

1. Scenario: Choose new plan  
I want to change my existing plan in My Account

I choose between Good, Better, Best plans. My current subscription plan is selected and highlighted by default and noted as "Current Plan".  
Clicking a new plan selects that plan and is highlighted and noted as "Your New Plan".  
When I downgrade a plan, I see a disclaimer and can choose to continue to select the new plan.

2. Scenario: See plan details  
Given that I am a subscribed user  
I want to view plan details

Clicking on "View All Plan Details" expand to reveal a table. This is the same table that is on the Sign Up page. "View All Plan Details" then becomes "Hide Plan Details".  
When the section is expanded, clicking on "Hide Plan Details" collapses the section. "Hide Plan Details" becomes "View All Plan Details"  
While this section is expanded, clicking each plan highlights that column of the table leaving the other two columns not highlighted.

3. Scenario: See plan notice  
I want to view a plan notice determined by the chosen plan and my current plan  
The notice requires an additional action from me before I can move on through the process:

Good to Better or Best

Explanation: I am upgrading from a Free plan to a paid plan, but don't currently have a payment method set. A payment method is required, so a message requesting me to set up payment displays.

Message: To upgrade your plan to a paid subscription, you need to add a payment method  
Action: Clicking the Continue to Payment button loads the Payment page that is a part of Sign Up.

Better to Best

Explanation: I am upgrading my paid plan to a more expensive paid plan, so no warning message displays. Instead, just a Continue button displays.

Message: None  
Action: Clicking the Continue button displays the Confirmation message.

Best to Better

Explanation: I am downgrading my plan to the cheaper tier, so a warning message displays.

Message: With a Better Plan, you will no longer have access to...  
Action: Clicking the Continue button displays the Confirmation message

Best to Better or Good

Explanation: I am cancelling my subscription, so a warning notice displays

Message: Our basic plan is free, but you'll miss out on all the great features you can get with the Best plan, like ad-free, dubbed content and more. Are you sure you want a Good account?  
Action: Clicking the Continue button displays the Confirmation message

4. Scenario: See new plan confirmation  
I want to view a confirmation receipt of new plan

This is the final stage of the Change Plan process. A message displays telling me what is going to happen once I confirm. I click the button below the message in order to confirm the changes.

The message is comprised of elements that change based on my subscriber status, my Access Level, my new Access Level, my payment method, and the subscription term dates.

Message Elements

Plan

Displays the name of the plan that I will switch to

[Role Name](#)

Effective

Displays when the changes will take place. This will be "immediately/ next bill date" if the changes take effect when I click the button. This will be a start date if the changes will take effect at the beginning of my next term and that date is not today.

"immediately/ next bill date" in the comp

Prorate Amount

Displays the prorated amount that will be charged immediately.

"\$0.00" in the comp

Displays only if a prorate scenario occurs, which is only when I am changing from "Good" to "Better or Best". Also, when I am changing from "Better" to "Best".

Renewal Fee

Displays the amount that I will be charged on the start date/renewal date

[Price](#)

Start Date/Renewal Date

Displays the subscription renewal or start date, i.e. the date that I will be charged my normal renewal rate.

[Date](#)

Note: If a plan is downgraded, the new plan will start at the end of the current billing cycle and there are no refunds.

Note: If a plan is upgraded, the new plan will start immediately and there will be a pro-rated charge for the current billing term and full price starting at the next billing cycle.

Payment Method

Displays my subscription payment method

If PayPal, displays "PayPal"

If credit card, displays the Card Name and the card number. The card number is partially obfuscated with only the last 4 digits displayed.

Action Buttons

Go Back

Clicking this button returns the user to the previous step of the Change Plan flow.

Finish

Clicking this button completes the process and makes the chosen changes to my subscription and to my account. I am returned to My Account with the changes now reflected.

Free Plan to Paid Plan Flow

# Free Plan to Paid Plan Flow

## No Billing Information

### My Account / Subscription Page

#### Step #1

A Web Page

← → ↻ http://

Header

## My Account

Subhead goes here.

Profile Subscription Queue History Wish List/Orders Preference

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### Summary

Plan	< Name of Plan > <small>[ Free trial end notification xx/xx/xxxx ]</small>	<a href="#">Change Plan</a>
Status	< Status >	<a href="#">Restart Subscription</a>
Billing	< Billing Period >	<a href="#">Purchase Yearly</a>
Add ons	< Add ons purchased/in effect >	<a href="#">Purchase Add ons</a>

---

### Billing Information

Billing Method	Unknown	<a href="#">Change Payment Method</a>
Card Number	Unknown	
Expiration Date	Unknown	
CCV	Unknown	
Zip/Postal Code	Unknown	

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### Billing History

Date	Item	Service Period	Payment Method	Subtotal	Total
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	Visa	\$X.xx +tax	\$X.xx
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	Visa	\$X.xx +tax	\$X.xx
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	visa	\$X.xx +tax	\$X.xx
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	Visa	\$X.xx +tax	\$X.xx

Footer

1 User clicks "Change Plan"

2 Billing Information is unknown or missing  
Change Payment Method is disabled in this case

Free Plan to Paid Plan Flow

No Billing Information

Step #2 (Change Plan Page)

A Web Page

← → ↻ http://

Header

## Change Plan Headline

Change Plan

The name of this plan

**\$X.xx**  
per month

[Redacted text]

START MY FREE TRIAL

BUY YEARLY PLAN

Choose the yearly plan for \$XX.XX and save XX%

[More Details](#)

**Our Most Popular Plan!**

The name of this plan

**\$X.xx**  
per month

[Redacted text]

START MY FREE TRIAL

BUY YEARLY PLAN

Choose the yearly plan for \$XX.XX and save XX%

[More Details](#)

The name of this plan

**\$X.xx**  
per month

[Redacted text]

START MY FREE TRIAL

BUY YEARLY PLAN

Choose the yearly plan for \$XX.XX and save XX%

[More Details](#)

1 CANCEL

Footer



"CANCEL" button cancels all actions and sends the user back to their ACCOUNT page where they initiated the CHANGE PLAN action.

# Free Plan to Paid Plan Flow

## No Billing Information

### Step #2 (optional) Compare Plans

This page is only seen if user clicks "More Details" link on prior page.

A Web Page

← → ↻ http://

Header

## Sign Up Headline.

Sub-head copy goes here.

### Compare Plans Headline and marketing copy

Key Points

	The name of this plan \$X.xx per month <input type="radio"/>	The name of this plan \$X.xx per month <input checked="" type="radio"/>	The name of this plan \$X.xx per month <input type="radio"/>
Subtitled Anime	With Ads	Ad Free †	Ad Free †
Simulcasts		✓	✓
English-Dubbed Anime			✓
Package Feature			✓
Package Feature			✓
Screens You Can Watch at the Same Time	1	1	3
Video Quality	Standard Definition <input type="checkbox"/>	HD 1080p & 720p † <input checked="" type="checkbox"/>	HD 1080p & 4k † <input type="checkbox"/>

Choose the yearly plan for \$XX.XX and save XX or

Choose the yearly plan for \$XX.XX and save XX or

Choose the yearly plan for \$XX.XX and save XX or

1 CANCEL CONTINUE

Footer



"CANCEL" button cancels all actions and sends the user back to their ACCOUNT page where they initiated the CHANGE PLAN action.

Free Plan to Paid Plan Flow

No Billing Information

Step #3 Payment Page

A Web Page

← → ↻ http://

Header

## Payment Information Headline

Payment information sub head

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### Selected Plan

You have selected the [ Name of Plan ] for \$X.xx per month (per year). Cras dictum. Maecenas ut turpis. In Picard we trust acorci dignissim eleifend. The Borg rule! Sed vel ipsum in purus tincidunt pharetra.

Plan Price:	\$XX.xx
Gift Card:	-\$XX.xx
Sales Tax:	\$XX.xx
<b>Total</b>	<b>\$XX.xx</b>


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### Payment Method

Have a promo code or gift certificate?

 [Apply](#)

Credit Card    PayPal

Card Number  

Expiration Month  ▼   Expiration Year  ▼   CVC  

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1
2 
3

Footer

- 1** This message are is the confirmation area of the of the new plan selection. It contains:

  1. Plan name
  2. Effective Date
  3. Renewal fee (price)
  4. Start Date / Renewal Date
  5. Payment Method
  
- 2** "CANCEL" button cancels all actions and sends the user back to their ACCOUNT page where they initiated the CHANGE PLAN action.
  
- 3** "PLACE ORDER \$X.xx" Button submits the change to the back end for processing and upon completion sends user to the WELCOME/THANK YOU page you get when you sign up as a new user.

Paid Plan to Other Paid Plan Flow

Paid Plan to other paid plan flow

Have Billing Information

My Account / Subscription Page

Step #1

A Web Page

http://

Header

## My Account

Subhead goes here.

Profile **Subscription** Queue History Wish List/Orders Preference

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### Summary

Plan	< Name of Plan > <small>[ Free trial end notification xx/xx/xxxx ]</small>	<a href="#">Change Plan</a>
Status	< Status >	<a href="#">Restart Subscription</a>
Billing	< Billing Period >	<a href="#">Purchase Yearly</a>
Add ons	< Add ons purchased/in effect >	<a href="#">Purchase Add ons</a>

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### Billing Information

Billing Method	Visa	<a href="#">Change Payment Method</a>
Card Number	**** * 1234	
Expiration Date	January 2017	
CCV	*** ?	
Zip/Postal Code	< Zip/Postal code >	

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### Billing History

Date	Item	Service Period	Payment Method	Subtotal	Total
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	Visa	\$X.xx +tax	\$X.xx
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	Visa	\$X.xx +tax	\$X.xx
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	visa	\$X.xx +tax	\$X.xx
xx/xx/xxxx	Plan name or add on service	xx/xx/xxxx - xx/xx/xxxx	Visa	\$X.xx +tax	\$X.xx

Footer

1 User clicks "Change Plan"

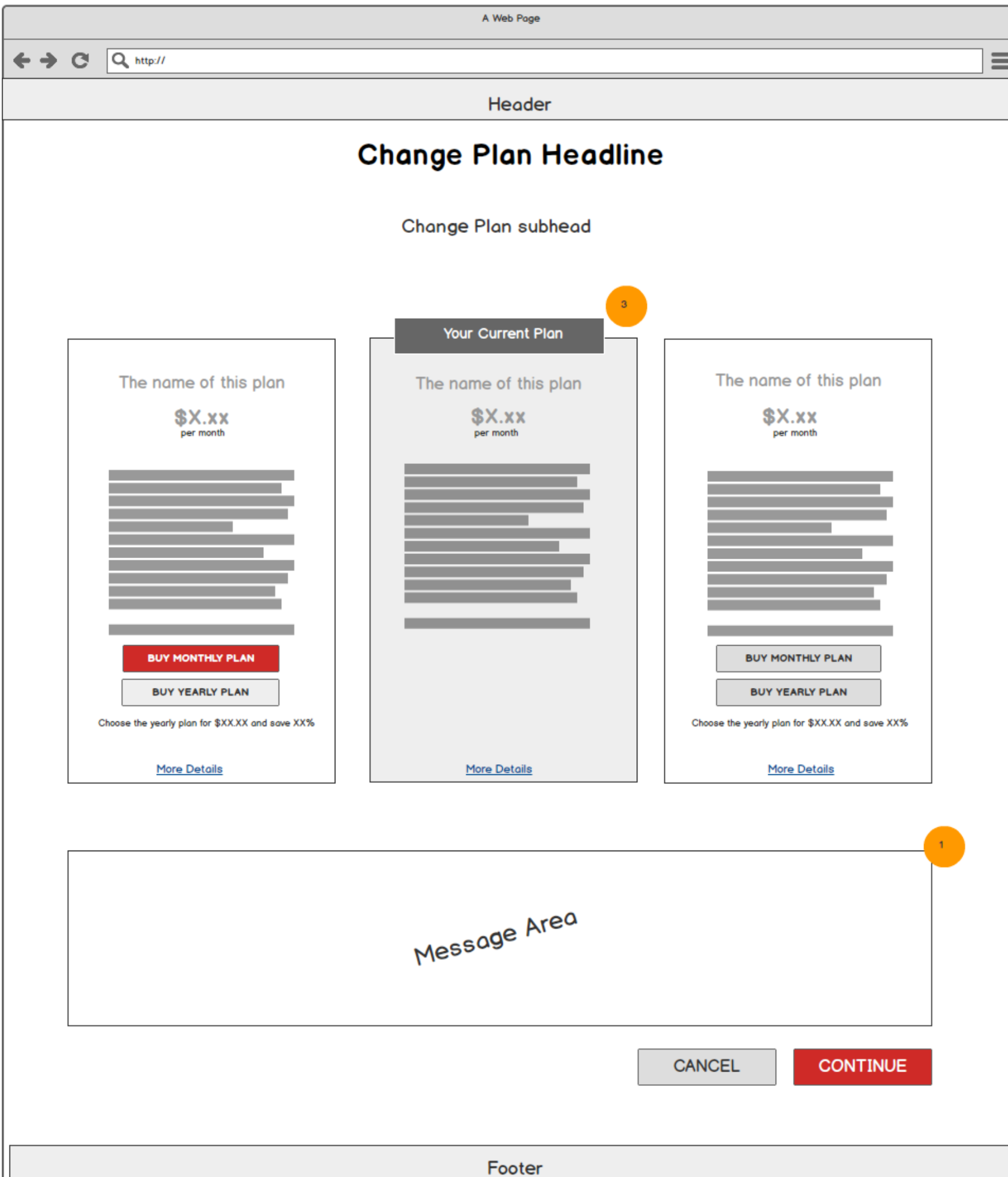
2 Billing information is known  
Change payment method is enabled for user to change billing



Paid Plan to other paid plan flow

Have Billing Information

Step #2 (Change Plan Page)



- 1 Message area is only displayed if the user DOWNGRADES to a less expensive plan or the free plan.  
(1) Downgrade to a cheaper PAID subscription message: TBD  
(2) Downgrade to the FREE PLAN message: TBD
- 2 "CANCEL" button cancels all actions and sends the user back to their ACCOUNT page where they initiated the CHANGE PLAN action.
- 3 Current Plan is indicated.  
User is NOT ABLE to reselect their current plan (buttons are removed)

Paid Plan to other paid plan flow

Have Billing info

Step #2 (optional) Compare Plans

This page is only seen if user clicks "More Details" link on prior page.

A Web Page

← → ↻ http://

Header

## Change Plan Headline

Sub-head copy goes here.

*Compare Plans Headline and marketing copy Key Points*

Subtitled Anime

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Simulcasts

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English-Dubbed Anime

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Package Feature

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Package Feature

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Screens You Can Watch at the Same Time

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Video Quality

Your New Plan	Your Current Plan	The name of this plan
The name of this plan <b>\$X.xx</b> per month <input type="radio"/>	The name of this plan <b>\$X.xx</b> per month <input checked="" type="radio"/>	The name of this plan <b>\$X.xx</b> per month <input type="radio"/>
<input type="checkbox"/> Choose the yearly plan and save x%	<input checked="" type="checkbox"/> Choose the yearly plan and save x%	<input type="checkbox"/> Choose the yearly plan and save x%
With Ads	Ad Free †	Ad Free †
	✓	✓
		✓
		✓
	1	3
Standard Definition ✓	HD 1080p & 720p † ✓	HD 1080p & 4k † <input type="checkbox"/>
Choose the yearly plan for \$XX.XX and save XX	Choose the yearly plan for \$XX.XX and save XX	Choose the yearly plan for \$XX.XX and save XX

Message Area

2
CANCEL
CONTINUE

1

Message area is only displayed if the user DOWNGRADES to a less expensive plan or the free plan.

(1) Downgrade to a cheaper PAID subscription message: TBD

(2) Downgrade to the FREE PLAN (Cancel my paid subscription) message: TBD

2

"CANCEL" button cancels all actions and sends the user back to their ACCOUNT page where they initiated the CHANGE PLAN action.

3

IF lands on this page via clicking "More Details" on prior page, they toggle through the options either via radio button (monthly) or via check box (yearly)

Messages are displayed in area denoted by #1 based on their actions which either DOWNGRADE or UPGRADE their subscription.

# Paid Plan to other paid plan flow (UPGRADE)

## Have Billing info

### Payment Screen

This page is displayed if user has chosen an option which requires a payment  
 Any Payment info we have on fill will be displayed and filled in for the user  
 The user will be able to change any payment information displayed

A Web Page

← → ↻ http://

## Header

# Payment Information Headline

Payment information sub head

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### Selected Plan

You have selected the [ Name of Plan ] for \$X.xx per month (per year). Cras dictum. Maecenas ut turpis. In Picard we trust acorci dignissim eleifend. The Borg rule! Sed vel ipsum in purus tincidunt pharetra.

Plan Price:	\$XX.xx
Gift Card:	-\$XX.xx
Sales Tax:	\$XX.xx
<b>Total</b>	<b>\$XX.xx</b>

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### Payment Method

Have a promo code or gift certificate?

[Apply](#)

Credit Card

PayPal

Card Number

\*\*\*\* \* 1234

Expiration Month

March ▼

Expiration Year

2019 ▼

CVC

?

3

BACK

4

CANCEL

PLACE ORDER \$X.xx

5

Footer

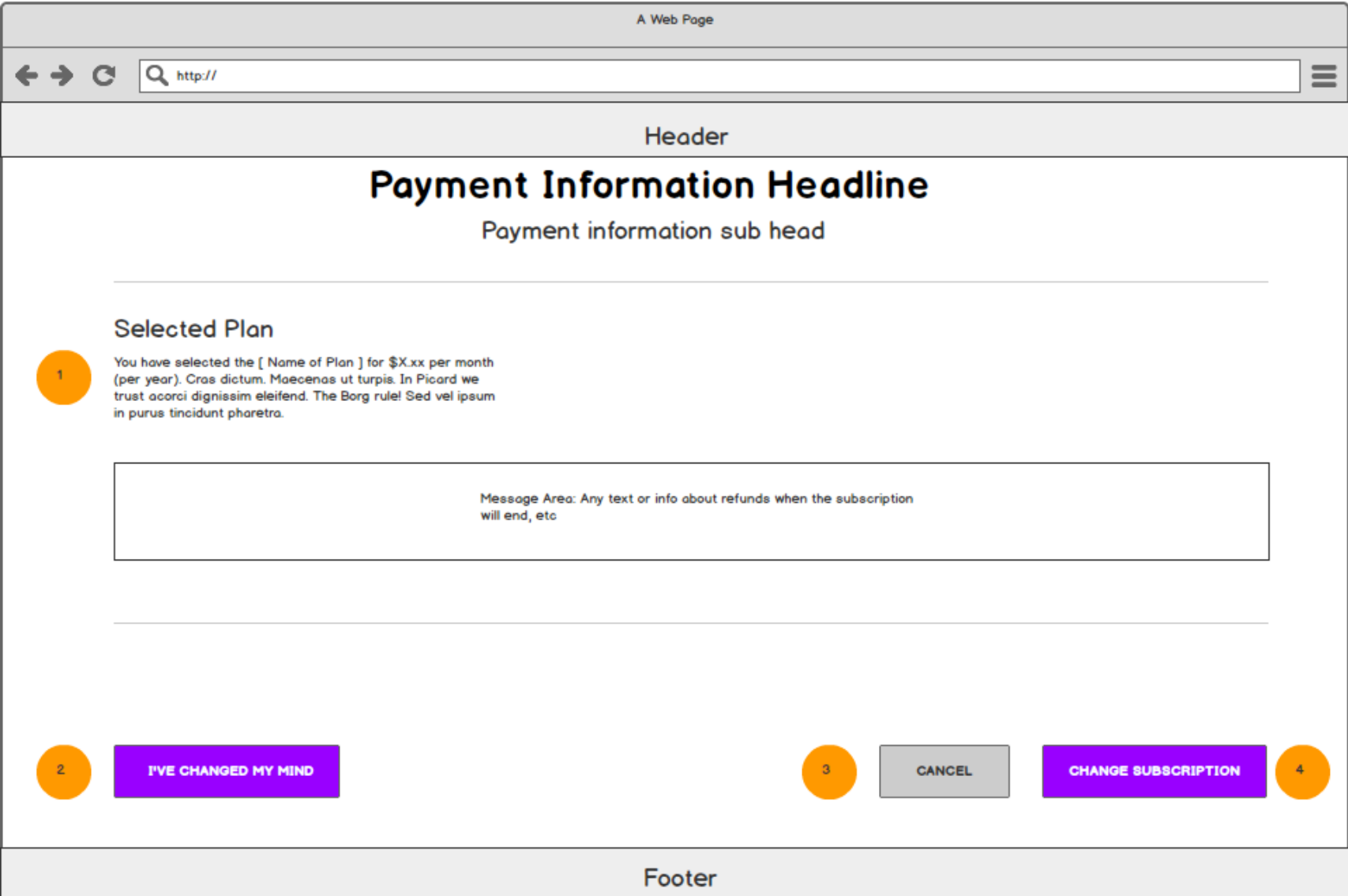
- This message are is the confirmation area of the of the new plan selection.  
 It contains:  
 1. Plan name  
 2. Effective Date  
 3. Prorate Amount  
 4. Renewal fee (price)  
 5. Start Date / Renewal Date  
 6. Payment Method
- IF the user has payment info stored, then populate with that info  
  
 IF the user does NOT have payment info stored, leave fields blank to be filled in  
  
 ALLOW the user to change ANY stored payment info as they may want to change payment method used for upgrade
- "BACK" button moves user back to the prior screen they were on
- "CANCEL" button cancels all actions and sends the user back to their ACCOUNT page where they initiated the CHANGE PLAN action.
- "PLACE ORDER \$X.xx" Button submits the change to the back end for processing and upon completion sends user to their ACCOUNT page where they initiated the CHANGE PLAN action. Their User Summary will be updated with pending plan change info or the immediately changed plan change info.

# Paid Plan to other paid plan flow (DOWNGRADE)

## Have Billing info

## Payment Screen

This page is displayed if user has chosen an option which does NOT require a payment  
User is presented with the info denoted in #1 below



- 1
 This message area is the confirmation area of the of the new plan selection.  
 It contains:
  1. Plan name
  2. Effective Date
  3. Prorate Amount
  4. Renewal fee (price)
  5. Start Date / Renewal Date
  
- 2
 "I'VE CHANGED MY MIND" button stops the downgrade process and sends the user back to the "SELECT PLAN" page.
  
- 3
 "CANCEL" button cancels all actions and sends the user back to their ACCOUNT page where they initiated the CHANGE PLAN action.
  
- 4
 "CHANGE SUBSCRIPTION" Button submits the change to the back end for processing and upon completion sends user to their ACCOUNT page where they initiated the CHANGE PLAN action. Their User Summary will be updated with pending plan change info or the immediately changed plan change info.