SUBSCRIPTION MANAGER APP

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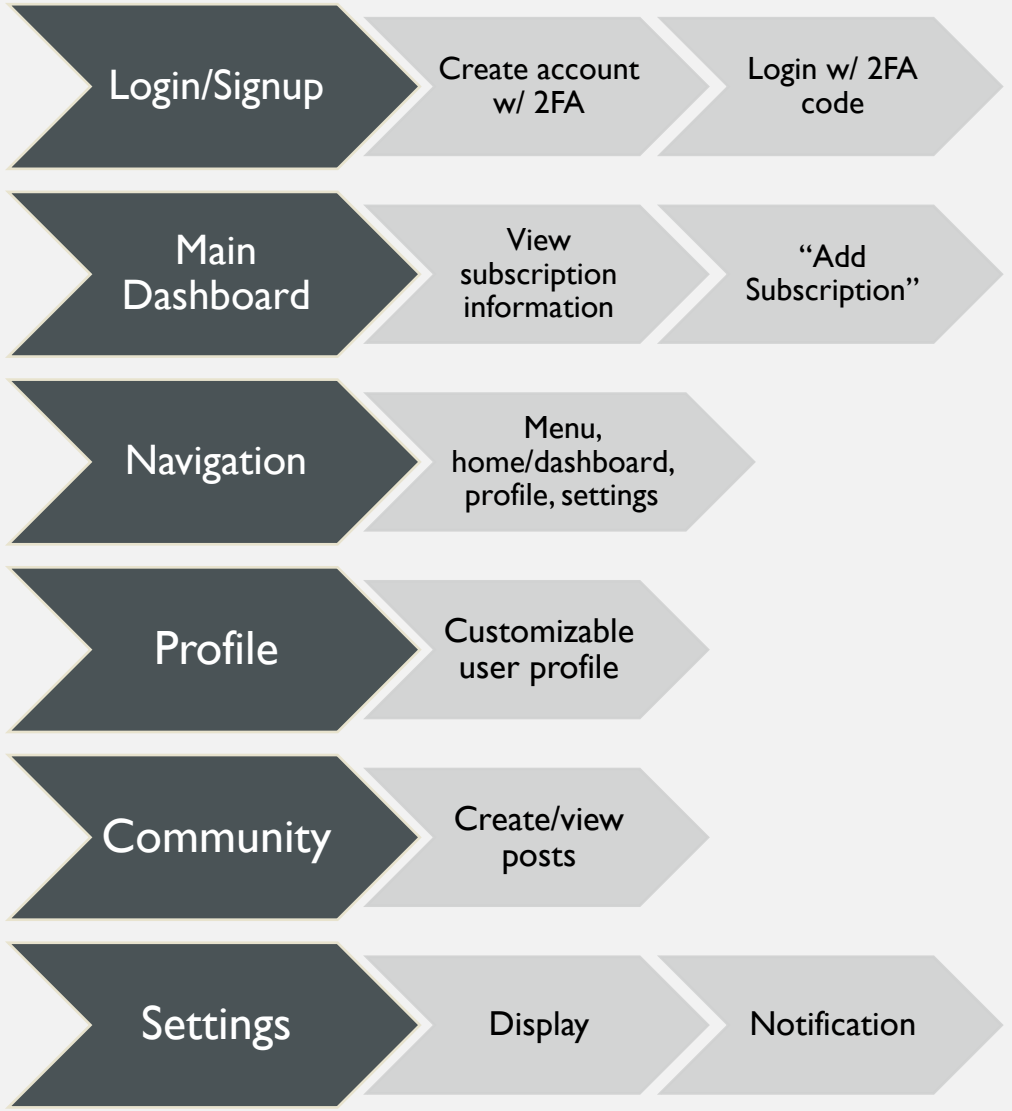
INITIAL IDEA

- 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?

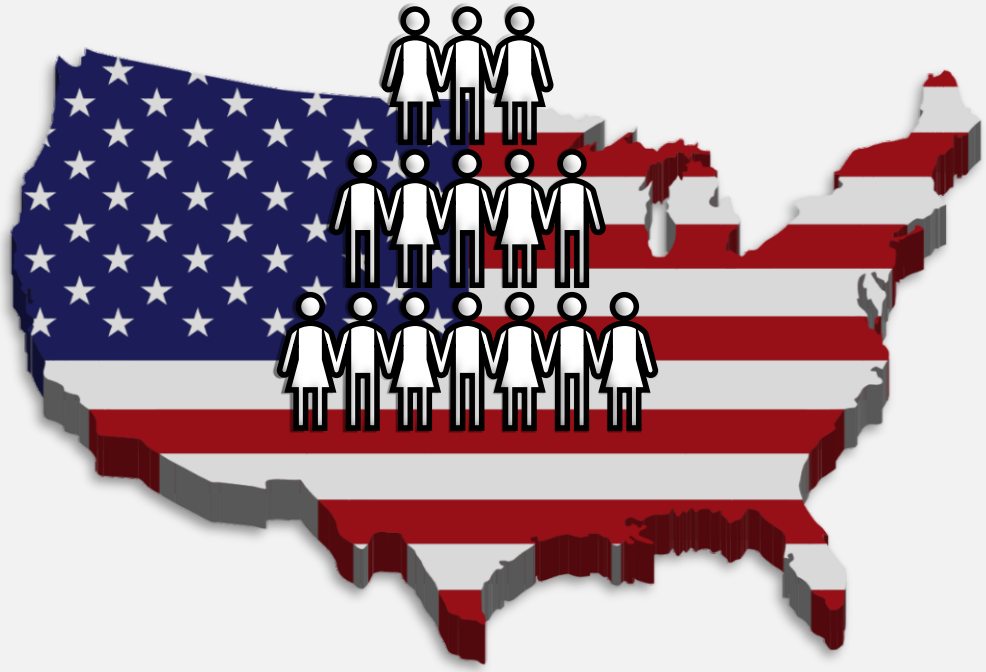
GOALS

- 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


Login/Signup
Create account w/ 2FA
Login w/ 2FA code
Main Dashboard
View subscription information
"Add Subscription"
Navigation
Menu, home/dashboard, profile, settings
Profile
Customizable user profile
Community
Create/view posts
Settings
Display
Notification

USER POPULATION

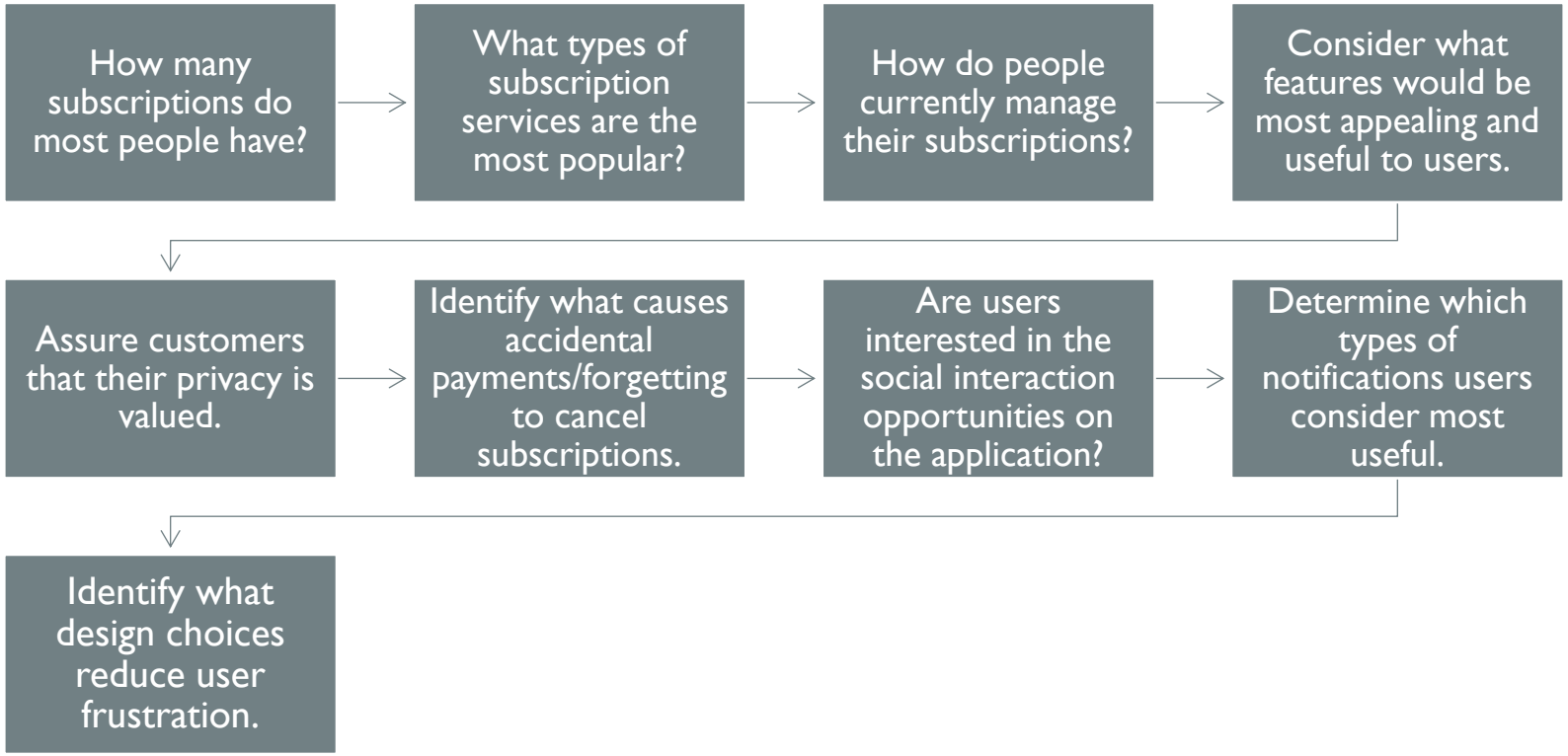


U.S. Citizens (>18)

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."

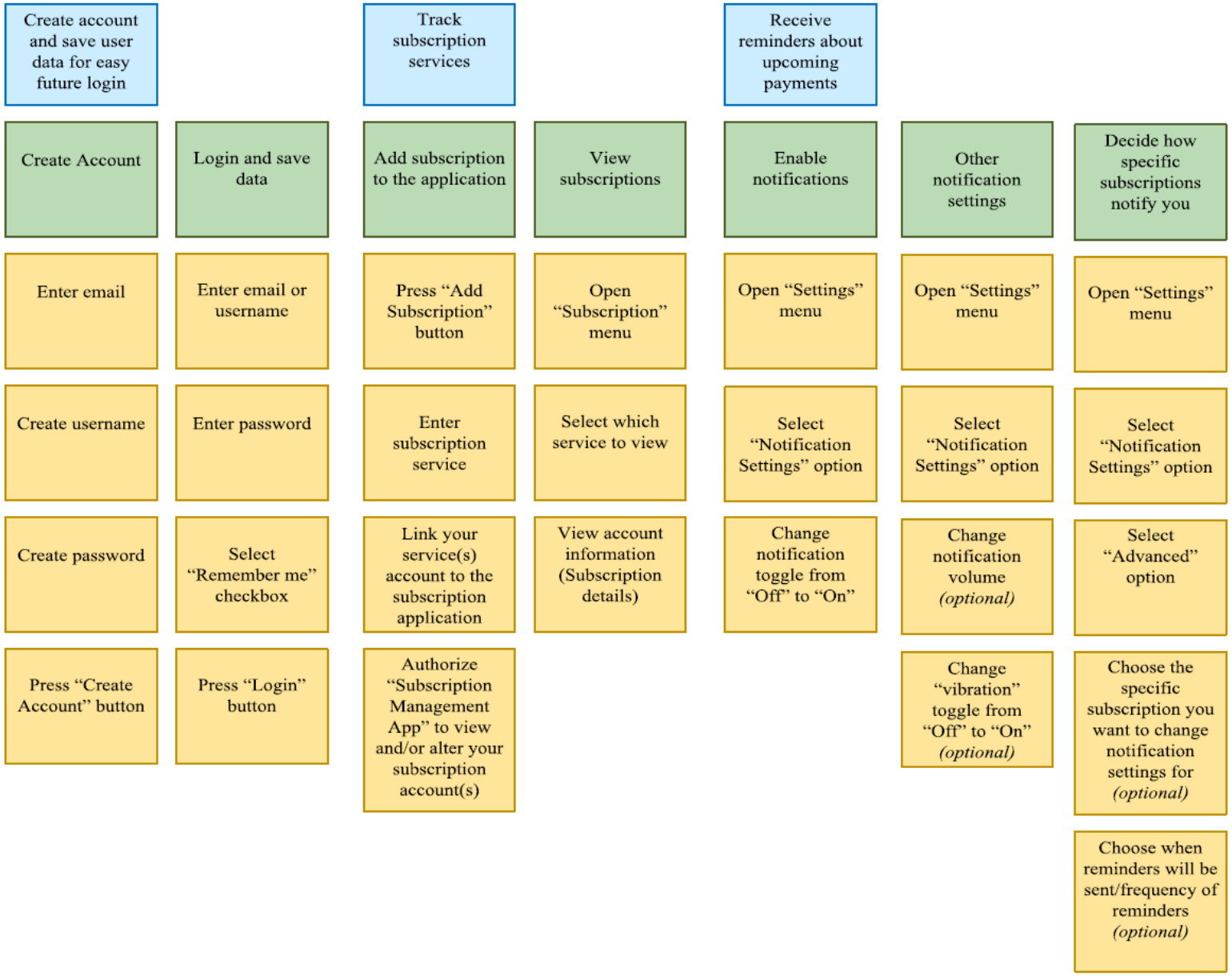
"As a busy user, I want my account data (such as username and password) saved in each app, so that I can access my account without manually re-entering my login each time."

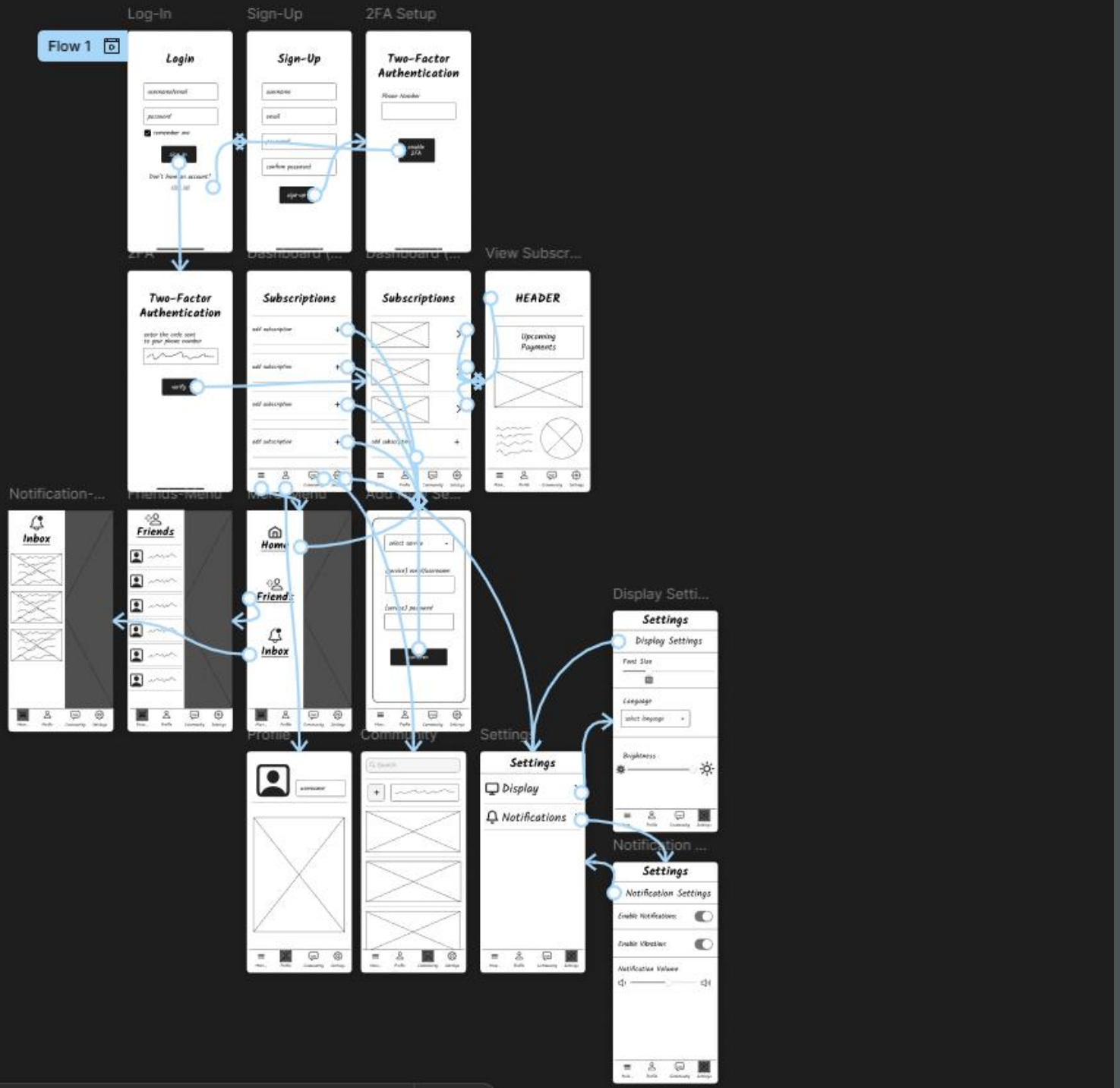
"As a forgetful individual, I want to receive notifications and reminders for upcoming payments, so I don't forget and miss the deadline."

"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





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

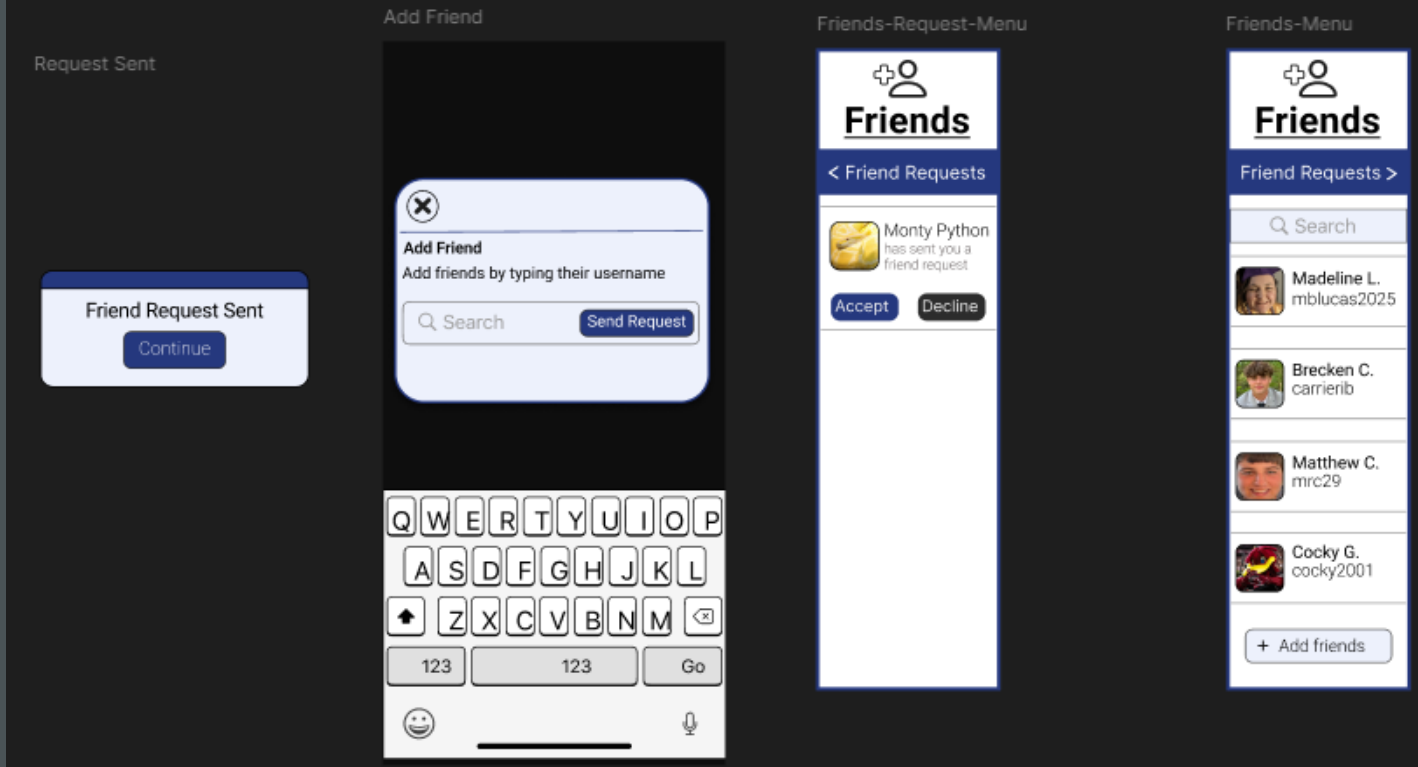
Results

- 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



Conclusion

- Importance of prototyping
- LFP vs HFP
- Conducting user testing
- Experience in UI/UX design
- Learning to use Figma