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
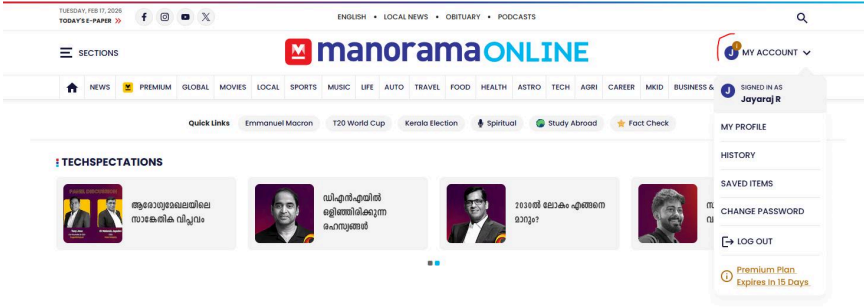

This Is Just An Awareness Without Interruption.

Https://Www.Figma.Com/Proto/0uX3VcLnlbJowKDfIJSvUW/Online-Works?Page-Id=2738%3A9336&Node-Id=33405-41956&Viewport=-25122%2C-22040%2C0.46&T=BlXro4TaTEkmZAWm-1&Scaling=Min-Zoom&Content-Scaling=Fixed&Starting-Point-Node=4900%3A103194

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Stage 2 – 15 To 8 Days

Visibility

Small Amber Dot On Profile Avatar

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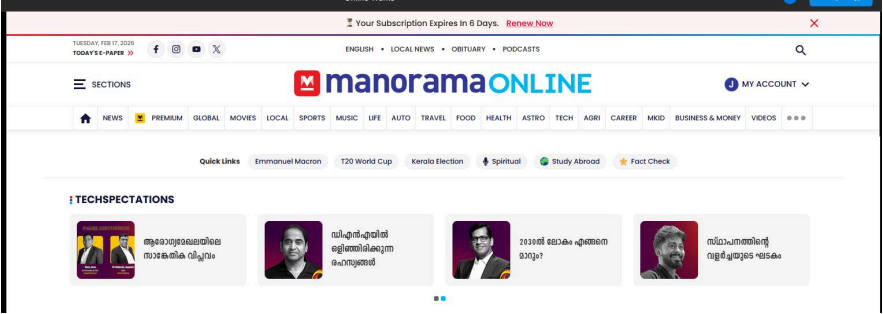
Stage 3 – 7 To 4 Days

Visibility

Remove Profile Dot
Slim Strip Below Header

This Will Encourage Action

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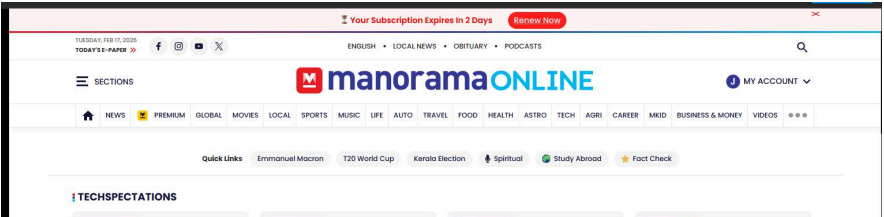
Stage 4 – 3 To 2 Days

Visibility

Red Strip
Strong CTA Button

Clear Urgency. Drive Renewal.

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