



# Koala

The recurring subscription management tool that let's you finally take control of your recurring services and payments.

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## New Prime Early Access

Get 30-minute early access to select Lightning Deals on Amazon, and new events on MyHabit.com



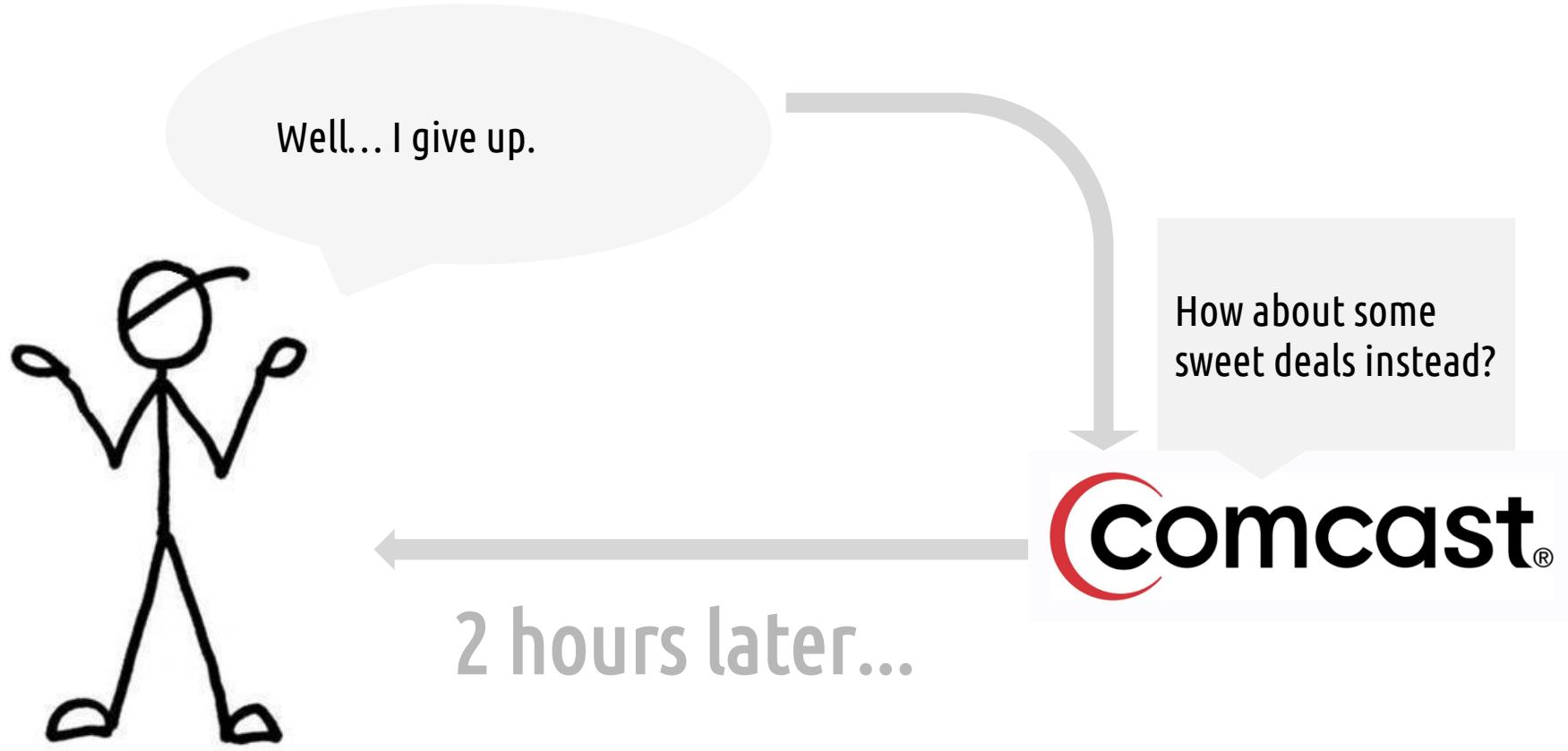
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Lewis Brendan Lee , your free Amazon Prime shipping benefits have ended.

Get 50% off Amazon Prime to enjoy:

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Date ↓	Description	Type ↴	Status ↴	\$Amount	\$Available Balance
Amount included in Available Balance					
Processing	Amazon Prime	(-)	[P]	-100.00	-20.00
10/28/2014	Netflix	(=)	[C]	-15.30	80.00
10/28/2014	Spotify	(=)	[C]	-10.84	95.30



# The Contextual Inquiry

## Our target customer:

- Tech Savvy
- Moderately Affluent
- Subscribed to at least 5 services.

## Demographics of our participants:

- 3 Female, 1 Male
- Two professionals, two students
- All involved in the tech industry and had > 5 subscriptions

# Takeaways from the CI's

We found the following themes from our inquiries:

- Remembering what services you are subscribed to is hard.
- People wanted more insight into when they were being charged and what they were being charged. Charges were often a surprise.
- Cancelling/unsubscribing from a subscription when there isn't an online option is painful.

# Our Original 6 tasks

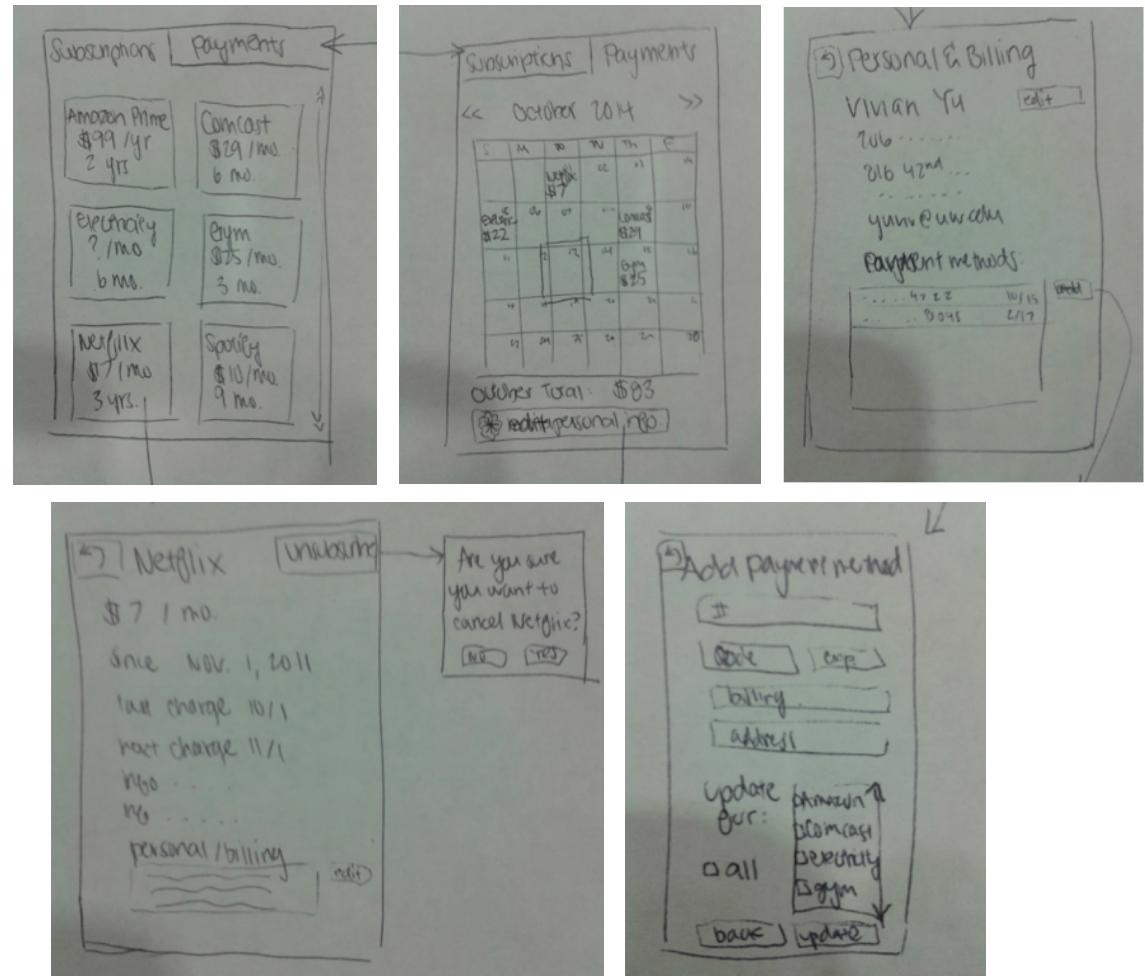
- Subscribe to or Add a recurring service
- Unsubscribe from or Delete a recurring service
- View every subscription you are currently subscribed to, along with prices and pay dates.
- Manage notifications from subscribed services (i.e. mandate that Netflix sends you an alert 5 days before it charges you)
- View financial and usage data from services; how much I use some service, and how much have I paid historically for it?
- Manage personal and billing information for various services

# Design Sketches

# Sketch #1

## Tasks:

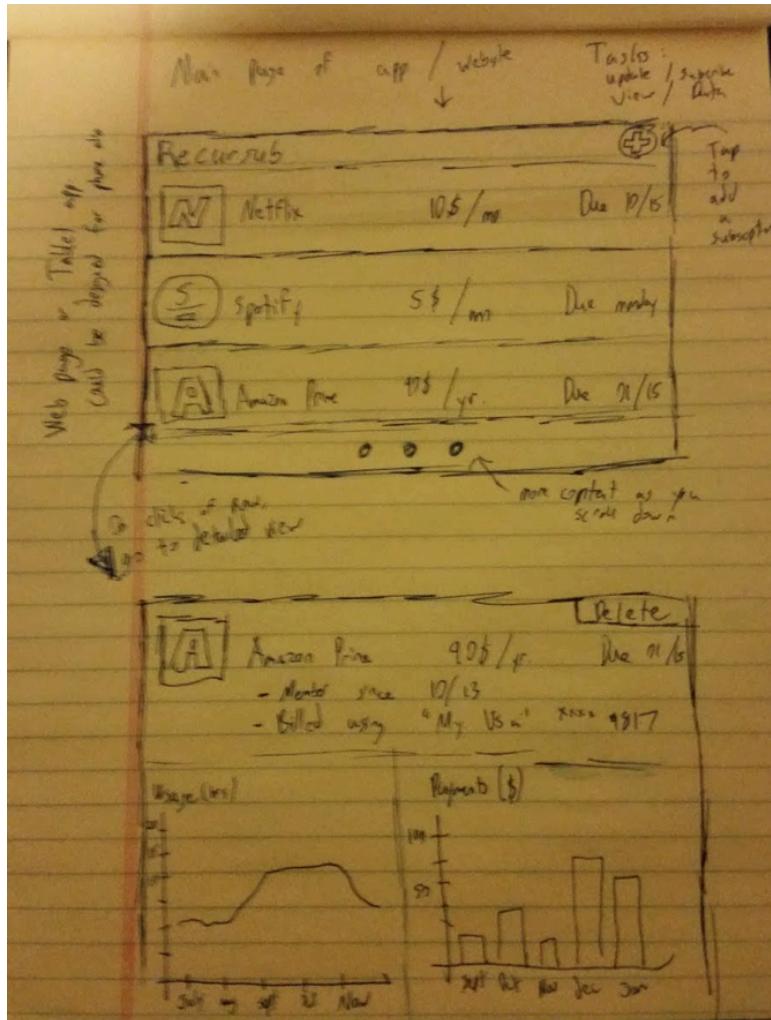
- View Subscriptions
- Delete Subscription
- Update Personal Info.
- Data on Subscription



# Sketch #2

Tasks:

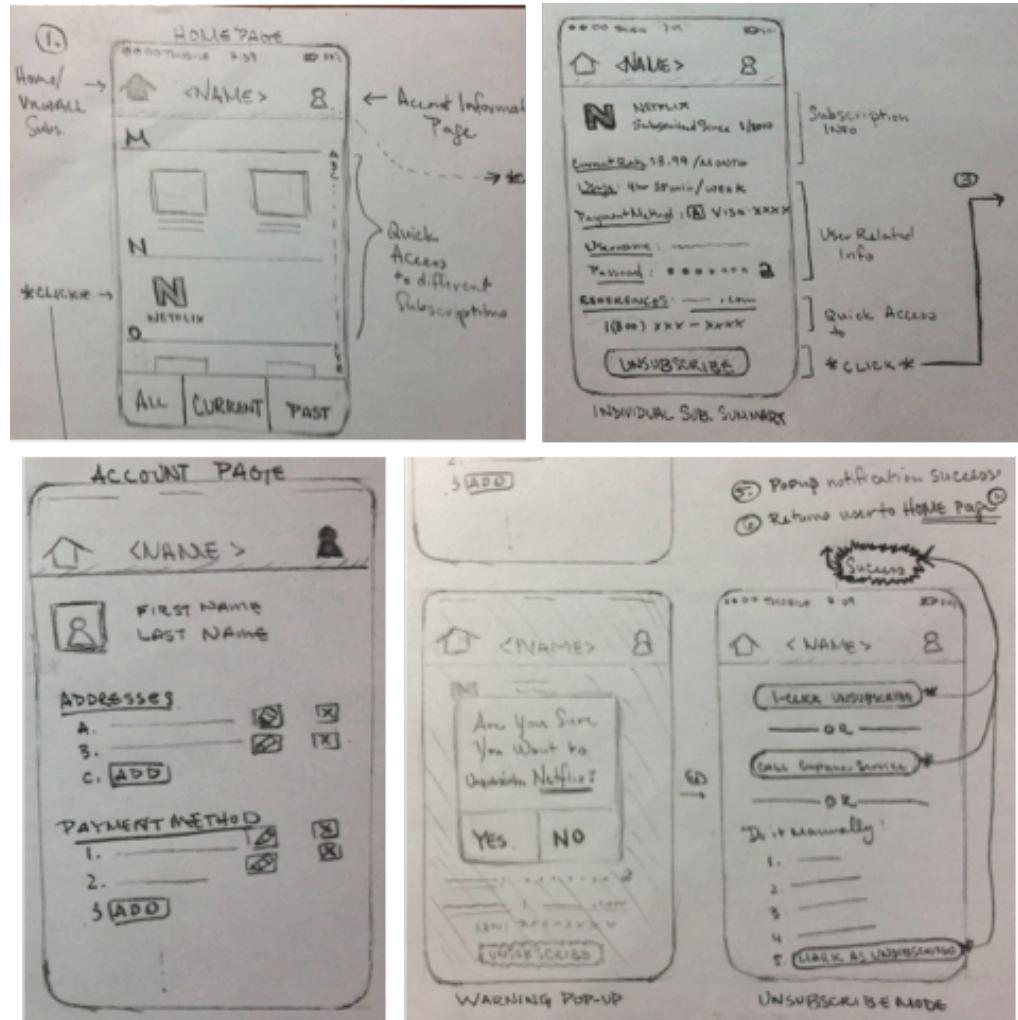
- Add Subscription
- View Subscriptions
- Delete Subscription
- Data on Subscription



# Sketch #3

## Tasks:

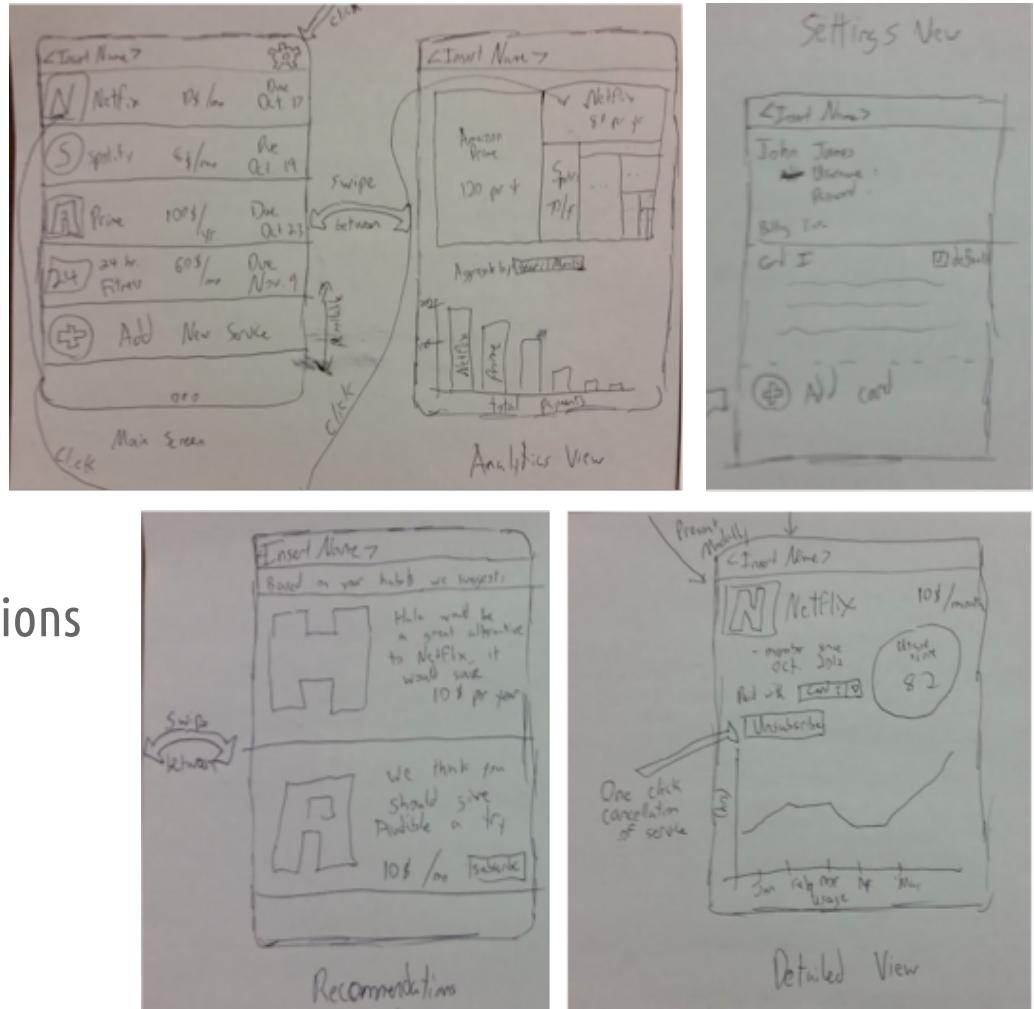
- View Subscriptions
- Delete Subscription
- Update Personal Info.
- Data on Subscription



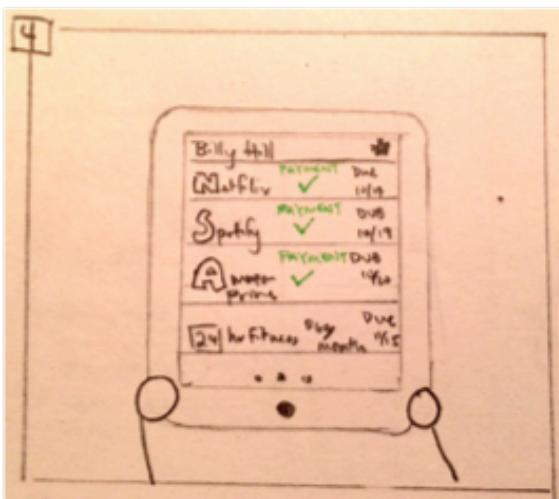
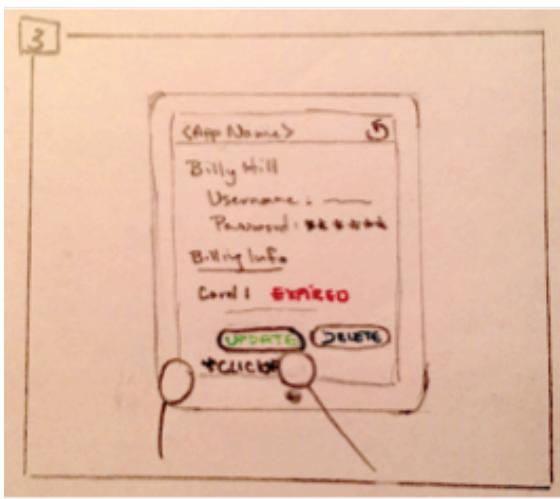
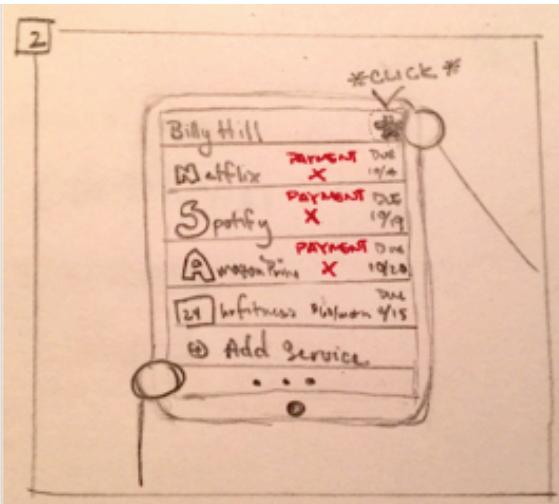
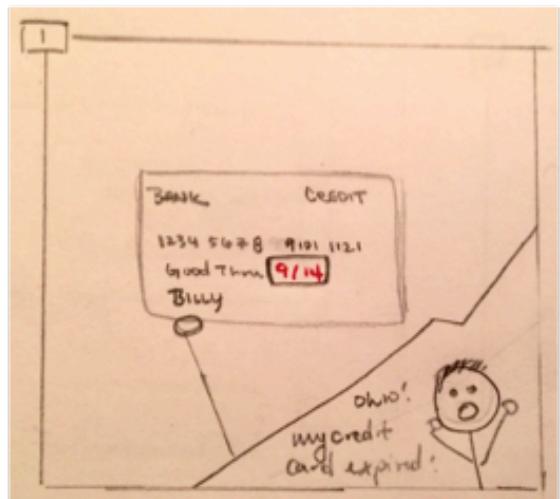
# Updated Sketch

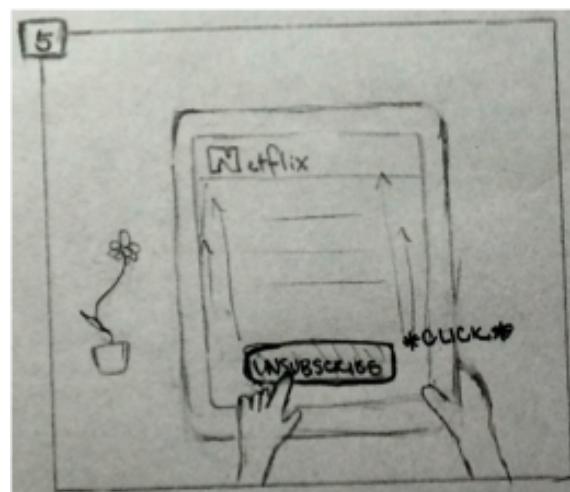
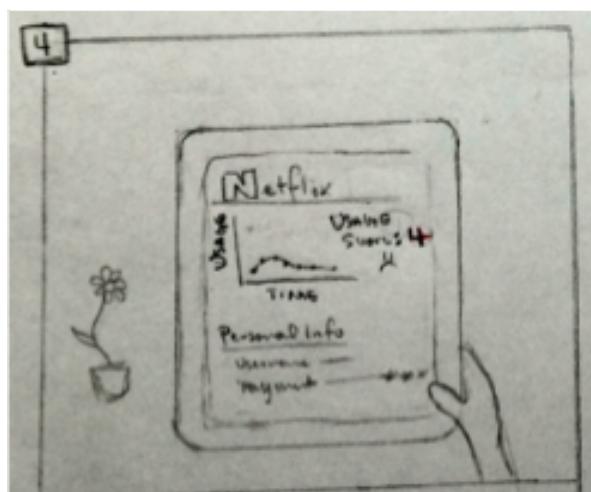
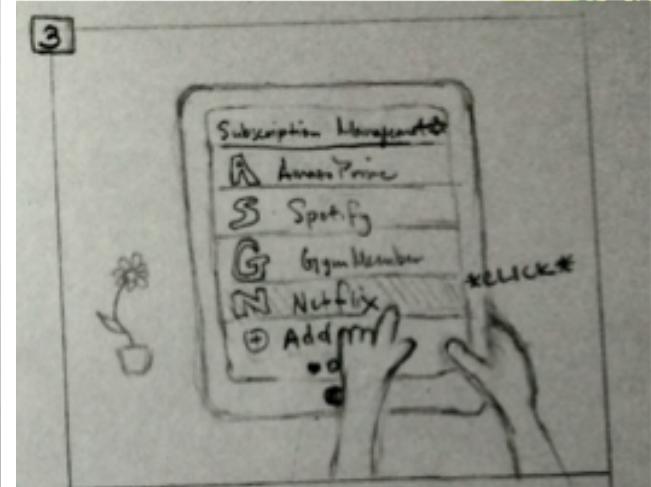
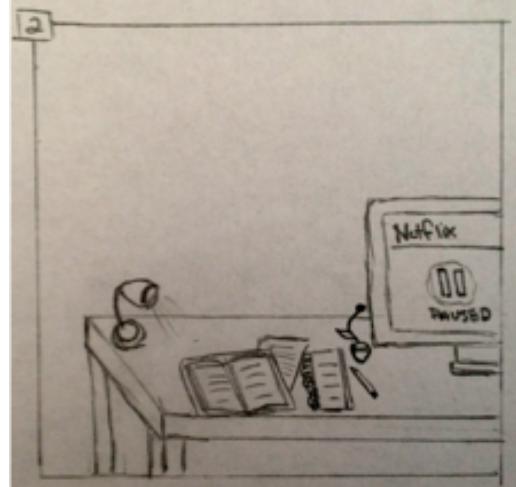
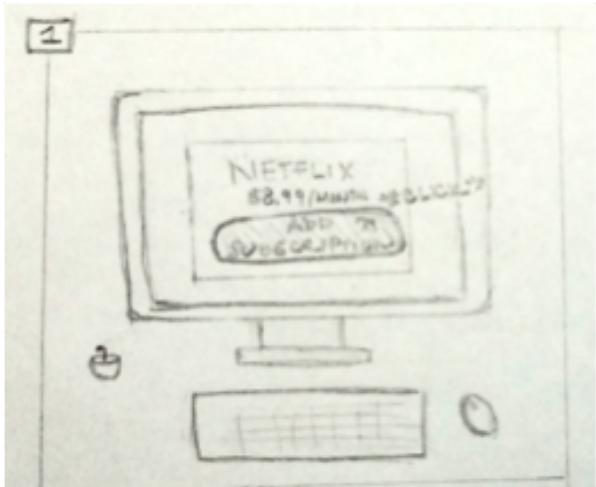
## Two Tasks

- Recurring subscription management
- Insight and informed decisions



# Storyboards





# Summary

- It's okay to make assumptions during the design process.
- Initially didn't generate enough distinct designs (focus too similar)
- Should've brainstormed together instead of separately