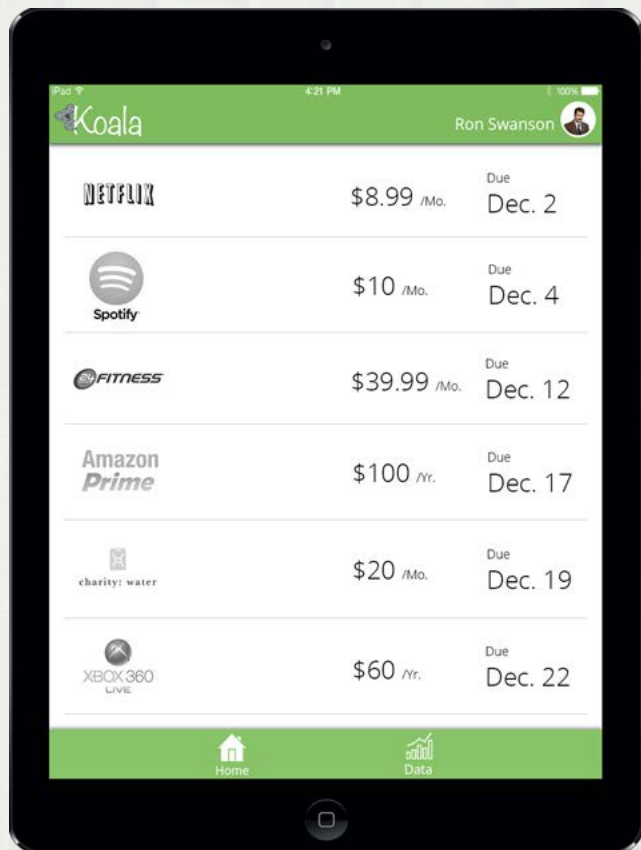




The recurring-subscription management tool  
that lets you finally take control of your recurring  
payments and services.

Jen Kang | Brendan Lee | Si Liu | Vivian Yu





charity: water



audible.com

NETFLIX

XBOX  
LIVE

xfinity

Amazon  
Prime

Bank of America  Online Banking

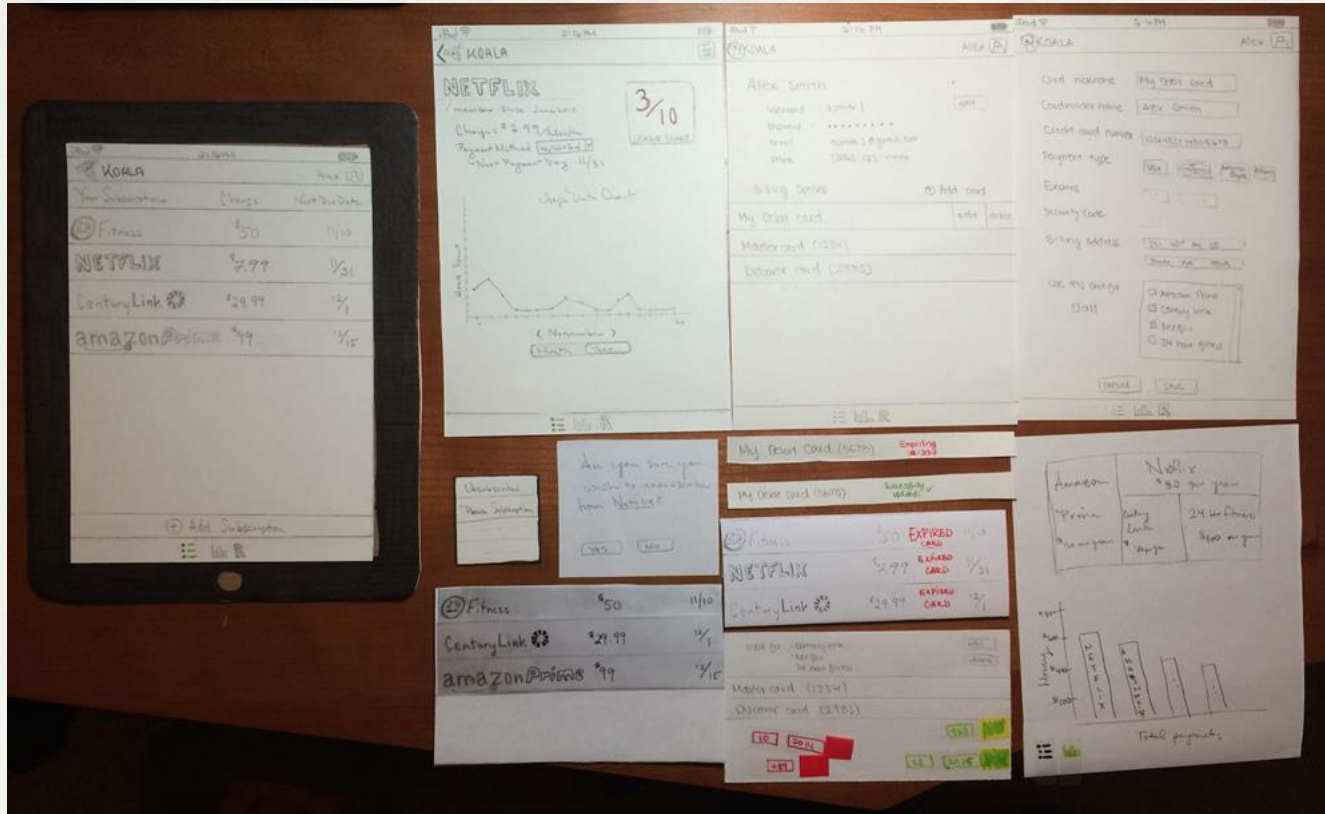
Date ↓	Description	Type ▾	Status ▾	\$Amount	\$Available Balance
11/2	Starbucks				
11/1	Dinner				
10/25	Groceries				

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

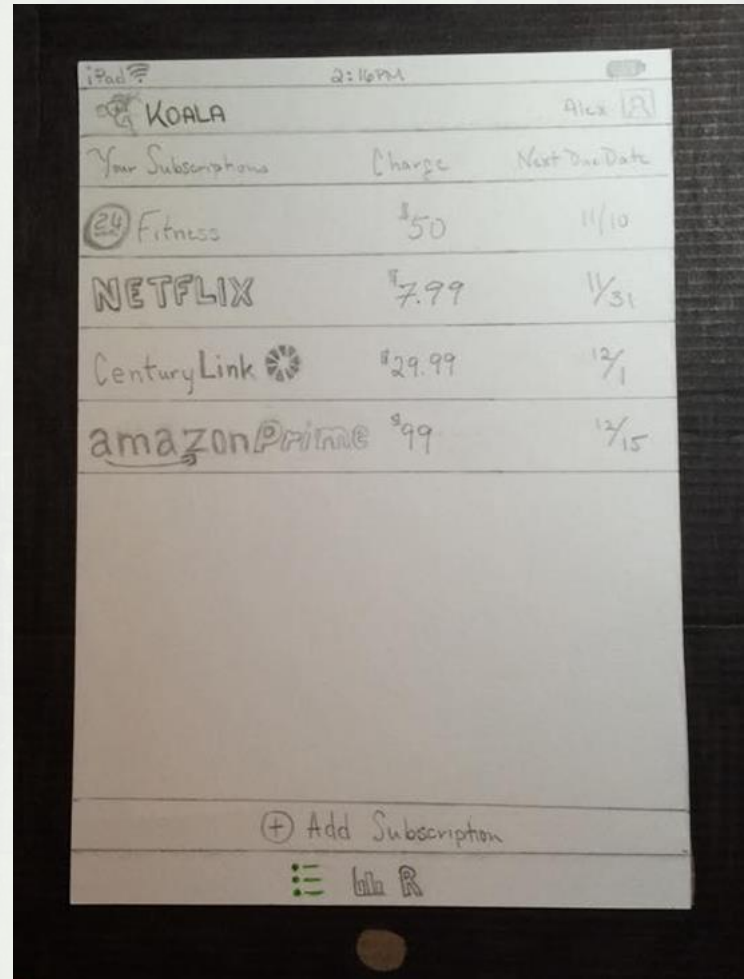
# Initial Paper Prototype



# Initial Paper Prototype

## Task 1: Is Netflix worth it?

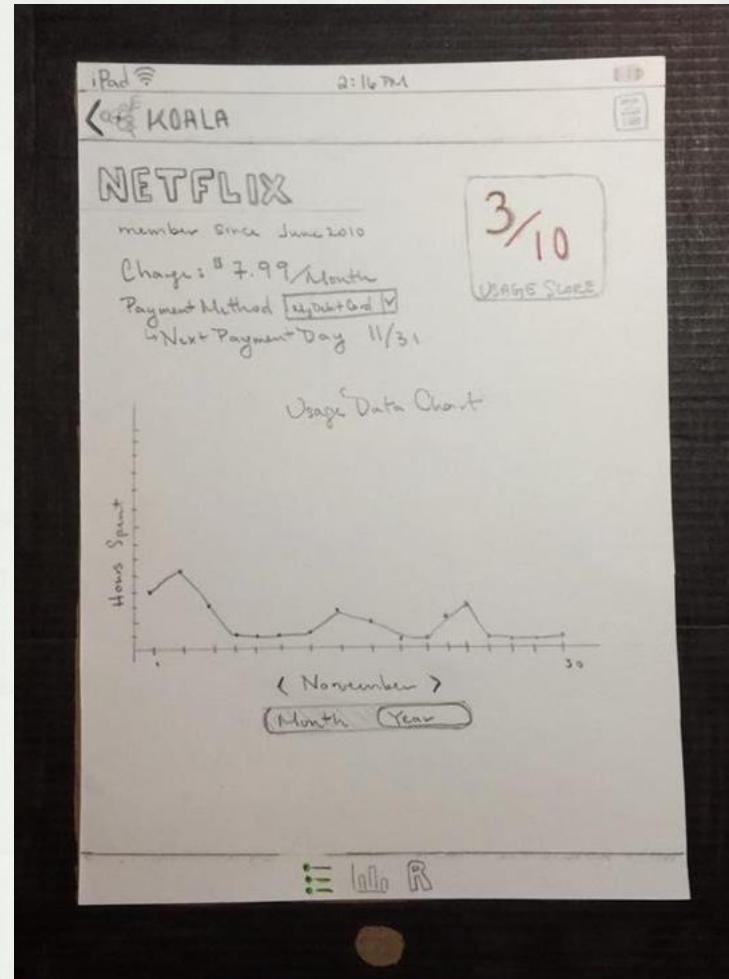
1. **View the Koala homepage**
2. Navigate to Netflix Detailed View
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# Initial Paper Prototype

## Task 1: Is Netflix worth it?

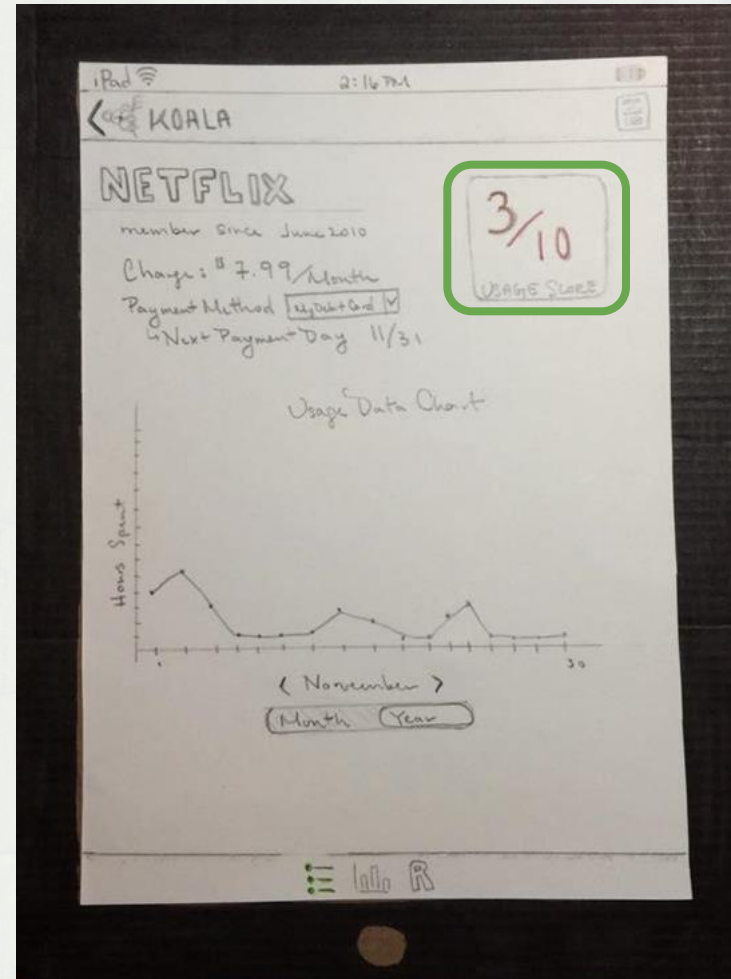
1. View the Koala homepage
- 2. Navigate to Netflix Detailed View**
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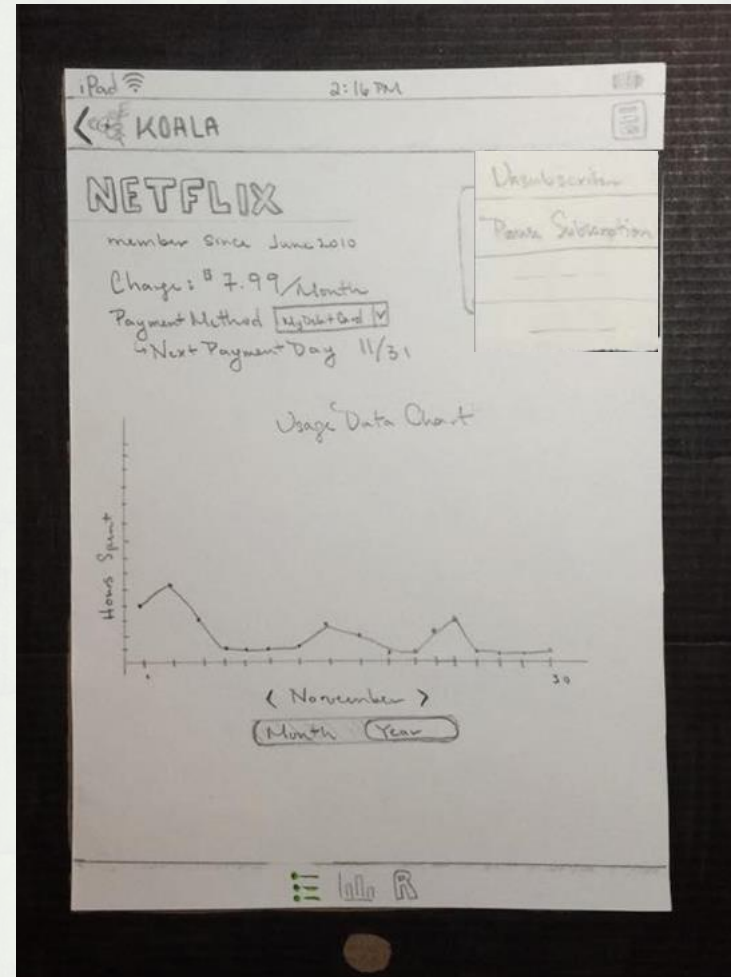




# Initial Paper Prototype

## Task 1: Is Netflix worth it?

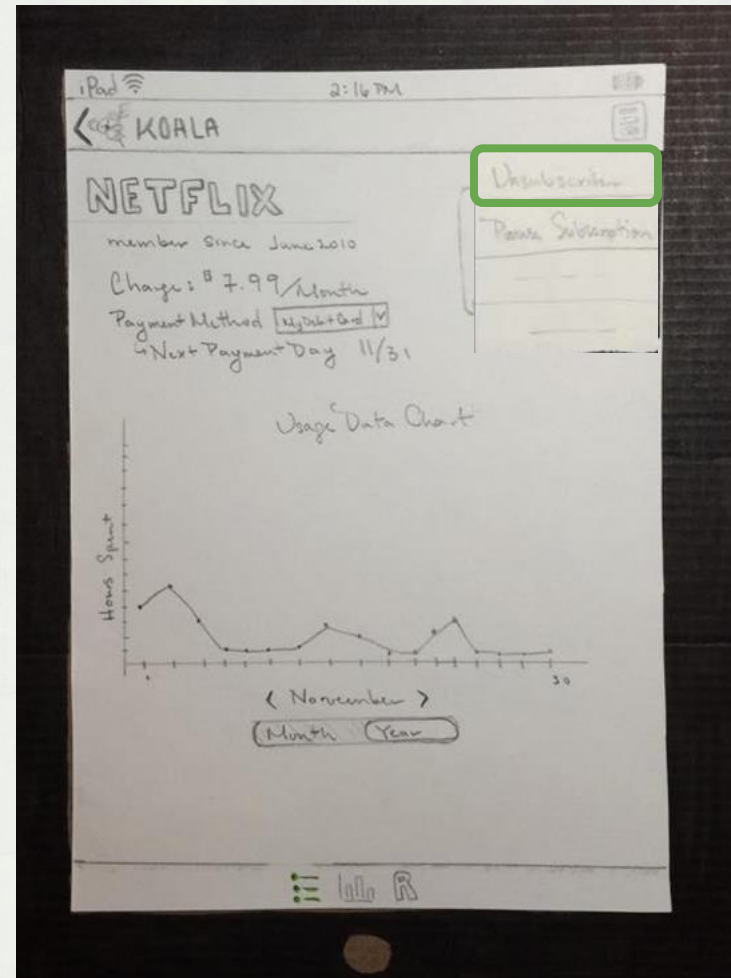
1. View the Koala homepage.
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# Initial Paper Prototype

## Task 1: Is Netflix worth it?

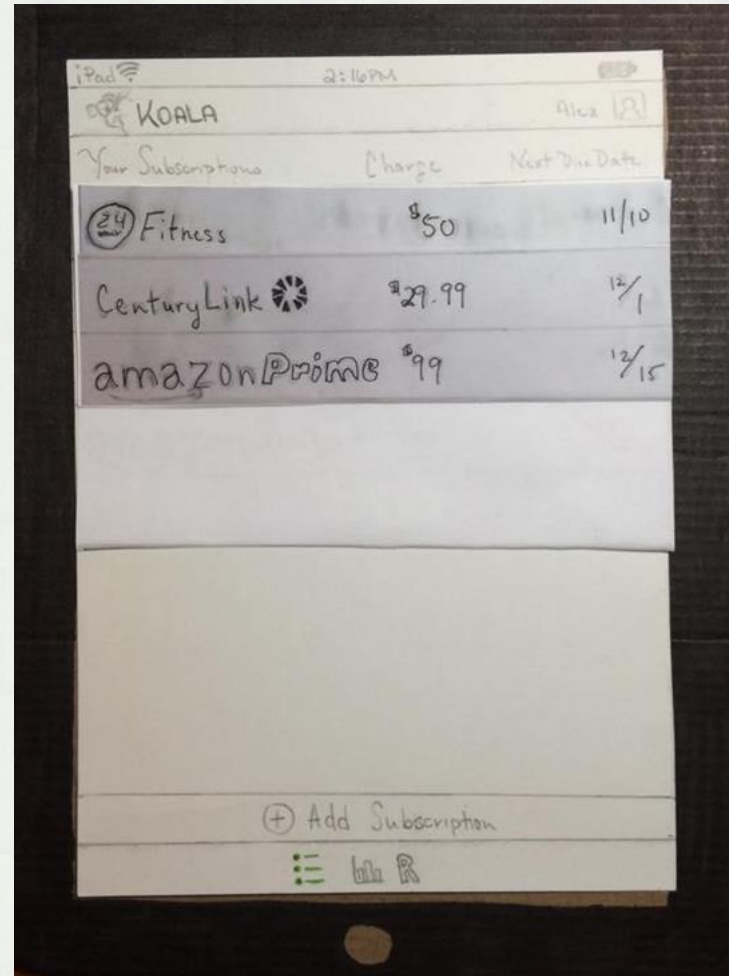
1. View the Koala homepage.
2. Navigate to Netflix Detailed View
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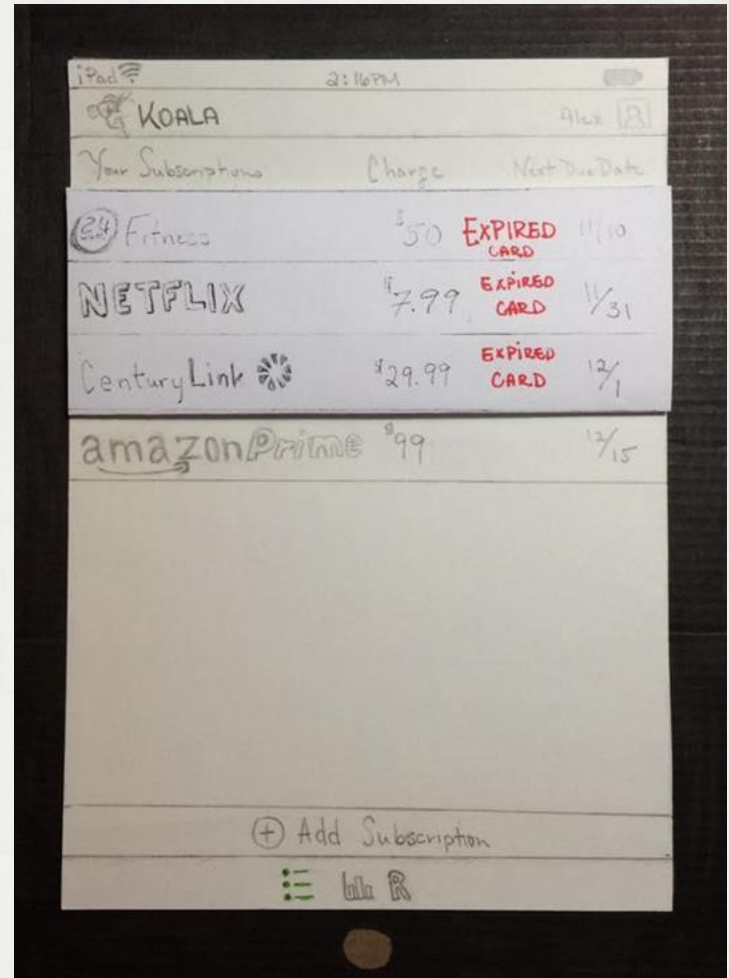
1. View the Koala homepage.
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# Initial Paper Prototype

## Task 2: Update Payment Information

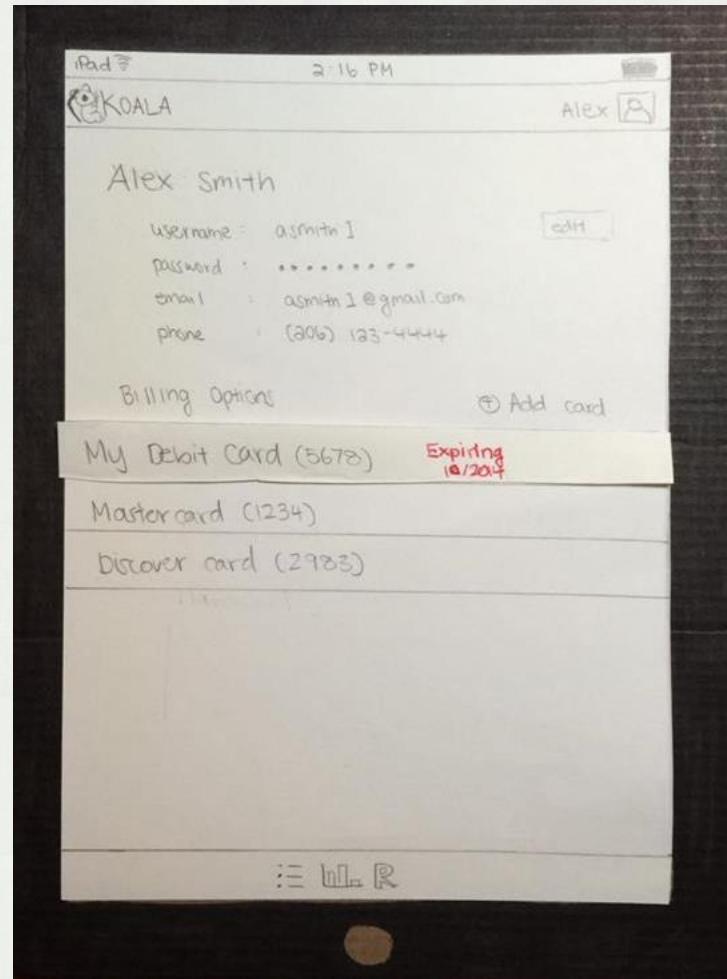
1. View the Koala homepage
2. Navigate to the Account Page
3. Click on the expired card
4. Edit the expired card
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6. Save your changes
7. View confirmation of change



# Initial Paper Prototype

## Task 2: Update Payment Information

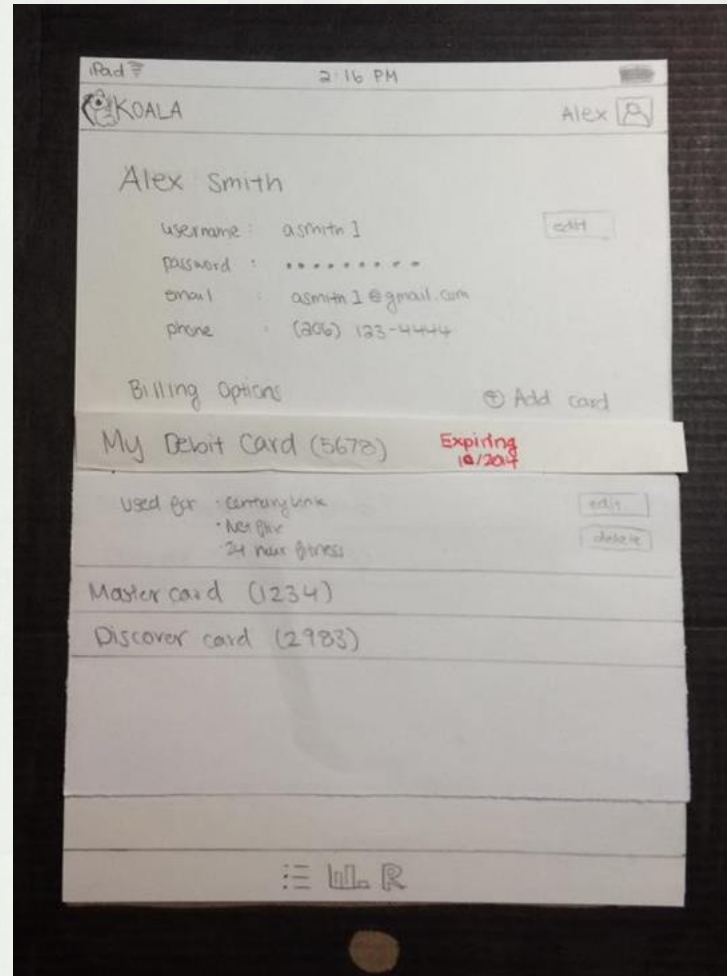
1. View the Koala homepage
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# Initial Paper Prototype

## Task 2: Update Payment Information

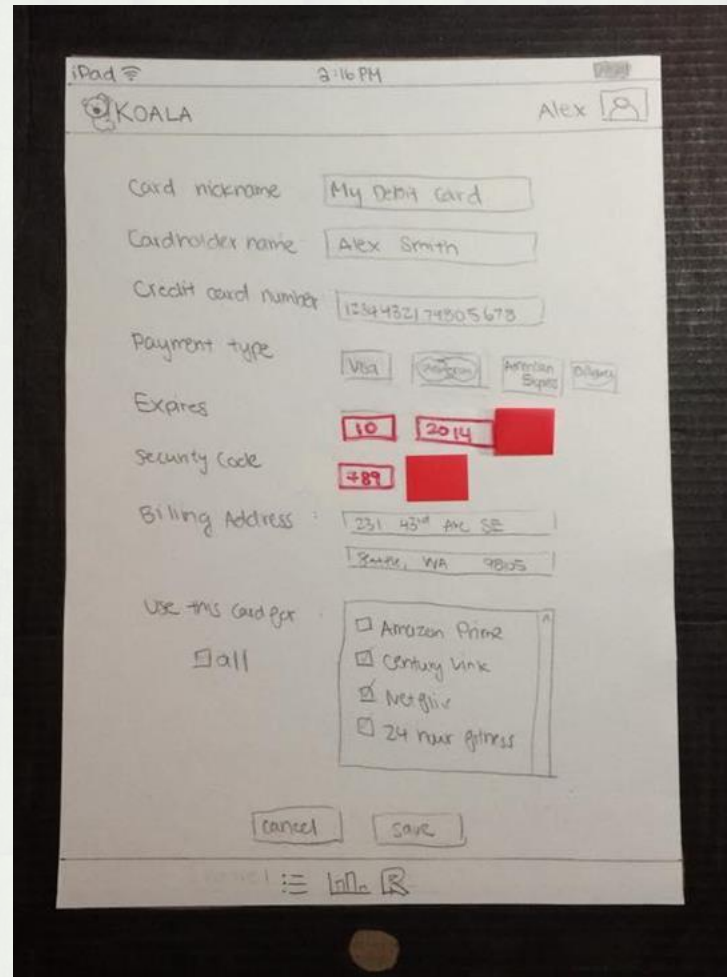
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# Initial Paper Prototype

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# Initial Paper Prototype

## Task 2: Update Payment Information

1. View the Koala homepage
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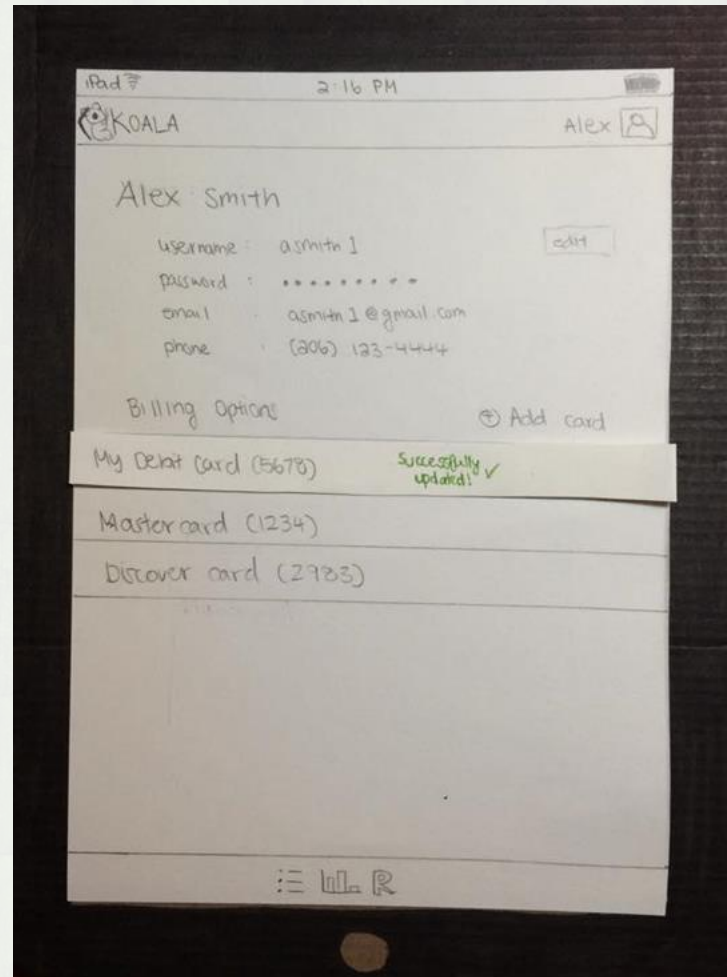




# Initial Paper Prototype

## Task 2: Update Payment Information

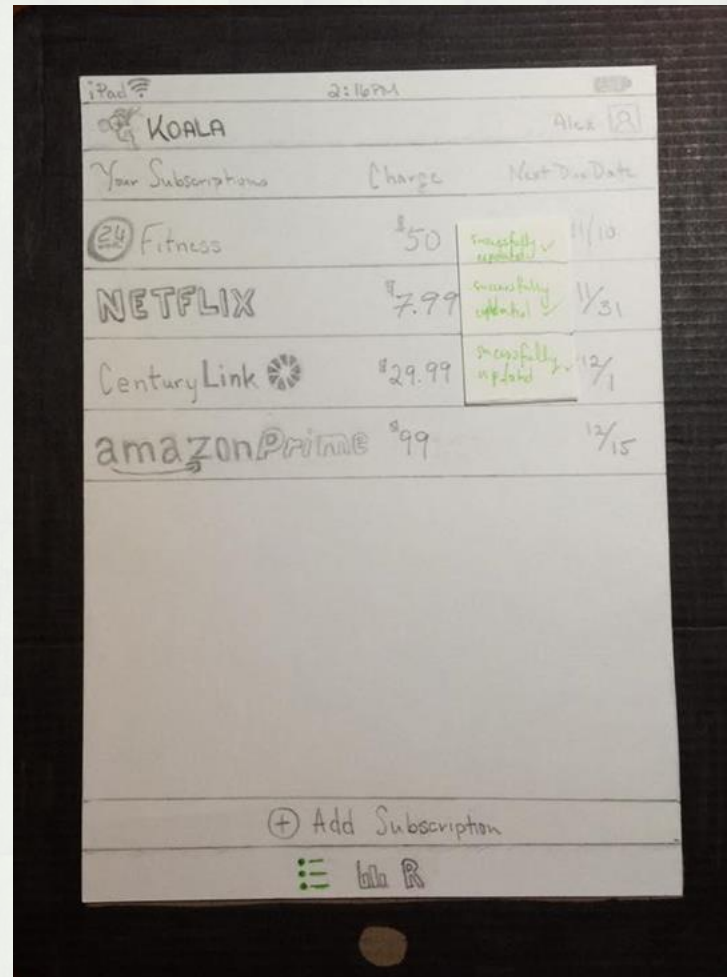
1. View the Koala homepage
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# Initial Paper Prototype

## Task 2: Update Payment Information

1. View the Koala homepage
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6. Save your changes
7. **View confirmation of change**



# 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: 123456789012345678

Payment type: Visa American Express Discover

Expires: 12 2014

Security code: 789

Billing Address: 231 43rd Ave SE  
Knox 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: a.smith | edit

password: \*\*\*\*\*

email: a.smith.1@gmail.com

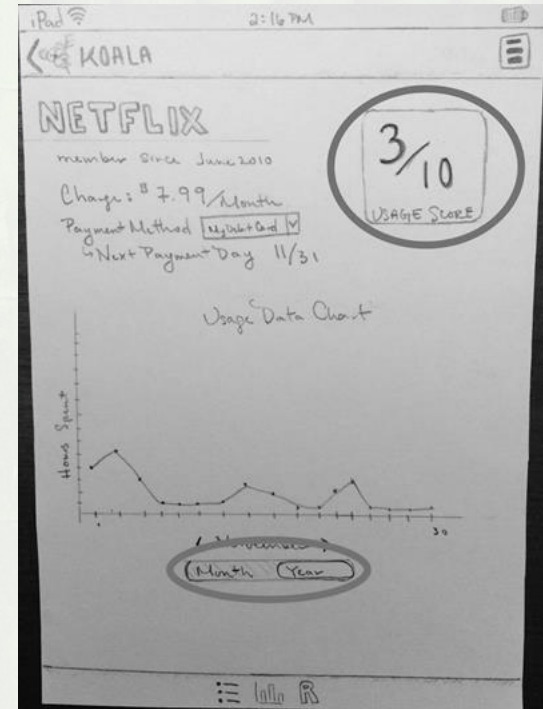
phone: (306) 123-4444

Billing Options Add card

My Debit Card (5678) Expiring 12/2014

Mastercard (1234)

Discover card (2983)



# Heuristic Evaluations

iPad 9:16 PM KOALA Alex

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card num: 1234432174305678

Payment type: Visa, Mastercard, American Express, Discover

Expires: 12/2014

Security code: 789

Billing Address: 231 43rd Ave SE, Denver, VA 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.smith | edit

password: \*\*\*\*\*

email: a.smith.1@gmail.com

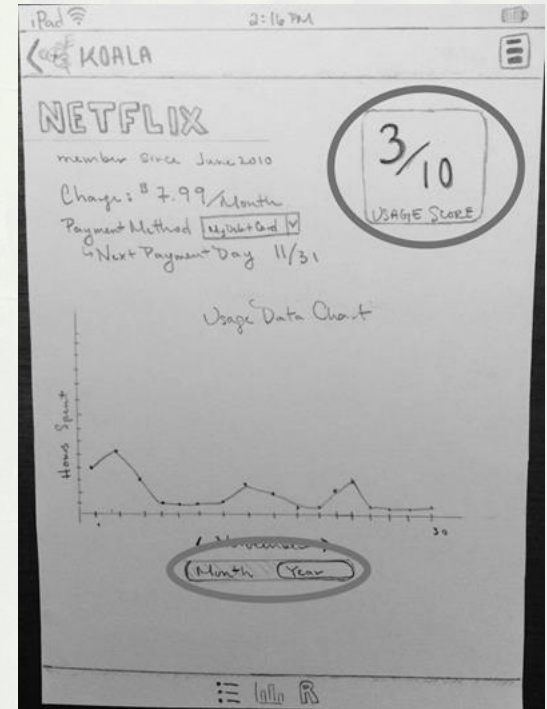
phone: (306) 123-4444

Billing Options: Add card

My Debit Card (5678) Expiring 12/2014

Mastercard (1234)

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# Heuristic Evaluations

iPad 9:16 PM KOALA Alex

Card nickname: My Debit Card

Cardholder name: Alex Smith

Credit card num: 1234432174305678

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Billing Address: 231 43rd Ave SE, Denver, VA 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: a.smith | edit

password: \*\*\*\*\*

email: a.smith.1@gmail.com

phone: (306) 123-4444

Billing Options: Add card

My Debit Card (5678) Expiring 12/2014

Mastercard (1234)

Discover card (2983)

iPad 2:16 PM KOALA

NETFLIX

member since June 2010

Charge: \$ 7.99 / Month

Payment Method:  debit card

Next Payment Day: 11/31

Usage Score: 3/10

Usage Data Chart

Hours Spent

Month Year

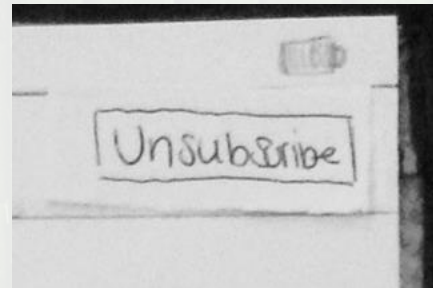
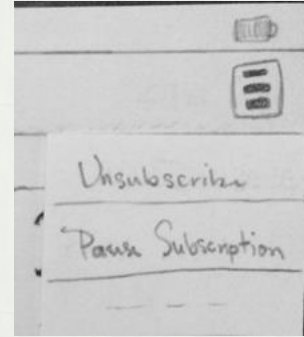


# Testing Results

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

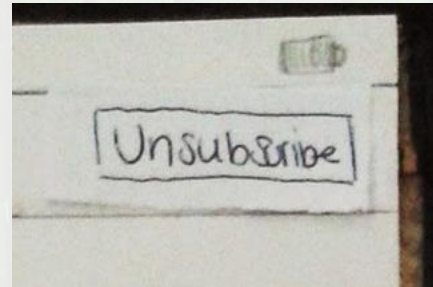
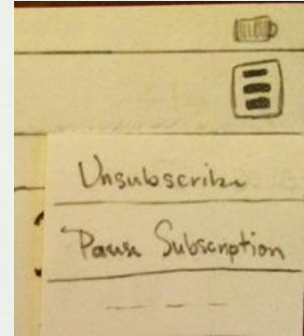


# Testing Results

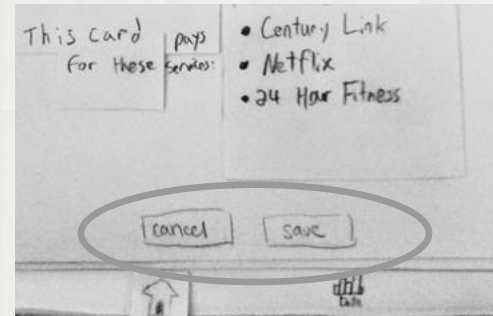
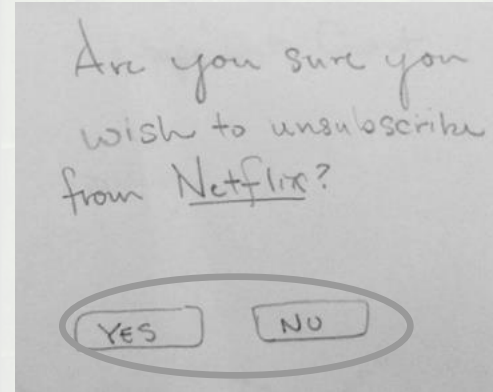
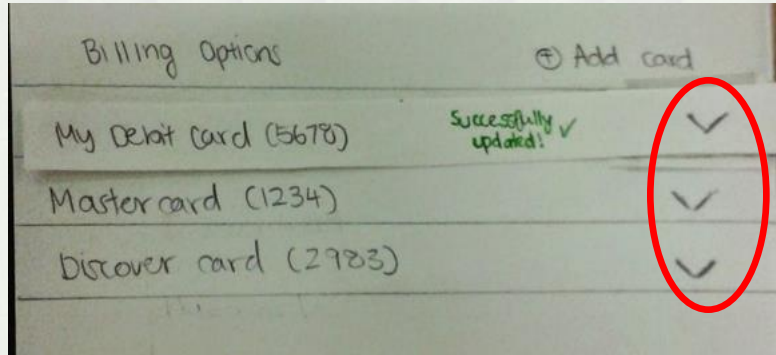
Fitness	\$50	EXPIRED CARD	11/10
NETFLIX	\$7.99	EXPIRED CARD	11/31
CenturyLink	\$29.99	EXPIRED CARD	12/1



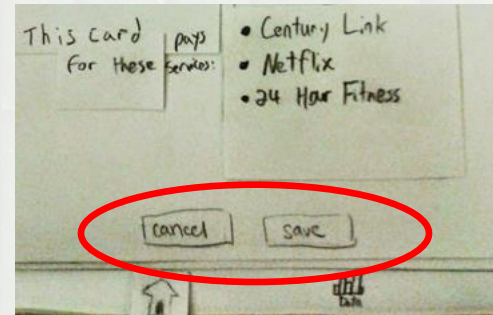
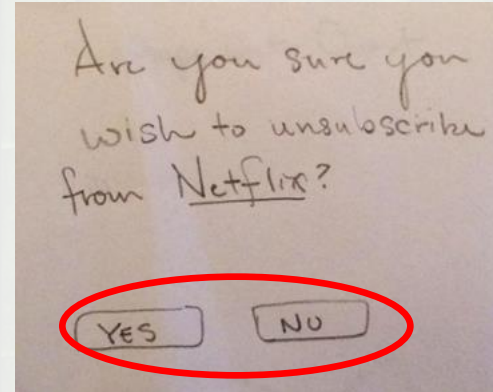
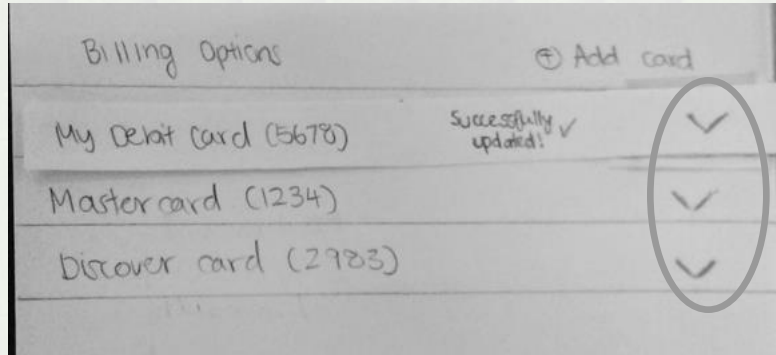
Fitness	\$50	valid card	11/10
NETFLIX	\$7.99	valid card	11/31
CenturyLink	\$29.99	valid card	12/1



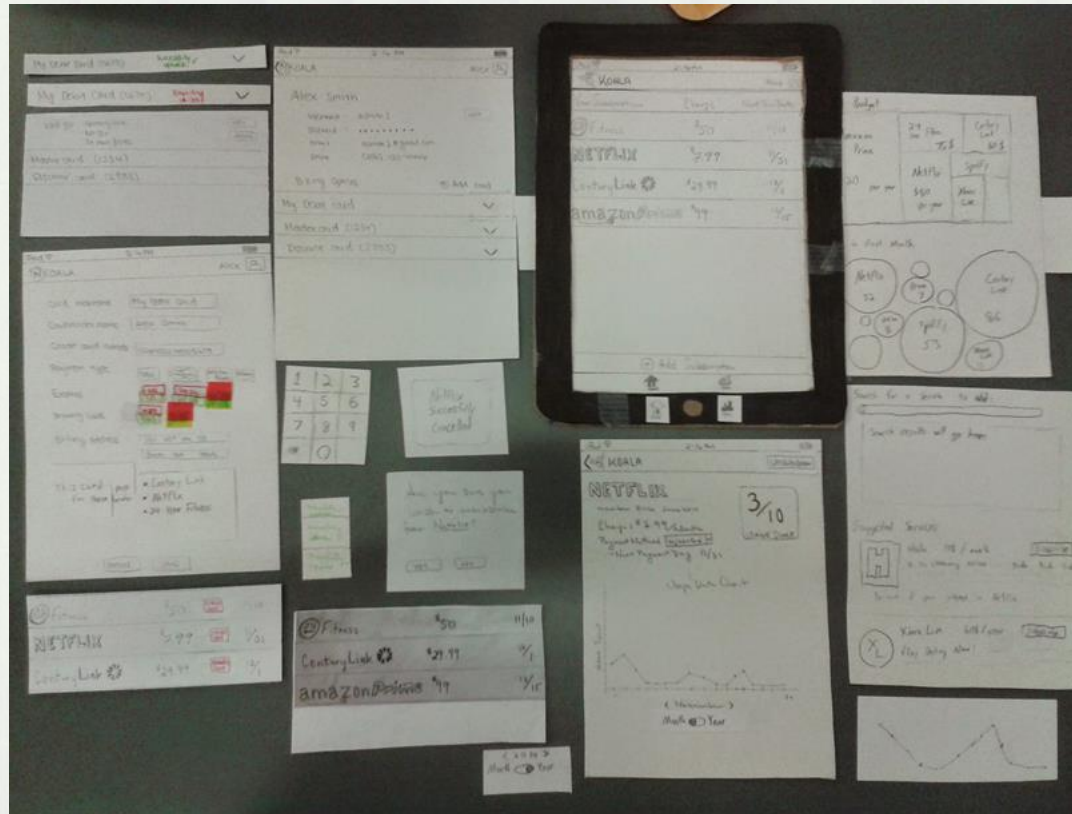
# In-Class Critiques



# In-Class Critiques



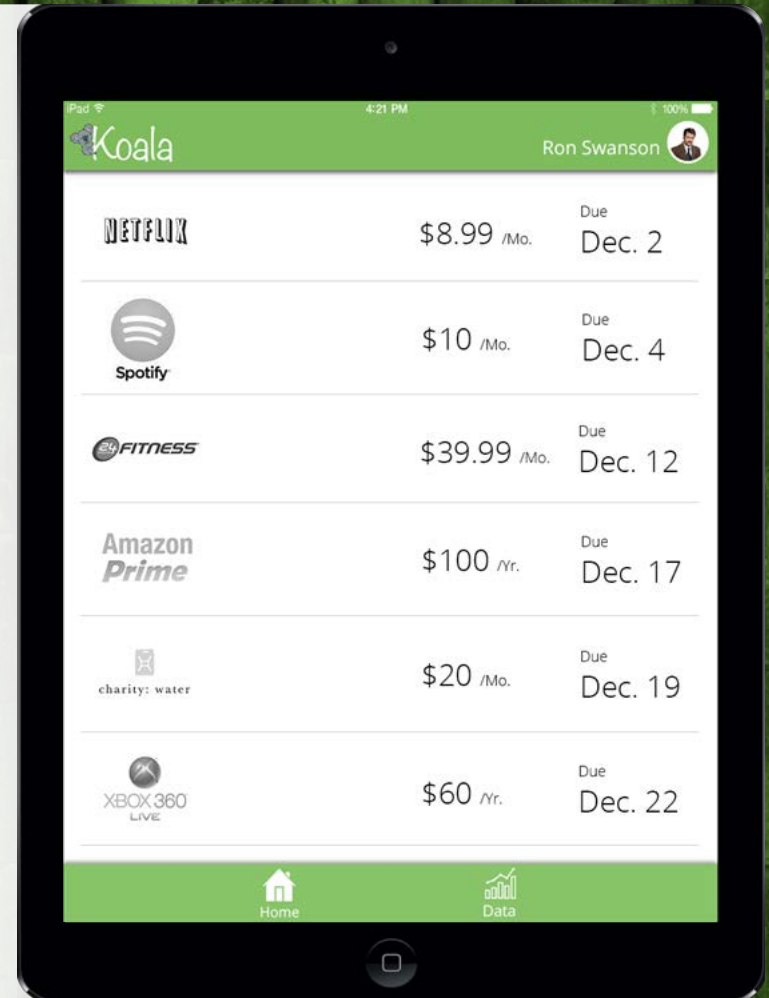
# Final Paper Prototype



# Digital Mockup

## Task 1: Is Netflix worth it?

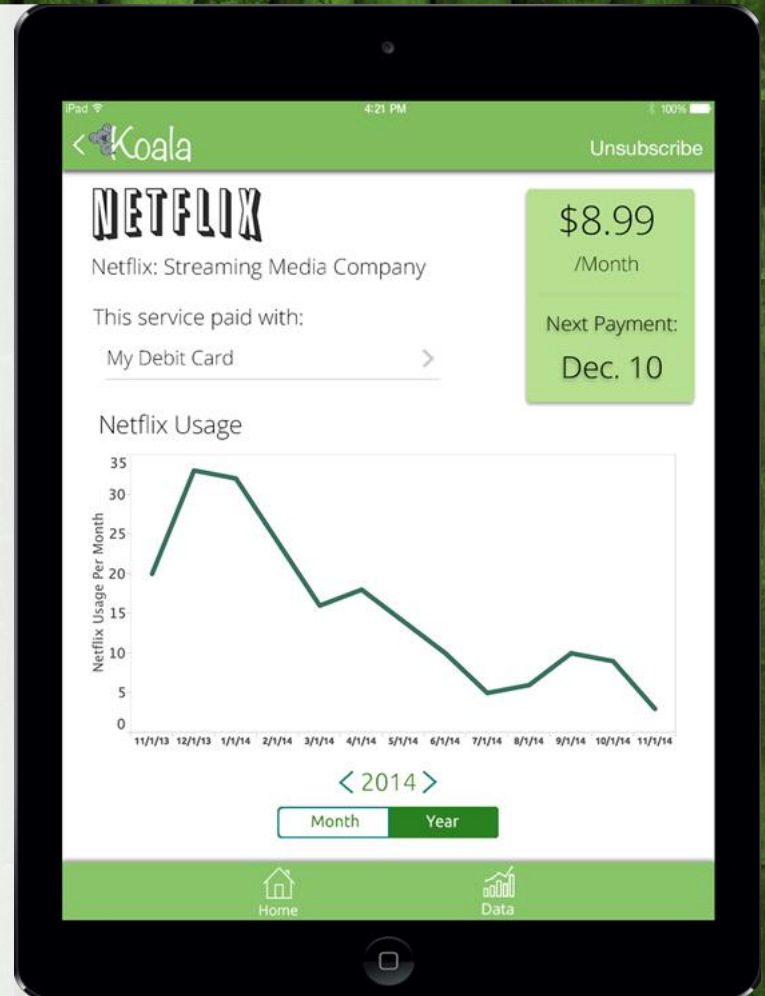
1. View the Koala homepage
2. Navigate to Netflix Detailed View
3. View your usage data for Netflix
4. Make an informed decision
5. Click "Unsubscribe" and confirm
6. Return to homepage



# Digital Mockup

## Task 1: Is Netflix worth it?

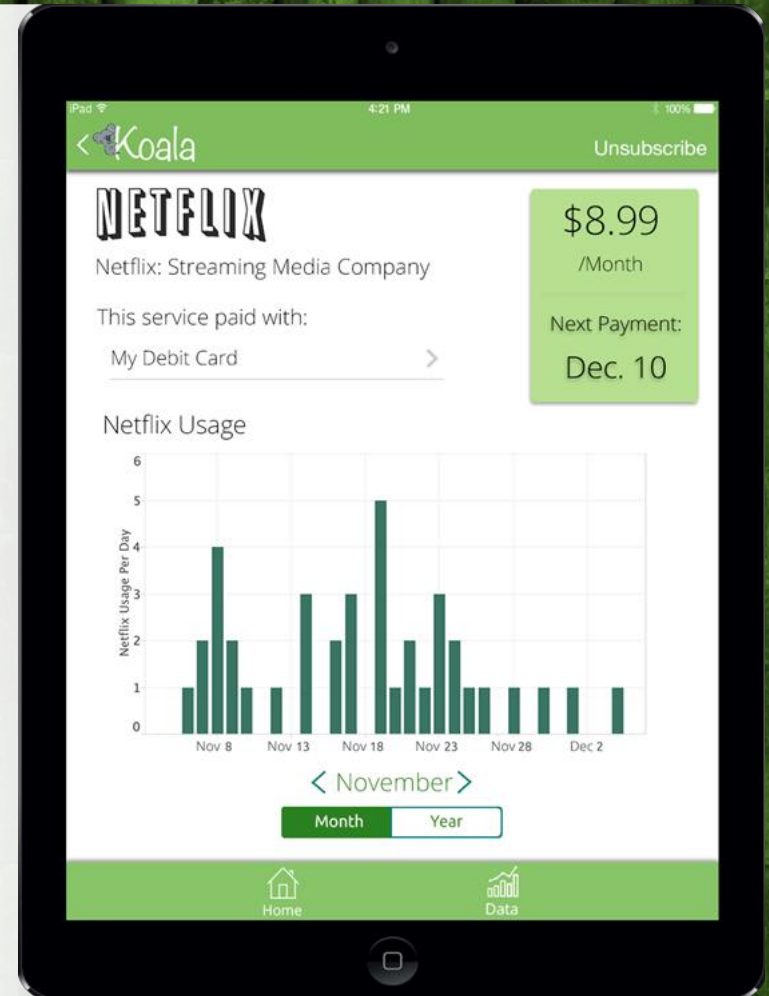
1. View the Koala homepage
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# Digital Mockup

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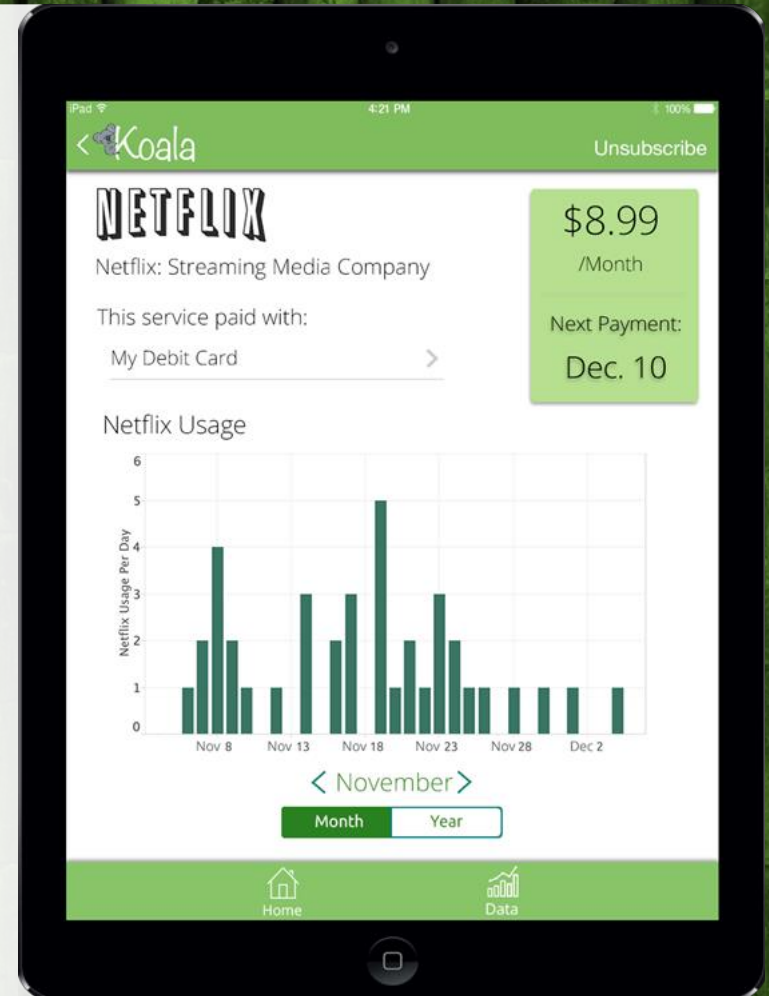




# Digital Mockup

## Task 1: Is Netflix worth it?

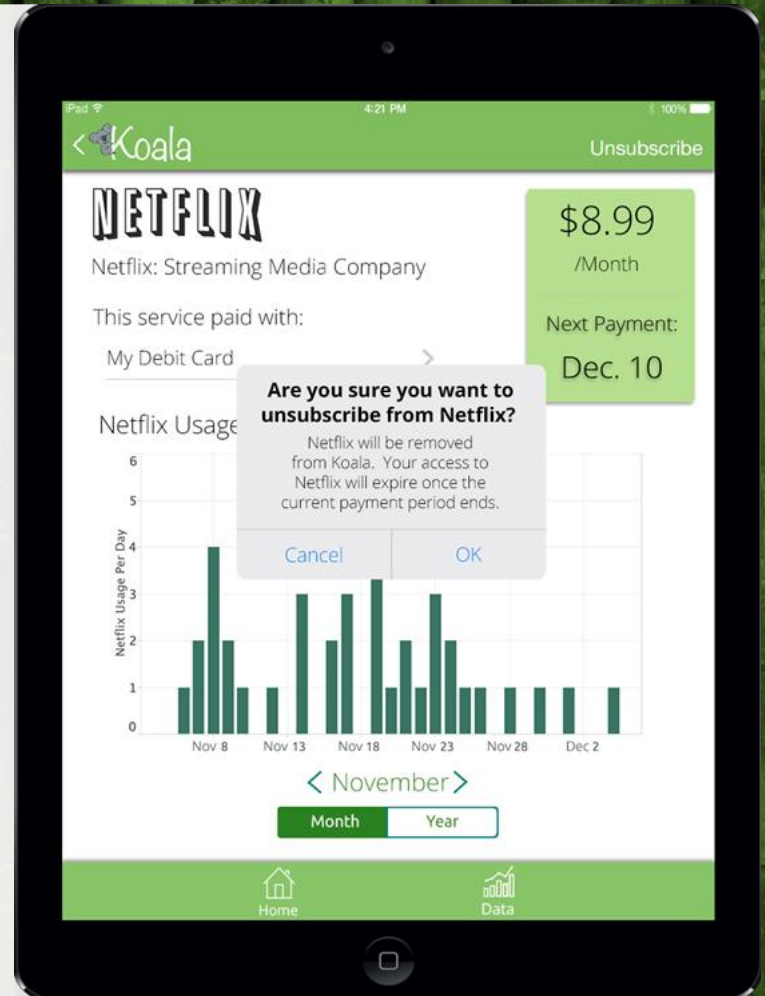
1. View the Koala homepage
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# Digital Mockup

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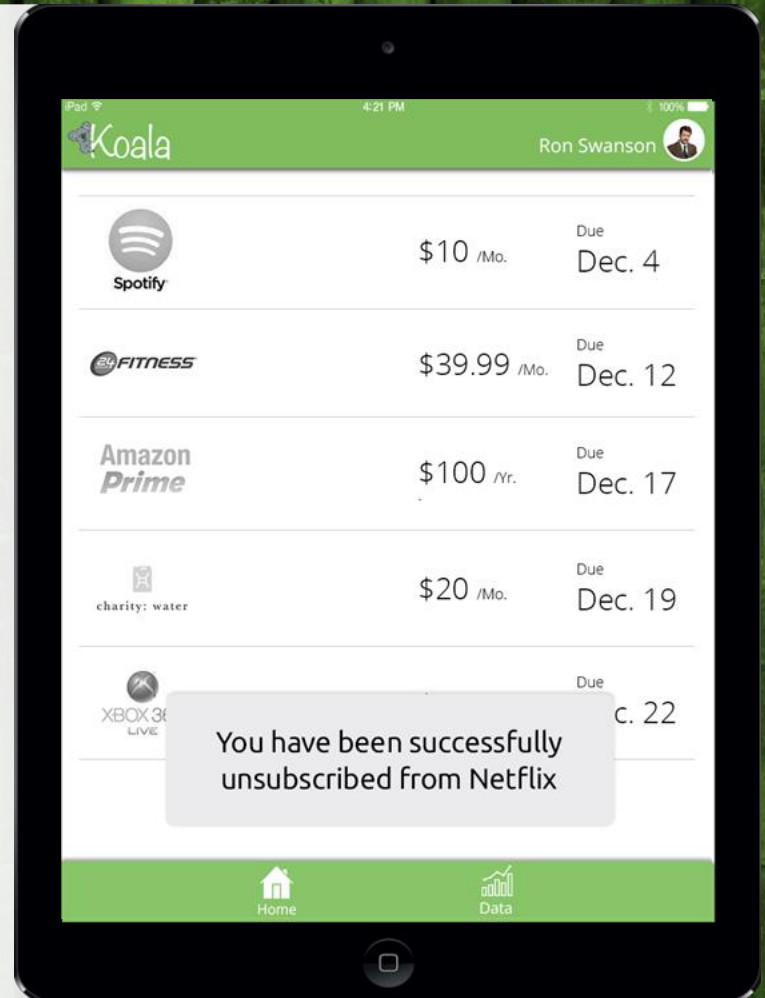
1. View the Koala homepage
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6. Return to homepage



# Digital Mockup

## Task 1: Is Netflix worth it?

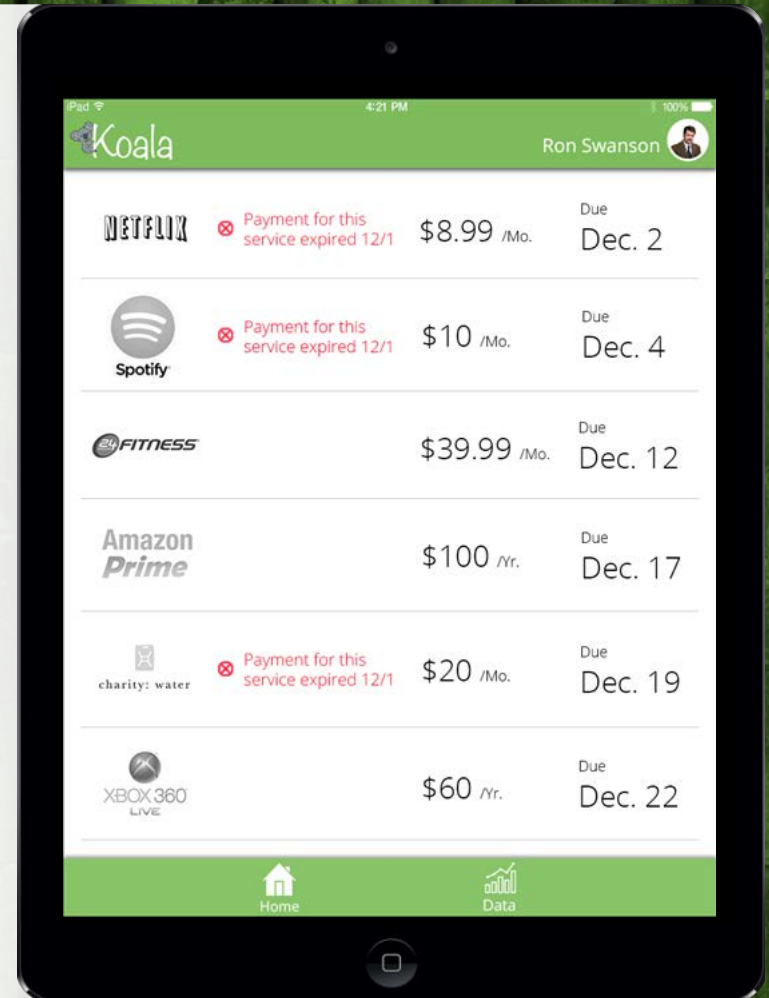
1. View the Koala homepage
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4. Make an informed decision
5. Click "Unsubscribe" and confirm
6. **Return to homepage**



# Digital Mockup

## Task 2: Update Payment Information

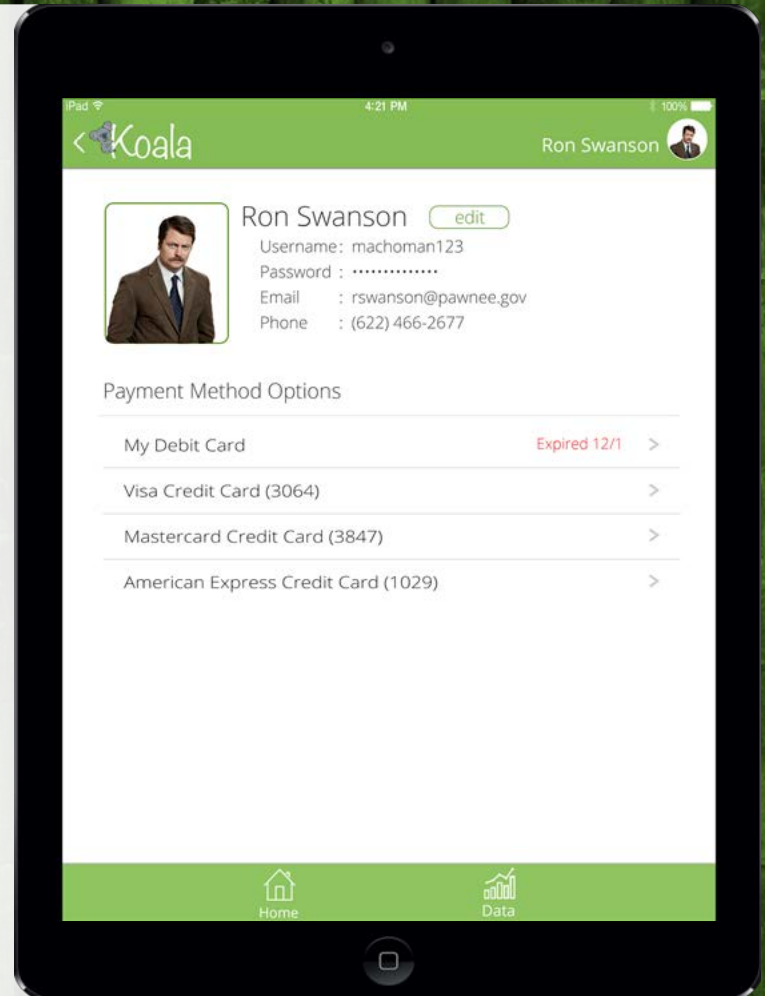
1. **View the Koala homepage**
2. Navigate to the Account Page
3. Click on the expired card
4. Edit the expired card
5. Update the expired information
6. Save your changes
7. View confirmation of change



# Digital Mockup

## Task 2: Update Payment Information

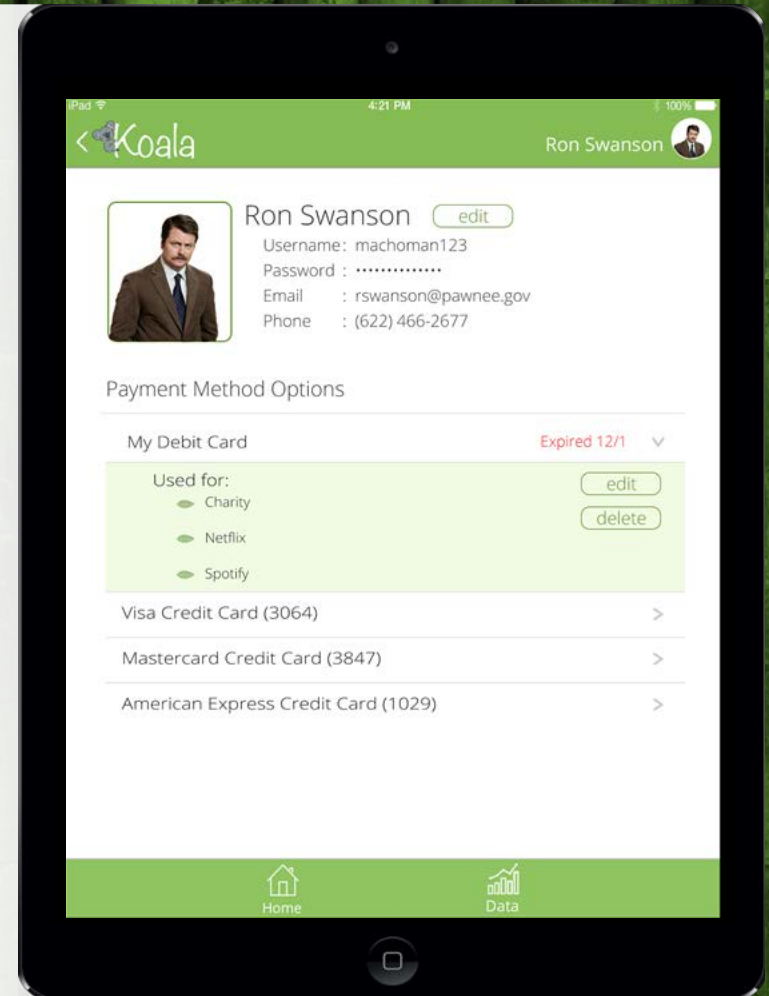
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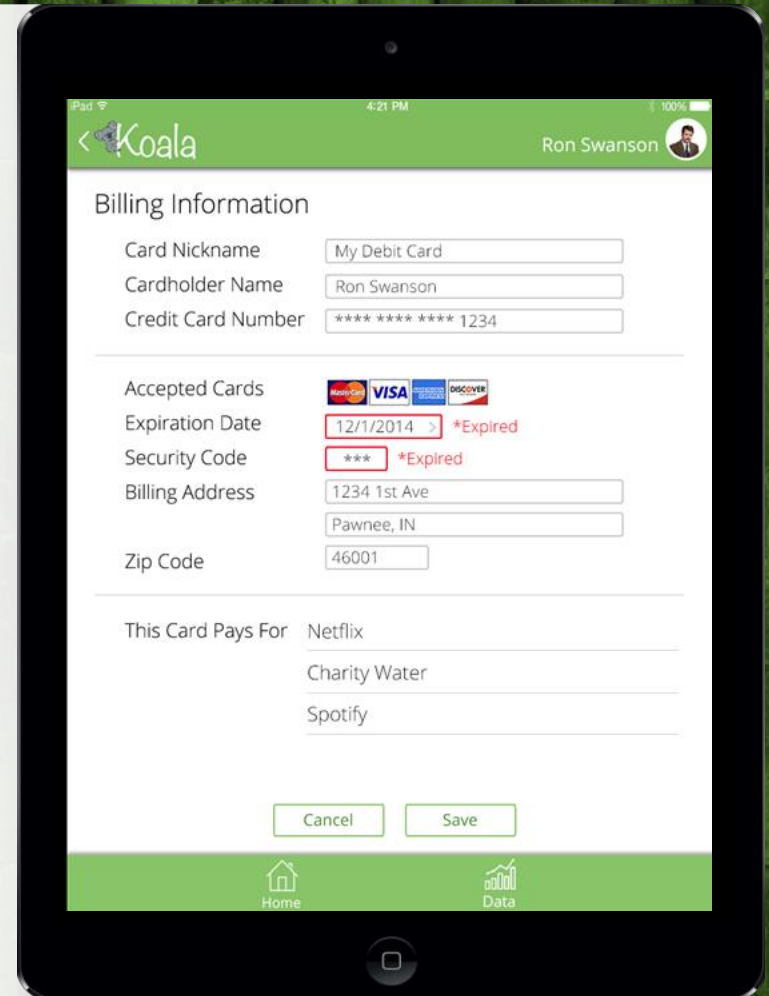
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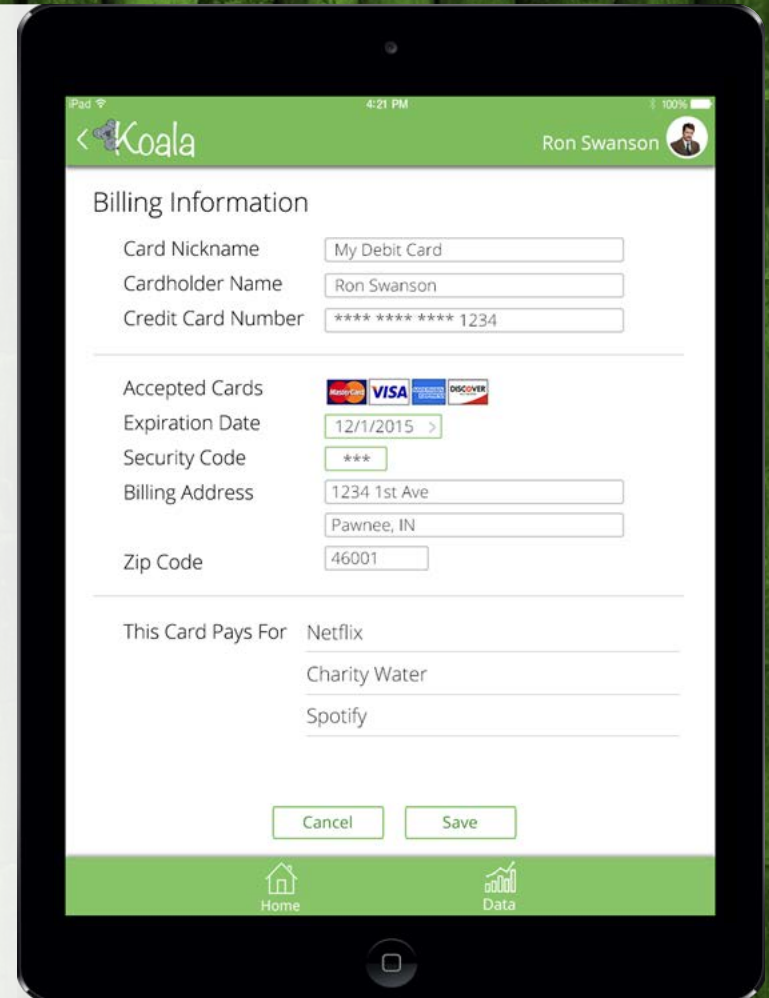
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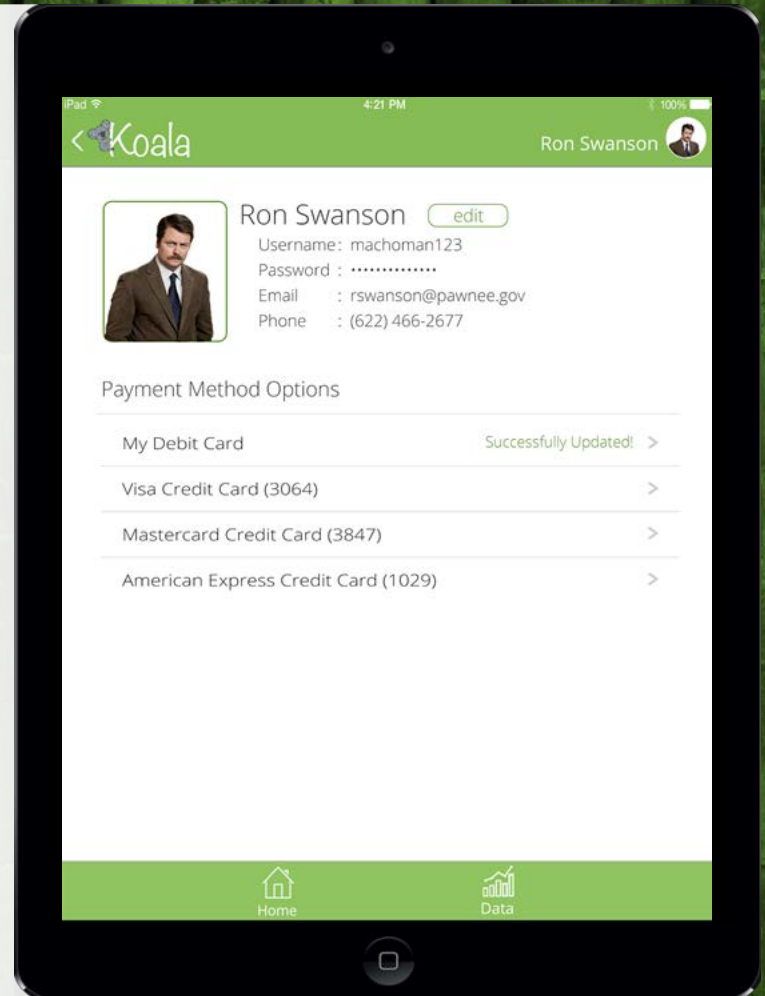




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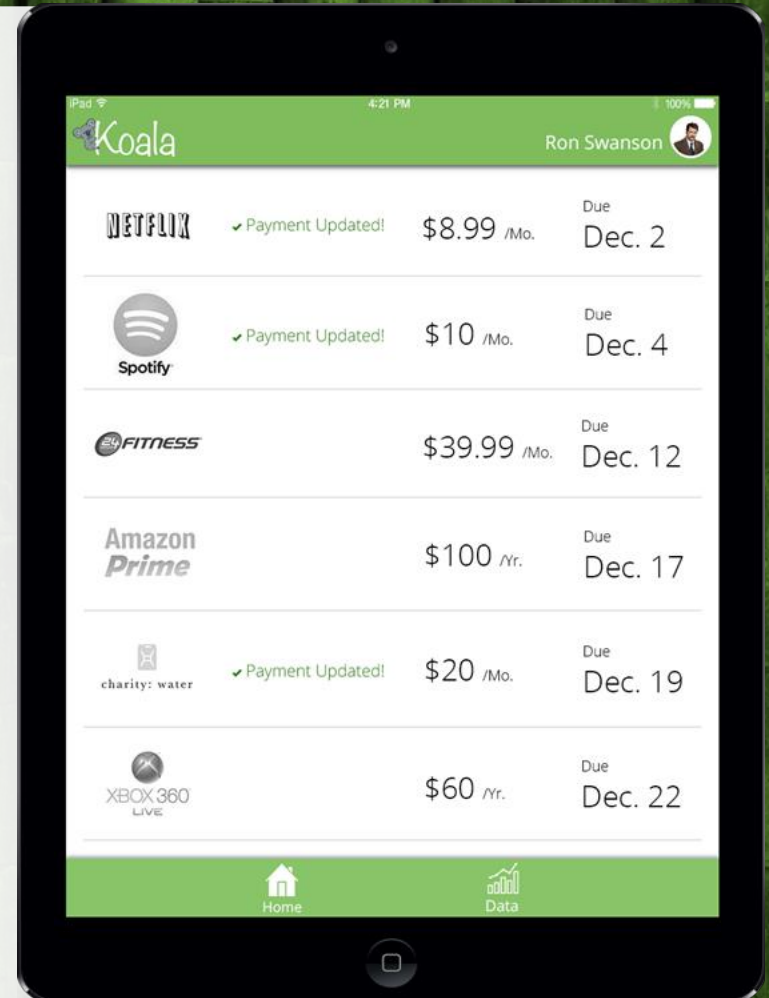
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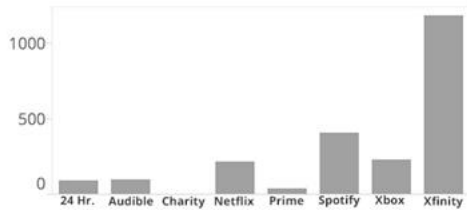
1. View the Koala homepage
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7. **View confirmation of change**



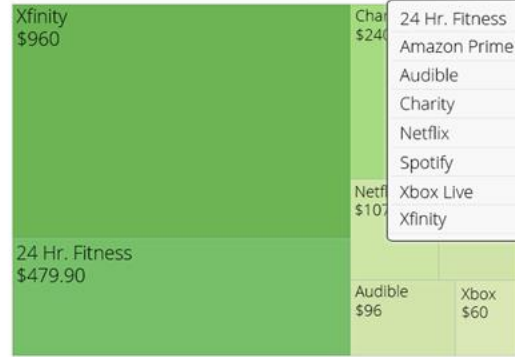
Yearly Budget



Distinct count of service uses per year

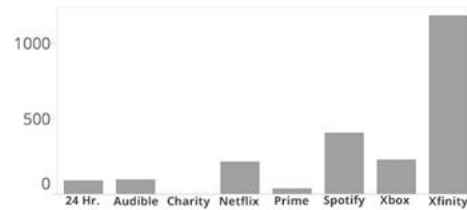


Yearly Budget








- 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 think 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?