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**Topic** Subscription Service Tracker

**Causes**

* + - People forget about subscription services they don’t use and continue paying.
      * There are too many subscription services, most predominantly in the streaming category.
      * The major companies are now creating their own services and people are forced to pay for several of them to consume certain media.
      * People only subscribe for one purpose or maybe just to take the standard free trial and then forget to cancel the auto renewal.

**Target**

People should be able to organize all their subscriptions in an easy and efficient way. They should know or, at the very least, be reminded about their forgotten subscription sites so they can decide if they want to cancel or not a certain subscription. Mainly to reduce the money wasted on unused and forgotten subscription sites.

**Problem Background**

* More and more subscription services have been appearing in recent years, whether it is for streaming, sites dedicated for studies and learning, news, etc., and more people are subscribing to them.
* People sometimes forget of some services they are subscribed to, those of which they don’t even use, and continue paying for them often on a monthly pay.
* Often, if the subscribers are not attentive themselves, they will not be made aware of these forgotten services and continue to pay them without receiving or noticing any notification or email from the platform.

**Check/Evaluate**

* Verify with statistics/surveys how many people paid for unused subscriptions before and after using the platform.
* Possibly track how many users keep their notifications active and don’t ignore them (without them they may just forget once again).

**Countermeasures**

1. Create a platform that would allow users to organize and view their subscription services.
2. Calculate for the user how much they spend on a monthly and yearly basis.
3. Remind users of sites they may not be using.
4. Allow the user to set customized reminders for specific platforms, for example to be reminded of free trials or to remember to cancel before a specific date.
5. Allow the user to easily set how much they use each service to determine if it is worth the subscription.
6. Allow the user to set up a budget for how much they would limit their spending in these services.

**Act/Standardize**

* The tool could not just be limited to online subscription services, it may be possible to add custom services to include other monthly/annual payments or memberships such as gyms, or stores, etc.