



Subscription Products — Customer Experience

What the shopper actually sees and can do.

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On the product page

For a product with an active plan and at least one eligible SKU, the V5 product detail widget offers a purchase choice:

- **Buy once / Subscribe** — unless the plan is subscription-only, in which case there is no choice to make.
- A **cadence** picker listing the plan's offered intervals, with one pre-selected.
- The **Subscribe & Save** discount, if configured.

The offer is per **variant**. Selecting a SKU that is not sold on subscription removes the subscribe option — a product can offer ten variants with only two subscribable.

If a SKU carries a forced cadence, the page shows and locks that cadence rather than offering the choice, because billing on a frequency the customer did not pick is exactly what the module's interval validation exists to prevent.

How the choice is recorded

The product page cannot attach parameters to the add-to-cart request — the main variant is added by the global cart component on its own event bus. So the page adds the item normally and then declares the intent for that SKU separately. The two requests race, which is fine: the intent is recorded against the cart and SKU, and is resolved to the right order line at checkout whether or not the cart line existed yet.

Removing the line from the basket takes its subscription intent with it, so a later one-time re-add of the same SKU can never inherit a stale "subscribe".

At checkout

Nothing extra. The customer checks out normally. When the order reaches a paid status, each line carrying a subscription intent (or every eligible line, under a subscription-only plan) creates a subscription.

The card used for that order becomes the card renewals are charged to — specifically the card that actually paid, not whichever card the customer stored most recently.

The customer portal

`/SubscriptionProducts/subscription/mySubscriptions` — login required.

My Subscriptions lists product, SKU, billing interval, status, next renewal and price, with a Manage link.

Managing one shows the billing schedule, price, next renewal, and renewals so far. What they can do depends on the plan and the status:

ACTION	WHEN
Skip Next Renewal	Active/trial/past-due, and the plan allows skipping
Pause	Active/trial/past-due, and the plan allows pausing
Resume	Paused
Restart Subscription	After a payment failure
Retry Payment	Past due — bills immediately instead of waiting for the dunning cadence
Change card	Any stored card of theirs
Cancel	Anything not already ended

A customer **cannot** restart a subscription the store cancelled. A payment failure is their own problem to fix, but a cancellation may have been made deliberately by staff, and the portal will not reverse that — it tells them to get in touch.

The history is shown, but failure detail is not: internal gateway messages are replaced with "There was a problem processing your renewal. Please check your payment method."

Emails

Five, each independently switchable:

EMAIL	WHEN
Renewal receipt	A renewal order is raised (and charged, with auto-charge on)
Upcoming renewal reminder	On the configured cadence before the renewal, e.g. 3 days and 1 day
Payment failed	Each failed attempt, while dunning continues
Cancelled	However the subscription was cancelled
Card expiring	The stored card expires before the next renewal

The card-expiring notice runs with the reminder job but is deliberately *not* gated behind the reminder settings — a merchant who sends no reminders still wants their customers warned about a dying card.

Every email personalises with the customer's name, product, SKU, interval, quantity, price, next renewal date, days until renewal, and a link straight to the management page.

Notices go to the customer's **current** account email, not the address frozen on the original order.

Related

- **Configuration Guide** — email setup
- **Overview** — why eligibility is per SKU