

# Subscription Renewal Reminder UX

## UX Objective

To Inform Subscribed Users About Upcoming Subscription Expiry Using A Progressive Visibility Model, Without Disturbing Content Consumption Experience.

## Stage 1 – 30 To 16 Days

### Visibility

Show Expiry Info Only In : Account Dropdown



The screenshot shows the Manorama Online homepage. At the top right, there's a user account dropdown menu. Inside the menu, under 'PREMIUM', it says 'Premium Plan Expires in 24 Days'. The rest of the page content includes sections like 'TECHSPECTATIONS', 'EDITOR'S PICK', and 'TOP NEWS'.

This Is Just An Awareness Without Interruption.

[https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33405-4195&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-16&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194&Show-Proto-Sidebar=1](https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33405-4195&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-16&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194)

## Stage 2 – 15 To 8 Days

### Visibility

Small Amber Dot On Profile Avatar



The screenshot shows the Manorama Online homepage with a user account dropdown menu open. A small orange dot is visible on the profile picture of the user 'Jayaraj R'. The rest of the page content includes sections like 'TECHSPECTATIONS', 'EDITOR'S PICK', and 'TOP NEWS'.

## Stage 3 – 7 To 4 Days

### Visibility

Remove Profile Dot

Slim Strip Below Header



The screenshot shows the Manorama Online homepage with a red banner at the top stating 'Your Subscription Expires in 6 Days. Renew Now'. The rest of the page content includes sections like 'TECHSPECTATIONS', 'EDITOR'S PICK', and 'TOP NEWS'.

This Will Encourage Action

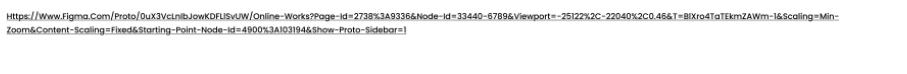
<https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33414-444&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-16&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194&Show-Proto-Sidebar=1>

## Stage 4 – 3 To 2 Days

### Visibility

Red Strip

Strong CTA Button



The screenshot shows the Manorama Online homepage with a red banner at the top stating 'Your Subscription Expires in 2 Days. Renew Now'. The rest of the page content includes sections like 'TECHSPECTATIONS', 'EDITOR'S PICK', and 'TOP NEWS'.

Clear Urgency. Drive Renewal.

<https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=33427-4839&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-16&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194&Show-Proto-Sidebar=1>

<https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33440-6789&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-16&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194&Show-Proto-Sidebar=1>