first impression</b>	✓	✓
<b>Onboarding</b>	✓	✓
<b>Pricing</b>	✗	✓
<b>Features</b>	✓	✓
<b>Accessibility</b>	✓	✓
<b>Navigation</b>	✓	✓
<b>Visual Design</b>	✓	✓
<b>Notes</b>		
	<ul style="list-style-type: none"><li>• Overly expensive, different pricing plans can be introduced</li></ul>	<ul style="list-style-type: none"><li>• Easy to find key info</li></ul>

# Persona: Mayowa

## Problem statement:

Mayowa is a HR representative who needs reminders more often to modify active subscription plans because he likes to subscribe to premium plans and save his bank information on these platforms



‘I just want to enjoy premium experience across all my favorite platform”

## Goals

Manage all my subscription

Save money

## Frustration

Unnecessary charges

Forgetting to cancel active subscriptions

Too many ineffective apps/site  
For managing subscriptions

Mayowa has many responsibilities and also work as an HR admin for a fortune 500 company. He enjoys surfing the internet and spends more time on his favorite social apps. Subscribing to premium plans to get the best out of these platforms has always been his first choice.

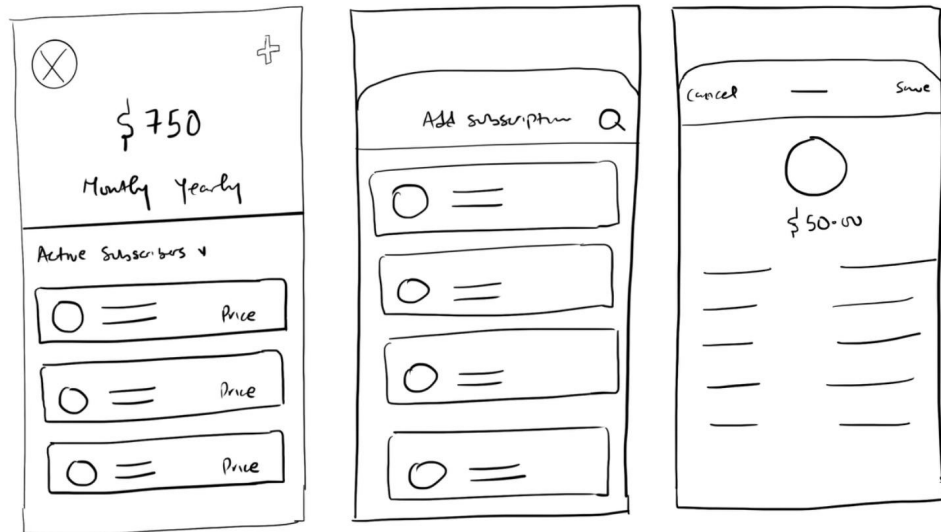
Mayowa works from home, but goes into the office occasionally. He set aside time each week to visit friends, catch up with the latest trends on the internet and join more productive platforms.





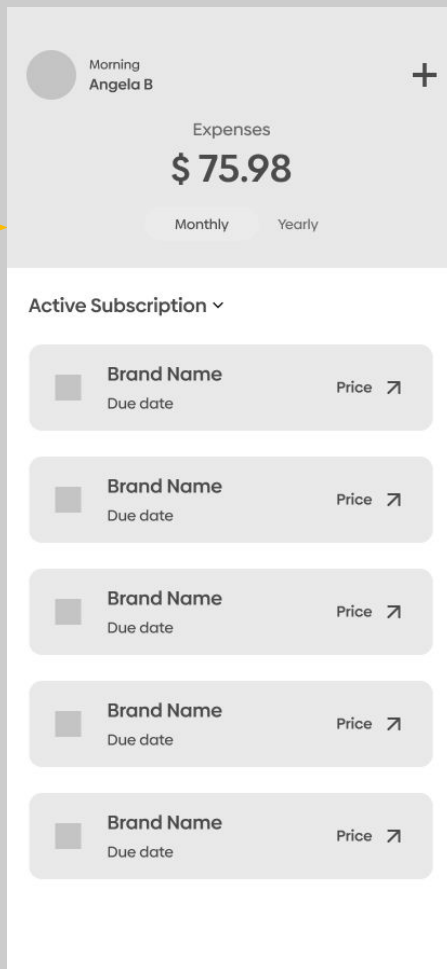
# Paper wireframes

I did a quick ideation exercise to come up with ideas for how to address gaps identified in my competitive analysis. My focus was specifically on **app subscription management features**.

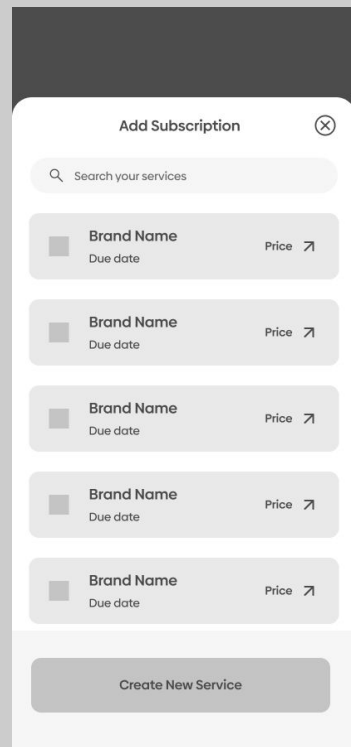


# Low fidelity wireframes

Hero section  
Helps the user see the  
total amount of their  
subscriptions either  
monthly or yearly



List of active  
subscriptions



After ideating and drafting some paper wireframes, I created the initial designs for the Subscription app. These designs focused on delivering personalized guidance to users to help manage their app subscription.

# Big picture Storyboard



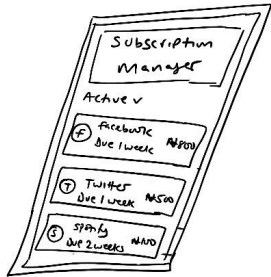
Mayowa is frustrated about lots of bad subscription app in the market



Mayowa download the sub manager app from the playstore



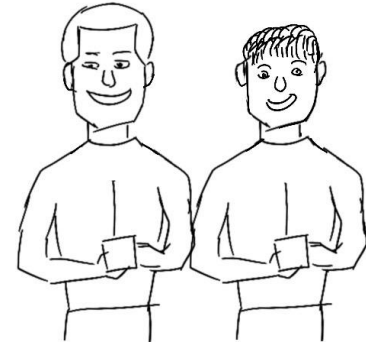
Mayowa is happy about the onboarding process



Mayowa adds all his active subscriptions

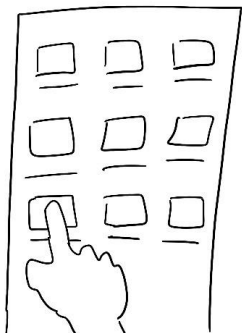


Mayowa sees all his active subscriptions and modifies them as he sees fit



Mayowa shares the app with friends & colleagues

# Close up Storyboard



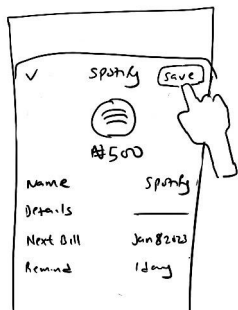
Mayowa opens the sub manager app



Mayowa is welcomed



Mayowa chooses to add a new subscription



Mayowa adds his subscription



Mayowa gets a success alert and sees the new subscription as a part of his active subscriptions

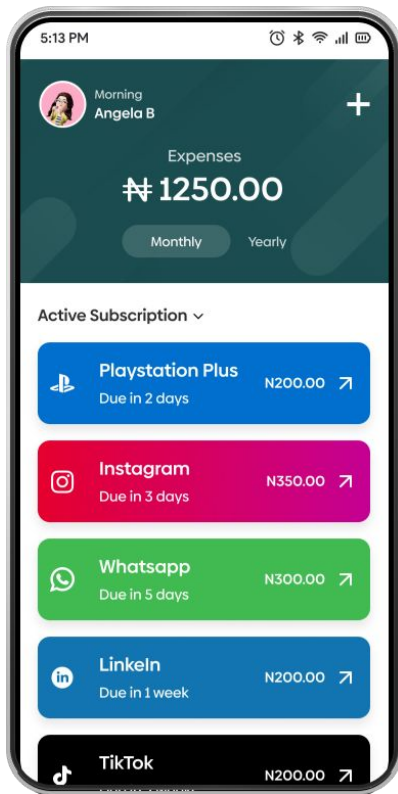
## Refining the design

- Mockups
- High-fidelity

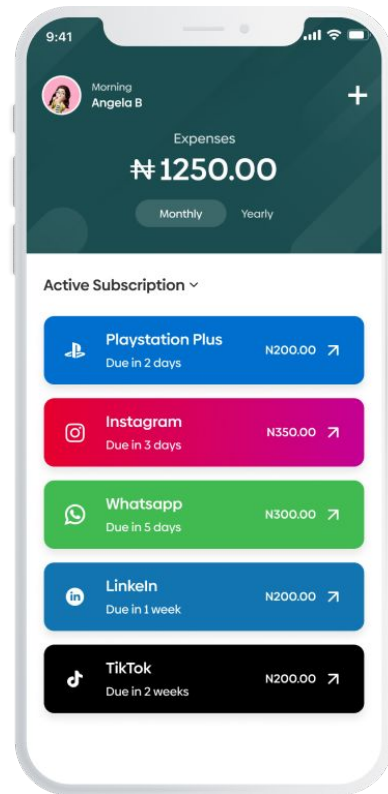
# Mockups

## Homepage

Android



IOS



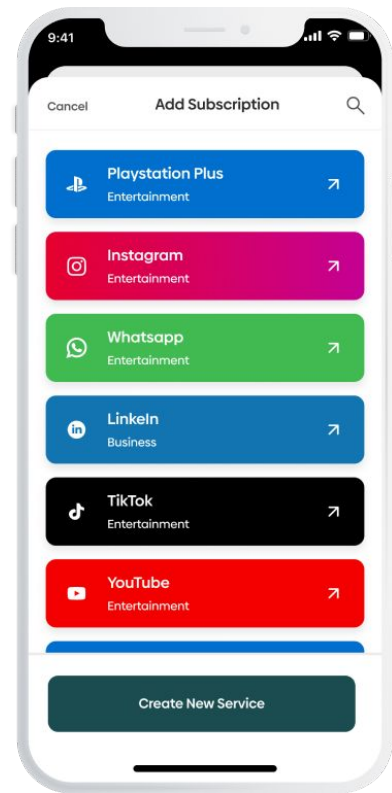
# Mockups

Some screens were designed based on different platforms to adopt its native look and feel for its users

Android

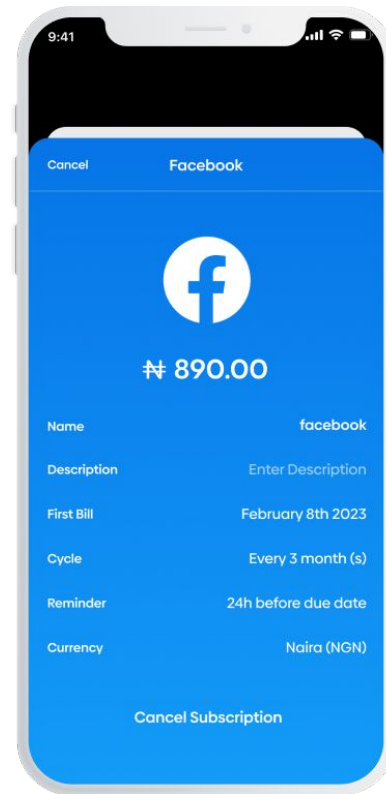
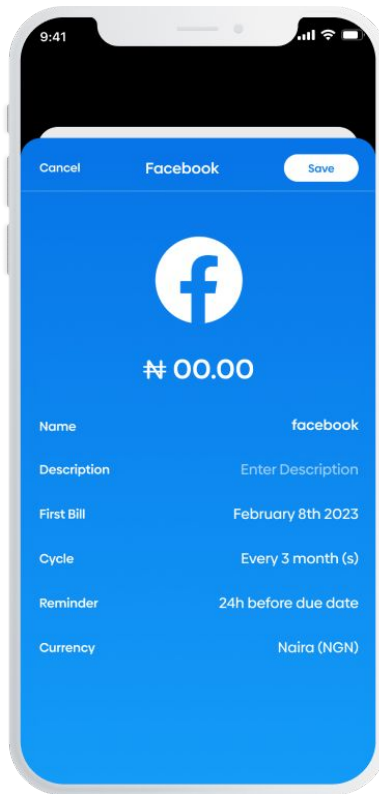
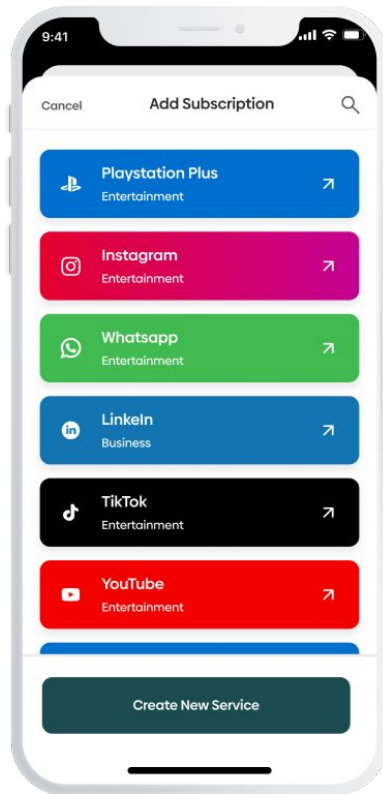
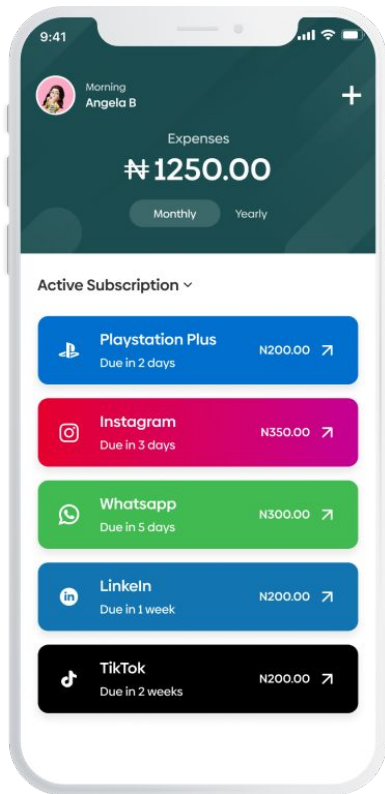


IOS





# Mockups



# Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on active subscriptions and a add button help define the primary task or action for the user.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

One quote from peer feedback after seeing the UI was that “the subscription app manager helps save a lot of money”.



## What I learned:

I learned that even though the problem I was trying to solve was a big one in a very short amount of time, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

# Next steps



Conduct research on how  
successful the app is in  
managing subscriptions

# Let's connect!



Thank you for your time reviewing my design challenge on the Subscription app. If you'd like to see more or would like to get in touch, my contact information is provided below.

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