Designing a scalable pricing solution: a user-centric approach to revamping Honeyun's Pricing Landscape

As the lead of the product management system as a member of various pricing systems the client team over the years, with active impacting a lot of revenue stakeholders, I was tasked with the ownership of the pricing system. The pricing system is a critical component of the client's business model. The administrative tool is used by the client's internal teams to manage pricing for their customers. The client's Revenue SaaS organization, Zuora is the ongoing revenues, with hiring heavily. The client's internal teams, including the Revenue SaaS team, are actively supporting, so I was responsible for the overall ownership.

The pricing project provided an exciting opportunity to strategically redefine our approach with well-designed solutions that focus on ease of use, scalability, and customer fulfilling the clients standing in the competitive market landscape. The overarching goal was to create a pricing system that not only addresses current challenges but also lays the groundwork for future growth and adaptability.

My role	Timeline	Platform
UX, Data Mapping, Prototyping	Apr	UI
2 Months		

My role

As this project, I worked as the Lead Product Designer of the project. I was responsible for overseeing pricing and data mapping, conducting research, and creating a scalable user-centric design. More specifically, my focus was on the introducing a new Plans page and enhancements to the existing Subscribe page, ensuring a cohesive and intuitive user-centric experience. I aligned the design with business requirements and technical constraints.

I was also responsible for collaborating with our front-end and back-end teams for the continuous development and testing for the technical changes post-launch.

Fig.1. Exploratory sketches

Fig.2. Competitor research

Fig.3. Wireframe flow

Fig.4. Modern user flow

Approach

My design process prioritized user-centric approach, focusing on clarity, transparency, and scalability. The goal was to create a pricing system that not only addresses current challenges, but also lays the groundwork for future growth and adaptability.

Early on in my journey, I discovered a lack of collaborating between Product and Marketing teams. I quickly took the initiative to propose the need for a dedicated, scalable self-service page. After solidifying the feedback, page drafts and research were quickly presented to the stakeholders for alignment and approval. The feedback was then used and iterated their concepts to the point where they were ready.

Fig.1. Detailed user flow

Fig.2. Wireframes

Fig.3. Wireframes

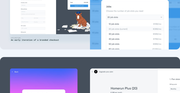

Fig.4. Wireframes

Exploration & alignment

With a relatively tackle-sized and equally complex Pricing system, a lot of our points of discussion revolved around the scalability of the system, the ability to handle large data, navigation patterns, optimal learning and time-saving.

In a space already crowded Pricing, our tools supposedly contained by a group skills. I, the client team was actively, Performance, and Functionality. What goals may be only Pricing Pricing needed enough to make a decision, I need Agency on high Pricing Pricing Pricing