



AZILE MAGABA

SUBSCRIPTION MANAGEMENT APP

ABOUT THE APP

SubM app is a mobile application that manages your media subscriptions more accurately by providing an end-to-end experience — from the short time you subscribe till the day you cancel. I mainly contributed to the branding, problem-solving, user ideations.

BACKGROUND

The Subscription Economy has been grown every year.

Subscription is a business model in which a customer must pay a recurring price at a regular meantime to access a certain product or service. From a company's outlook, the 'Subscription process' allows continuous and stable financial benefits, as well as data and information upon the media that will contribute to creating new services or plans for the future.

RESEARCH

To seek the user's thinking and problems about the subscription process, I direct a survey that targets 50 people who are actively using the subscription services. The main goal of the research is to understand the goals, motivations, and pain points of the users within their services as well as resolving any problems by designing a better solution for them.

What is the current subscribing experience?

Through the survey, we were able to analyze the current subscription experience of the users:

1. Consumers subscribe to two or three paid subscription services on average (85%)
2. Users tend to check their repayment date through bank accounts or text messages. (78%)
3. The user's decision upon keeping their subscription or canceling is



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mostly depended on their spending. (70%)

4. Users miss the appropriate period to cancel their subscription because they tend to forget the date of their payment. (54%)

5. Consumers tend to find the cancellation process difficult and have a hard time finding the cancellation button. (86%)

THE PROBLEM

1. The list of subscribing services is separated, so they can't see and manage at their regard.

2. Consumers have difficulties to inspect new subscriptions and contrast them with other services.

3. It is difficult for the users to be advice of the billing period of their subscription and keep in control of their spending.

Solutions

1. Manage and compare subscriptions meantime in a regarding — keep in control of the spending and search new services.

2. provide an end-to-end experience: from subscription to cancellation

3. Remind people of the billing cycle due date in advance.

KEY FEATURES

With the solutions above, we articulated and simplified SubM app main features of providing convenient subscription management service through simply designed visual lay-outs and end-to-end services from the start of the subscription until the end.

What I've Learnt

While researching the market to start this project, I realized that a lot of people have already recognized the need for subscription .



