

SUBSCRIPTION MANAGER APP

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INITIAL IDEA

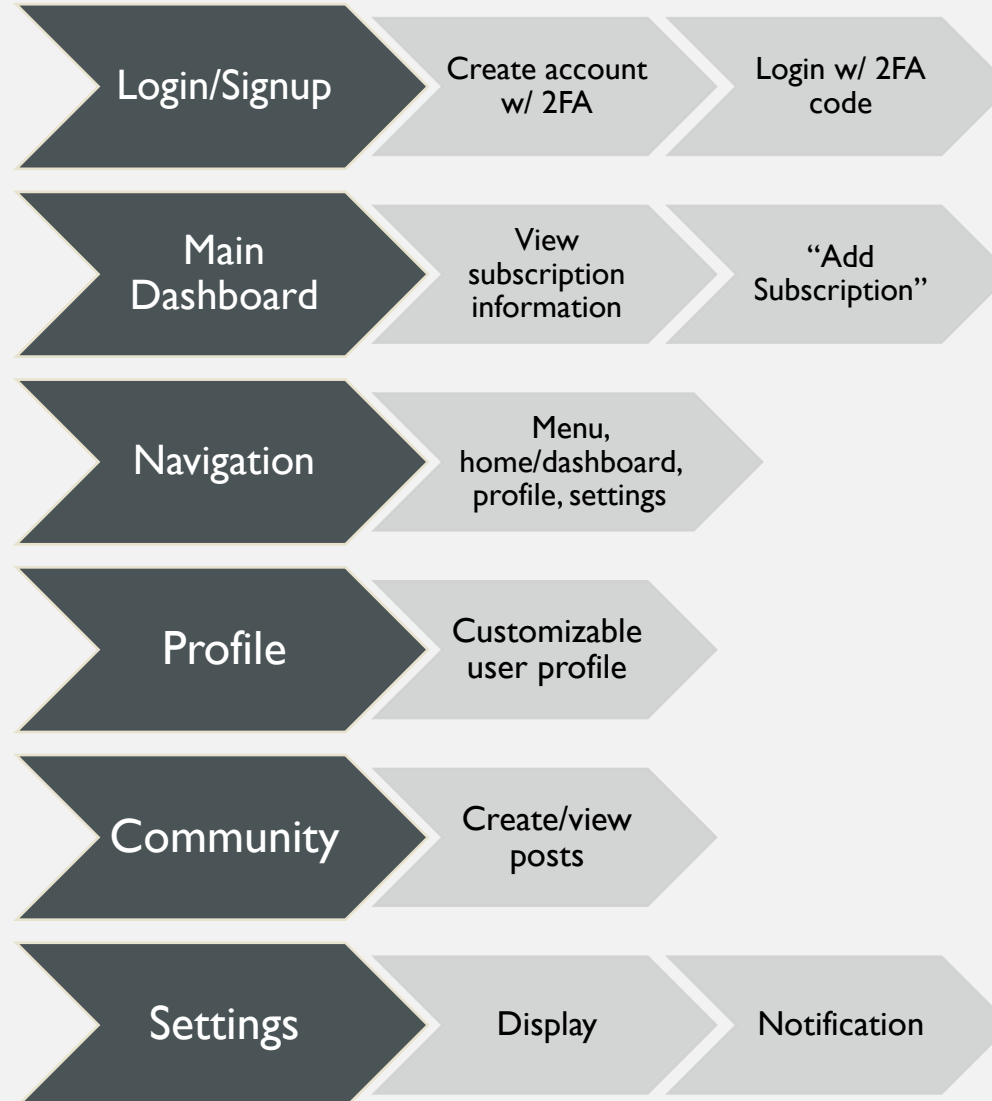
- The average U.S. household is actively subscribed to 4 subscription-based services
- The average U.S. household reports forgetting to cancel a subscription over 40% of the time
 - How can we reduce accidental subscription charges?



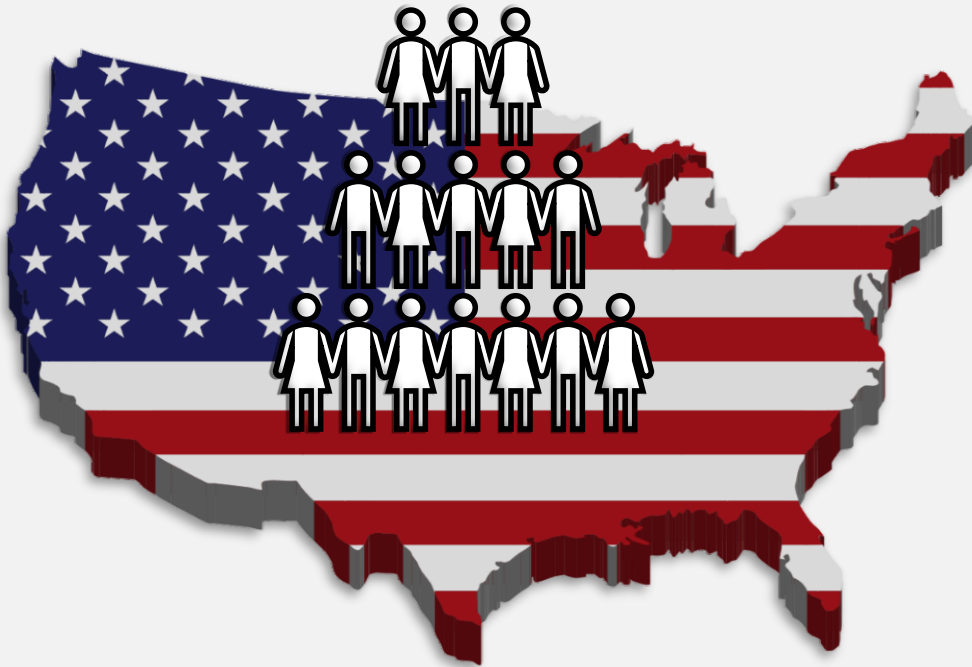
GOALS

- Track subscription type, costs, & payment due dates
- Notify users of upcoming, pending, or cancelled payments
- Create a simple, safe, & effective user interface
- Reduce accidental subscription payments
- Minimize user frustration

INTERFACE



USER POPULATION

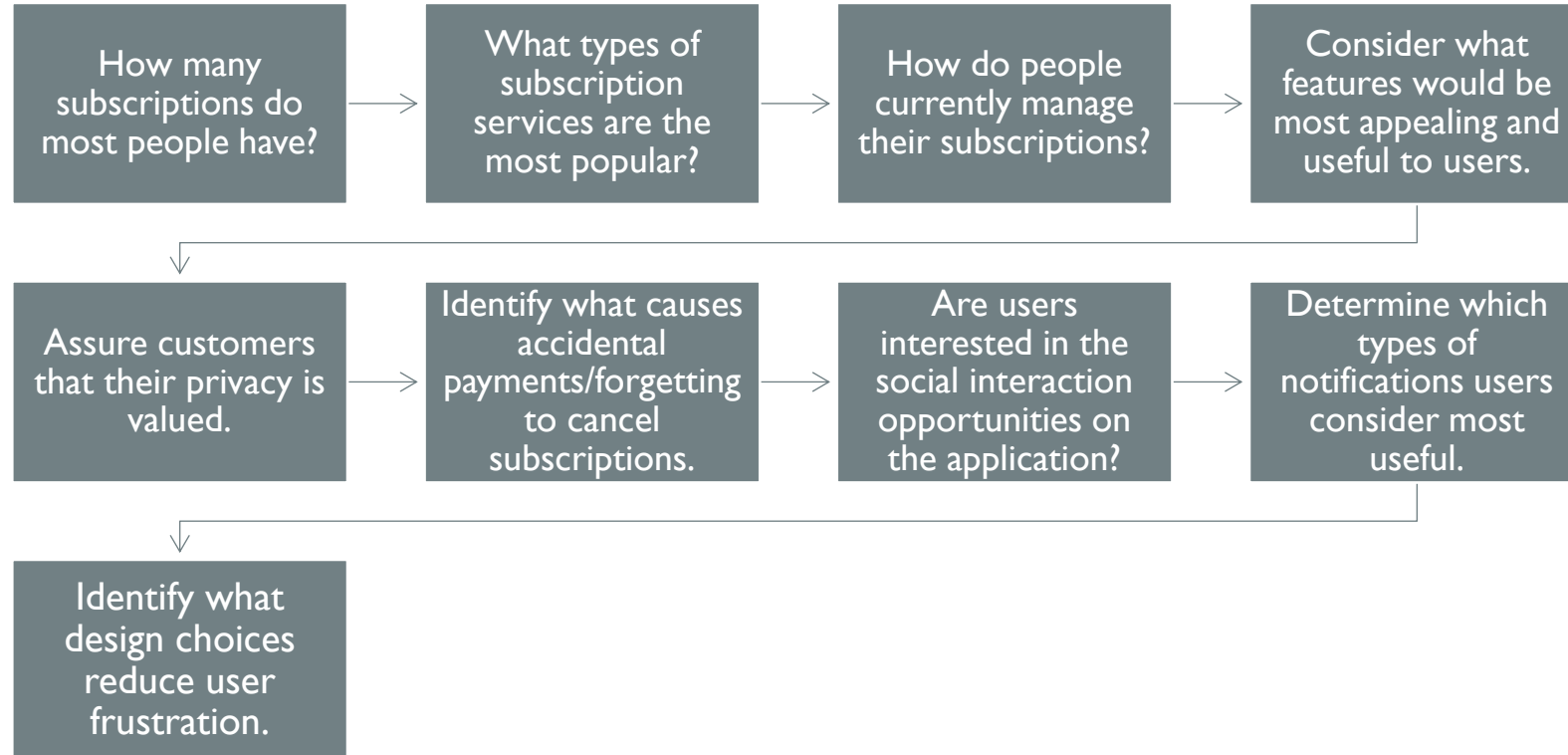


U.S. Citizens (>18)

Young adults
(primary audience)

- 18 – 25

TASK ANALYSIS



DATA ANALYSIS

Questionnaire

- 17 participants
- 16 Questions

Interview

- One US Citizen (18 – 25)
- 12 Questions

Results

- Value simplicity & efficiency
- Positive response to social aspects
- Free-trials
- Free-to-use

USER STORIES



“As a user, I want to add a subscription to the app so I can keep track of my payments.”



“As a busy user, I want my account data (such as username and password) saved in each app, so that I can access my account without manually re-entering my login each time.”



“As a forgetful individual, I want to receive notifications and reminders for upcoming payments, so I don't forget and miss the deadline.”



“As a cost-conscious user, I want to have a summary of my subscription costs and benefits, so I can track my spending more efficiently.”



“As a user, I want to be able to share my subscription with family & friends, so that I can split the cost.”

USER MAPPING

Create account
and save user
data for easy
future login

Track
subscription
services

Receive
reminders about
upcoming
payments

Create Account

Login and save
data

Add subscription
to the application

View
subscriptions

Enable
notifications

Other
notification
settings

Decide how
specific
subscriptions
notify you

Enter email

Enter email or
username

Press “Add
Subscription”
button

Open
“Subscription”
menu

Open “Settings”
menu

Open “Settings”
menu

Open “Settings”
menu

Create username

Enter password

Enter
subscription
service

Select which
service to view

Select
“Notification
Settings” option

Select
“Notification
Settings” option

Select
“Notification
Settings” option

Create password

Select
“Remember me”
checkbox

Link your
service(s)
account to the
subscription
application

View account
information
(Subscription
details)

Change
notification
toggle from
“Off” to “On”

Change
notification
volume
(optional)

Select
“Advanced”
option

Press “Create
Account” button

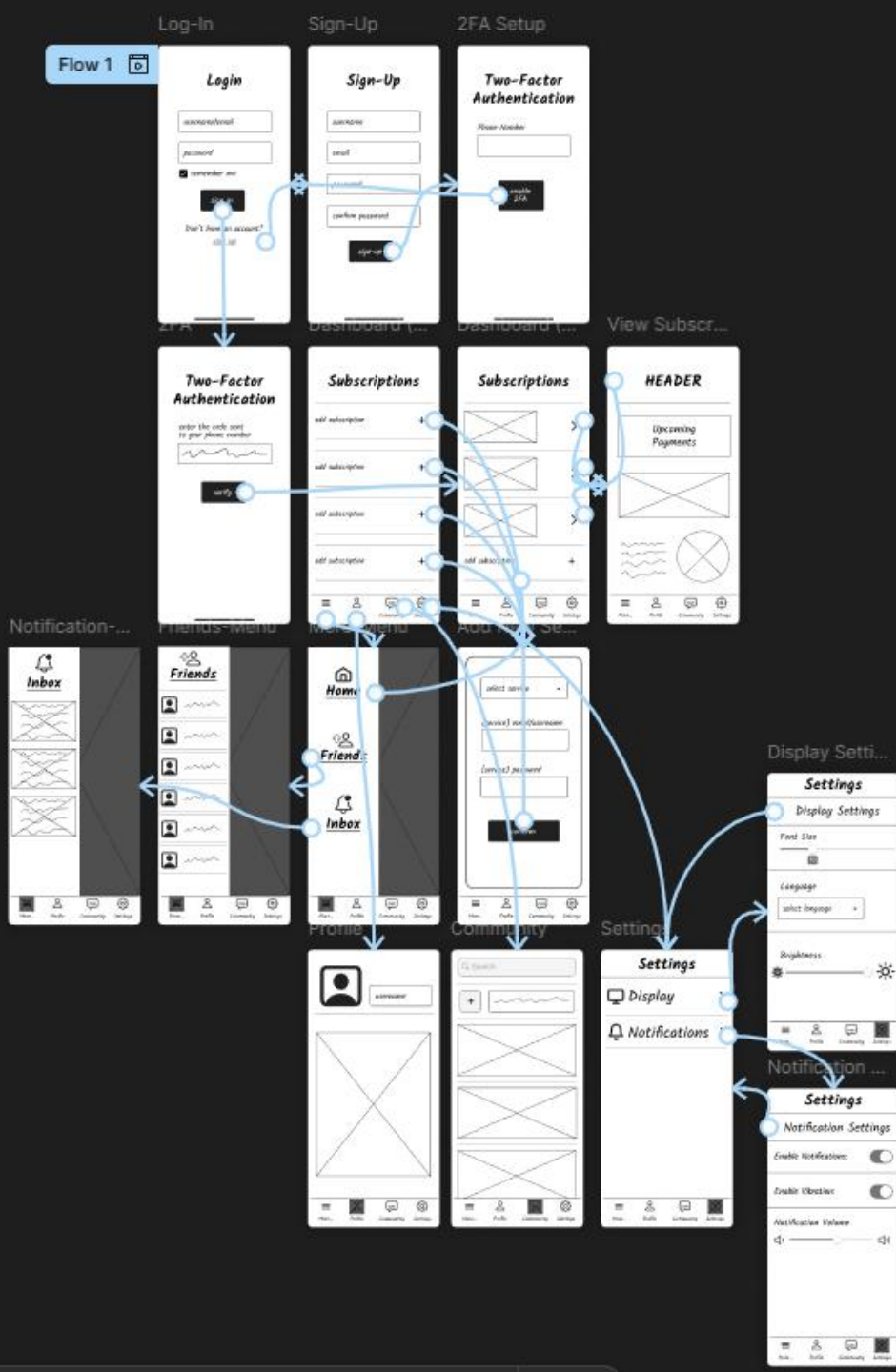
Press “Login”
button

Authorize
“Subscription
Management
App” to view
and/or alter your
subscription
account(s)

Change
“vibration”
toggle from
“Off” to “On”
(optional)

Choose the
specific
subscription you
want to change
notification
settings for
(optional)

Choose when
reminders will be
sent/frequency of
reminders
(optional)

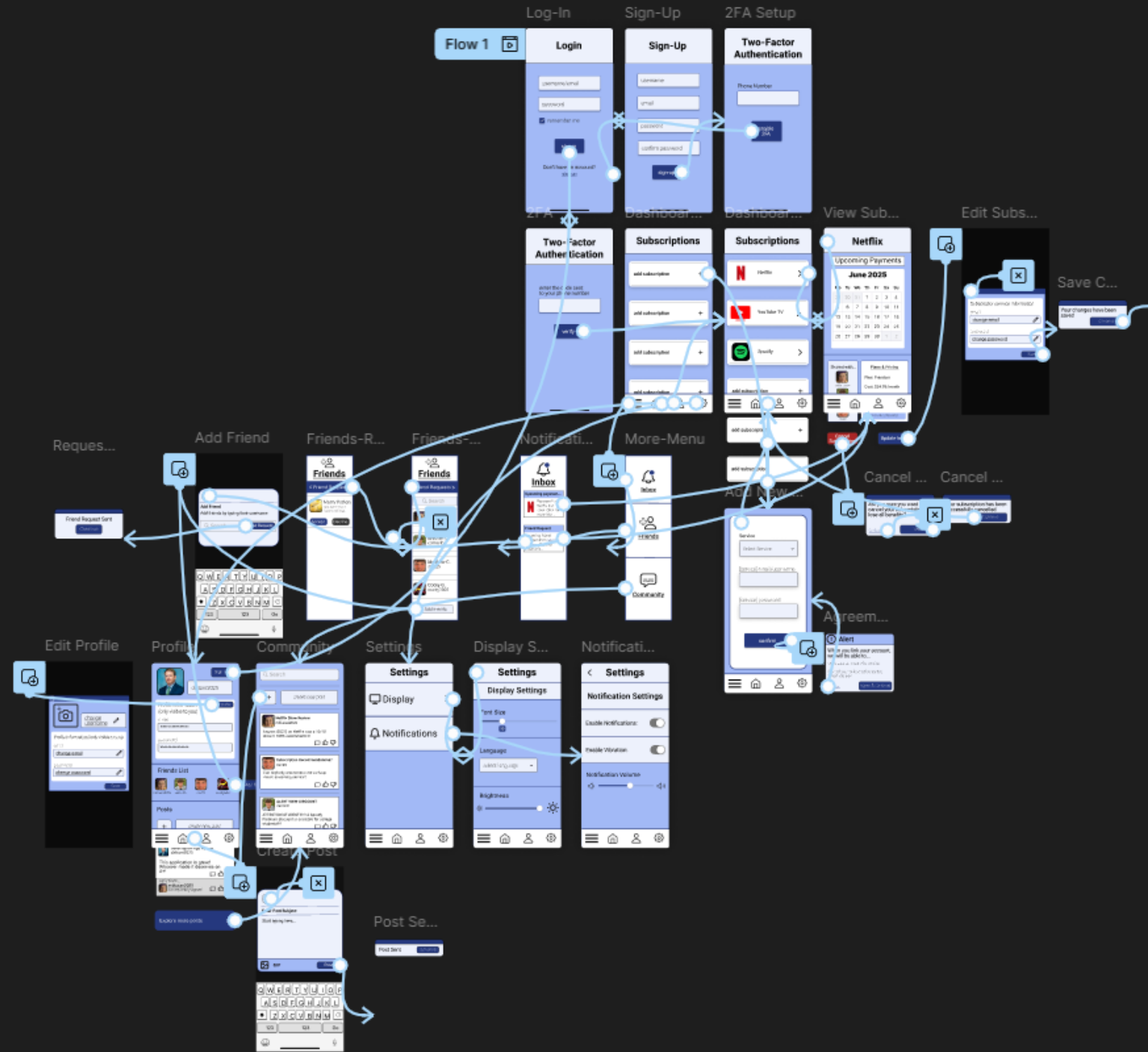


LOW-FIDELITY PROTOTYPE

- Wireframes sketch
- Figma LFP

HIGH-FIDELITY PROTOTYPE

- Built from LFP



USABILITY TESTING

Task 1: Adding a Subscription

Task 2: Updating
Subscription Information

Task 3: Cancel a Subscription

Task 4: Create a Post

Surveys

- 3 Participants
- 4 Surveys (1 per task)
- 17 Questions

Observation

- 3 Participants (21 – 30)
- 10 Exit Questions

Results

- Overall easy/enjoyable user experience
- Difficulty navigating to community page
- Friend menu lacks features

UPDATED HIGH-FIDELITY PROTOTYPE

HFP Link

- Friends Menu
 - Add “Search” function
 - Add “Add Friend” button
 - Add “Friend Request” page
- Profile/Community
 - Add navigation from Profile to Community
 - Add option to “Create Post” from Profile page

Request Sent

Friend Request Sent
Continue

Add Friend

✕

Add Friend
Add friends by typing their username


🔍 Search Send Request

Q W E R T Y U I O P
A S D F G H J K L
↩ Z X C V B N M ✕
123 123 Go
😊 🎤

Friends-Request-Menu

+👤
Friends

< Friend Requests

 Monty Python
has sent you a friend request


Accept Decline


Friends-Menu


+👤
Friends


Friend Requests >

🔍 Search

 Madeline L.
mblucas2025

 Brecken C.
carrienb

 Matthew C.
mrc29

 Cocky G.
cocky2001

+ Add friends

Conclusion

Importance of prototyping

LFP vs HFP

Conducting user testing

Experience in UI/UX design

Learning to use Figma