

# Product Requirements Document For Improving The Pricing Page For



<https://www.buildabazaar.ooo/pricing>

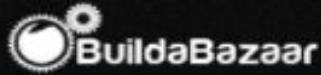
# What Is 'Build A Bazaar'?

- It is a platform that helps businesses build their e-commerce website using its website builder tool.
- Helps businesses go global by leveraging social media.
- Provides integration support for payments gateways, managing product repository and SEO.

# What Are Possible User Personas?

1. Offline business owners who want to establish an online presence for their stores/businesses.
  - SME
  - Large corporations which don't have online setup
2. Personal brands who want to start their online business.

# Current Pricing Page



## Create Online Store

**Start Today, Choose Your Plan Tomorrow!**

Create online store and start selling today with our ecommerce website builder **15 days Free trial**. BuildaBazaar offers versatile and flexible plans to fit every business requirement, choose one that best suits you.

Features	SILVER	GOLD	GOLD PLUS	ENTERPRISE
Pricing	<b>Rs. 1,000</b> per month <a href="#">TRY IT FREE</a>	<b>Rs. 2,500</b> per month <a href="#">TRY IT FREE</a>	<b>Rs. 5,000</b> per month <a href="#">TRY IT FREE</a>	<b>ON REQUEST</b> <a href="#">REQUEST QUOTE</a>
Number of Products	500	5000	15000	Unlimited
Transaction Fees	2%	1%	0%	CUSTOM
Digital Catalog From Infibeam	Available	Available	Available	Available
UI/UX FEATURE SET				
Mobile Responsive Layout	✓	✓	✓	✓

# Scroll more...

UI/UX FEATURE SET				
Mobile Responsive Layout	✓	✓	✓	✓
Mobile App	Paid	Paid	Paid	Android, IOS & Native
Search/Advanced Search	Basic	Basic	Auto-complete	Custom
On-page Search Optimization Module	✓	✓	✓	✓
Custom URLs	-	-	✓	✓
Multi-currency with custom Conversion Rate option	-	-	✓	✓
Currency display based on Geo-location IP	-	-	✓	✓
Social Media Logins	-	Facebook	Facebook, Google, Twitter, LinkedIn	Facebook, Google, Twitter, LinkedIn, Custom Single Sign-on
Login By infibeam	✓	✓	✓	✓
Pincode Serviceability Check	-	✓	✓	✓
Allow International Zipcodes	-	✓	✓	✓

# And the scrolling continues...

SSL Integration	Paid	Paid	Paid	Free
MARKETPLACE LISTING				
List on Infibeam.com Marketplace	✓	✓	✓	✓
List on other Marketplaces	-	-	✓	✓
STORE MANAGEMENT MODULES				
Role Based Panel Access	-	✓	✓	✓
Fraud Management Module	-	✓	✓	✓
Promotion Code Engine	Basic	Basic	Advanced	Custom
Shopping Cart Rules	-	-	✓	✓
Payment Gateway Integration	✓	✓	✓	✓
COD Payment Option with Mobile Verification	-	✓	✓	✓
Tax Module	-	✓	✓	✓
Offline Orders Module	-	-	✓	✓
Reports & Analytics	Basic	Basic	Advanced	Custom

# Role of Pricing Page

- Presenting products/services along with their features and prices.
- Reducing friction for users in making a purchase decision.
- Helping users to choose appropriate plan according to their requirements.

# Pain Points With Current Pricing Page

- Unable to select appropriate plan
  - No clarity in which plan is best suited for what kind of persona/business.
- Too many features are listed under a plan
  - Increases the scrolling activity.
  - Causes confusion in decision making.
  - Can impact the conversion rate



- No clarity about the final amount.
  - Factors such as GST are missing.
  - Increases the confusion about final price.
- Doesn't guarantee if it's a value for money purchase.
  - No clarity about prices being upto the market standards.
  - Confusion about expense vs. number of features available.

- Pricing plans don't seem attractive.
- No clarity about availability and benefits of yearly plans.
- No assistance while making a purchase

# Impact

- With lot of tools in the market today, that help in building e-commerce websites, Build A Bazaar might lose the market share because of poor communication through pricing page.
- Chances of increase in bounce rate of the potential customers.
- It can impact the Monthly Recurring Revenue (MRR).

# Solutions And Responsible Teams

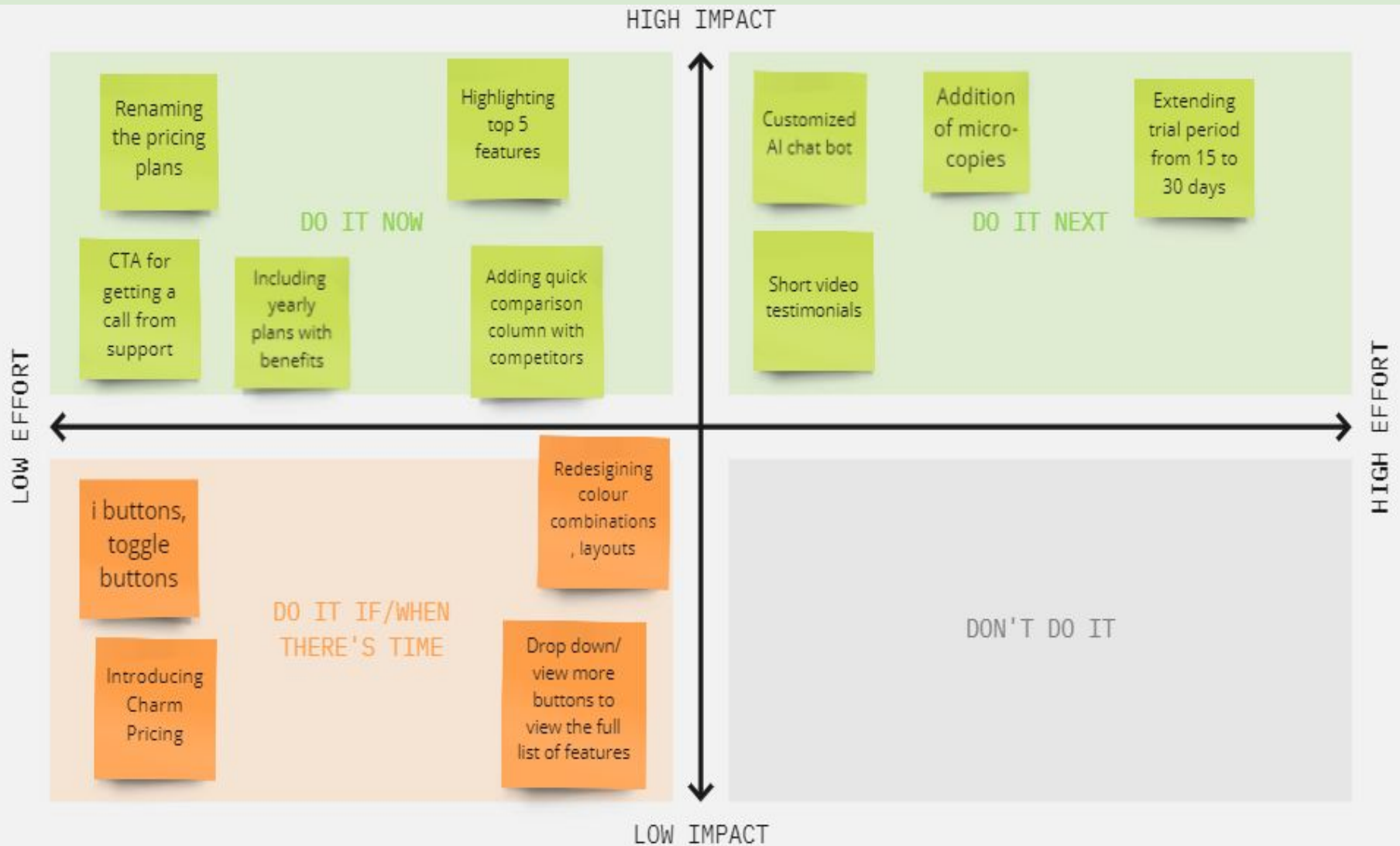
<b>No.</b>	<b>Pain Points</b>	<b>Solutions</b>	<b>Responsible Teams</b>
1.	Unable to select appropriate pricing plan	<ol style="list-style-type: none"><li>1. Renaming the pricing plans based on personas.</li><li>2. Adding micro copies that speak for the pricing plans itself.</li><li>3. Adding short video testimonials of happy customers explaining how a particular plan helped them.</li><li>4. Appropriate use of different colours, icons and fonts with respect to pricing plans.</li></ol>	<ul style="list-style-type: none"><li>● PMM</li><li>● UI/UX</li></ul>

<p>2.</p>	<p>Too many features are listed causing a lot of scrolling.</p>	<ol style="list-style-type: none"> <li>1. Enlisting / highlighting 5-6 important features.</li> <li>2. Remaining features can be added under the "View More" section.</li> <li>3. Adding 'i' buttons next to every feature that can provide a detailed description everytime the user hovers/clicks on it.</li> </ol>	<ul style="list-style-type: none"> <li>● PMM</li> </ul>
<p>3.</p>	<p>Doesn't guarantee if it's a 'value for money' purchase.</p>	<ol style="list-style-type: none"> <li>1. Adding a column that compares features and pricing with top competitors.</li> <li>2. Highlighting the key differentiators or USPs.</li> </ol>	<ul style="list-style-type: none"> <li>● PMM</li> <li>● Sales</li> </ul>

4.	Unavailability of assistance while making a purchase.	<ol style="list-style-type: none"><li data-bbox="817 189 1354 496">1. Developing a 24*7 available AI Chat Bot that can help customers while purchasing a plan.</li><li data-bbox="817 504 1354 743">2. Adding a CTA button for a quick call with a support assistant.</li></ol>	<ul style="list-style-type: none"><li data-bbox="1445 411 1812 468">● Engineering</li><li data-bbox="1445 475 1591 525">● UX</li></ul>
5.	Pricing Plans don't seem attractive	<ol style="list-style-type: none"><li data-bbox="817 796 1354 996">1. Adding a 30 days free trial instead of 15 days.</li><li data-bbox="817 1003 1354 1218">2. Introducing charm pricing (.99 pricing).</li></ol>	<ul style="list-style-type: none"><li data-bbox="1445 796 1721 853">● Strategy</li><li data-bbox="1445 861 1644 911">● Sales</li></ul>

6.	No clarity about availability and benefits of yearly plans.	<ol style="list-style-type: none"><li>1. Listing down yearly pricing (inclusive of taxes).</li><li>2. Mentioning the amount of money that can be saved by purchasing yearly plans.</li><li>3. Adding a toggle button that can quickly switch between monthly and yearly pricing.</li></ol>	<ul style="list-style-type: none"><li>● Strategy or Sales</li><li>● UX</li><li>● Engineering</li></ul>
7.	No clarity about the final amount.	<ol style="list-style-type: none"><li>1. Including added costs such as GST</li></ol>	<ul style="list-style-type: none"><li>● Sales</li></ul>

# Prioritization





Thank You