

Subscription Renewal Reminder UX

To Inform Subscribed Users About Upcoming Subscription Renewal/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 is a user account dropdown menu. Inside the menu, under the 'PREMIUM' section, it says 'Signed in as Jayaraj R'. Below this, there is a 'Premium Plan Expires in 24 Days' message. The rest of the page displays news articles and navigation links.

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-1&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-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194)

<https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33440-6664&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194&Show-Proto-Sidebar=1>

Stage 2 – 15 To 8 Days

Visibility

Small Amber Dot On Profile Avatar

The screenshot shows the Manorama Online homepage. A small orange dot is placed on the profile picture of the user 'Jayaraj R' in the account dropdown menu. The rest of the page content remains the same.

<https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33414-4446&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-1&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=33440-6738&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194&Show-Proto-Sidebar=1>

Stage 3 – 7 To 4 Days

Visibility

Remove Profile Dot

Slim Strip Below Header

The screenshot shows the Manorama Online homepage. A red horizontal bar with white text 'Your Subscription Expires in 6 Days. Renew Now' is positioned just below the top navigation bar. The rest of the page content remains the same.

This Will Encourage Action

<https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33414-4494&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-1&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=33440-6747&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-1&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

<https://www.figma.com/proto/0uX3Vc1nlibJowKDFLisvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33427-4839&Viewport=-25122%2C-22040%2C0.46&T=BIXro4TaTkmZAWm-1&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-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-Id=4900%3A103194&Show-Proto-Sidebar=1>

Clear Urgency. Drive Renewal.