



June 18, 2015

# Streaming Service – Subscribe & Cancel

Department of Creative Genius

David Batten  
Sr. UX Architect

- Increase Subscription Rates
  - Nurture and guide users during the sign up process
- Increase Subscriber Retention
- Integrate Best-of-Breed practices into FUNimation sign up process
- Create barriers to the Cancellation Process
- Changes to the Subscribe/Cancel process are **problematic** as they
  - Touch the User Account Area
  - Logically imply changes to website log in header area
  - Logically imply changes to the change subscription flow
  - Have to integrate with existing change subscription level panels
  - Have to integrate/communicate with NetSuite
  - Dictate changes to the subscription marketing page(s)
  - Need to drive the user to fully set up their account in the system
  - **This WILL HAVE TO BE REDONE upon FUNimation 2.0**

## Subscribe Process

- Use email and password to continue on to credit card entry / next step
- Industry standard field validation
- Add verification email message (click link to complete sign up)
- Modernize CC entry form / include AmEx & Discover
- Simplify streaming service by giving every customer free-trial no matter what plan level
- Dialog Messaging
  - Show subscription cost throughout the sign up process
  - State cancellation policy (can cancel at any time)
  - Consolidate terms of use and cancellation text
  - Consolidate TOU, privacy policy & age-gating into one acknowledgement (checkbox)
- Send confirmation email with order details & links to apps
- Redesign Subscription page
- Redesign Welcome landing page (concise messaging)
- Lead users to personalize their account

## Cancel Process

- Dialog Messaging
  - *Show exact date when free-trial will end*
  - *Offer link to FAQ / Help Center / Contact Us for questions*
  - *Create action to finalize cancellation process (terms of cancellation checkbox)*
- *Create Barriers to Cancelling*
  - *Offer other options; Put account on hold, 'changed my mind', downgrade to free account*
  - *Option to restart subscription at anytime during free trial period*
  - *Video "Don't Go" as cutesy marketing ploy*
  - *Add cancellation survey that looks required but is optional*
    - *Offer promo code for xx% off of merchandise*

# Flows – Sign Up



## FreePass

- Sign up to Watch or Sign Me Up Now Link
- Sign Up Screen #1
- Choose FreePass
- Click Continue
- Create email/pwd
- Click Create Account
- Verification Notification Page
- User clicks link in email
- Welcome Page

## Paid Flows

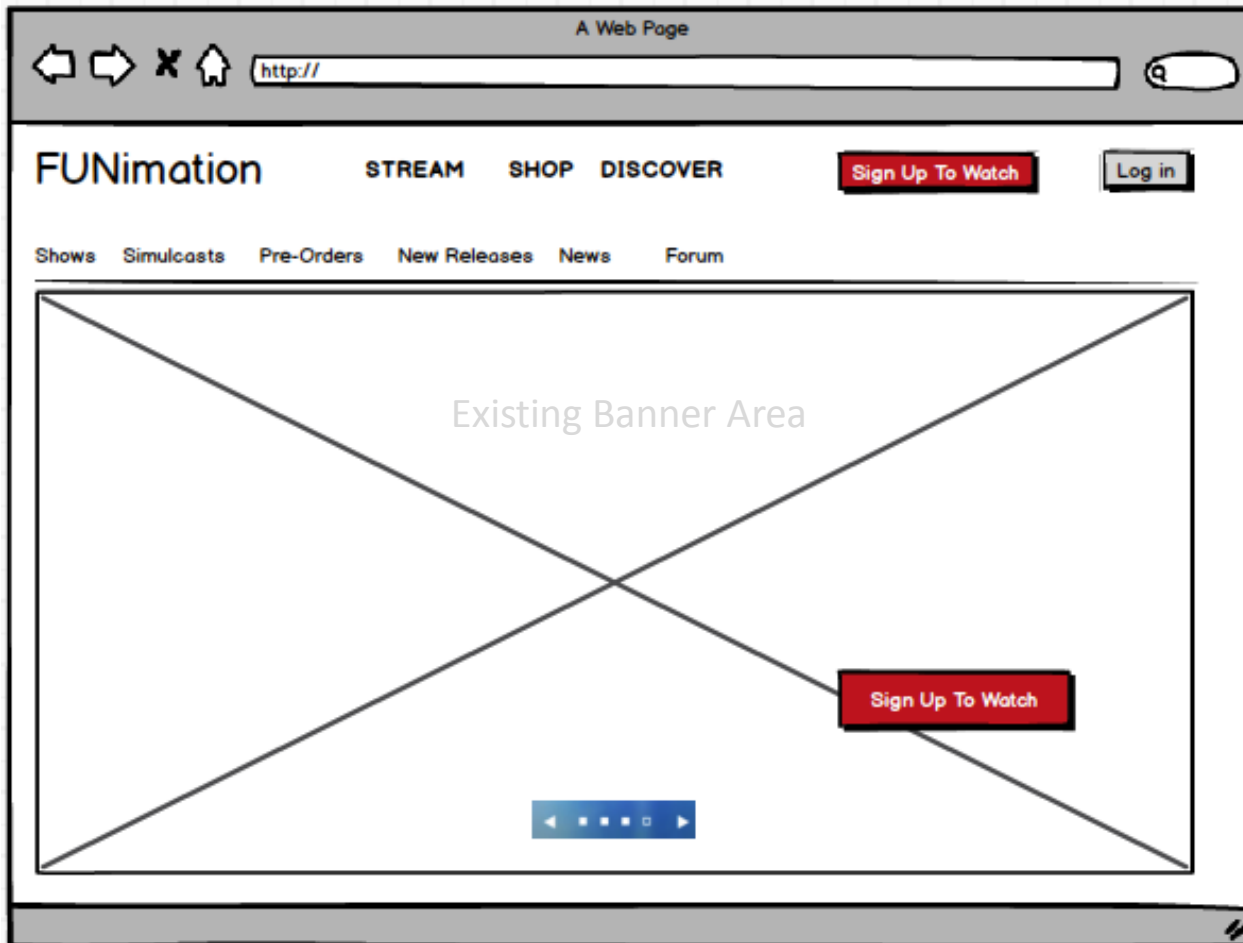
- Sign up to Watch or Sign Me Up Now Link
- Sign Up Screen #1
- Choose Pass Category
- Click Continue
- Create email/pwd
- Click Create Account
- Select Duration Page
  - Marketing copy to promote the tiers
- Select Duration
- Page Expands to show payment area
- Select Radio Button Option and page expands to show payment area
- Fill in fields, then click Sign Me Up
- Processing starts
- Verification Page
- Welcome Page

# Web Page Banner Changes

Subscribe / Login Area



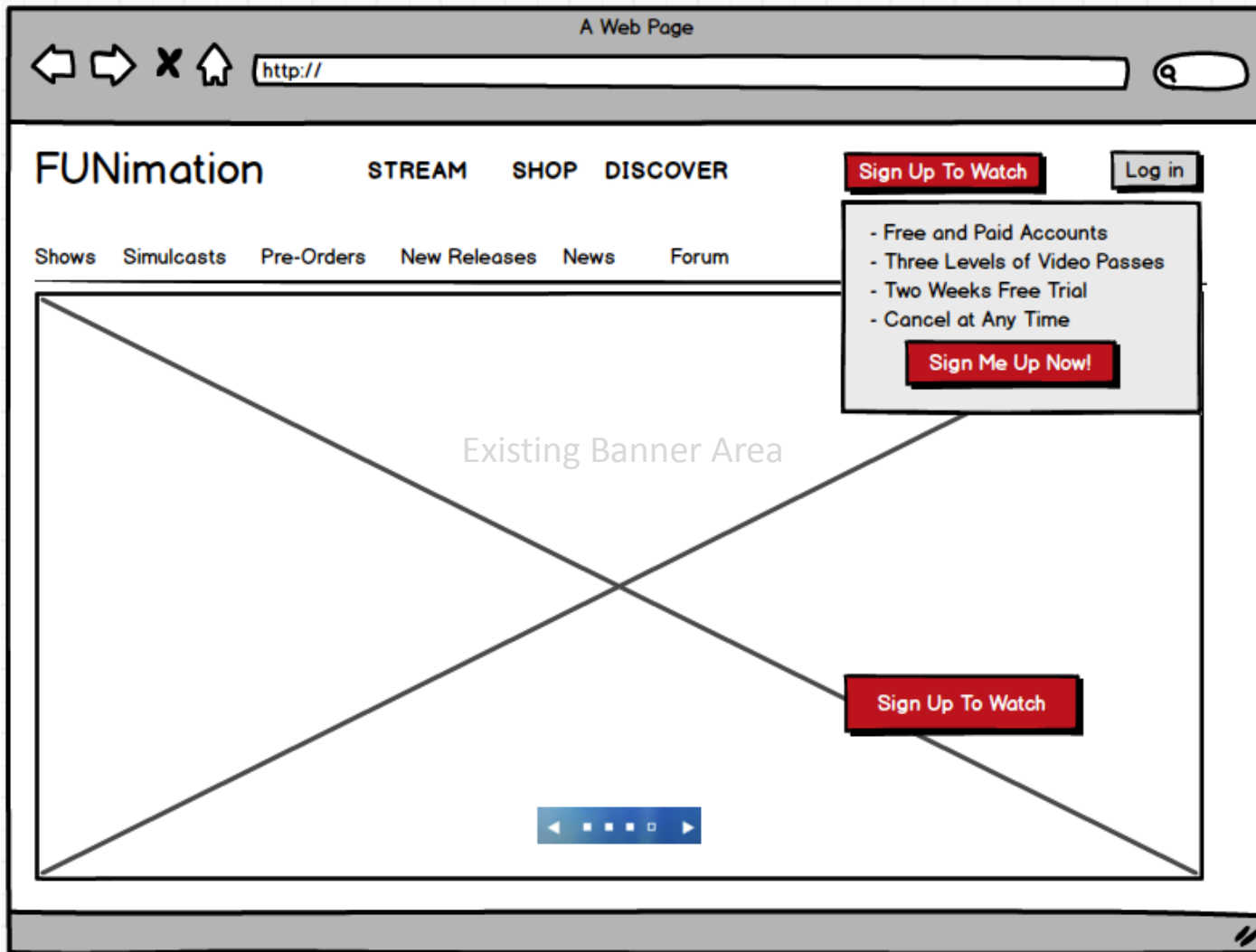
# Web Page Header Changes



Two Buttons: “Sign up to Watch” and “Log In” in web page header

- Remove ‘pop up’ account/login area/interaction
- Use Dialogs for login
- Use directed links to user account area
- Change CTA for subscribe to “Sign Up To Watch”
- Break up the existing Log in / Sign up tabbed dialog

# Web Page Header Changes

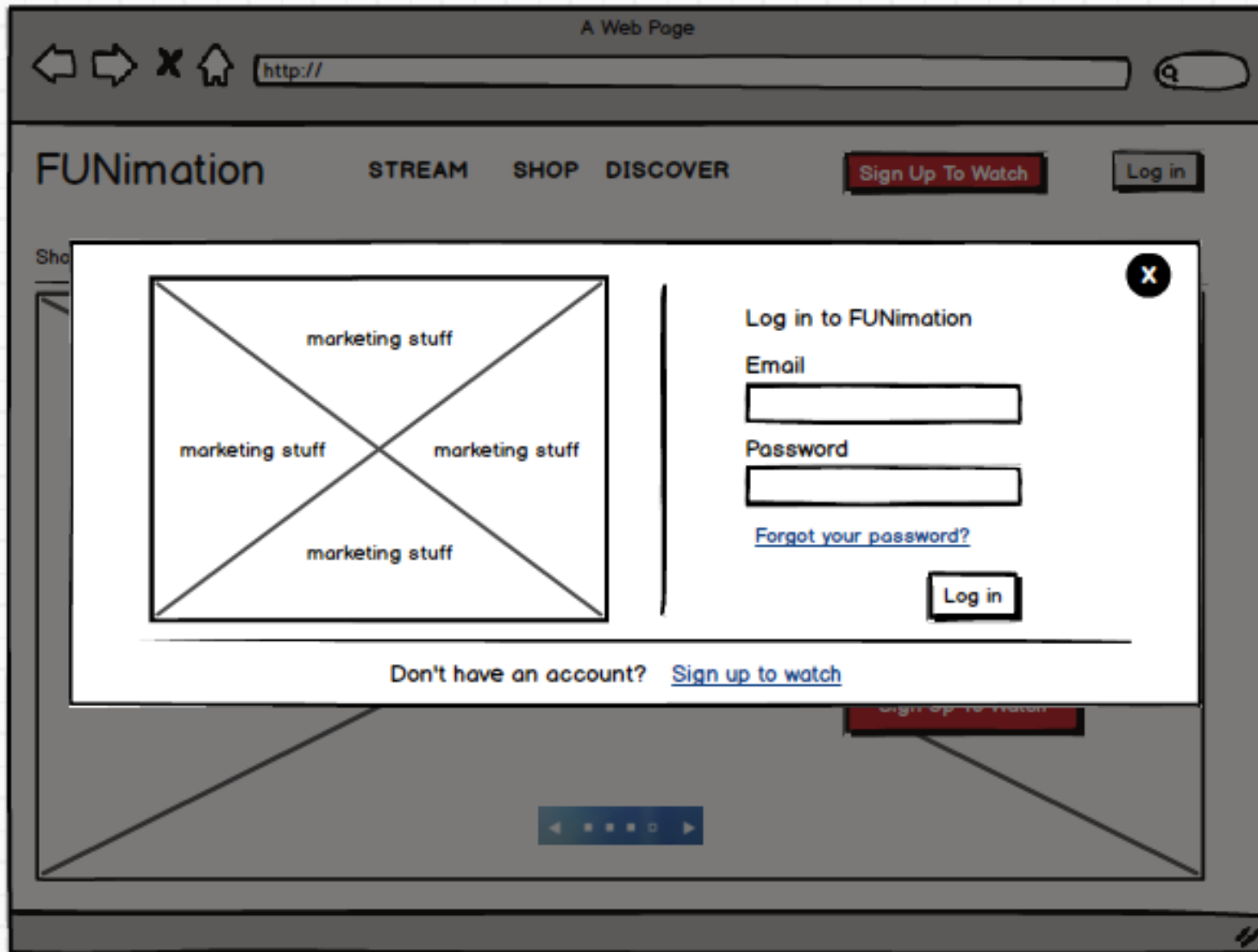


Hovering over “Sign Up to Watch” exposes enticement and another sign up button. Text TBD

“Sign Up To Watch” and “Sign Me Up Now!” immediately takes user into the sign up / purchase flow and bypasses the sign up entry landing page.

Log in and Sign up will now be TWO different pathways with no tabbed dialog

# FUNimation Log in

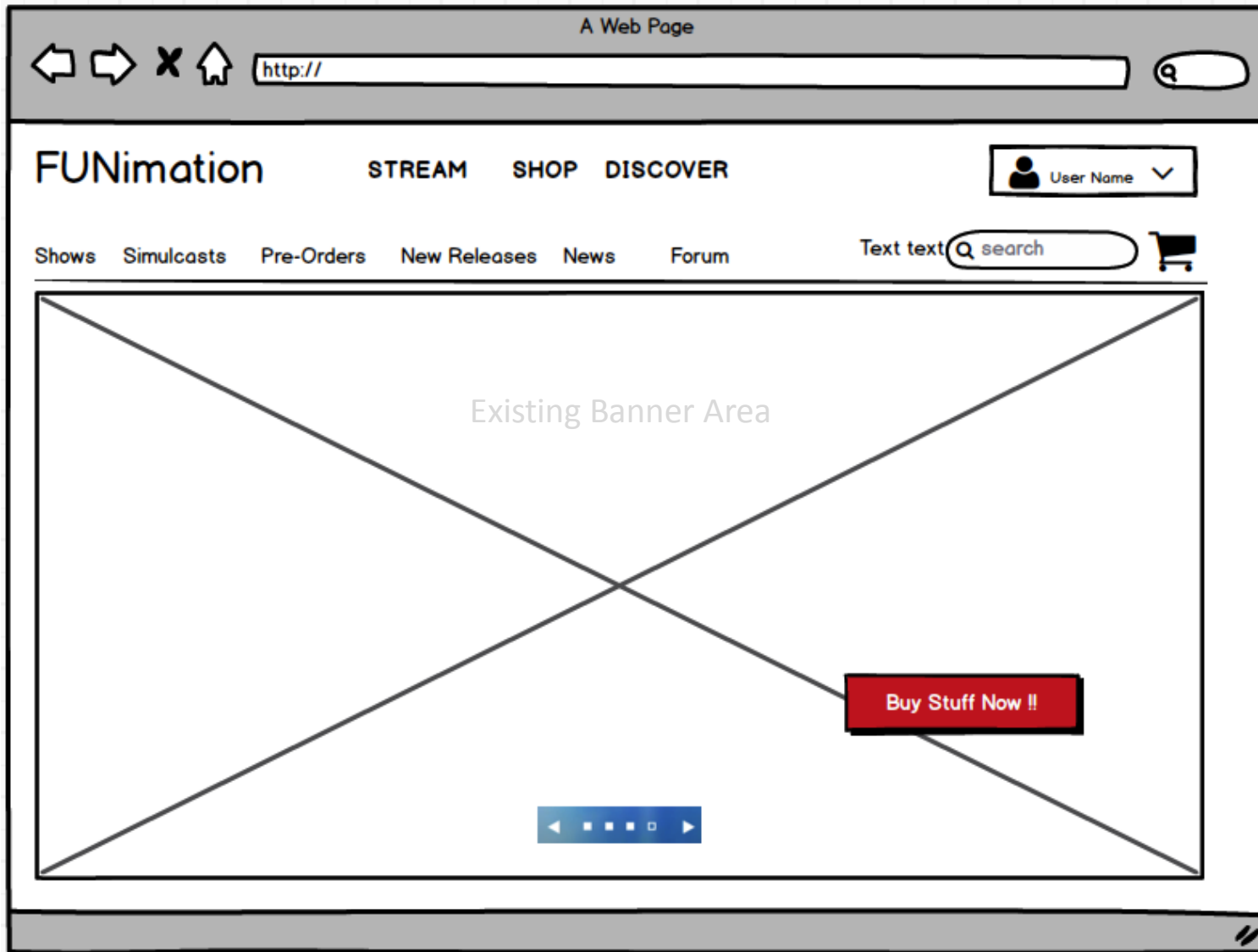


Log in is now a modal over the page as shown to the left

Contains link to retrieve password

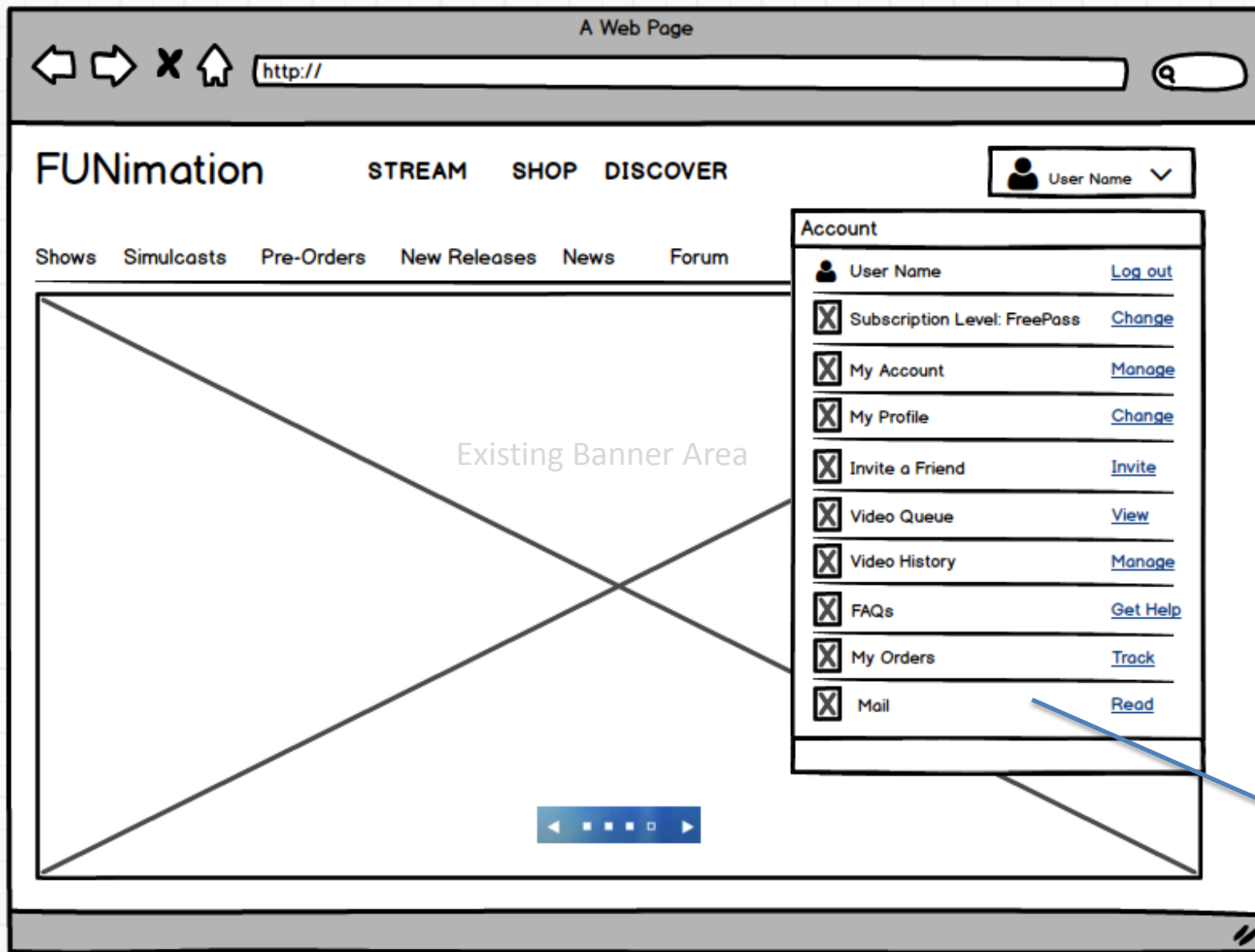
Contains link to start the Sign Up process

# FUNimation Post Log In



Post Log in the header display user icon/avatar, User Name and drop down indicator

# FUNimation User Account



User Account drop down contains all items to clear up user misdirection in a static list

They include the following:

- Change Subscription
- Manage Account
- Change Profile
- Invite a Friend
- Go to Video Queue
- Go to Video History
- Go to FAQs
- Track orders
- Mail
- Log out

Format:  
Icon, Label, Link

# Sign Up Flows



# Main Page Logic and Section – Interactions and conditions



FUNimation Logo / branding / tag line
PAGE SECTIONS
<p><b>Plan Comparison / Choose Plan Section</b></p> <p>Collapses when User completes "Create Account"</p> <p>Can be expanded open again when user selects 'edit' from subscription duration page</p>
<p><b>Create Account Section</b></p> <p>Expands open when user clicks "Continue"</p> <p>If user = FreePass then if User clicks "Create Account" show spinner dismiss page &amp; show Verification Notification Page System sends email to new user w/ link to activate account</p> <p>If user=PaidPass then if user clicks "Create Account"expand to show Selection Duration Sec &amp; collapse Create Acct Sec</p>
<p><b>Select Duration Section</b></p> <p>Selecting a radio button expands section to include Payment Section</p> <p>Selecting "Edit" link expands Plan Comparison / Choose Plan Section</p>
<p><b>Payment Page Section</b></p> <p>Payment fields have field level validation w/feedback</p> <p>CC fields auto detect CC type when numnber is entered</p> <p>"Sign me Up" initiates CC validation - show spinner</p> <p>Upon Validation the whole page dismisses and Verification Notification Page is displayed</p> <p>System sends email to new user w/ link to activate account</p>

# Sign Up Screen 1 (all flows)



FUNimation Logo / branding / tag line

## We have something for everyone

Every paid subscription starts with a two week FREE TRIAL!  
Downgrade, upgrade or cancel at any time

Select Pass Category (you will choose duration later on)

	FreePass	SubPass	All-AccessPass
Price after two week free trial ends on <date>	Always Free	As low as \$3.33 a month	As low as \$4.99 a month
Limited Anime w/ video Ads*	✓	✓	✓
All Subtitled Anime no video Ads*	X	✓	✓
All Subtitled Anime simulcasts no video Ads*	X	✓	✓
All English-Dubbed Anime*	X	X	✓
FUNimation Broadcast Dubs	X	X	✓
Exclusive Video Extras	X	X	✓
Device Streaming <a href="#">Learn More</a>	Limited	Subtitled Only	✓
HD where available*	X	Subtitled Only	✓
No Video Ads*	X	Subtitled Only	✓
Exclusive FUNimation Forum	X	✓	✓
FUNimation Store Promotions	X	X	✓
1 Month Price	Always Free	\$4.95	\$7.95
3 Month Price	Always Free	\$12.95	\$18.95
12 Month Price	Always Free	\$39.95	\$59.95

Yoda yoda yoda disclaimer stuff and legal stuff and \* stuff to explain \* and a link to FAQ and more yoda yoda about two to three lines of yoda yoda

**Continue**

After clicking “Sign Up To Watch” “Sign Me Up Now” the user is taken through the nurtured sign up process which is a series of web page expanding/contracting sections(preferably) that then direct to the Welcome Page after completion.

- Selection of a plan occurs when one of the three boxes is clicked
- When Continue is clicked that selection determines the population of the next section shown to user
- On click of box the background goes to a darker color and the black text turns to white; other affordances of ‘being selected’ can be used as well
- User can click back and forth freely
- On click the items underneath the selected box Bold (v mark and any text)
- Upon click of “Continue” go to next slide
- Sign Up Defaults to “All-AccessPass”
- The list to the left needs to be paired down
- List can be augmented with links to popup overlays to do more marketing...

This list should be pared down, if possible

Hidden / Transparent Accordion Areas

# Sign Up Screen 1 (all flows)



FUNimation Logo / branding / tag line

**We have something for everyone**  
 Every paid subscription starts with a two week FREE TRIAL!  
 Downgrade, upgrade or cancel at any time

Select Pass Category (you will choose duration later on)

The FUNimation Streaming Service is also available on all these popular devices and consoles.

	SubPass	All-AccessPass
Price after two week trial	As low as \$3.33 a month	As low as \$4.99 a month
Limited Anime with English Dub	✓	✓
All Subtitled Anime	✓	✓
All Subtitled Anime with English Dub	✓	✓
All English-Dubbed Anime	X	✓
FUNimation Broadcast	X	✓
Exclusive Video	X	✓
Device Streaming	Subtitled Only	✓
HD where available	Subtitled Only	✓
No Video Ads*	Subtitled Only	✓
Exclusive FUNimation Content	✓	✓
FUNimation Store	X	✓
1 Month Price	<b>\$4.95</b>	<b>\$7.95</b>
3 Month Price	<b>\$12.95</b>	<b>\$18.95</b>
12 Month Price	<b>\$39.95</b>	<b>\$59.95</b>
	Always Free	

Yoda yoda yoda disclaimer stuff and legal stuff and \* stuff to explain \* and a link to FAQ and more yoda yoda about two to three lines of yoda yoda

Continue

“Learn More” associated with “Device Streaming” brings up a modal. Modal look and feel depends on art direction but the modal should include the information show in the example.

## We have something for everyone

Every paid subscription starts with a TWO WEEK FREE TRIAL!

Downgrade, upgrade or cancel at any time

Select Pass Category (you will choose duration later on)



Limited Anime w/ video Ads*	✓	✓	✓
All Subtitled Anime no video Ads*	X	✓	✓
All Subtitled Anime simulcasts no video Ads*	X	✓	✓
All English-Dubbed Anime*	X	X	✓
FUNimation Broadcast Dubs	X	X	✓
Exclusive Video Extras	X	X	✓
Device Streaming <a href="#">Learn More</a>	Limited	Subtitled Only	✓
HD where available*	X	Subtitled Only	✓
No Video Ads*	X	Subtitled Only	✓
Exclusive FUNimation Forum	X	✓	✓
FUNimation Store Promotions	X	X	✓
1 Month Price* (recurring monthly charge)	Always Free	\$4.95	\$7.95
3 Month Price* (recurring quarterly charge)	Always Free	\$12.95	\$18.95
12 Month Price* (recurring yearly charge)	Always Free	\$39.95	\$59.95

*Yada yada yada disclaimer stuff and legal stuff and \* stuff to explain \* and a link to FAQ and more yada yada about two to three lines of yada yada*

### Create your account to get started:

Email Address

 ✓

Password

 ✗

*Password reason why it failed, yada yada*

Create Account

*Yada yada privacy policy, terms of service, legal stuff*

"By clicking 'Create Account', I acknowledge, yada yada terms & agreements, TOS, etc etc yada yada

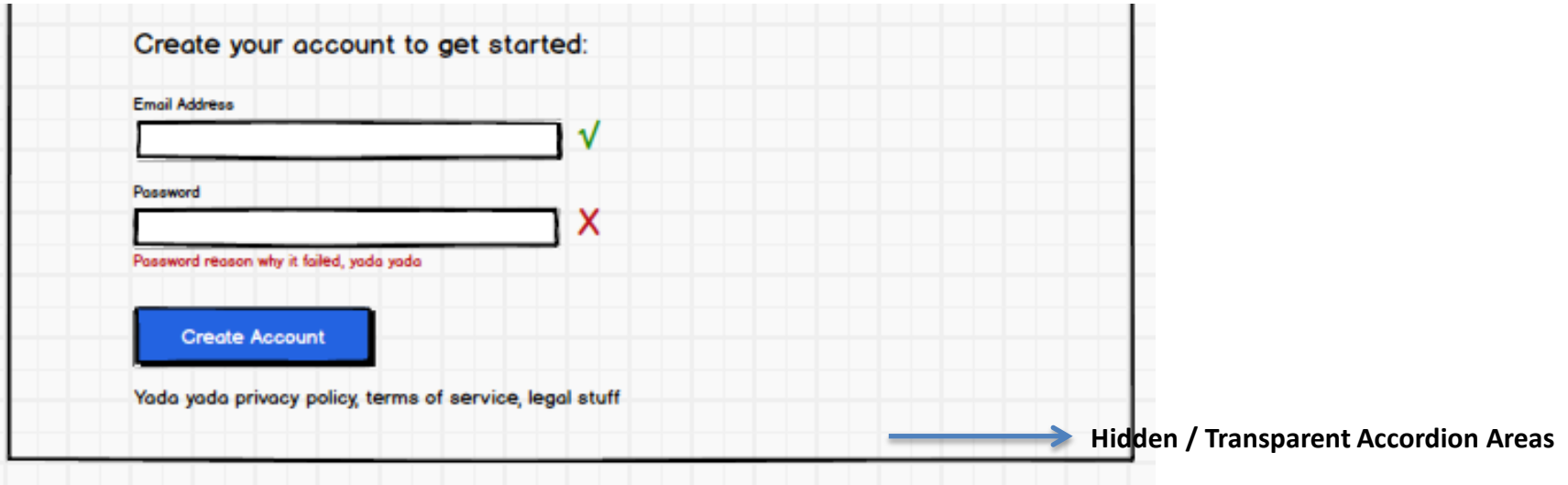
## Sign Up Screen 1 (all flows)



- Upon "Continue" click, the "Continue" button disappears and the page expands down to expose the "Create your account to get started section"
- User is presented with email address and password fields
- We will NOT be using 'create a user name at this point' that will come with account set up
- Field validation will be performed and feedback presented by green check marks and error indicators and messages
- See next page for validation pattern

→ Hidden / Transparent Accordion Areas

## Sign Up Screen 1 Field Validation (all flows)

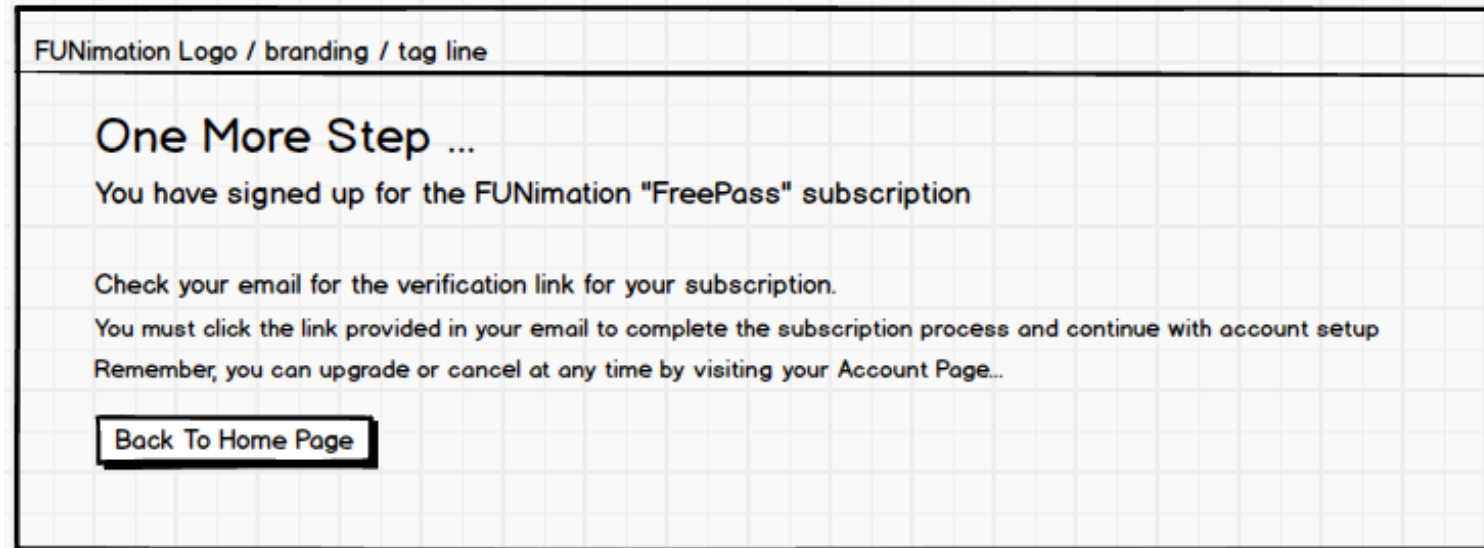


The screenshot shows a sign-up form titled "Create your account to get started:". It contains two input fields: "Email Address" and "Password". The "Email Address" field has a green checkmark to its right, indicating successful validation. The "Password" field has a red 'X' to its right, indicating a validation error. Below the "Password" field, there is red text that reads "Password reason, why it failed, yada yada". Below the input fields is a blue "Create Account" button. At the bottom of the form, there is a link for "Yada yada privacy policy, terms of service, legal stuff". A blue arrow points from the bottom right of the form area to the text "Hidden / Transparent Accordion Areas".

- User is presented with email address and password fields
- We will NOT be using 'create a user name at this point' that will come with account set up
- Field validation will be performed and feedback presented by green check marks
- Errors will be represented by a red 'X' with text telling user why their entry failed and allowing them to go back and correct and continue

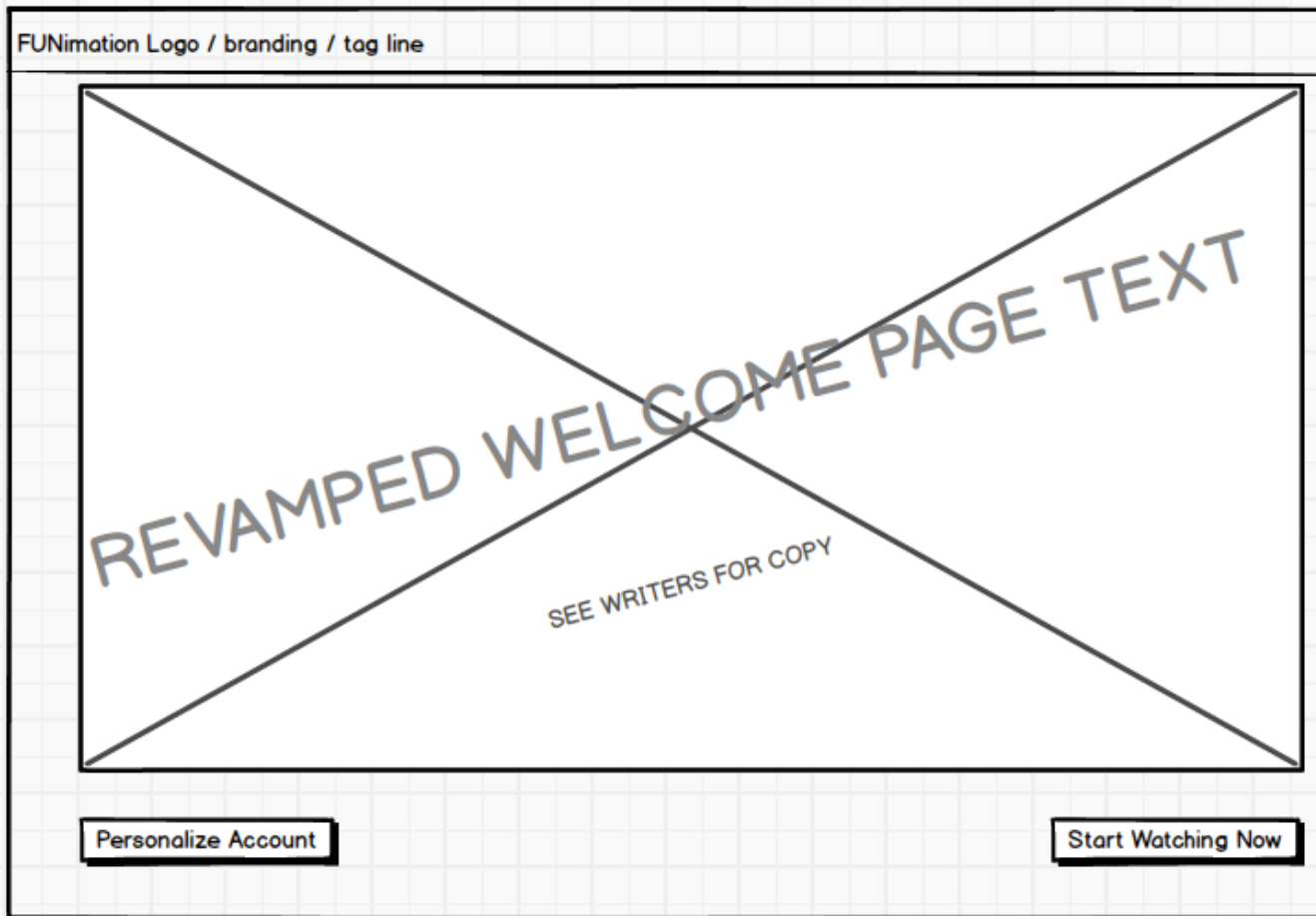
## Verification Notification (free pass only)

- If User has chosen "FreePass" on Sign Up Screen 1
  - Go to Final Step in "FreePass" sign up process
    - Email verification instructions



- Once user clicks link in their email to verify their account, they will be taken to the Welcome Page
- Email should include
  - Validation Link
  - Marketing verbiage
  - Links to streaming apps for all supported products
  - Text on how to cancel at any time
  - Etc

## Welcome Page (all flows)



- Welcome Page is what is shown when user validates from link in their email
- Welcome page text to be provided by writers
- Welcome page should include links to get FUNimation apps
- Start Watching Now button takes user to the Streaming Home Page
- Back to Home Page takes user to website Home Page

## Paid Flows

- Sign up to Watch or Sign Me Up Now Link ✓
- Sign Up Screen #1 ✓
- Choose Pass Category ✓
- Click Continue ✓
- Create email/pwd ✓
- Click Create Account ✓
- Select Duration Page Section ←
  - Marketing copy to promote the tiers
- Select Duration
- Page Expands to show payment area
- Select Radio Button Option and page expands to show payment area

**FUNimation Logo / branding / tag line**

---

**Select a duration for your SubPass subscription:** [edit](#)

Costs only apply AFTER your two week FREE TRIAL

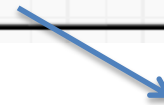
You can upgrade or cancel at any time

**1 Month \$4.95**

**3 Months \$12.95**  
21% Off the Monthly Rate

**12 Months \$39.95**  
That's \$3.33/month

Marketing copy area



**Hidden / Transparent Accordion Areas**

## Paid Flows

- Sign up to Watch or Sign Me Up Now Link ✓
- Sign Up Screen #1 ✓
- Choose Pass Category ✓
- Click Continue ✓
- Create email/pwd ✓
- Click Create Account ✓
- Select Duration Page ✓
  - Marketing copy to promote the tiers
- Select Duration ✓
- Page Expands to show payment area ←
- Select Radio Button Option and page expands to show payment area ←
- Fill in fields, then click Sign Me Up
- Processing starts
- Verification Page
- Welcome Page

FUNimation Logo / branding / tag line

**Select a duration for your SubPass subscription** [edit](#)

You will be charged only AFTER your two week FREE TRIAL ends on (date)  
You can upgrade or cancel at any time

1 Month \$4.95

3 Months \$12.95  
21% Off the Monthly Rate

12 Months \$39.95  
That's \$3.33/month

Marketing copy area

---

**PayPal**

Why do you need this information?

Card Number

5329 5620...
✓

Expiration Date

Month ▼

Day ▼

Year ▼

CCV

532
What's this?

yada yada CCV text

After your two week Free Trial, you will be charged \$xx.xx. You can cancel at any time.  
 By clicking "Sign Me Up" I agree to the terms and conditions yada <link>

Sign Me Up

marketing legal yada yada  
 Your credit card will not be charged until the end of your two week Free Trial

PayPal sends to PayPal site; after completed must redirect back to verification notification page and trigger email to be sent to subscriber

CC field is intelligent, detects card type off of first 4 characters

“Sign me up” starts the processing

“Edit” link expands the page above that section to show all plans available chart that’s on page 1 of sign up process; any changes the user makes updates the subscription name and cost per timeframe in the subsequent sections

## Paid Flows

- Sign up to Watch or Sign Me Up Now Link ✓
- Sign Up Screen #1 ✓
- Choose Pass Category ✓
- Click Continue ✓
- Create email/pwd ✓
- Click Create Account ✓
- Select Duration Page ✓
  - Marketing copy to promote the tiers
- Select Duration ✓
- Page Expands to show payment area ✓
- Select Radio Button Option and page expands to show payment area ✓
- Fill in fields, then click Sign Me Up ←
- Processing starts
- Verification Page
- Welcome Page

FUNimation Logo / branding / tag line

---

**Select a duration for your SubPass subscription** [edit](#)

You will be charged only AFTER your two week FREE TRIAL ends on (date)  
You can upgrade or cancel at any time

1 Month \$4.95     
  3 Months \$12.95     
  12 Months \$39.95  
21% Off the Monthly Rate      That's \$3.33/month

Marketing copy area

---

**PayPal** Why do you need this information?

Card Number

✓

Expiration Date

▼   
  ▼   
  ▼

CCV

What's this?

yada yada CCV text

After your two week Free Trial, you will be charged \$xx.xx. You can cancel at any time.  
 By clicking "Sign Me Up" I agree to the terms and conditions yada <link>

marketing legal yada yada  
Your credit card will not be charged until the end of your two week Free Trial

PayPal sends to PayPal site; after completed must redirect back to verification notification page and trigger email to be sent to subscriber

CC field is intelligent, detects card type off of first 4 characters

“Sign me up” starts the processing

“Edit” link expands the page above that section to show all plans available chart that’s on page 1 of sign up process; any changes the user makes updates the subscription name and cost per timeframe in the subsequent sections

FUNimation Logo / branding / tag line

### We have something for everyone

Every paid subscription starts with a two week FREE TRIAL!  
Downgrade, upgrade or cancel at any time

Select Pass Category (you will choose duration later on)

	FreePass	SubPass	All-AccessPass
Price after two week free trial ends on <date>	Always Free	As low as \$3.33 a month	As low as \$4.95 a month
Limited Anime w/ video Ads*	✓	✓	✓
All Subtitled Anime no video Ads*	X	✓	✓
All Subtitled Anime simulcasts no video Ads*	X	✓	✓
All English-Dubbed Anime*	X	X	✓
FUNimation Broadcast Dubs	X	X	✓
Exclusive Video Extras	X	X	✓
Device Streaming	Limited	Subtitled Only	✓
HD where available*	X	Subtitled Only	✓
No Video Ads*	X	Subtitled Only	✓
Exclusive FUNimation Forum	X	✓	✓
FUNimation Store Promotions	X	X	✓
1 Month Price	Always Free	<b>\$4.95</b>	<b>\$7.95</b>
3 Month Price	Always Free	<b>\$12.95</b>	<b>\$18.95</b>
12 Month Price	Always Free	<b>\$39.95</b>	<b>\$59.95</b>

### Select a duration for your SubPass subscription [edit](#)

You will be charged only AFTER your two week FREE TRIAL ends on (date)  
You can upgrade or cancel at any time

1 Month \$4.95    
  3 Months \$12.95    
  12 Months \$39.95  
21% Off the Monthly Rate     That's \$3.33/month

Marketing copy area



[Why do you need this information?](#)

Card Number

5329 5620...

Expiration Date

Month  Day  Year

CCV

532 [What's this?](#)

After your two week Free Trial, you will be charged \$xxxx. You can cancel at any time.  
By clicking "Sign Me Up" I agree to the terms and conditions [yada <del>](#)

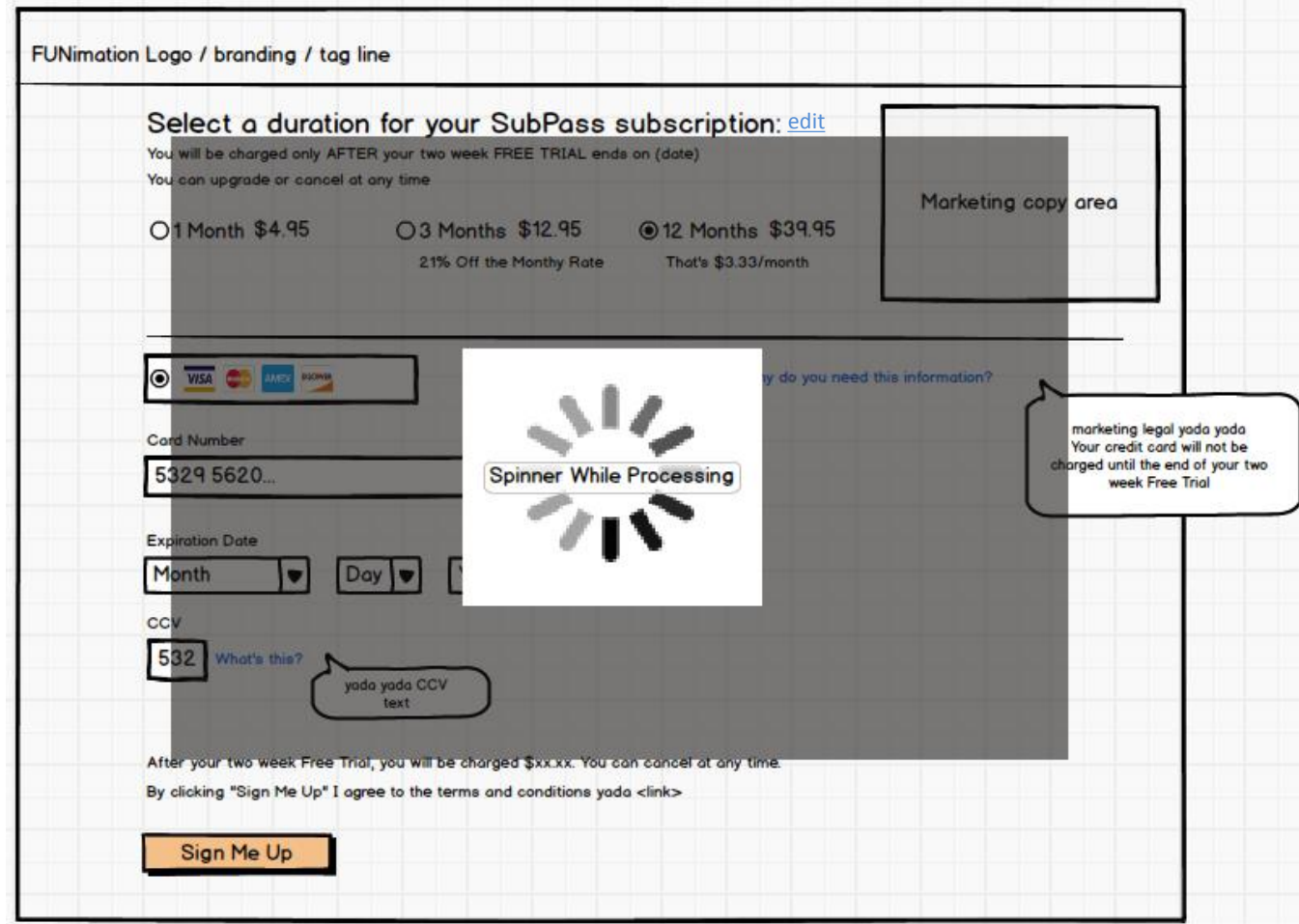
**Sign Me Up**

## Edit Expansion

“Edit” link expands the page above that section to show all plans available chart that’s on page 1 of sign up process; any changes the user makes dynamically updates the subscription name and cost per timeframe in the subsequent sections

## Paid Flows

- Sign up to Watch or Sign Me Up Now Link ✓
- Sign Up Screen #1 ✓
- Choose Pass Category ✓
- Click Continue ✓
- Create email/pwd ✓
- Click Create Account ✓
- Select Duration Page ✓
  - Marketing copy to promote the tiers
- Select Duration ✓
- Page Expands to show payment area ✓
- Select Radio Button Option and page expands to show payment area ✓
- Fill in fields, then click Sign Me Up ✓
- Processing starts ←
- Verification Page
- Welcome Page

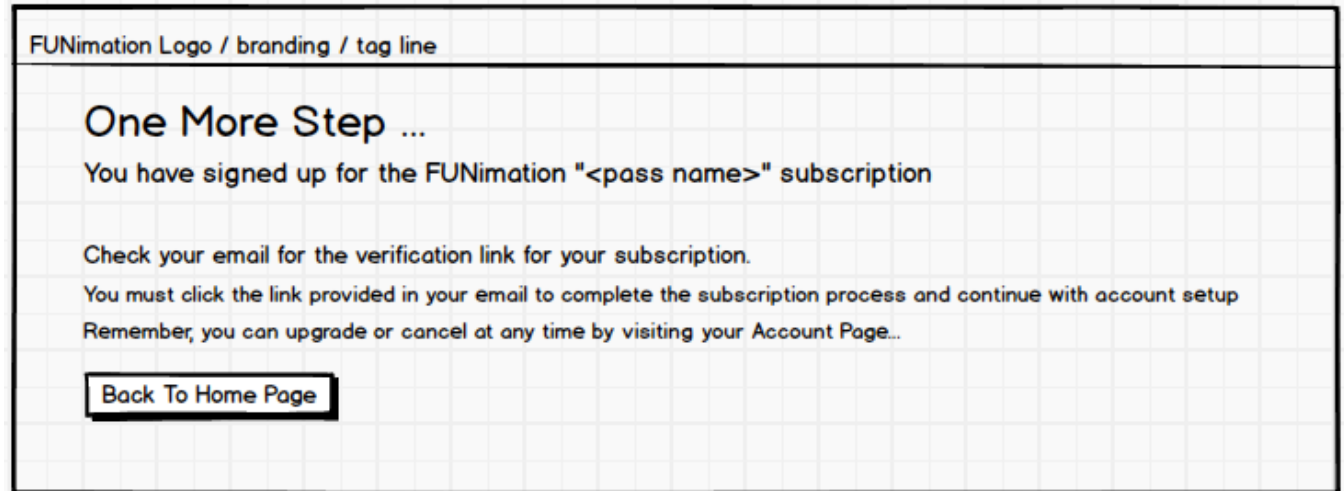


<link> prior to "Sign Me Up" button has additional text that is age gating in nature

# Verification Notification (Paid Passes Only)

## Paid Flows

- Sign up to Watch or Sign Me Up Now Link ✓
- Sign Up Screen #1 ✓
- Choose Pass Category ✓
- Click Continue ✓
- Create email/pwd ✓
- Click Create Account ✓
- Select Duration Page ✓
  - Marketing copy to promote the tiers
- Select Duration ✓
- Page Expands to show payment area ✓
- Select Radio Button Option and page expands to show payment area ✓
- Fill in fields, then click Sign Me Up ✓
- Processing starts ✓
- Verification Page ←
- Welcome Page



FUNimation Logo / branding / tag line

## One More Step ...

**You have signed up for the FUNimation "<pass name>" subscription**

Check your email for the verification link for your subscription.

You must click the link provided in your email to complete the subscription process and continue with account setup

Remember, you can upgrade or cancel at any time by visiting your Account Page...

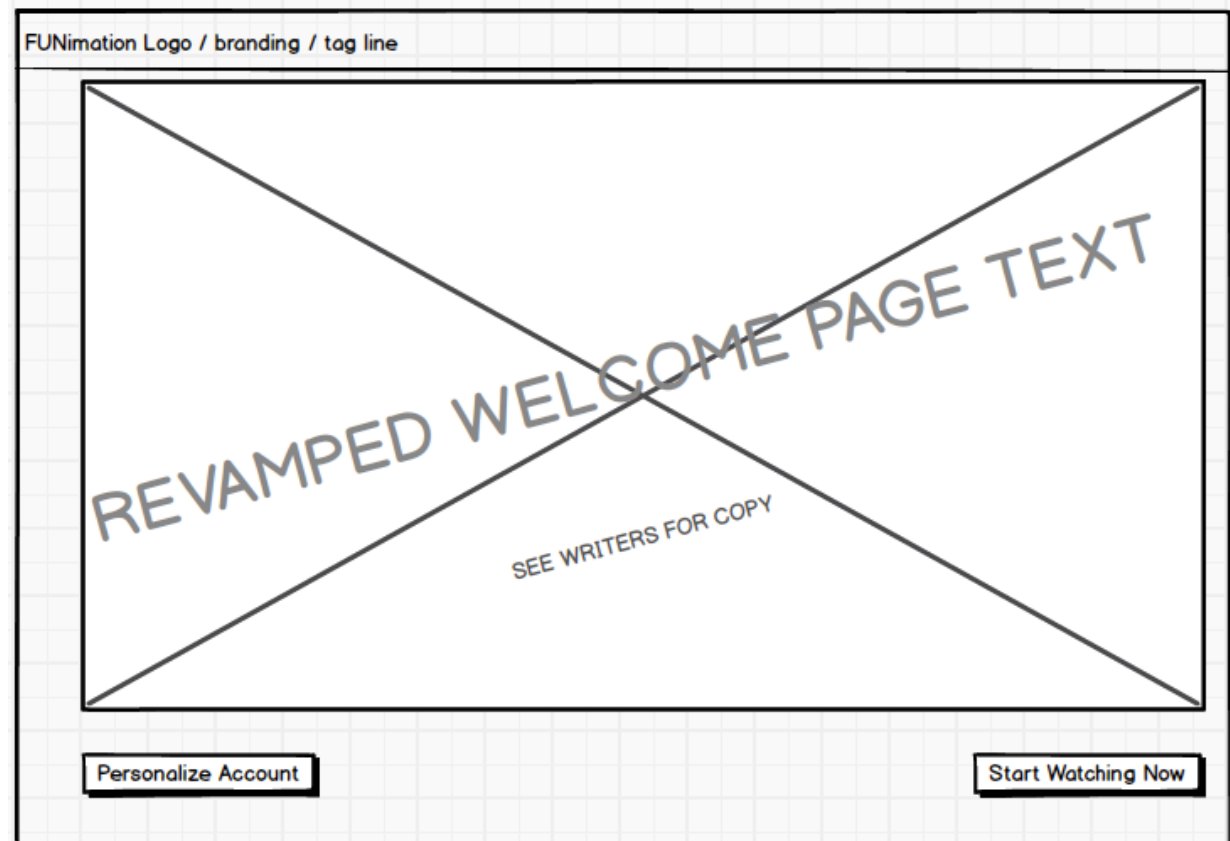
[Back To Home Page](#)

# Welcome Page (all flows)

## Paid Flows

- Sign up to Watch or Sign Me Up Now Link ✓
- Sign Up Screen #1 ✓
- Choose Pass Category ✓
- Click Continue ✓
- Create email/pwd ✓
- Click Create Account ✓
- Select Duration Page ✓
  - Marketing copy to promote the tiers
- Select Duration ✓
- Page Expands to show payment area ✓
- Select Radio Button Option and page expands to show payment area ✓
- Fill in fields, then click Sign Me Up ✓
- Processing starts ✓
- Verification Page ✓
- Welcome Page ←

- Welcome Page is what is shown when user validates from link in their email; clicking link opens new browser window
- Welcome page text to be provided by writers
- Welcome page should include links to get FUNimation apps
- Start Watching Now button takes user to the Streaming Home Page
- Set up Account takes user to their “My Account” page to fill in name, user name, etc



# Cancel Flow



# Focus of the Cancel Process Re-vamp

- Cancel Process
  - Dialog Messaging
    - *Show exact date when free-trial will end*
    - *Offer link to FAQ / Help Center / Contact Us for questions*
    - *Create action to finalize cancellation process (terms of cancellation checkbox)*
  - *Create Barriers to Cancelling*
    - *Offer other options; Put account on hold, 'changed my mind', downgrade to free account*
    - *Option to restart subscription at anytime during free trial period*
    - *Video "Don't Go" as cutesy marketing ploy*
    - *Add cancellation survey that looks required but is optional*
      - *Offer promo code for xx% off of mdse*

- Cancel Process is available from the user accounts section
  - Path
    - My Account
    - Manage Subscription
    - Cancel Subscription

Changes to the Subscribe/Cancel process are problematic as they

Touch the User Account Area

Logically imply changes to website log in header area

Logically imply changes to the change subscription flow

Have to integrate with existing change subscription level panels

Have to integrate/communicate with netsuite

Dictate changes to the subscription marketing page(s)

Need to drive the user to fully set up their account in the system

**This WILL HAVE TO BE REDONE upon FUNimation 2.0**

The screenshot shows the FUNimation website user account page for a user named 'cowboy'. The page is divided into several sections:

- Header:** FUNIMATION | STREAM | SHOP | DISCOVER. User profile 'FUNi\_Select' with a dropdown arrow and an 'INVITE!' button.
- Navigation:** Shows | Simulcasts | Pre-Orders | New Releases | News | Forum. A search bar with 'Spend \$50 USA FREE SHIPPING' and a search icon.
- User Profile:** 'FUNi\_Select ONLINE' with a profile picture of a character with a pink and blue striped background.
- Account Management:**
  - Inbox
  - Invite a Friend
  - Manage Subscription** (highlighted with a red arrow)
  - Edit Account & Settings
- Subscription Information:**
  - Renewal Term: Annually
  - Subscriber Status: Subscriber
  - Subscriber Role: All-AccessPass
  - Next Bill Date: 07-29-2015
  - Payment Method: Visa
  - Billing Zip/Postal Code: 75028
- Options:**
  - Update Payment Method
  - Cancel Subscription** (highlighted with a red arrow)
  - Contact Us
  - View the Subscription Terms of Use
- Subscription FAQ:**
  - What are the differences between each Pass level?
  - Can I change my Pass level to another Pass level?
  - Why do I need to set up a payment method before beginning my free trial?
  - What forms of payment are accepted for FUNimation's Subscription?
  - Is my payment to FUNimation.com secure?
  - Why am I being charged at the beginning of my free trial?
  - Why was I charged \$0.01 for the free trial?

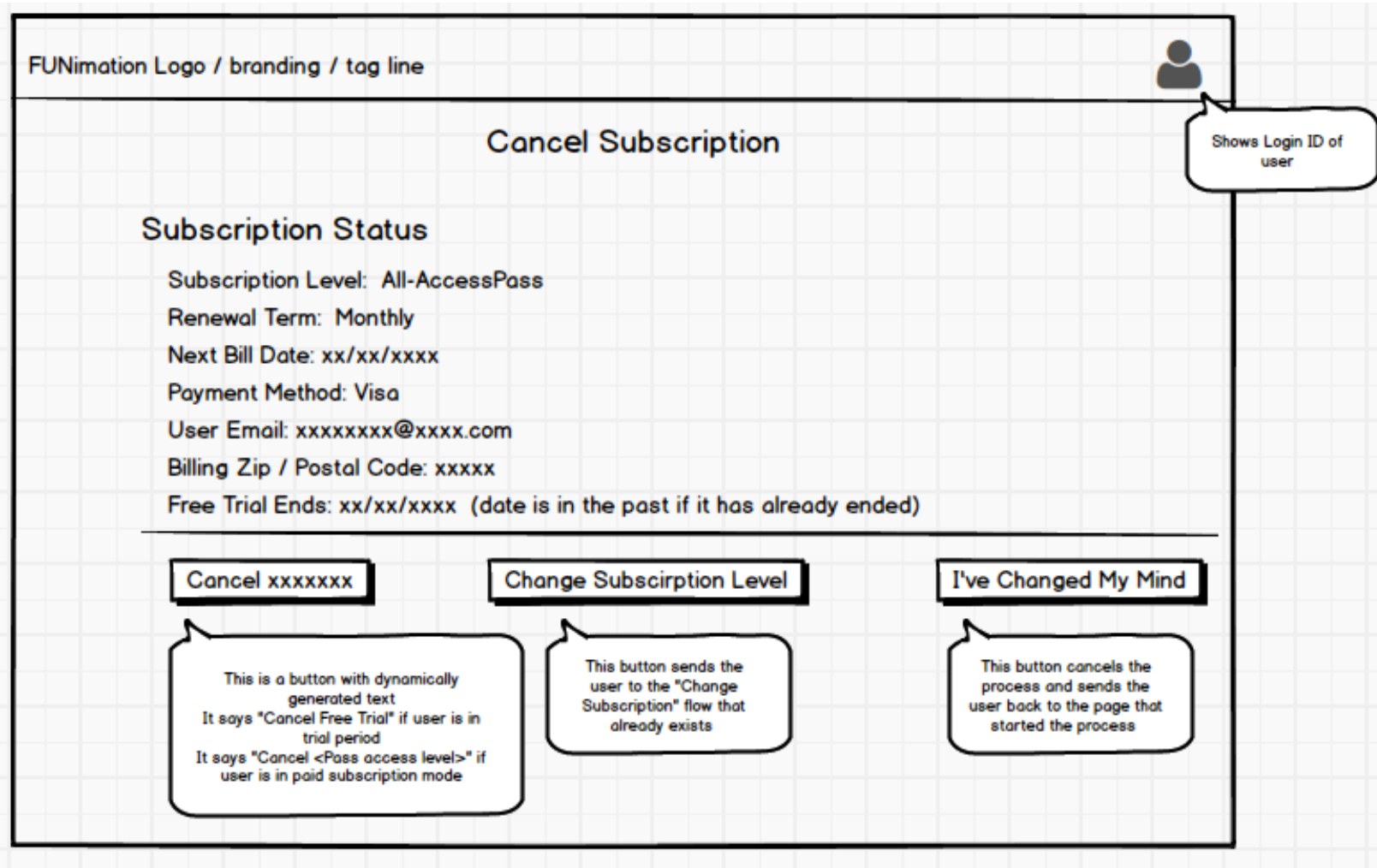
# Cancellation Process

The Cancellation Process can only be launched from the “Accounts” -> “Subscription” -> “Manage Subscription” pathway of the existing website. This will not change. However, clicking the “Cancel Subscription” link will bring up the following new pages/dialogs:

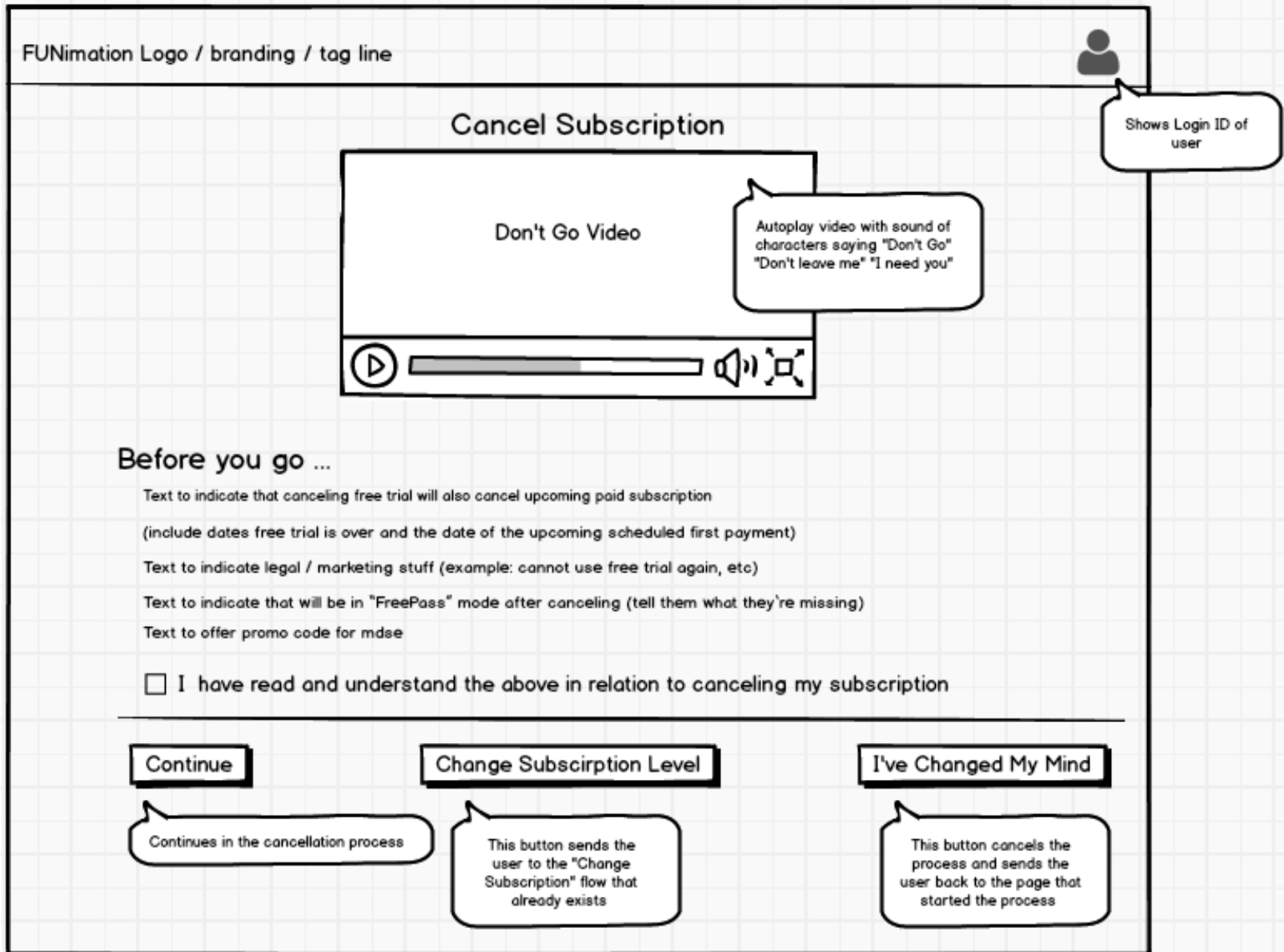
- Membership Status Dialog/Page
  - Showing all membership/subscription information
  - Showing when free trial will be over or was over
  - Showing next billing date
  - Link to “Change to another Pass level” (aka downgrade but not cancel)
  - Button indicating whether they are cancelling a paying membership or a Free Trial (dynamically generated button text)
- Upon selection of either “Cancel Free Trial” or “Cancel Paid Subscription” the logic forks
  - “Cancel Free Trial” Path
    - Text to indicate that canceling free trial will also cancel upcoming paid subscription (include dates free trial is over and the date of the upcoming scheduled first payment)
    - Text to indicate legal / marketing stuff (example: cannot use free trial again, etc)
    - Text to indicate that will be in “FreePass” mode after canceling (tell them what they’re missing)
    - Text to offer promo code for mdse
    - Video to convince them NOT to cancel
    - Button to Cancel the cancel action “I changed my mind” button
    - Button to Continue cancellation process along with checkbox saying they’ve read and understood legal stuff
      - Sends user to survey to fill out
      - Button to complete cancellation at end of survey
      - Subscription cancelled
      - Systems sends out email reiterating the above text
  - “Cancel Paid Subscription” Path
    - Text to indicate no refunds on paid amount and they can still view at that access level until <date>
    - Text to indicate legal / marketing stuff
    - Text to indicate they cannot use FreeTrial again (if they’ve already used that)
    - Text to indicate they can resume same membership anytime during their already paid “time”
    - Text to offer promo code for mdse
    - Video to convince them NOT to cancel
    - Link/button to downgrade instead of cancel
    - Button to Cancel the cancel action “I changed my mind” button
    - Button to Continue cancellation process along with checkbox saying they’ve read and understood legal stuff
      - Sends user to survey to fill out
      - Button to complete cancellation at end of survey
      - Subscription cancelled

# Cancellation Process – Main Page

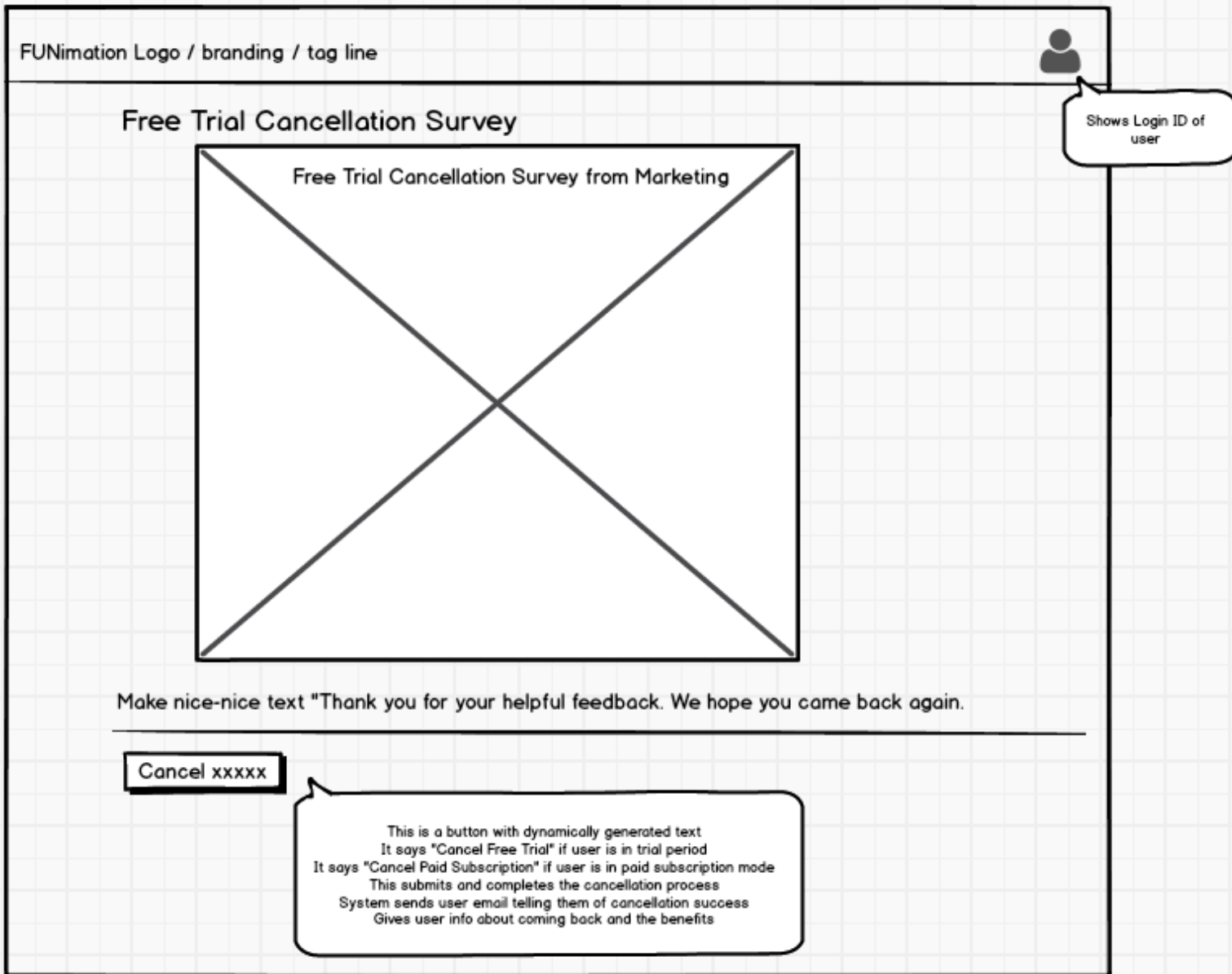
Optimal placement of the cancellation process would be in the main section of the user accounts section (like CrunchyRoll, but that is not possible w/o doing a total revamp of the User Account Section; therefore, we will be launching new pages/dialogs to perform the cancellation process.



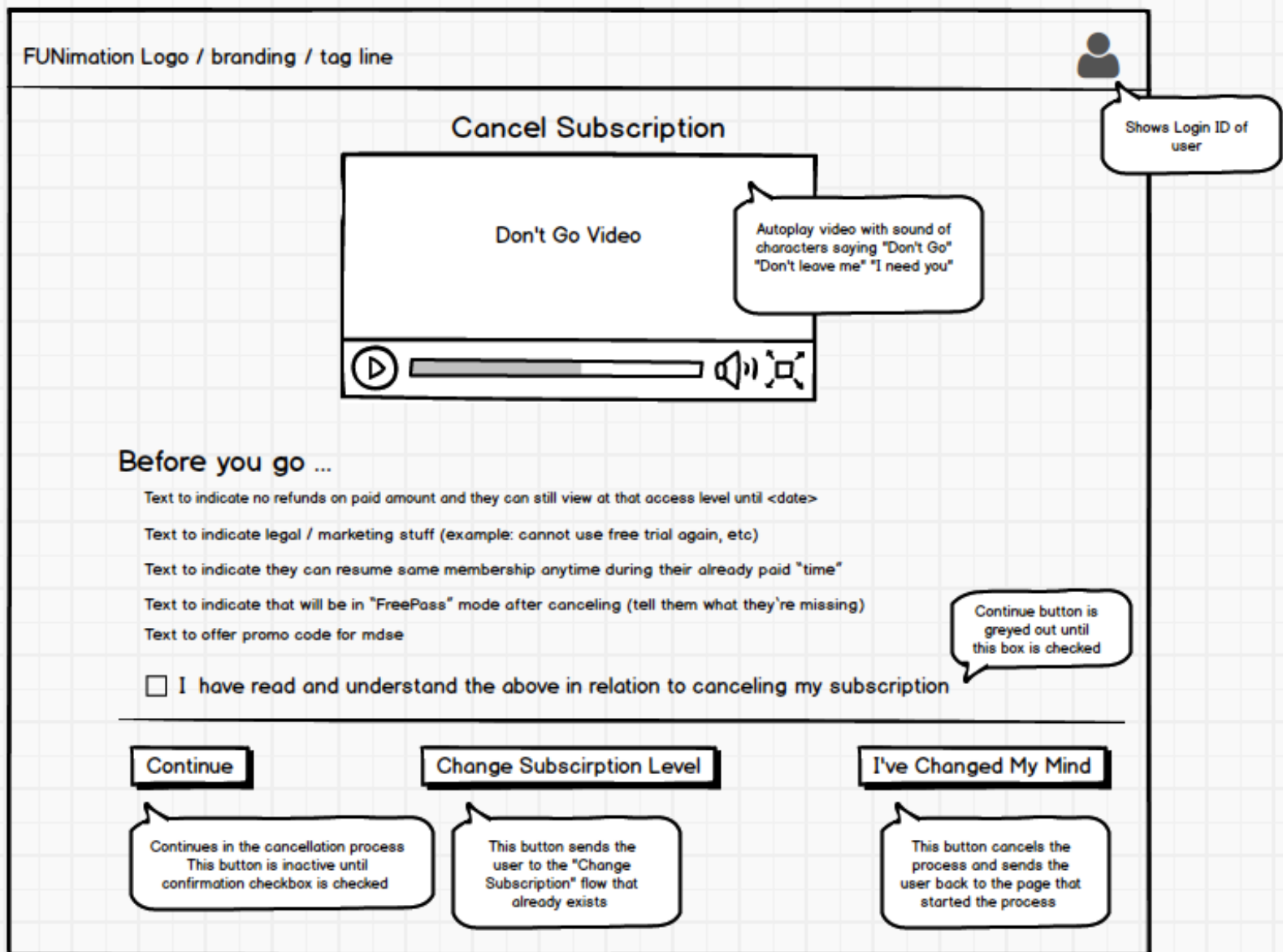
# Cancel Free Trial #1



# Cancel Free Trial #2



# Cancel Paid Subscription #1



# Cancel Paid Subscription #2

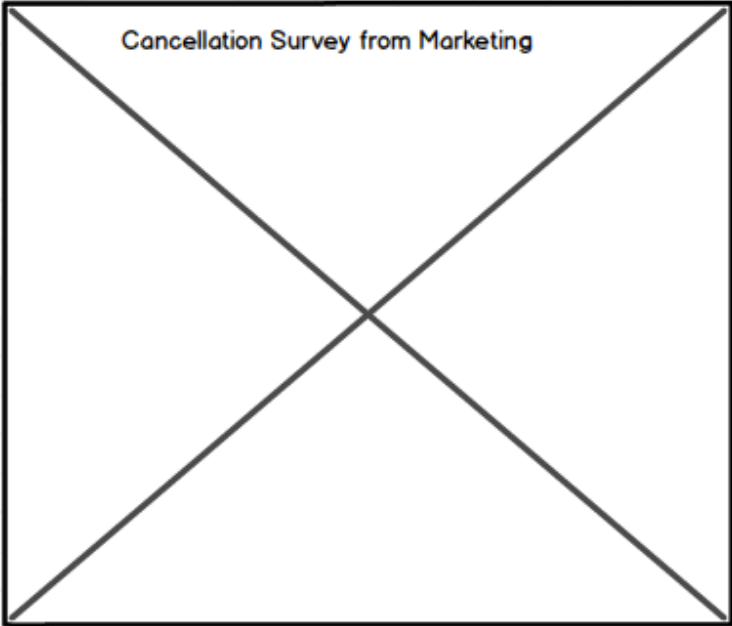
FUNimation Logo / branding / tag line



Shows Login ID of user

<subscription level> Cancellation Survey

Subscription level is auto generated based on the user subscription level  
There needs to be a way to look at the cancellation surveys via subscription level



Cancellation Survey from Marketing

Make nice-nice text "Thank you for your helpful feedback. We hope you came back again." etc

Cancel xxxxx

This is a button with dynamically generated text  
It says "Cancel SubPass" if user is in SubPass paid subscription mode  
This submits and completes the cancellation process  
System sends user email telling them of cancellation success  
Gives user info about coming back and the benefits