

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

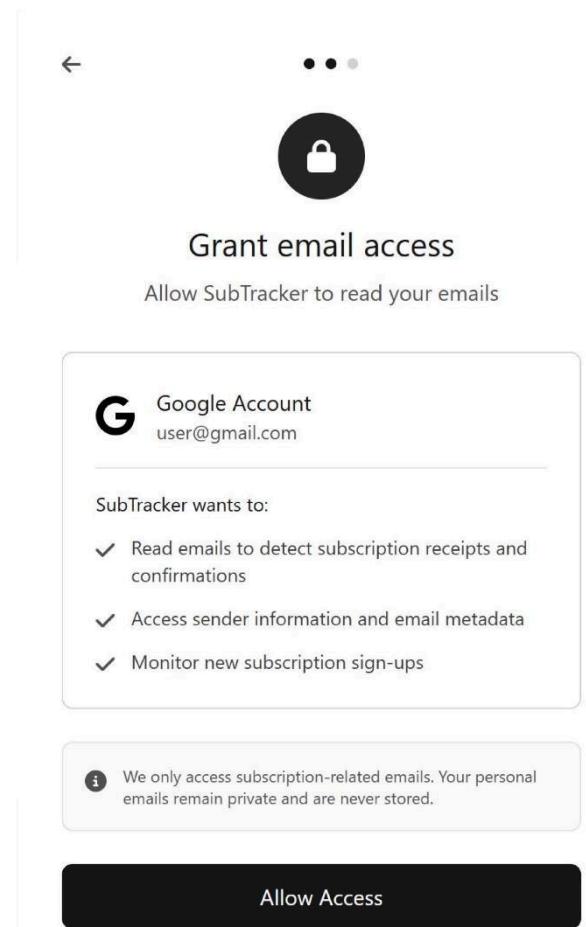


Track spending

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.

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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.

The screenshot shows the SubTracker application interface. At the top, there is a header bar with the SubTracker logo, a Refresh button, a bell icon, and a user profile icon. Below the header, the main section is titled "Your Subscriptions" and displays the message "You have 12 active subscriptions".

Three summary cards are shown:

- Total Monthly: \$147.89 (12 subscriptions)
- Active Trials: 3 (2 ending soon)
- Next Renewal: 3 (In next 7 days)

The next section, "Active Free Trials", lists three items:

- Ad: Adobe Creative Cloud (Ends Feb 04, 2025 • Then \$54.99/month) - 2 days left, Cancel button
- Gr: Grammarly Premium (Ends Feb 12, 2025 • Then \$12.00/month) - 10 days left, Cancel button
- Sk: Skillshare (Ends Feb 20, 2025 • Then \$13.99/month) - 18 days left, Cancel button

The final section, "All Subscriptions", lists five active subscriptions:

- Sp: Spotify Premium (Renews Feb 15, 2025) - \$10.99/mo, Cancel button
- Nf: Netflix Standard (Renews Feb 08, 2025) - \$15.49/mo, Cancel button
- Ap: Apple Music (Renews Feb 10, 2025) - \$10.99/mo, Cancel button
- Hd: Headspace (Renews Feb 22, 2025) - \$12.99/mo, Cancel button
- Db: Dropbox Plus (Renews Mar 01, 2025) - \$11.99/mo, Cancel button

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

The diagram illustrates the user flow for the SubTracker app, starting with the initial setup phase and transitioning to the main dashboard.

Initial Setup Phase:

- Welcome to SubTracker:** A landing page with the tagline "Manage all your subscriptions in one place".
- Key Features:** Three listed features: "Auto-detect subscriptions" (AI scans emails), "Never miss renewals" (Get notified before charges happen), and "Track spending" (See how much you spend monthly and yearly).
- Get Started button:** A large button to begin the process.
- Grant email access screen:** A modal asking for permission to "Read emails to detect subscription receipts and confirmations", "Access sender information and email metadata", and "Monitor new subscription sign-ups". It also states that "We only access subscription-related emails. Your personal emails remain private and are never stored".
- Allow Access button:** A button to grant permission.

Processing Phase:

- AI is scanning your inbox:** A message indicating the AI is analyzing emails. A progress bar shows "Analyzing 1,247 emails...".
- Detected 3 Free Trials:** A message showing the results of the scan.
- Detecting subscriptions:** A message showing the AI has found 8 active subscriptions so far.
- Extracting renewal dates:** A message showing the AI is processing renewal dates.

Main Dashboard Phase:

- SubTracker Dashboard:** The main interface showing 12 Active subscriptions and \$147 Monthly. It displays a "New subscription detected!" notification for "UX Pilot Plus - \$20.00/month" with "Track" and "Ignore" buttons.
- Upcoming Renewals:** A list of renewals for Netflix (Feb 08) and Apple Music (Feb 10).
- Open Dashboard and Scan for new subscriptions buttons:** Buttons to interact with the dashboard.
- Active Free Trials section:** A list of free trials for Adobe Creative Cloud, Grammarly Premium, and Skillshare.
- All Subscriptions section:** A table listing all active subscriptions, including Spotify Premium, Netflix Standard, Apple Music, Headspace, and Disney+ Hotstar.

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.