
SubTrackr

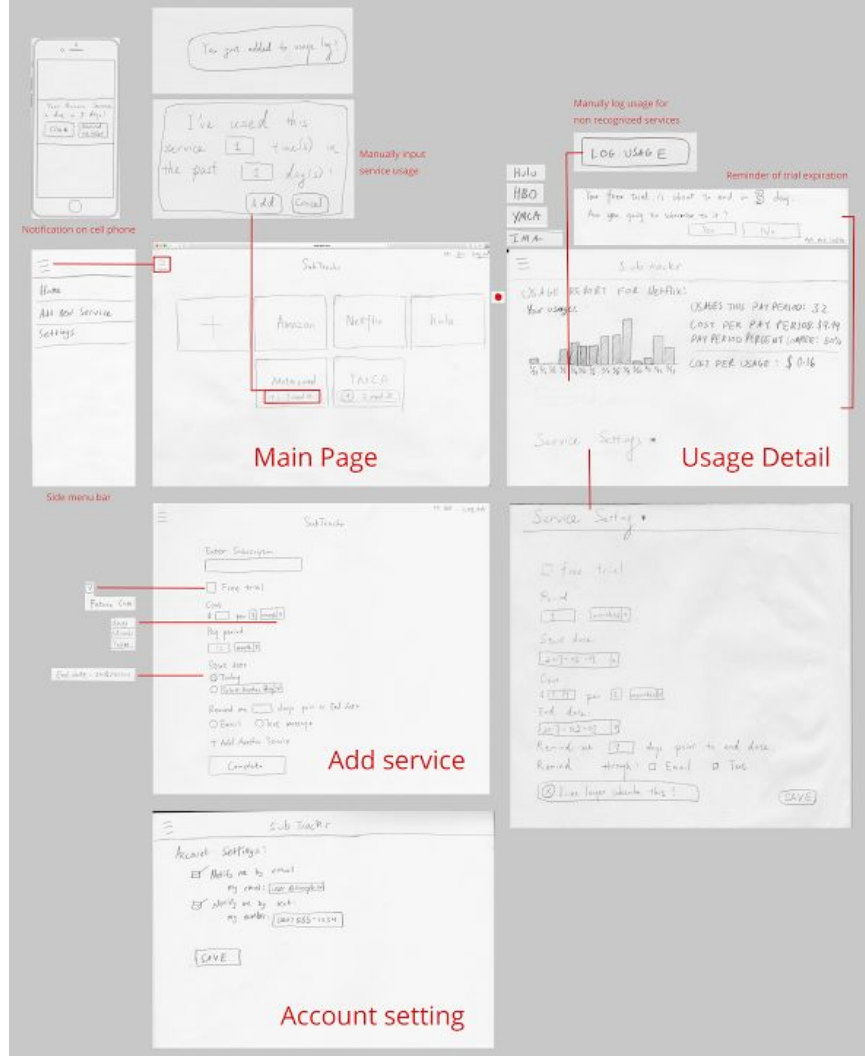
Andrew Murray, Valerie Ziyi Huang,
Ian Wagner-Smith, Tori Yan

Problem

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



Initial Paper Prototype: Overview



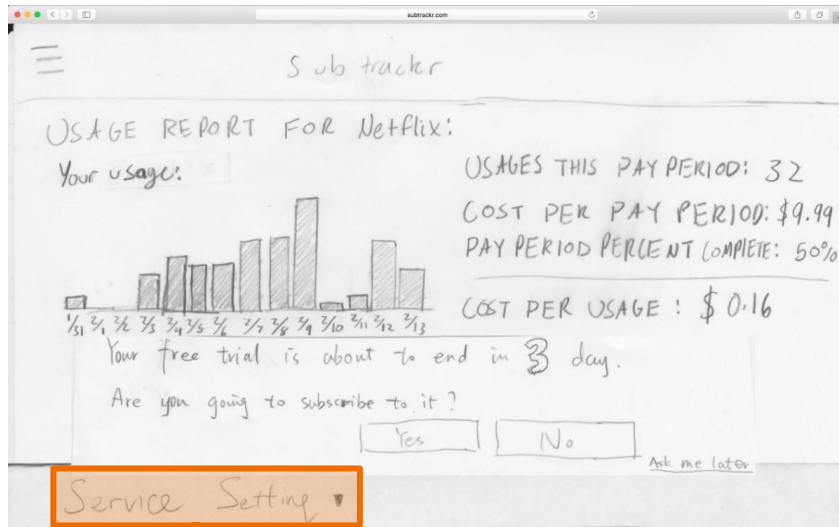
Initial Paper Prototype: Task 1

Receive alerts at the end of a pay period



Task 1.1

Change Service Settings



free trial

Period:

▾

Start date:

▾

Cost:

\$ per ▾

End date:

▾

Remind me days prior to end date.

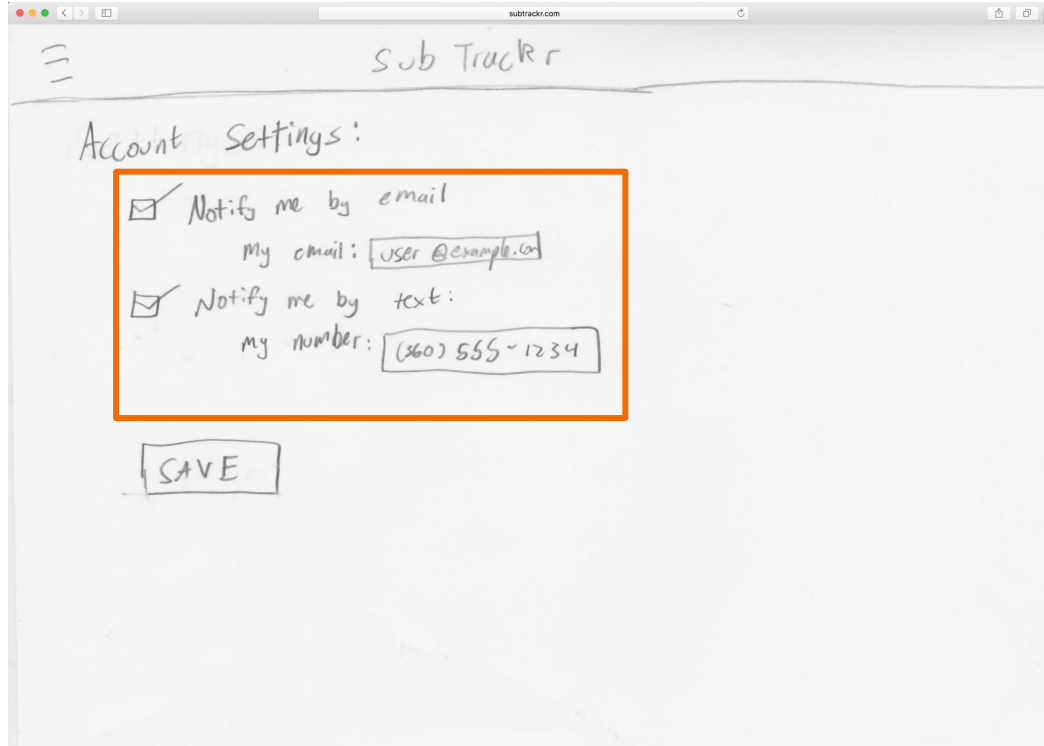
Remind through: Email Text

I no longer subscribe this!

Task 1.2 Update Notification Setting



Task 1.2 Update Notification Setting



The image shows a browser window with the URL 'subtracker.com'. The page content is handwritten in black ink on a white background. At the top left is a hamburger menu icon. The title 'Sub Tracker' is centered at the top. Below it, the heading 'Account Settings:' is written. A rectangular area is highlighted with an orange border, containing two checked checkboxes. The first checkbox is labeled 'Notify me by email' and has a text input field below it containing 'user@example.com'. The second checkbox is labeled 'Notify me by text' and has a text input field below it containing '(360) 555-1234'. Below the highlighted area is a 'SAVE' button in a rectangular box.

subtracker.com

Sub Tracker

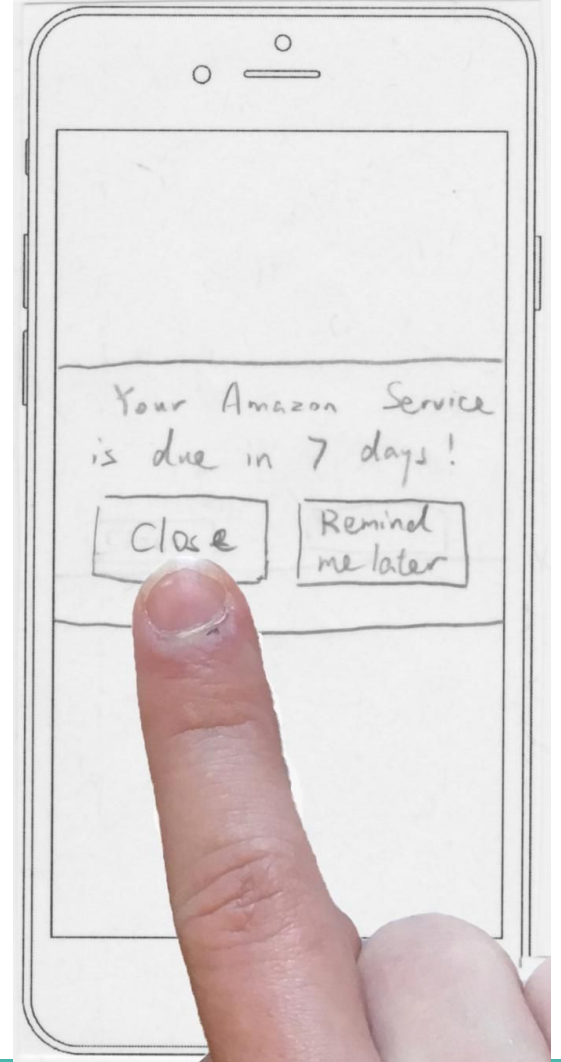
Account Settings:

Notify me by email
My email:

Notify me by text:
My number:

Task 1.3

Getting The Notification

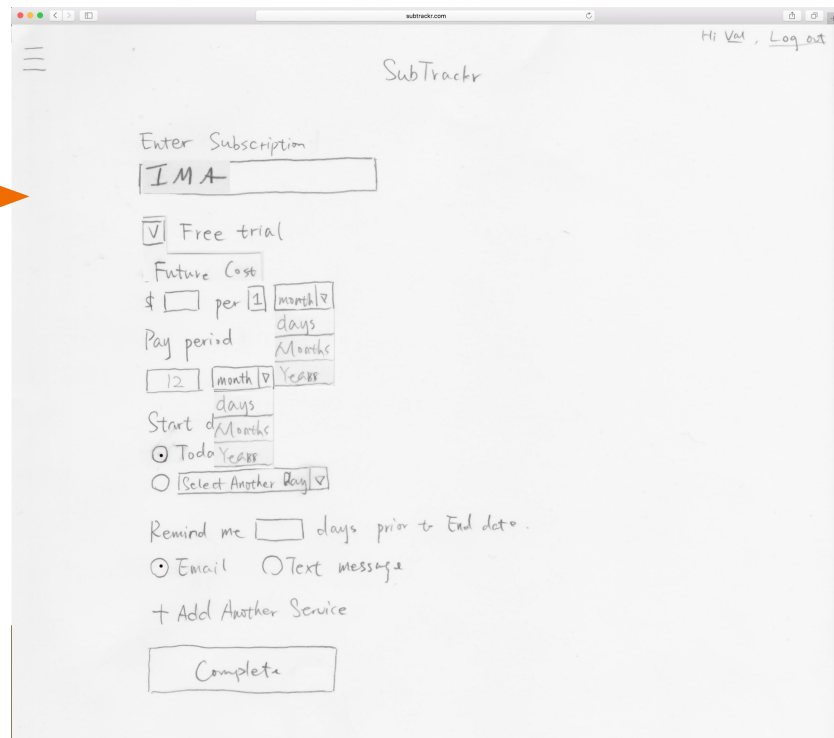
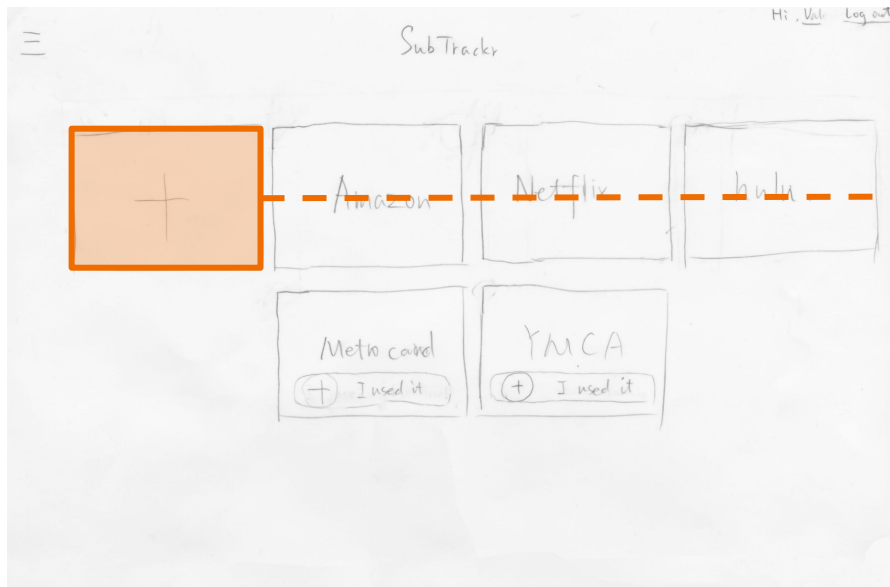


Initial Paper Prototype: Task 2

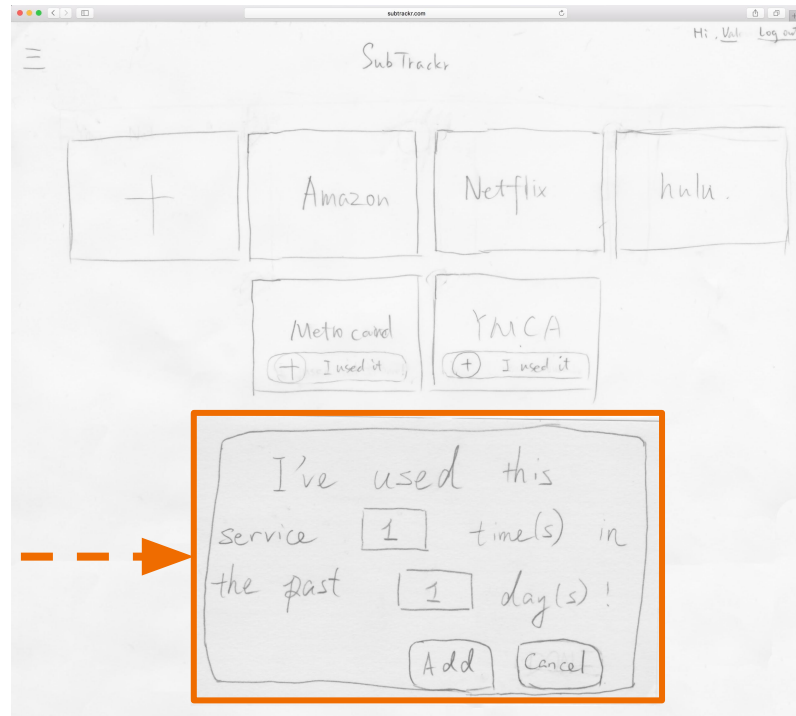
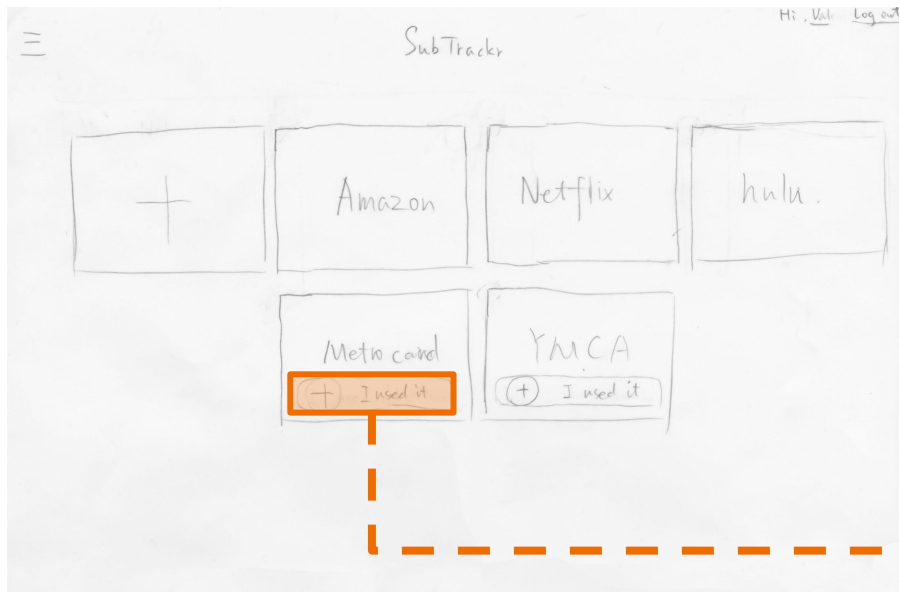
Evaluate Usage Data



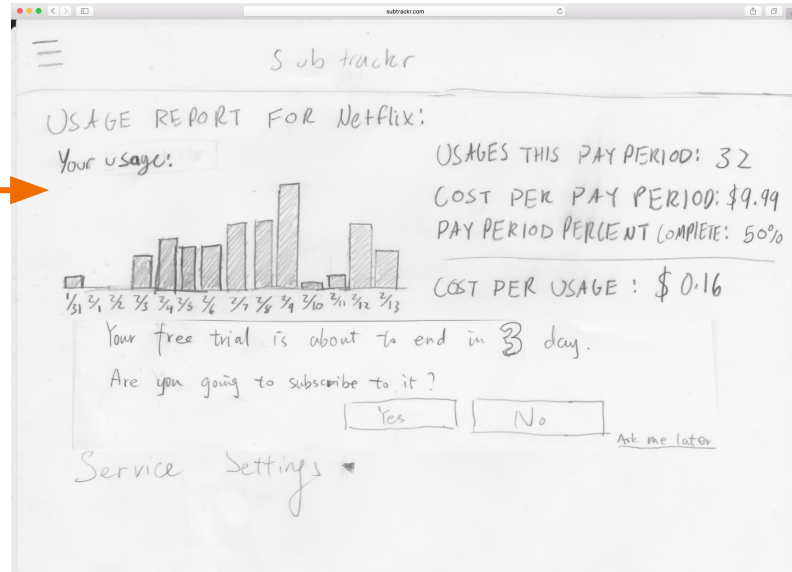
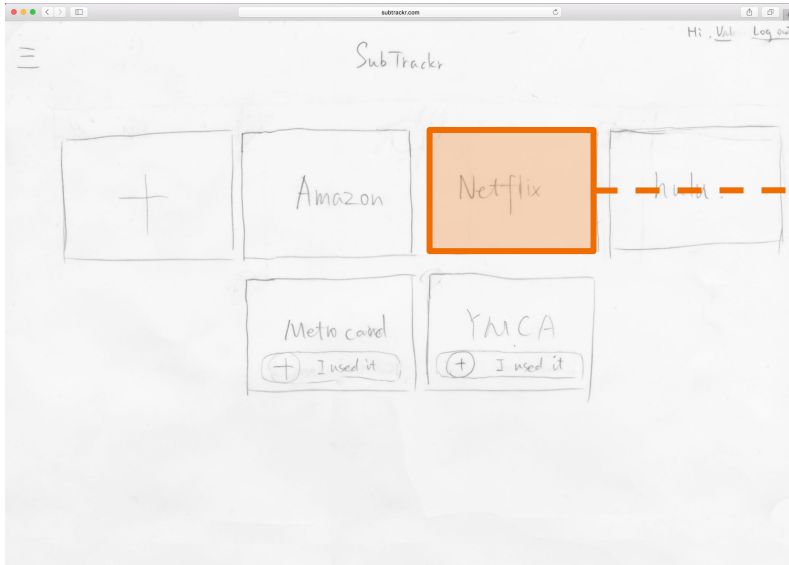
Task 2.1 Adding a New Service



Task 2.2 Logging Usage



Task 2.3 Checking Service Usage Report

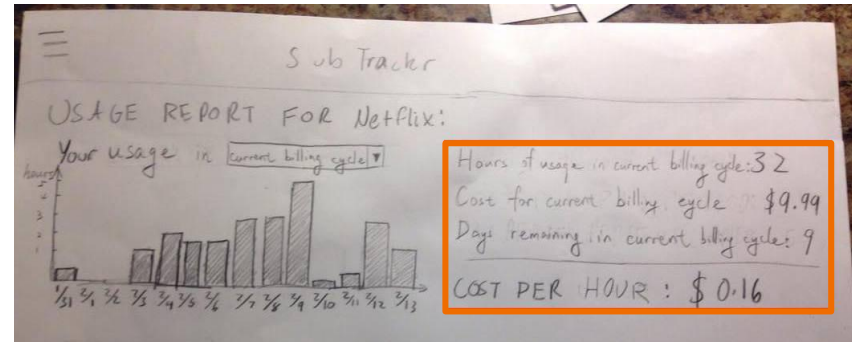
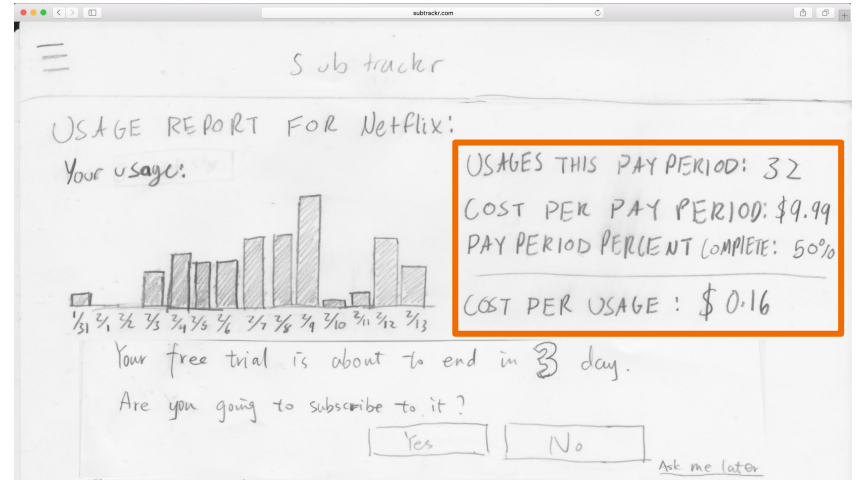


Heuristic Evaluation

- Match with Real World
- Help and Documentation
- Efficiency of Use

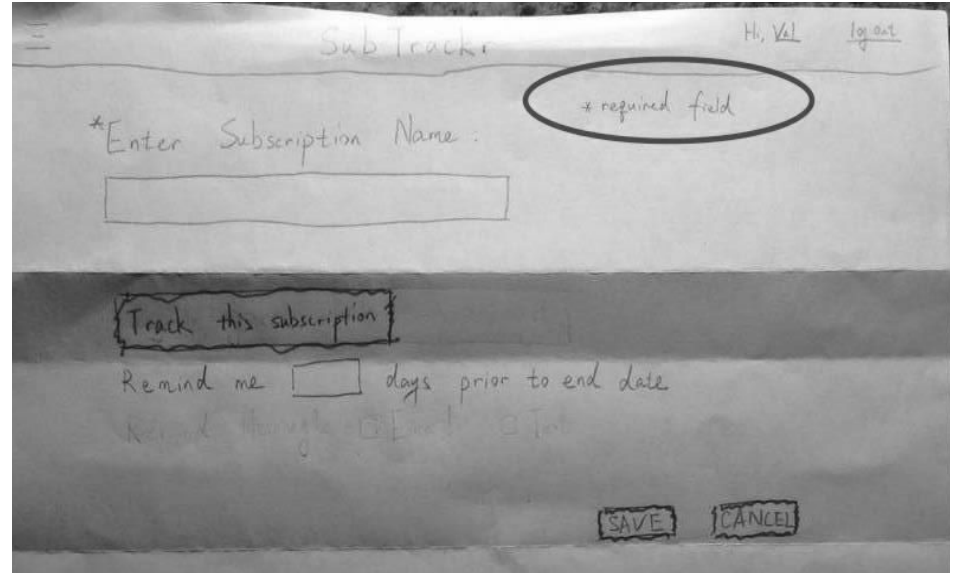
Heuristic Evaluation

- Match with Real World
- Help and Documentation
- Efficiency of Use



Heuristic Evaluation

- Match with Real World
- **Help and Documentation**
- Efficiency of Use



Heuristic Evaluation

- Match with Real World
- Help and Documentation
- Efficiency of Use

free trial

Period:

Start date:

Cost:
\$ per

End date:

Remind me days prior to end date.

Remind through: Email Text

I no longer subscribe this!

▼ Service Settings regard field *

*Start date:
 ▼

End date:
 ▼

* Cost: (The corresponding service full price if free trial)
\$ per ▼

Remind me days prior to end date.

Remind through: Email Text

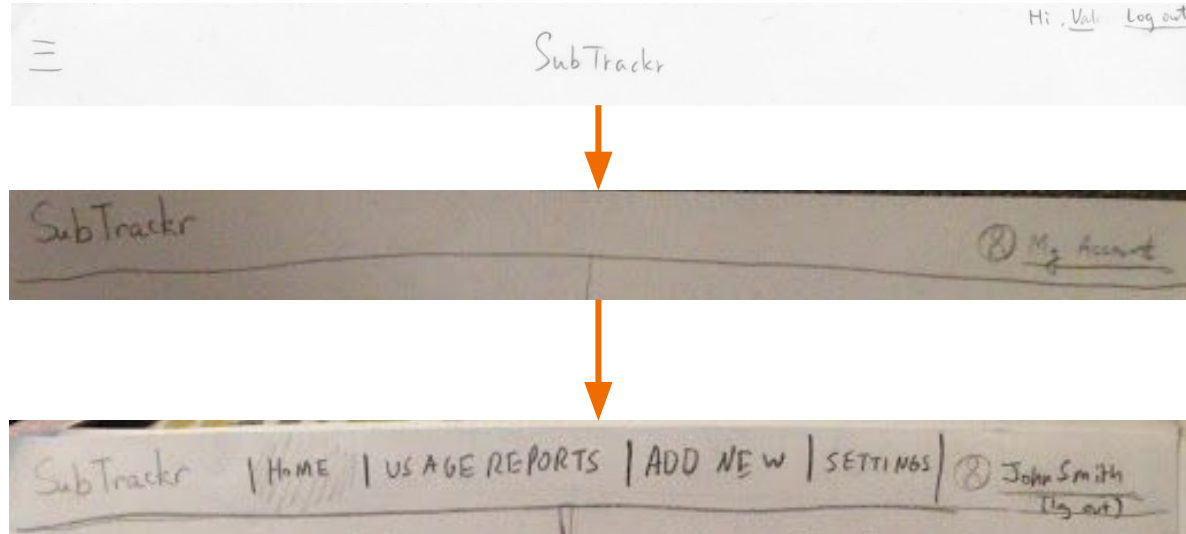
I no longer track this service!

Usability Test: Method

We asked participants to:

- Add an automatic service to their account
- Add a manual service to their account
- Check the statistics and status of their services
- Stop tracking services
- Remove service data from their Subtrackr account

Usability Test: Navigation bar & Header layout

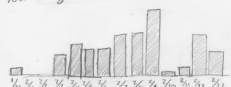


Usability Test: Account Settings / Service Settings

Sub tracker

USAGE REPORT FOR Netflix:

Your usages:



USAGES THIS PAY PERIOD: 32
COST PER PAY PERIOD: \$9.99
PAY PERIOD PERCENT COMPLETE: 50%

COST PER USAGE: \$ 0.16

Your free trial is about to end in 3 day.

Are you going to subscribe to it?

Yes No

Service Setting

free trial

Period:

Start date:

Cost: \$ per

End date:

Remind me days prior to end date.

Remind through: Email Text

I no longer subscribe this!

Sub Tracker

Account Settings:

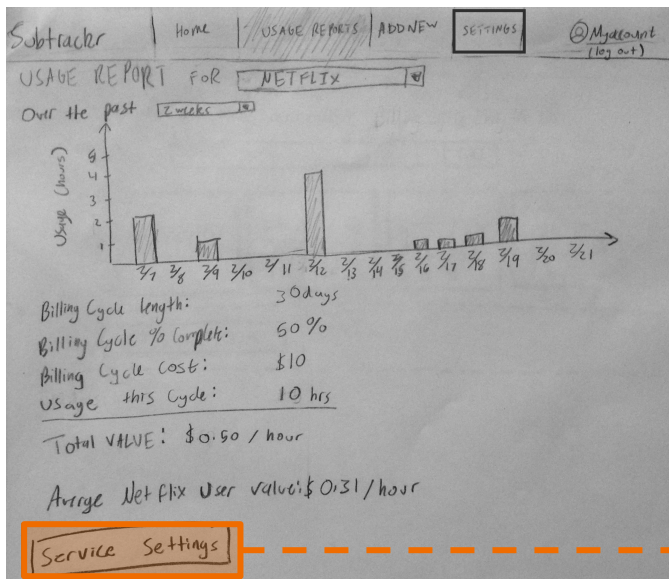
Notify me by email

My email:

Notify me by text:

My number:

Usability Test: Account Settings / Service Settings



SubTracker | Home | USAGE REPORTS | ADD NEW | **SETTINGS** | John Smith (log out)

Account Settings

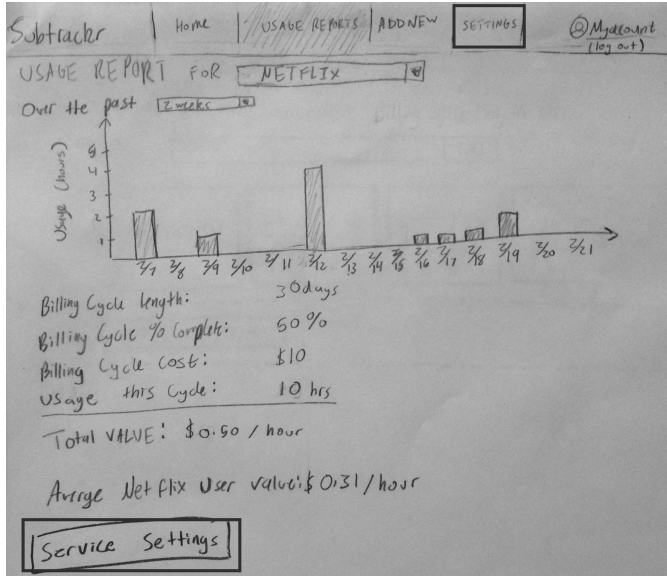
Notify me through Email:
[user@example.com]
+ add email

Notify me through Text:
[260] 555-6789
+ add phone number

My tracked Services:

- ▶ Netflix Settings
- ▶ Amazon Settings:
- ▶ YMCA Settings:

Usability Test: Account Settings / Service Settings



SubTracker | Home | USAGE REPORTS | ADD NEW | **SETTINGS** | John Smith (log out)

Account Settings

Notify me through Email:
user@example.com
+ add email

Notify me through Text:
1230 555-6789
+ add phone number

My tracked Services:

- Netflix Settings

Billing Cycle Length: [] [DATE]

Billing Cycle Cost: [] [USD]

Send Reminder:
[] [days] prior to end of billing cycle

Automatically retrieve Data from my [] Account

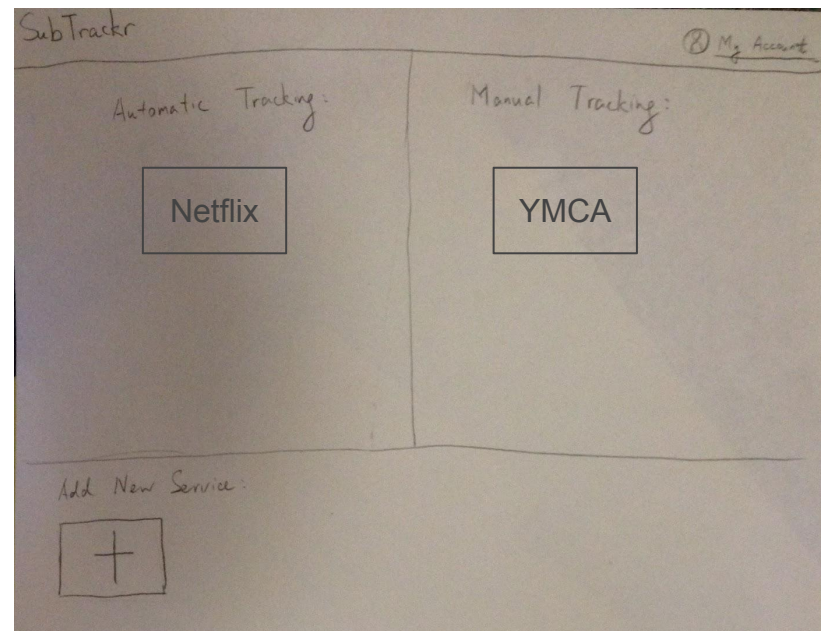
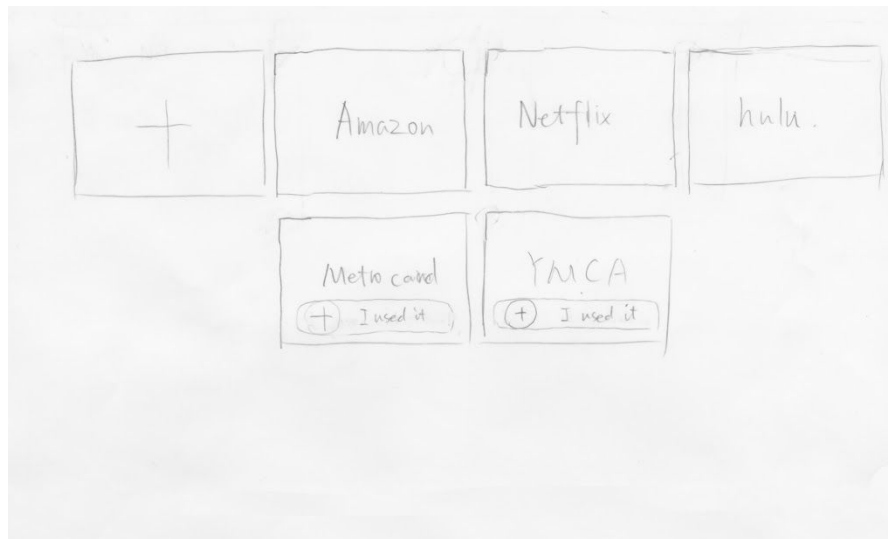
Automatically cancel my Subscription before the start of my next Billing Cycle.

Pause Tracking For This Service

Delete this Service from SubTracker

SAVE CANCEL

Usability Test: Orientation of Icons



Usability Test: User Input in adding new service

Enter Subscription

IMA

Free trial

Future Cost
\$ per month days

Pay period
 month Years

Start of days Months

Today Years

Select Another Day

Remind me days prior to End date

Email Text message


+ Add Another Service

Sub Tracker H, VL log out

*Enter Subscription Name. * required field

NetFlix

↓ ↓ ↓

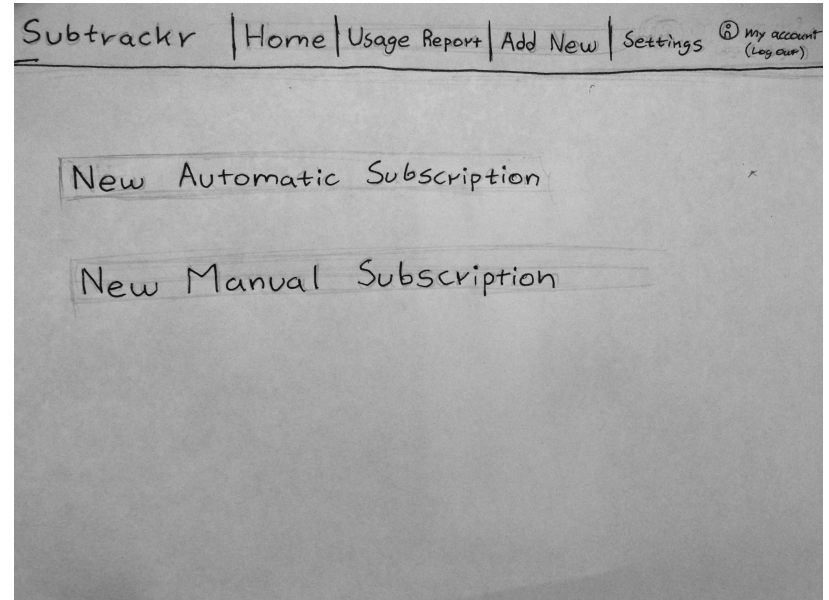
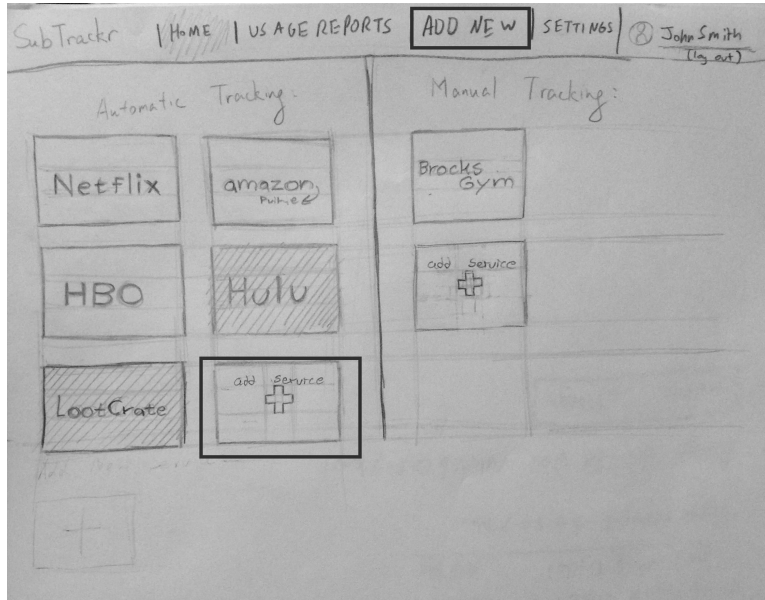
 Username

Password

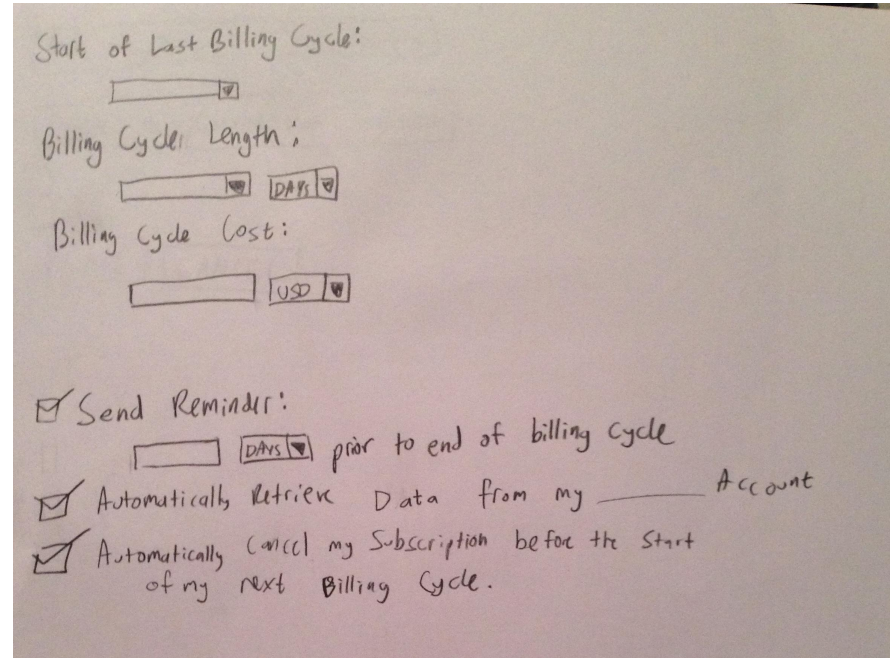
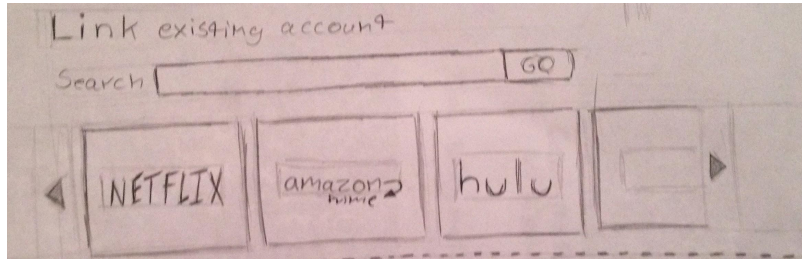
↓ ↓ ↓

Remind me days prior to end date

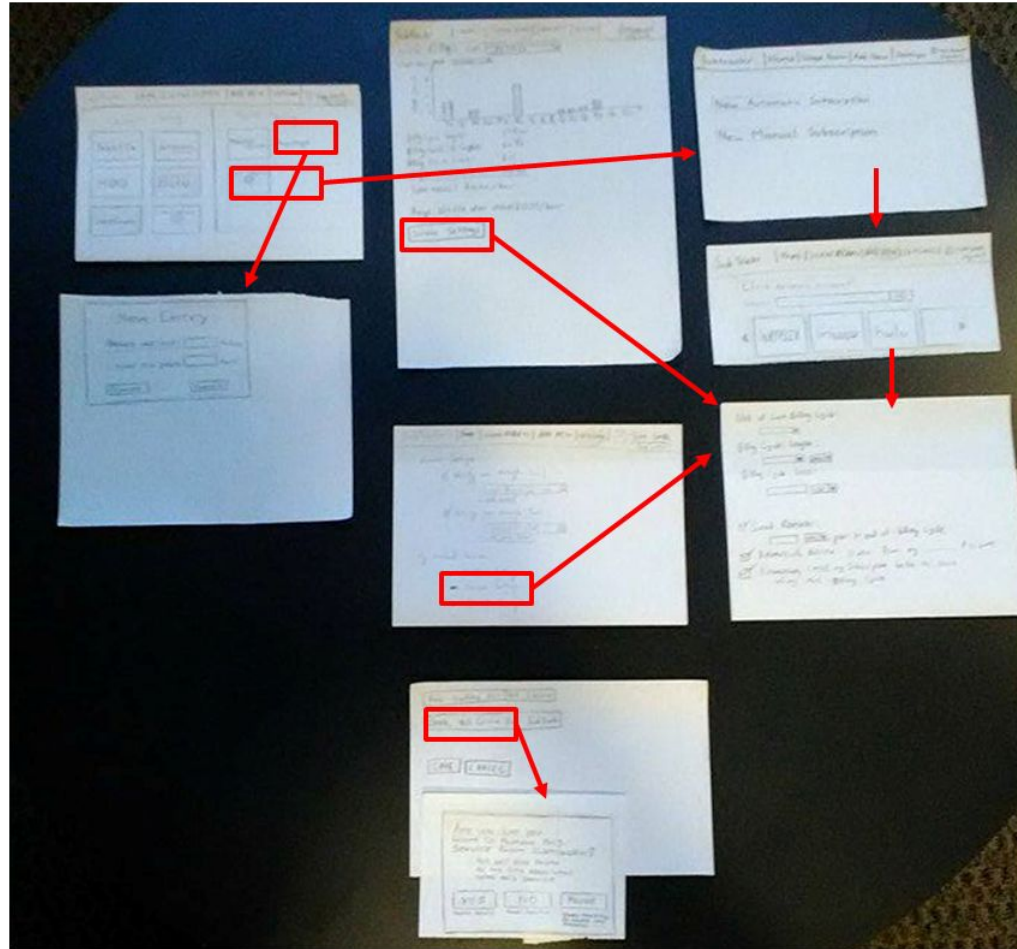
Usability Test: User Input in adding new service



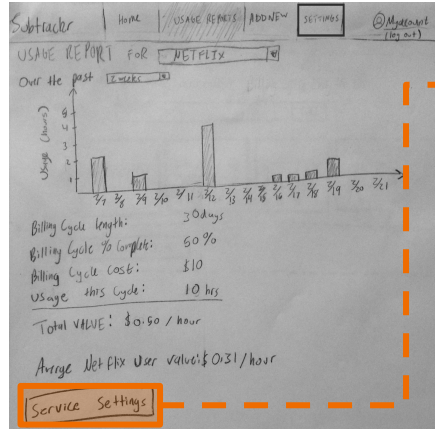
Usability Test: User Input in adding new service



Final Paper Prototype: Overview



Final Paper Prototype: Task 1



SubTracker | Home | USAGE REPORTS | ADD NEW | SETTINGS | John Smith (log out)

Account Settings

Notify me through Email:
user@example.com
+ add email

Notify me through Text:
123-456-789
+ add phone number

My tracked Services:

- ▶ Netflix Settings
- ▶ Amazon Settings:
- ▶ IMCA Settings:

Billing Cycle Length: 30 days

Billing Cycle Cost: \$10

Send Reminder:
1 days prior to end of billing cycle

Automatically retrieve Data from my account

Automatically cancel my Subscription before the start of my next Billing Cycle.

Pause Tracking For This Service

Delete this Service from SubTracker

SAVE | CANCEL

Are you sure you want to Remove this Service from SubTracker?

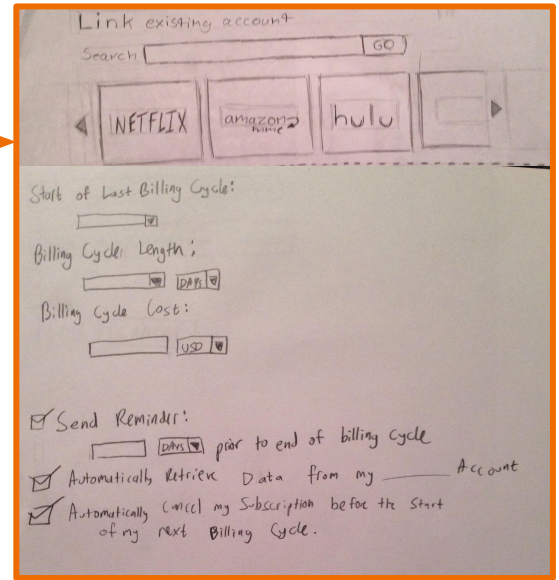
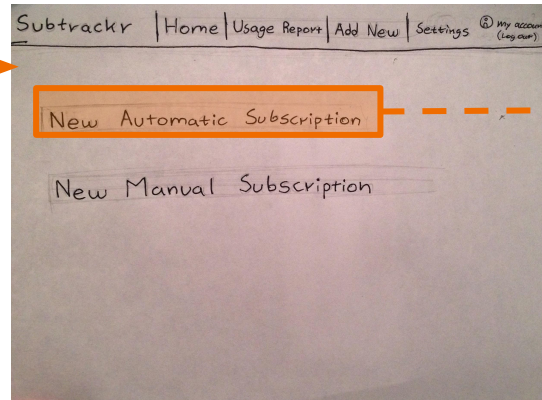
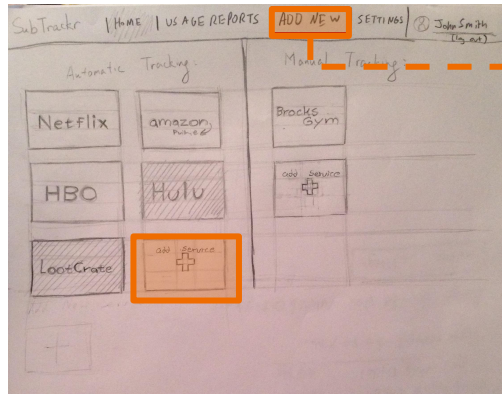
This will also delete all the data associated with this service

yes Delete Service

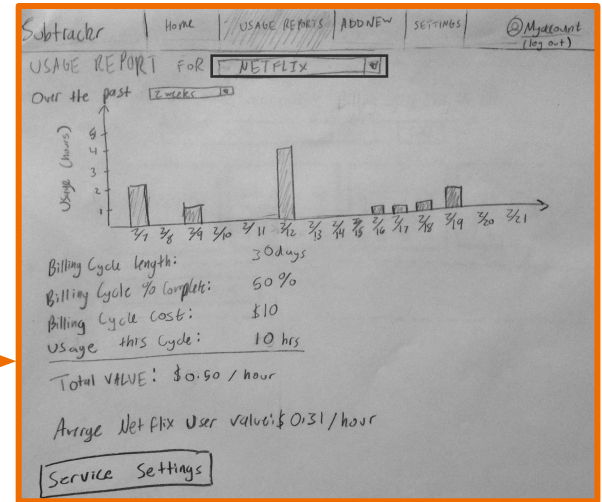
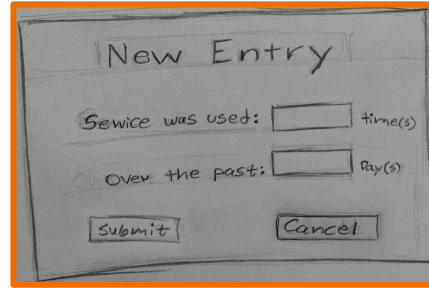
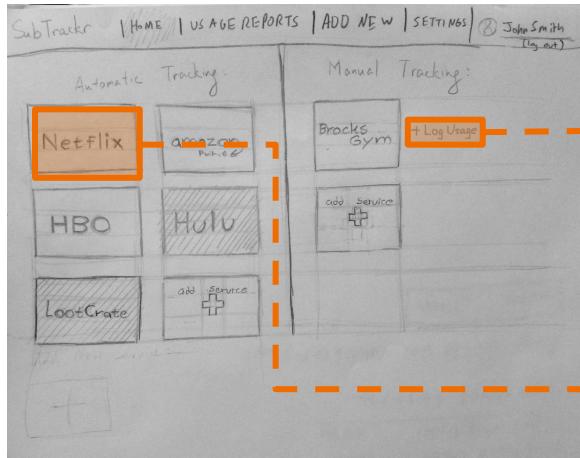
NO Keep Service

Pause Stops tracking on service and preserves data

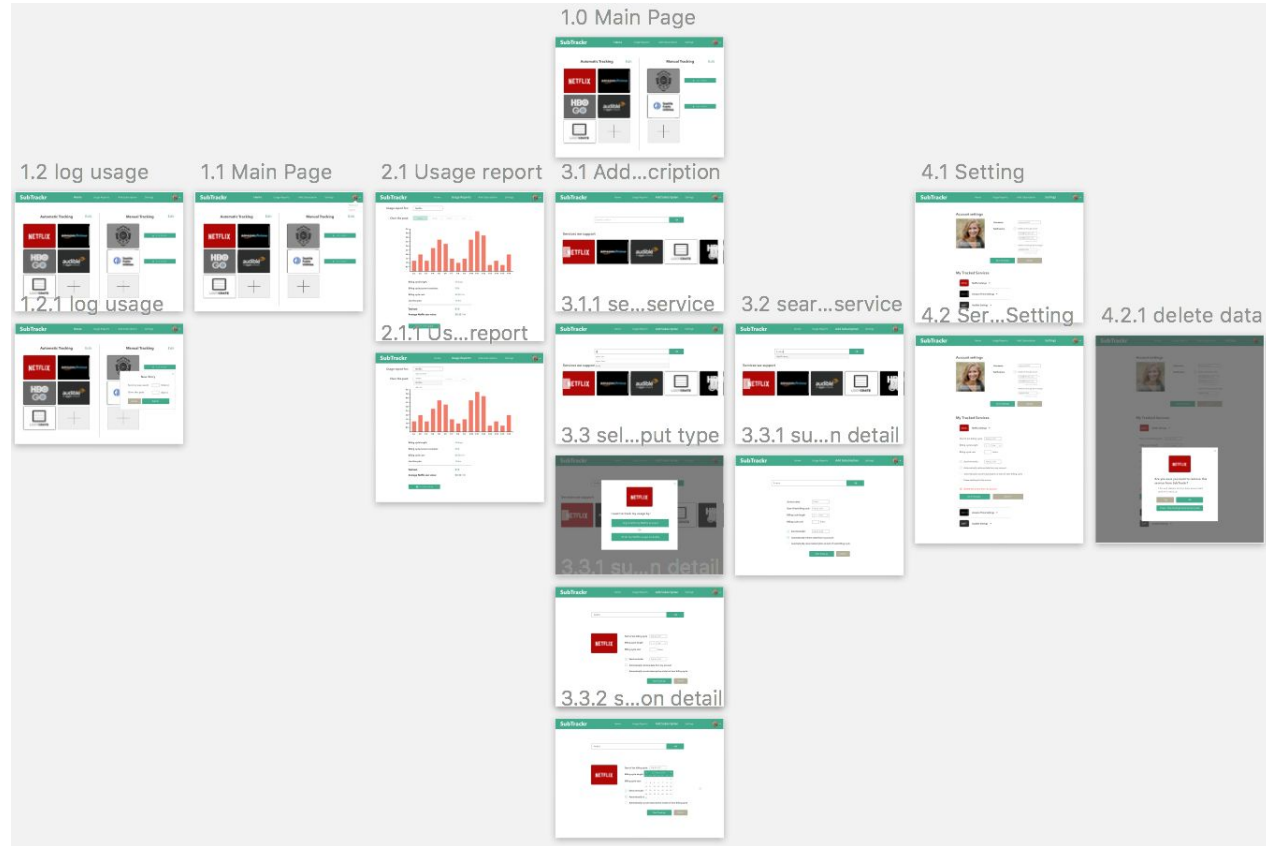
Final Paper Prototype: Task 2



Final Paper Prototype: Task 2



Digital Mockup: Overview



Task 1.1

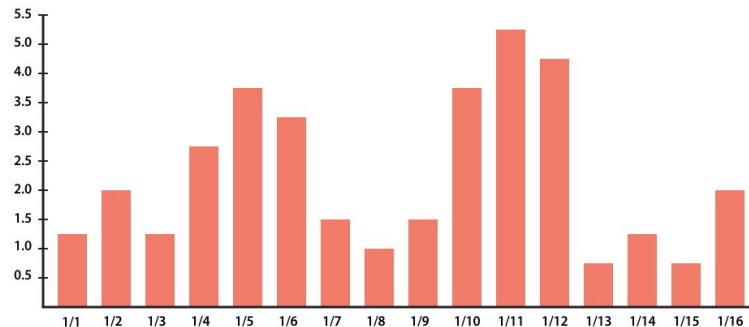
Change Service Settings



Usage report for:

Over the past:

- Week
- Month
- Quarter
- Year



Billing cycle length: 30 days

Billing cycle percent complete: \$10

Billing cycle cost: \$0.50 / hr

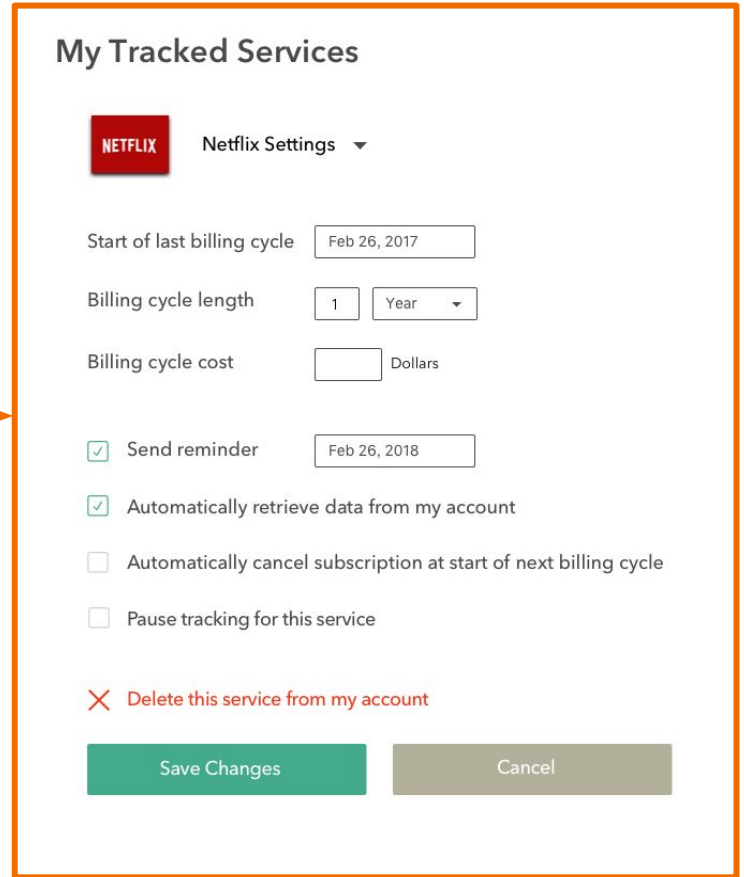
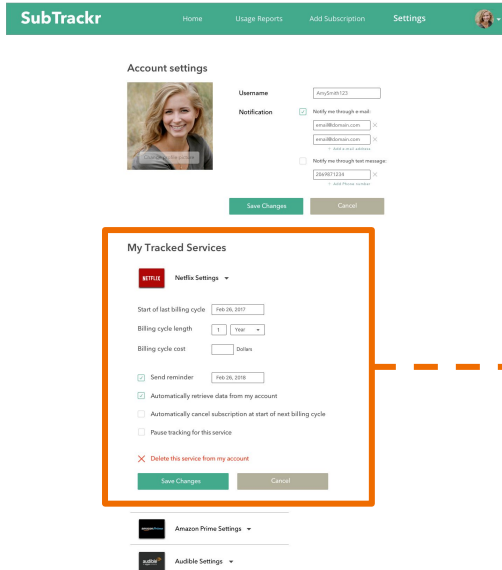
Use this cycle: 10 hrs

Total cost: \$0.50 / hr

Average Netflix user value: \$0.32 / hr

[Account Setting](#)

Task 1.2 Update Notification Setting



Task 1.2 Update Notification Setting



Account settings



Username

Notification Notify me through e-mail:

×

×

⋮ Add e-mail address

Notify me through text message:

×

⋮ Add Phone number

Save Changes

Cancel

My Tracked Services

 Netflix Settings ▾

 Amazon Prime Settings ▾

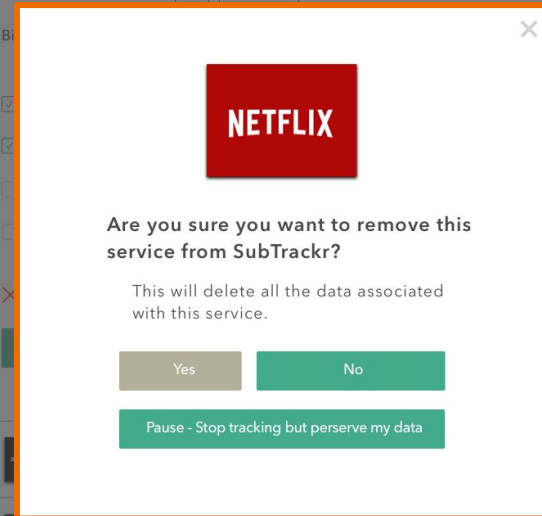
 Audible Settings ▾


My Tracked Services

 Netflix Settings ▾

Start of last billing cycle

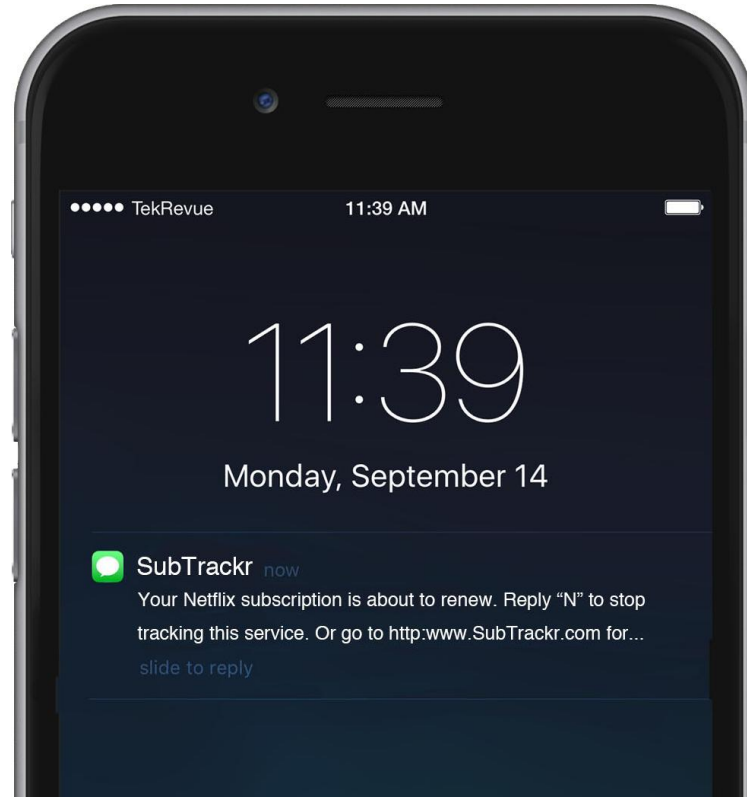
Billing cycle length Year ▾




 Audible Settings ▾

Task 1.3







Getting The Notification






Task 2.1 Adding a New Service

SubTracker Home Usage Reports Add Subscription Settings 


Automatic Tracking [Edit](#)

Manual Tracking [Edit](#)






	+ LOG USAGE
	+ LOG USAGE
	

Dashed orange arrows indicate the flow of adding a new service from the Automatic Tracking section to the Manual Tracking section, and then to the Services we support section.

SubTracker Home Usage Reports Add Subscription Settings 

Search service [→](#)

Services we support

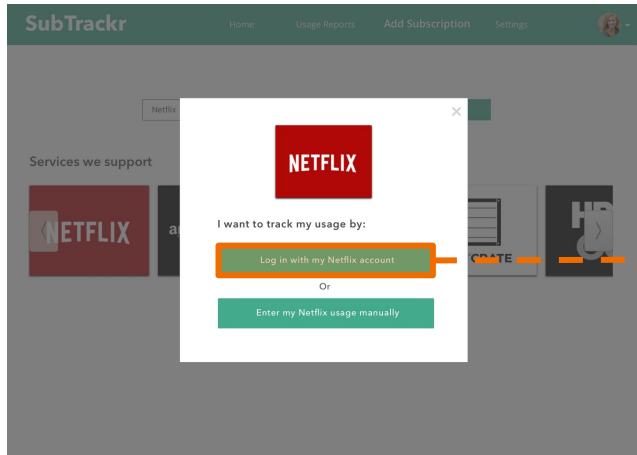
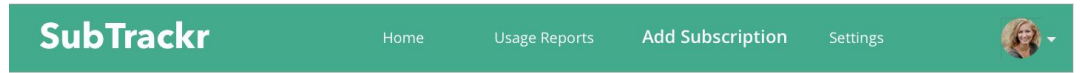
				
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Task 2.1 Adding a New Service (supported)

Search input field containing 'N' with a search button (→). Below the input field are three options: 'Option Two', 'Option Three', and 'Netflix'. The 'Netflix' option is highlighted with an orange border.

The screenshot shows the SubTracker application interface. The top navigation bar includes 'SubTracker', 'Home', 'Usage Reports', 'Add Subscription', and 'Settings'. The main content area displays 'Services we support' with a Netflix service card. A modal dialog is open, showing the Netflix logo and the text 'I want to track my usage by:'. Below this text are two buttons: 'Log in with my Netflix account' and 'Enter my Netflix usage manually'. A dashed orange arrow points from the 'Netflix' option in the search results to the Netflix service card in the background.

Task 2.1 Adding a New Service (supported)





Start of last billing cycle

Billing cycle length

Billing cycle cost Dollars

Send reminder

Automatically retrieve data from my account

Automatically cancel subscription at start of next billing cycle

Task 2.1 Adding a New Service (unsupported)



Pewter →

Pewter|
Add Pewter...



Service name

Start of last billing cycle

Billing cycle length

Billing cycle cost Dollars


Send reminder

Automatically retrieve data from my account

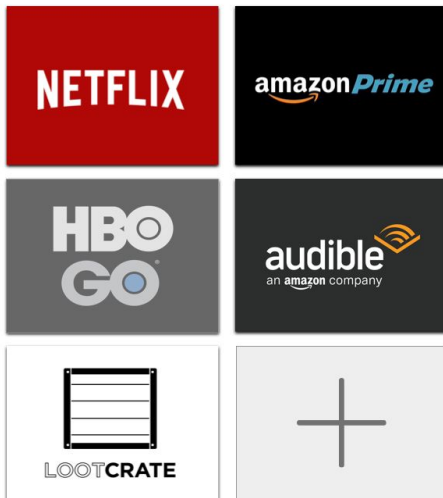
Automatically cancel subscription at start of next billing cycle

Task 2.2 Logging Usage

SubTracker Home Usage Reports Add Subscription Settings 

Reports Add Subscription Settings 

Automatic Tracking Edit



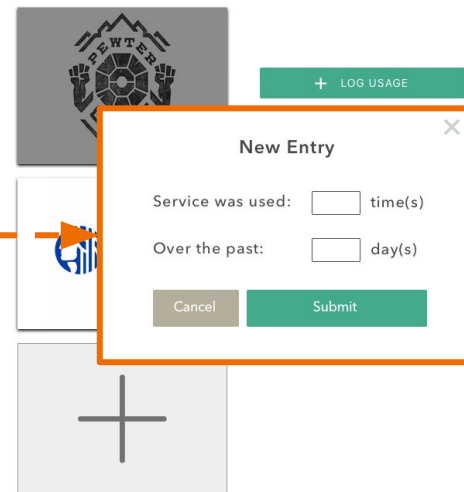
A grid of service logos for automatic tracking. The first row contains Netflix and Amazon Prime. The second row contains HBO GO and Audible. The third row contains LooCrate and a plus sign icon.

Manual Tracking Edit



A grid of service logos for manual tracking. The first row contains the Pewter Gym logo. The second row contains Seattle Public Utilities. The third row contains a plus sign icon.

Manual Tracking Edit



A grid of service logos for manual tracking, identical to the previous one. A dashed orange line connects the '+ LOG USAGE' button for the Pewter Gym logo to a 'New Entry' dialog box. The dialog box contains the following text and form elements:

New Entry ✕

Service was used: time(s)

Over the past: day(s)

Cancel Submit

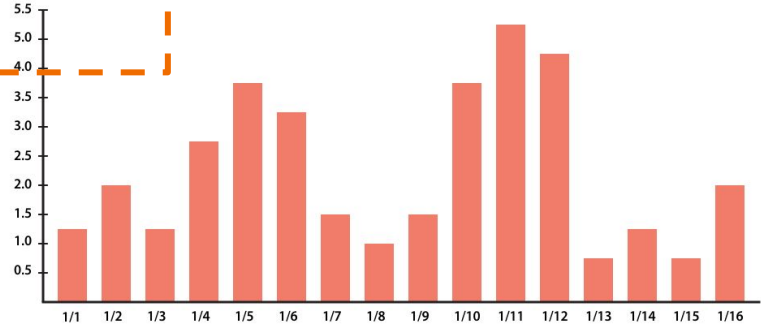
Task 2.3

Usage report for:

Netflix

Over the past:

Week Month Quarter Year



Billing cycle length: 30 days

Billing cycle percent complete: \$10

Billing cycle cost: \$0.50 / hr

Use this cycle: 10 hrs

Total cost: \$0.50 / hr

Average Netflix user value: \$0.32 / hr

 Account Setting



SubTracker Home

Usage report for: Netflix

Over the past: Audible Netflix HBO GO

5.5
5.0

SubTrack

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