

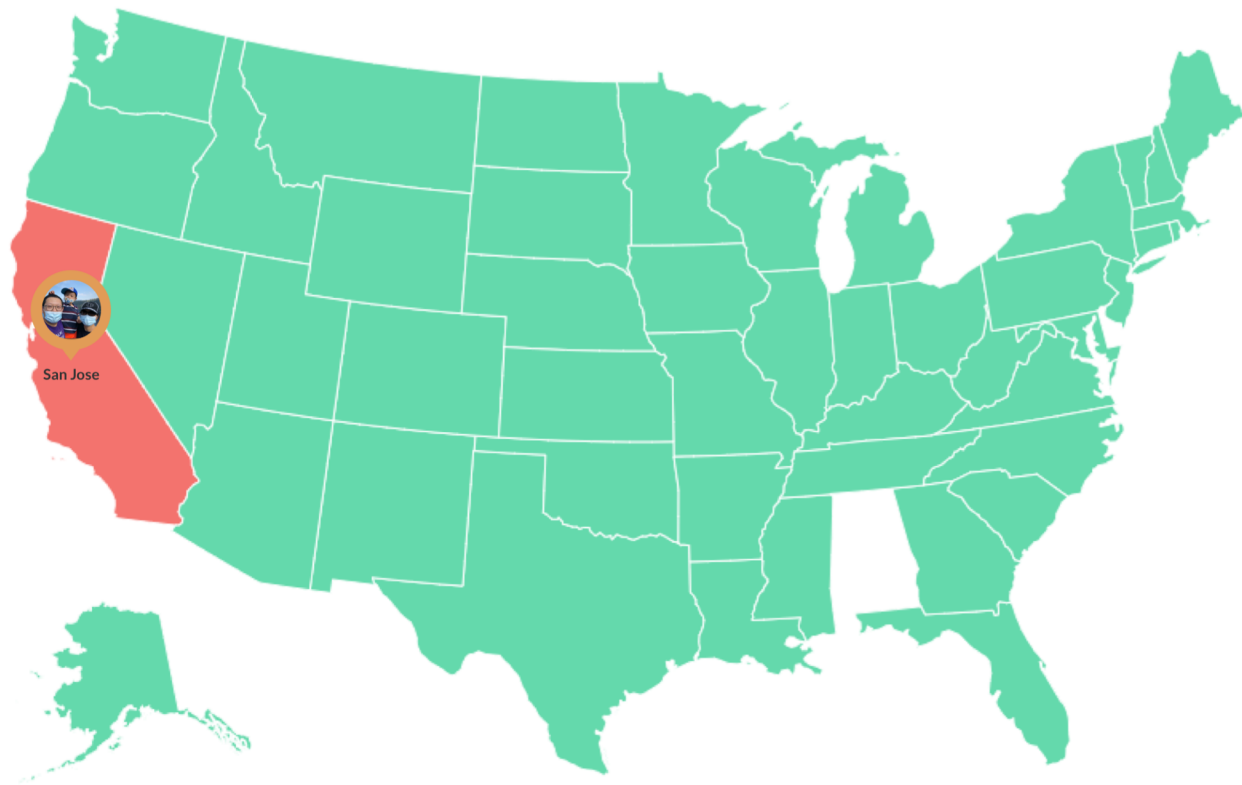
Tracsub— Subscription Management Tool

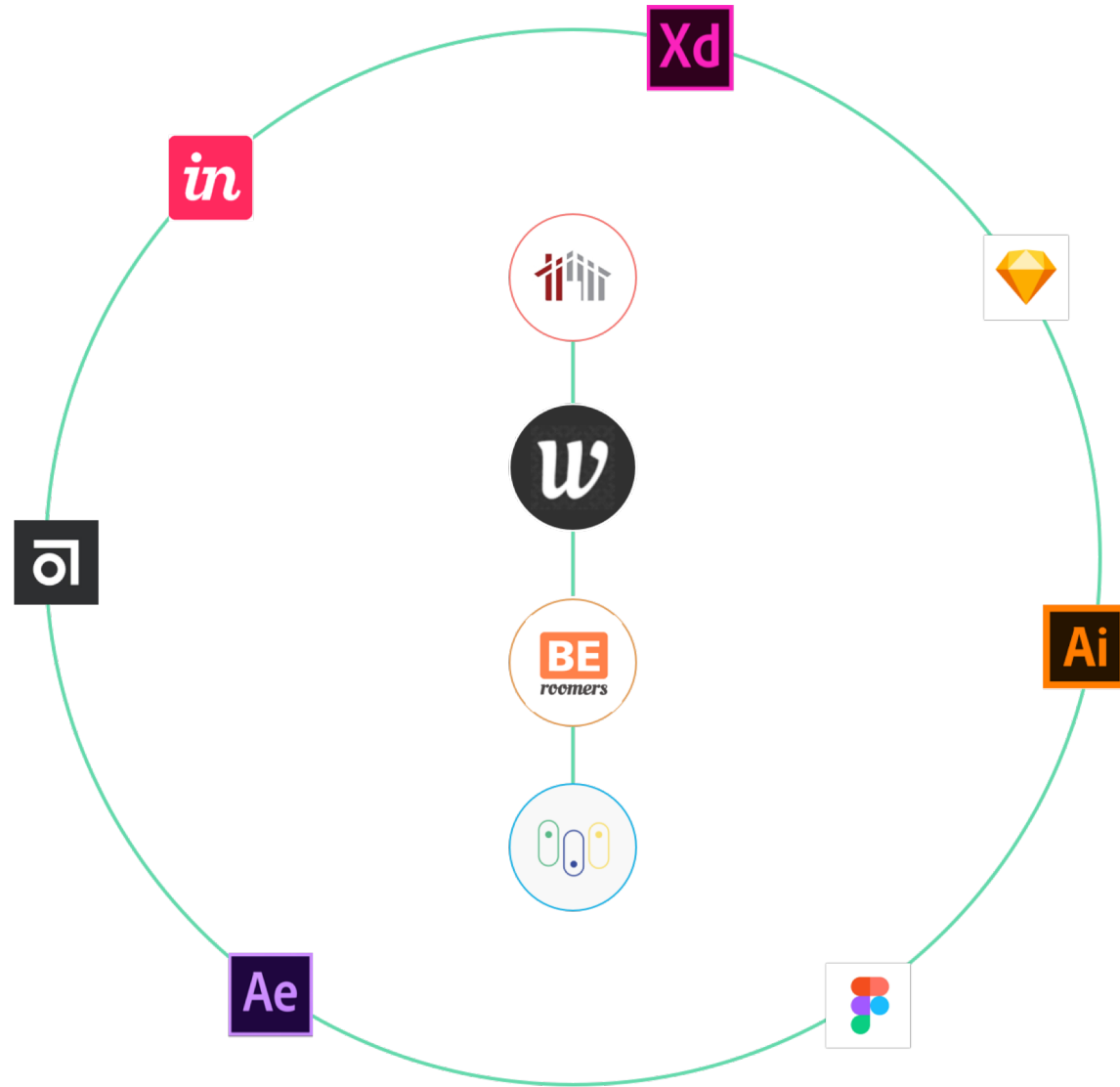
Emily Tantai

Overview

- Introduction
- Design Process
 1. Research & Interview Insights
 2. User Personas & Assumption
 3. Use Cases & Main Features
 4. User Flows & Wireframes
- Main Screens & Design Decisions
- Future Work
- Q & A

About Me





How to help users to manage their
subscription accounts?

Research Insights

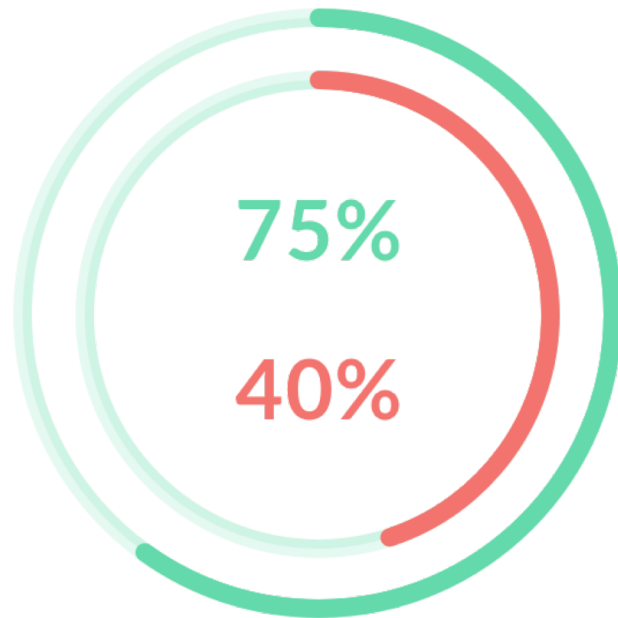
Num of Subscriptions

★ 17

Total Expense

\$ 640/year

Top Subscriptions



Entertainment

HBO

Netflix

Apple Music

Youtube

Spotify

AMC

Disney

Home Related

Insurance

Pest Control

Comcast

Shopping

Amazon

Costco

Professional
Related

LinkedIn

Dropbox

AWS

Data Resource:

<https://www.statista.com/statistics/707248/entertainment-subscriptions-per-user/>

<https://support.squarespace.com/hc/en-us/articles/217514078-RSS-Subscribers-Analytics>

<https://www.nytimes.com/2020/08/05/business/media/nyt-earnings->

Interview Insights– Pain Points



Too many accounts, and it's time-consuming to manage each account



Hard to track the expense on each subscription account



Hard to get the deals info of their subscription plan: bundled price, discount, coupon, alternatives, substitution



Some of the subscriptions are renewed by default, especially for the free trial accounts. People want to cancel the account if they do not use, rather than being charged.



Hard to cancel and get a refund of their subscription accounts



Hard to track the scheduled payment, and expiring accounts



Hard to get insights on the overview of all subscriptions that they have

User Personas & Assumption

Users



Henry

35

San Jose

Married and have two kids. The whole family has over 20 subscription accounts.



Annie

23

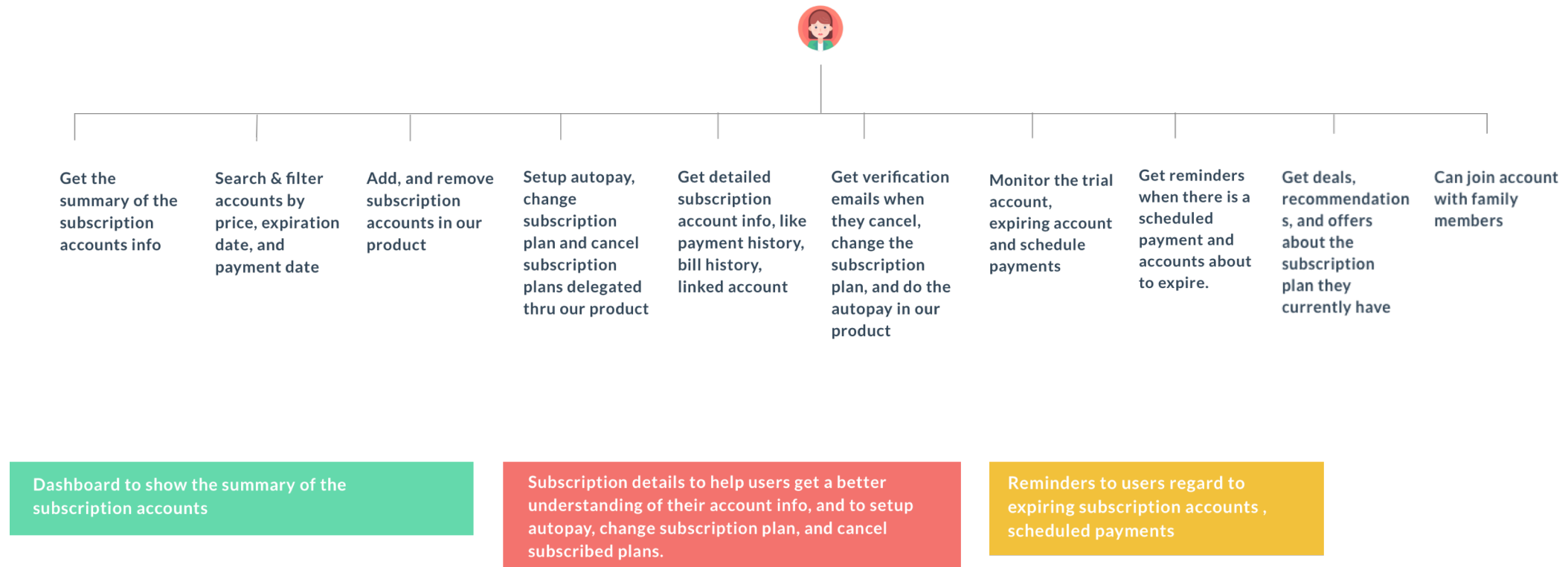
San Francisco

Software engineer and has 8+ subscription accounts.

Assumption

- ✓ The users feel comfortable to share all their accounts credentials
- ✓ Only consider digital account
- ✓ The system can use users' login credentials to get their subscriptions info (plan, price, payment info, expiration date, etc.)
- ✓ The system can monitor the usage of the user to each subscription account
- ✓ The system can do the autopay, change subscription plan, and cancel subscriptions plan

Use Cases & Main Features



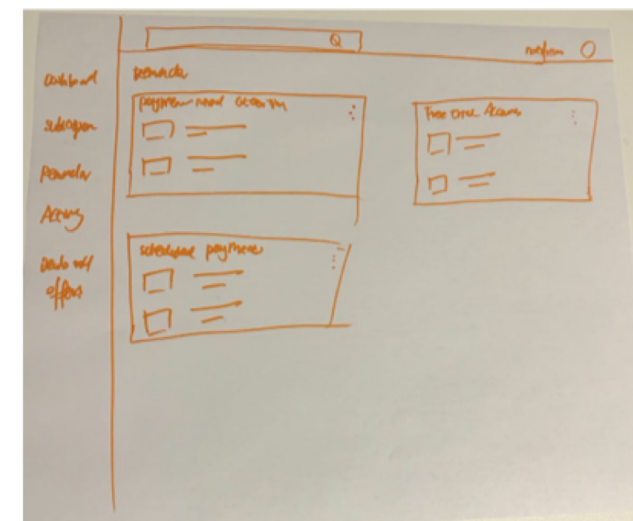
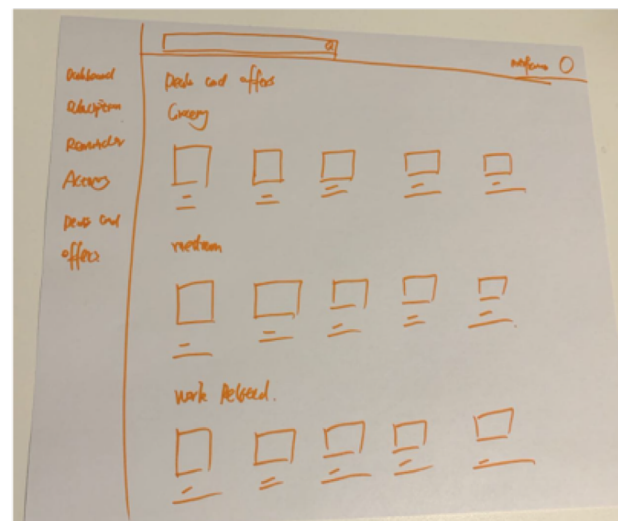
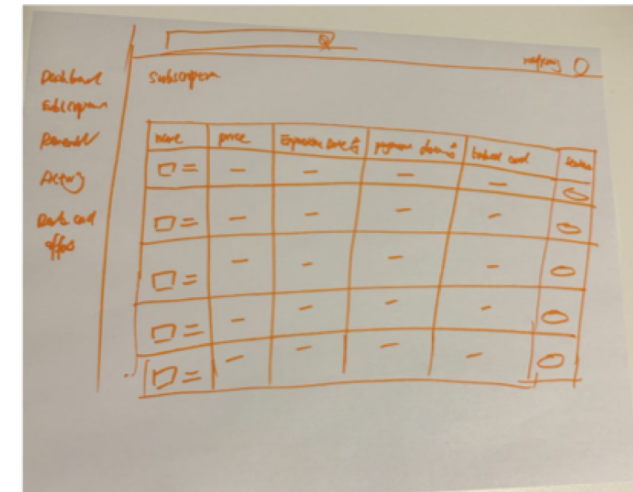
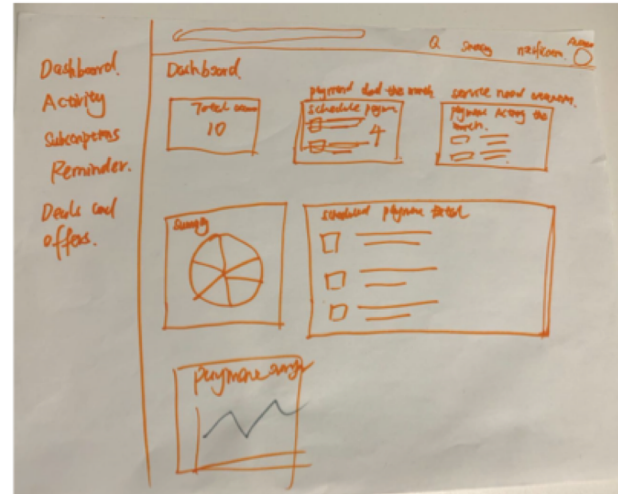
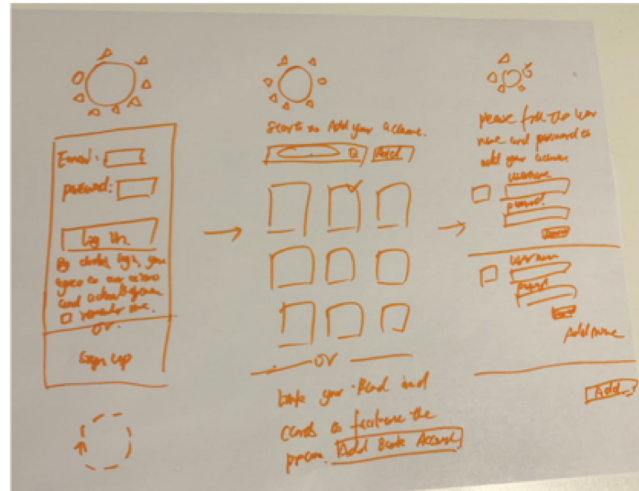
Future Feature

- 1) Activities to help users analyze their subscription accounts usage, and give them recommendations to keep, change, or remove subscription plan
- 2) Recommend deals and offers to give user options to compare with their existing subscription plans.

User Flows



Wireframes



Branding

Colors

#019DAC

3.27/1
Primary

#64D9AC

5.51/1
Secondary

#F3736E

3.42/1
Accent / Red

#1DB1E4

3.87 / 1
Accent / Blue

#F2C13B

5.7/1
Accent / Yellow

#8771E3

2.51/1
Accent/Purple

#E19C57

4.15/1
Accent / Orange

#334759

9.6/1
Dark

#435465

7.79/1
Grey

#62798A

4.54/1
Dark Grey

#B6B6B6

Middle Grey

#E0E5EB

Light Grey

#E6EDEF

Light

#FFFFFF

White

#2960AB

Active / Blue

#019DAC

Default/Blue

#0A88BE

Hover / Blue

#4A91B6

Click/Blue

#435465

Logo/Dark Blue

#F7F8FB

Ghost/Gery

Styles

Outlined Light

Big Shadow

Sublte Shadow

Inner Shadow

Filled Outlined

Active Grey

Active Blue

Typography

Headings

HEADING 1

The quick brown fox jumps over the lazy dog

HEADING 2

The quick brown fox jumps over the lazy dog

HEADING 3

The quick brown fox jumps over the lazy dog

HEADING 4

The quick brown fox jumps over the lazy dog

HEADING 5

The quick brown fox jumps over the lazy dog

HEADING 6

The quick brown fox jumps over the lazy dog

Paragraphs

LEAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium pretium tempor. Ut eget imperdiet neque. In volutpat ante semper diam molestie, et aliquam erat laoreet. Sed sit.

BODY

Fusce vehicula dolor arcu, sit amet blandit dolor mollis nec. Donec viverra eleifend lacus, vitae ullamcorper metus. Sed sollicitudin ipsum quis nunc sollicitudin ultrices. Donec euismod scelerisque ligula. Maecenas eu varius risus, eu aliquet arcu. Curabitur fermentum suscipit est, tincidunt mattis lorem luctus id. Donec eget massa a diam condimentum pretium. Aliquam erat volutpat. Integer ut tincidunt orci. Etiam tristique, elit ut consectetur iaculis, met.

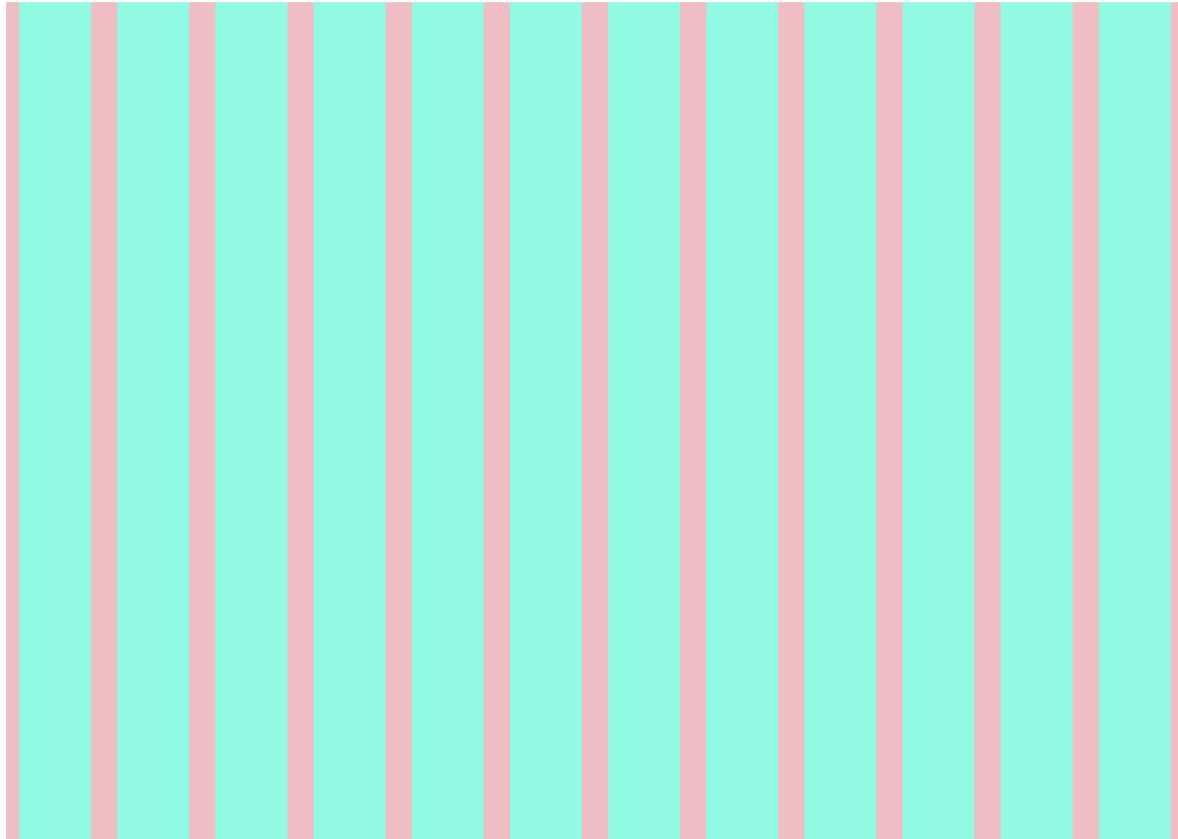
SMALL

Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin, erat a elementum rutrum, neque sem pretium metus, quis mollis nisl nunc et massa. Vestibulum sed metus in lorem tristique ullamcorper id vitae erat. Nulla mollis sapien sollicitudin lacinia lacinia. Vivamus facilisis dolor et massa placerat, at vestibulum nisl egestas. Nullam rhoncus lacus non odio luctus, eu condimentum mauris ultrices. Praesent blandit, augue a posuere aliquam, arcu tortor.

QUOTE

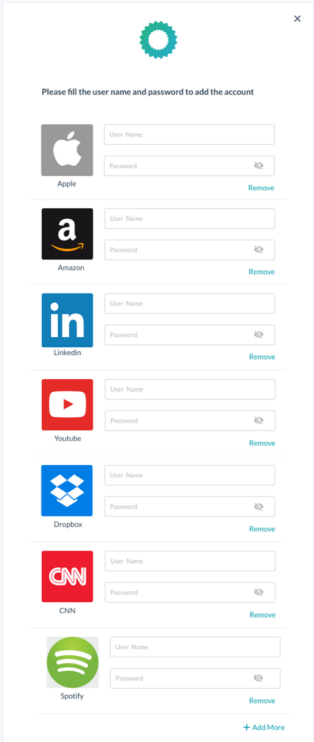
Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nisi. Nullam vehicula nisi velit. Mauris turpis nisl, molestie ut ipsum et, suscipit vehicula odio. Vestibulum interdum vestibulum felis ac molestie. Praesent aliquet quam

Layout



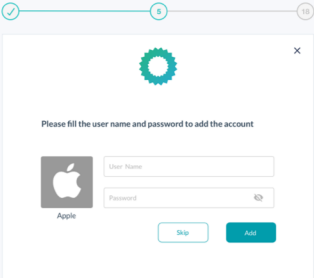
Main Screen & Design Decision Made

First Version



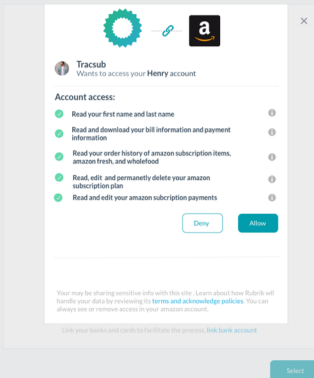
The first version of the main screen is a modal dialog with a green gear icon and a close button. It contains a list of social media and streaming service icons (Apple, Amazon, LinkedIn, YouTube, Dropbox, CNN, Spotify) with corresponding 'User Name' and 'Password' input fields. Each entry has a 'Remove' button. At the bottom, there is an '+ Add More' link and an 'Add All' button.

Second Version



The second version of the main screen is a modal dialog with a green gear icon and a close button. It contains a single 'Apple' icon with 'User Name' and 'Password' input fields. Below the input fields are 'Skip' and 'Add' buttons. A progress bar at the top shows a checkmark, a circle with '5', and a circle with '10'.

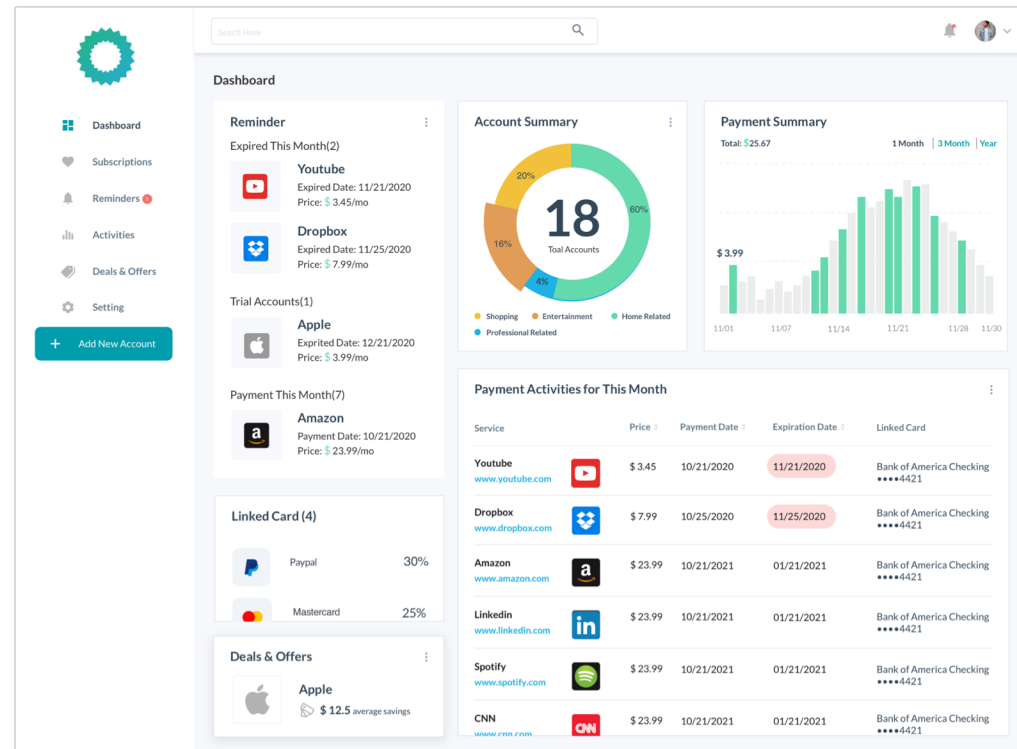
Third Version



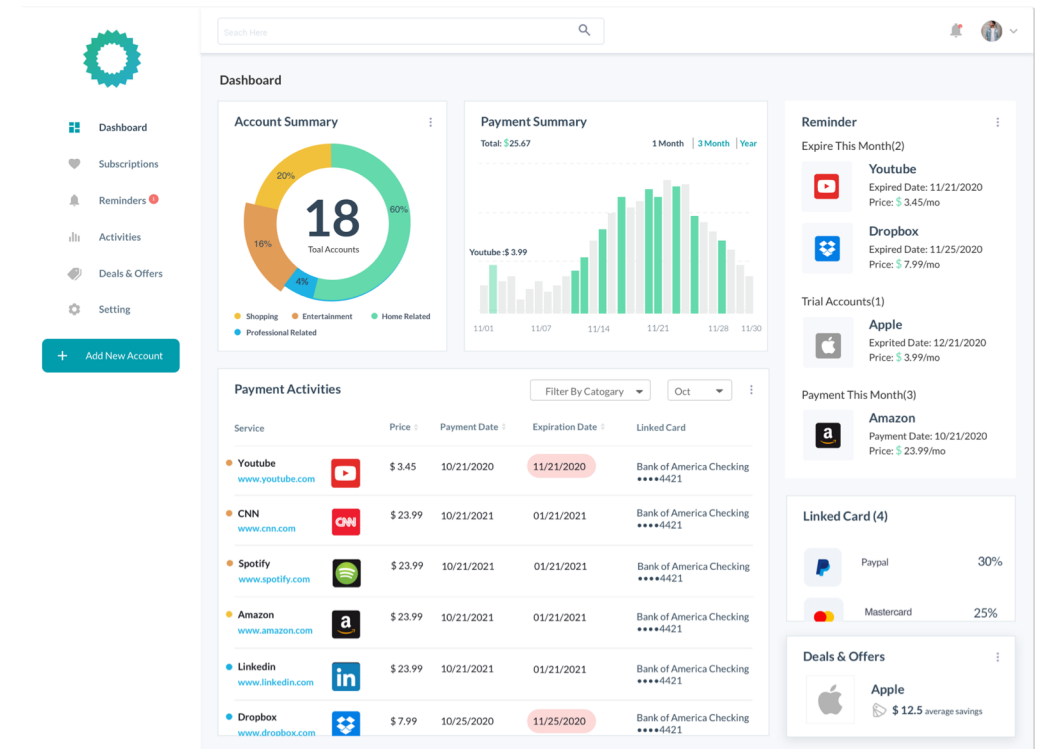
The third version of the main screen is a modal dialog with a green gear icon, a link icon, and an Amazon icon. It contains a 'Tracsub' header and a list of account access permissions: 'Read your first name and last name', 'Read and download your bill information and payment information', 'Read your order history of amazon subscription items, amazon fresh, and amazonalexa', 'Read, edit, and permanently delete your amazon subscription plan', and 'Read and edit your amazon subscription payments'. Below the list are 'Deny' and 'Allow' buttons. At the bottom, there is a 'Select' button.

Main Screen & Design Decision Made

First Version

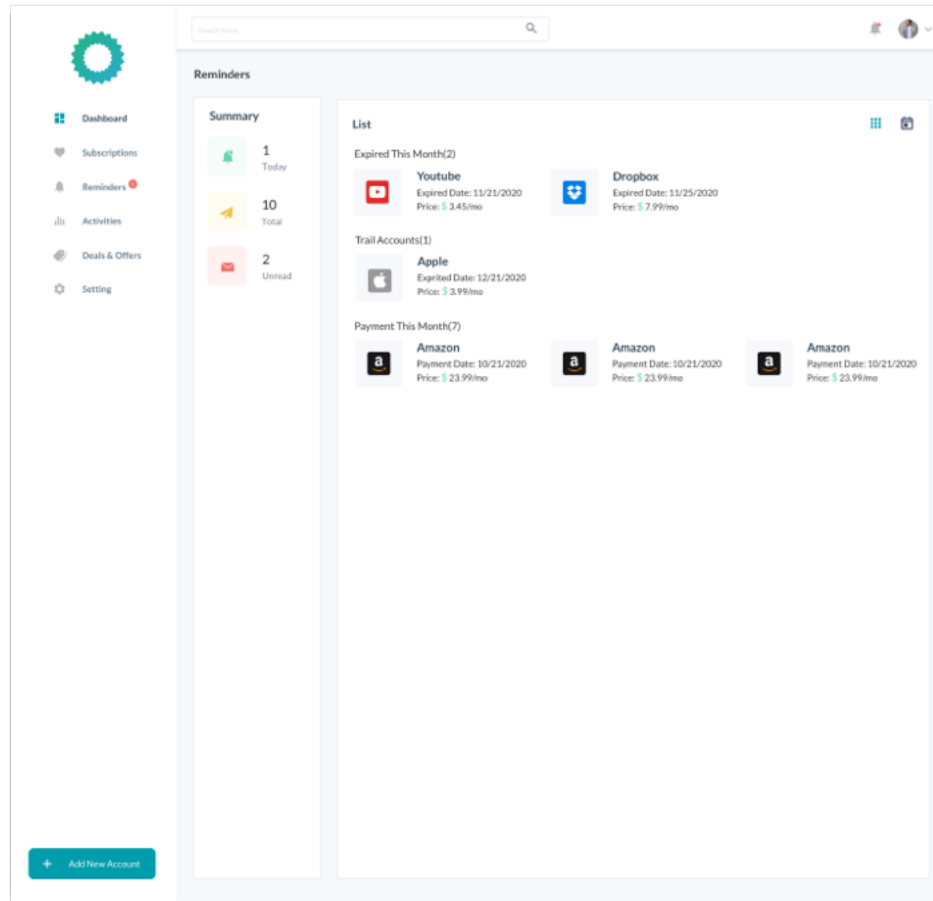


Second Version

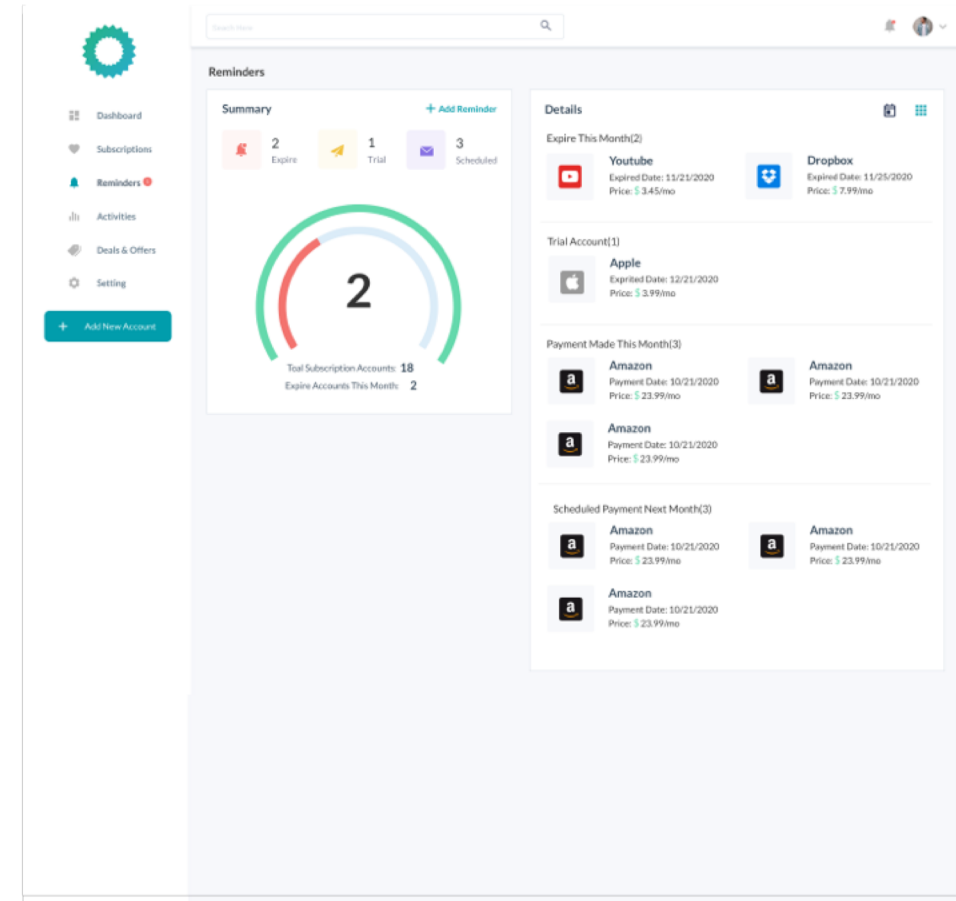


Main Screen & Design Decision Made

First Version

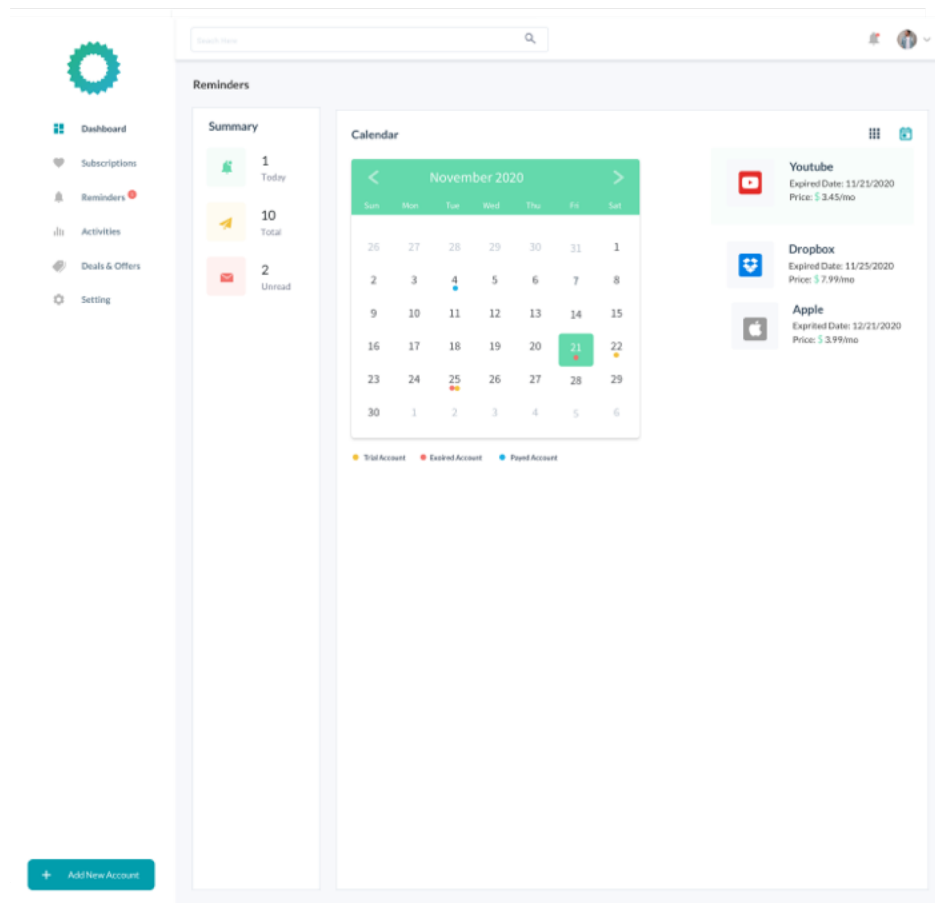


Second Version



Main Screen & Design Decision Made

First Version



Second Version

