

▼ Introduction/ About

- a. In today's times, an average person has 12 paid subscriptions. Millennials are even higher, with an average of 17 subscriptions.
- b. Managing them becomes a task due to different repayment dates.

▼ Content



Vision:

To revolutionize how individuals and businesses manage their subscriptions by providing a seamless, intuitive, and comprehensive platform that empowers users to take control of their recurring expenses and maximize their value.



Mission:

To develop a user-friendly subscription management app that simplifies tracking, organizing, and optimizing all subscriptions.

▼ Objective **6***

To build a product that effectively tracks, manages, and analyses users' subscriptions, gives them the liberty to share, split, and cancel

subscriptions, and becomes the number one solution to their subscription management demand.

Goals

To successfully launch the first MVP of our subscription management solution among the targeted audience. By confirming-

- 100 user adoptions in the first month.
- At least 3 subverse entries per user.
- Click + 1 minute < of viewing time for subscription expense analysis chart per user per subverse entry
- · Payment reminders button taps
- · Swiping through 'did you know facts'
- Taps open the app through notifications with an average of at least 2 per 5 notifications

▼ Team ••

```
(alphabetic order)
Ayushi
Deepak
Hafsa
Jahanavi
Naaz
Ranson
Yukti
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▼ Understanding Market

To understand data better, let's keep in mind the Indian Population: 144 Crore. With this understanding -

- **A. OTT subscriptions** 10.18 Crores (Live: Jio cinema, Hotstar, MX Player)
- B. SVOD 36.4 million/ 3.64 Crores (Only recorded- Netflix, Amazon Prime)
- **C. Average subscriptions** 2.8 per paying member.
- **D. Top 3 cities** on paid subscriptions- Mumbai, Delhi, and Bengaluru, with more than 0.6 Crores active paid subscriptions each.

Source



OTT and VOD 2024



1. The biggest players in India's OTT market by subscriptions: <u>Source and Marketfeed</u>, August 2022

Platform	Subscribers
Disney Hotstar	3.83 crore
Amazon Prime	2.1 crore
Sony Liv	1.2 crore
Zee 5	0.75 crore
Netflix India	0.55 crore



Music subscriptions



Paid subscribers: 0.8 crore Streaming users: 18.5 crore

Prediction: Growth to 1.5 crore subscribers by 2026



E-commerce 🛒 💳 🦺

Prediction: By 2029, e-commerce users are expected to reach 50.16 crore

- In the dynamic landscape of the past 7.5 years, the Subscription Economy has thrived, witnessing a remarkable 350% growth. Consumers now favor access to digital services over owning physical products.
- According to the Subscription Economy Index (SEI) by Zuora's Subscribed Institute, the current SEI level stands at nearly 325, reflecting a threefold increase in average revenue for subscription-based companies.
- This SEI report reveals that subscription businesses have outpaced traditional ones by five to eight times in growth over the past nine years.
- ▼ Market Key-Takeaways
 - A. Video and audio OTT consumption is the top way Indians use the internet.
 - B. One in five netizens watch video only over the internet rather than on linear TV.

- **C.** There is an uptick in using non-traditional devices like smart TVs, smart speakers, Firesticks, Chromecasts, Blu-ray, and gaming consoles.
- **D.** Music streaming users saw an eight percent Y-o-Y growth.
- **E.** Digital is now the go-to to access news but not everyone's a conscious user
- **▼ Understanding Competitors**

──── <mark>☆</mark> New Players☆──			
Factors	SubX	Subby	Whatssub
Ratings and Reviews	311	394	¹ / ₂ 22
Ui	Good	Fine	Simple and Clean
Appreciated Features	Management 🗸	1. Manual 2. Easy to use	 Email integration Bank linking to find subs, PayPal
Constant Issues Reported	-	 Unresponsive: crash, Notifications 	Unresponsive
Link	D	D	D

☆Big Players☆

Subscriptions **Factors** "- Manage Tilla Fleek Subscrab Subspace your re" Ratings and 1/2 1/2 1/2 **Reviews** 5.3k 798 4.6k 512 2k Simple and Ui Simple Fine-Good Intuitive Fine clean 1. Marketplace 2. sharing Ideas from 1. Simple, 3. **Appreciated** Subs at the 2.Customizable, Management users Management, **Features** best price 3. Backup implemented 4. Affordable offers 5. Splits

Factors	Subscriptions "- Manage your re"	Tilla	Fleek	Subscrab	Subspace
Constant Issues Reported	1. Full screen ads	1. Crashes 2.Notification issue	 Inefficient customer service, Voucher issue, Long waiting time 	1. Bugs & app failure.	1. Gift card 2. Poor customer service.
Link	D	D	D	D	D

▼ Survey **🍅**

O to survey Outcome

SUBSCRIPTIONS

- 1. Took trial subscriptions of 15/30/x days about thrice and once- 34%, 34%
- 2. Average subscriptions → 5-12
- 3. Up to 3 subscriptions shared between friends and family 72%

OTT

- 1. More than 4 and more OTT subscriptions- 32%
- 2. 1 to 3 OTT subscriptions 58%
- 3. Up to 3 personal or work-related subscriptions- 44%

PAYMENT

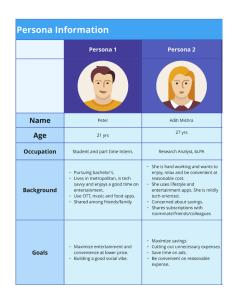
- 1. Auto-mandate- 26%
- 2. Manually on subscriptions end/ as required- 66%
- 3. Monthly/ Annual payment
- 4. Never remember/ are aware of repayment date- 42%
- 5. Sometimes remember repayment date- 38%

▼ User Segmentation •••

Major Segments through the survey and research-

Persona	Demographics	Behavior	Needs	Size
A	Age: 18-22	Use multiple entertainment, and food subscriptions, mostly shared among friends. Use College IDs to save on expenses.	To maximize entertainment and utility.	26%
В	Age: 23-28	Use entertainment, lifestyle, and food delivery platforms as needed.	To maximize savings and cut out on any unnecessary spending.	56%
С	Age: 29-35	Use only those required. Majorly use grocery and food, and fitness platforms.	To use apps to achieve stability and growth in life.	12%

User Personas



▼ Product Features



Prioritized Features

- Subscription Tracking in one app
- Cancellation of subscription through the app
- Payment reminders
- 4 Did You Know Facts?
- 5 Usage Analytics

Type of Feature

Core

Core

Core

Engagement

Core and Engagement

Core and engagement

6 Split and Share Feature

Trending subscriptions Banner

8 Monthly/ Annual Subscription Expense

Subscription Management Tips

10 Subscription Deals

▼ User Stories Mapping

11 Refer and Earn

Engagement

Core

Engagement

Core and Engagement

Engagement

USER STORIES

* Category	# Feature	□ User Story	Acceptance Criteria
1. Registration	Registration	As a new User I want to register on the app such that am able to register using my mobile number or email id to avail the service.	New user should be able to register using mobile or email id.
2. Login	Login Feature	As a User I want to login with Google/facebook/apple id login details such that to avoid filling up registration details	User can use existing google/facebook/apple id to directly sign in to the account.
Login	Login Feature	as a returning user I want to add/remove the subscriptions list in my account to get the reminder about the payment.	User should be able to add or delete the subscriptions from his/her list of subscriptions.
<u>Login</u>	Login Feature	As a returning user I want to login using my mobile/email id such that i am able to see all the subscriptions I had added earlier or can add new subscriptions.	User should be able to see added subscriptions, their due date, amount of subscriptions.
Login	Login Feature	As a user I want to re-set/change my password if I have forgotten my password such that i can re- login into my account.	 User should be able to get a limited time password reset link to reset the password within 4 hours of getting the link the link should get disabled

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			after 4 hours from the time of sending it.3. once successfully resetting of password, user should be getting an email confirmation for the same.
3. Tracking Subscription	Add Subcriptions	As a user I want to enter my subscription to be able to track it in the app.	User should be able to add their subscription details such as subscription name, cycle start date, plan, custom notification, repayment date, splits, etc.
Tracking Subscription	Tracking	As a user I want to modify my tracking subscription (subverse) so that I can enter changes when any.	The user should be able to modify, edit, and delete subverse elements like cycle date, notification, plan, etc
4. Cancellation	Cancel Subscription	As a user I want to navigate to the related subscription website such that I am able to cancel my existing subscription	User should be able to navigate to the desired page if he/she wants to cancel the subscription.
Cancellation	Cancel Subscription	as a user i want to pause my subscription for one or more months instead of deleting/removing it from my list such that i can handle my expenses based on the usage	user should be given an option of pausing the subscription when he/she tried to cancel it from the list
5. Removing a subscription	Delete Subscription	As a User I want to remove a subscription from tracking list	user should be able to remove/delete the subscription from the list in case he/she is not willing to track it anymore through the app
Removing a subscription	Delete Subscription	as an admin i want to get notified when a user deletes any subscription from the list and would get to submit a short/brief feedback/reason for deleting the same	admin team would get notified if there is any deletion happened such that feedback can be analyzed for better perfomance
6. Reminder	Tracking	As a user I want to get reminder the about my upcoming subscription's repayment so that I can make decision in	User should get the reminder of upcoming renewal of the subscription at different customizable frequencies, and

* Category	# Feature	□ User Story	Acceptance Criteria
		time to whether cancel or keep my subscription.	vie different channels such as SMS, email, calendar, etc
7. Subscription Analytics	Managing Finance	As a User I want to put in the details about my total/ estimated monthly expense in the app such that I am able to calculate the % of expense incurred from my subscriptions.	User should be able to fill the aggregate/ estimated overall expense such that they are able to see the contribution of subscriptions in the total finance.
Subscription Analytics	Managing Finance	As a user I want to get an option to put in my income details such that I can see my income v/s expenses chart.	User can put in the details of their income such that they can analyze their finance to understand what percentage of their income is spent in subscriptions.
8. Usage of subscribed apps	Analytics	As a user I want to learn how much time do I spend on my subscribed apps, to understand if my subscription is worth keeping or not.	 The user should be able to see a detailed report of usage (time spent) of subscribed apps on their mobile phones. The usage should be classified into weeks, months, and years to give them a deep insight into it.
Usage of subscribed apps	Analytics	As a user, I want to set custom alerts for the time spent on my subscribed apps, so I can be notified when I exceed my desired usage limits.	 The user can set daily, weekly, or monthly time limits for each subscribed app. The app sends notifications when the user approaches or exceeds the set limits. Users can adjust or disable alerts at any time.
Usage of subscribed apps	Analytics	as a user i want to see details of all the devices which has been used through my userid (of the subscribed app) to get an idea total time spent across multiple devices	user can see their time spent across multiple devices basis on the user id from which the related app is subscribed.
9. Summary Report: Monthly and Annually	Analytics	As a user I want to know in detail my subscription expense, monthly and annually, classified app-wise, splits-wise, time spent, so that I understand my expense is to usage ratio.	 The user should be able to access detailed reports of their subscription related time and monetary costs. The report should be categorized on the basis of a. Splits

* Category	# Feature	□ User Story	Acceptance Criteria
			b. Subscription Categoriesc. Time spentd. Plan expense
Summary Report: Monthly and Annually	Analytics	As a user, I want to see the potential savings if I cancel certain subscriptions, so that I can make informed decisions about which subscriptions to keep.	 The user should be able to see the potential savings over a month and year if the selected subscriptions are canceled. The report should provide recommendations based on usage and cost analysis.
Summary Report: Customized dates	Analytics	As a user i want to see expenses during a specific period of time such that i can compare the epxenses over different time periods (vacation v/s regular days)	user should be able to generate report for specified duration about amount spent on various subscription to compare it with regular days v/s holidays/vacations
10. Split and Share	Managing Finance Tracking	As a user I share my subscription with others (friends and family) , I want to divide the subscription expense with them.	- The user should be able to mention subscription splits for the subscription being tracked. Containing details likeNumber of participants - Name - Amount shared - Repayment date - Adding them through their Mobile number - Reminder notification frequency,
Split and Share	Managing Finance Tracking	As a user, I want to be able to invite participants to join the subscription split, so that they can confirm their participation and accept their share of the expense.	 The user should - a. Be able to send invitations to participants via email or SMS. b. receive a notification when a participant accepts or declines the invitation. Participants should be able to accept or decline the invitation.
Split and Share	Managing Finance Tracking	As a user, I want to be able to adjust the subscription splits at any time, so that I can	- The user should be able to - a. Add or remove participants from the split.

* Category	₩ Feature	□ User Story	Acceptance Criteria
		accommodate changes in the number of participants or the amount shared.	b. Adjust the amount shared by each participant.The system should notify all participants of any changes in the split details.
Split and Share	Managing Finance Tracking	As a user, I want to track payments made by each participant, so that I can ensure everyone is contributing their share on time.	The user should be able to- a. Mark payments as received. b. View a history of payments made by each participant The system should send reminders to participants who have not yet paid.
Split and Share	Managing Finance Tracking	As a user, I want the system to automatically send payment reminders to all participants, so that I don't have to manually remind them.	 The user should be able to customize the reminder message. The system should send automated payment reminders according to the specified reminder frequency. Participants should receive reminders via SMS, email, or app notifications.
Split and Share	Managing Finance Tracking	As a participant in a subscription split, I want to confirm my payment, so that the user and other participants know I have paid my share.	 Participants should be able to confirm their payment via the app. The system should update the payment status once a participant confirms their payment. The user and other participants should receive a notification when a payment is confirmed.
Split and Share	Managing Finance Tracking	As an admin i want to manager the split amongst remaining members if some one is defaulting the payment till last day	the payment amount needs to be reshared amongst the remaining members if agreed parties have not done the payment and revoke the access of defaulter by requesting remaining parties to change the password
11. Trending subscription Banner	Engagement	As a user I want to stay updated of the latest trending subscriptions suitable to my choice and need so that I find useful subscriptions.	The user should be able to see a dynamic banner of trending and popular subscriptions of various categories personalized to their choice

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			and need, such that it becomes user's number one source to find trending apps.
Trending subscription Banner	Engagement	As a user I want to slide across the banner to find the next, or previous popular trending subscription.	The user should be able to swipe across the current banner 'right'- to reach the next trending subscription banner, and 'left' to reach the previous trending subscription banner.
Trending subscription Banner	Engagement	As a user I want to know more about the trending subscription in the banner, so that I could understand what the subscription is about, its plans, etc.	The user should be able to tap on the 'current banner' to land on the description page of the subscription. To find information like service details, plans, etc.
Trending subscription Banner	Engagement	As a user interested in the subscription, I want to buy it and track it then and there such that it could be done easily.	- The user should be able to buy the subscription from the information page - After purchase, the process of making sub-track should be initiated, with the option of adding it later.
12. Did You Know facts	Analytics Engagement	As a user I would like to see interesting facts and trivia around my subscribed apps so that I can enjoy interesting facts.	The user should be able to see Interesting facts and trivia about their subscribed apps, - Stats woven out of their usage analytics, and expense.
13. Refer and Earn	Engagement	As a user I would like to earn credits when I share the app with my people so that I could use them to buy subscriptions at better offers.	a. The user should be able to share the link of our app with their people on social applications, mail, and SMS. b. Earn credit points that reflect in their Subverse account c. Credits should be reedemable at time of subscription purchase
Refer and Earn	Engagement	As a user I want to easily view, access, and use my credits in the app so that I can use them in time.	The user should be able to View, access, and use credits at time of subscription purchase - Be informed of newly added and used credits

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14. Subscription Management tips	Engagement	As a user I want to gain insights on how to effectively manage my subscriptions so that I manage mine easily.	The user should see subscription management tips in subscription deals page. - Tap them open and read easily.
15. Subscription Deals	Add Subcriptions Engagement	As a user I'd like to be offered subscriptions at good deals so that I could save money on my purchases	The user should be able to see Subscriptions at good deals - Subscription upgrade at better offers (through our partnerships with brands)

USER STORIES (1)

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		short/brief feedback/reason for deleting the same	
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			- Participants should be able to accept or decline the invitation.
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			requesting remaining parties to change the password
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Refer and Earn	Engagement	As a user I want to easily view, access, and use my credits in the app so that I can use them in time.	The user should be able to View, access, and use credits at time of subscription purchase - Be informed of newly added and used credits
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15. Subscription Deals	Add Subcriptions Engagement	As a user I'd like to be offered subscriptions at good deals so that I could save money on my purchases	The user should be able to see Subscriptions at good deals - Subscription upgrade at better offers (through our partnerships with brands)

▼ Pricing Model

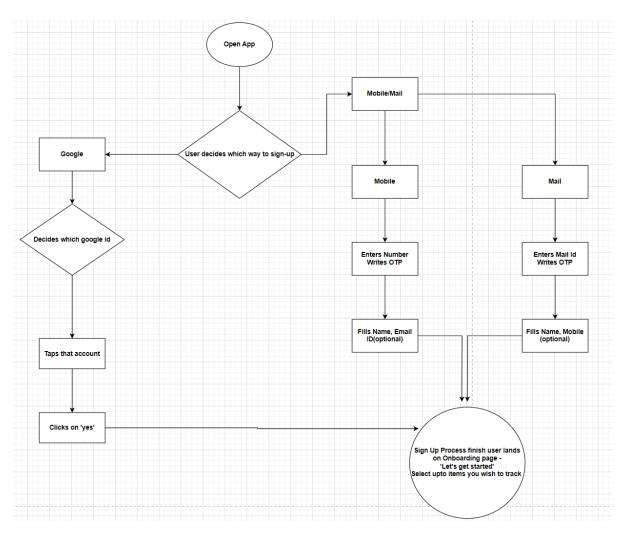


Suggested Model → Free with Ads + One-Time Purchase

Features	Free	One-Time Purchase
SubVerse	6	Unlimited
Ads: But, non- annoying, Promise!		Ads-free!
Subscription Analytics	Limited key-findings	Access to mind-blowing key outcomes of your usage, expense, and everything around your subscription.
Logged in Devices	1	Up to 5

▼ User Flow

Onboarding and Signup User Flow



▼ Wireframes

▼ Product Roadmap

Aa Name	Assign	■ Date	Date	Reminder for payment	्रेंस Status
Subscription Tracking		@August 2, 2024 → October 16, 2024			In progress
Cancellation through app		@August 2, 2024 → October 16, 2024			In progress
<u>Payment</u> <u>reminders</u>		@August 2, 2024 → October 16, 2024			In progress
<u>Did You Know</u> <u>facts</u>		@August 2, 2024 → October 16, 2024			In progress
<u>Usage Analytics</u>		@August 2, 2024 → October 16, 2024			

Aa Name	Assign	■ Date	Date	Reminder for payment	Status
					In progress
Split and Share		@October 16, 2024 → November 30, 2024			Not started
Trending Subscription Banner		@October 17, 2024 → December 1, 2024			Not started
Refer and Earn		@October 17, 2024 → December 1, 2024			Not started
Monthly/Annual Subscription Expense		@October 17, 2024 → November 30, 2024			Not started
Subscription management Tips		@November 2, 2024 → January 3, 2025			Not started
Subscription Deals		@November 2, 2024 → January 16, 2025			Not started

- **▼ Metrics** ✓
- **▼** Resources **⊘**
 - 1. Full document of Market, User, and Competitor Research
 - 2. SubVerse PPT