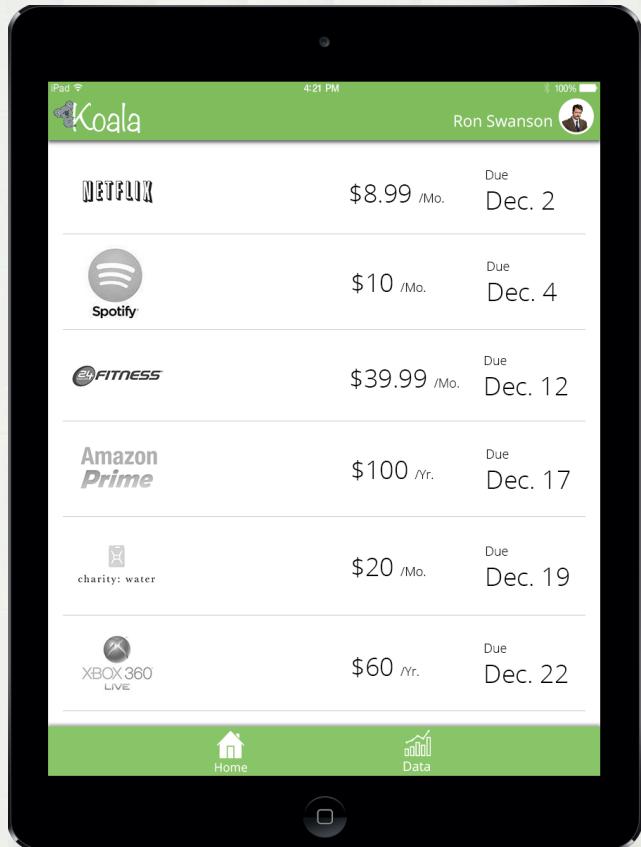




The recurring-subscription management tool
that lets you finally take control of your recurring
payments and services.

Jen Kang | Brendan Lee | Si Liu | Vivian Yu





charity: water



audible.com

NETFLIX

XBOX
LIVE

xfinity®

Amazon
Prime



Online Banking

Date ↓ Description

Type ↴ Status ↴

\$Amount

\$Available Balance

| | |
|-------|-----------|
| 11/2 | Starbucks |
| 11/1 | Dinner |
| 10/25 | Groceries |

Amazon Prime



Online Banking

Date ↓ Description

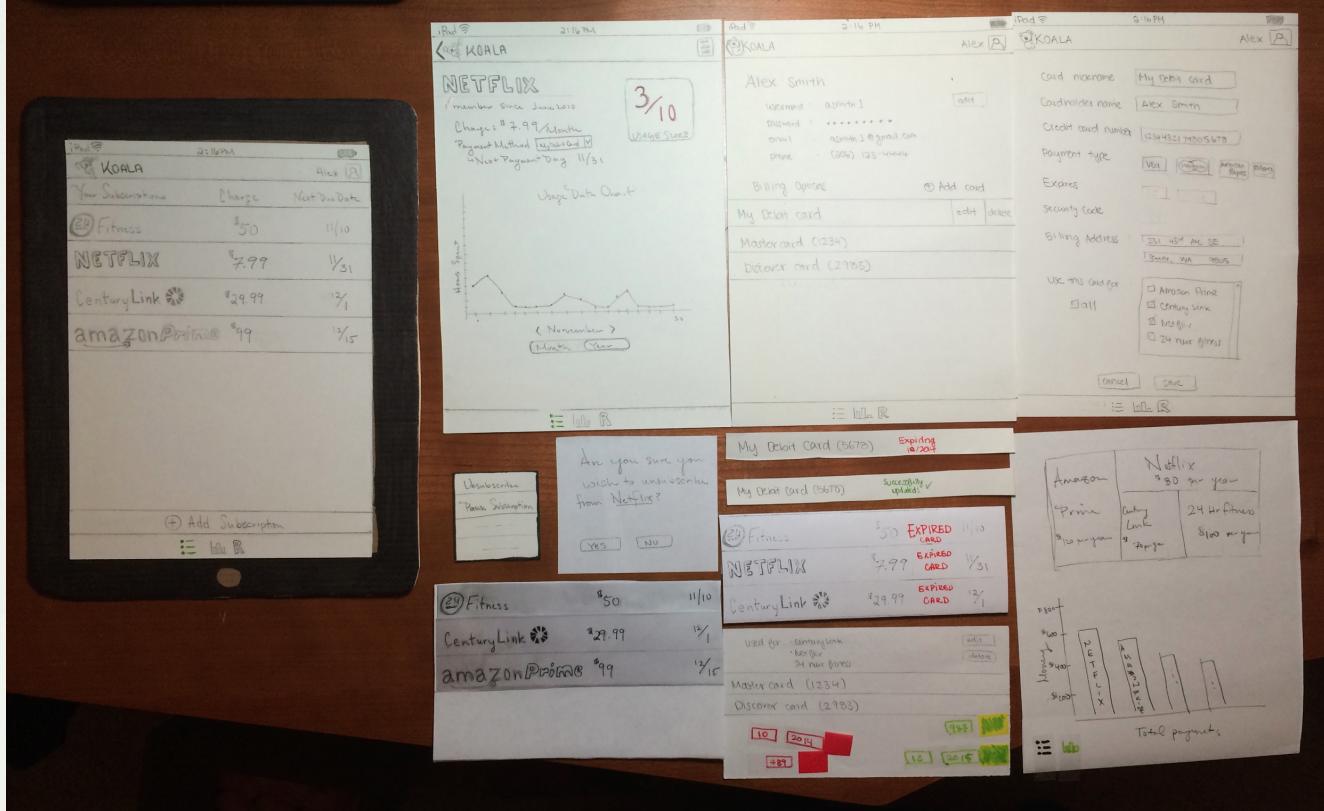
Type ↴ Status ↴

\$Amount

\$Available Balance

| | | | |
|-------|--------------|---------|-----------------|
| 11/4 | Amazon Prime | -100.00 | -\$13.02 |
| 11/2 | Starbucks | -2.98 | \$84.00 |
| 11/1 | Dinner | -12.20 | \$86.98 |
| 10/25 | Groceries | -45.11 | \$99.18 |

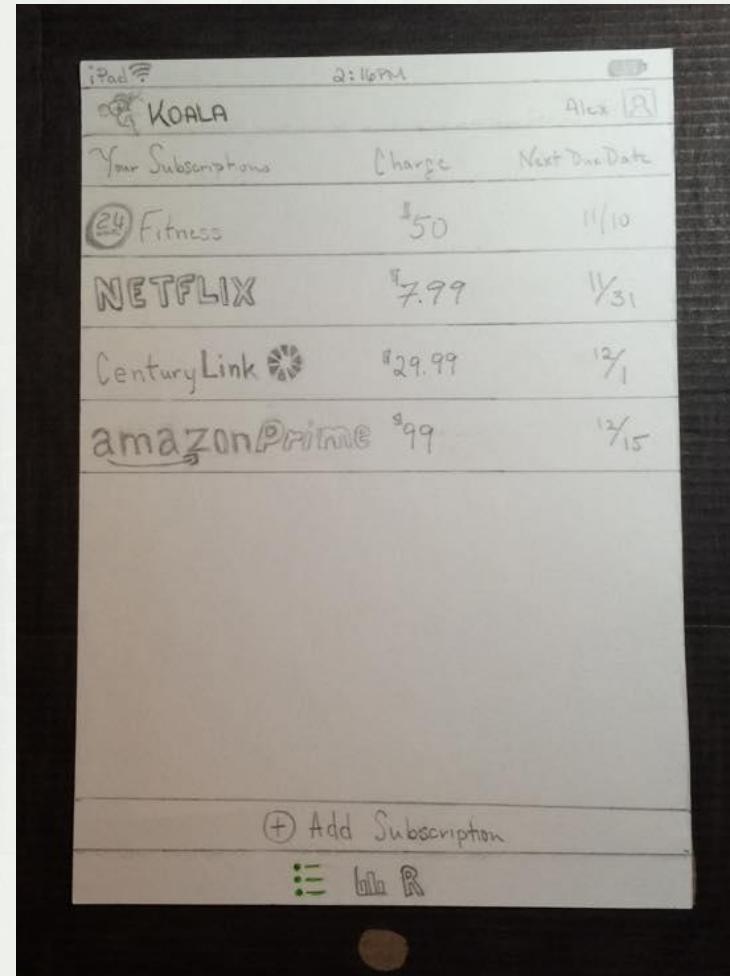
Initial Paper Prototype



Initial Paper Prototype

Task 1: Is Netflix worth it?

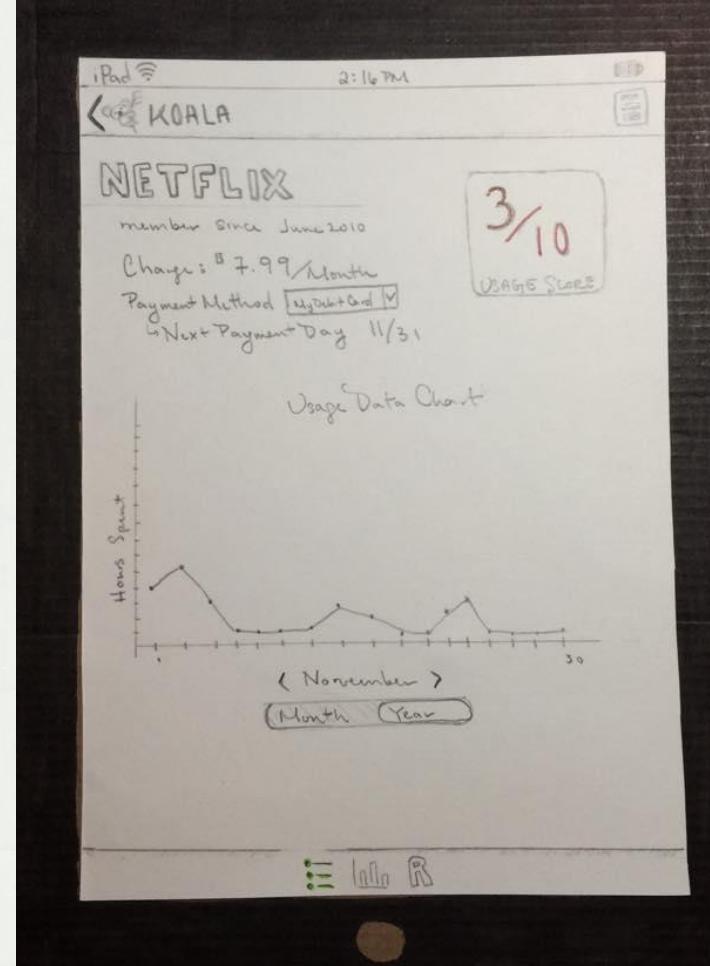
1. View the Koala homepage
2. Navigate to Netflix Detailed View
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5. Click "Unsubscribe"
6. Return to homepage



Initial Paper Prototype

Task 1: Is Netflix worth it?

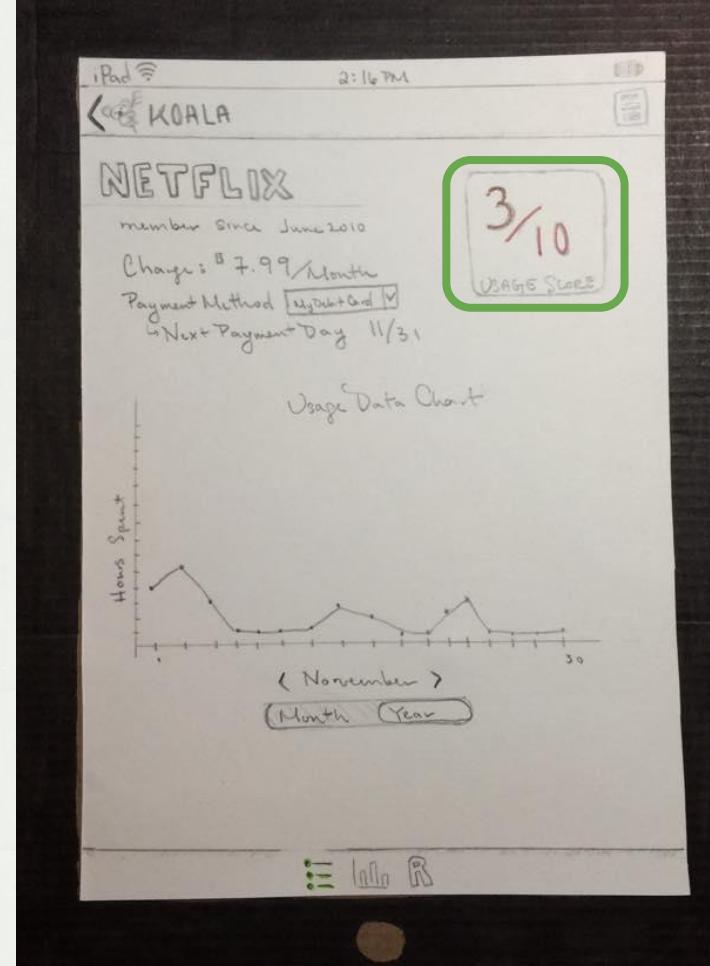
1. View the Koala homepage
2. **Navigate to Netflix Detailed View**
3. View your Usage Score for Netflix
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Initial Paper Prototype

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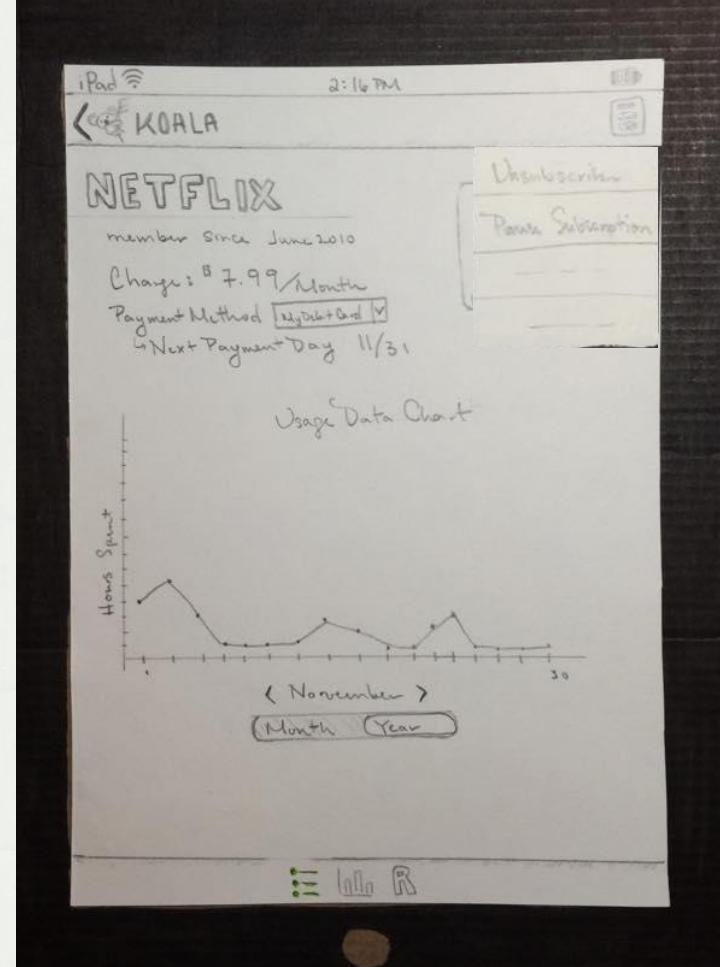
1. View the Koala homepage
2. Navigate to Netflix Detailed View
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Initial Paper Prototype

Task 1: Is Netflix worth it?

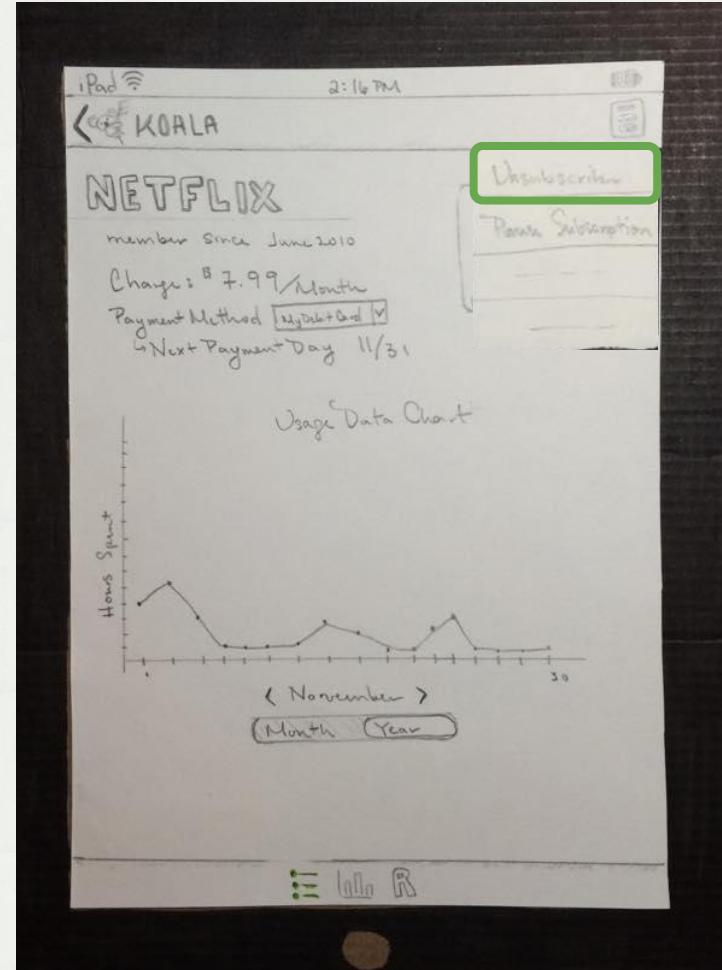
1. View the Koala homepage.
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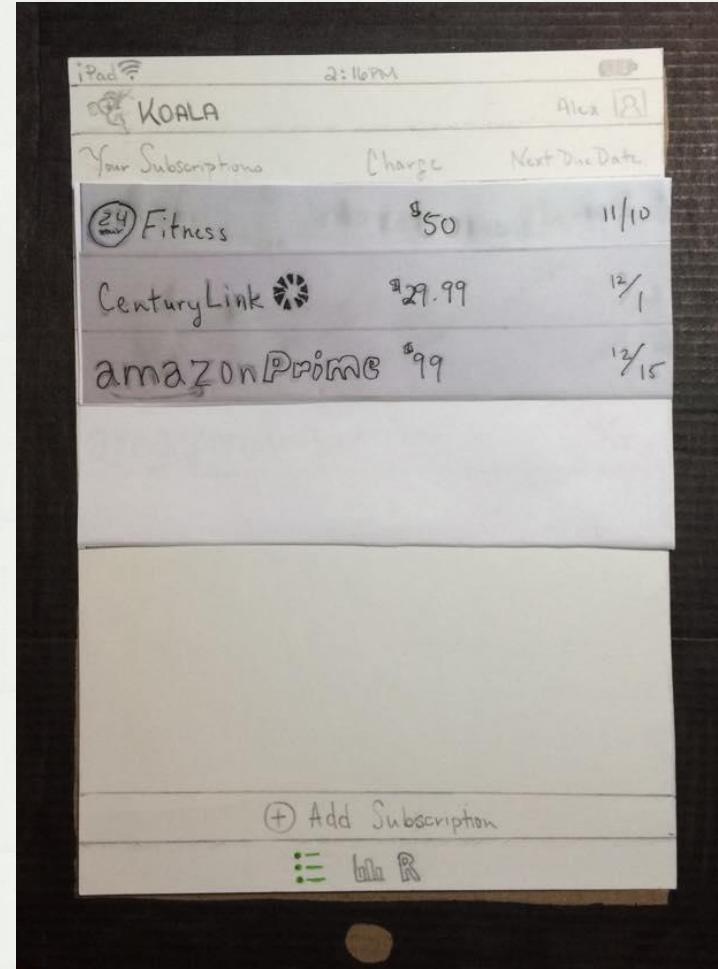
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3. View your Usage Score for Netflix
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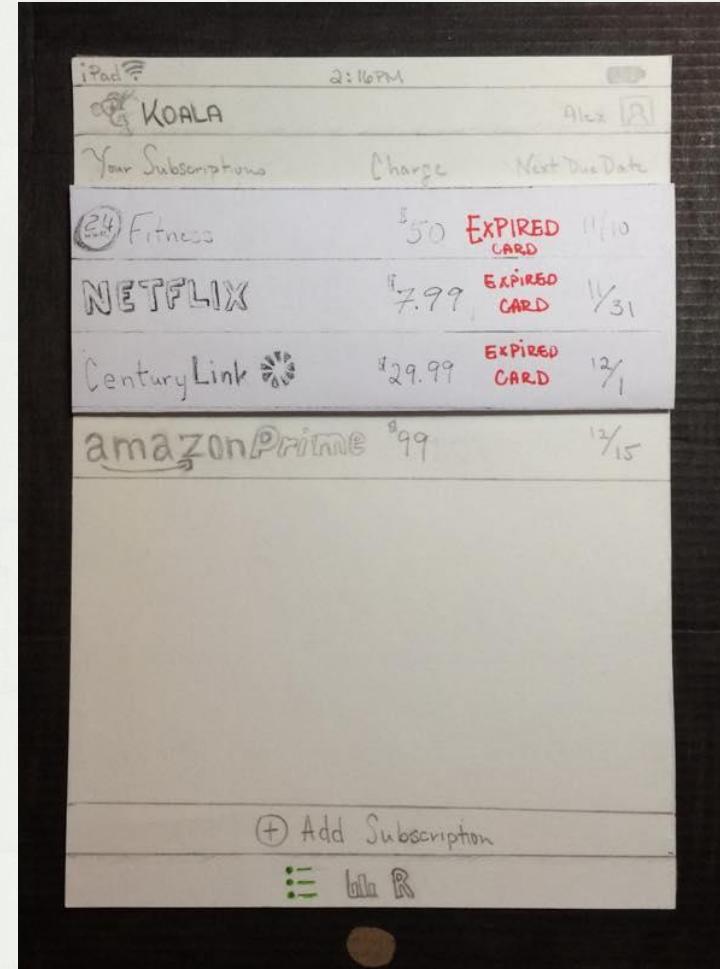
1. View the Koala homepage.
2. Navigate to Netflix Detailed View
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Initial Paper Prototype

Task 2: Update Payment Information

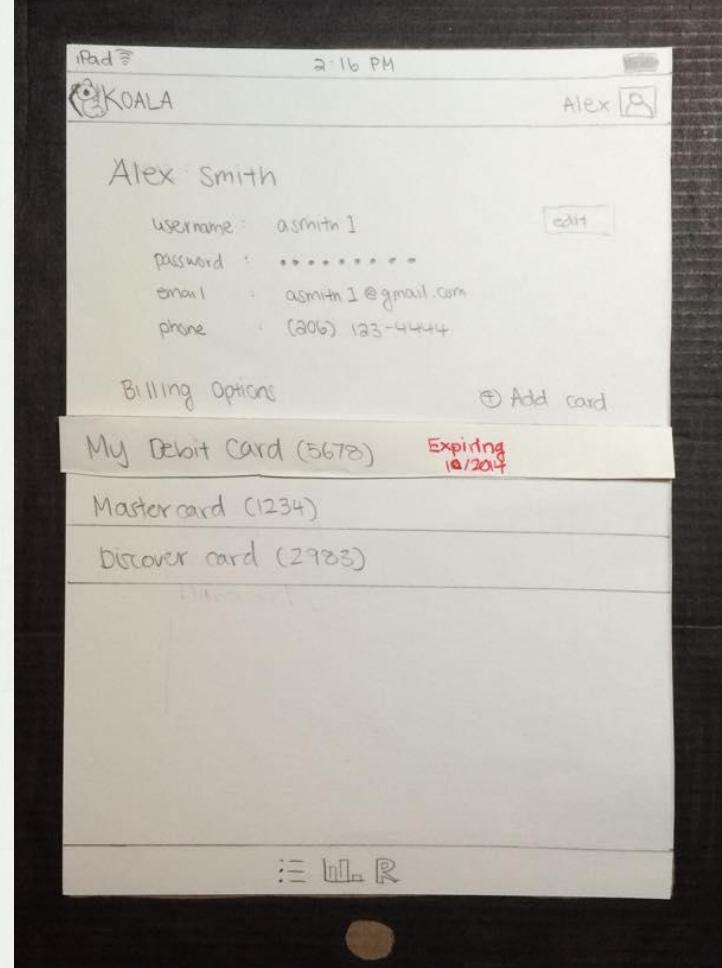
1. View the Koala homepage
2. Navigate to the Account Page
3. Click on the expired card
4. Edit the expired card
5. Update the expired information
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7. View confirmation of change



Initial Paper Prototype

Task 2: Update Payment Information

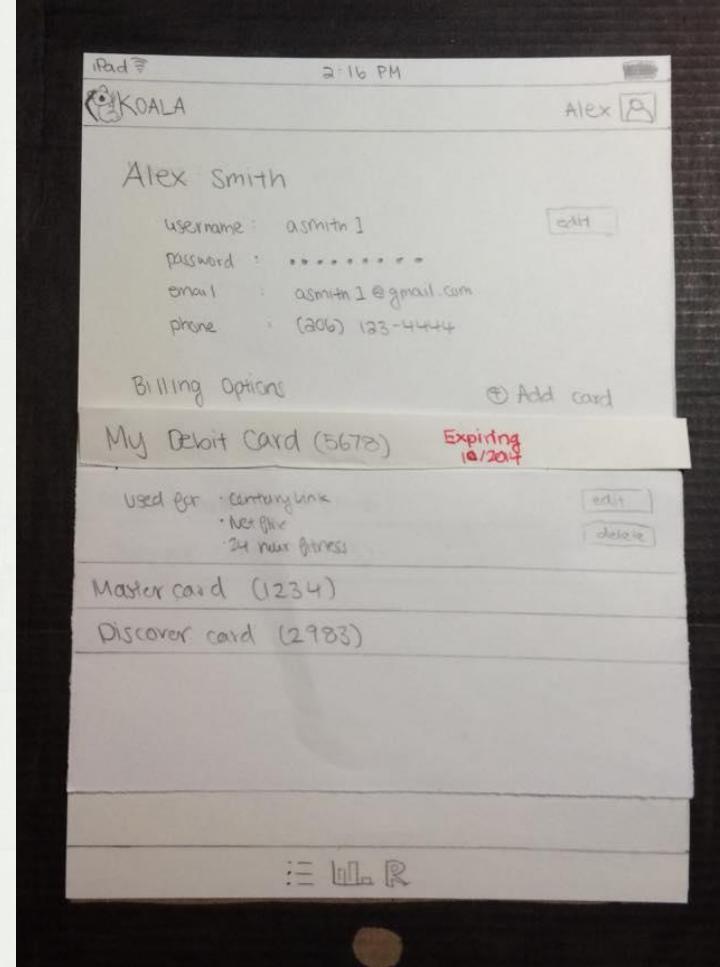
1. View the Koala homepage
2. **Navigate to the Account Page**
3. Click on the expired card
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Initial Paper Prototype

Task 2: Update Payment Information

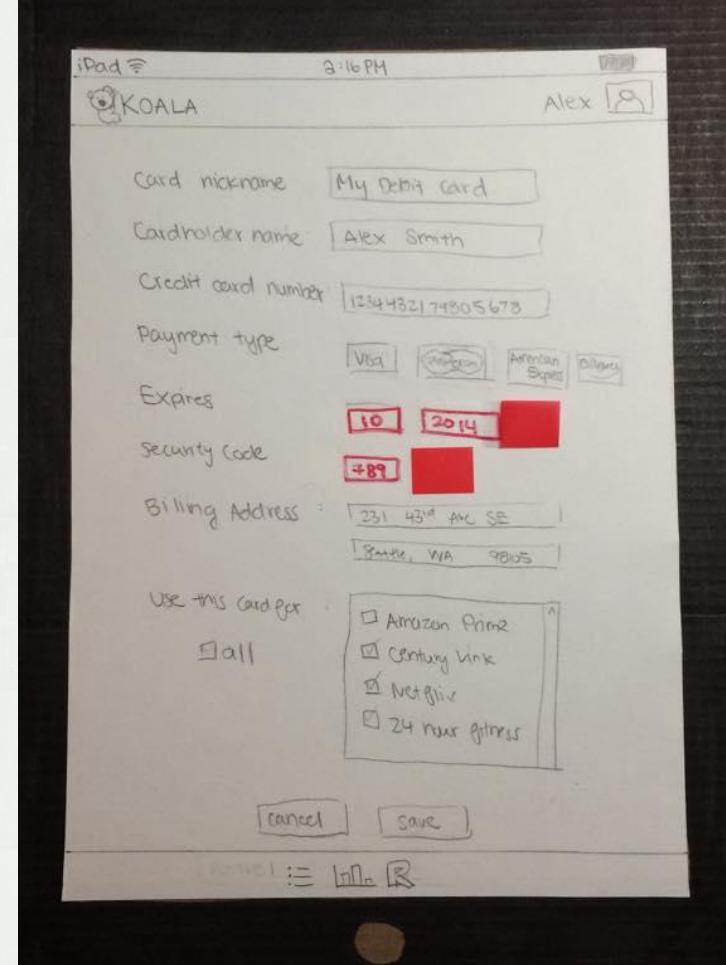
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Initial Paper Prototype

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Initial Paper Prototype

Task 2: Update Payment Information

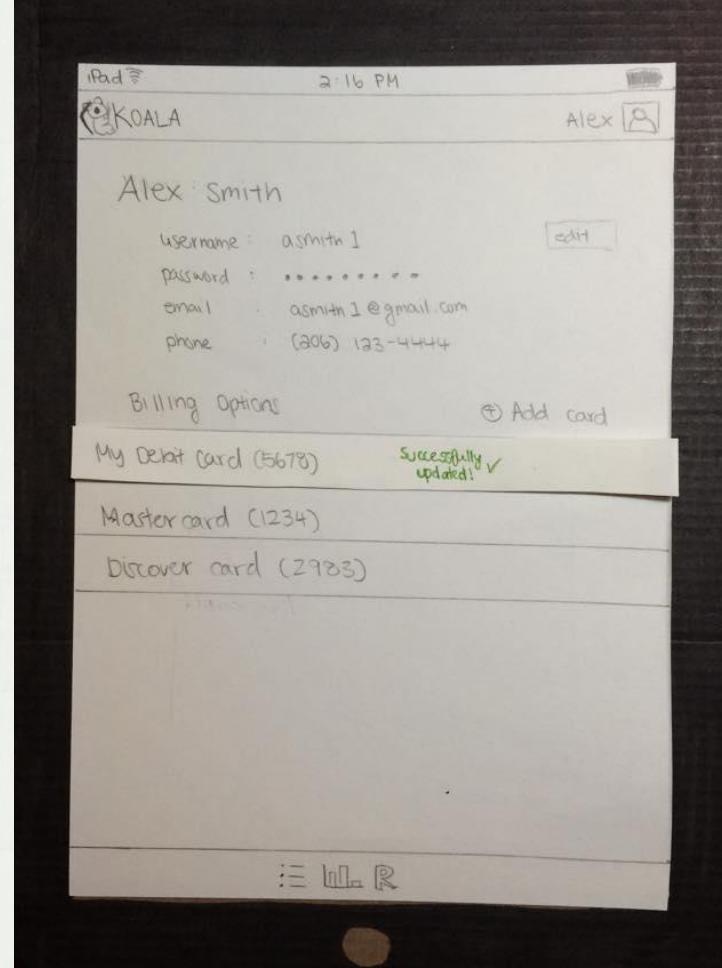
1. View the Koala homepage
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Initial Paper Prototype

Task 2: Update Payment Information

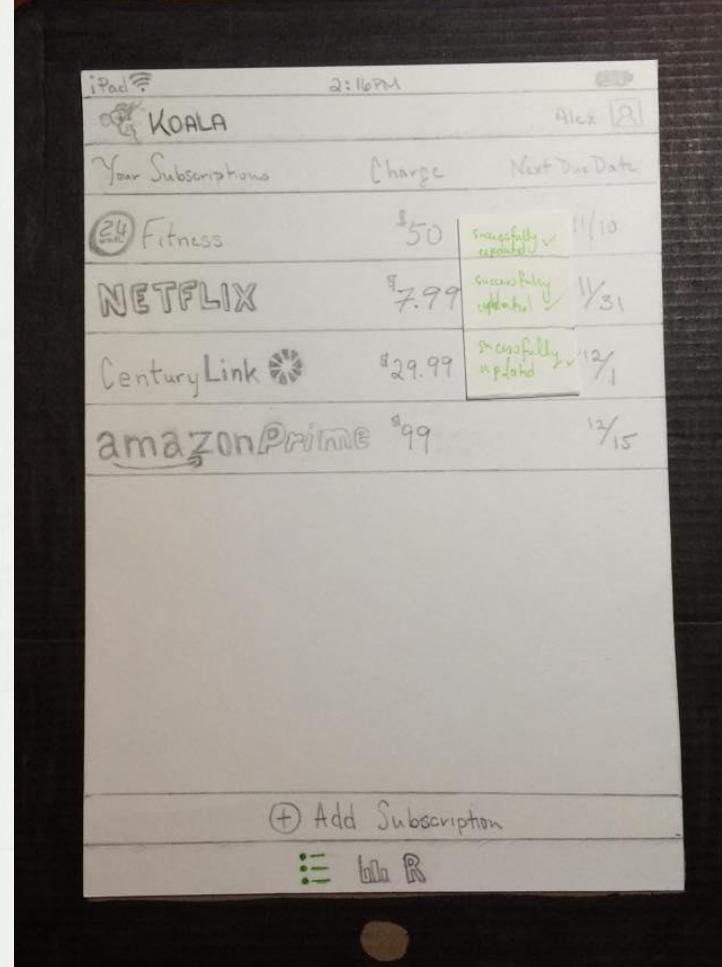
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5. Update the expired information
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Initial Paper Prototype

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Testing Process

Heuristic Evaluations

|
Iterate
|

Three Usability Tests

|
Iterate
|

In-Class Critiques



Testing Process

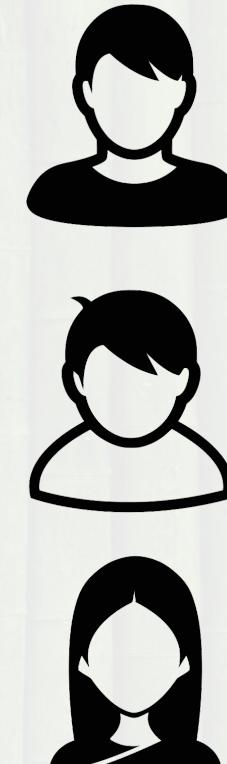
Heuristic Evaluations

|
Iterate
|

Three Usability Tests

|
Iterate
|

In-Class Critiques



Testing Process

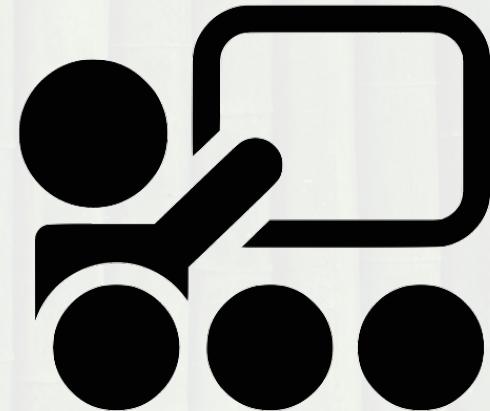
Heuristic Evaluations

|
Iterate
|

Three Usability Tests

|
Iterate
|

In-Class Critiques



Heuristic Evaluations

iPad 2:16 PM KOALA Alex [User]

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card number: 12345678905678 (circled)

Payment type: Visa, Mastercard, American Express, Discover

Expires: 12 2014

Security code: 789 (circled)

Billing Address: 231 43rd Ave SE, Seattle, WA 98105

User M/S Card per: all (circled) Amazon Prime Century Link Netflix 24 hour fitness

[cancel] [save]

iPad 2:16 PM KOALA Alex [User]

Alex Smith

Username: a.smith1

Password: *****

Email: a.smith1@gmail.com

Phone: (206) 123-4444

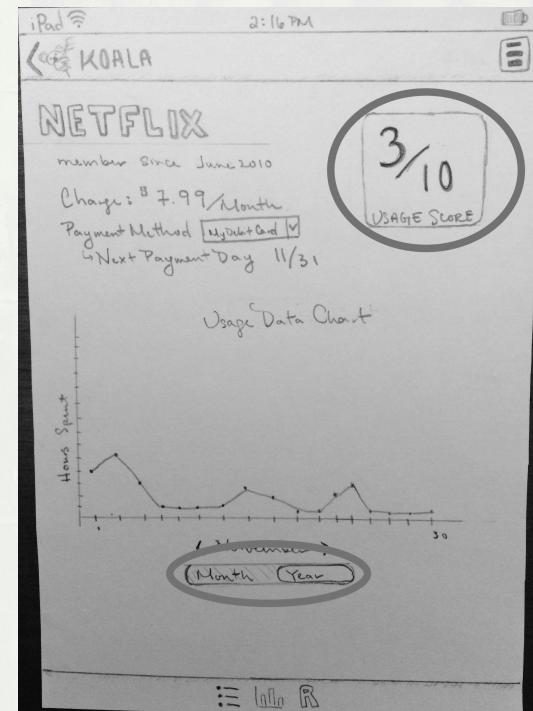
[edit]

Billing Options

My Debit Card (5678) Expiring 12/2014 (circled)

Mastercard (1234)

Discover card (2983)



Heuristic Evaluations

iPad 2:16 PM Alex KOALA

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card number: 1234432179805678

Payment type: Visa, Mastercard, American Express, Discover

Expires: 12 2014

Security code: 789

Billing Address: 231 43rd Ave SE, Seattle, WA 98105

Use this card for: all Amazon Prime Century Link Netflix 24 hour fitness

[Cancel] [Save]

iPad 2:16 PM Alex KOALA

Alex Smith

Username: asmith1 edit

Password: ••••••

Email: asmith1@gmail.com

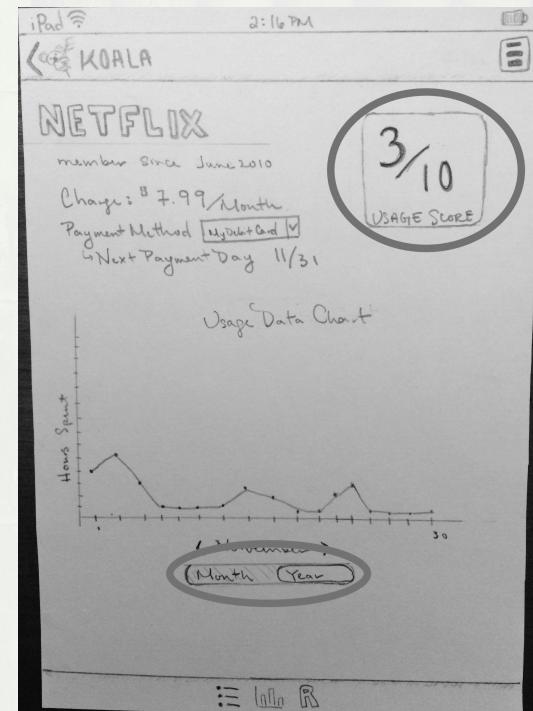
Phone: (206) 123-4444

Billing Options Add card

My Debit Card (5678) Expiring 12/2014

Mastercard (1234)

Discover card (2983)



Heuristic Evaluations

iPad 2:16 PM Alex KOALA

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card number: 1234 4321 7980 5678

Payment type: Visa, Mastercard, American Express, Discover

Expires: 12 2014

Security code: 789

Billing Address: 231 43rd Ave SE, Seattle, WA 98105

Use this card for: all

Amazon Prime
 Century Link
 Netflix
 24 hour fitness

[Cancel] [Save]

iPad 2:16 PM Alex KOALA

Alex Smith

Username: a.smith1

Password: *****

Email: a.smith1@gmail.com

Phone: (206) 123-4444

[edit]

Billing Options

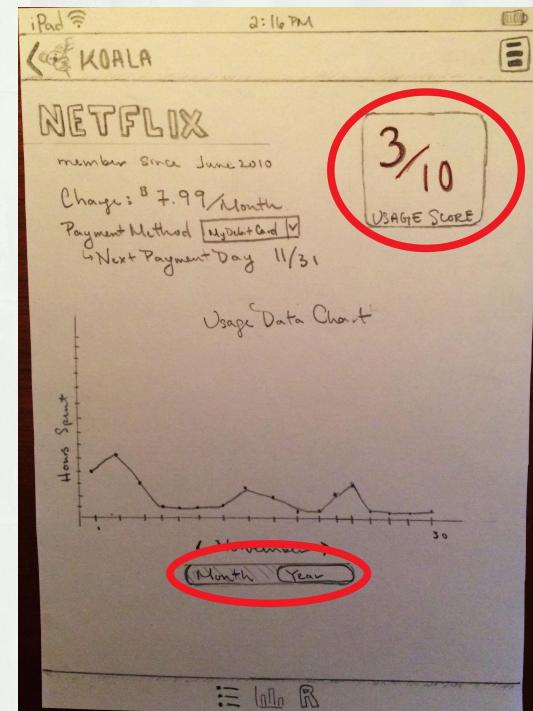
④ Add card

My Debit Card (5678) Expiring 12/2014

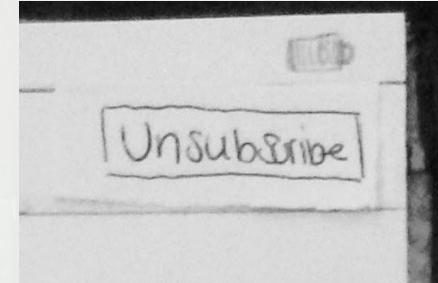
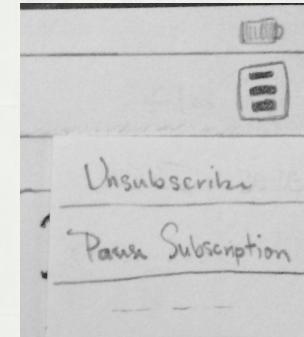
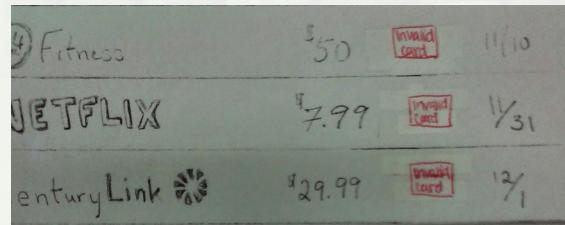
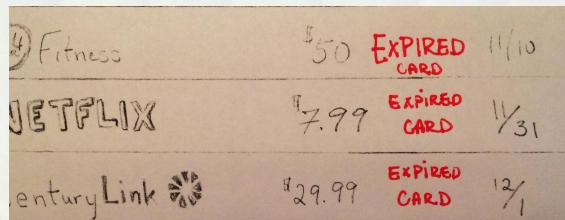
Mastercard (1234)

Discover card (2983)

[Cancel] [Save]



Testing Results

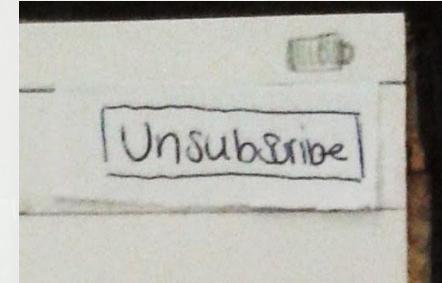
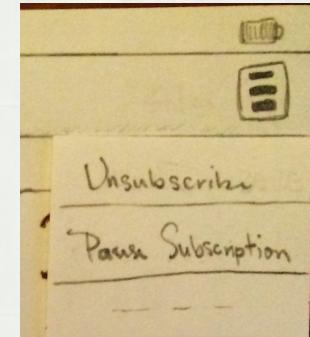


Testing Results

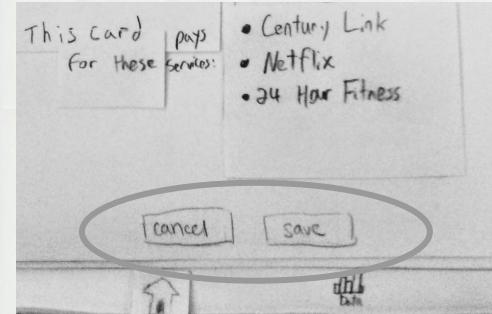
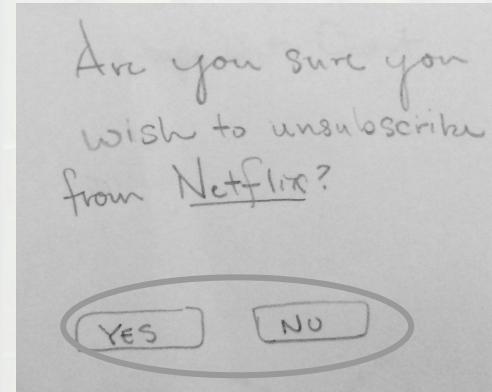
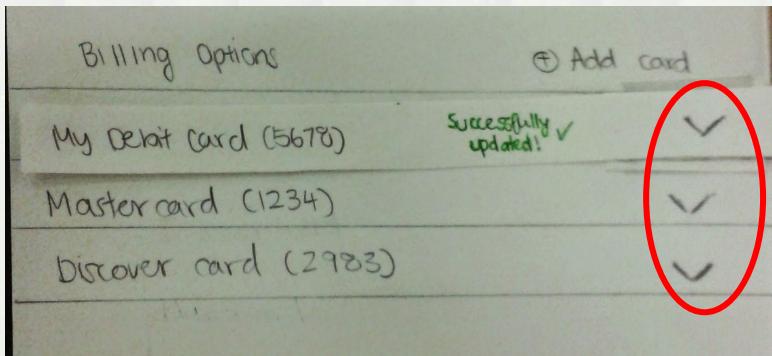
| | | | |
|-------------|---------|--------------|-------|
| Fitness | \$50 | EXPIRED CARD | 11/10 |
| JETFLIX | \$7.99 | EXPIRED CARD | 11/31 |
| CenturyLink | \$29.99 | EXPIRED CARD | 12/1 |



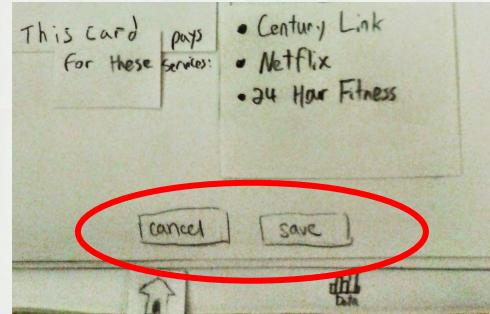
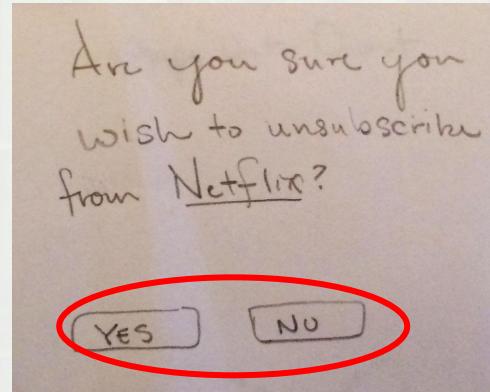
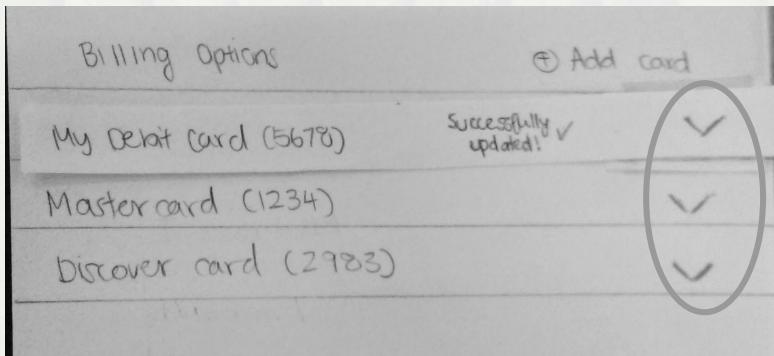
| | | | |
|-------------|---------|--------------|-------|
| Fitness | \$50 | invalid card | 11/10 |
| JETFLIX | \$7.99 | invalid card | 11/31 |
| CenturyLink | \$29.99 | invalid card | 12/1 |



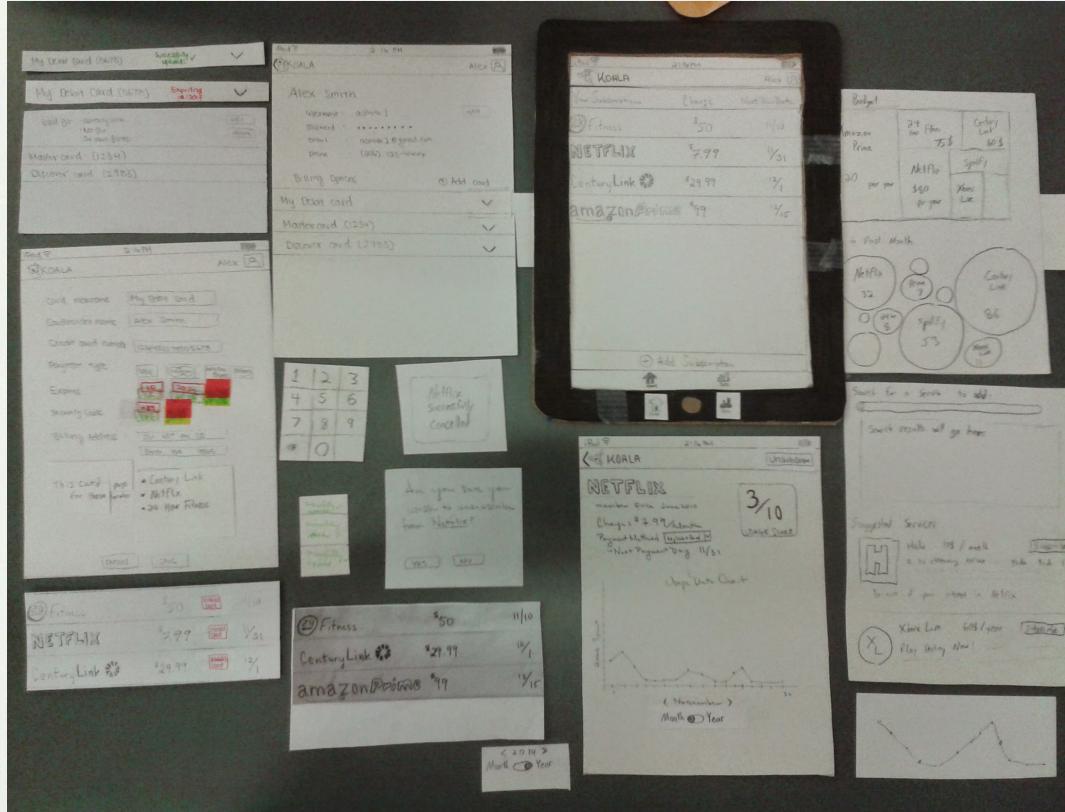
In-Class Critiques



In-Class Critiques



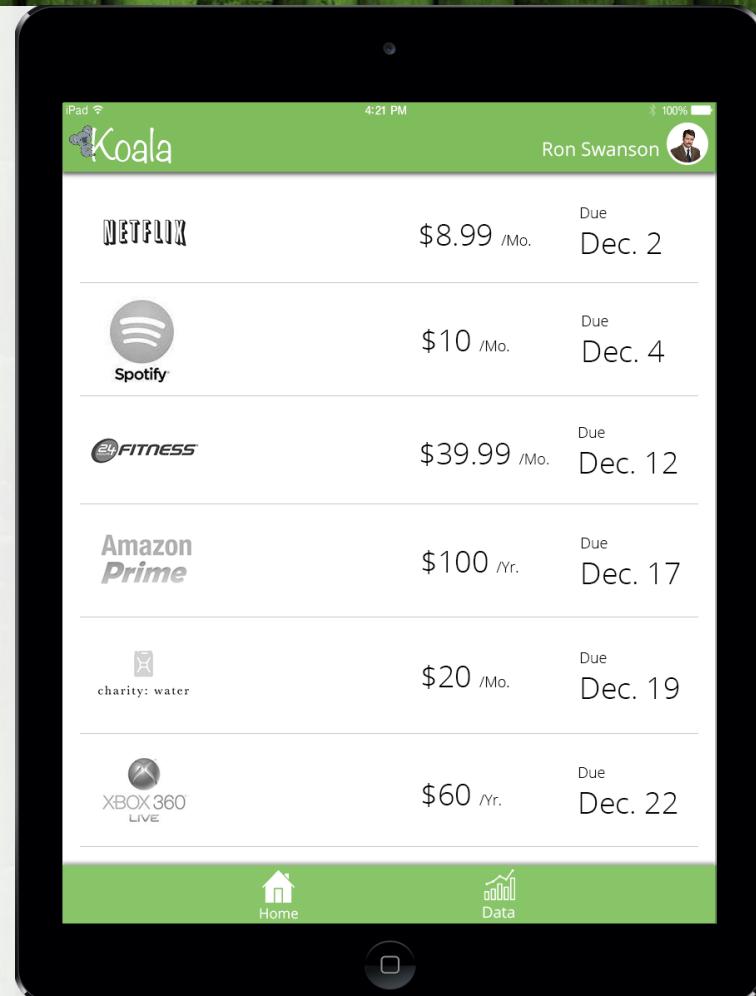
Final Paper Prototype



Digital Mockup

Task 1: Is Netflix worth it?

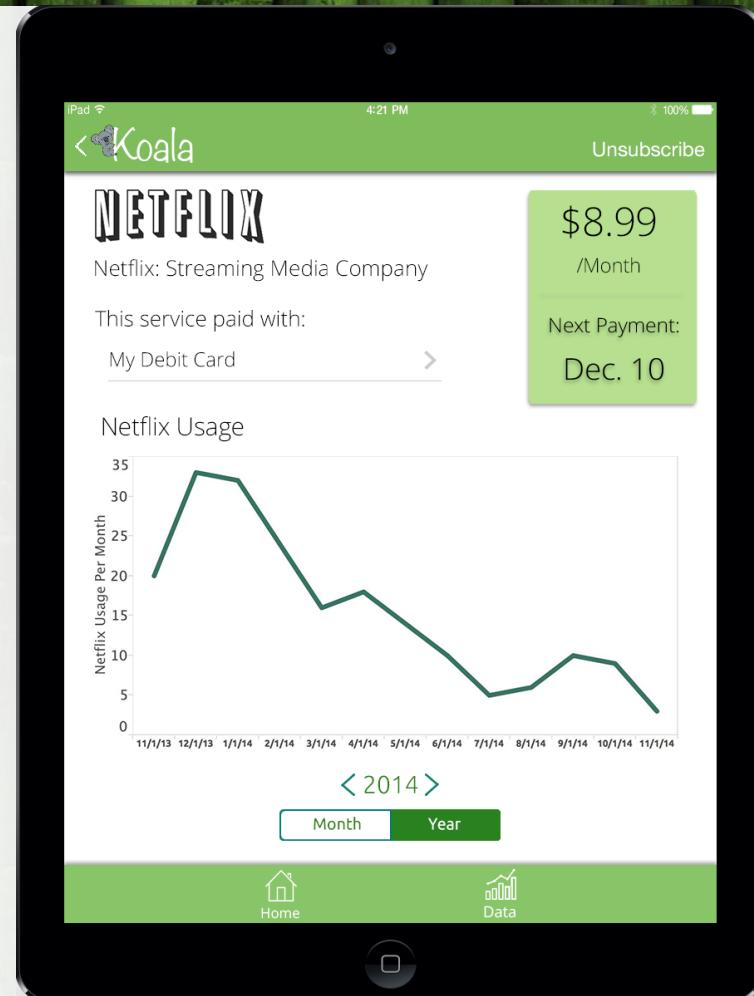
1. **View the Koala homepage**
2. Navigate to Netflix Detailed View
3. View your usage data for Netflix
4. Make an informed decision
5. Click “Unsubscribe” and confirm
6. Return to homepage



Digital Mockup

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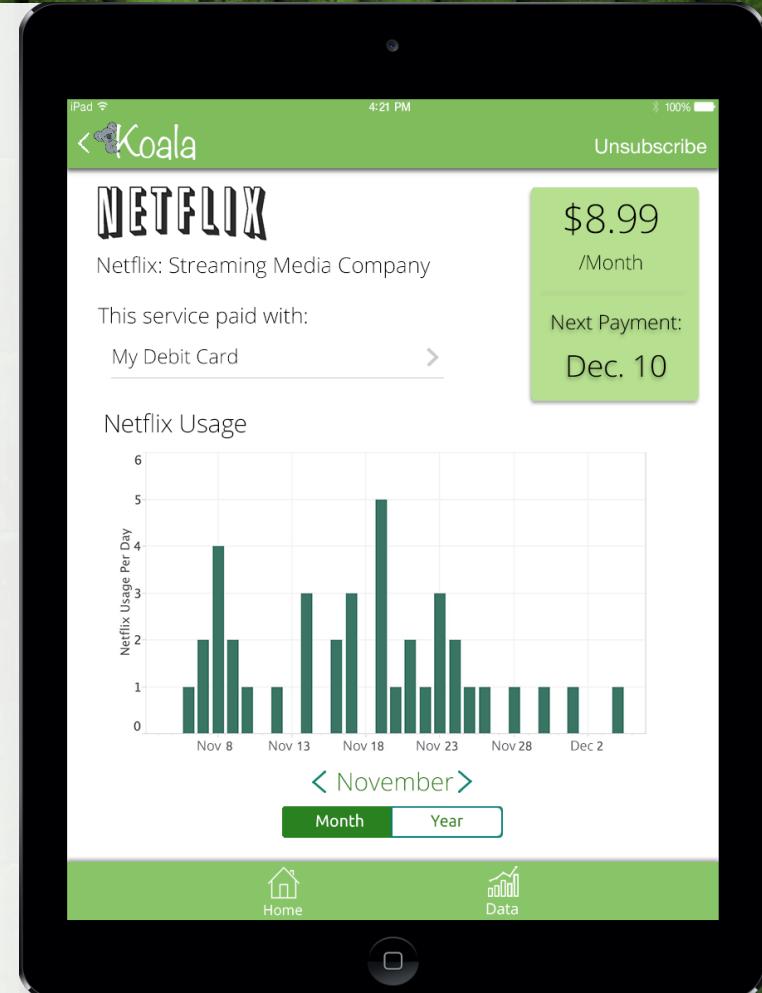
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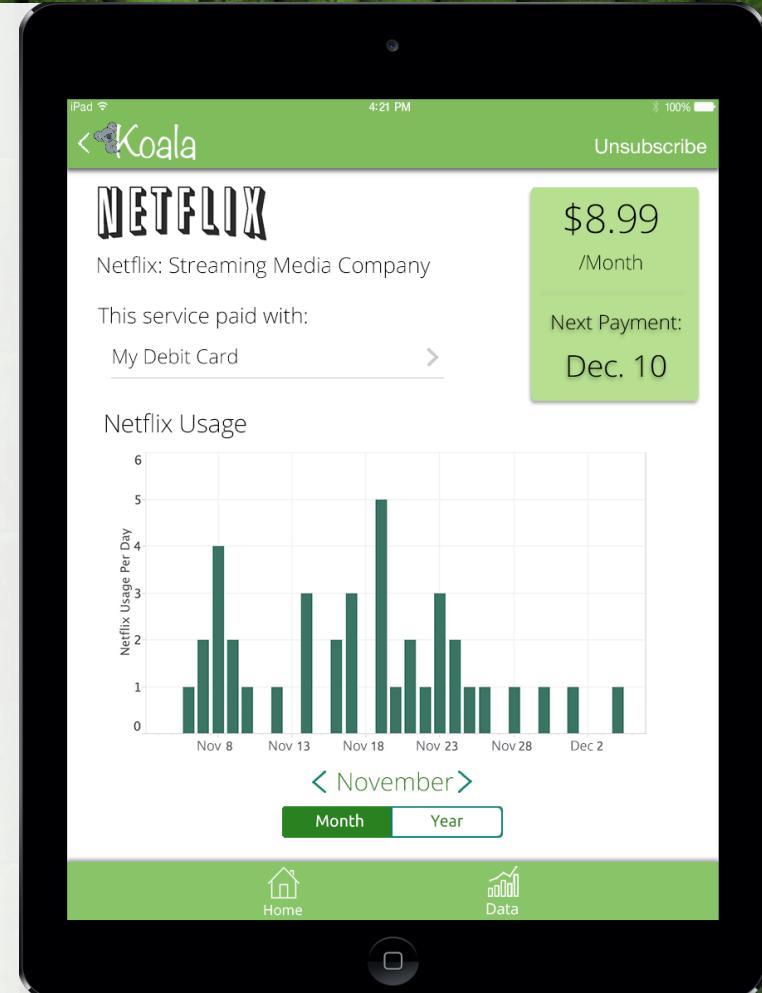
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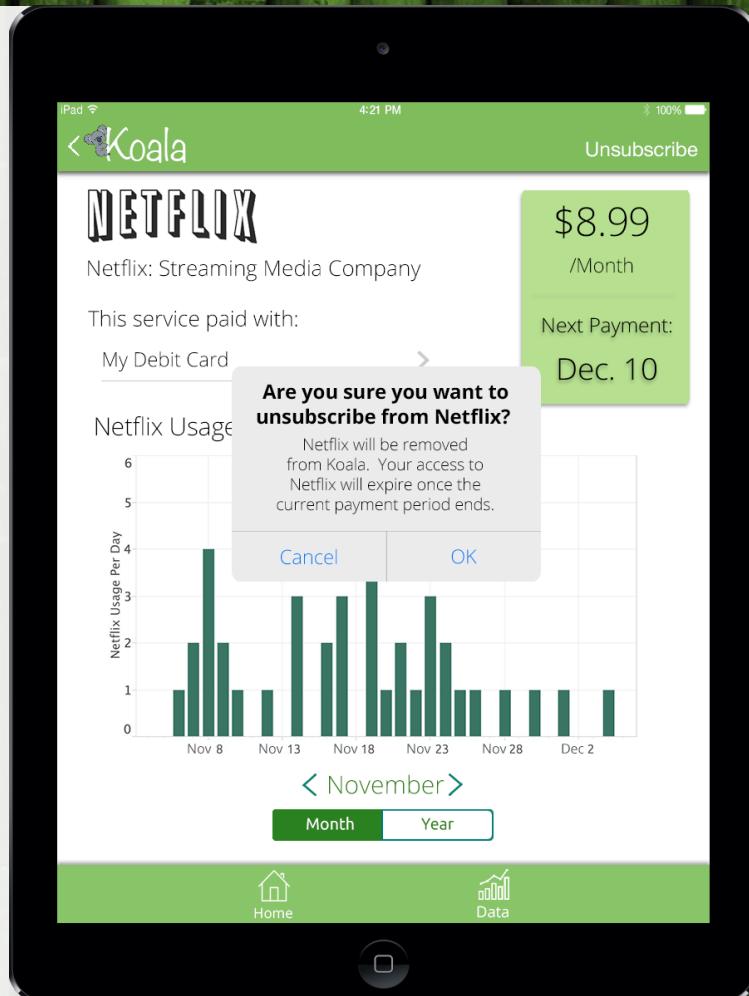
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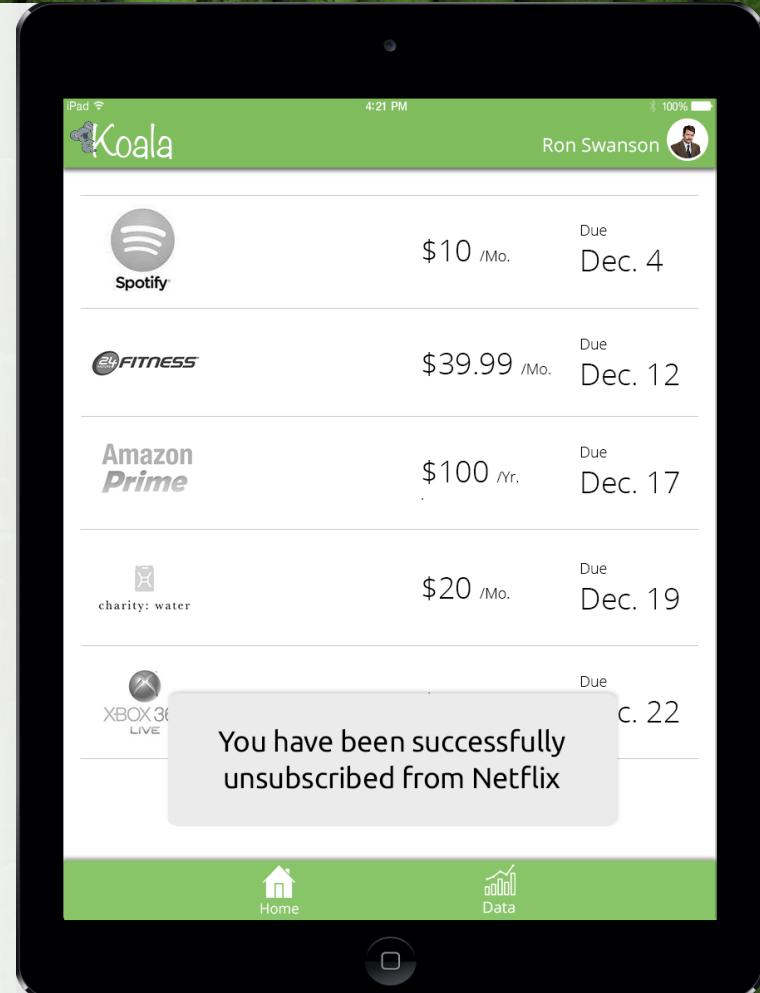
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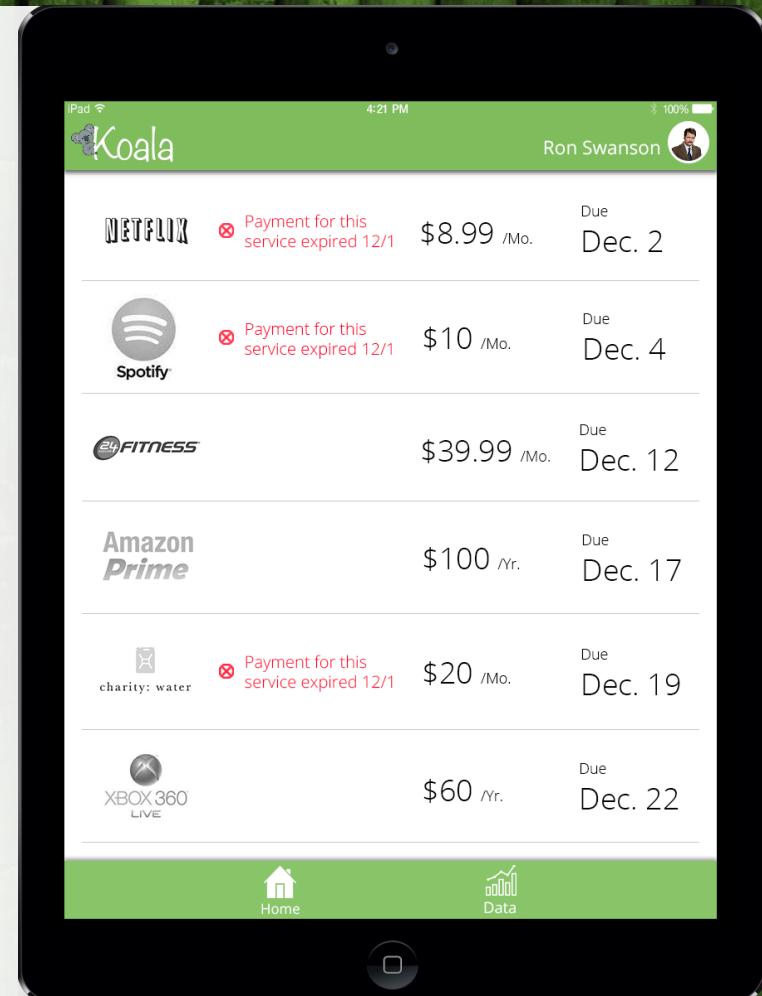
1. View the Koala homepage
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4. Make an informed decision
5. Click “Unsubscribe” and confirm
- 6. Return to homepage**



Digital Mockup

Task 2: Update Payment Information

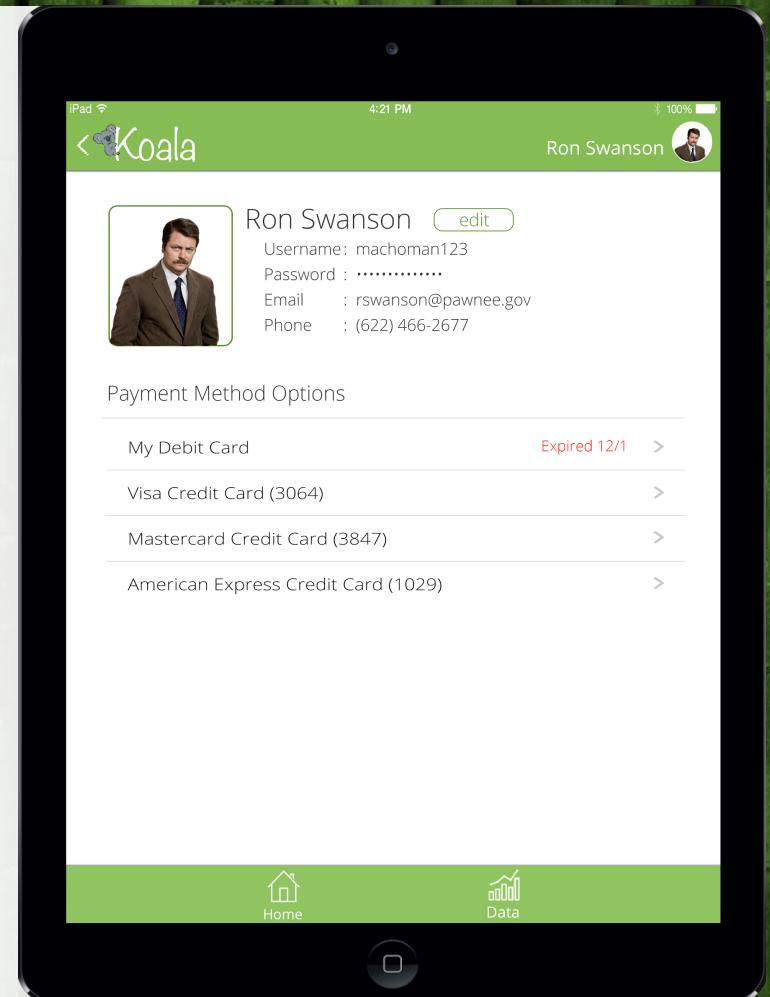
1. **View the Koala homepage**
2. Navigate to the Account Page
3. Click on the expired card
4. Edit the expired card
5. Update the expired information
6. Save your changes
7. View confirmation of change



Digital Mockup

Task 2: Update Payment Information

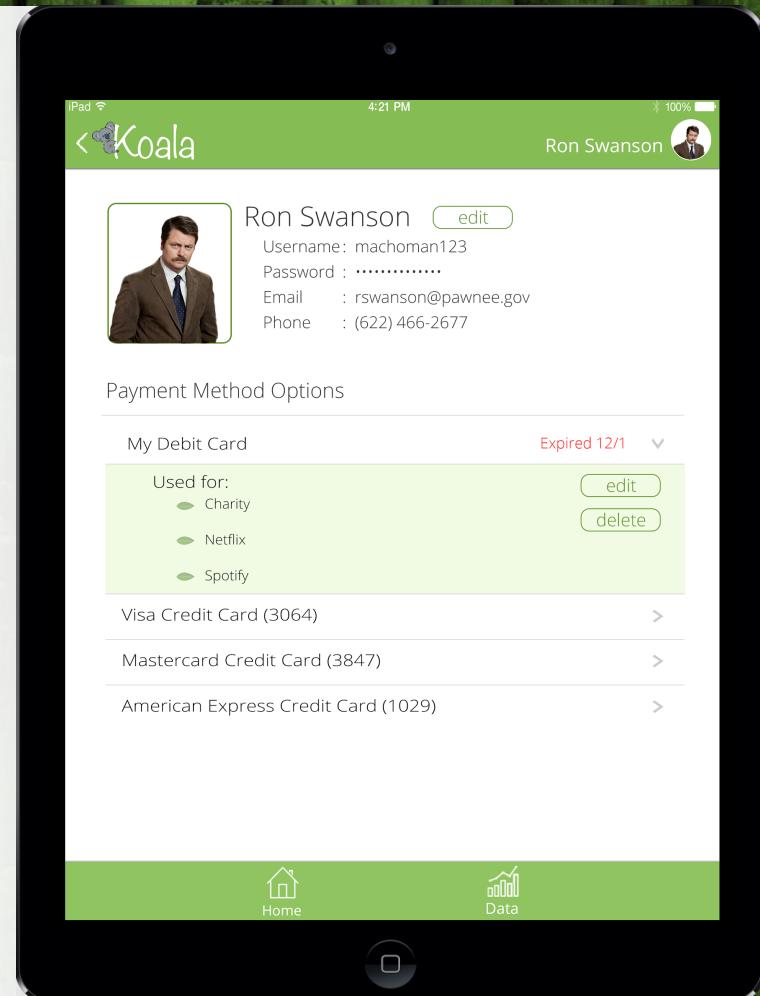
1. View the Koala homepage
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Digital Mockup

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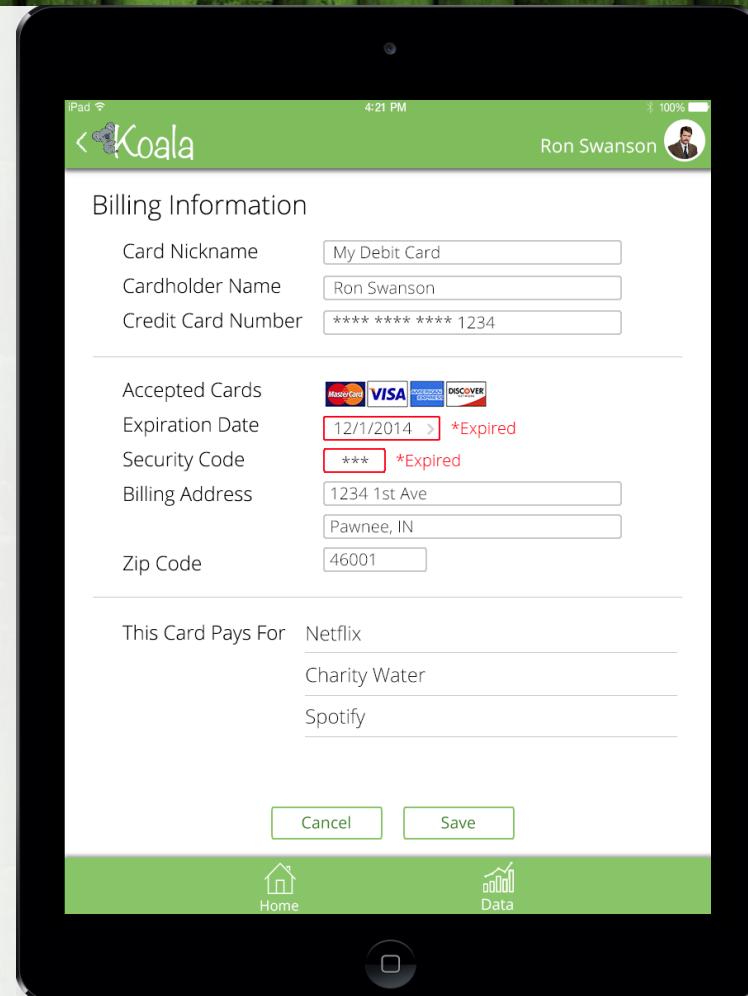
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Digital Mockup

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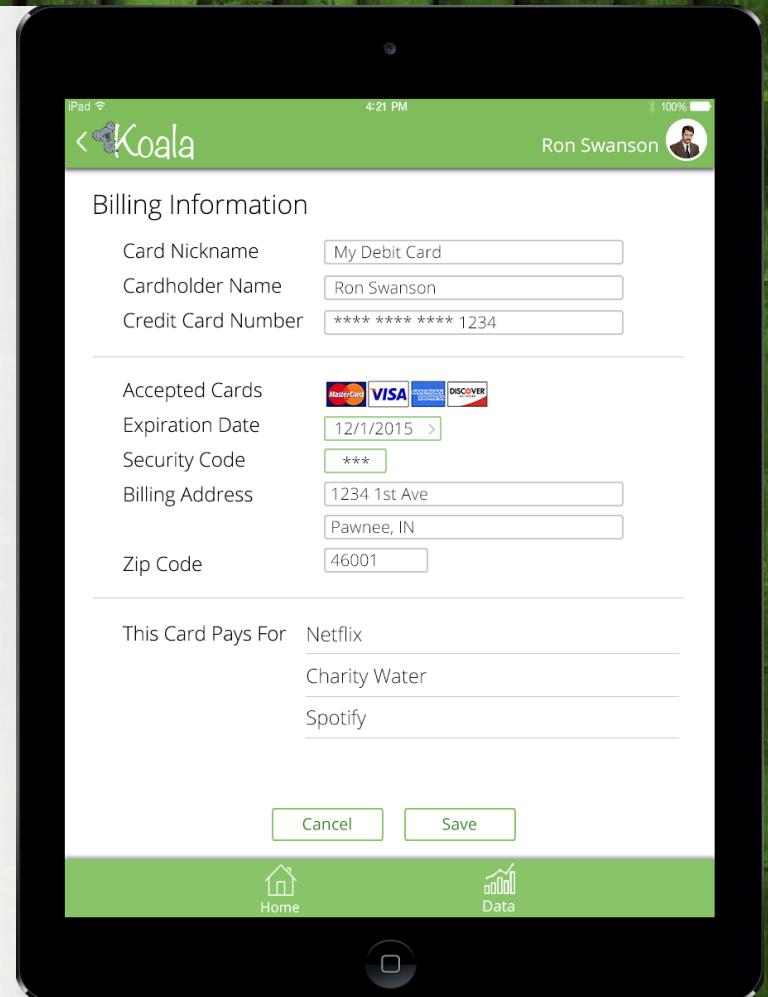
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Digital Mockup

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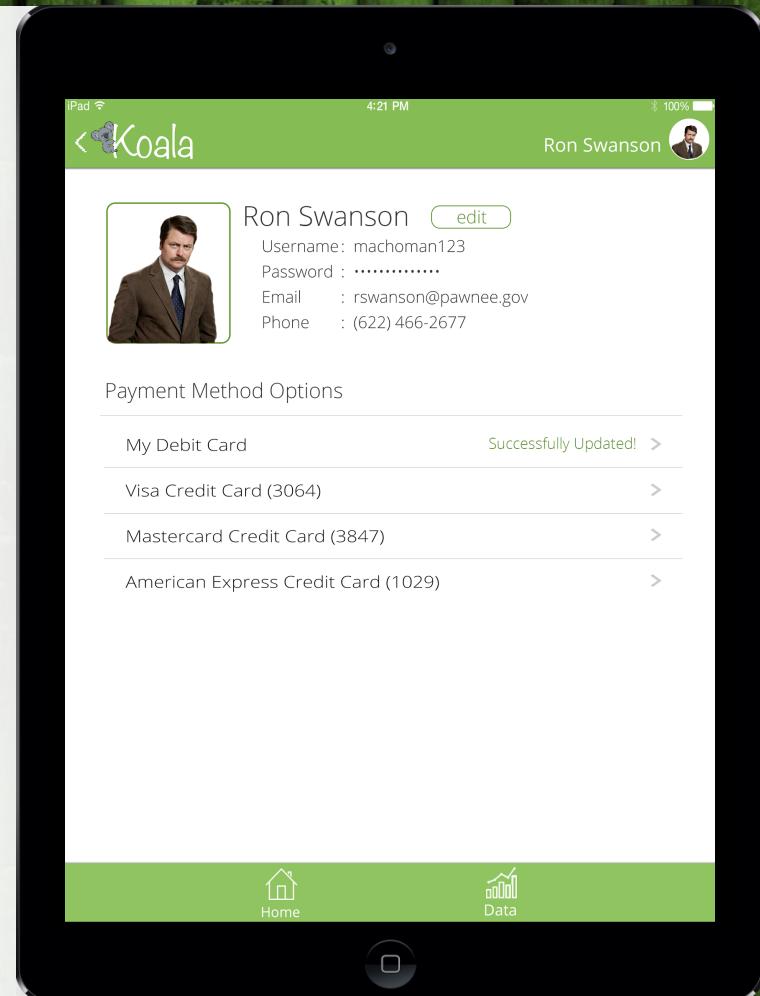
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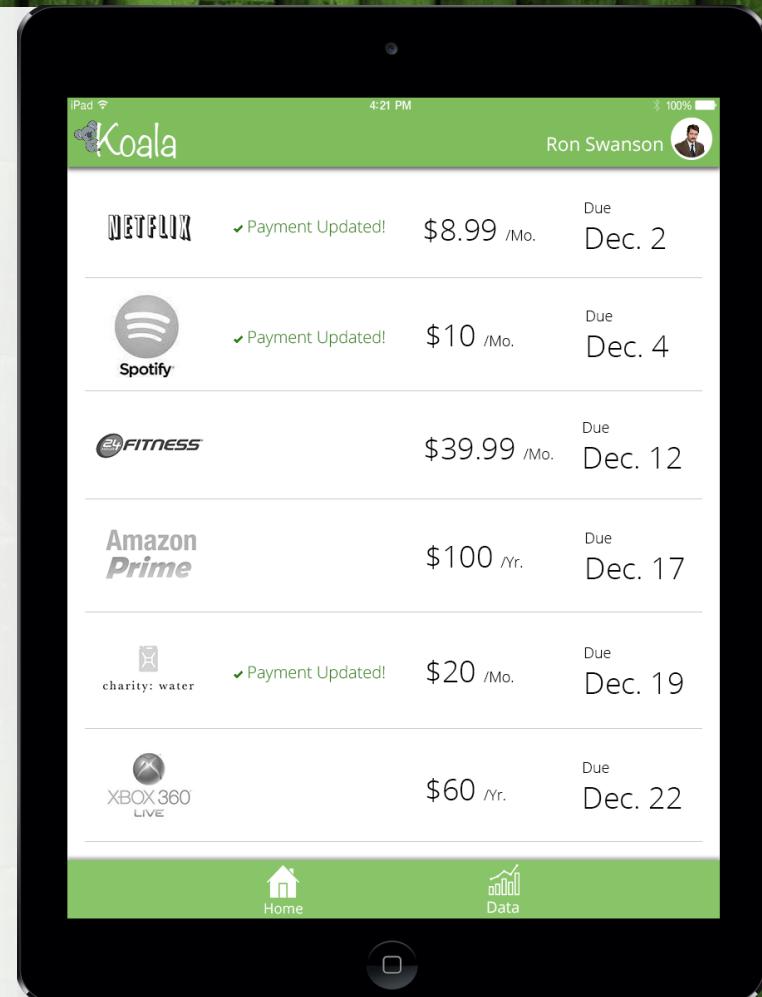
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Digital Mockup

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6. Save your changes
7. **View confirmation of change**



iPad 4:21 PM 100%

Ron Swanson

Yearly Budget

| | | |
|----------------------------|---------------------|------------------|
| Xfinity \$960 | Charity \$240 | Spotify \$120 |
| 24 Hr. Fitness \$479.90 | Netflix \$107.90 | Prime \$100 |
| Audible \$96 | | Xbox \$60 |

Distinct count of service uses per year

A bar chart titled "Distinct count of service uses per year". The y-axis ranges from 0 to 1000 with increments of 500. The x-axis lists services: 24 Hr., Audible, Charity, Netflix, Prime, Spotify, Xbox, and Xfinity. The bars show the following approximate values: 24 Hr. (~10), Audible (~10), Charity (~150), Netflix (~150), Prime (~10), Spotify (~400), Xbox (~150), and Xfinity (~1100).

Home Data

This screen shows the initial state of the yearly budget summary, with all service categories listed and their respective annual costs.

iPad 4:21 PM 100%

Ron Swanson

Yearly Budget

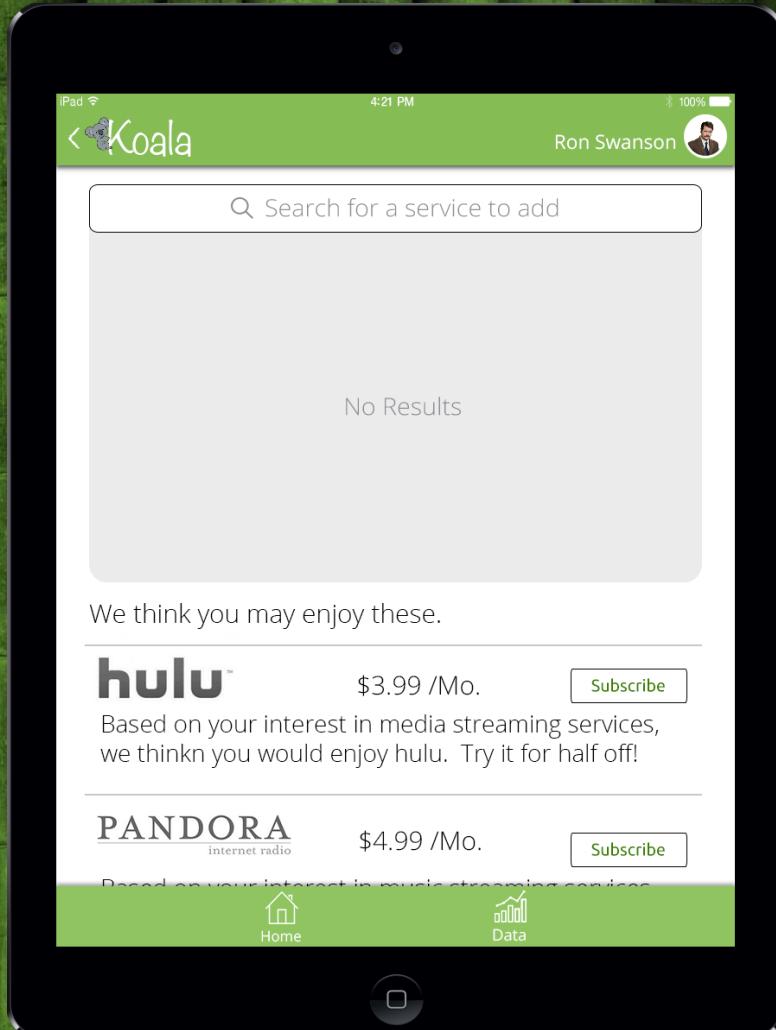
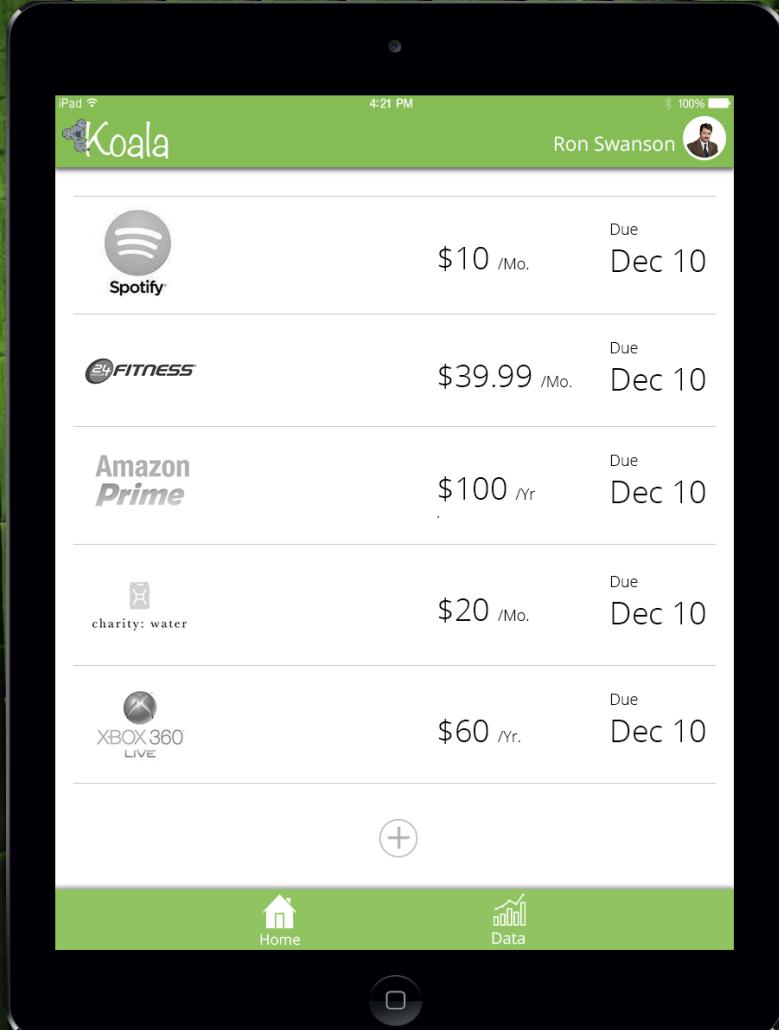
| | | |
|----------------------------|---------------------|------------------|
| Xfinity \$960 | Charity \$240 | Spotify \$120 |
| 24 Hr. Fitness \$479.90 | Netflix \$107.90 | Prime \$100 |
| Audible \$96 | | Xbox \$60 |

Distinct count of service uses per year

A bar chart titled "Distinct count of service uses per year" identical to the one on the left. A modal window is overlaid on the top right, listing the same services with checkboxes. Most services have a checked checkbox, except for "Xfinity" which is unchecked.

Home Data

This screen shows the same yearly budget summary as the first, but with a modal overlay displaying a list of services with checkboxes, indicating a selection or filtering process.



Lessons Learned

- Usability testing works
- But it has its limits
- Over-designing can be a problem



Thanks for listening!

Questions?