

Make Pricing Page more user-friendly

This document aims to outline solutions to help users make decisions regarding finding the right plan, the right language and to simplify the [Pricing Page](#).

Problems

1. Netflix offers 4 subscription plans but offers no help to the person who might be confused among these plans.
2. Language selection is at the bottom of the page and alternate languages are hidden away within a drop-down. This makes it difficult for people to find this option that makes the page usable for the very same person.
3. 5 clicks needed before subscription is activated -> Could be reduced to 2 or 3 clicks.
4. Inconsistent with mobile app - Step 1 on the mobile app is entering your email and Step 2 is selecting the plan. This is reversed on the website, with Step 1 being selecting the plan and Step 2 being entering the email.
5. There is no back button or review section during the process - This is okay on mobile devices where there is a system wide back key but not on computers where it is browser dependent.

Customers

- Affects those who are not technically proficient to understand the terms on the page and make a decision.
- Affects those users who do not understand the default language the page is displayed in.

Impact

- Makes the pricing page easier to understand and find the right plan for each person.
- Make finding the right language to use the website in easier.

- Improves customer conversion rates as customers are more confident in their choice.

Goals

- **Improve conversion rate** of people who land at the pricing page and then get a subscription without increasing the load on Customer Ops.
- Make the **language options easier to find**: We will need to monitor the number of people who are using alternate languages.

Teams

- Engineering
- Customer Operations
- Design

Solution (Solutions to corresponding problem number)

1. Help Wizard

Introduce a help wizard that asks questions to understand user needs and gives a recommendation based on them. The language that these questions are shown in must tie in with the language that has been selected.

These are the questions that need to be asked:

Q: What devices do you intend to watch Netflix on using this plan?

- Show a list of all supported device types as options.
- The user should be able to multi-select options here.

Q: How many people will concurrently use this Netflix plan?

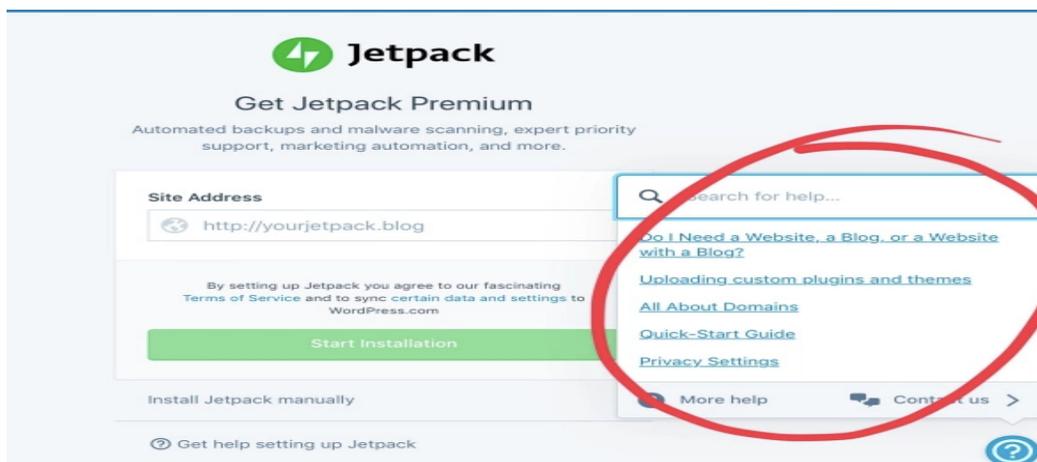
- Enumerate from 1 to the max number allowed.
- The user can select a single option only.

Q: Please select the quality of the video required

- Good, Better, Best.

- The max resolution of each level should be in grey under each option.
- There should also be a 'Sample Video' button at the bottom which would play a video at the selected quality.
- It should also be able to measure the internet speed and let the user know if their internet is capable of streaming at this quality. The user can select a single option only.
 - a. From the responses collected, the wizard should select the recommended plan on the pricing page.
 - b. After the test has been taken, a new column titled 'Meets Requirements' can be added to the right of the pricing table. It will show a green tick mark corresponding to rows for which the selected plan meets the requirement selected and a red 'X' against those rows for which the selected plan does not. It needs to update according to the selected plan.

There will be a small clickable icon by the bottom right of the page which when clicked will launch the wizard in a chat like window. For reference:

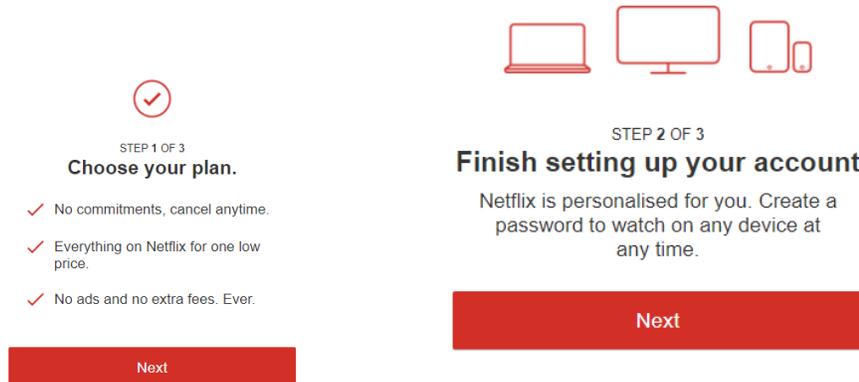


On mobile, once the wizard pops up, it would take up the 3/4th of the screen. If a user spends more than 30-seconds on the page, add a dismissible dialog message with the text 'Let us help you decide which plan works for you with 3 questions'.

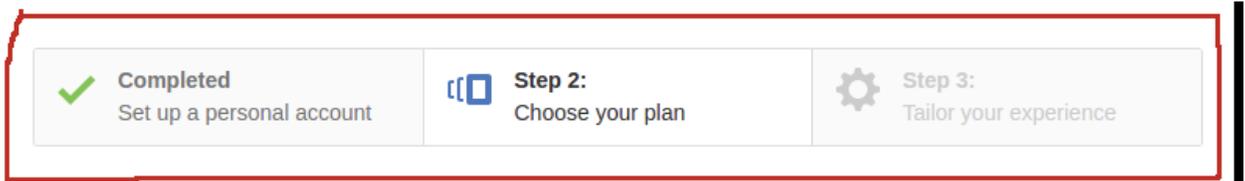
- The languages available should be easily visible at the top of the page and clicking on any language should change the page to the selected language.



- The splash pages at the start of each step can be removed since they do not add much value. (Catch up with design team to understand why this was implemented)

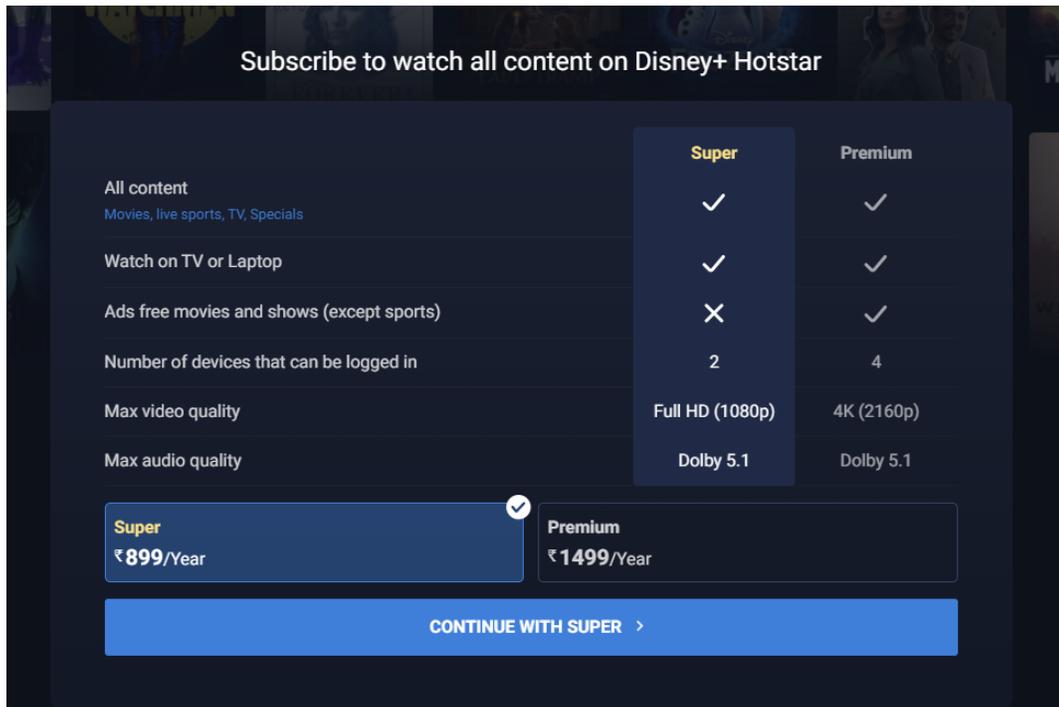


- Make this consistent across all devices and apps. People should be able see the plans available without having to give in personal details. So, step 1 should be select a plan, step 2 should be email details.
- Provide a ribbon along the top showing how far along the process people are and a small summary recap page.



Alternatives: (Alternative solutions to corresponding problem number)

1. Call customer support for help
2. See image above



- 3.
- 4 & 5. Not usually available

Risks

1. The wizard could end up recommending a suboptimal plan leading to a poor experience on the platform or recommending a plan which is more expensive than the ideal plan leading to trust issues.
2. Lots of languages can make the UI crowded and unappealing.
3. People might not pay attention to additional information.
4. Some guides on the internet can become redundant and people trying to follow them might get confused.
5. Might make the UI more crowded and unappealing.

FAQ

1. How do I trust this wizard? - We could add some data showing how many people have had a better experience selecting a plan with the help of the wizard
2. Why isn't X language supported? - We will monitor the number of requests for each language and add support when possible
3. Why is there so much information on each screen?
4. Why has the UI changed? - It has changed to provide a more consistent experience across all languages.
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