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# Subtrackr

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**47 million** subscribers

**NETFLIX**

**Doubled** in the past 4 years

**65 million** subscribers

**amazon.com**  
*Prime*

**2 million** increase each quarter

Prime member spend **Double** on Amazon

Compare to what non-Prime member spend annually

# Problem

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



# Design Research: Interview

- Limited income
- Power in decision-making
- Utilization of free trial



- Share services within household
- Difficulty in technology
- Long-term subscribing

# Design Research: Findings

- **Ease of access**
- Commitment to the service
- Introduction to a service
- Sharing to save
- Knowledge of usage data
- Forgetting payments



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# Tasks

<b>Remind users of pay period end date</b>	Evaluate usage over pay period	Discover new subscriptions
Find people to share services with	Manage shared accounts	Track usage over pay period

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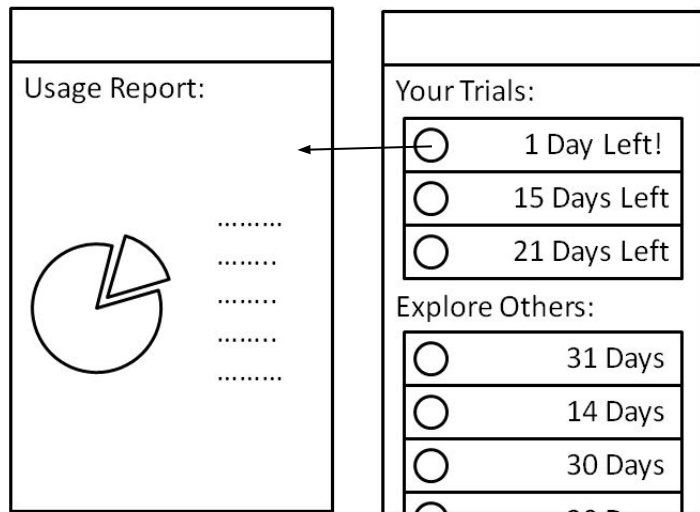
# Design 1: Tracking Free Trials



Track usage of subscription or trial



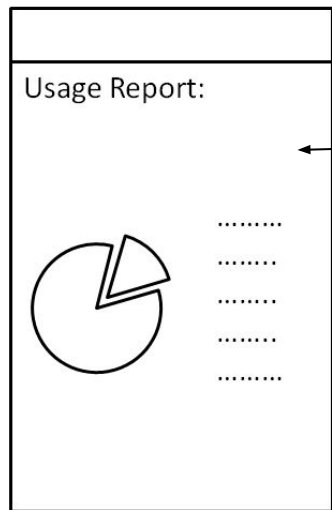
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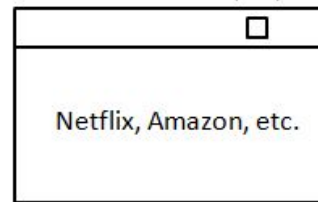
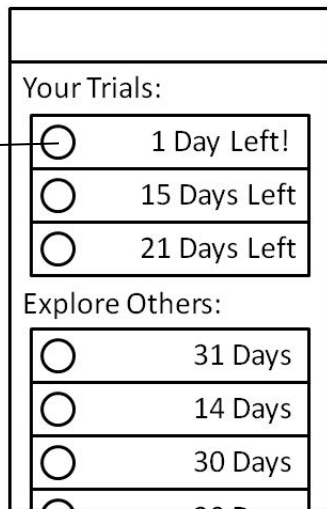
Evaluate during free trial



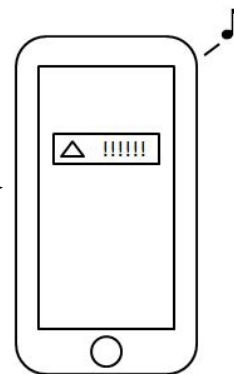
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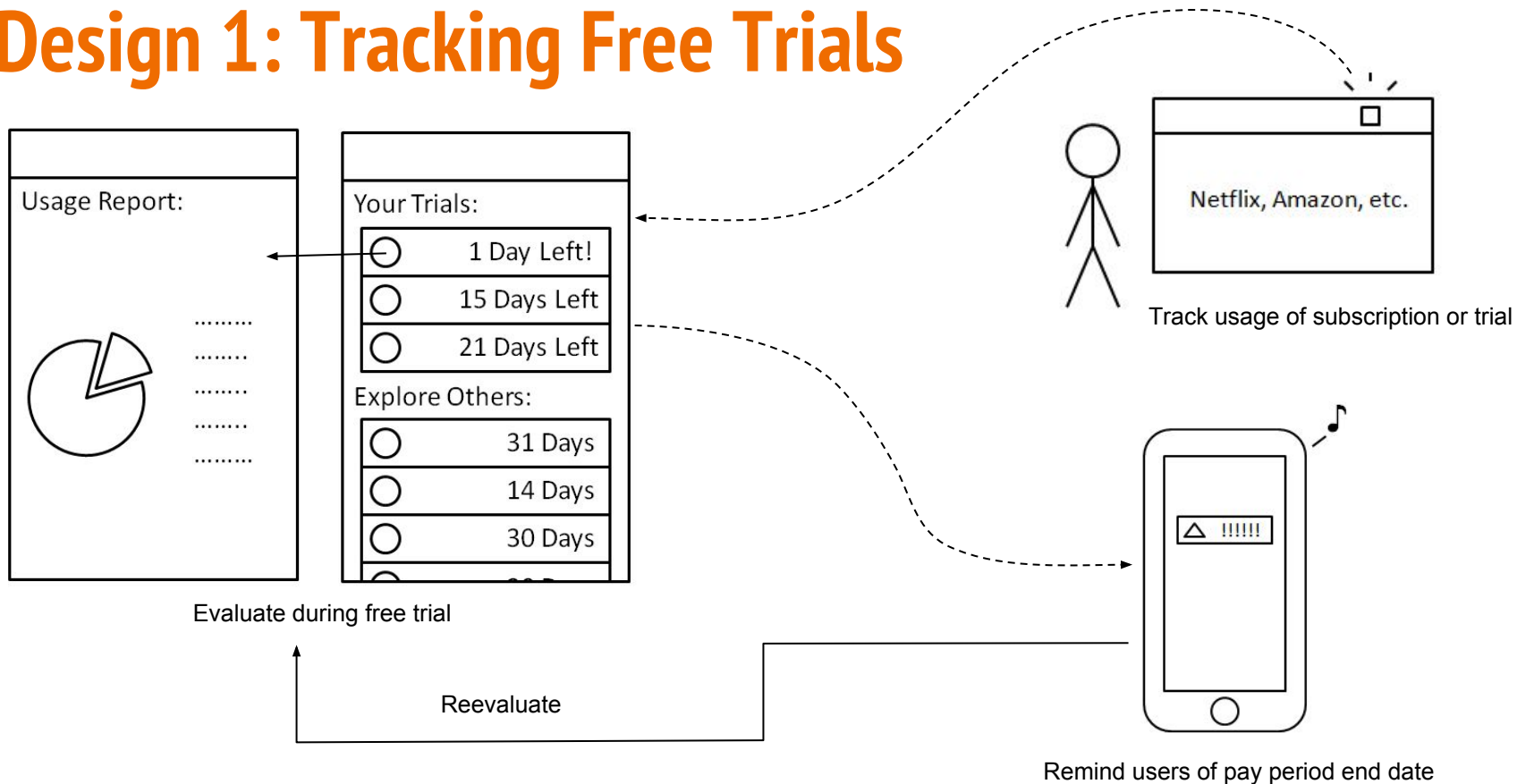


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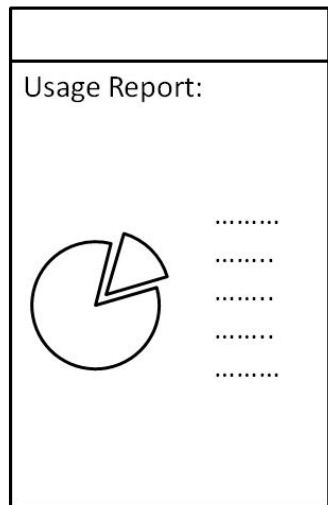


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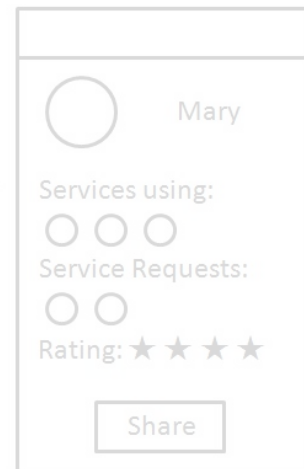
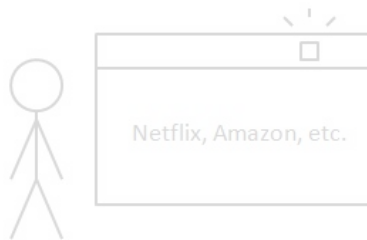
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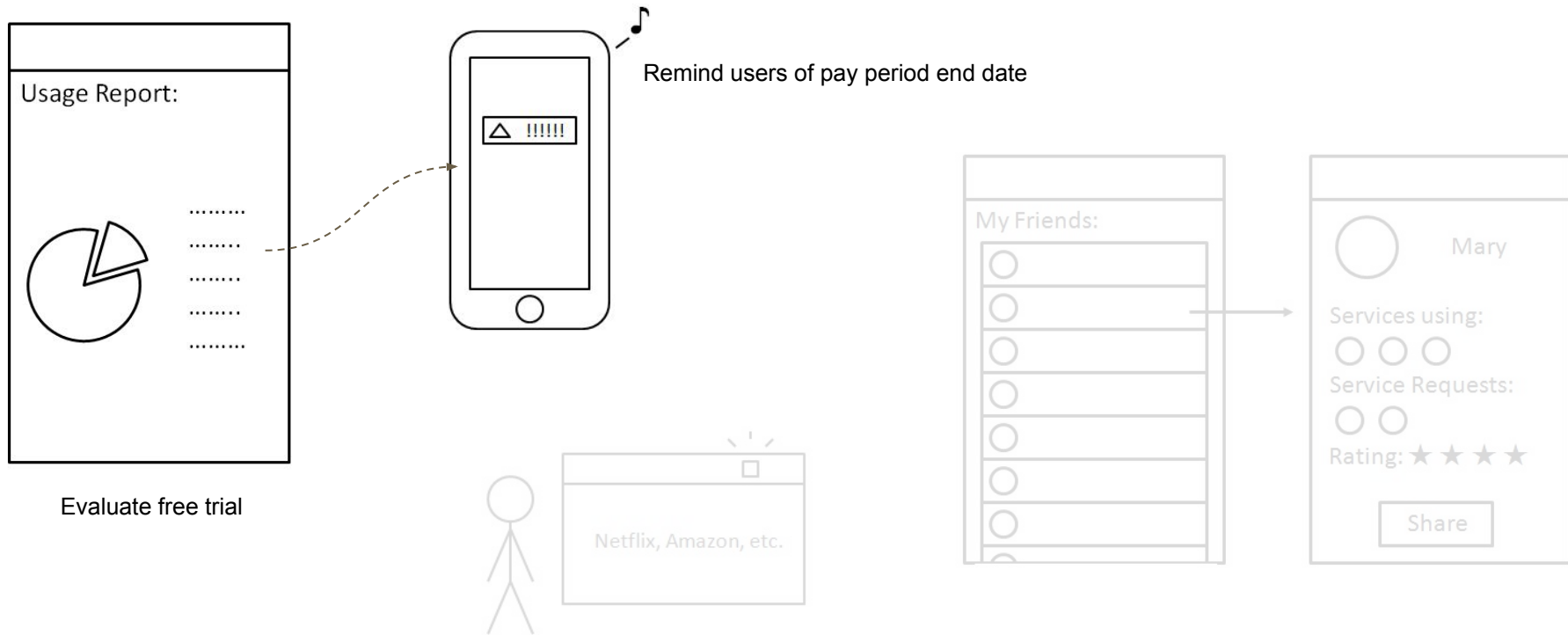
# Design 2: Finding New Subscription Services



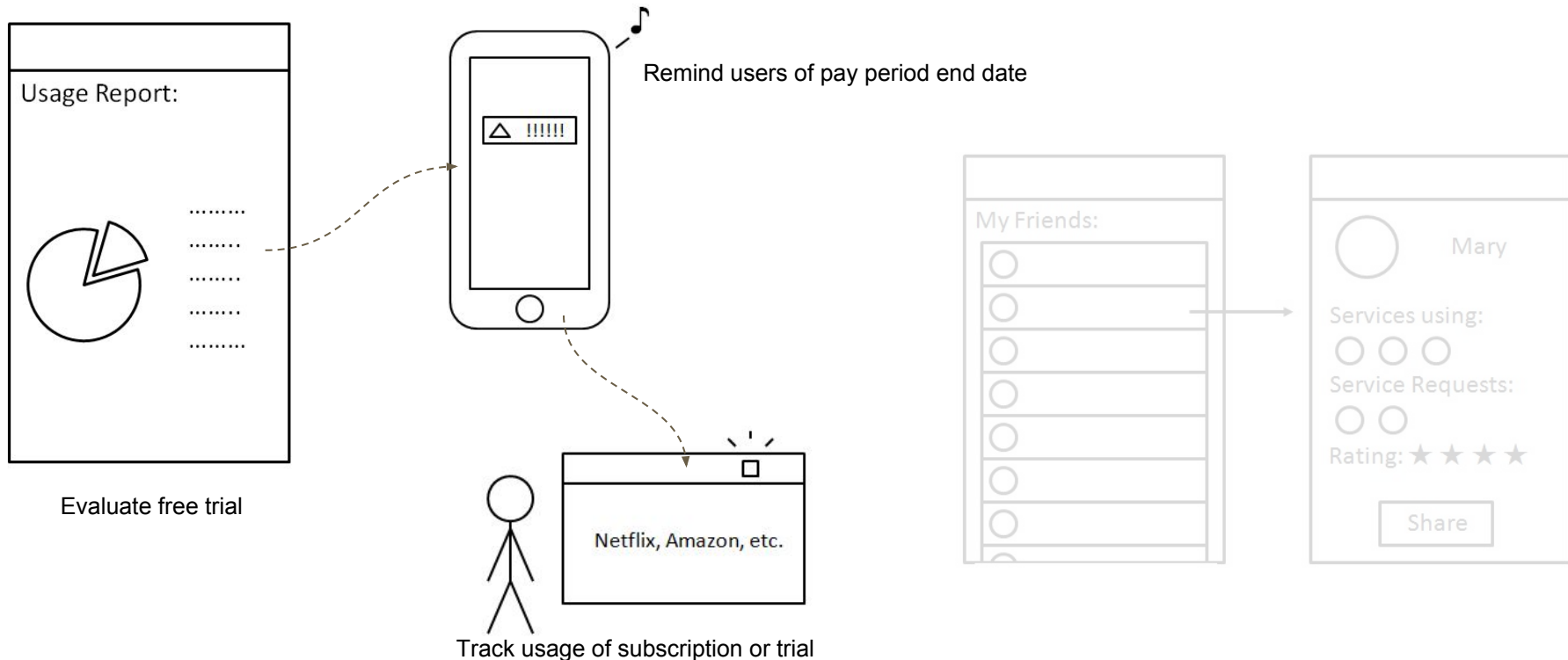
Evaluate free trial



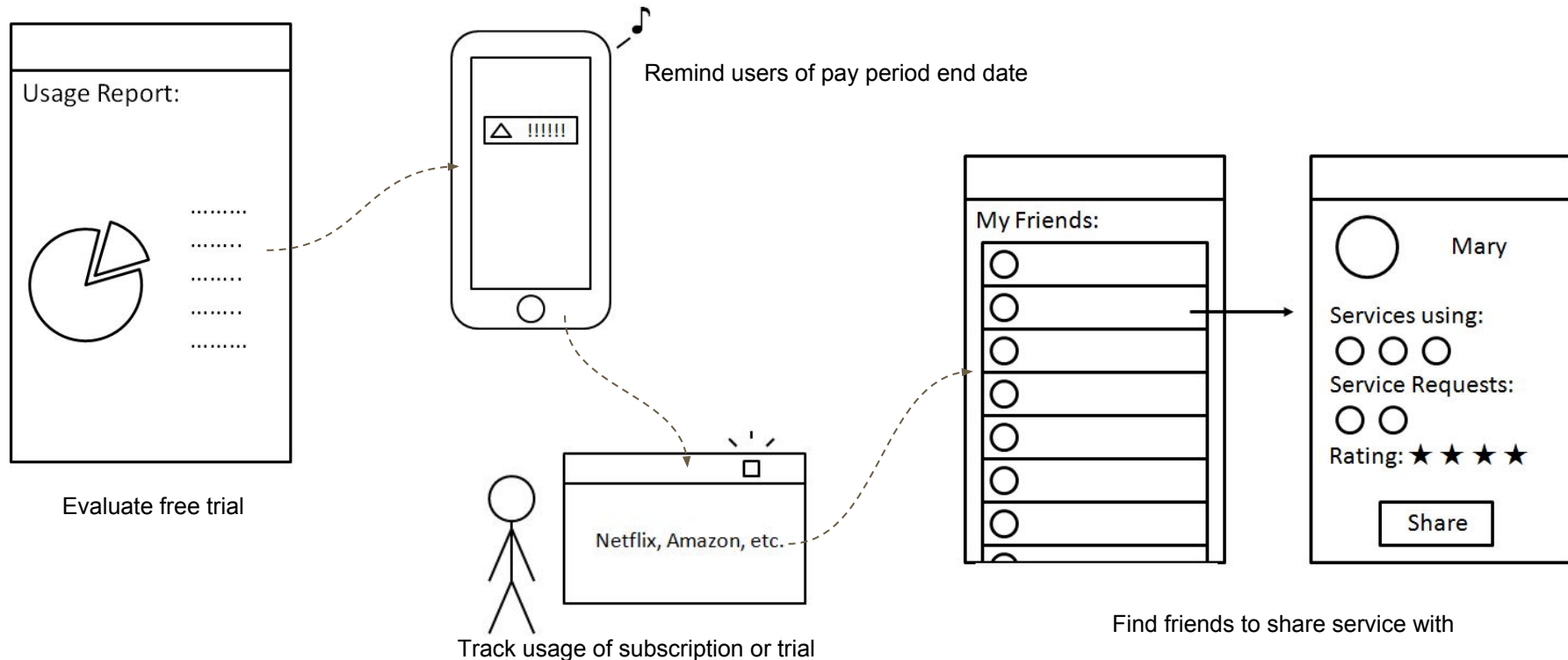
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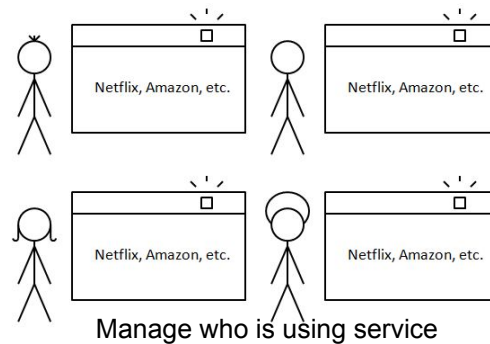


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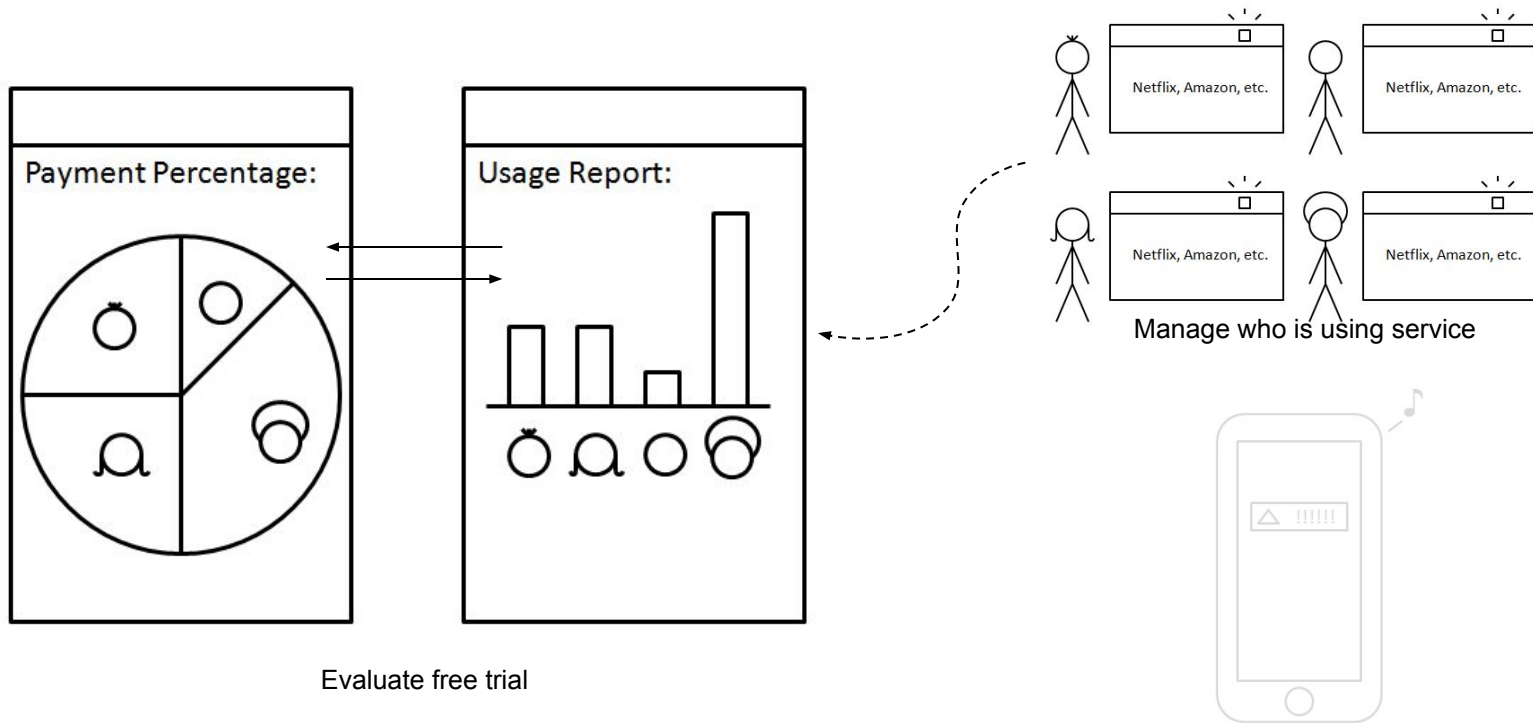




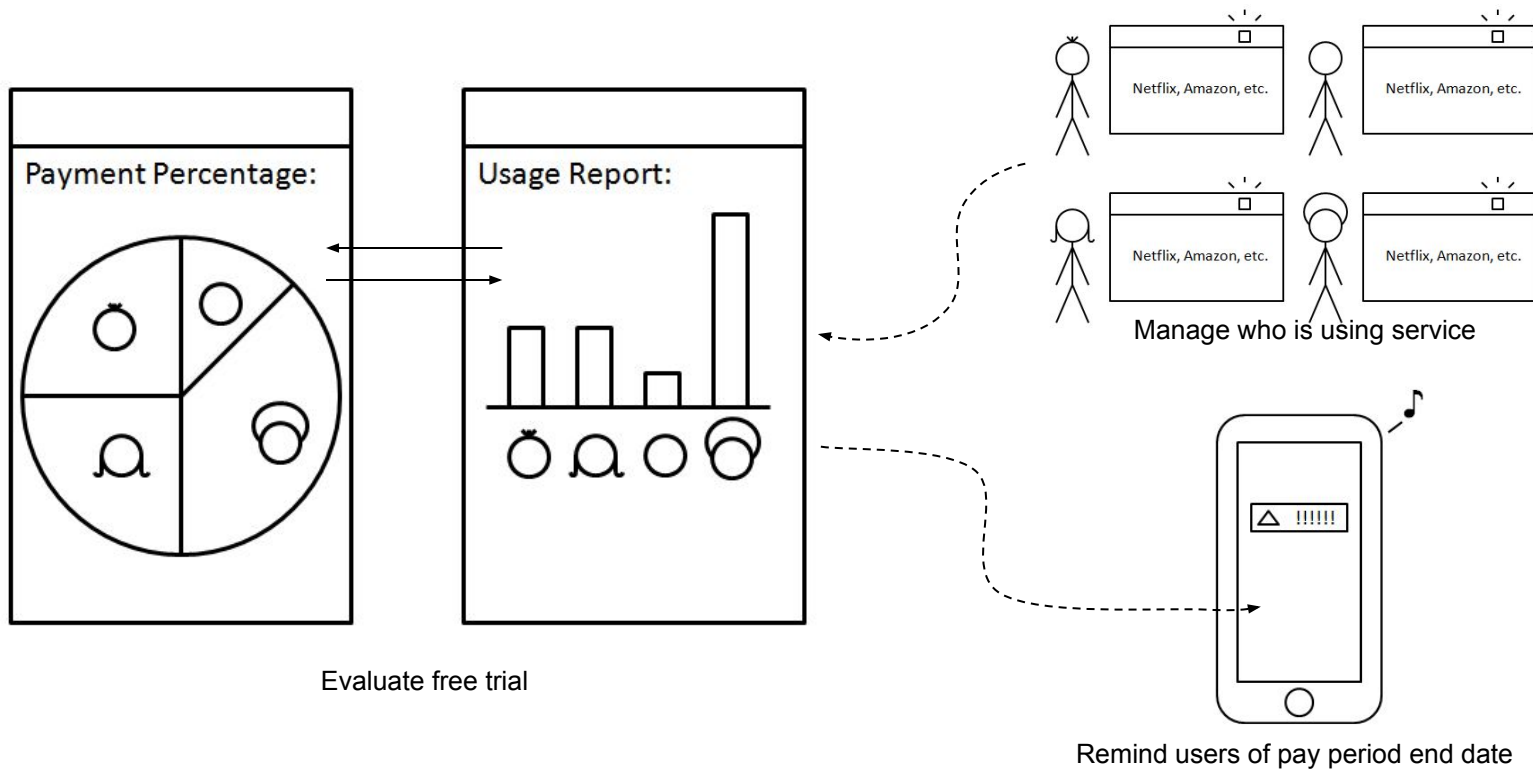
# Design 3: Managing Subscription Service Sharing



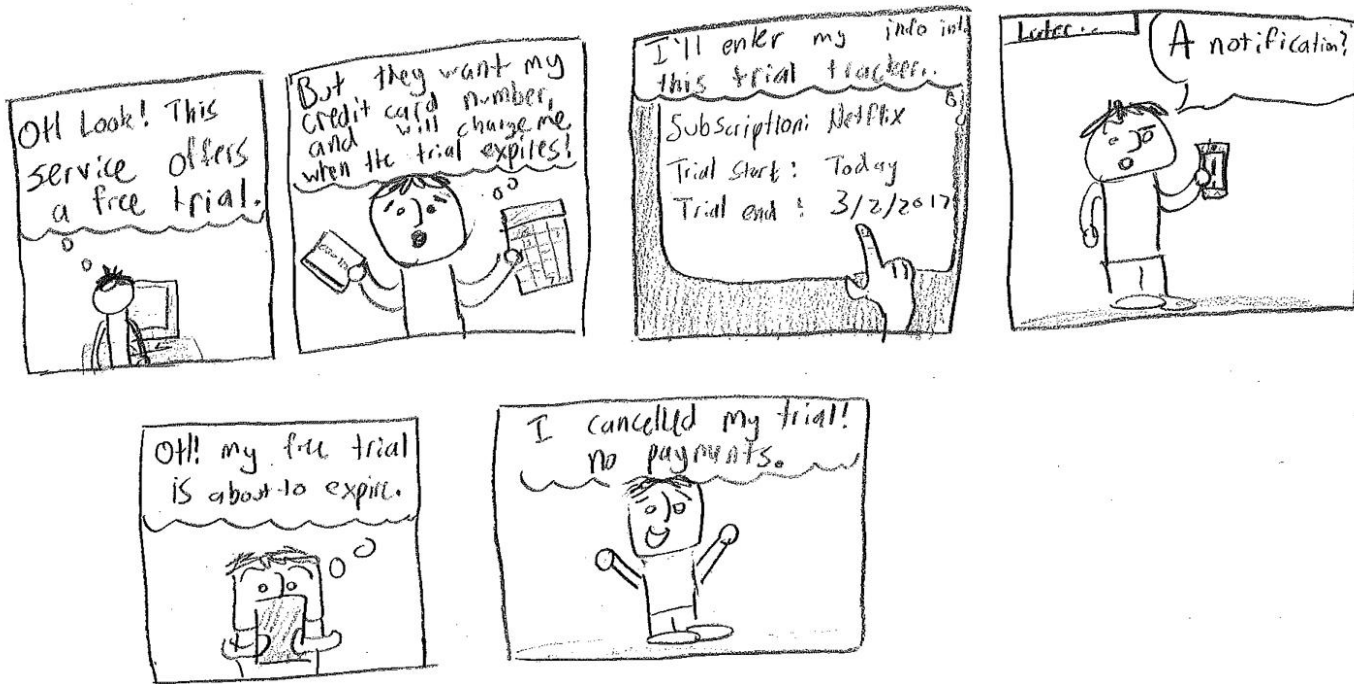
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# Storyboard 1



# Storyboard 2



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