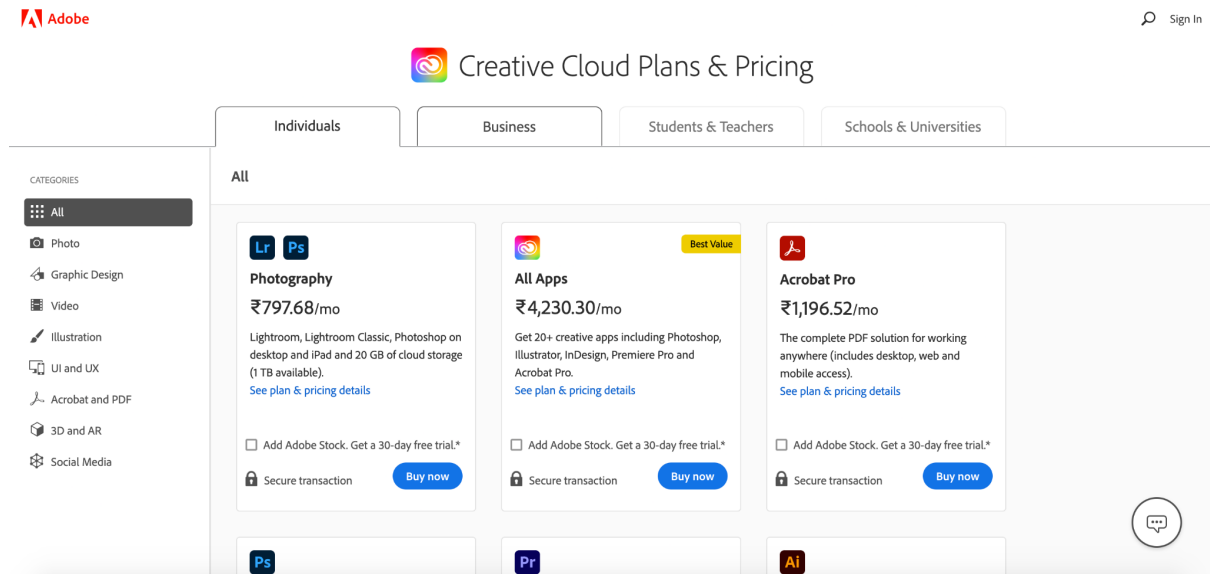


Introduce shopping assistant to Adobe's pricing page to help users make a purchase

[Adobe's pricing page](#) currently looks like this



1. Problems with current page

1. Too many options - Users might need help navigating through the options as they might not know the best-suited software for them
2. It displays prices first, without mentioning value prop of the software



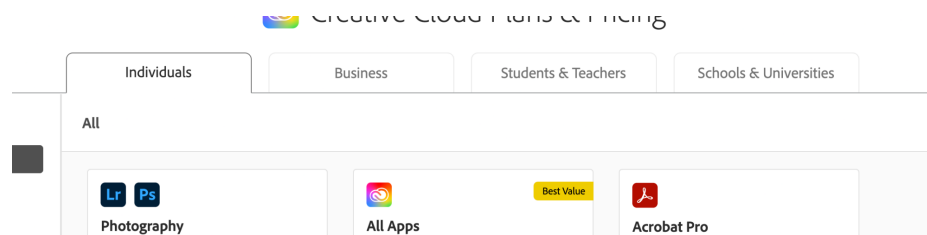
Best Value

All Apps

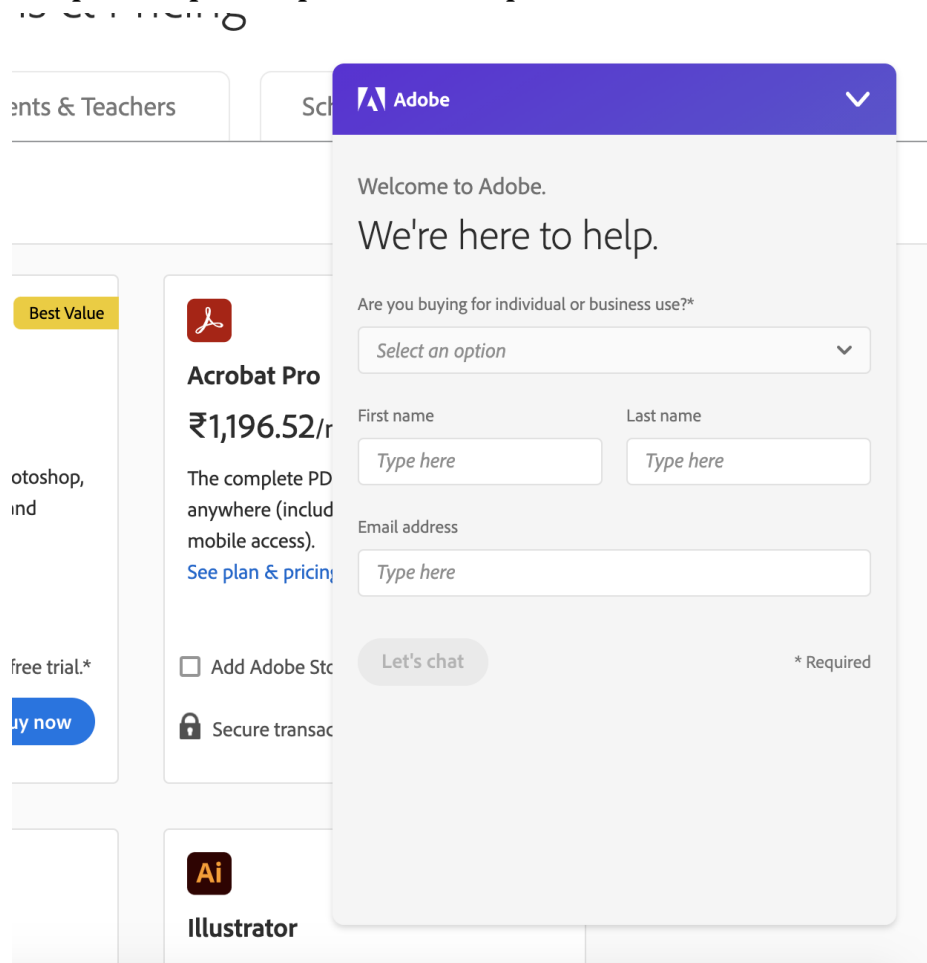
₹4,230.30/mo

Get 20+ creative apps including Photoshop, Illustrator, InDesign, Premiere Pro and Acrobat Pro.

3. Restrictive top-level tabs that occupy too much space and don't provide much info



4. No option to compare 2 or more software offerings
5. No quick response option to ask a question



2. Who are the users

Users who are generally new to design softwares and need help in finding the 'right' product will choose to use the shopping assistant version of the pricing page rather than the current info-overload style.

1. First-time users of *any* Adobe product

2. New/aspiring designers

3. Impact

1. This market holds a lot of potential - (The statistic displays the construction and design software market revenue in the World from 2016 to 2021.* In 2018 the turnover in the construction and design software market was projected to be 8,971.3 million U.S. Dollars. The construction and design software market is expected to amount to approximately 9,696.7 million U.S. Dollars by 2021.

<https://www.statista.com/forecasts/966626/construction-design-software-market-revenue-in-the-world>

2. Apart from a few specs mentioned against each software, there isn't much info about what a software does and how its different from the other similar seeming one. This uncertainty might hinder the user to purchase either software.

4. Goal

1. Increase in **revenue**
 1. **ARPU**
 2. **Order value per user**
 3. **# of purchases (total & per user)**
2. Decrease in **decision-making time and effort**
 1. **Churn rate from pricing page**
 2. **Session length per user**
3. Can also add **chatbot** at the bottom right corner

5. Team

1. **BI and Finance** to measure revenue in test vs control group, avg time spent per screen, the total time from the first visit at the landing page to purchase, churn rate, conversion rate. (1 resource each)

2. **UX** - need one UX designer to aid me on the screen look and feel, design the new layout, make sure the number of steps are not increased too much (1 designer required)
3. **UI** - implement the designs (max 2 resources required)
4. **Backend** - confirm if any major changes are reqd here
5. **Sales team** - confirm if they have any apprehensions - inform them of this change so that they are not caught off-guard when helping out clients make a purchase

6. Solution

Home page - first question:

“Would you like Adobe’s Shopping Assistant to help you”

No? -

1. We show a **search bar** and alphabetically listed **drop-down menu** or a simple list where the user can select one or more software she had in mind
2. When a software is selected, **ML-based recommendations** can be listed right below - *“Customers who shopped for Lightroom also came back to pick Photoshop”* - direct CTA to add it to the cart.
3. Question - *“Checkout or compare features?”*
 - a. Checkout - show subscription plans, discounts
 - b. Option to compare features - pick out two or more products and the next step shows comparisons between the products based on 6-8 parameters (can add “See more” comparisons; can also add user ratings and reviews) —> checkout either or both.
4. Select subscription type at the end & not at the top level

Yes? -

1. **Filter by**
 - a. **categories** (present condition), or
 - b. Filter by hot favourites/**most popular ones**, or
 - c. Let ML algo suggest the best options for you based on -

- i. *How you define yourself* (artist, student, reader, businessman)
 - ii. *What are your needs* (I only want to sketch, or edit and create videos, or just read)
2. Same as #2 and #3 from “no” option
3. “Confused about what this tool can help you do? See this!”
If the user is unsure about the product (gauge by the idle time spent on a screen) - **show before & after images** of using photoshop, or reading in a document in Word vs benefits of Acrobat Reader.
4. Select subscription type at the end & not at the top level

Metrics

1. Reduce time taken per user from pricing page to checkout
 - a. Idle time spent per session
 - b. Drop off rate from page
2. Increase # of new users
3. CTR
 - a. per page
 - b. per software card
4. # of softwares compared
5. # of filters used

Risks

An increase in # of steps for users who might be accustomed to the existing page - can lead to cognitive load, and hence drop off