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
1 Click Subscribe with Koala

- Netflix: $8.99/mo., Due Dec. 2
- Spotify: $10/mo., Due Dec. 4
- Fitness: $39.99/mo., Due Dec. 12
- Amazon Prime: $100/yr., Due Dec. 17
- Charlie's Water: $20/mo., Due Dec. 19
- XBOX 360 Live: $60/yr., Due Dec. 22
<table>
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<tr>
<th>Date</th>
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<td></td>
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<td>-$13.02</td>
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<tr>
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<tr>
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<td>Groceries</td>
<td></td>
<td></td>
<td>-45.11</td>
<td>$99.18</td>
</tr>
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</table>
Initial Paper Prototype
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
4. Go to Settings
5. Click “Unsubscribe”
6. Return to homepage
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Testing Process

Heuristic Evaluations
- Iterate

Three Usability Tests
- Iterate

In-Class Critiques
Testing Process

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  - Iterate
  - Three Usability Tests
    - Iterate
    - In-Class Critiques
Testing Process

Heuristic Evaluations

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Three Usability Tests</td>
</tr>
<tr>
<td>Iterate</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
<th>Expiry Date</th>
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<tbody>
<tr>
<td>Fitness</td>
<td>$50</td>
<td>11/10</td>
</tr>
<tr>
<td>NETFLIX</td>
<td>$7.99</td>
<td>1/31</td>
</tr>
<tr>
<td>centuryLink</td>
<td>$29.99</td>
<td>1/31</td>
</tr>
</tbody>
</table>

Unsubscribe
Pause Subscription
In-Class Critiques
In-Class Critiques

Billing Options
- Add card
- My Debit Card (13678)
- Mastercard (1234)
- Discover Card (2983)

Are you sure you wish to unsubscribe from Netflix?
- Yes
- No

This card is used for these services:
- Century Link
- Netflix
- 24 Hour Fitness

[Options]
- Cancel
- Save
Final Paper Prototype
Digital Mockup

Task 1: Is Netflix worth it?

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Digital Mockup

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| Service          | Cost     | Due  
|------------------|----------|------
| Spotify          | $10/Mo.  | Dec 10
| Amazon Prime     | $100/Yr. | Dec 10
| Charity: Water   | $20/Mo.  | Dec 10
| XBOX 360 Live    | $60/Yr.  | Dec 10

We think you may enjoy these:

- **hulu**
  - $3.99/Mo.
  - Based on your interest in media streaming services, we think you would enjoy hulu. 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?