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.

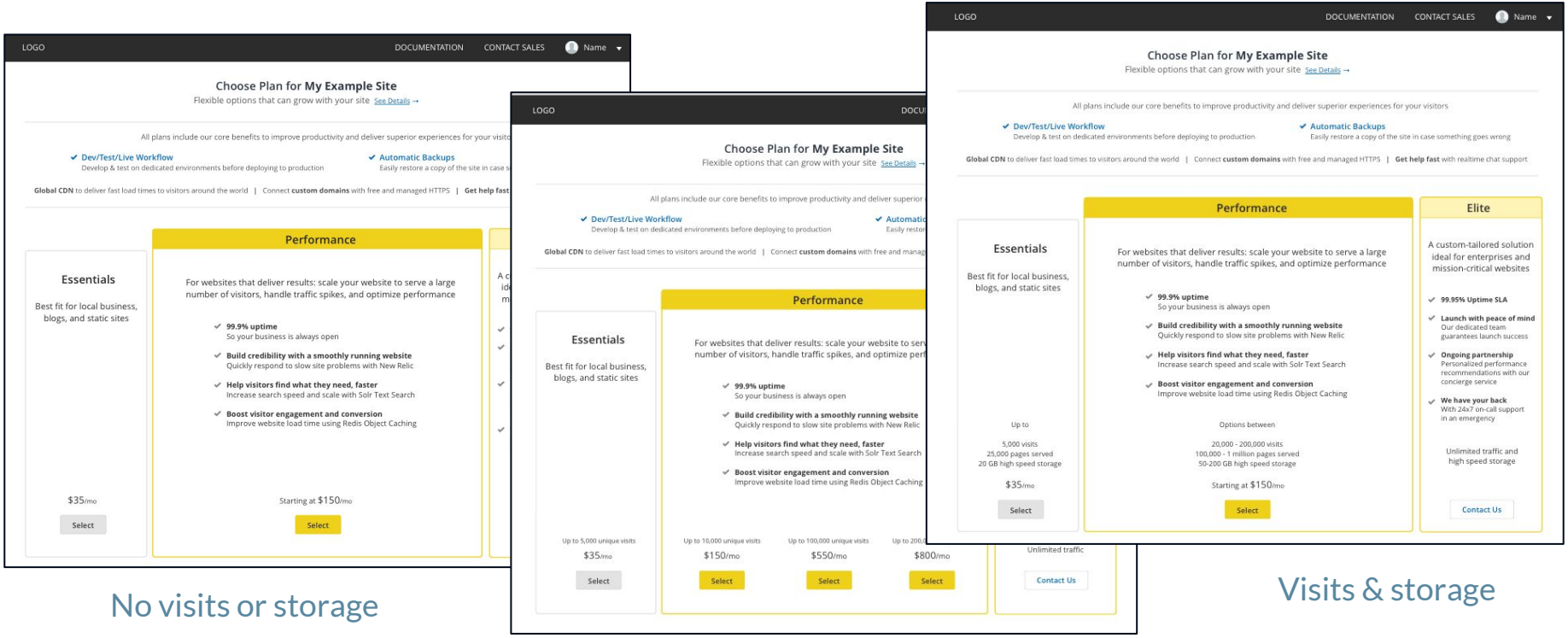
After selecting a plan, we asked testers to rate their agreement with this statement:

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

1 - Strongly Disagree

5 - Strongly Agree

Testing extremes of information display



No visits or storage

All 3 Performance plans, with visits

Visits & storage

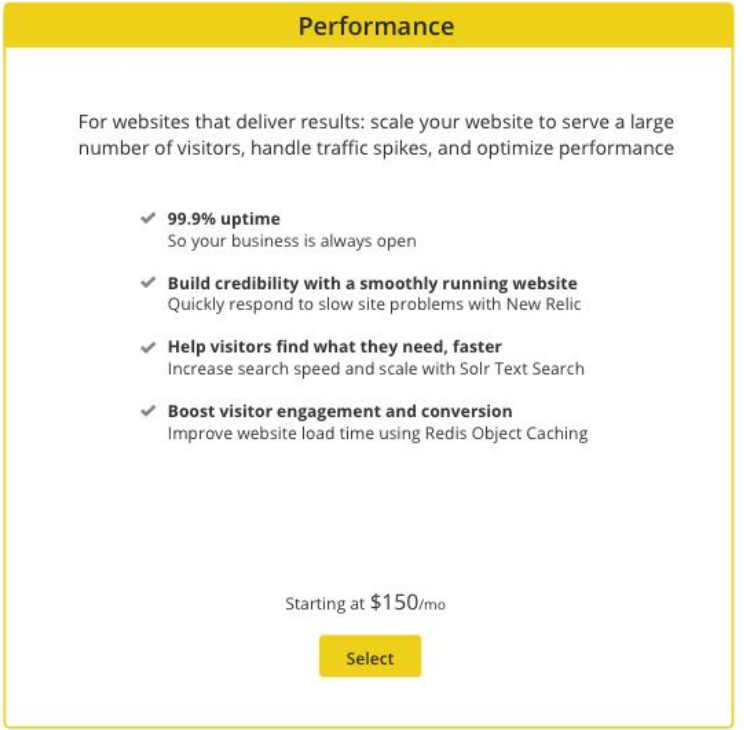
For 1 Tester

"The plan I selected has the right price for the value."

○ ○ ○ ● ○

1 - Strongly Disagree

5 - Strongly Agree



Without visits & storage

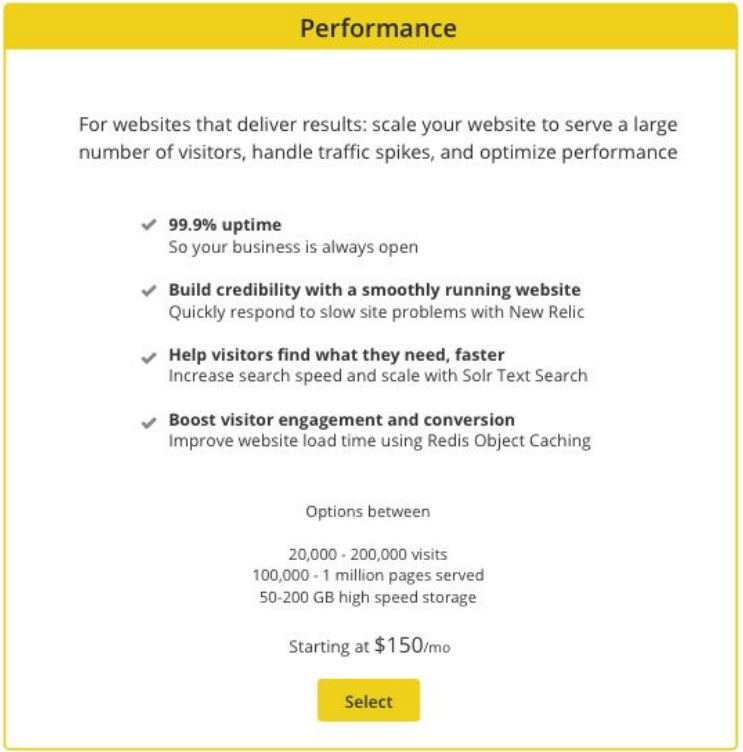
For 1 Tester

"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."*



With visits & storage

Same Tester

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

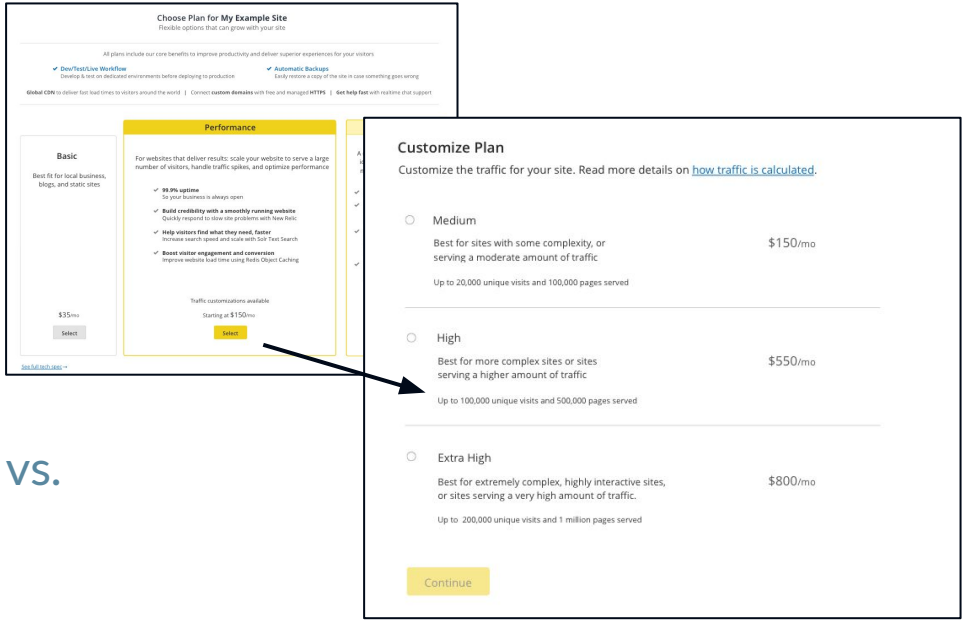
For websites that deliver results: scale your website to serve a large number of visitors, handle traffic spikes, and optimize performance

- **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

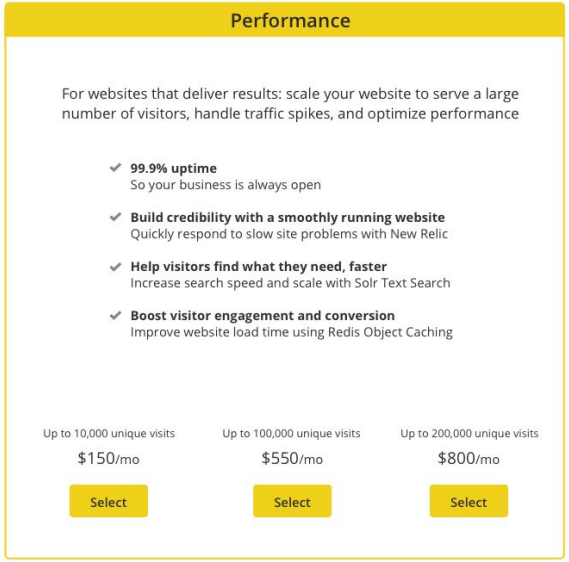
Select from top level

vs.



Select as 2nd step

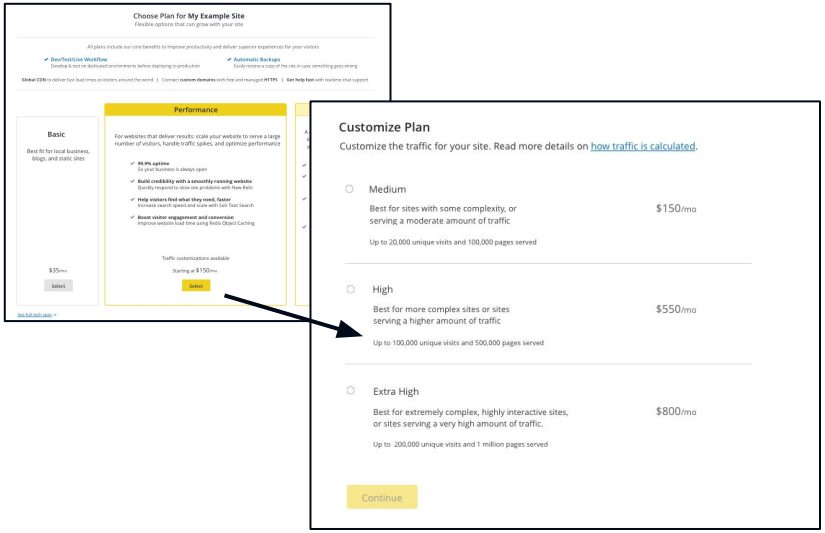
“The plan I selected has the right price for the value.”



1 - Strongly Disagree

5 - Strongly Agree

vs.



1 - Strongly Disagree

5 - Strongly Agree

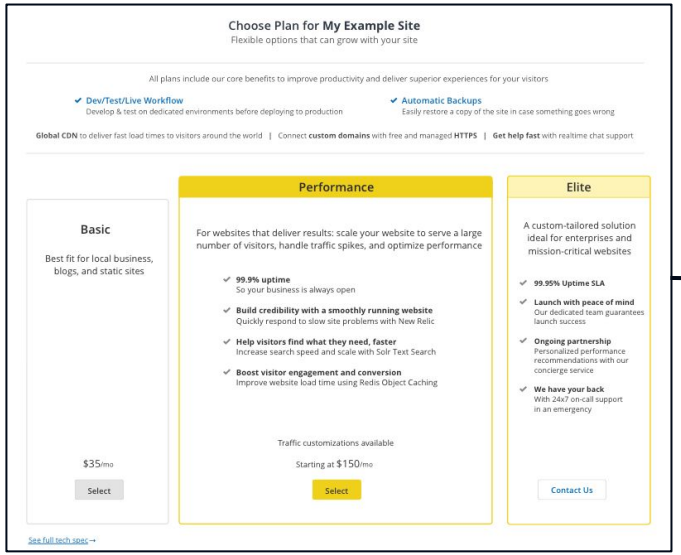
For this tester, **their rating went up** when shown the numbers later, for the same selection

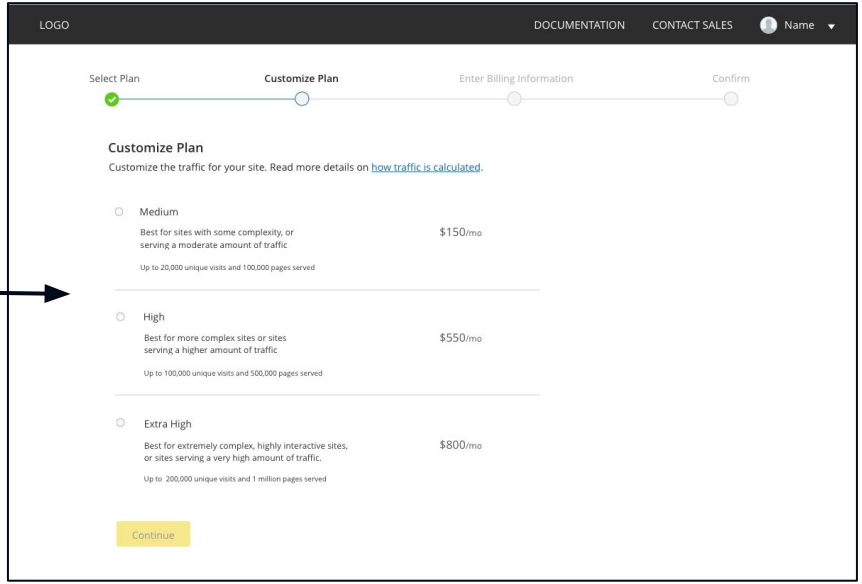
“The plan I selected has the right price for the value.”

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



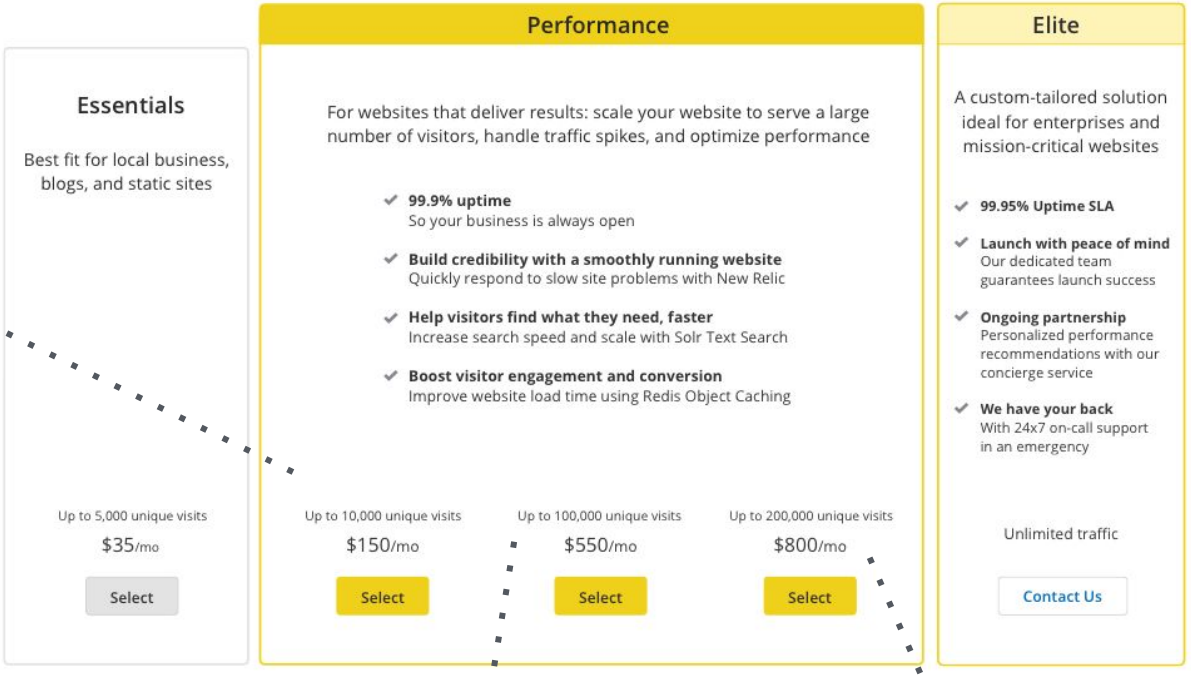


"Better than the other one because it gives more flexibility."

*"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"*

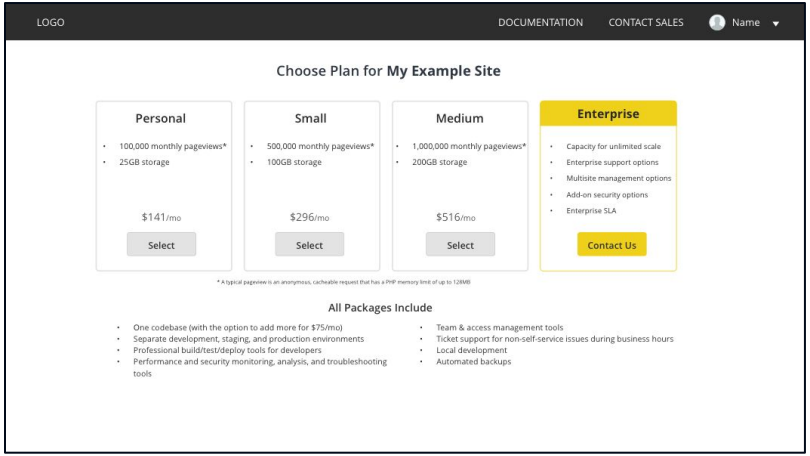


*"Prices are getting **really expensive**."*

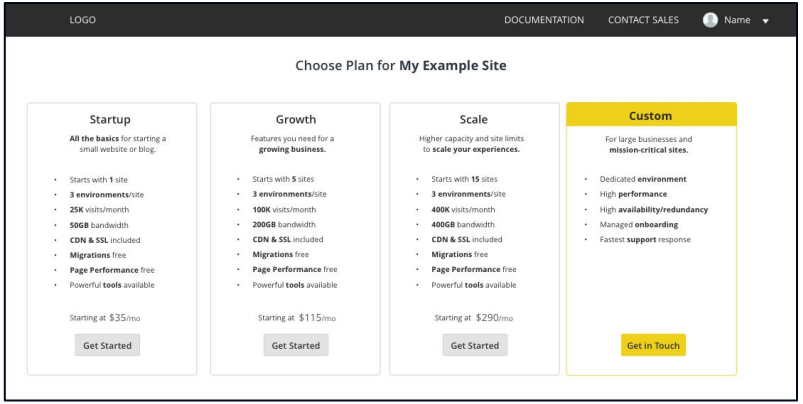
*"So traffic is the **key distinguisher**."*

We tested New Pantheon vs. Acquia vs. WP Engine

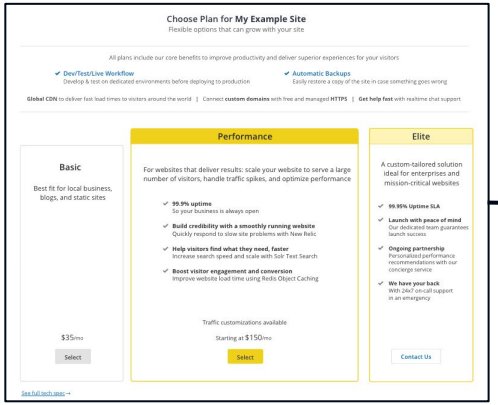
This is what we tested

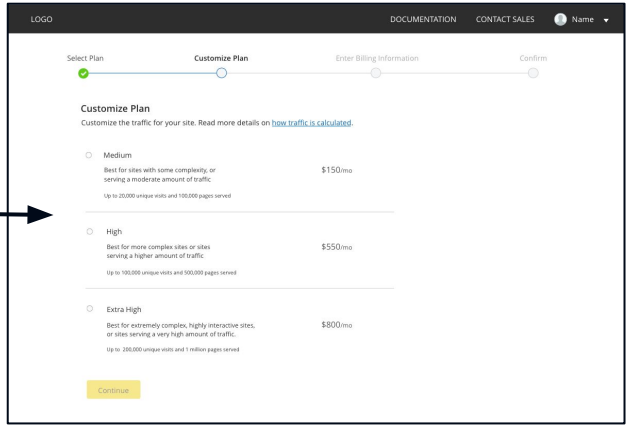


Acquia



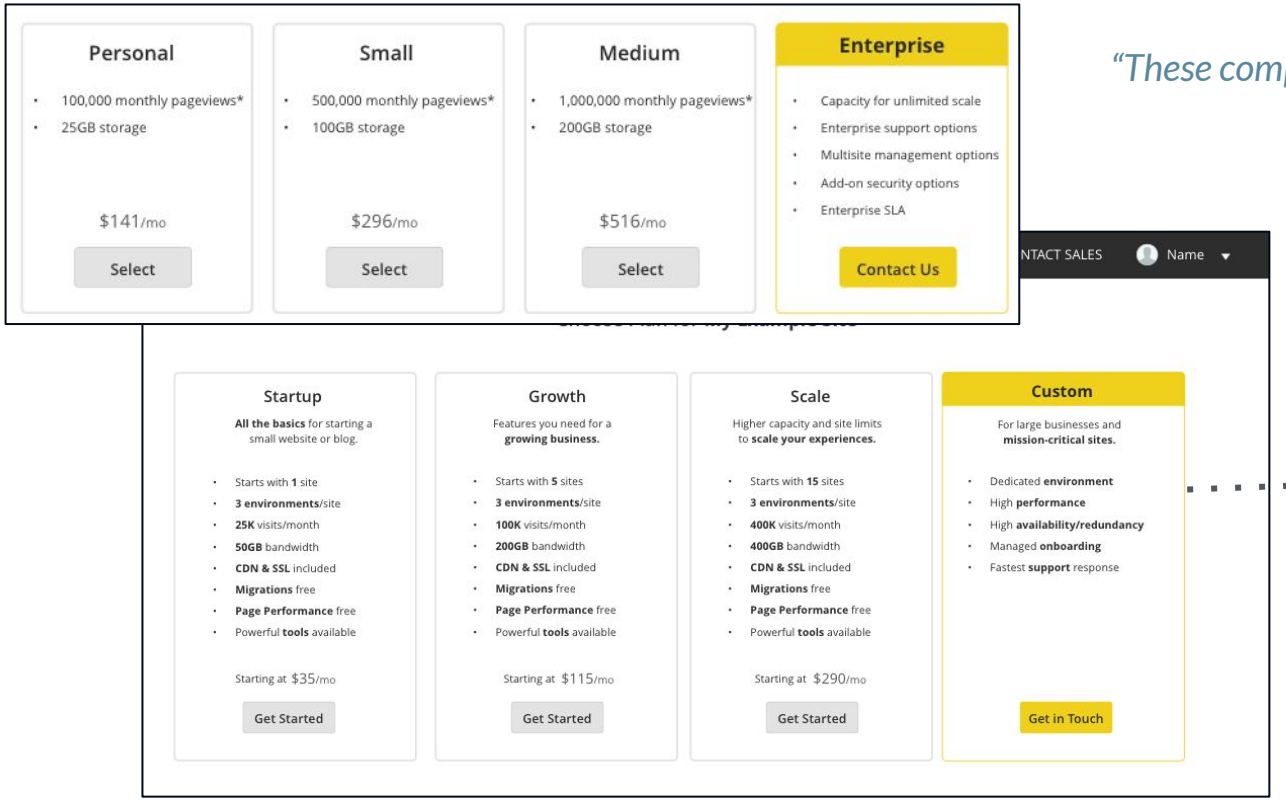
WP Engine





Pantheon - Performance

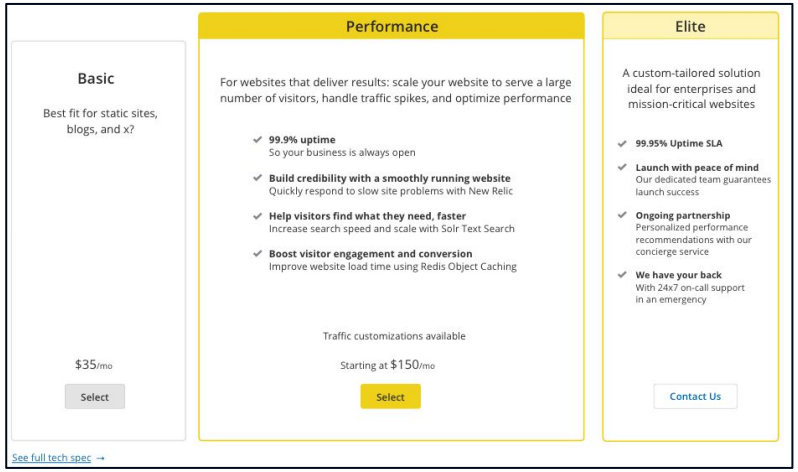
Actual number comparisons were favorable...

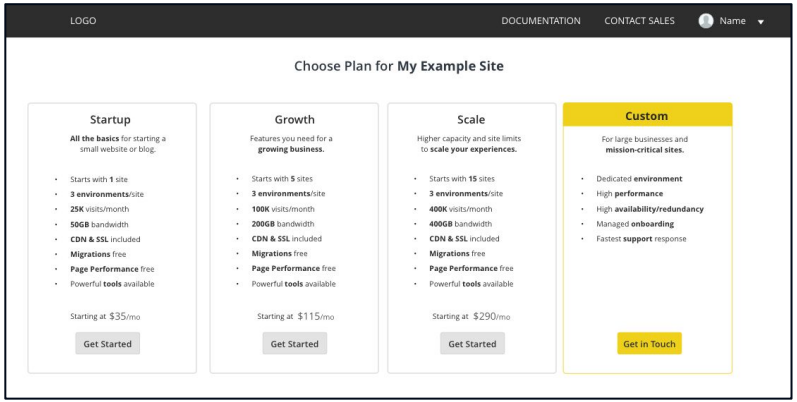


"These compare across hard numbers."

"These tangible numbers made it easy to match a plan with the information about the client's site"

…. but…





1 - Strongly Disagree

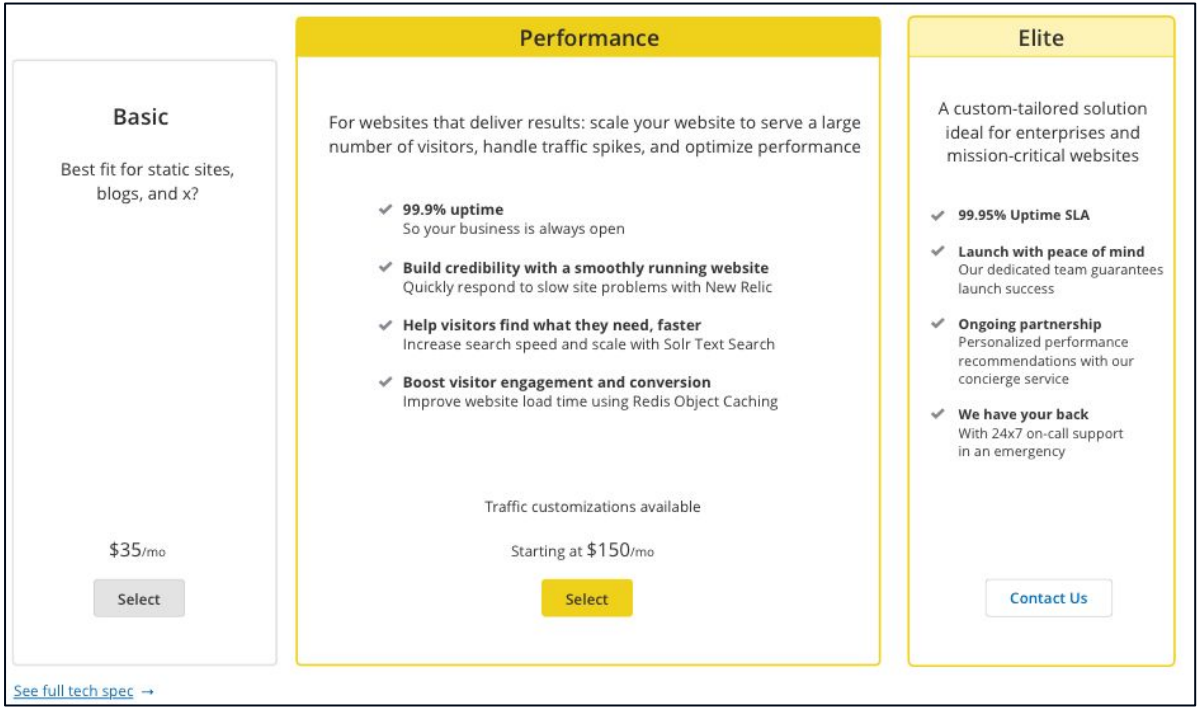
5 - Strongly Agree

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...



*"[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

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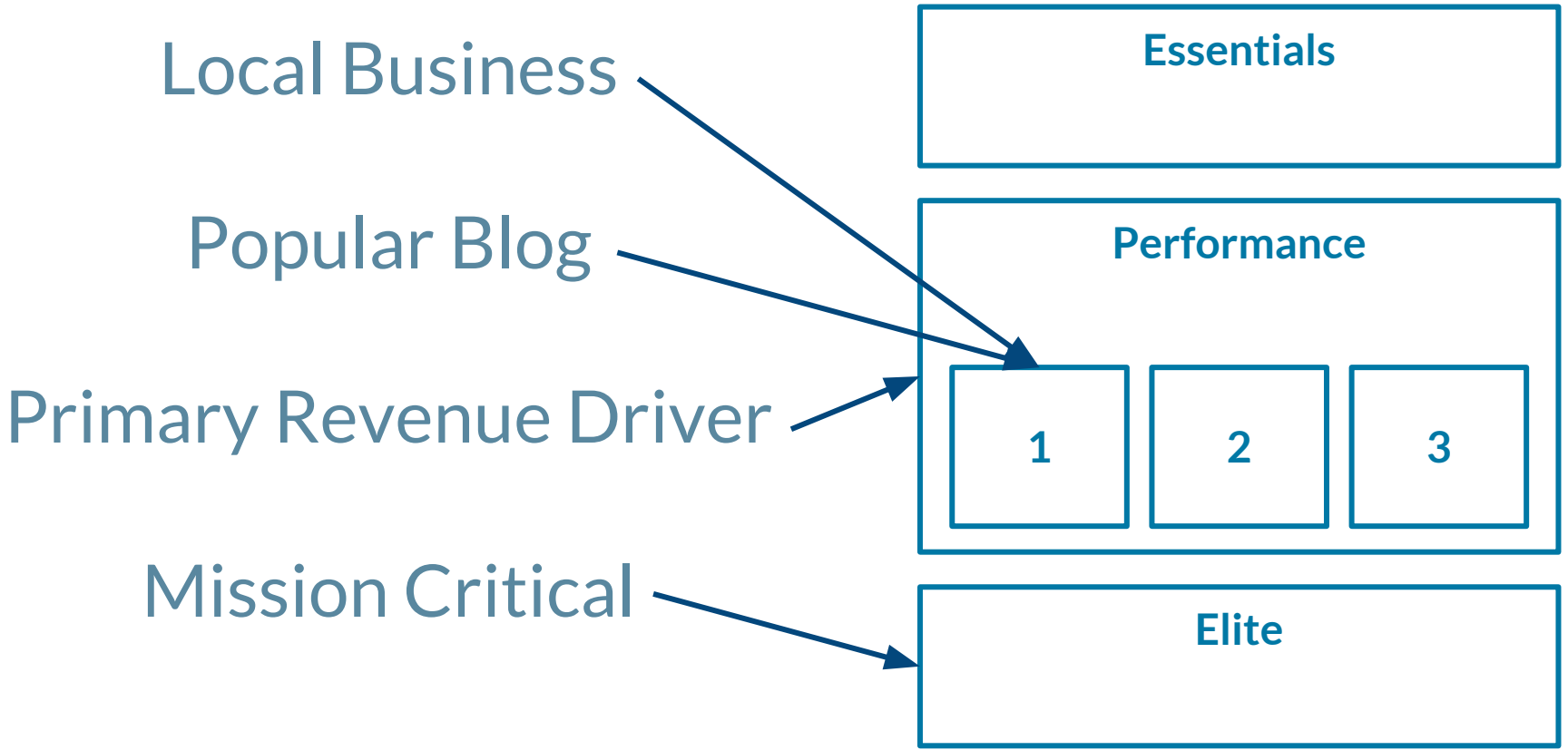
Names

Survey


Local Business
Popular Blog
Primary Revenue Driver
Mission Critical
Essentials
Performance
1
2
3
Elite

Online Sites

Essentials

Basic

Online Sites

Performance

Performance

Enterprise Sites

Name		Rank	Score
Enterprise	71.2% / 4.6% / 24.2%	1	0.67
Elite	60.8% / 3.9% / 35.3%	2	0.57

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

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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

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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.

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- 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.