

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



This Is Just An Awareness Without Interruption.

Https://www.figma.com/proto/0uX3VcLnibJowKDFUSvUW/Online-Works?Page-id=2738%3A9336&Node-id=33405-4195&viewport=-28122%2C-22040%2C0.46&T=BlXro4TaTEkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-id=4900%3A1031946

Https://www.figma.com/proto/0uX3VcLnibJowKDFUSvUW/Online-Works?Page-id=2738%3A9336&Node-id=33440-6664&viewport=-28122%2C-22040%2C0.46&T=BlXro4TaTEkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-id=4900%3A1031946&show-Proto-Sidebar=1

Stage 2 – 15 To 8 Days

Visibility

Small Amber Dot On Profile Avatar

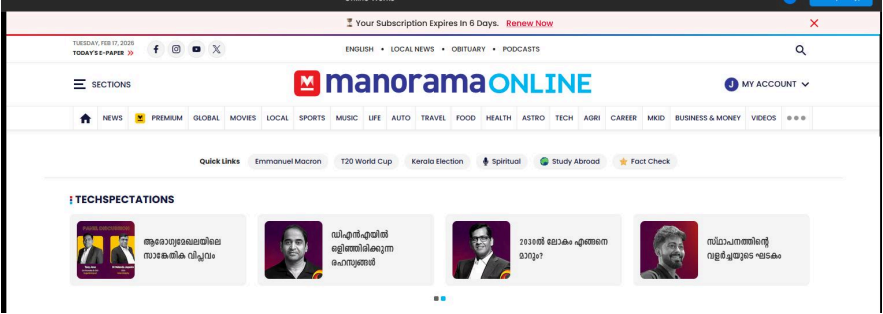


Stage 3 – 7 To 4 Days

Visibility

Remove Profile Dot

Slim Strip Below Header



This Will Encourage Action

Https://www.figma.com/proto/0uX3VcLnibJowKDFUSvUW/Online-Works?Page-id=2738%3A9336&Node-id=33414-4494&viewport=-28122%2C-22040%2C0.46&T=BlXro4TaTEkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-id=4900%3A1031946&show-Proto-Sidebar=1

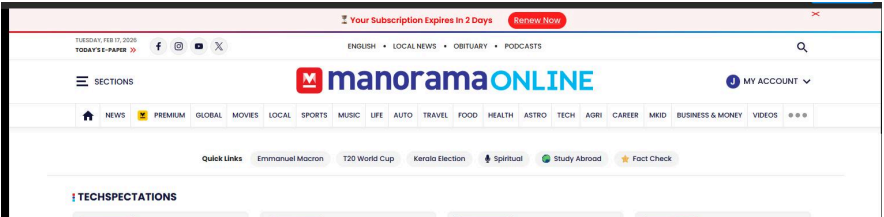
Https://www.figma.com/proto/0uX3VcLnibJowKDFUSvUW/Online-Works?Page-id=2738%3A9336&Node-id=33440-6747&viewport=-28122%2C-22040%2C0.46&T=BlXro4TaTEkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-id=4900%3A1031946&show-Proto-Sidebar=1

Stage 4 – 3 To 2 Days

Visibility

Red Strip

Strong CTA Button



Clear Urgency. Drive Renewal.

Https://www.figma.com/proto/0uX3VcLnibJowKDFUSvUW/Online-Works?Page-id=2738%3A9336&Node-id=33427-4638&viewport=-28122%2C-22040%2C0.46&T=BlXro4TaTEkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-id=4900%3A1031946&show-Proto-Sidebar=1

Https://www.figma.com/proto/0uX3VcLnibJowKDFUSvUW/Online-Works?Page-id=2738%3A9336&Node-id=33440-6789&viewport=-28122%2C-22040%2C0.46&T=BlXro4TaTEkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node-id=4900%3A1031946&show-Proto-Sidebar=1