

Cancel membership online

FITNESS SUBSCRIPTIONS · SAMPLE

CASE BRIEF

Sample use case artifact from the BAvolta blog. FlexWell is a fictional company.

01 Use case specification

UC-01 Cancel membership online

PRIMARY ACTOR

Member

SUPPORTING ACTORS

Billing service, retention offer service, email service

STAKEHOLDERS AND INTERESTS

- **Member:** cancel quickly, know the end date and final payment, no phone call
- **Retention:** exactly one save offer presented before confirmation
- **Finance:** final payment calculated per the notice-period rule, no manual correction
- **Branch operations:** fewer bank-mandate cancellations and failed-payment chases

PRECONDITIONS

- The member is authenticated in the member portal
- The membership status is Active or Frozen
- No payment dispute is open on the account

TRIGGER

The member initiates cancellation from their membership overview.

MAIN FLOW

1. The member requests cancellation of their membership.
2. The system displays the consequences of cancelling: the end date per the 30-day notice period, the final payment amount, and the date access ends.
3. The member confirms they wish to proceed.
4. The system requests a save offer from the retention offer service and presents it to the member.
5. The member declines the offer.
6. The system asks the member to confirm cancellation, restating the end date and final payment.

7. The member confirms.
8. The system sets the membership status to Cancelled, records the end date, and schedules the final payment with the billing service.
9. The system sends the member a cancellation confirmation stating the end date, the final payment amount and date, and how to rejoin.
10. The system records the cancellation reason category and save-offer outcome for retention reporting.

ALTERNATE FLOWS

No save offer is available for this member branches from step 4

1. The retention offer service returns no offer (for example, the member has received one within the past 12 months). The system proceeds directly to step 6. (The member still reaches the goal; retention's one-offer rule is preserved in both directions: never zero when eligible, never two.)

The member accepts the save offer branches from step 5

1. The system applies the offer, confirms the new terms to the member, and the use case ends with the membership remaining Active under the offer terms. (A success, but a different success: this exit satisfies the retention stakeholder rather than the cancelling member's original goal, and the postconditions below cover it separately.)

The membership is Frozen branches from step 2

1. The system displays the consequences based on the frozen state: the notice period runs from the unfreeze date, and the final payment reflects the frozen rate. The flow continues at step 3.

EXCEPTION FLOWS

The billing service does not acknowledge the final-payment scheduling branches from step 8

1. The system still sets the membership to Cancelled and records the end date, flags the account for finance review, informs the member that cancellation is confirmed and that final-payment details will follow by email within one business day, and raises an operations task. (Decision made explicit: the member's cancellation must never fail because of an internal billing fault, or they go back to cancelling via their bank, which is the 31% problem this project exists to fix. The failure is absorbed internally, not passed to the member.)

The retention offer service does not respond within 3 seconds branches from step 4

1. The system proceeds to step 6 without an offer and logs the miss for retention. (Retention loses one save attempt; the member's cancellation is never blocked by retention's infrastructure. This ranks the stakeholders' interests, which is the analyst's job, and it is written down so retention can object now rather than in production.)

POSTCONDITIONS

Success (cancellation)

- membership status is Cancelled with a recorded end date; access remains until that date; the final payment is scheduled or flagged for finance review; the member holds a written confirmation; the reason category and offer outcome are recorded.

Success (saved)

- membership remains Active under the accepted offer terms; the offer redemption is recorded; no cancellation exists on the account.

Failure

- the membership status is unchanged, no partial cancellation state exists, and any incomplete attempt is logged.

BUSINESS RULES

- BR-01 Notice period is 30 days from confirmation, or from the unfreeze date for frozen memberships.
- BR-02 A member is offered at most one save offer per rolling 12 months.
- BR-03 The final payment is pro-rated to the end date per the standard rate card; frozen periods bill at the frozen rate.

OPEN QUESTIONS

- May a member who accepted a save offer cancel again inside the same notice window, and if so, does BR-02 block a second offer? Not blocking build of the main flow. (Owner: retention lead)