Pricing metric:

1. University size (how many programs does this university have)

This metric is easy for both customer and us (as designers) to measure. It also matches the expectation of the customers, as the more time they are using and the more programs they have, the more benefits they can get from our solution.

Pricing structure:

* Items to be priced: Our online course scheduling collaboration software access
* How often the price be charged: Per year (As some universities apply a quarter system, some apply a semester system, in order to be consistent, choose one year)
* When will payment be required: Paid annually
* Who will pay for the product – the organization (University computer service team)

Price Strategy and Price:

We apply “A similar product but for a different problem or market” method:

By referring to Canvas LMS, we find that the price distribution is below:

Starter: $120 per year for 50 users and 250 MB of storage (3 or 5 programs?). Mini: $220 per year for 100 users and 500 MB of storage. Small: $390 per year for 200 users and 1 GB of storage. Medium: $870 per year for 500 users and 2.5 GB of storage.

So, we believe our product price distribution can apply similar logic.

Then:

50 users(canvas) = one program (for our case)

$100 for one program

$900 for ten programs

$4000 for 50 programs

$5000 for 70 programs

$6000 for 100 programs

$8000 for unlimited programs

Customer benefit analysis:图形用户界面, 文本, 应用程序, 电子邮件

描述已自动生成