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
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Initial Paper Prototype
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Task 1: Is Netflix worth it?

1. View the Koala homepage
2. Navigate to Netflix Detailed View
3. View your Usage Score for Netflix
4. Go to Settings
5. Click “Unsubscribe”
6. Return to homepage
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Testing Process

Heuristic Evaluations

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Heuristic Evaluations

| Iterate |

Three Usability Tests

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In-Class Critiques
Heuristic Evaluations
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Heuristic Evaluations
Testing Results
Testing Results

- Fitness: $50 Expired Card 11/10
- Netflix: $7.99 Expired Card 1/31
- CenturyLink: $29.99 Expired Card 1/31

- Unsubscribe
- Pause Subscription
In-Class Critiques
In-Class Critiques

Billing Options

My Debit Card (3678) Successfully updated!
Mastercard (1234)
Discover card (2983)

Are you sure you wish to unsubscribe from Netflix?

Yes  NO

This card pop for these services:
• Century Link
• Netflix
• 24 Hour Fitness

Cancel  Save
Final Paper Prototype
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
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Digital Mockup

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<th>Cost</th>
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<tr>
<td>Spotify</td>
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We think you may enjoy these.

- **hulu**
  - $3.99/Mo.
  - Recommend this! Try it for half off!

- **PANDORA**
  - $4.99/Mo.
  - Based on your interest in music streaming services.
Lessons Learned

- Usability testing works
- But it has its limits
- Over-designing can be a problem
Thanks for listening!

Questions?