



PANTHEON[®]

Website Management Platform

Online Site Plans

Round 3 User Test Analysis

Objectives

- Determine if new Pantheon plans are viewed favorably when compared to competitor plans
- Determine which version for choosing among the 3 Performance options is most effective in describing value-based positioning and minimizes the user perception of commodity.
- Determine which plan name is most effective in (1) communicating the plan's value to the user; (2) reflecting a premium product

We gave users a site type example (“primary revenue driver for a client”) and asked them to recommend or buy a plan they would choose for that site.

After selecting a plan, we asked testers to rate their agreement with this statement:

“The plan I selected has the right price for the value.”



1 - Strongly Disagree

5 - Strongly Agree

Testing extremes of information display

LOGO DOCUMENTATION CONTACT SALES Name

Choose Plan for My Example Site

Flexible options that can grow with your site [See Details](#) →

All plans include our core benefits to improve productivity and deliver superior experiences for your visitors

- ✓ **Dev/Test/Live Workflow**
Develop & test on dedicated environments before deploying to production
- ✓ **Automatic Backups**
Easily restore a copy of the site in case of an emergency

Global CDN to deliver fast load times to visitors around the world | Connect **custom domains** with free and managed HTTPS | **Get help fast** with realtime chat support

Essentials Best fit for local business, blogs, and static sites \$35/mo <input type="button" value="Select"/>	Performance For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance ✓ 99.9% uptime So your business is always open ✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic ✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search ✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching Starting at \$150/mo <input type="button" value="Select"/>	Automatic Backups Easily restore a copy of the site in case of an emergency <input type="button" value="Select"/>
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No visits or storage

LOGO DOCUMENTATION CONTACT SALES Name

Choose Plan for My Example Site

Flexible options that can grow with your site [See Details](#) →

All plans include our core benefits to improve productivity and deliver superior experiences for your visitors

- ✓ **Dev/Test/Live Workflow**
Develop & test on dedicated environments before deploying to production
- ✓ **Automatic Backups**
Easily restore a copy of the site in case of an emergency

Global CDN to deliver fast load times to visitors around the world | Connect **custom domains** with free and managed HTTPS | **Get help fast** with realtime chat support

Essentials Best fit for local business, blogs, and static sites Up to 5,000 unique visits \$35/mo <input type="button" value="Select"/>	Performance For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance ✓ 99.9% uptime So your business is always open ✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic ✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search ✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching Up to 10,000 unique visits \$150/mo <input type="button" value="Select"/>	Performance For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance ✓ 99.9% uptime So your business is always open ✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic ✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search ✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching Up to 100,000 unique visits \$550/mo <input type="button" value="Select"/>	Performance For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance ✓ 99.9% uptime So your business is always open ✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic ✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search ✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching Up to 200,000 unique visits \$800/mo <input type="button" value="Select"/>	Essentials Best fit for local business, blogs, and static sites Unlimited traffic <input type="button" value="Contact Us"/>
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All 3 Performance plans, with visits

LOGO DOCUMENTATION CONTACT SALES Name

Choose Plan for My Example Site

Flexible options that can grow with your site [See Details](#) →

All plans include our core benefits to improve productivity and deliver superior experiences for your visitors

- ✓ **Dev/Test/Live Workflow**
Develop & test on dedicated environments before deploying to production
- ✓ **Automatic Backups**
Easily restore a copy of the site in case something goes wrong

Global CDN to deliver fast load times to visitors around the world | Connect **custom domains** with free and managed HTTPS | **Get help fast** with realtime chat support

Essentials Best fit for local business, blogs, and static sites Up to 5,000 visits 25,000 pages served 20 GB high speed storage \$35/mo <input type="button" value="Select"/>	Performance For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance ✓ 99.9% uptime So your business is always open ✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic ✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search ✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching Options between 20,000 - 200,000 visits 100,000 - 1 million pages served 50-200 GB high speed storage Starting at \$150/mo <input type="button" value="Select"/>	Elite A custom-tailored solution ideal for enterprises and mission-critical websites ✓ 99.99% Uptime SLA Our dedicated team guarantees launch success ✓ Launch with peace of mind Personalized performance recommendations with our concierge service ✓ Ongoing partnership With 24x7 on-call support in an emergency Unlimited traffic and high speed storage <input type="button" value="Contact Us"/>
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Visits & storage

For 1 Tester

“The plan I selected has the right price for the value.”



Performance

For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance

- ✓ **99.9% uptime**
So your business is always open
- ✓ **Build credibility with a smoothly running website**
Quickly respond to slow site problems with New Relic
- ✓ **Help visitors find what they need, faster**
Increase search speed and scale with Solr Text Search
- ✓ **Boost visitor engagement and conversion**
Improve website load time using Redis Object Caching

Starting at \$150/mo

Select

Without visits & storage

For 1 Tester

“The plan I selected has the right price for the value.”



1 - Strongly
Disagree

5 - Strongly
Agree

“There are more details in this one but the high price is *not justified* for me.”

Performance

For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance

- ✓ **99.9% uptime**
So your business is always open
- ✓ **Build credibility with a smoothly running website**
Quickly respond to slow site problems with New Relic
- ✓ **Help visitors find what they need, faster**
Increase search speed and scale with Solr Text Search
- ✓ **Boost visitor engagement and conversion**
Improve website load time using Redis Object Caching

Options between

- 20,000 - 200,000 visits
- 100,000 - 1 million pages served
- 50-200 GB high speed storage

Starting at \$150/mo

Select

With visits & storage

For the same tester who chose the same plan, showing the visits & storage **lowered** the value.

We tested various ways of selecting a
Performance plan.

Pitting these two against each other

Performance

For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance

- ✓ **99.9% uptime**
So your business is always open
- ✓ **Build credibility with a smoothly running website**
Quickly respond to slow site problems with New Relic
- ✓ **Help visitors find what they need, faster**
Increase search speed and scale with Solr Text Search
- ✓ **Boost visitor engagement and conversion**
Improve website load time using Redis Object Caching

Up to 10,000 unique visits	Up to 100,000 unique visits	Up to 200,000 unique visits
\$150/mo	\$550/mo	\$800/mo
Select	Select	Select

Select from top level

Choose Plan for My Example Site

Flexible options that can grow with your site

All plans include our core benefits to improve productivity and deliver superior experiences for your visitors

- ✓ **Dev/Test/Prod Workflow**
Develop & test on dedicated environments before deploying to production
- ✓ **Automatic Backups**
Easily restore a copy of the site in case something goes wrong

Global CDN to deliver fast load times to visitors around the world | **Connect custom domains** with free and managed HTTPS | **Get help fast** with excellent chat support

Basic Best fit for local business, blogs, and static sites \$35/mo Select	Performance For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance ✓ 99.9% uptime So your business is always open ✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic ✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search ✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching Traffic customizations available Starting at \$150/mo Select	Customize Plan Customize the traffic for your site. Read more details on how traffic is calculated. <input type="radio"/> Medium Best for sites with some complexity, or serving a moderate amount of traffic Up to 20,000 unique visits and 100,000 pages served \$150/mo <input type="radio"/> High Best for more complex sites or sites serving a higher amount of traffic Up to 100,000 unique visits and 500,000 pages served \$550/mo <input type="radio"/> Extra High Best for extremely complex, highly interactive sites, or sites serving a very high amount of traffic. Up to 200,000 unique visits and 1 million pages served \$800/mo Continue
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VS.

Select as 2nd step

“The plan I selected has the right price for the value.”

Performance

For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance

- ✓ **99.9% uptime**
So your business is always open
- ✓ **Build credibility with a smoothly running website**
Quickly respond to slow site problems with New Relic
- ✓ **Help visitors find what they need, faster**
Increase search speed and scale with Solr Text Search
- ✓ **Boost visitor engagement and conversion**
Improve website load time using Redis Object Caching

Up to 10,000 unique visits	Up to 100,000 unique visits	Up to 200,000 unique visits
\$150/mo	\$550/mo	\$800/mo
<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

vs.

Choose Plan for My Example Site

Features that can grow with your site

All plans include our core benefits to improve productivity and deliver superior experiences for your visitors

- ✓ **Dev/Prod Workflow**
Deploy to test or production environments before deploying to production
- ✓ **Automatic Backups**
Schedule backups every 15 min to save something going wrong

Global CDN to deliver fast load times to visitors around the world | Content delivery network with free and managed HTTPS | Get help fast with customer chat support

Basic Best fit for local business, blogs, and other sites	Performance For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance	Customize Plan Customize the traffic for your site. Read more details on how traffic is calculated .
✓ 99.9% uptime So your business is always open	✓ 99.9% uptime So your business is always open	<input type="radio"/> Medium Best for sites with some complexity, or serving a moderate amount of traffic Up to 20,000 unique visits and 100,000 pages served
✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic	✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic	<input type="radio"/> High Best for more complex sites or sites serving a higher amount of traffic Up to 100,000 unique visits and 500,000 pages served
✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search	✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search	<input type="radio"/> Extra High Best for extremely complex, highly interactive sites, or sites serving a very high amount of traffic. Up to 200,000 unique visits and 1 million pages served
✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching	✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching	<input type="button" value="Continue"/>
Traffic customizations available Starting at \$150/mo	<input type="button" value="Select"/>	

1 - Strongly Disagree

5 - Strongly Agree

1 - Strongly Disagree

5 - Strongly Agree

For this tester, their rating went up when shown the numbers later, for the same selection

“The plan I selected has the right price for the value.”

For 1 tester, showing the traffic options later increased value for the same selection

For the other 5, the value stayed the same across both versions.

Some testers perceive this option to have greater flexibility

Choose Plan for My Example Site
Flexible options that can grow with your site

All plans include our core benefits to improve productivity and deliver superior experiences for your visitors

- ✓ **Dev/Test/Live Workflow**
Develop & test on dedicated environments before deploying to production
- ✓ **Automatic Backups**
Easily restore a copy of the site in case something goes wrong

Global CDN to deliver fast load times to visitors around the world | Connect custom domains with free and managed HTTPS | Get help fast with realtime chat support

Basic

Best fit for local business, blogs, and static sites

\$35/mo

Select

Performance

For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance

- ✓ **99.9% uptime**
So your business is always open
- ✓ **Build credibility with a smoothly running website**
Quickly respond to slow site problems with New Relic
- ✓ **Help visitors find what they need, faster**
Increases search speed and scale with Solr Text Search
- ✓ **Boost visitor engagement and conversion**
Improve website load time using Redis Object Caching

Traffic customizations available
Starting at \$150/mo

Select

Elite

A custom-tailored solution ideal for enterprises and mission-critical websites

- ✓ **99.95% Uptime SLA**
- ✓ **Launch with peace of mind**
Our dedicated team guarantees search success
- ✓ **Ongoing partnership**
Personalized performance recommendations with our concierge service
- ✓ **We have your back**
With 24x7 on-call support in an emergency

Contact Us

[See full tech specs](#)

LOGO DOCUMENTATION CONTACT SALES Name

Select Plan Customize Plan Enter Billing Information Confirm

Customize Plan
Customize the traffic for your site. Read more details on [how traffic is calculated](#).

- Medium**
Best for sites with some complexity, or serving a moderate amount of traffic
Up to 20,000 unique visits and 100,000 pages served
\$150/mo
- High**
Best for more complex sites or sites serving a higher amount of traffic
Up to 100,000 unique visits and 500,000 pages served
\$550/mo
- Extra High**
Best for extremely complex, highly interactive sites, or sites serving a very high amount of traffic.
Up to 200,000 unique visits and 1 million pages served
\$800/mo

Continue

"Better than the other one because it gives more flexibility."

"I would want to be prepared to move up or down quickly without losing money when changing plans. [This] seemed to give me more leeway."

Too much info up front made it hard to focus & emphasized commodity

“With multiple options within an option, it’s hard to focus on what I’m getting”

Essentials	Performance			Elite
Best fit for local business, blogs, and static sites	For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance			A custom-tailored solution ideal for enterprises and mission-critical websites
	<ul style="list-style-type: none">✓ 99.9% uptime So your business is always open✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching			<ul style="list-style-type: none">✓ 99.95% Uptime SLA✓ Launch with peace of mind Our dedicated team guarantees launch success✓ Ongoing partnership Personalized performance recommendations with our concierge service✓ We have your back With 24x7 on-call support in an emergency
Up to 5,000 unique visits \$35/mo Select	Up to 10,000 unique visits \$150/mo Select	Up to 100,000 unique visits \$550/mo Select	Up to 200,000 unique visits \$800/mo Select	Unlimited traffic Contact Us

“Prices are getting really expensive.”

“So traffic is the key distinguisher.”

We tested New Pantheon vs. Acquia vs.
WP Engine

This is what we tested

LOGO DOCUMENTATION CONTACT SALES Name

Choose Plan for My Example Site

Personal	Small	Medium	Enterprise
<ul style="list-style-type: none">100,000 monthly pageviews*25GB storage	<ul style="list-style-type: none">500,000 monthly pageviews*100GB storage	<ul style="list-style-type: none">1,000,000 monthly pageviews*200GB storage	<ul style="list-style-type: none">Capacity for unlimited scaleEnterprise support optionsMultisite management optionsAdd-on security optionsEnterprise SLA
\$141/mo	\$296/mo	\$516/mo	Contact Us
Select	Select	Select	Contact Us

*A typical pageview is an anonymous, cacheable request that has a PHP memory limit of up to 128MB

All Packages Include

- One codebase (with the option to add more for \$75/mo)
- Separate development, staging, and production environments
- Professional build/test/deploy tools for developers
- Performance and security monitoring, analysis, and troubleshooting tools
- Team & access management tools
- Ticket support for non-self-service issues during business hours
- Local development
- Automated backups

LOGO DOCUMENTATION CONTACT SALES Name

Choose Plan for My Example Site

Startup	Growth	Scale	Custom
<p>All the basics for starting a small website or blog.</p> <ul style="list-style-type: none">Starts with 1 site3 environments/site25K visits/month50GB bandwidthCDN & SSL includedMigrations freePage Performance freePowerful tools available	<p>Features you need for a growing business.</p> <ul style="list-style-type: none">Starts with 5 sites3 environments/site100K visits/month200GB bandwidthCDN & SSL includedMigrations freePage Performance freePowerful tools available	<p>Higher capacity and site limits to scale your experiences.</p> <ul style="list-style-type: none">Starts with 15 sites3 environments/site400K visits/month400GB bandwidthCDN & SSL includedMigrations freePage Performance freePowerful tools available	<p>For large businesses and mission-critical sites.</p> <ul style="list-style-type: none">Dedicated environmentHigh performanceHigh availability/redundancyManaged onboardingFastest support response
Starting at \$35/mo	Starting at \$115/mo	Starting at \$290/mo	Get in Touch
Get Started	Get Started	Get Started	Get in Touch

WP Engine

Acquia

Choose Plan for My Example Site
Flexible options that can grow with your site

All plans include our core benefits to improve productivity and deliver superior experiences for your visitors:

- Dev/Test/Live Workflow: Deploy & test on dedicated environments before deploying to production
- Automatic Backups: Easily restore a copy of the site in case something goes wrong
- Global CDN to deliver fast load times to visitors around the world | Connect custom domains with free and managed HTTPS | Get help fast with real-time chat support

Basic	Performance	Elite
<p>Best fit for local business, blogs, and static sites</p>	<p>For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance</p> <ul style="list-style-type: none">99.9% uptime so your business is always openBuild credibility with a smoothly running website: Quickly respond to slow site problems with New RelicHelp visitors find what they need, faster: Increase search speed and ease with Site Test SearchBoost visitor engagement and conversion: Improve website load time using Redis Object Caching	<p>A custom-tailored solution ideal for enterprises and mission-critical websites</p> <ul style="list-style-type: none">99.99% Uptime SLALaunch with peace of mind: Our dedicated team guarantees launch successOngoing partnership: Recommended performance recommendations with our on-call supportWe have your back: 24/7 chat and on-call support in an emergency
\$35/mo	Starting at \$150/mo	Contact Us
Select	Select	Contact Us

See all web apps

LOGO DOCUMENTATION CONTACT SALES Name

Select Plan Customize Plan Enter Billing Information Confirm

Customize Plan

Customize the traffic for your site. Read more details on [how traffic is calculated](#).

<input type="radio"/> Medium	Best for sites with some complexity, or serving a moderate amount of traffic Up to 20,000 unique sites and 100,000 pages served	\$150/mo
<input type="radio"/> High	Best for more complex sites or sites serving a higher amount of traffic Up to 100,000 unique sites and 500,000 pages served	\$550/mo
<input type="radio"/> Extra High	Best for extremely complex, highly interactive sites, or sites serving a very high amount of traffic. Up to 200,000 unique sites and 1 million pages served	\$800/mo

Continue

Pantheon - Performance

Actual number comparisons were favorable...

Personal

- 100,000 monthly pageviews*
- 25GB storage

\$141/mo

Select

Small

- 500,000 monthly pageviews*
- 100GB storage

\$296/mo

Select

Medium

- 1,000,000 monthly pageviews*
- 200GB storage

\$516/mo

Select

Enterprise

- Capacity for unlimited scale
- Enterprise support options
- Multisite management options
- Add-on security options
- Enterprise SLA

Contact Us

CONTACT SALES Name ▾

Startup

All the basics for starting a small website or blog.

- Starts with 1 site
- 3 environments/site
- 25K visits/month
- 50GB bandwidth
- CDN & SSL included
- Migrations free
- Page Performance free
- Powerful tools available

Starting at \$35/mo

Get Started

Growth

Features you need for a growing business.

- Starts with 5 sites
- 3 environments/site
- 100K visits/month
- 200GB bandwidth
- CDN & SSL included
- Migrations free
- Page Performance free
- Powerful tools available

Starting at \$115/mo

Get Started

Scale

Higher capacity and site limits to scale your experiences.

- Starts with 15 sites
- 3 environments/site
- 400K visits/month
- 400GB bandwidth
- CDN & SSL included
- Migrations free
- Page Performance free
- Powerful tools available

Starting at \$290/mo

Get Started

Custom

For large businesses and mission-critical sites.

- Dedicated environment
- High performance
- High availability/redundancy
- Managed onboarding
- Fastest support response

Get in Touch

“These compare across hard numbers.”

“These tangible numbers made it easy to match a plan with the information about the client’s site”

.... but...

Basic
Best fit for static sites, blogs, and x?
\$35/mo
Select

Performance
For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance
✓ **99.9% uptime**
So your business is always open
✓ **Build credibility with a smoothly running website**
Quickly respond to slow site problems with New Relic
✓ **Help visitors find what they need, faster**
Increase search speed and scale with Solr Text Search
✓ **Boost visitor engagement and conversion**
Improve website load time using Redis Object Caching
Traffic customizations available
Starting at \$150/mo
Select

Elite
A custom-tailored solution ideal for enterprises and mission-critical websites
✓ **99.95% Uptime SLA**
✓ **Launch with peace of mind**
Our dedicated team guarantees launch success
✓ **Ongoing partnership**
Personalized performance recommendations with our concierge service
✓ **We have your back**
With 24x7 on-call support in an emergency
Contact Us

[See full tech spec →](#)

○ ○ ○ ● ○
1 - Strongly Disagree

○ ○ ○ ● ○
5 - Strongly Agree

Startup
All the basics for starting a small website or blog.
• Starts with 1 site
• 3 environments/site
• 25K visits/month
• 50GB bandwidth
• CDN & SSL included
• Migrations free
• Page Performance free
• Powerful tools available
Starting at \$35/mo
Get Started

Growth
Features you need for a growing business.
• Starts with 5 sites
• 3 environments/site
• 100K visits/month
• 200GB bandwidth
• CDN & SSL included
• Migrations free
• Page Performance free
• Powerful tools available
Starting at \$115/mo
Get Started

Scale
Higher capacity and site limits to scale your experiences.
• Starts with 15 sites
• 3 environments/site
• 400K visits/month
• 400GB bandwidth
• CDN & SSL included
• Migrations free
• Page Performance free
• Powerful tools available
Starting at \$290/mo
Get Started

Custom
For large businesses and mission-critical sites.
• Dedicated environment
• High performance
• High availability/redundancy
• Managed onboarding
• Fastest support response
Get in Touch

○ ○ ● ○ ○
1 - Strongly Disagree

○ ○ ● ○ ○
5 - Strongly Agree

Tester on WP Engine selection: "I don't feel as confident. I like that it had more information up front, but I don't know if I got what I needed because I didn't have the ability to customize like the last one."

...and...

	Performance	Elite
<h3>Basic</h3> <p>Best fit for static sites, blogs, and x?</p> <p>\$35/mo</p> <p>Select</p>	<p>For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance</p> <ul style="list-style-type: none">✓ 99.9% uptime So your business is always open✓ Build credibility with a smoothly running website Quickly respond to slow site problems with New Relic✓ Help visitors find what they need, faster Increase search speed and scale with Solr Text Search✓ Boost visitor engagement and conversion Improve website load time using Redis Object Caching <p>Traffic customizations available</p> <p>Starting at \$150/mo</p> <p>Select</p>	<p>A custom-tailored solution ideal for enterprises and mission-critical websites</p> <ul style="list-style-type: none">✓ 99.95% Uptime SLA✓ Launch with peace of mind Our dedicated team guarantees launch success✓ Ongoing partnership Personalized performance recommendations with our concierge service✓ We have your back With 24x7 on-call support in an emergency <p>Contact Us</p>

[See full tech spec →](#)

“[Out of all 3] this was the easiest one to make a decision for, because it’s very descriptive in what it’s best tailored for.”

“The plan I selected has the right price for the value.”

For some (but not all) testers who initially preferred the hard number comparison, by the end they found Pantheon’s messaging made it easier to choose a plan.

Conclusions

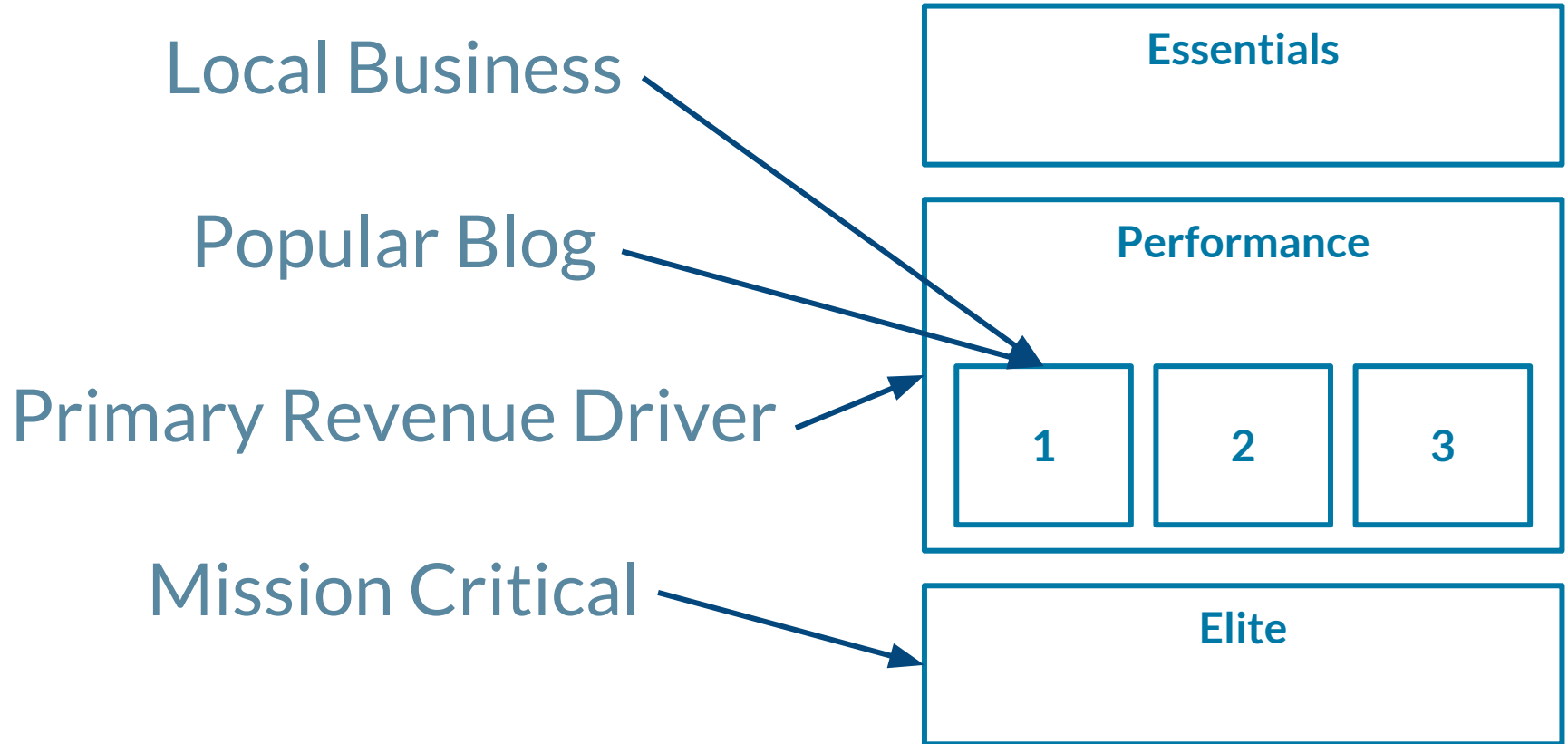
- Choosing the Performance size at the beginning can decrease value
- Choosing the Performance size later can increase value, and be perceived as being more flexible.
- For some testers (not all of them), Pantheon's focus on use case and benefits over hard numbers ultimately helped testers choose better
- 4 out of 5 testers gave Pantheon a 4 or 5 on "the right price for it's value."

Recommendations

- Implement Performance size selection as the 2nd step.
- Let users know there are options available without actually specifying the numbers on the top line.
- Ensure users can find where to go for more detail/tech spec

Names

Survey



Essentials



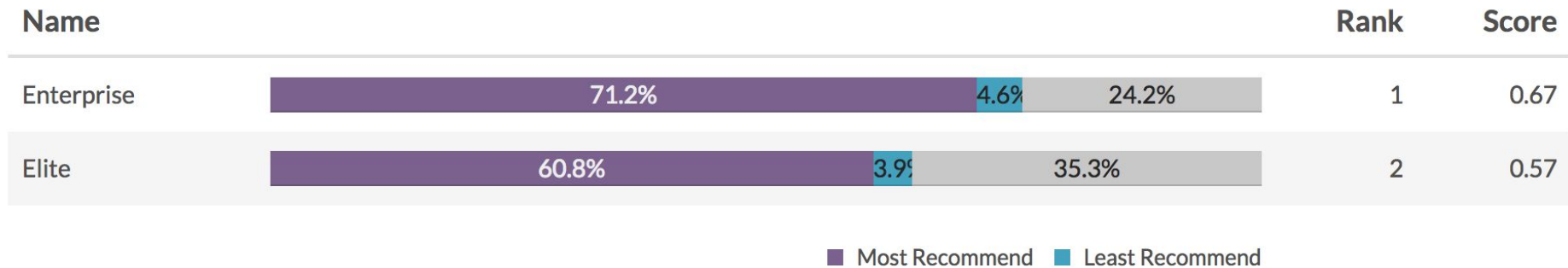
Basic

Performance



Performance

Enterprise Sites



Let's stay with Elite for launch, but consider changing to Enterprise as we makes changes to that business

Next Steps

Next Steps

- Complete design by end of sprint
 - Summary of recommendations:
 - Select Performance plan 1st, size later
 - Clarify to users they can customize Performance plan size
 - Make getting more detail/tech spec more prominent
- Complete copy by end of sprint
 - Add in new decisions (overages, etc), and work with stakeholders

Appendix

Pricing comments

Price is right:

- *“\$500 for month with this type of site is more than enough value.”*
- *“Personally it's a little pricey, but I think I'll get the right reliability with this plan.”*

Price is high:

- *Selecting Performance after WP Engine's Scale: “\$550 is quite a bit more”*
- *Selecting Acquia's Medium after Performance: “much better than the last one at \$800.”*

Competitor comparison details

Please indicate the degree you agree with this statement: "The plan I selected has the right price for the value the client will receive." 1 strongly disagree - 5 strongly agree.

Pantheon

- 5 - "\$500 a month with this type of site is more than enough value. good for complex sites, especially one that is a high source of revenue for my client."
- 5 - Notes there are no numbers, but under Performance he sees traffic customizations available and thinks "it'll tailor what we need."
- 4 - "I think I'm pretty happy with that."
- 5 - "personally it's a little pricey, but I think I'll get the right reliability with this plan."
- 2 - "\$550 is quite a bit more. Value is hard to pin down, little too vague for me to feel like I know what I'm getting with that price."
 - More: "This one is more vague. I liked the last one for having facts about bandwidth and traffic. This one is a bit more marketing-speak." When she got to traffic selection: "this is what I was expecting - little confusing I didn't get this information until now."

Competitor comparison details

WP Engine

- 5
- 5
- 3 - "I don't feel as confident. I like that it had more information up front, but I don't know if I got what I needed because I didn't have the ability to customize like the last one."
- 4 - "That is a lot of bandwidth so that's good. It does seem on par with what a hefty site should cost. Including migration, SSL is nice."
- 5 - "What I really get is more bandwidth and more visits per month. Worst thing for a company can do is put site on something unreliable and deal with fallout."

Acquia

- 2 - reason: was given a lead gen mktg site with # of visitors, and Acquia plans did not provide info to help him choose based on this site type.
- 5
- 3 - "For Medium, I don't know if everything they'll get will be worth it."
- 5 - "much better than the last one at \$800."
- 3 - "a little high at \$296 but at least I have specific numbers to work with."

Competitor comparison details

Out of all the versions, which is the most memorable and why?

WPEngine (2 testers chose)

- I felt that the names of the packages were helpful in assessing what the most appropriate package would be as they were geared towards philosophies such as "growth" and "scale." I also liked that this version gave the number of visitors per month that the site could support and the available bandwidth. These tangible numbers made it easy to match a plan with the information about the clients site
- due to using bullet points to list each plan's features.

WPE & Acquia (1)

- Because they have comparisons that include hard data numbers to contrast the others.

Panth (2)

- [Out of all 3] this was the easiest one to make decision for because it's very descriptive in what it's best tailored for.
- I feel like it gave the most information about each plan upfront on the homescreen. I didn't have to click anywhere to get more information about the plan I was interested in

Process learnings to mitigate usertesting.com's panel bias

We asked testers to recommend or buy a plan based on this site type. The intended plan the testers should have selected is Performance.

The site is...

- a lead gen marketing website
- the primary revenue source for your client
- Receives a hundred thousand of visitors
- the client's total budget for the project is (\$50k | \$100k | \$70k)

Budget was included to anchor testers more towards a high end product and reduce noise of "these prices are so high!" from usertesting.com's panelists

- 50k still generated some noise
- 100k generated less noise but drew testers to Elite over Performance
- 70k worked best, though it still drew 1 tester to Elite.