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

Jen Kang • Vivian Yu • Si Liu • Brendan Lee
## Amazon Prime Early Access

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

### Bank of America Online Banking

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I'd like to cancel my cable subscriptions.

Well... I give up.

How about some sweet deals instead?

2 hours later...
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