SubFlo: AI Subscription Tracker

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ABSTRACT
SubFlo is a browser extension and web application designed to help users identify and manage forgotten subscriptions. By scanning emails and transaction histories, SubFlo detects active subscriptions users may have overlooked and estimates potential future losses if these subscriptions remain unaddressed. The application utilizes AI to automatically draft cancellation messages, enabling users to eliminate wasteful spending on unused free trials and forgotten services. SubFlo was developed by Team 5, comprising second-year undergraduates Bella Yu (Computer Science and Anthropology), Lily Liu (Computer Science and Statistics), and Mia Huang (Advertising and Informatics), along with fourth-year undergraduate Pitupoom Soontornthanon (Computer Science).

INTRODUCTION
Subscription-based services have become ubiquitous in modern digital life, with free trials serving as a primary gateway for users to access software and services on a temporary basis. While these trials offer valuable short-term benefits, they present a significant organizational challenge for consumers. Users often lack centralized systems to track active subscriptions and their expiration dates, leading to unintended renewals and financial waste. This problem is exacerbated by insufficient reminder mechanisms when trial periods approach termination, as well as the complexities introduced by varying time zones and inconsistent notification practices across different services.

MOTIVATION
The growth of subscription-based services has led to the inadvertent accumulation of unused subscriptions that continue to drain financial resources. Average subscription users underestimate their monthly subscription spending by significant margins, with many maintaining active subscriptions to services they rarely or never use. This problem is crucial as it reflects a systemic failure in how subscriptions are generally managed, as well as the incompetent feasibility existing reminders or tools bring to users, offering insufficient visibility and control over recurring payments. Moreover, the cognitive requirement for users to manually track multiple subscriptions across various platforms, renewal dates, and payment methods creates a burden that prevents them from efficiently managing their digital expenses. SubFlo addresses this inefficient gap by providing a smart, automated assistant that tracks and manages subscriptions, offers real-time updates, enables users to maintain awareness of their subscriptions, and takes proactive action before incurring unnecessary charges.

PROPOSED FEATURES
1. Scans emails to identify unused or forgotten subscriptions from the past 1-2 years
2. Extracts relevant subscription including pricing, renewal dates, and service details
3. Organizes subscriptions into a clean, centralized dashboard
4. Provides direct links to unsubscribe from unwanted services
5. Presents comprehensive subscription details in a concise and clear format
6. Automatically creates reminders based on subscription renewal dates
7. Automatically drafts cancellation messages using AI

FUNCTIONALITY
SubFlo is designed as a full-stack web application that integrates directly with users' Google accounts to provide comprehensive subscription management capabilities. Upon initial access, users authenticate through signing it with Google as it grants the application access to their email history. The system then performs an automated scan of emails from the past 1-2 years, utilizing LLMs to identify subscription-related communications and extract relevant details such as service brands, pricing information, renewal dates, and cancellation procedures. All identified subscriptions are organized and displayed within a centralized dashboard interface on the web application. The dashboard presents each subscription as an individual row containing key information including the platform name and subscription end date. Users

interact with the system by clicking on specific subscription entries to access detailed views, which provide comprehensive information about the selected service along with direct links to facilitate the unsubscription process. The system also utilizes AI to automatically draft personalized cancellation messages for users to efficiently communicate with service providers without manually composing interaction. This high-level interaction model ensures that users can quickly assess their subscription landscape and take immediate action on services they wish to cancel, all within a unified interface that eliminates the need to navigate multiple service provider websites or search through historical emails manually.

REFERENCES

[1], M. Gupta, "Week 1-2 Class Materials: Product + Data + GitHub Hygiene," *INFO 490*, University of Illinois Urbana-Champaign, January 2026.