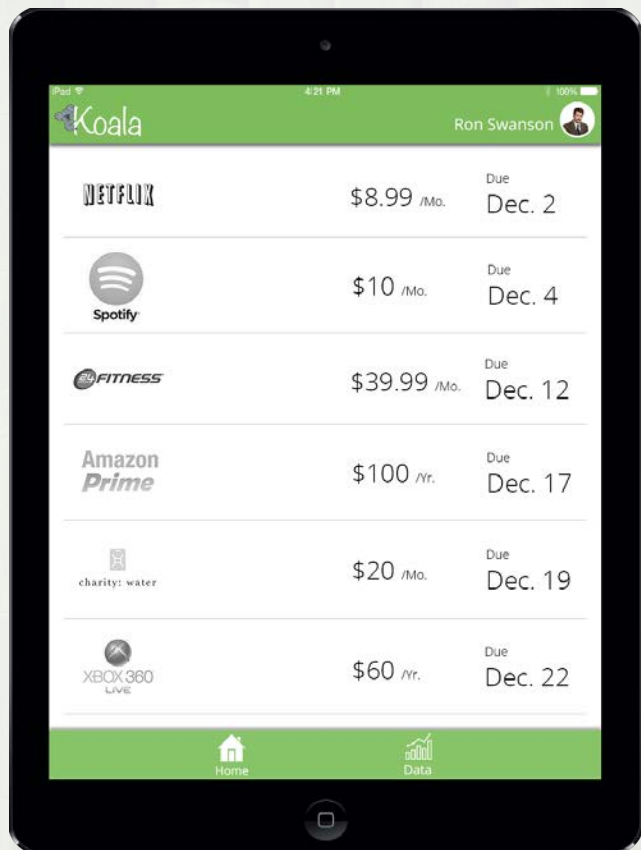




The recurring-subscription management tool  
that lets you finally take control of your recurring  
payments and services.

Jen Kang | Brendan Lee | Si Liu | Vivian Yu





charity: water



audible.com



NETFLIX

XBOX  
LIVE

xfinity®

Amazon  
Prime

Bank of America  Online Banking

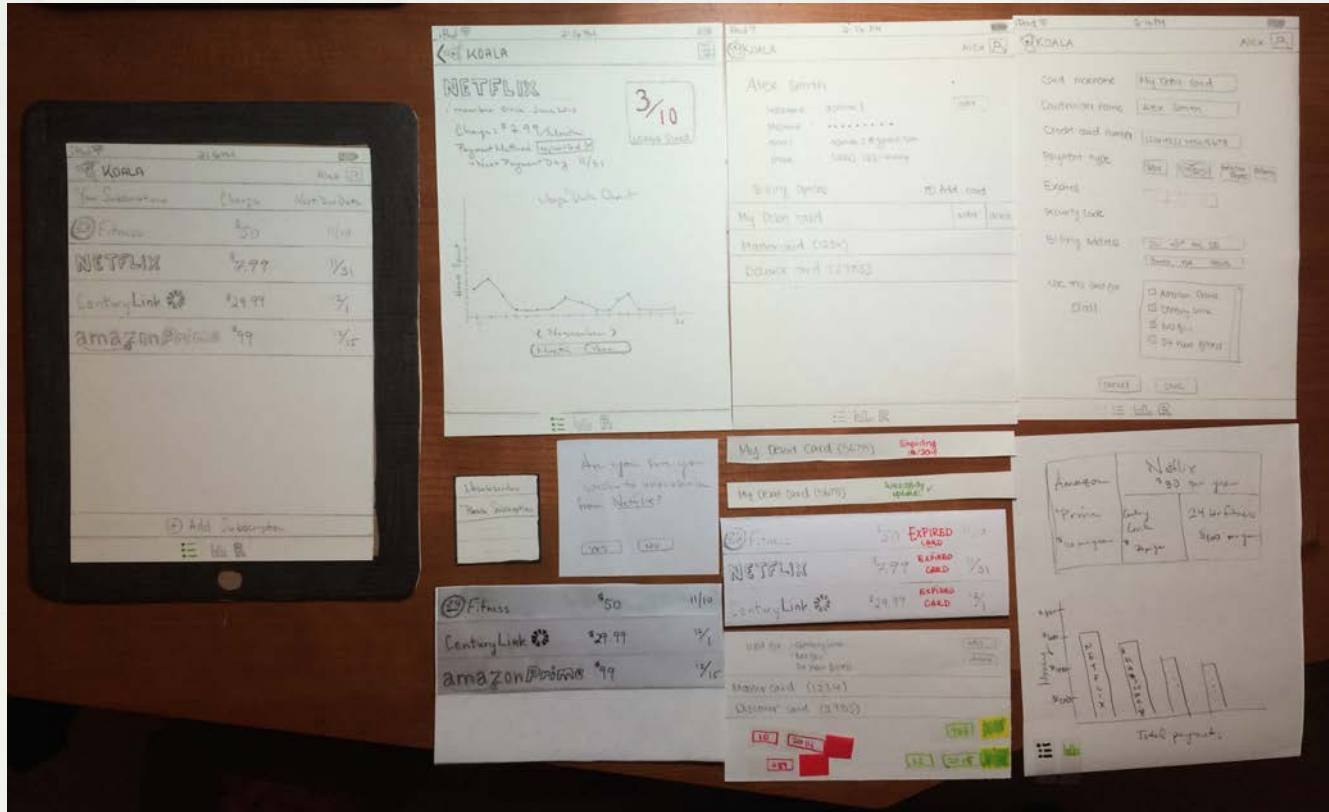
Date ↓	Description	Type ▾	Status ▾	\$Amount	\$Available Balance
11/2	Starbucks				
11/1	Dinner				
10/25	Groceries				

Bank of America  Online Banking

Date ↓	Description	Type ▾	Status ▾	\$Amount	\$Available Balance
11/4	Amazon Prime			-100.00	<b>-\$13.02</b>
11/2	Starbucks			-2.98	\$84.00
11/1	Dinner			-12.20	\$86.98
10/25	Groceries			-45.11	\$99.18

Amazon  
Prime

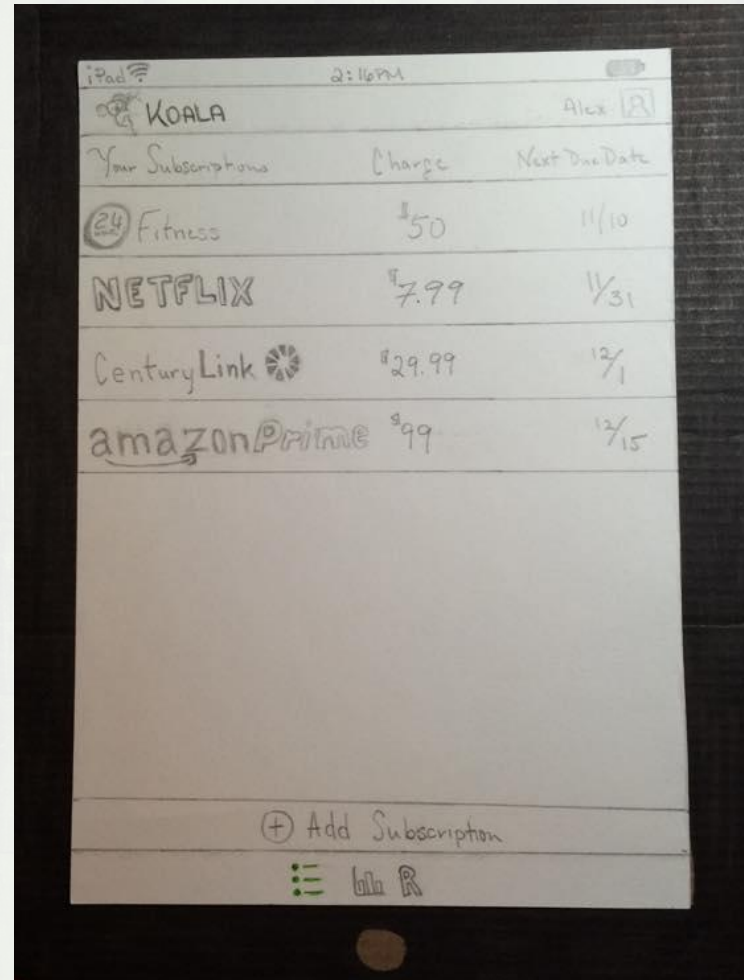
# Initial Paper Prototype



# Initial Paper Prototype

## Task 1: Is Netflix worth it?

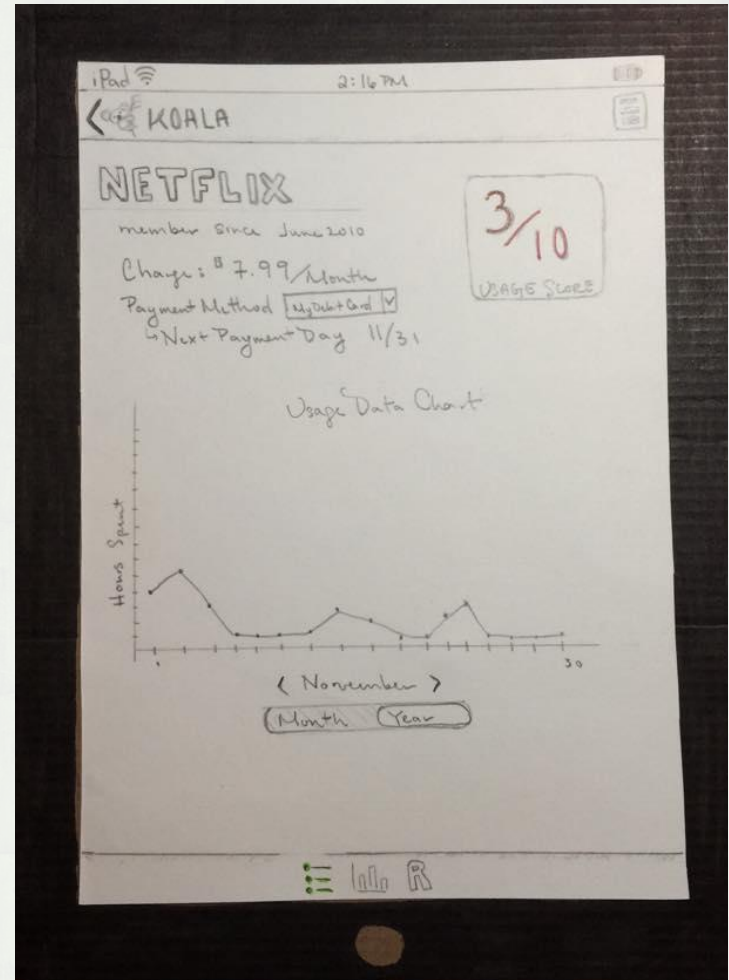
1. **View the Koala homepage**
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4. Go to Settings
5. Click "Unsubscribe"
6. Return to homepage



# Initial Paper Prototype

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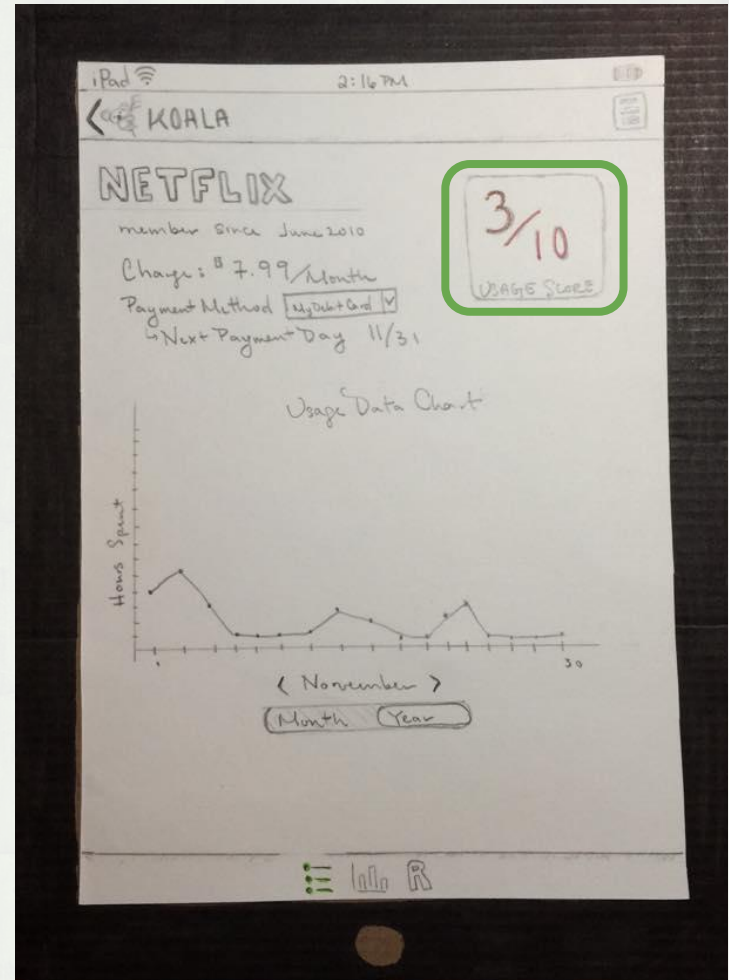
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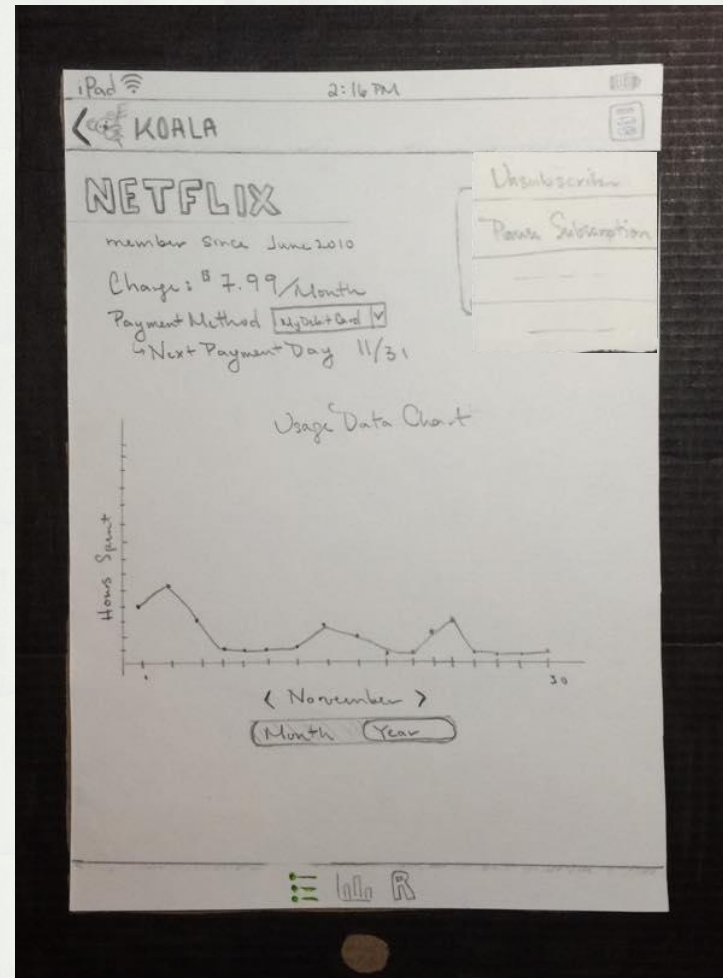




# Initial Paper Prototype

## Task 1: Is Netflix worth it?

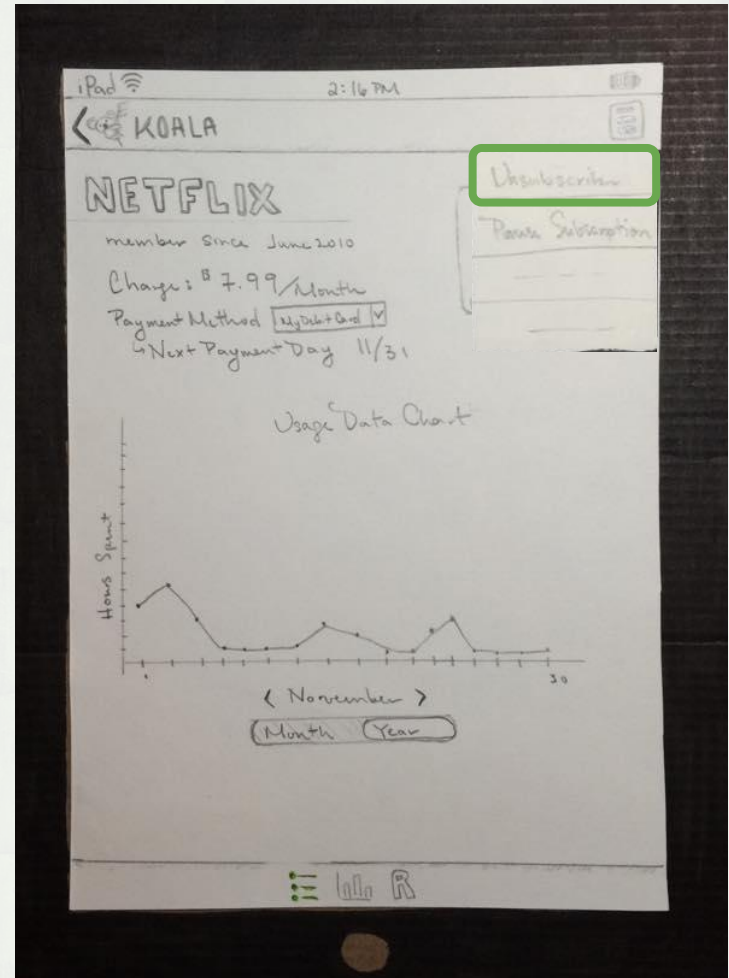
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2. Navigate to Netflix Detailed View
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# Initial Paper Prototype

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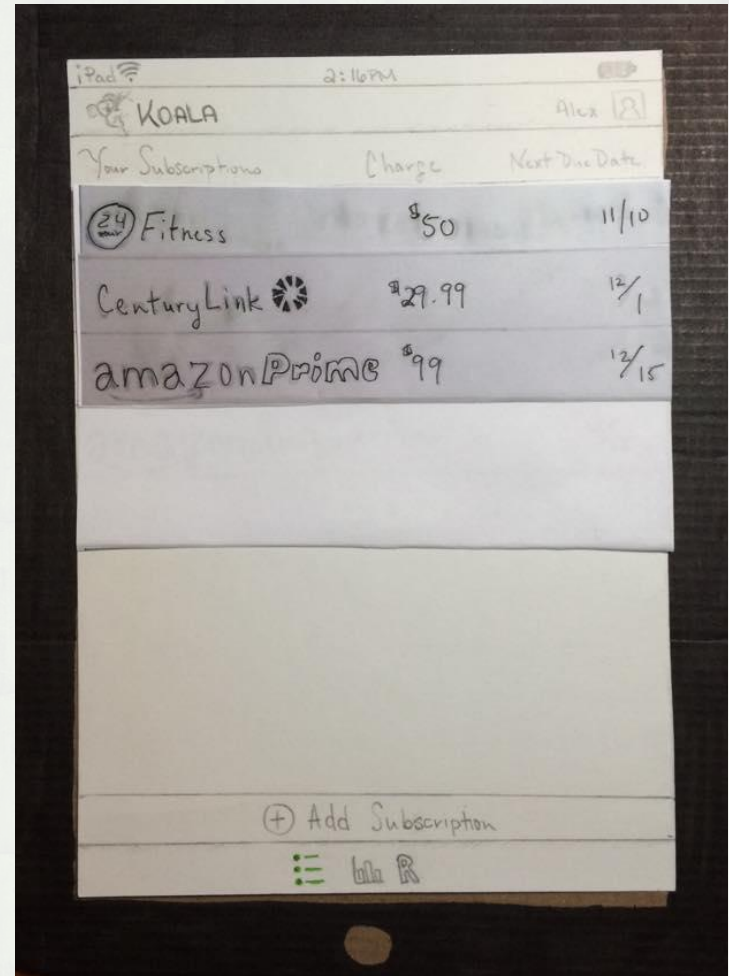
1. View the Koala homepage.
2. Navigate to Netflix Detailed View
3. View your Usage Score for Netflix
4. Go to Settings
5. **Click "Unsubscribe"**
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# Initial Paper Prototype

## Task 1: Is Netflix worth it?

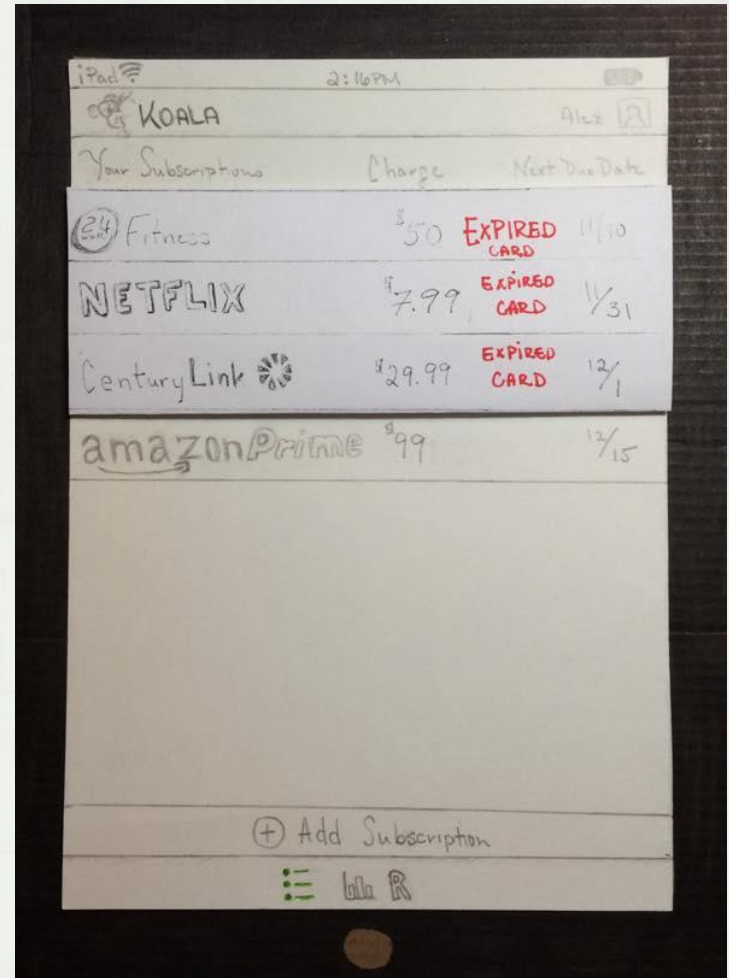
1. View the Koala homepage.
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# Initial Paper Prototype

## Task 2: Update Payment Information

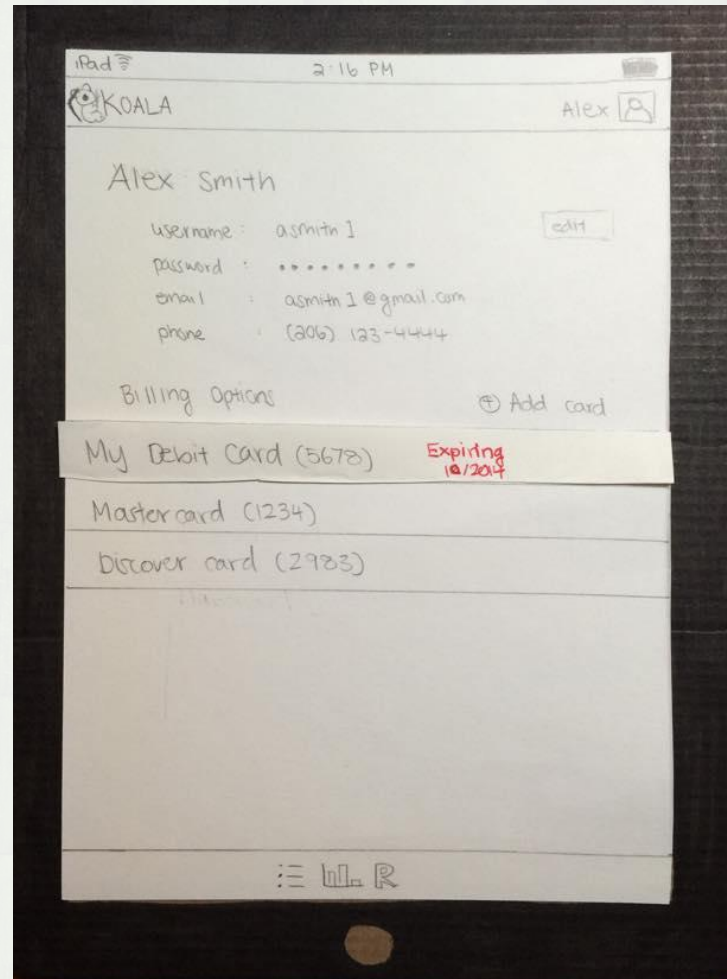
1. **View the Koala homepage**
2. Navigate to the Account Page
3. Click on the expired card
4. Edit the expired card
5. Update the expired information
6. Save your changes
7. View confirmation of change



# Initial Paper Prototype

## Task 2: Update Payment Information

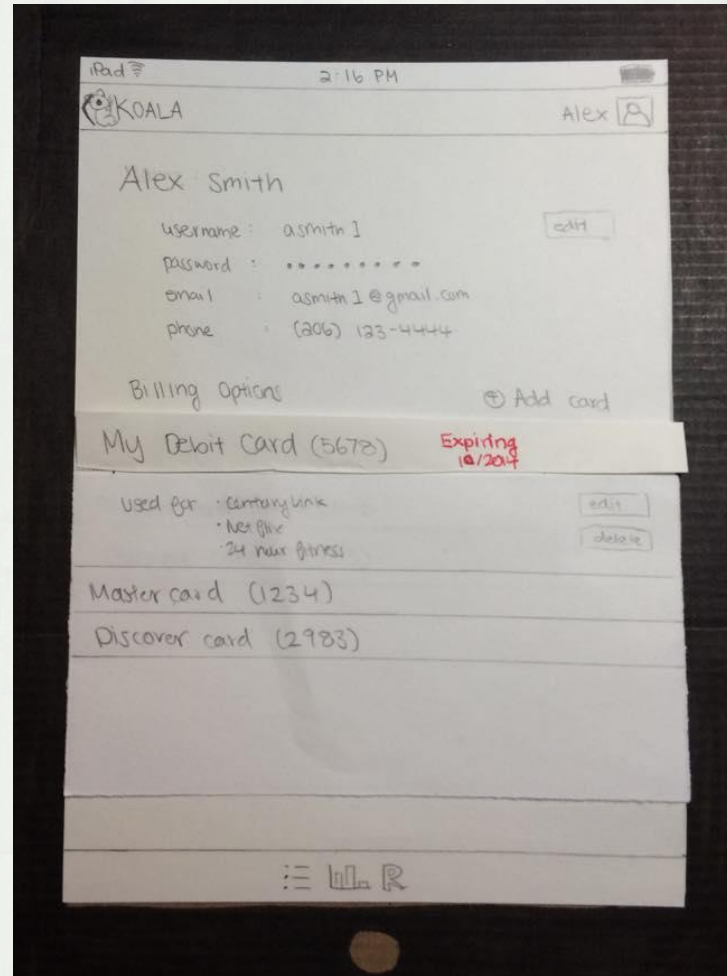
1. View the Koala homepage
2. **Navigate to the Account Page**
3. Click on the expired card
4. Edit the expired card
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## Task 2: Update Payment Information

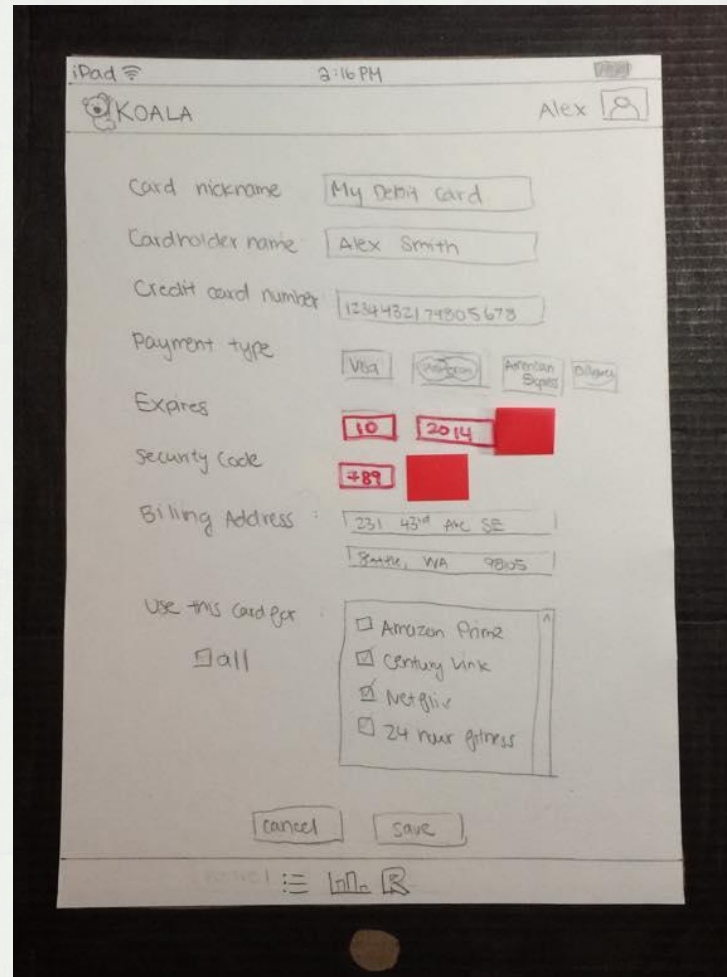
1. View the Koala homepage
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# Initial Paper Prototype

## Task 2: Update Payment Information

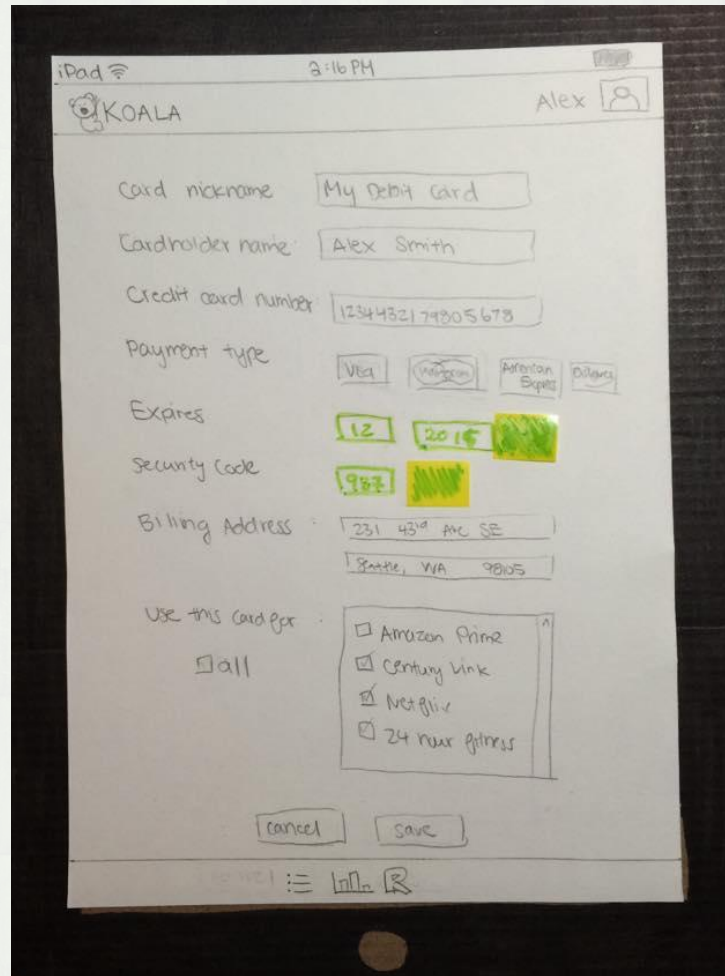
1. View the Koala homepage
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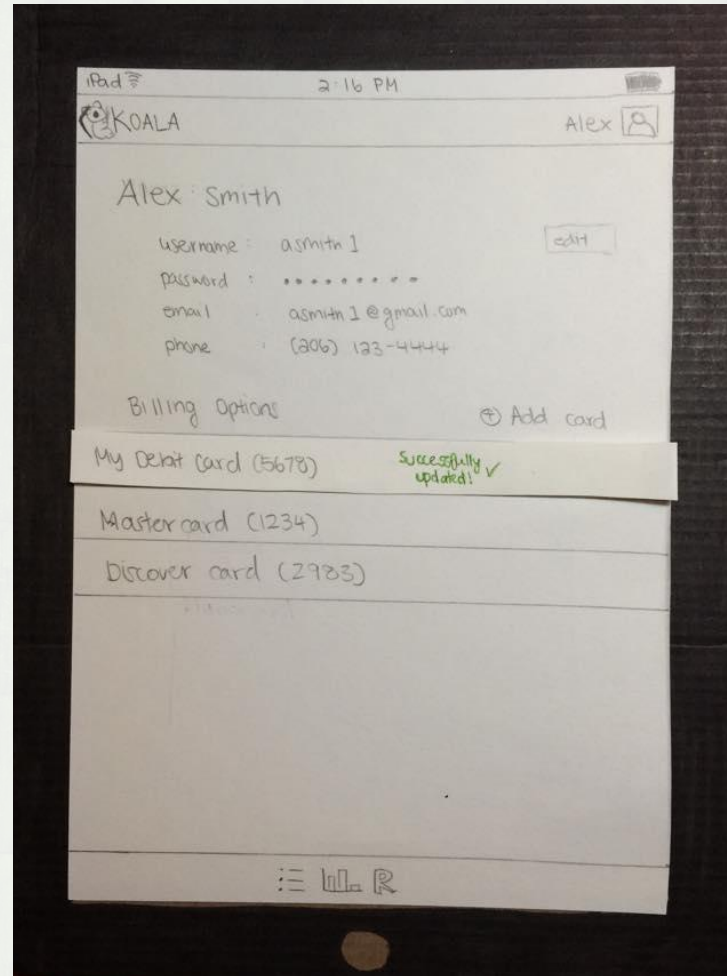




# Initial Paper Prototype

## Task 2: Update Payment Information

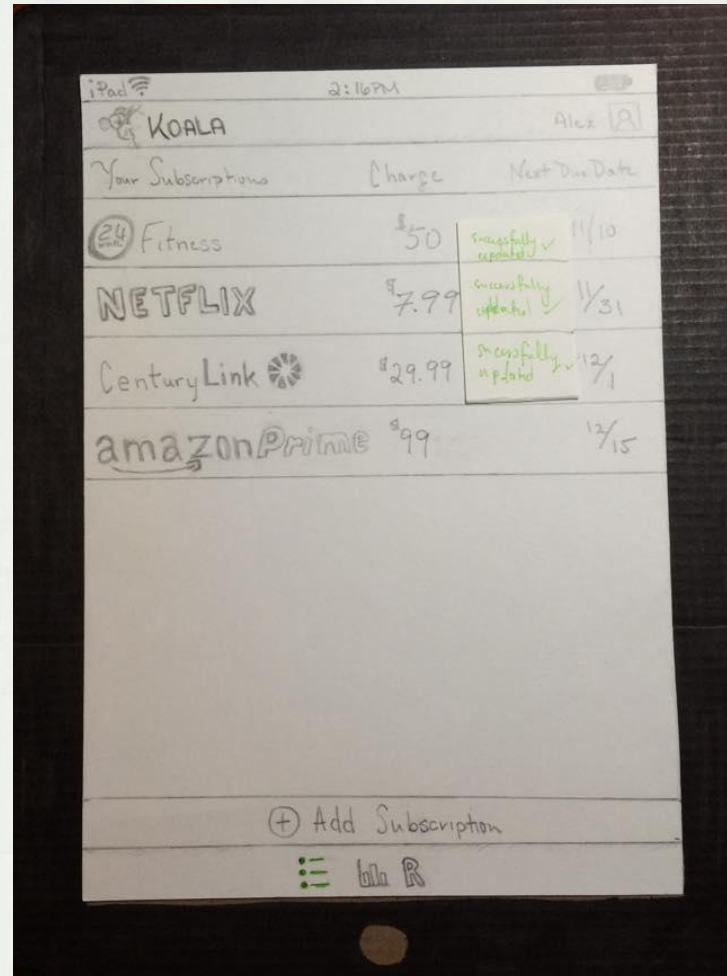
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# Initial Paper Prototype

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# Testing Process

## Heuristic Evaluations

|  
*Iterate*

## Three Usability Tests

|  
*Iterate*

## In-Class Critiques



# Testing Process

Heuristic Evaluations

|  
*Iterate*

**Three Usability Tests**

|  
*Iterate*

|  
In-Class Critiques



# Testing Process

Heuristic Evaluations

|  
*Iterate*  
|

Three Usability Tests

|  
*Iterate*  
|

**In-Class Critiques**



# Heuristic Evaluations

iPad 2:16 PM KOALA Alex

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card num: 1234432177005678

Payment type:  Visa  Mastercard  American Express  Discover

Expires: 12 2014

Security code: 789

Billing Address: 231 43rd Ave SE  
Renton WA 98055

Use this card for:  
 all  Amazon Prime  Century Link  Netflix  24 hour fitness

cancel save

iPad 2:16 PM KOALA Alex

Alex Smith

username: asmith1

password: .....

email: asmith1@gmail.com

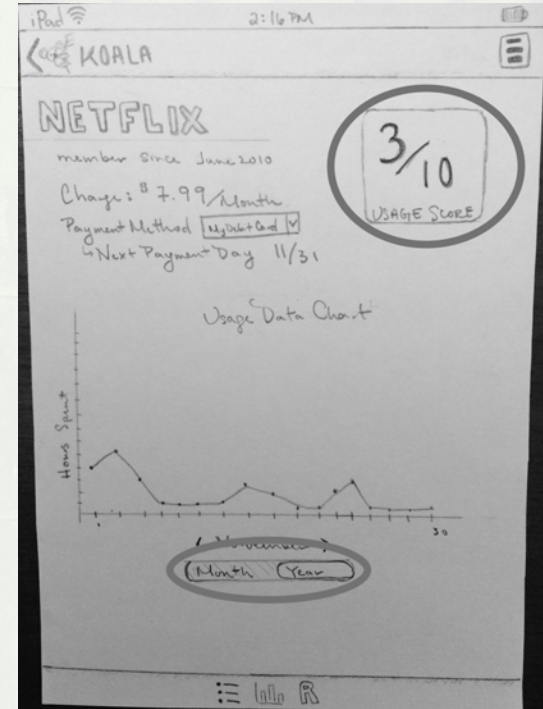
phone: (206) 123-4444

Billing Options

My Debit Card (5678) Expiring 12/2014

Mastercard (1234)

Discover card (2783)



# Heuristic Evaluations

iPad 3:16 PM KOALA Alex

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card num: 1234432177805678

Payment type: Visa, Mastercard, American Express, Discover

Expires: 12, 2014

Security code: 789

Billing Address: 231 43rd Ave SE, Renton, WA 9805

Use this card for:  
 Amazon Prime  
 Century Link  
 Netflix  
 24 hour fitness

cancel save

iPad 2:16 PM KOALA Alex

Alex Smith

username: a.smith1 edit

password: .....

email: a.smith1@gmail.com

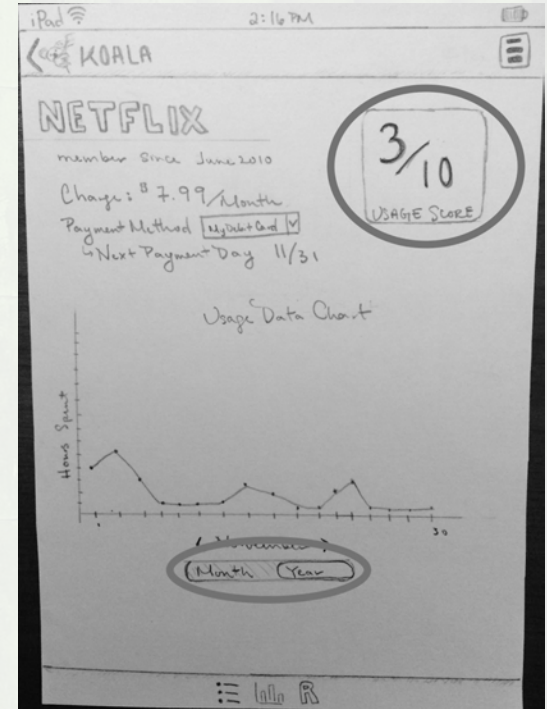
phone: (306) 123-4444

Billing Options: Add card

My Debit Card (5678) Expiring 12/2014

Mastercard (1234)

Discover card (2783)



# Heuristic Evaluations

iPad 3:16 PM KOALA Alex

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card num: 1234432177805678

Payment type: Visa, Mastercard, American Express, Discover

Expires: 12 / 2014

Security code: 789

Billing Address: 231 43rd Ave SE, Renton, WA 9805

Use this card for:  
 all  
 Amazon Prime  
 Century Link  
 Netflix  
 24 hour fitness

cancel save

iPad 2:16 PM KOALA Alex

Alex Smith

username: asmith1 edit

password: .....

email: asmith1@gmail.com

phone: (206) 123-4444

Billing Options Add card

My Debit Card (5678) Expiring 12/2014

Mastercard (1234)

Discover card (2783)

iPad 2:16 PM KOALA

NETFLIX

member since June 2010

Charge: \$ 7.99 / Month

Payment Method:  credit card

Next Payment Day: 11/31

Usage Score: 3/10

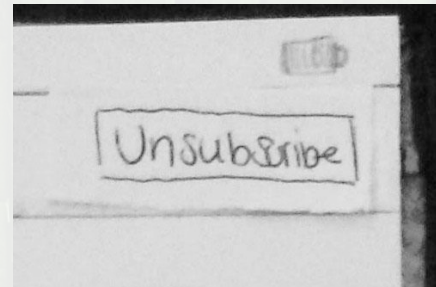
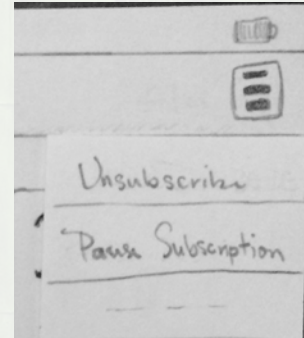
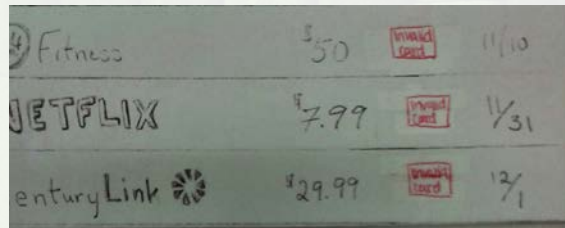
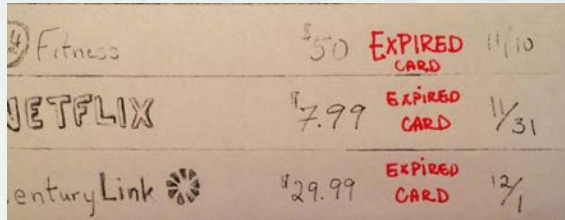
Usage Data Chart

Hours Spent

Month Year



# Testing Results

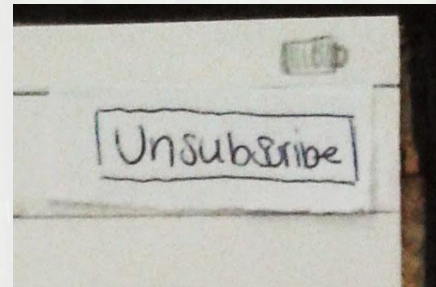
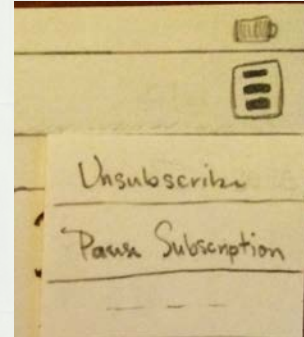


# Testing Results

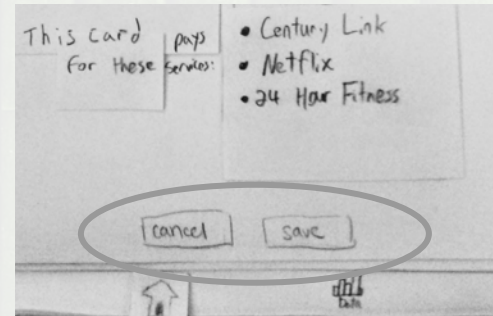
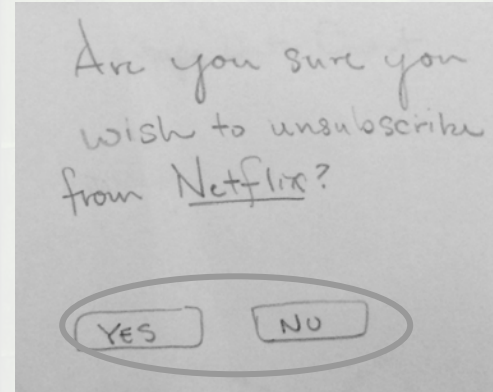
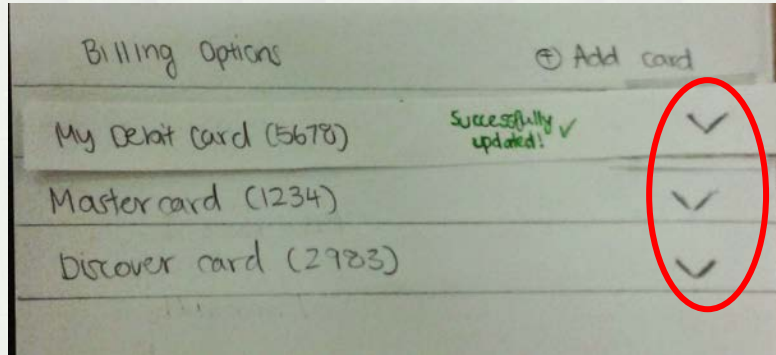
Fitness	\$50	EXPIRED CARD	11/10
NETFLIX	\$7.99	EXPIRED CARD	11/31
CenturyLink	\$29.99	EXPIRED CARD	12/1



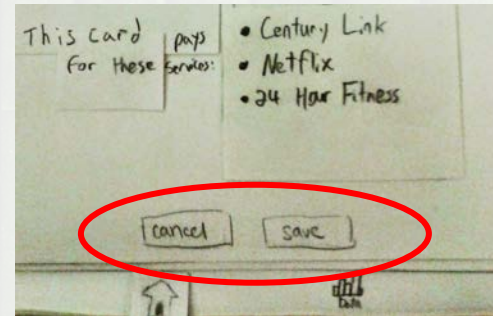
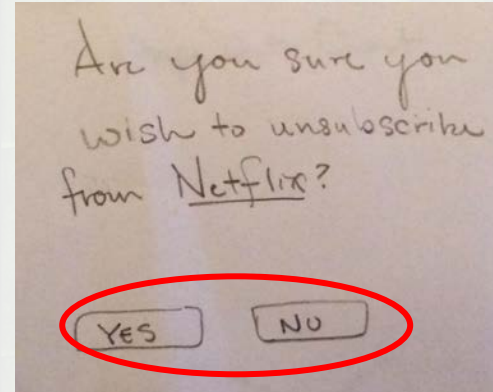
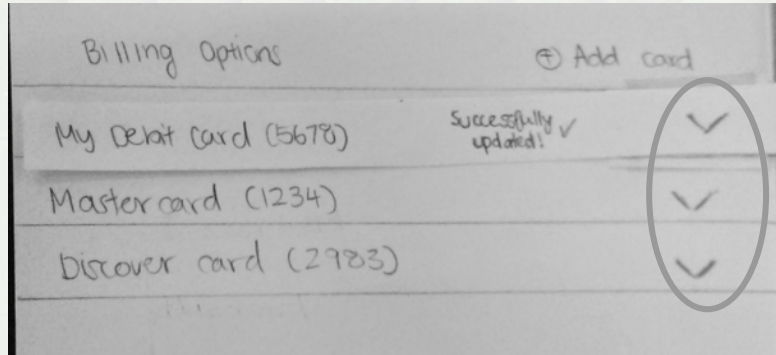
Fitness	\$50	Invalid card	11/10
NETFLIX	\$7.99	Invalid card	11/31
CenturyLink	\$29.99	Invalid card	12/1



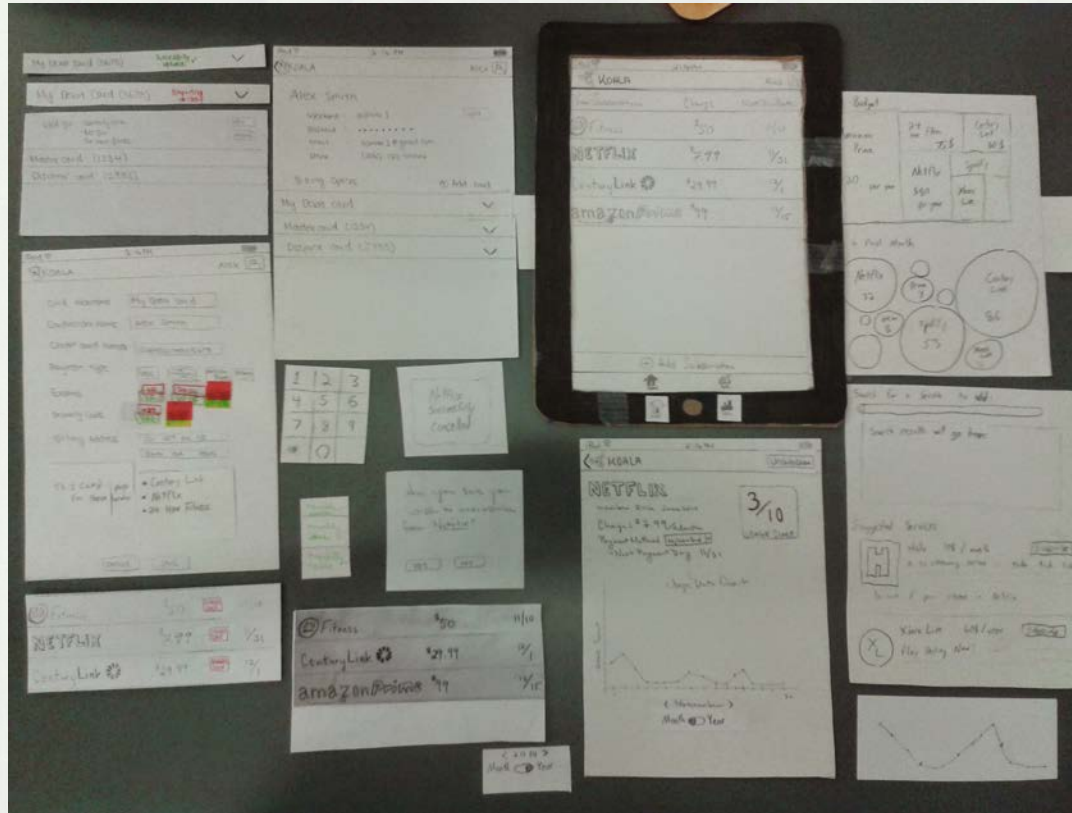
# In-Class Critiques



# In-Class Critiques



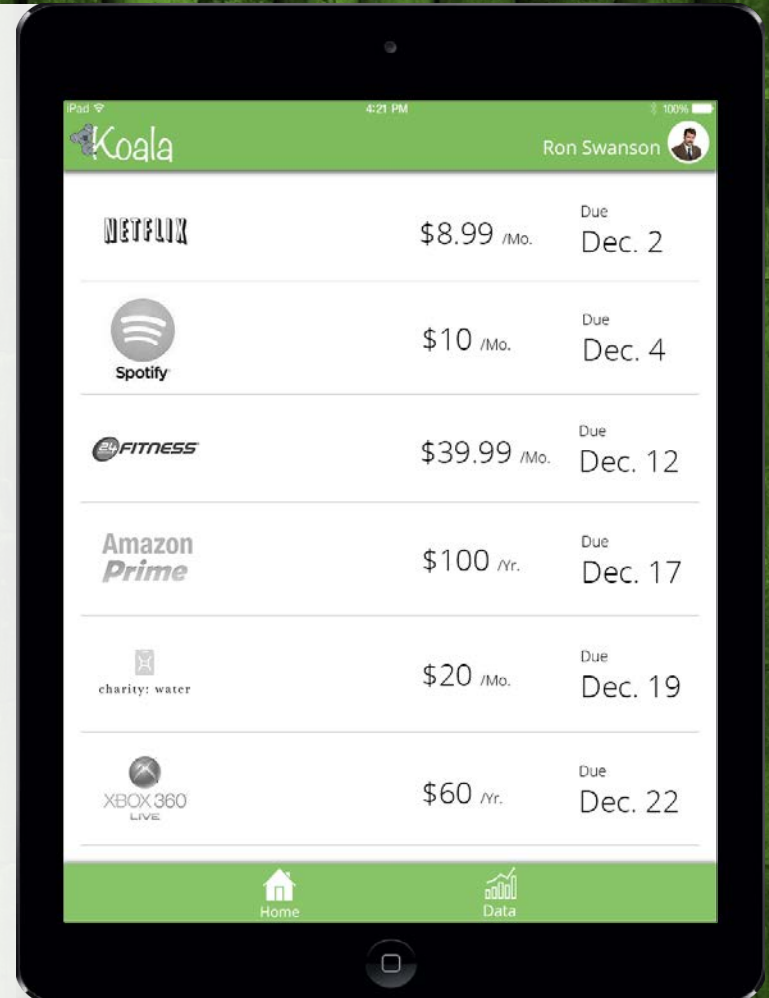
# Final Paper Prototype



# Digital Mockup

## Task 1: Is Netflix worth it?

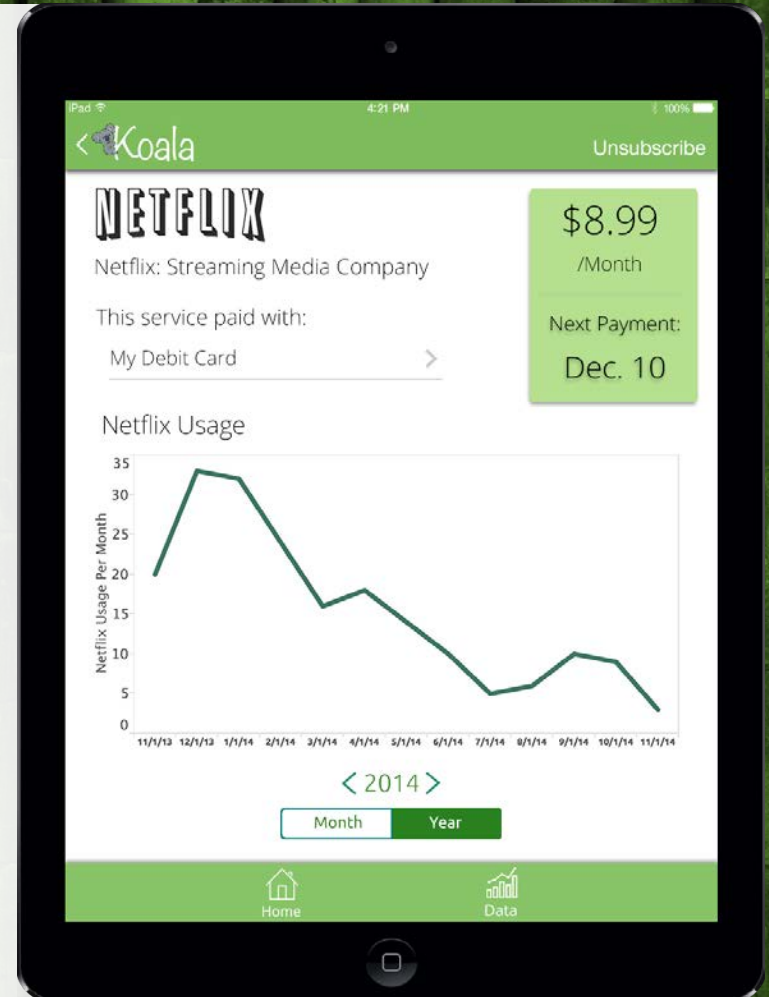
1. **View the Koala homepage**
2. Navigate to Netflix Detailed View
3. View your usage data for Netflix
4. Make an informed decision
5. Click “Unsubscribe” and confirm
6. Return to homepage



# Digital Mockup

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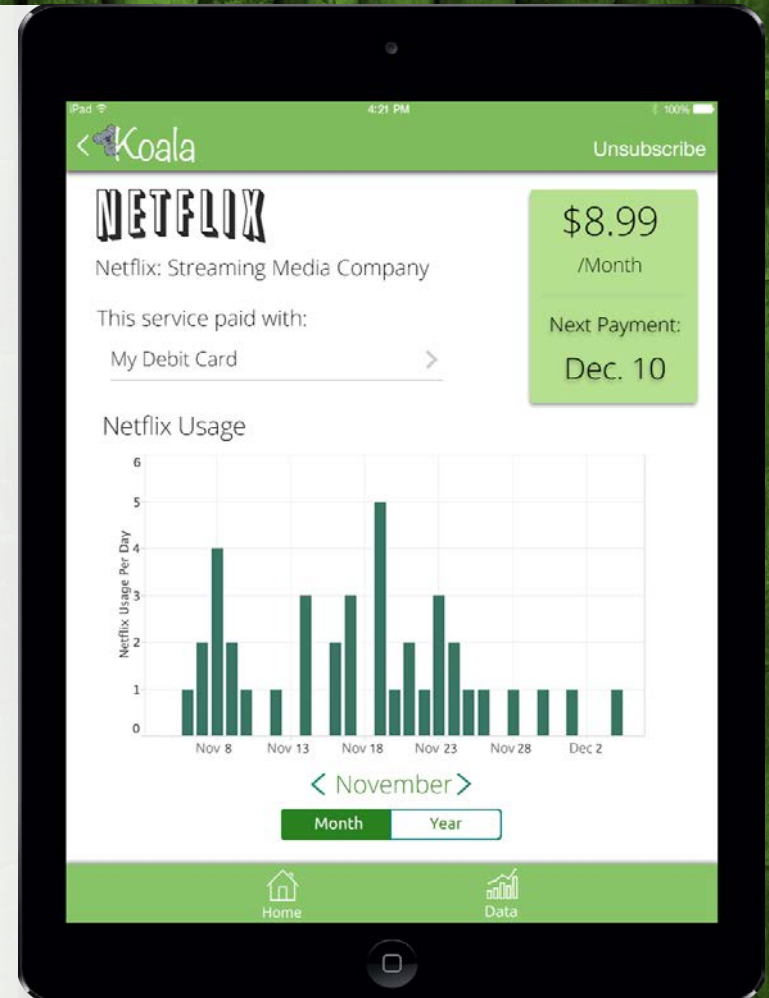
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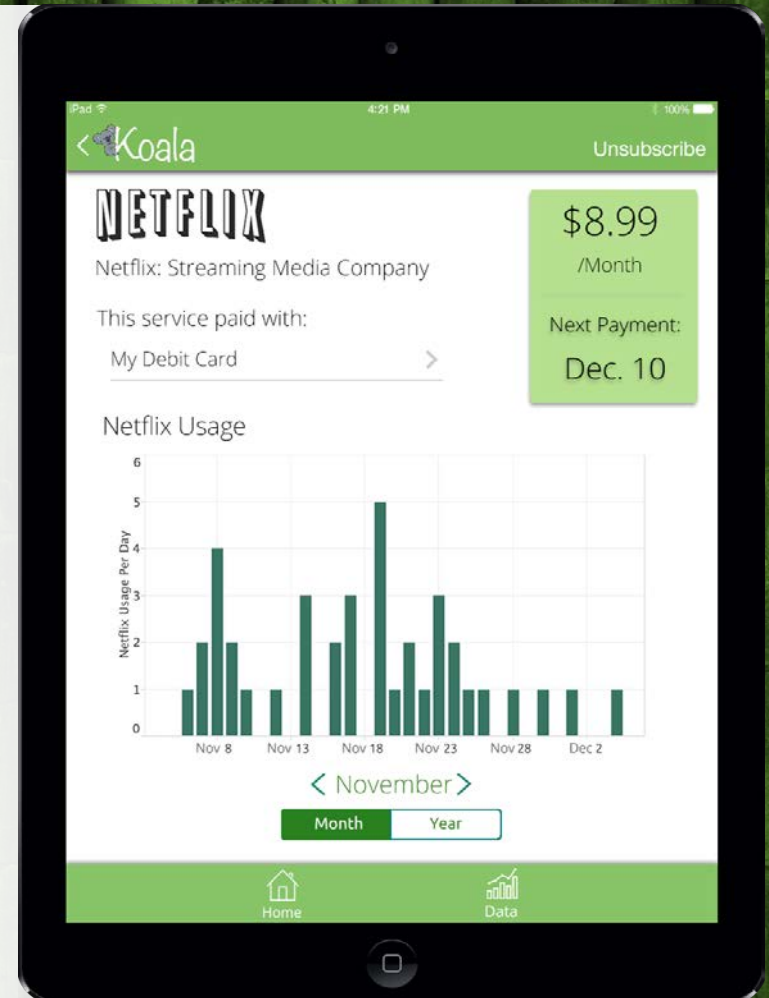




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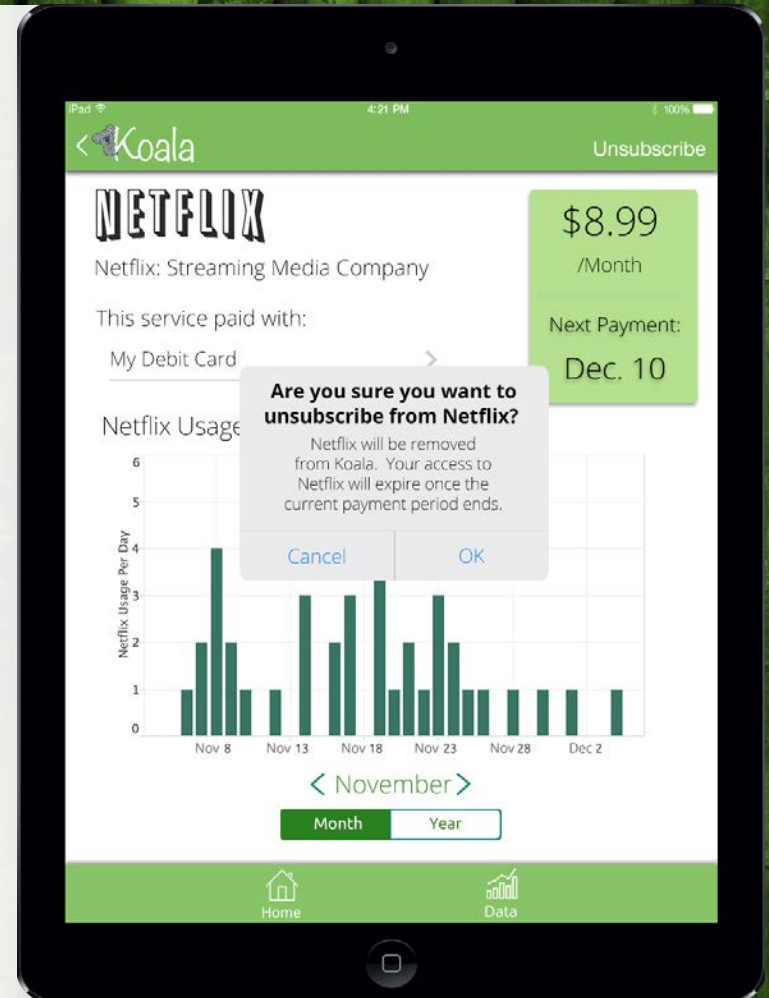
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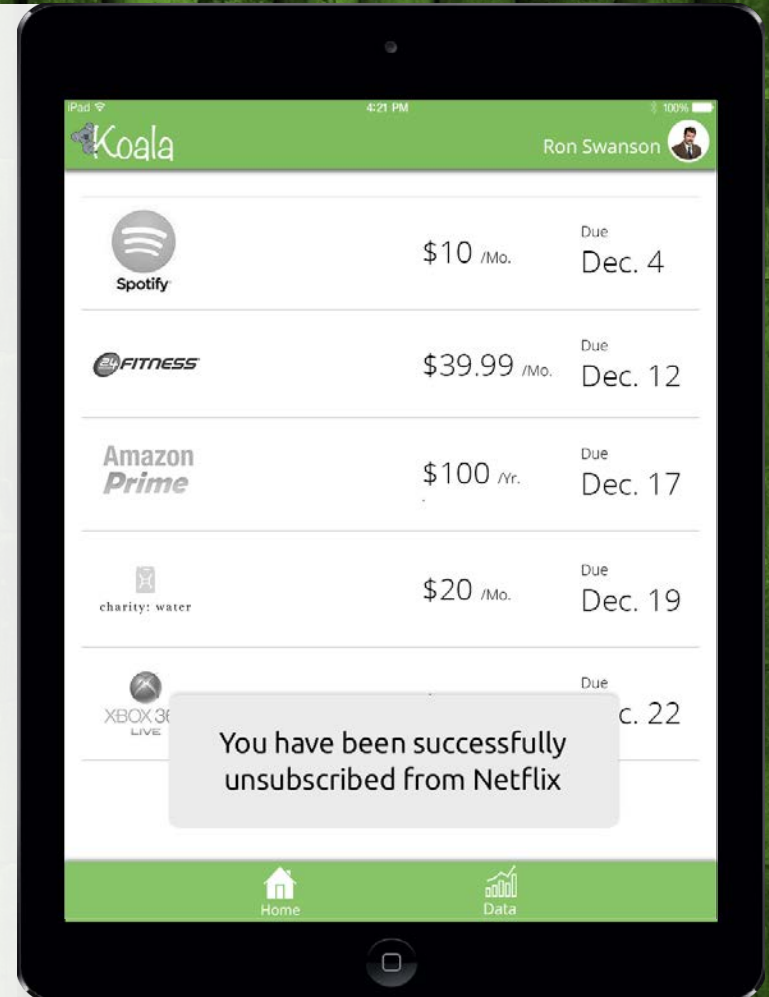
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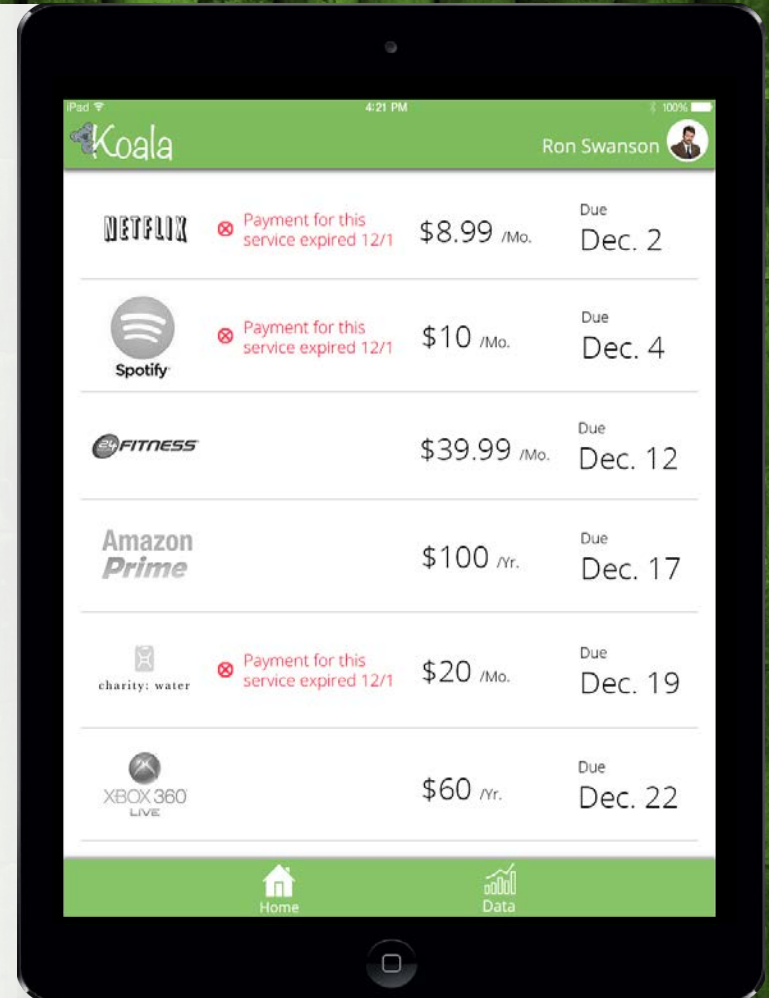
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# Digital Mockup

## Task 2: Update Payment Information

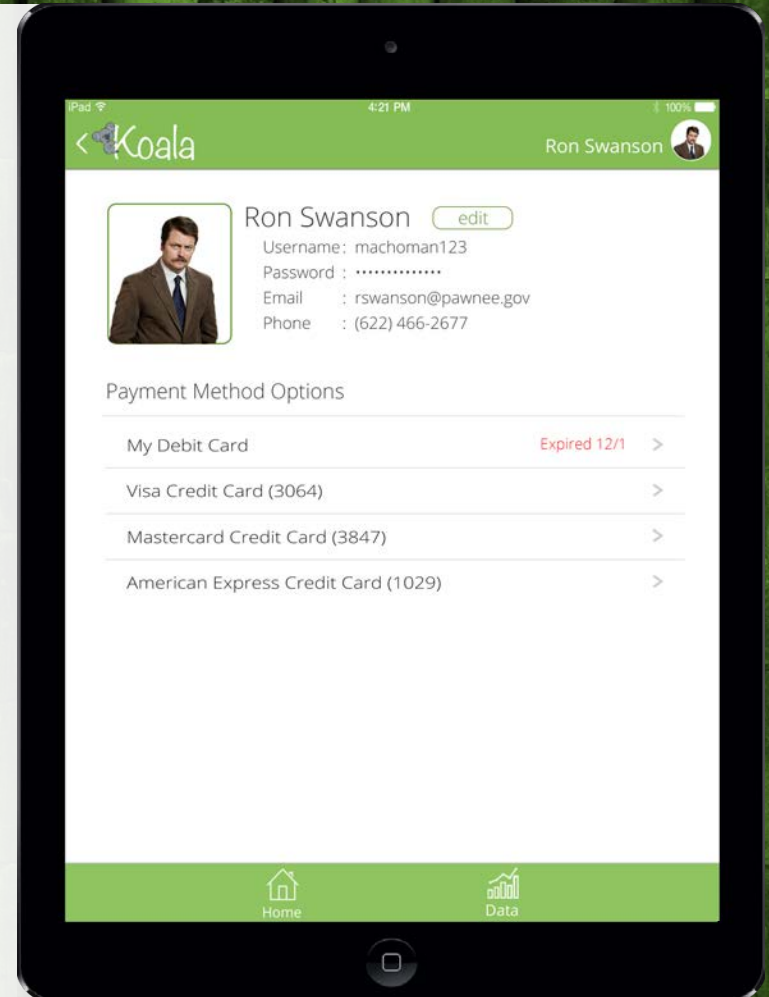
1. **View the Koala homepage**
2. Navigate to the Account Page
3. Click on the expired card
4. Edit the expired card
5. Update the expired information
6. Save your changes
7. View confirmation of change



# Digital Mockup

## Task 2: Update Payment Information

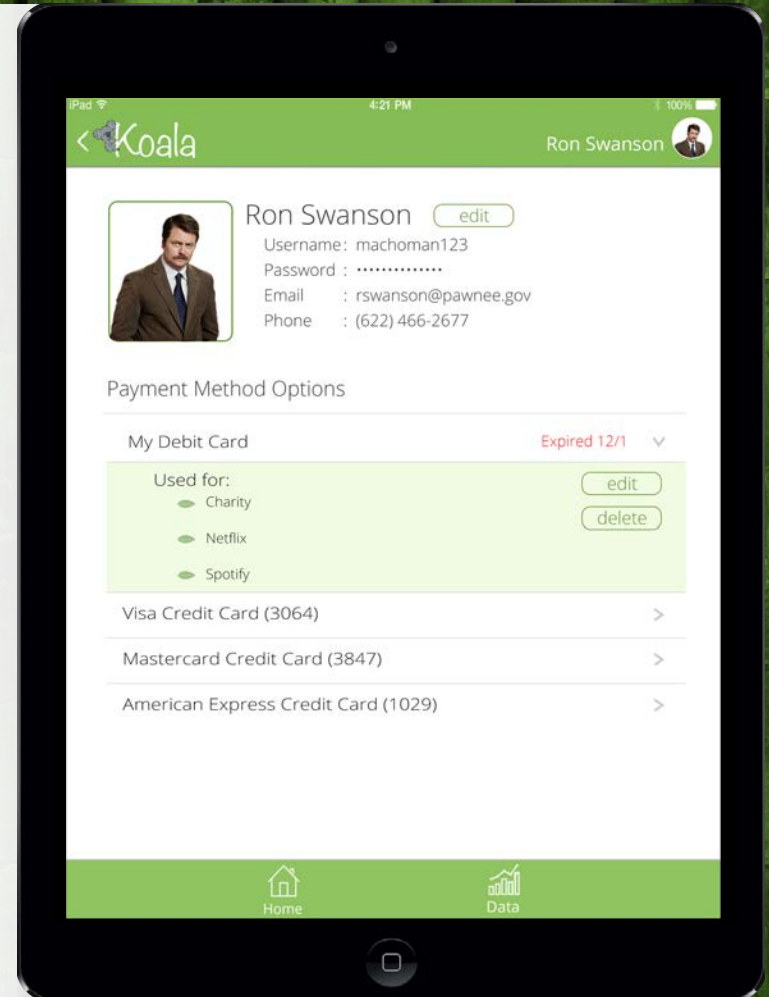
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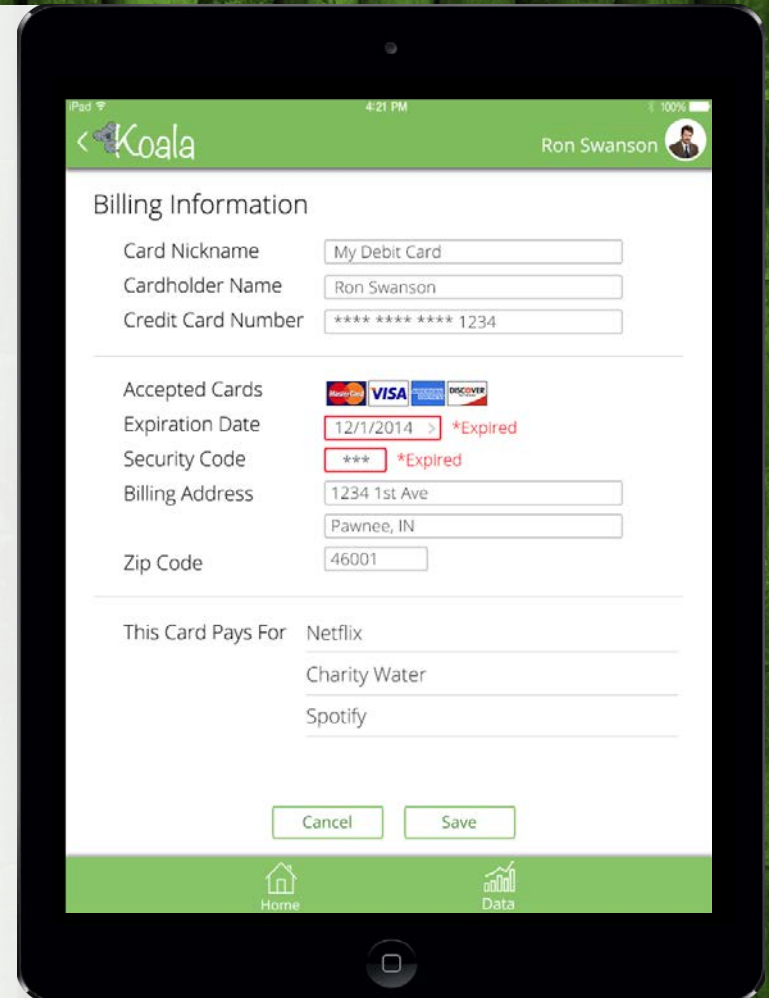
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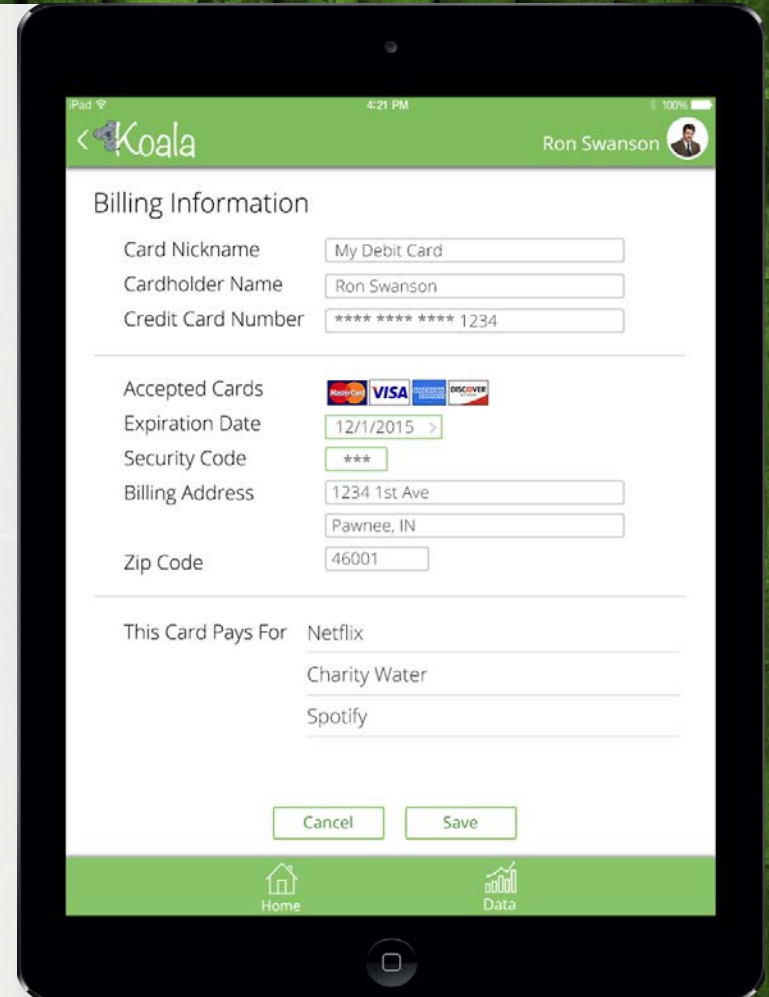
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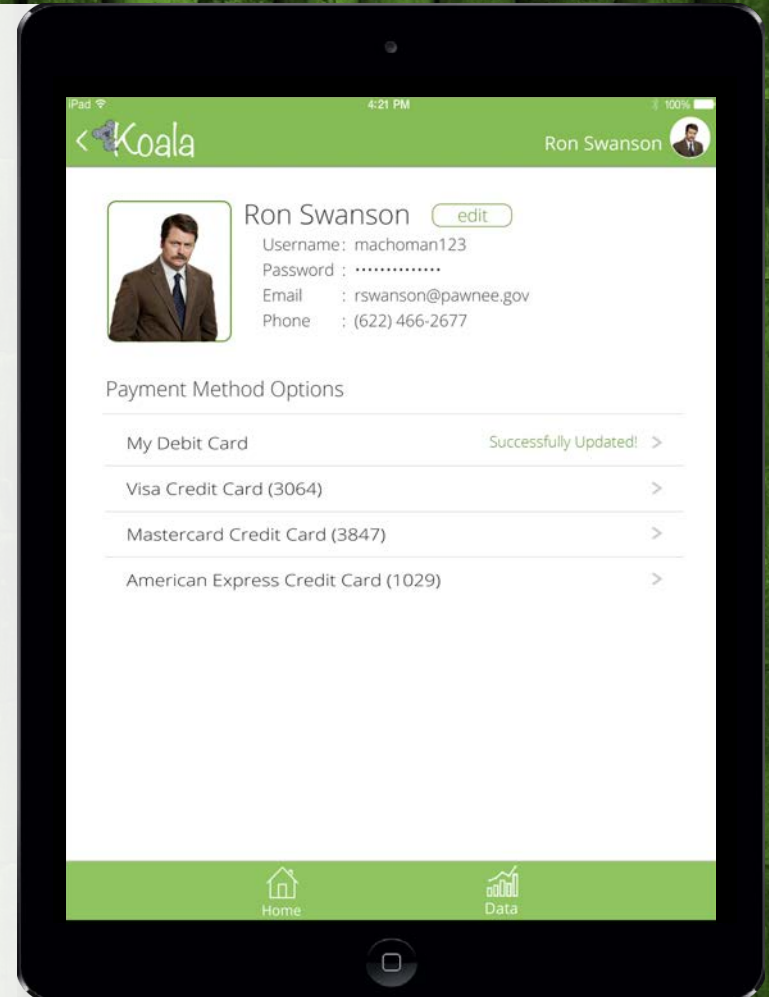




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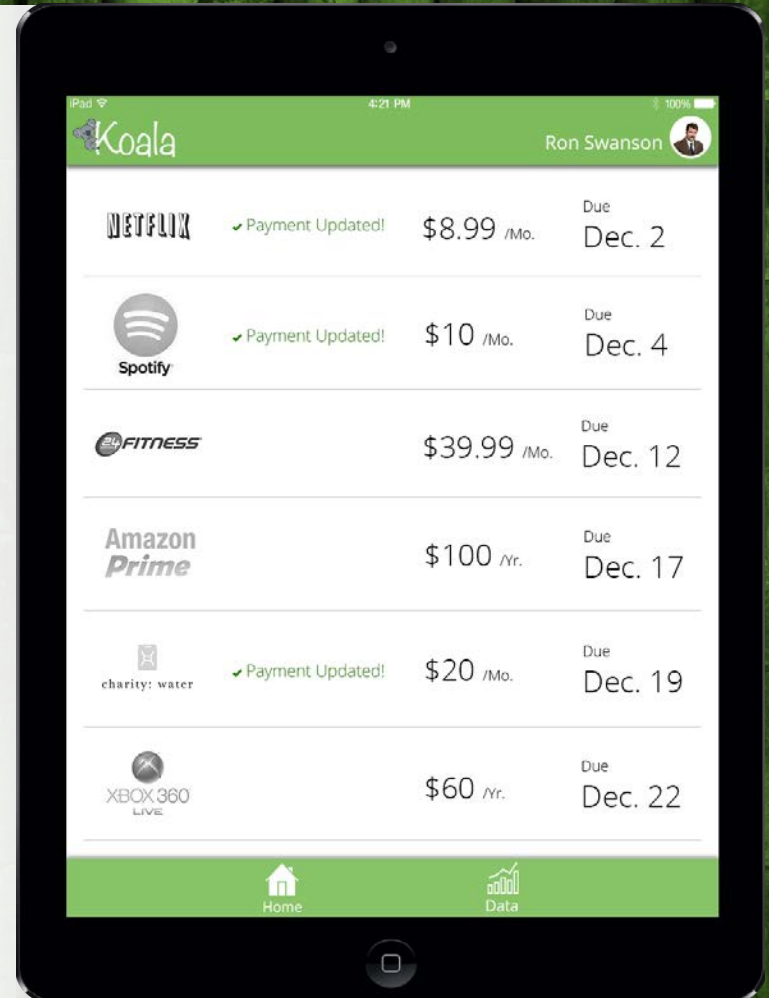
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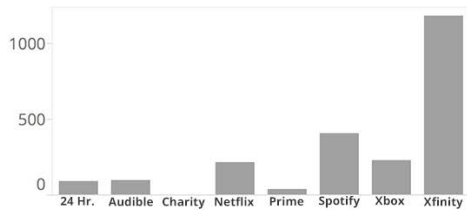
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6. Save your changes
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Yearly Budget



Distinct count of service uses per year

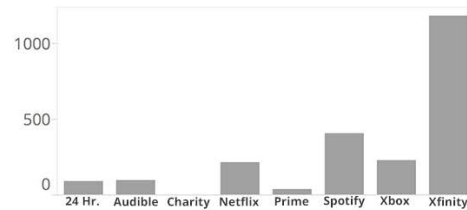


Yearly Budget








- 24 Hr. Fitness
- Amazon Prime
- Audible
- Charity
- Netflix
- Spotify
- Xbox Live
- Xfinity

Distinct count of service uses per year



iPad 4:21 PM 100%

Koala Ron Swanson

 Spotify	\$10 /Mo.	Due Dec 10
 24FITNESS	\$39.99 /Mo.	Due Dec 10
 Amazon Prime	\$100 /Yr	Due Dec 10
 charity: water	\$20 /Mo.	Due Dec 10
 XBOX 360 LIVE	\$60 /Yr.	Due Dec 10

Home Data

iPad 4:21 PM 100%

Koala Ron Swanson

Search for a service to add

No Results

We think you may enjoy these.

**hulu** \$3.99 /Mo. [Subscribe](#)

Based on your interest in media streaming services, we thinkn you would enjoy hulu. Try it for half off!

**PANDORA** internet radio \$4.99 /Mo. [Subscribe](#)

Based on your interest in music streaming services

Home Data

# Lessons Learned

- Usability testing works
- But it has its limits
- Over-designing can be a problem



Thanks for listening!

Questions?