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# SubTrackr

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Ian Wagner-Smith, Tori Yan

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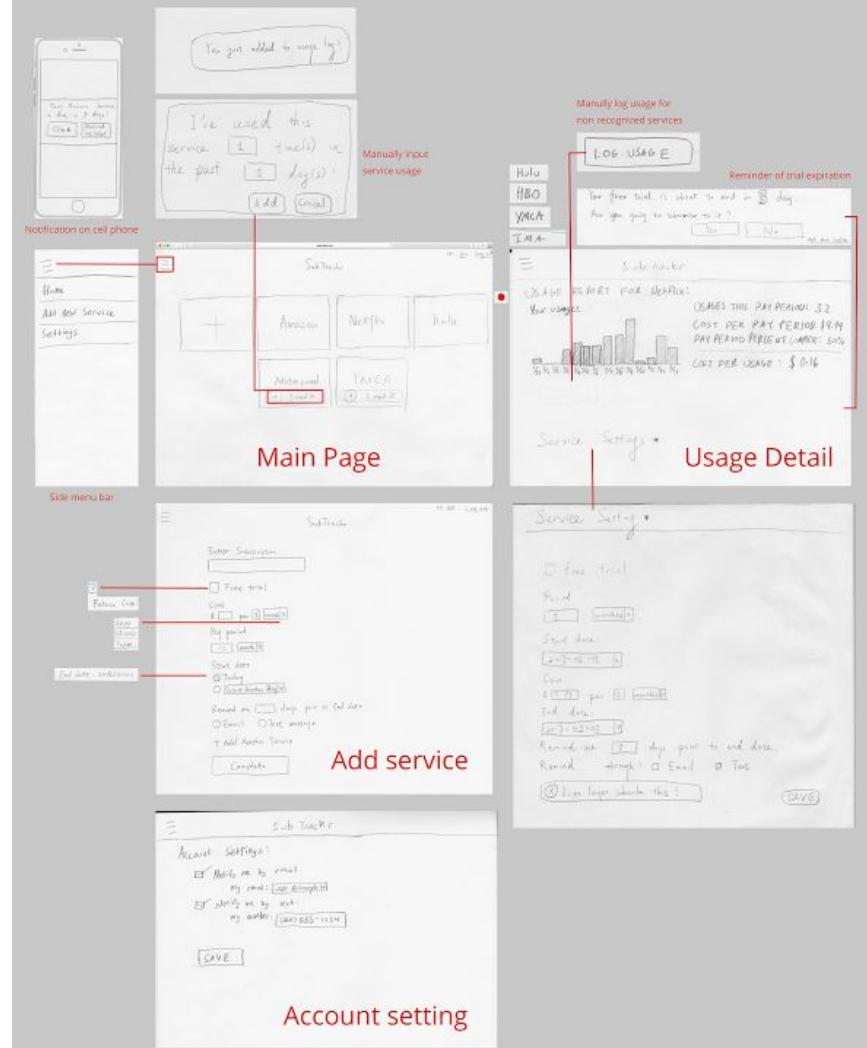
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# Problem

Subscription services are everywhere, and it's hard to tell and evaluate what exactly you're paying for.



# Initial Paper Prototype: Overview



# Initial Paper Prototype: Task 1

Receive alerts at the end of a pay period



# Task 1.1

## Change Service Settings

Sub tracker

USAGE REPORT FOR Netflix:

Your usage:

USAGES THIS PAY PERIOD: 32  
COST PER PAY PERIOD: \$9.99  
PAY PERIOD PERCENT COMPLETE: 50%  
COST PER USAGE: \$0.16

Your free trial is about to end in 3 day.

Are you going to subscribe to it?

Yes  No  Ask me later

Service Setting ▾

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free trial

Period:  
1 month(s) ▾

Start date:  
2017-01-01 ▾

Cost:  
\$ 9.99 per 1 month(s) ▾

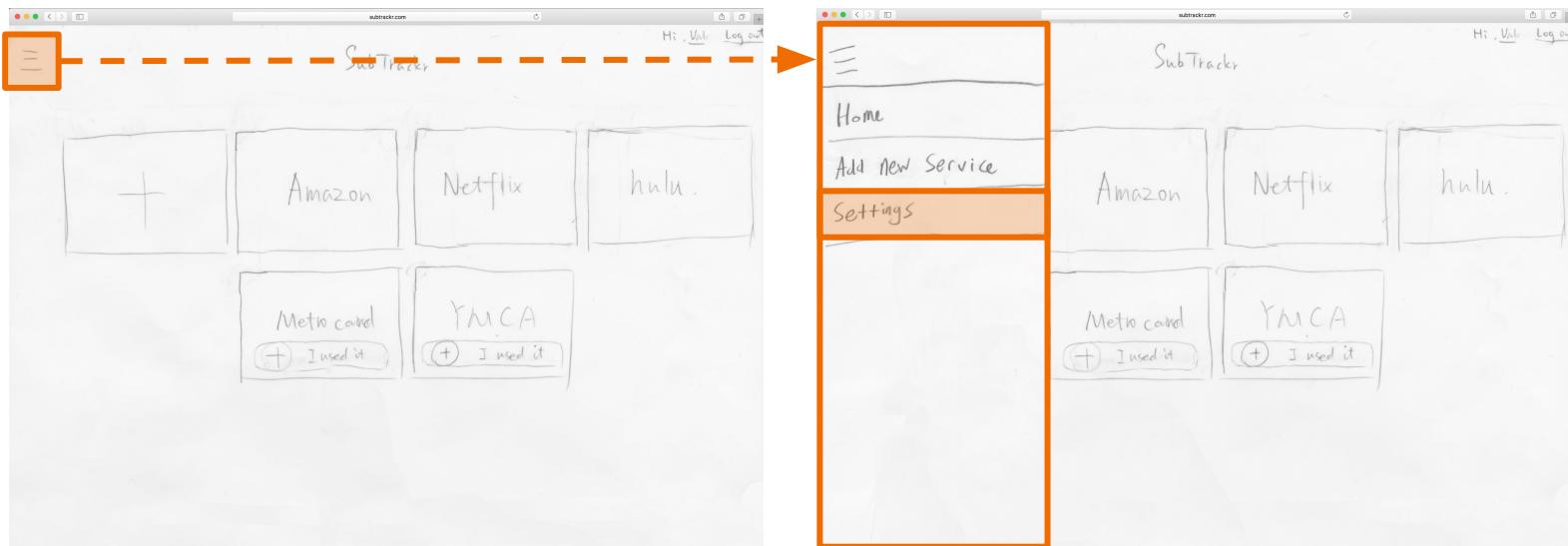
End date:  
2017-02-01 ▾

Remind me 7 days prior to end date.  
Remind through:  Email  Text

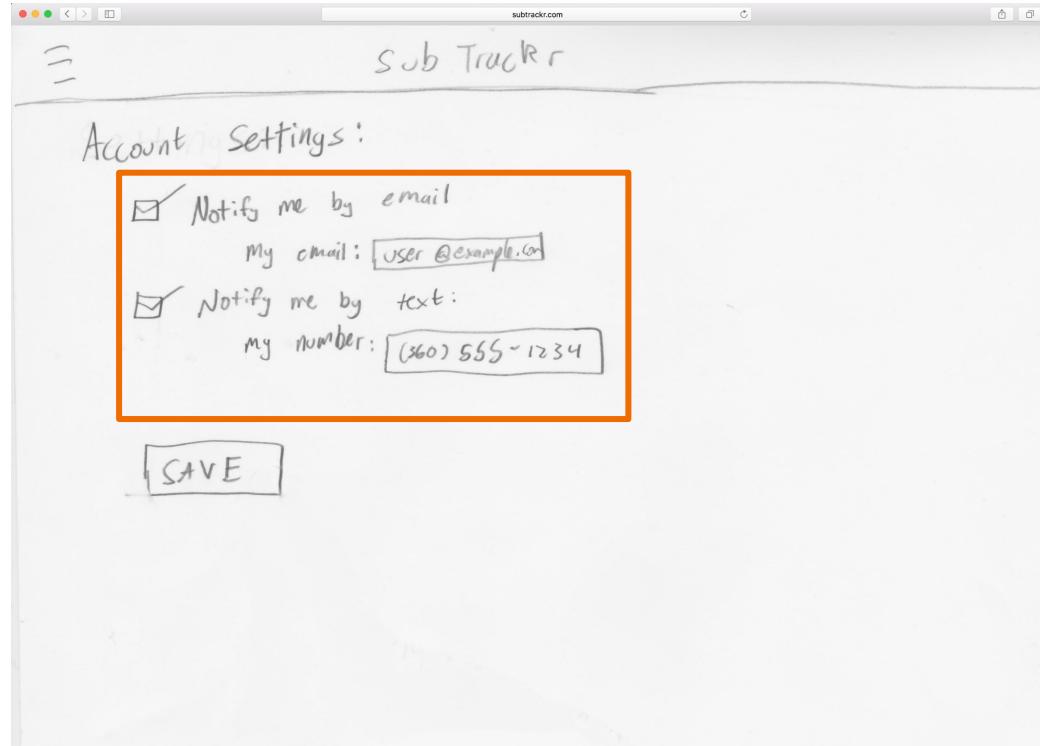
I no longer subscribe this!

SAVE

# Task 1.2 Update Notification Setting

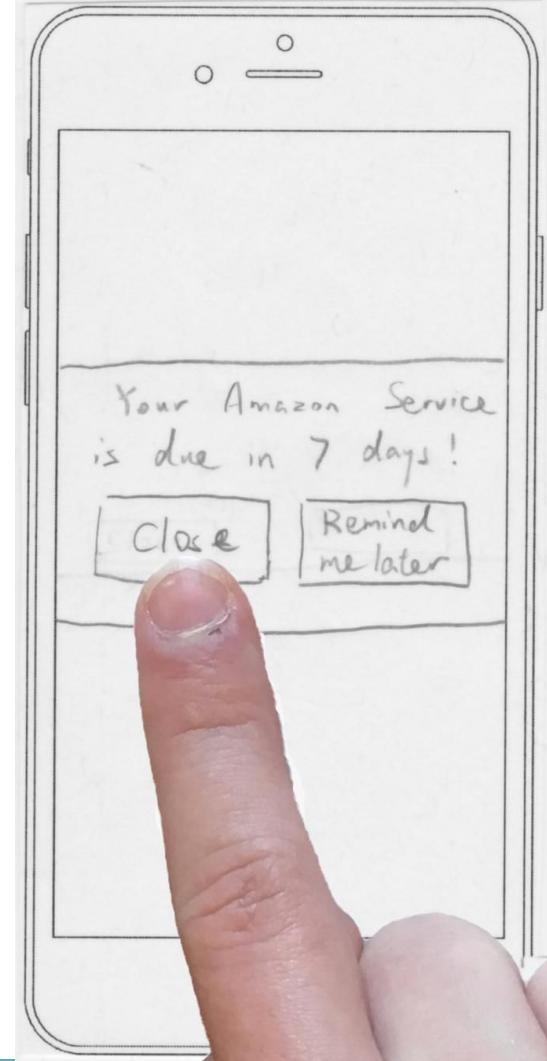


# Task 1.2 Update Notification Setting



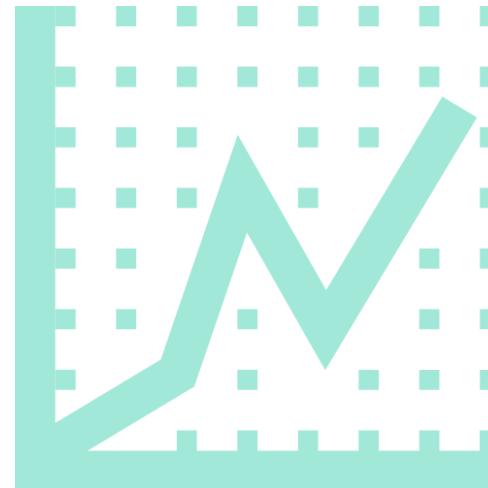
## Task 1.3

# Getting The Notification

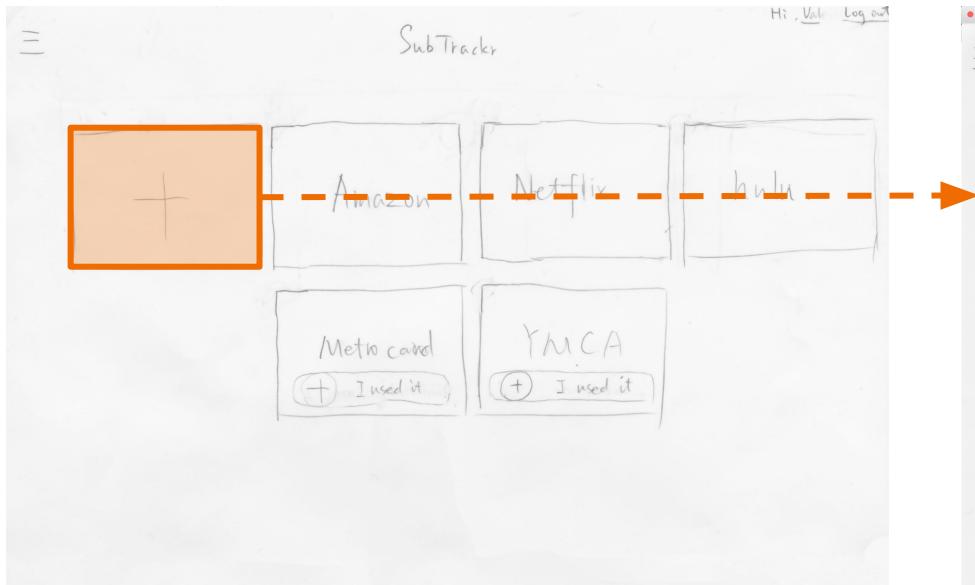


# Initial Paper Prototype: Task 2

## Evaluate Usage Data

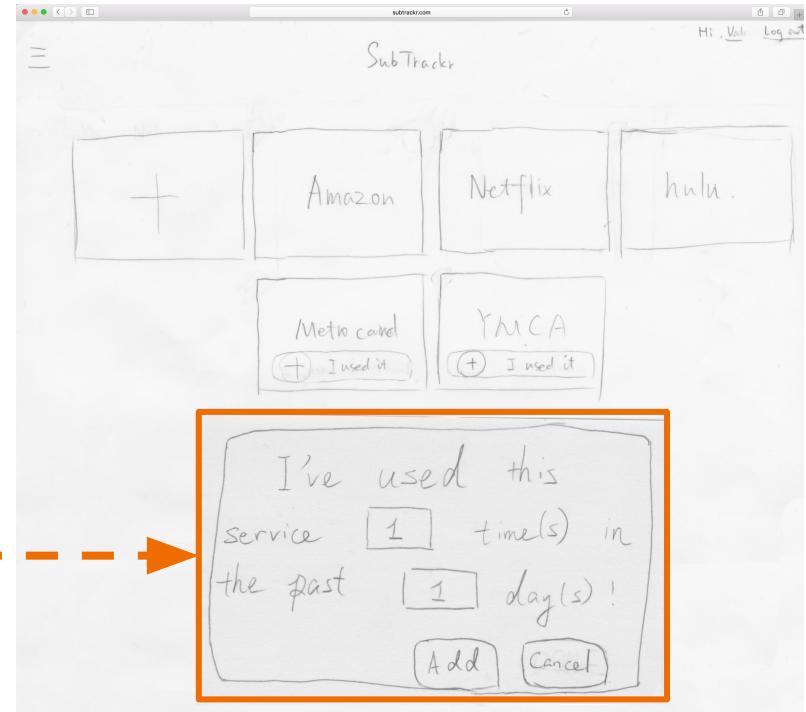
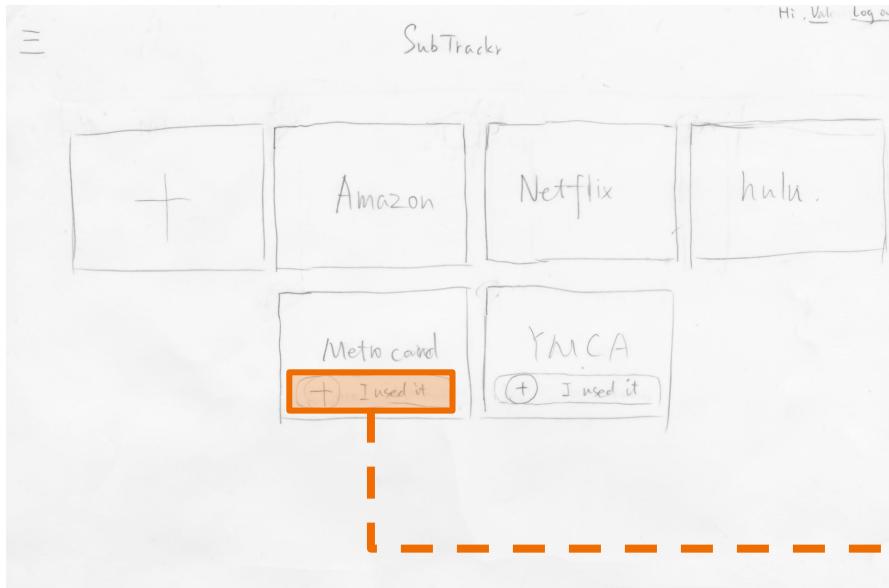


# Task 2.1 Adding a New Service

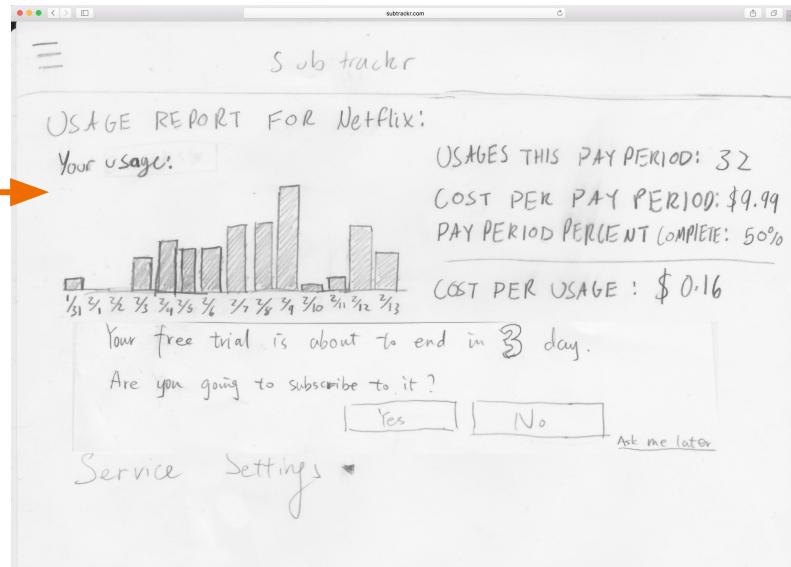
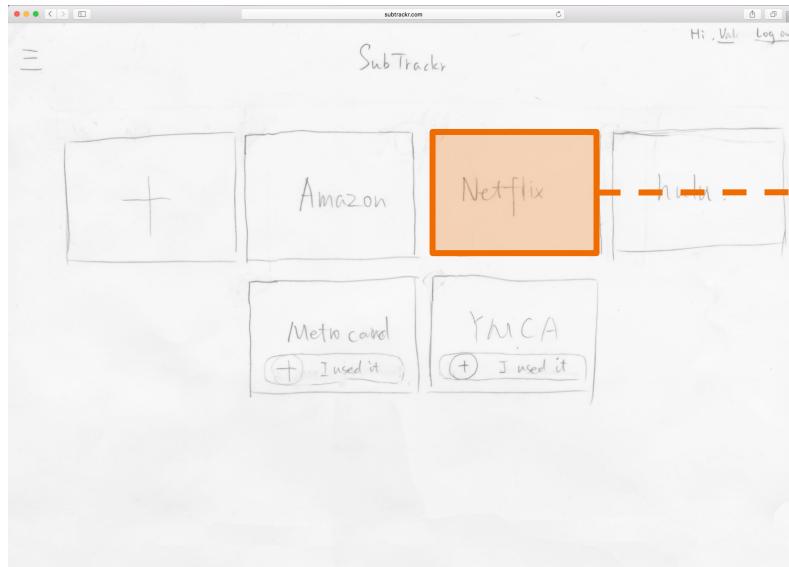


A hand-drawn wireframe of a "Enter Subscription" form. At the top right, it says "subtrackr.com" and "Hi Val, Log out". The main area has a heading "Enter Subscription" and a text input field containing "IMA". Below the input field is a checked checkbox labeled "Free trial". There are sections for "Future Cost" (\$ [ ] per [1] month [ ] days [ ] months) and "Pay period" (12 month [ ] years). It also includes fields for "Start date" (MM/YY) and "End date" (MM/YY), with radio buttons for "Todo Years" and "Select Another Day" (the latter being checked). A reminder section asks "Remind me [ ] days prior to End date." with radio buttons for "Email" and "Text message". At the bottom are buttons for "+ Add Another Service" and a large "Complete" button.

# Task 2.2 Logging Usage



# Task 2.3 Checking Service Usage Report

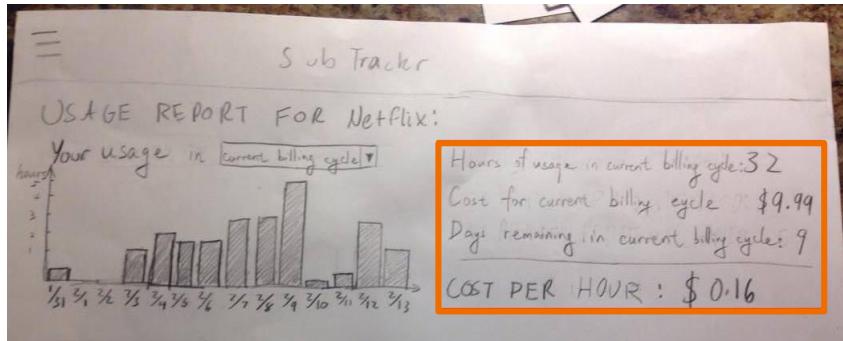
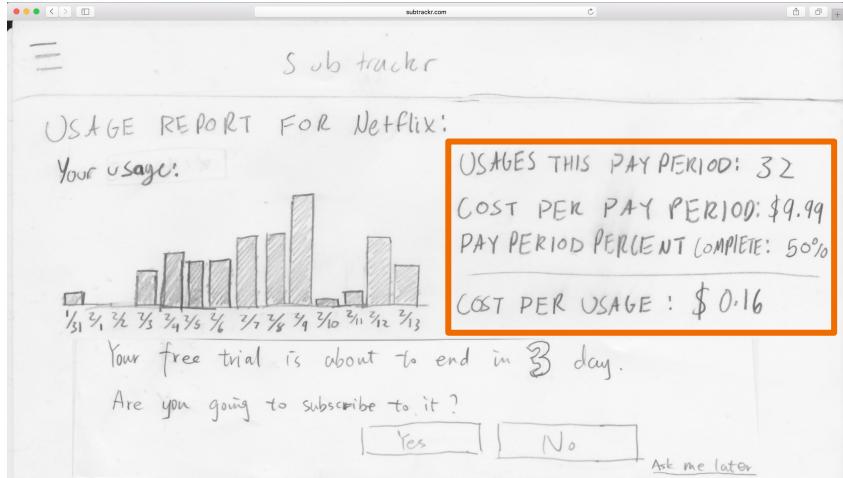


# Heuristic Evaluation

- Match with Real World
- Help and Documentation
- Efficiency of Use

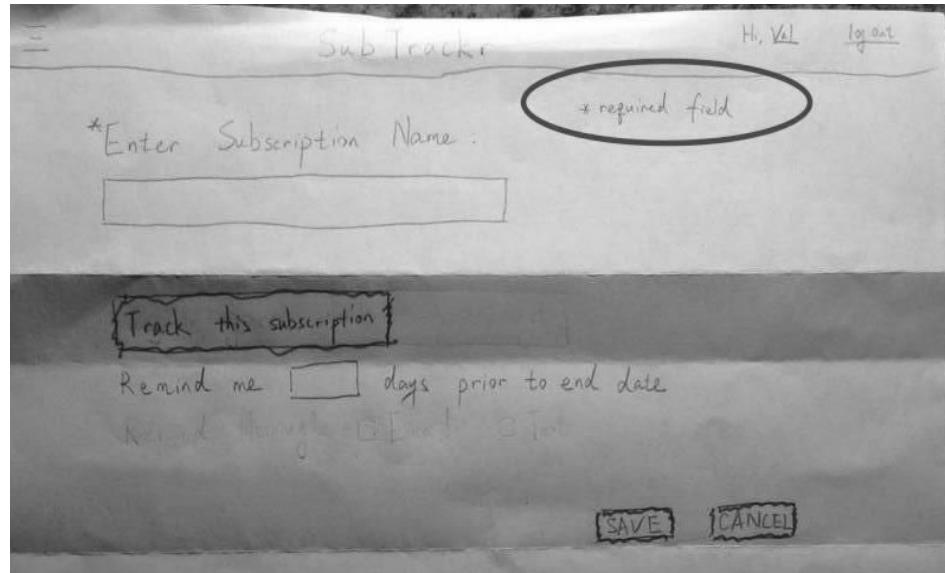
# Heuristic Evaluation

- Match with Real World
- Help and Documentation
- Efficiency of Use



# Heuristic Evaluation

- Match with Real World
- Help and Documentation
- Efficiency of Use



# Heuristic Evaluation

- Match with Real World
- Help and Documentation
- Efficiency of Use

free trial

Period:

months

Start date:

Cost:

\$  per  month(s)

End date:

Remind me  days prior to end date.

Remind through:  Email  Text

I no longer subscribe this!

▼ Service Settings

\*Start date:

End date:

\* Cost: (The corresponding service full price if free trial)  
\$  per  month(s)

Remind me  days prior to end date.

Remind through:  Email  Text

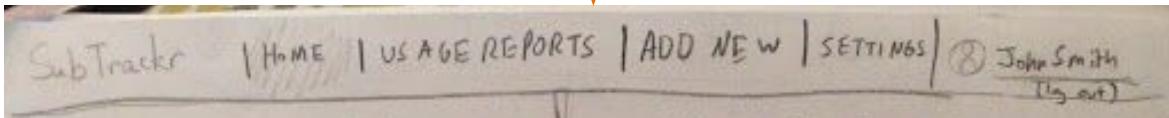
I no longer track this service

# Usability Test: Method

We asked participants to:

- Add an automatic service to their account
- Add a manual service to their account
- Check the statistics and status of their services
- Stop tracking services
- Remove service data from their Subtrackr account

# Usability Test: Navigation bar & Header layout



# Usability Test: Account Settings / Service Settings

Sub tracker

USAGE REPORT FOR Netflix:

Your usage:

USAGES THIS PAY PERIOD: 32  
COST PER PAY PERIOD: \$9.99  
PAY PERIOD PERCENT COMPLETE: 50%  
COST PER USAGE: \$0.16

Your free trial is about to end in 3 day.

Are you going to subscribe to it?

Service Setting

free trial

Period:  
 months

Start date:

Cost:  
\$  per  month(s)

End date:

Remind me  days prior to end date.

Remind through:  
 Email  Text

I no longer subscribe this!

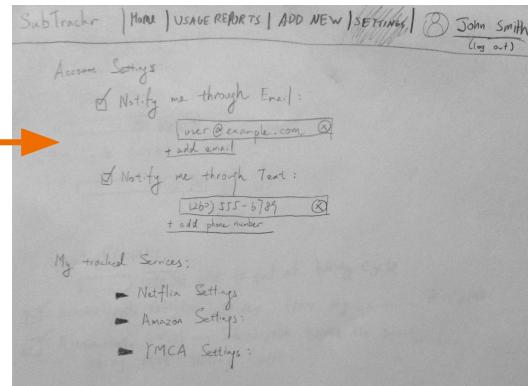
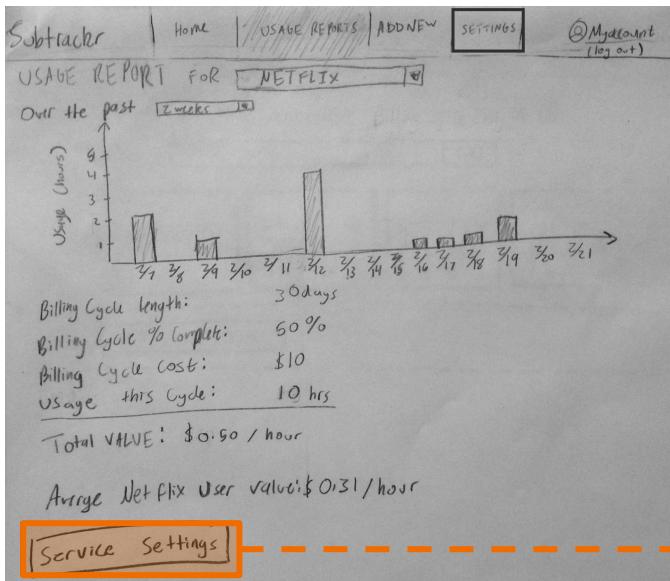
Sub Tracker

Account Settings:

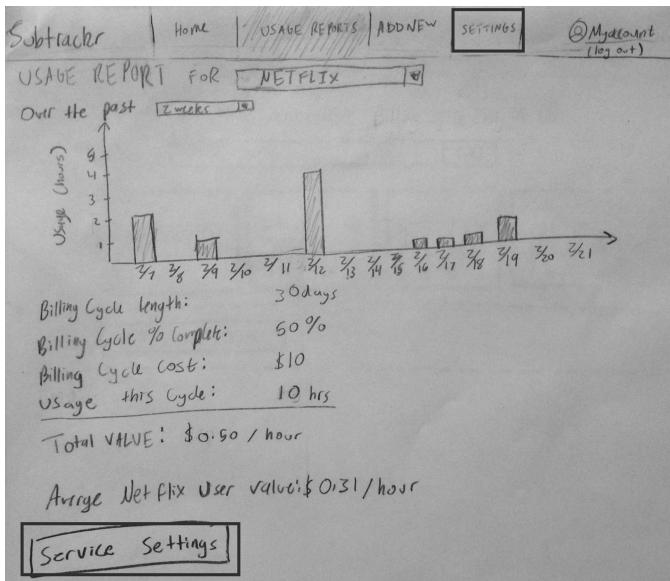
Notify me by email  
My email:

Notify me by text:  
My number:

# Usability Test: Account Settings / Service Settings



# Usability Test: Account Settings / Service Settings



SubTracker | Home | USAGE REPORTS | ADD NEW | SETTINGS | John Smith (log out)

Account Settings

Notify me through Email:  
user@example.com + add email

Notify me through Text:  
(267) 333-6789 + add phone number

My tracked Services:

Netflix Settings

Billing Cycle Length:  DAYS

Billing Cycle Cost:  USD

Send Reminder:  days prior to end of billing cycle

Automatically Retrieve Data from my \_\_\_\_\_ Account

Automatically Cancel my Subscription before the Start of my next Billing Cycle.

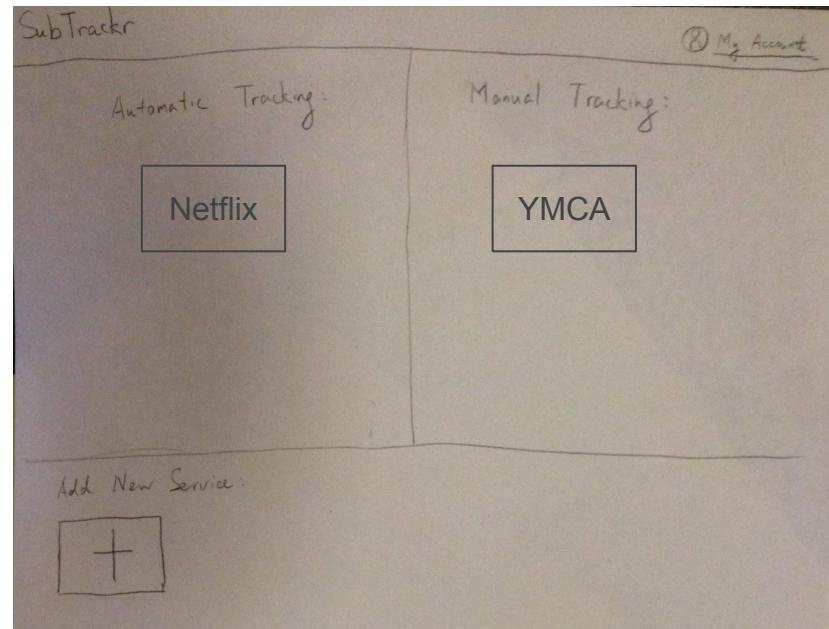
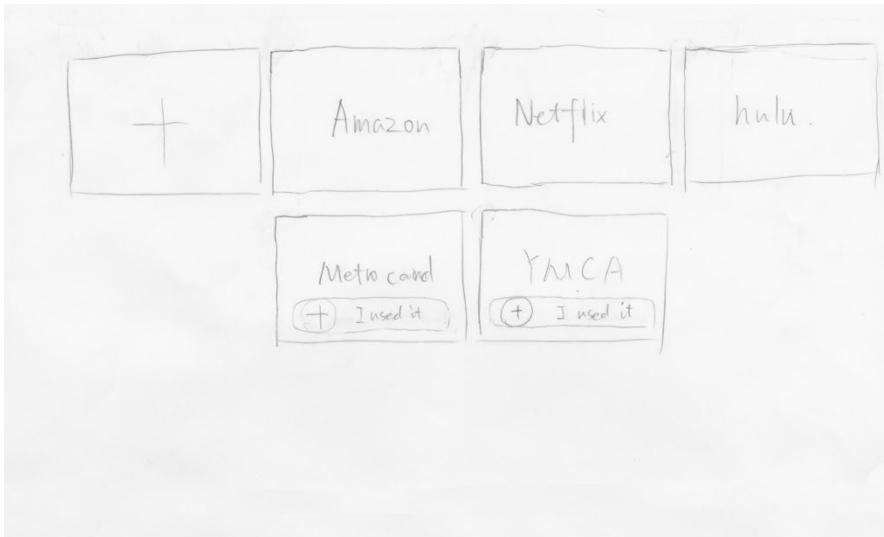
Pause tracking for this Service

Delete this Service from SubTracker

SAVE CANCEL

Detailed description: This is a hand-drawn sketch of a user interface for account settings. It shows a "Account Settings" section with checkboxes for email and text notifications. Below that is a "My tracked Services" section with a "Netflix Settings" link. Under "Netflix Settings", there are fields for "Billing Cycle Length" (set to "DAYS") and "Billing Cycle Cost" (set to "USD"). At the bottom, there are several checkboxes for reminder, automatic data retrieval, and automatic subscription cancellation. There are also buttons for "PAUSE tracking for this Service" and "Delete this Service from SubTracker", and standard "SAVE" and "CANCEL" buttons. An orange rectangle highlights the "Billing Cycle Length" and "Billing Cycle Cost" fields, and an orange arrow points from the "Billing Cycle Length" field to the "Billing Cycle Cost" field.

# Usability Test: Orientation of Icons



# Usability Test: User Input in adding new service

Enter Subscription  
IMA

Free trial

Future Cost  
\$  per  month  days

Pay period  
 months

month  years

Start date  
 months

Todo Yearly

Select Another Day

Remind me  days prior to End date.

Email  Text message

+ Add Another Service

Sub Tracker

\* Enter Subscription Name:  NetFLix + required field

NetFLix

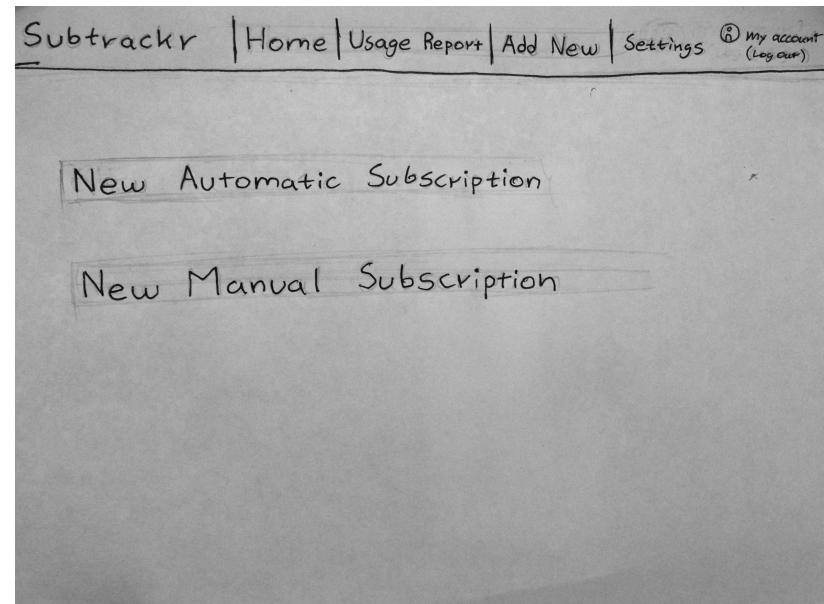
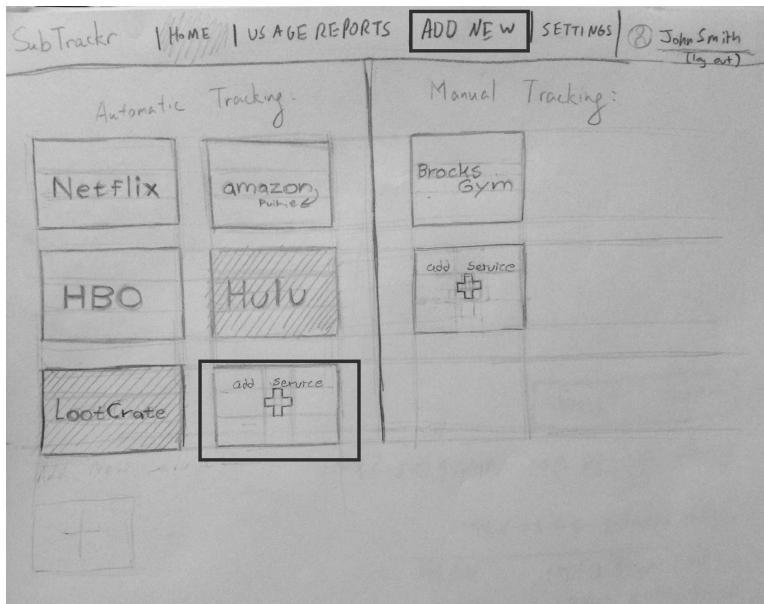
username   
password

Track this subscription

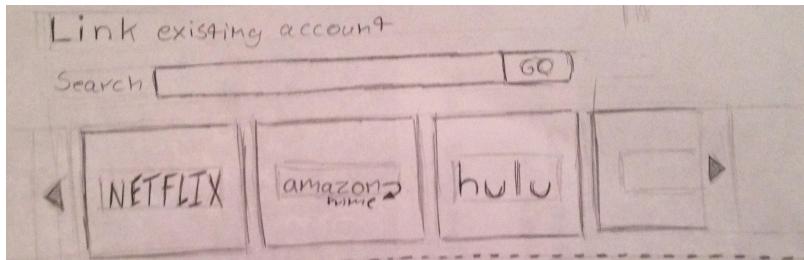
Remind me  days prior to end date

Confirm   
Cancel

# Usability Test: User Input in adding new service



# Usability Test: User Input in adding new service



Start of Last Billing Cycle:

Billing Cycle Length:

DAYS

Billing Cycle Cost:

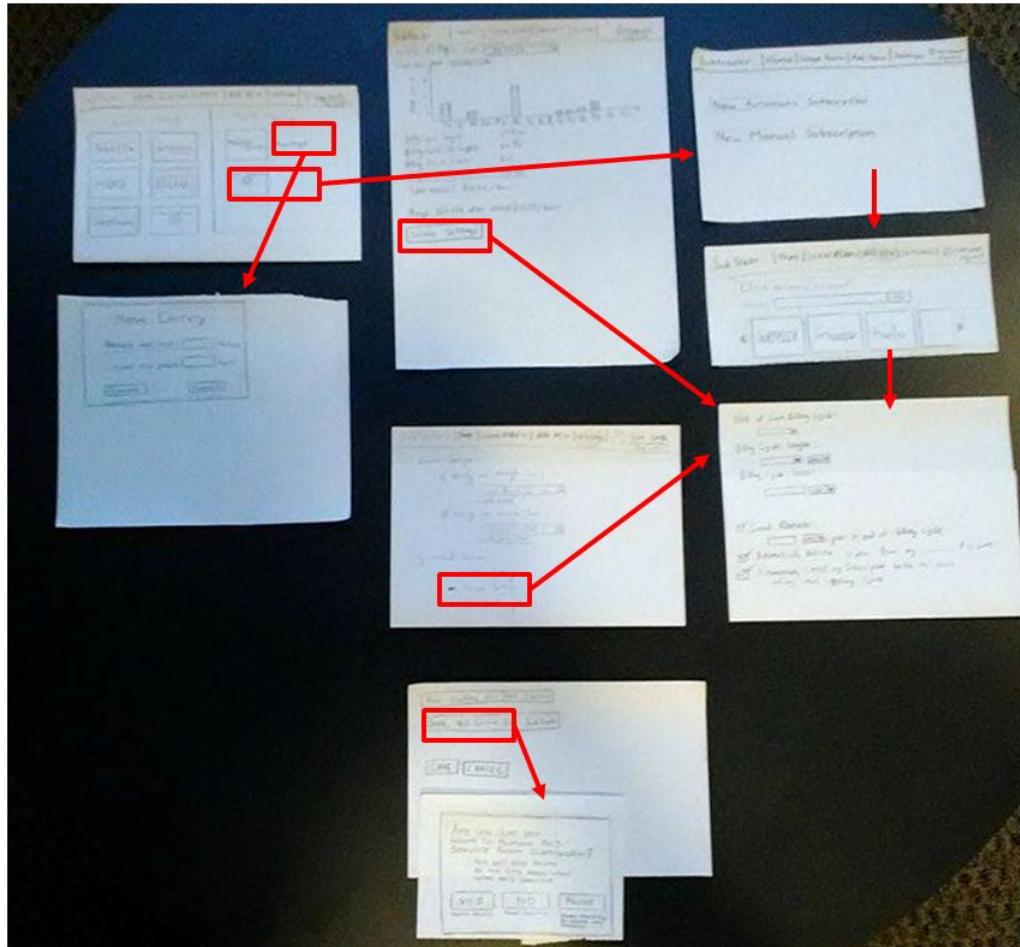
USD

Send Reminders:  
  DAYS  prior to end of billing cycle

Automatically Retrieve Data from my \_\_\_\_\_ Account

Automatically Cancel my Subscription before the Start  
of my next Billing Cycle.

# Final Paper Prototype: Overview



# Final Paper Prototype: Task 1

SubTracr | Home | USAGE REPORTS | ADD NEW | SETTINGS | @Logout (log out)

USAGE REPORT FOR NETFLIX

Over the past 12 weeks (18)

Usage (hours)

Billing Cycle length: 30 days

Billing Cycle % Complete: 60%

Billing Cycle Cost: \$10

Usage this cycle: 10 hrs

Total VALUE: \$0.60 / hour

Average Netflix User Value: \$0.31 / hour

**Service Settings**

SubTracr | Home | USAGE REPORTS | ADD NEW | SETTINGS | John Smith (log out)

Account Settings

Notify me through Email:  
user@example.com   
+ add email

Notify me through Text:  
(205) 555-6789   
+ add phone number

My tracked Services:

- ▶ Netflix Settings
- ▶ Amazon Settings
- ▶ YMCA Settings

Billing Cycle Length:  days

Billing Cycle Cost:  USD

Send Reminders:  
 prior to end of billing cycle

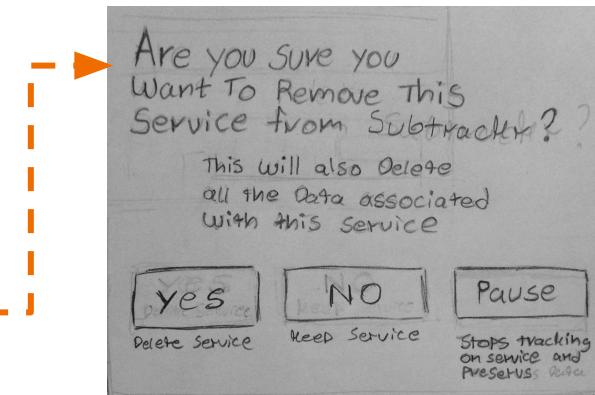
Automatically Retrieve Data from my \_\_\_\_\_ Account

Automatically Cancel my Subscription before the Start of my Next Billing Cycle.

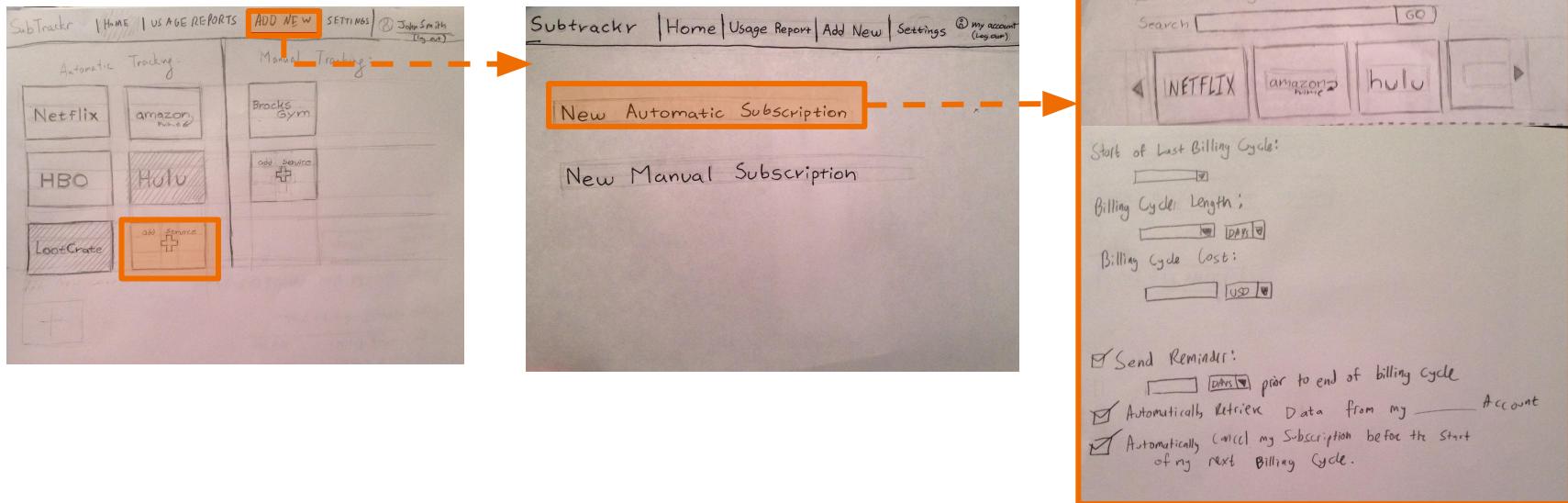
Pause Tracking For This Service

**Delete this Service From SubTracr**

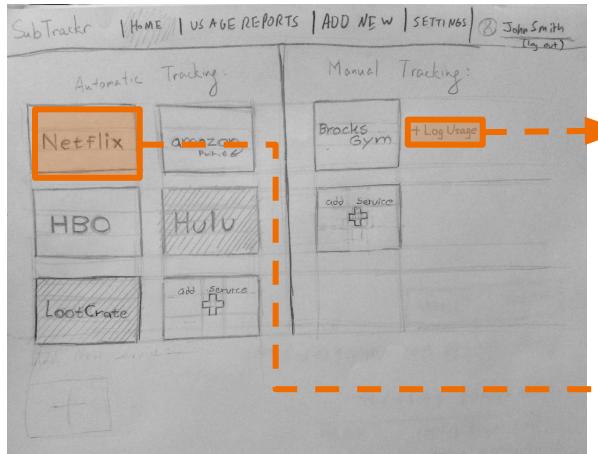
**SAVE** **CANCEL**



# Final Paper Prototype: Task 2



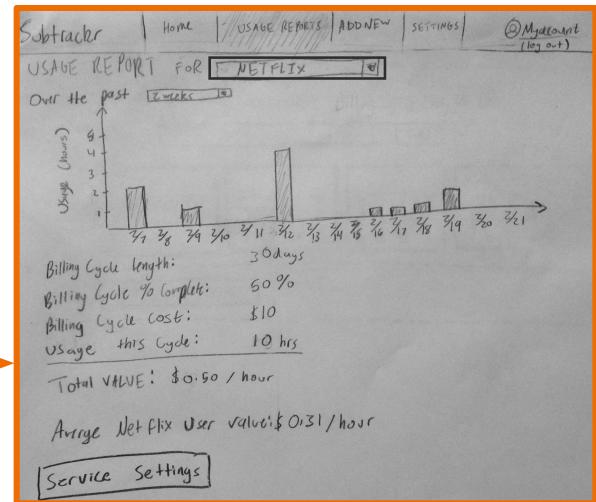
# Final Paper Prototype: Task 2



**New Entry**

Service was used: [ ] time(s)  
Over the past: [ ] day(s)

**Submit**    **Cancel**



# Digital Mockup: Overview

The image displays a grid of 16 digital mockups for a SubTracker application, arranged in a 4x4 grid. Each mockup is labeled with its corresponding section and sub-section.

- 1.0 Main Page:** Shows the initial dashboard with service icons (Netflix, HBO GO, Audible) and tracking status.
- 1.1 Main Page:** Shows the main page after adding a new service.
- 1.2 log usage:** Shows the log usage section.
- 1.2.1 log usage:** Shows the detailed log usage section.
- 2.1 Usage report:** Shows the usage report section with a bar chart.
- 2.1.1 Us...report:** Shows the detailed usage report section.
- 3.1 Add...scription:** Shows the add subscription section.
- 3.1.1 se...service:** Shows the search service section.
- 3.2 sear...service:** Shows the search service section.
- 3.3 sel...put type:** Shows the select put type section.
- 3.3.1 su...n detail:** Shows the subscription detail section.
- 3.3.2 s...on detail:** Shows the session detail section.
- 4.1 Setting:** Shows the setting section.
- 4.2 Ser...Setting:** Shows the service setting section.
- 4.2.1 delete data:** Shows the delete data section.

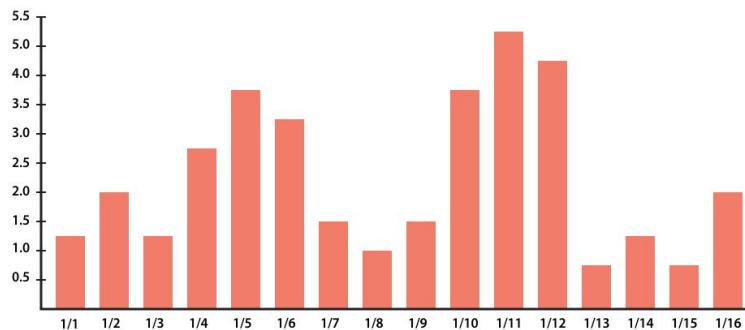


# Task 1.1

## Change Service Settings

Usage report for:

Over the past:



Billing cycle length: 30 days

Billing cycle percent complete: \$10

Billing cycle cost: \$0.50 / hr

Use this cycle: 10 hrs

---

Total cost: \$0.50 / hr

Average Netflix user value: \$0.32 / hr

Account Setting

# Task 1.2 Update Notification Setting

The diagram illustrates the process of updating notification settings for a tracked service. It shows two main screens: the SubTrackr account settings page and the My Tracked Services page for Netflix.

**SubTrackr Account Settings:**

- Username: AnyGurl123
- Notification section:
  - Notify me through e-mail:  
email@domain.com  
email@domain.com  
... And other address
  - Notify me through text message:  
234567890  
... And other contact
- Buttons: Save Changes, Cancel

**My Tracked Services - Netflix Settings:**

- Start of last billing cycle: Feb 26, 2017
- Billing cycle length: 1 Year
- Billing cycle cost: Dollars
- Send reminder:  Feb 26, 2018
- Automatically retrieve data from my account:
- Automatically cancel subscription at start of next billing cycle:
- Pause tracking for this service:
- Delete this service from my account:
- Buttons: Save Changes, Cancel

# Task 1.2 Update Notification Setting

**SubTrackr**

Home Usage Reports Add Subscription Settings 

**Account settings**

Username: AmySmith123

Notification:

- Notify me through e-mail:  
email@domain.com  
email@domain.com  
+ Add e-mail address
- Notify me through text message:  
2069871234  
+ Add Phone number

**Save Changes** **Cancel**

**My Tracked Services**

-  Netflix Settings ▾
-  Amazon Prime Settings ▾
-  Audible Settings ▾

**My Tracked Services**

 Netflix Settings ▾

Start of last billing cycle: Feb 26, 2017

Billing cycle length: 1 Year

**Are you sure you want to remove this service from SubTrackr?**

This will delete all the data associated with this service.

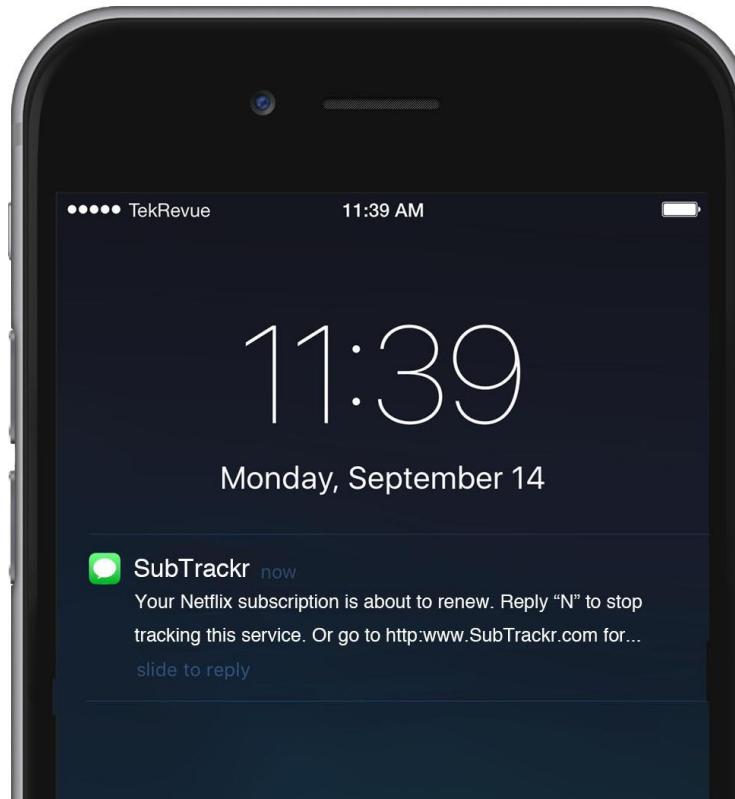
**Yes** **No**

**Pause - Stop tracking but preserve my data**

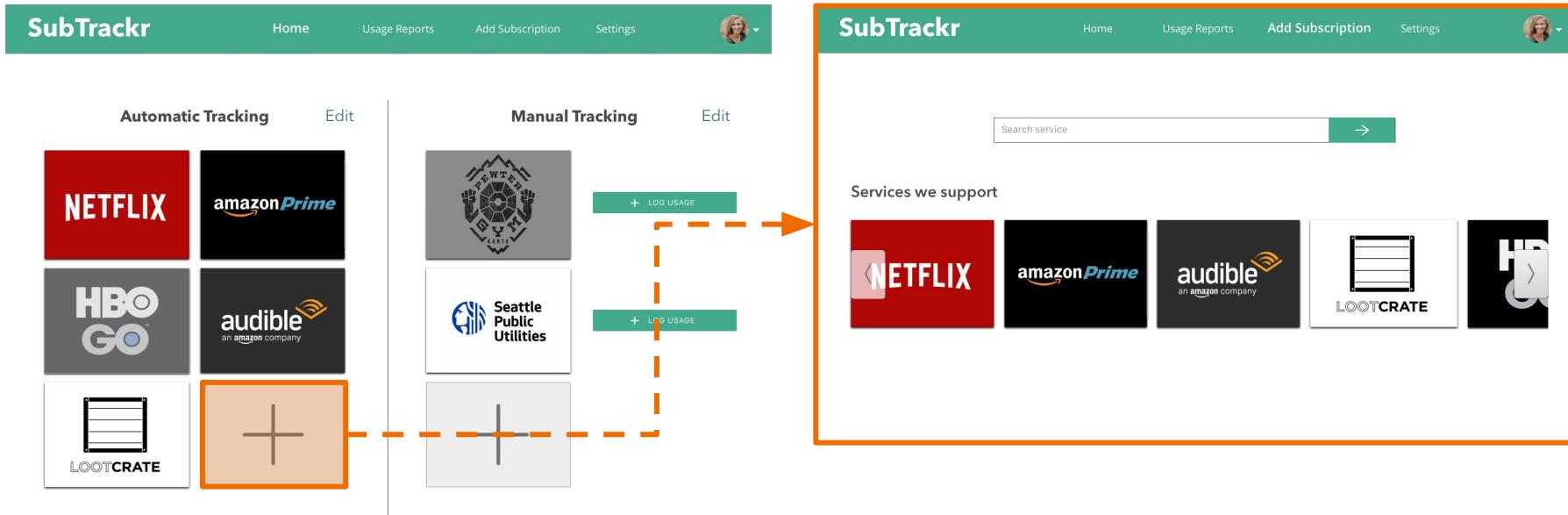
 Audible Settings ▾

# Task 1.3

## Getting The Notification



# Task 2.1 Adding a New Service



# Task 2.1 Adding a New Service (supported)

The image shows a composite interface for adding a new service. On the left, there is a search bar with the letter 'N' typed in, followed by a dropdown menu with three options: 'Option Two', 'Option Three', and 'Netflix'. A dashed orange arrow points from the 'Netflix' option in the dropdown to a central modal window. The modal window is titled 'NETFLIX' and contains the text 'I want to track my usage by:' followed by two buttons: 'Log in with my Netflix account' and 'Enter my Netflix usage manually'. The entire modal window is highlighted with a thick orange border.

N

Option Two

Option Three

Netflix

Services we support

NETFLIX

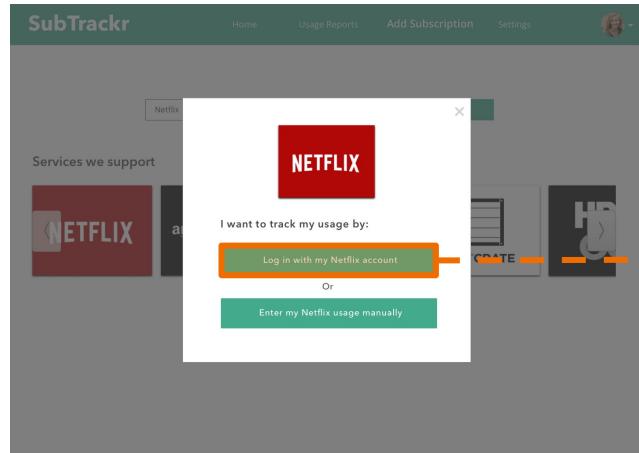
I want to track my usage by:

Log in with my Netflix account

Or

Enter my Netflix usage manually

# Task 2.1 Adding a New Service (supported)



This is a detailed view of the Netflix tracking configuration form. It features a large Netflix logo at the top. Below it, there are several input fields and checkboxes:

- Start of last billing cycle:** Feb 26, 2017
- Billing cycle length:** 1 Year
- Billing cycle cost:** [Empty field] Dollars
- Send reminder:** Feb 26, 2018
- Automatically retrieve data from my account:**
- Automatically cancel subscription at start of next billing cycle:**

At the bottom are two buttons: 'Start Tracking' (green) and 'Cancel' (grey).

# Task 2.1 Adding a New Service (unsupported)

The screenshot shows the SubTrackr application interface. At the top, there is a green header bar with the title "SubTrackr" and navigation links for "Home", "Usage Reports", "Add Subscription", and "Settings". A user profile icon is also present in the top right corner.

The main content area displays a search bar with the text "Pewter" and a green "→" button. Below this, there is a list entry for "Pewter" with a "Pewter" placeholder and a "Add Pewter..." button. A dashed orange arrow points from the search bar's "→" button to the "Add Pewter..." button.

A large orange box highlights a modal dialog window titled "Pewter". The dialog contains the following fields:

- Service name: Pewter
- Start of last billing cycle: Feb 26, 2017
- Billing cycle length: 1 Year
- Billing cycle cost:  Dollars
- Send reminder: Feb 26, 2018
- Automatically retrieve data from my account
- Automatically cancel subscription at start of next billing cycle

At the bottom of the dialog are two buttons: "Start Tracking" (green) and "Cancel" (grey).

# Task 2.2 Logging Usage

The image shows three screenshots of a web application called SubTrackr, illustrating the process of logging usage for different services.

**Automatic Tracking:** Shows logos for Netflix, Amazon Prime, HBO GO, Audible, and LootCrate.

**Manual Tracking:** Shows logos for Pewter (Kanto) and Seattle Public Utilities. Each has a green "LOG USAGE" button.

**Manual Tracking (Detailed View):** A modal window titled "New Entry" is displayed over the Seattle Public Utilities logo. It contains fields for "Service was used:" (with a placeholder for time(s)) and "Over the past:" (with a placeholder for day(s)). Buttons for "Cancel" and "Submit" are at the bottom. The entire modal is highlighted with an orange border and an orange arrow points to it from the "LOG USAGE" button in the previous screen.

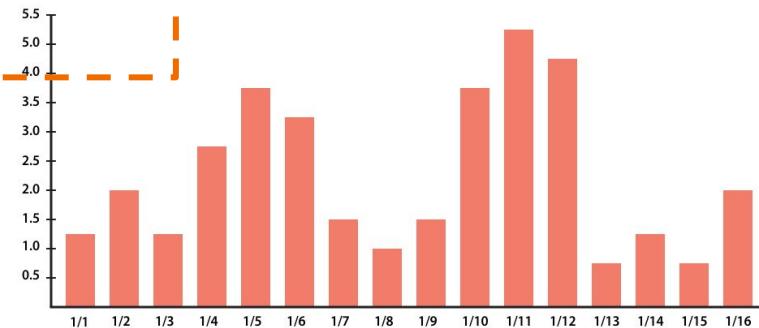
The top navigation bar for all screens includes "Home", "Usage Reports", "Add Subscription", "Settings", and a user profile icon.



# Task 2.3

Usage report for:

Over the past:  Week  Month  Quarter  Year



SubTrackr

Home

Usage report for:

Over the past:  Week  Month  Quarter  Year

This screenshot shows the SubTrackr application's user interface. It features a green header bar with the title "SubTrackr" and a "Home" link. Below the header is a form for generating a usage report. The "Usage report for:" dropdown is set to "Netflix". The "Over the past:" dropdown is set to "Week". A dashed orange rectangle highlights this section of the interface. Below the form is a bar chart showing usage over the past week. The y-axis ranges from 0.0 to 5.5. The x-axis lists days from 1/1 to 1/16. The bars show usage values of approximately 1.2, 2.0, 1.2, 2.8, 3.8, 3.3, 1.5, 1.0, 3.8, 5.2, 4.2, 0.7, 1.2, 1.0, 2.0, and 1.2 respectively. The entire chart area is also highlighted with a dashed orange rectangle. At the bottom right is a green button labeled "Account Setting" with a gear icon.

# SubTrack

r