

## 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

## 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

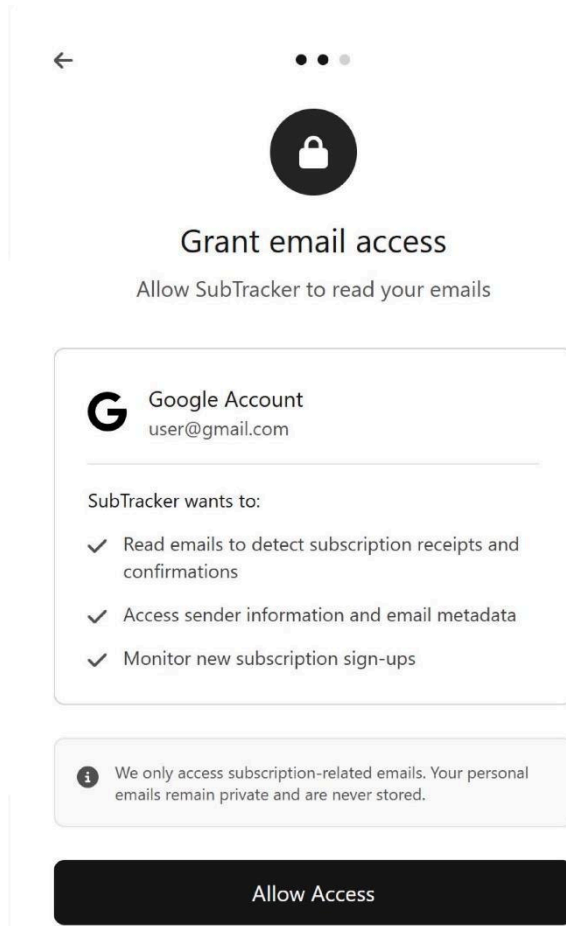


### Track spending

See how much you spend monthly and yearly

[Get Started](#)

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.



# 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...

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



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

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.

 SubTracker

Refresh




### Your Subscriptions

You have 12 active subscriptions


Total Monthly



\$147.89

12 subscriptions


Active Trials



3

2 ending soon

Next Renewal



3

In next 7 days

#### Active Free Trials

3 trials

Ad

Adobe Creative Cloud

Ends Feb 04, 2025 • Then \$54.99/month

2 days left

Cancel

Gr

Grammarly Premium

Ends Feb 12, 2025 • Then \$12.00/month

10 days left

Cancel

Sk

Skillshare

Ends Feb 20, 2025 • Then \$13.99/month

18 days left

Cancel

#### All Subscriptions

Filter

Sort

Sp

Spotify Premium

Renews Feb 15, 2025

\$10.99/mo

Cancel

Nf

Netflix Standard

Renews Feb 08, 2025

\$15.49/mo

Cancel

Ap

Apple Music

Renews Feb 10, 2025

\$10.99/mo

Cancel

Hd

Headspace

Renews Feb 22, 2025

\$12.99/mo

Cancel

Db

Dropbox Plus

Renews Mar 01, 2025

\$11.99/mo




Cancel

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

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### New subscription detected!

UX Pilot Plus - \$20.00/month

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### Upcoming Renewals



Netflix

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


Open Dashboard

Scan for new subscriptions

**Your Subscriptions**  
You have 12 active subscriptions

Total Monthly	Active Trials	Next Renewal
\$147.89 12 subscriptions	3 Cancel/Ignore	3 Renewal 7 days

**Active Free Trials** 3 trials

 Amazon CreatorCloud	Ends Feb 16, 2025 - Renew \$10.00/month	2 days left Cancel
 Spotify Premium	Ends Feb 18, 2025 - Renew \$10.00/month	10 days left Cancel
 Netflix	Ends Feb 22, 2025 - Renew \$15.49/month	14 days left Cancel

### All Subscriptions

 Spotify Premium	Renews Feb 16, 2025	\$10.00/mo	Cancel
 Netflix Standard	Renews Feb 08, 2025	\$15.49/mo	Cancel
 Apple Music	Renews Feb 10, 2025	\$10.99/mo	Cancel
 Hulu	Renews Feb 22, 2025	\$11.99/mo	Cancel
 Amazon Prime	Renews Feb 16, 2025	\$11.99/mo	Cancel

# 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.