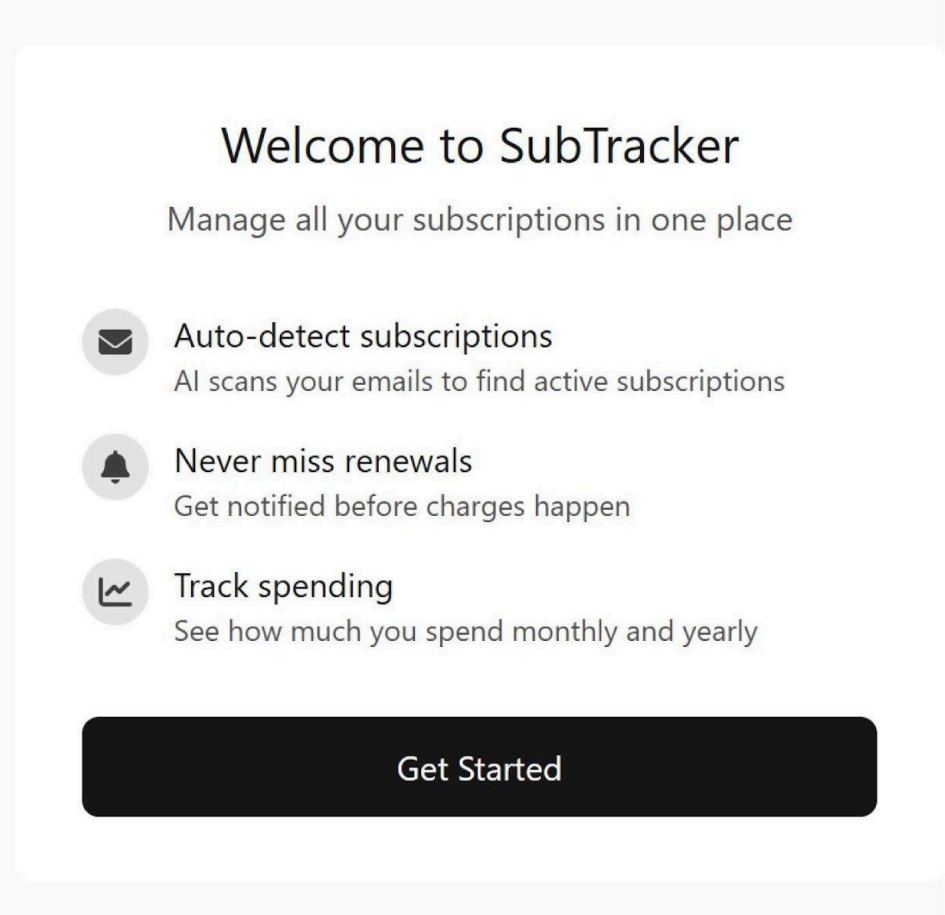
AI / Tool Usage Disclosure

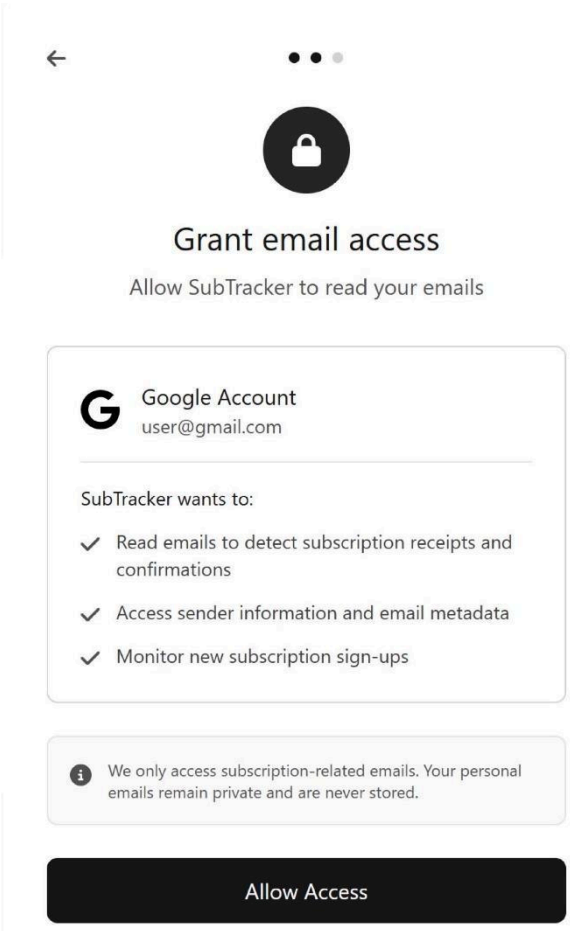
AI:

- UXpilot: Used for creating the UI/UX designs and wireframes. We first hand-drew the designs and then used UXpilot to convert them into the final wireframes.

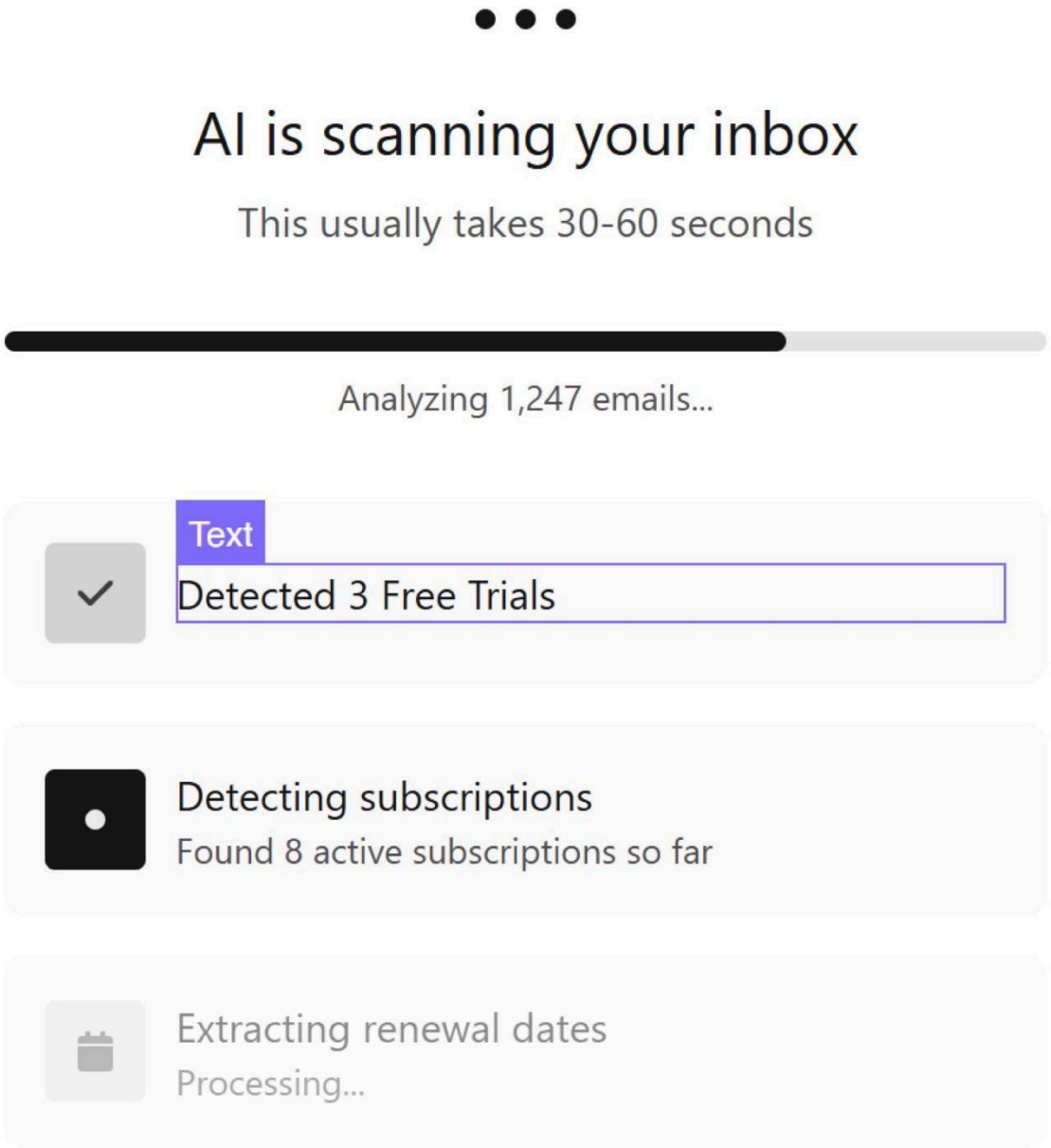
Wireframes



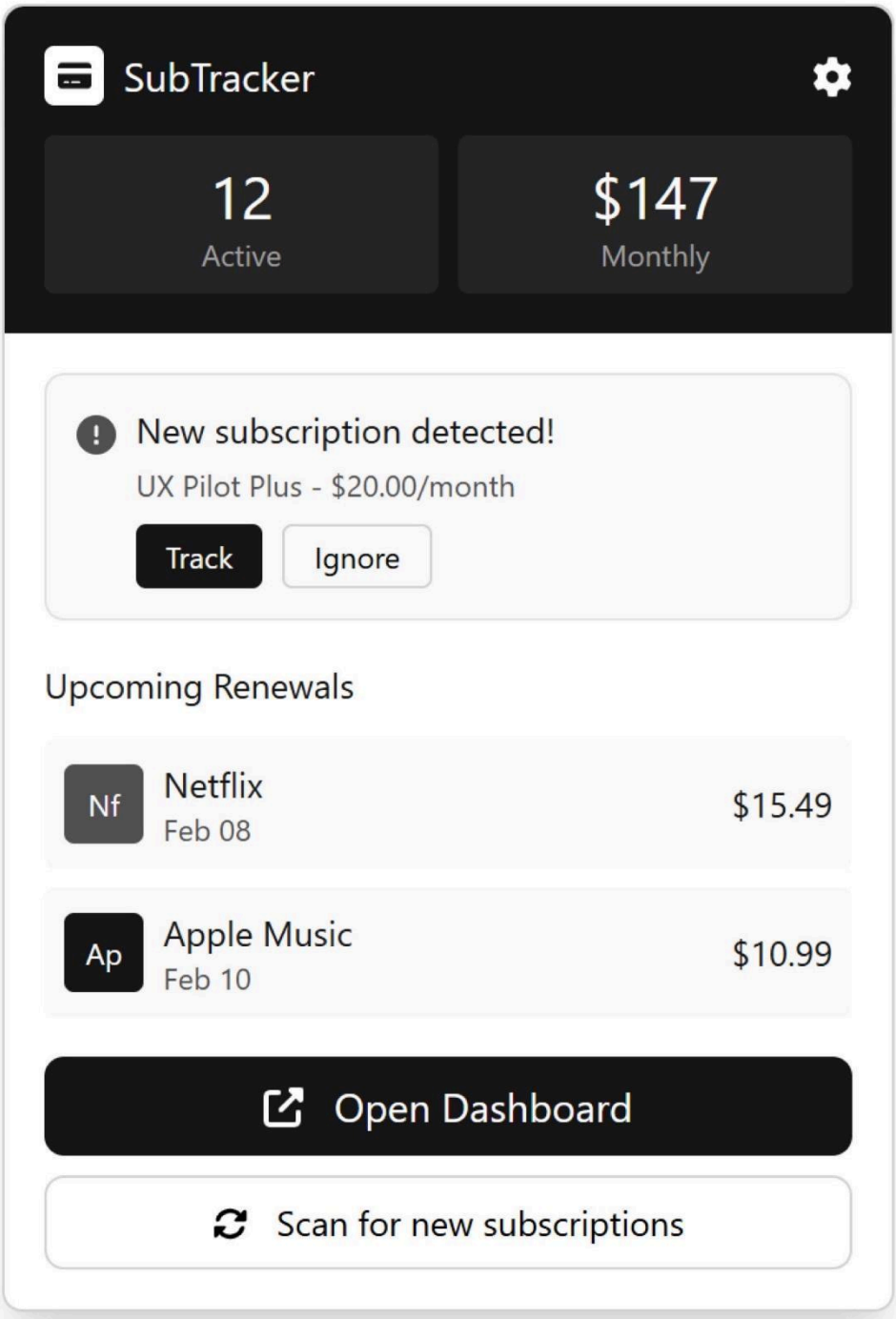
This page serves as the entry point where all new users land. It provides a brief overview of the product.



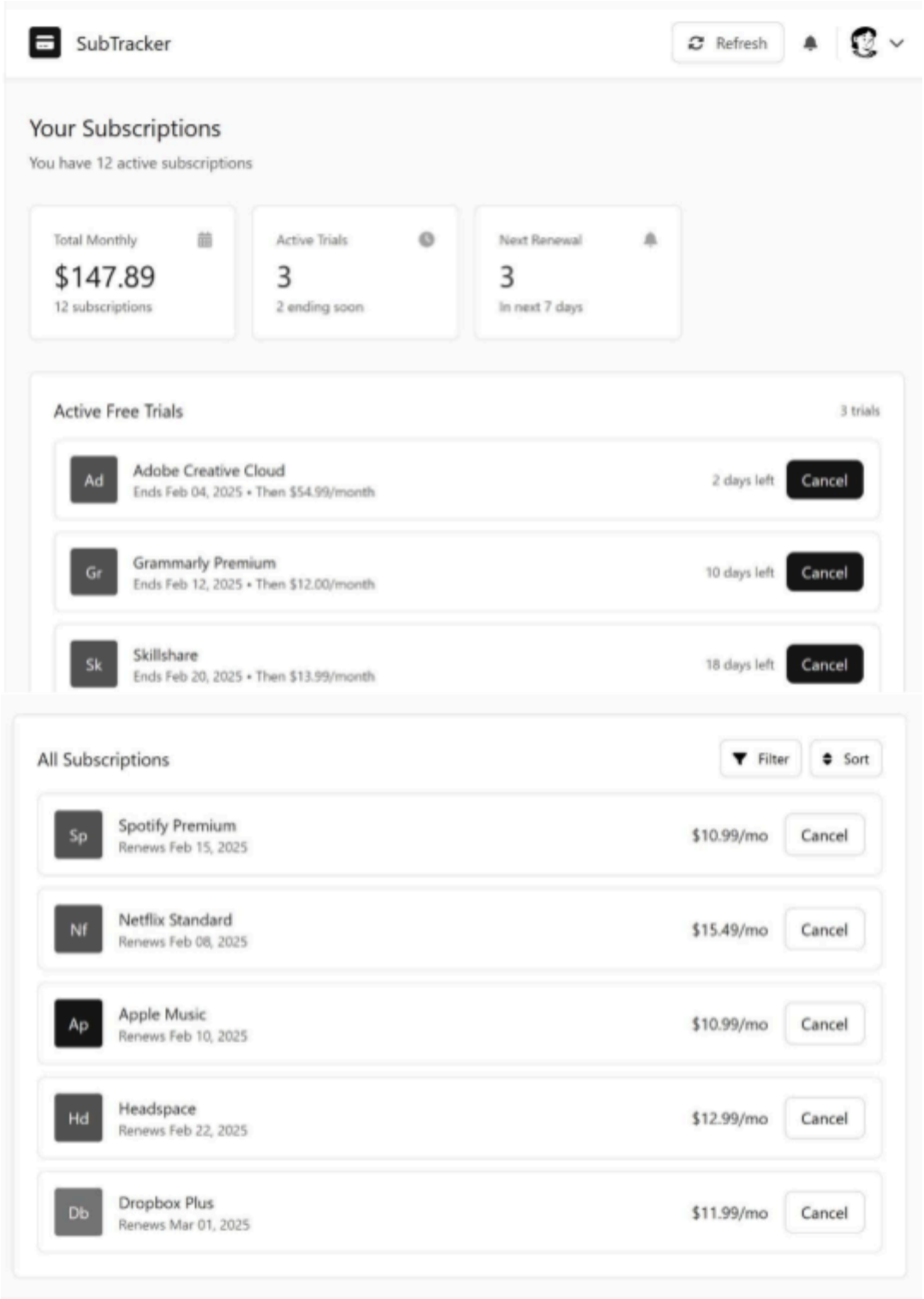
After clicking “Get Started” on the previous page, users will log in with their Google account via SSO and be redirected to this page, where they can click “Allow Access” to grant our app permission to access their email.



After clicking "Allow Access," a user will land on this page. This page shows the real-time status of analyzing emails.



Once our app completes scanning and analyzing all emails, the user is redirected to this page. This page shows a summary of all subscriptions, including upcoming renewals, the number of active subscriptions, and the total monthly expense across all subscriptions.



After clicking “Open Dashboard,” the user is redirected to this page, which contains more detailed information about their subscriptions, as well as a Cancel button that allows them to cancel subscriptions with ease.

Screenflow Wireframes

Welcome to SubTracker

Manage all your subscriptions in one place

Auto-detect subscriptions
AI scans your emails to find active subscriptions

Never miss renewals
Get notified before charges happen

Track spending
See how much you spend monthly and yearly

Get Started

Grant email access

Allow SubTracker to read your emails

Google Account
user@gmail.com

SubTracker wants to:

- Read emails to detect subscription receipts and confirmations
- Access sender information and email metadata
- Monitor new subscription sign-ups

We only access subscription-related emails. Your personal emails remain private and are never stored.

Allow Access

AI is scanning your inbox

This usually takes 30-60 seconds

Analyzing 1,247 emails...

Text
Detected 3 Free Trials

Detecting subscriptions
Found 8 active subscriptions so far

Extracting renewal dates
Processing...

SubTracker

12
Active

$147
Monthly

New subscription detected!
UX Pilot Plus - $20.00/month
Track Ignore

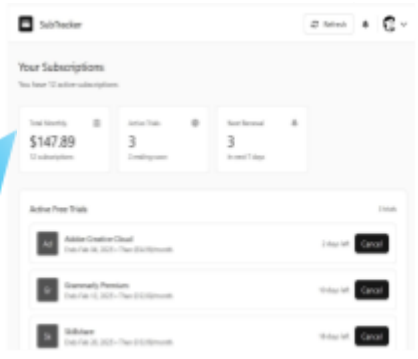
Upcoming Renewals

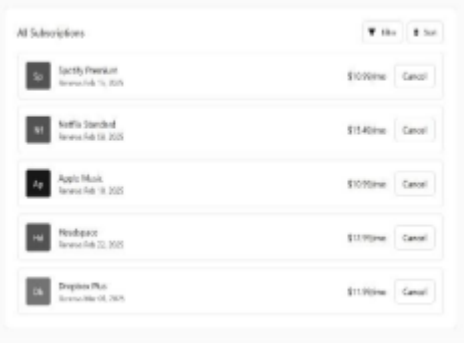
Nf Netflix Feb 08 $15.49

Ap Apple Music Feb 10 $10.99

Open Dashboard

Scan for new subscriptions





Wireframe Design Rationale

SubFlo's design adapts Cognitive Load Theory to ensure users can efficiently manage their subscriptions without feeling overwhelmed. The centralized dashboard applies a clean, row-based layout where each subscription is presented with only essential information (platform name and end date), reducing extraneous cognitive load and allowing users to quickly scan their subscription landscape.

By applying Gestalt Principles, specifically proximity and similarity, related subscription information is grouped together in organized visual patterns, making it intuitive for users to identify and differentiate between services.

The one-click access to detailed views and direct unsubscription links follows Fitts's Law as it minimizes the distance and time required for users to take action on unwanted subscriptions. The linear flow from authentication through scanning to dashboard presentation maintains consistency and predictability, while the AI-powered cancellation message feature reduces decision-making friction by automating a typically tedious task, further supporting our goal of minimal cognitive burden and maximum efficiency.