# Design Brief for ezyCollect pricing page

## Project Objective

1. Create a single build your plan, pricing page
2. Redesign the existing pricing page (eg, [**https://ezycollect.io/pricing-myob-accountright/**](https://ezycollect.io/pricing-myob-accountright/))

Our market is competitive, and our target audiences are time-poor, busy finance people. Therefore, we want the pricing page to display vital information about pricing and our product features, applying the fundamentals of mobile-first user experience (UX) design.

**Measures of success:**

1. Improve conversion:
   1. Lead form
   2. Book a demo
2. Lower bounce rate

## Pricing pages that we like:

Here are some examples of pricing page designs we think are great:

* <https://www.getguru.com/pricing>
* <https://www.campaignmonitor.com/pricing/>
* <https://mailchimp.com/pricing/marketing/>
* <https://evernote.com/compare-plans> (particularly their plan comparison table on mobile view)
* [Chargebee](https://www.chargebee.com/pricing/?ref=navbar)

I like this page [Plans and Pricing - Chargebee](https://www.chargebee.com/pricing/?ref=navbar) because:

1. It shows a summary view
2. Allows a view called how these plans compare

## Competitor Information

* <https://www.bill.com/>
* <https://www.invoiced.com/>
* <https://creditorwatch.com.au/>
* <https://debtordaddy.com/>
* <https://www.pencilpay.com/pricing/> (how payments pricing are displayed)

## Visual brief:

## Responsive, clean look, with easy-to-understand icons and flow, with lots of white space (as best fits with our existing design)

## The Problem:

1. As a user, I want to build my price by selecting the relevant options instead of visiting multiple pages and trying to identify which price would apply to my business.

The options I need to use to configure my pricing

* ERP / A/c software
* Monthly Average # of active debtors (help text/info tip included)
* Location or currency (default based on IP)
* Annual or monthly pricing (on an annual contract)
* Include payments platform (Y/N)
* Number of clients for credit reporting
* Number of clients for credit application

1. The current individual pricing page:
   1. Do not have options for annual and monthly pricing
   2. Doesn’t include payment (ezyCollect Payments) and rate
   3. Cannot compare features across different plans
   4. The design is dated and not optimised for UX and mobile
   5. The pricing table is not at the top of the page - you must scroll down to see the numbers and important pricing details.

## Project Specific Information

* The site is on WordPress, and uses the Divi Theme
* Follow the Brand guidelines in the design
* Page speed - the page must be light and easy to load

## Features and Functionality

(Miro wireframe - Design 1 &2: <https://miro.com/app/board/uXjVPnWMfJQ=/?share_link_id=46156253071>7)

### Build Your Own Plan pricing page

The suggested wireframe is below. Please use a mobile-first design strategy when creating the design.

<https://miro.com/app/board/uXjVPnWMfJQ=/?moveToWidget=3458764546257925708&cot=14>

### Individual pricing page wireframe

The suggested wireframe is below. Please use a mobile-first design strategy when creating the design.

<https://miro.com/app/board/uXjVPnWMfJQ=/?moveToWidget=3458764546375953313&cot=14>

### Other Considerations

* Sort from high to low pricing on the pricing table (present higher priced option first)

## Project deliverables

* A mobile and desktop Figma wireframe of
  + BYOP pricing page
  + Individual pricing page
* Mobile-friendly UX (mobile-first design) of the design
* Hi-res images and graphics used in the design
* Include an optional ‘Promo price strike-through design’ for when we have promotional prices

## How the Project will Be Awarded

* Cost/Value for Money
* Quality of Work
* Previous Experience
* Alignment to the Design Brief

## Background:

### Business Overview

[ezyCollect](https://ezycollect.io/) is a SaaS company whose main offering is an accounts receivable automation platform that incorporates debtor management and automated communications workflows for B2B companies to:

1. Help businesses increase the efficiency of their accounts receivables processes
2. Improve accounts receivable collection
3. Providing quality data to help businesses make better decisions and manage credit risk.

Other products offered as a connected service to the platform or as a standalone app are

1. [ezyCollect Payments](https://ezycollect.io/simplypaid-online-payments/) - A digital payment system that facilitates and manages customer payments with ‘pay now’ buttons on reminders, an online payment platform, and a payment gateway on e-commerce websites. Automated payments reconciliation is available for selected ERPs.
2. [Credit Insights](https://ezycollect.io/credit-insights/) - A credit risk management tool based on live ezyCollect customer data and credit score data from illion helps you monitor customers’ risk for defaulting on payments.
3. [Online credit applications](https://ezycollect.io/credit-applications/) - A digital client onboarding tool that integrates business credit scores on credit applications - so you can customise your credit terms to your customer’s risk

### Target Audience/Markets

CFOs, SME business owners, AR managers and staff. They are time-poor, number and data-oriented, and like to get to the point. ROI and efficiency are their primary focus when it comes to adopting technology.

Here’s a document that explains [ezyCollect Buyer Personas](https://docs.google.com/presentation/d/1JbzQ7QFzGNIttJ9qN3pDhe383p9mICycAkiejQc16a8/edit?usp=sharing)

### How do customers currently buy from ezyCollect?

Through a 12-month plan software subscription, paid annually or monthly. Saas through a demo with Sales team, no online purchase.

The preferred default is annual pricing. Monthly pricing is 25% higher. Annual payments get 20% off monthly pricing.

Month-by-month pricing is 20% higher

## Resources

ezyCollect website:

<https://ezycollect.io/>

ezyCollect pricing page live sample: <https://ezycollect.io/pricing-myob-accountright/>

[Buyer persona google slide](https://docs.google.com/presentation/d/1JbzQ7QFzGNIttJ9qN3pDhe383p9mICycAkiejQc16a8/edit?usp=sharing)

[Brand guidelines](https://drive.google.com/file/d/1I3wm2IcAVUeQyUux_5GcGq7ILLwDk1oL/view?usp=sharing)