

Pricing Page Updates

Breakdown & Summary

High Level

Task

Reimagine and design Offerpad's current pricing page to improve user experience for better education, engagement, and interactivity.

Core Goal

Educate users on why Offerpad is the best selling experience by presenting its demonstrated value through user input, comparison, info tips, and testimonial, so they can request an offer.

Key Aspects

- Interactive: User should be able to enter/change what their ideal offer should be for a clear result
- Education: Breakdown and explain what certain real estate terms mean
- Convert: Ease into their actual offer and create the touchpoint
 - Primarily for users who *haven't* worked with Offerpad yet

Empathize

Who are your users?

- Prospective home sellers looking to learn more and find their ideal offer
- Wide demographic, typically older but with an influx of younger

Where are they coming from?

- Marketing site
- Organic search
- Actual Offerpad customers working through the process/an agent
- 60% are mobile

Define

Problem Statement

Home sellers need the ability to enter/change their own values and become educated on terms so that they get better, more personable insight into Offerpad's home selling experience

What are their problems?

- Users get a scattered understanding of Offerpad and what they do better vs. traditional means; not as much education nor explanation and supporting info is below the fold

- Unable to view their ideal offer for a more personable experience; line-items are currently set to market defaults that are un-editable
- Primary CTA of requesting an offer feels like an afterthought and is below the fold

Ideate

Goals

- Create a welcoming, clear, and interactive experience that allows users to come in, set what they desire, and immediately get results and outcomes to act on
- Provide a more fluid transition into the offer request touchpoint
- Clearly illustrate why Offerpad is set apart and much easier to understand vs. traditional means
- Treat the user as a novice to the real estate industry and educate them on what things mean without obstruction

User Story

As a home seller, I want to know why Offerpad is better and easier to use via clear educational comparison and ability to enter/change values to fit my terms, so that I can make an informed decision to request an offer.

Jobs-to-be-Done

Easily inform and engage the user so they can transition to the actual offer stage of the process.

Acceptance Criteria

- Given I'm a home seller, when I land on this page, I should get an immediate sense of value proposition and understanding of the Offerpad difference higher in the fold
- Given I'm a home seller with an ideal offer in mind, I should be presented with ways to enter/change my offer, so that I get the result I need to truly compare on my terms
- Given I'm new to the home selling experience, I should be presented with front-facing educational tips, so that I don't get left confused nor have to search/scan for more

Ideas

- Have custom offer entry form and CTA's to do so at the top of the fold
 - Form sticks to top on scroll for better reachability?
- Break the current table line-items up into separate sections and label as steps
- Move mouse-over popups into exposed descriptors under each section
- Add ability for user input, like form entry, sliders, etc. to change section values
- Draw more visual distinction between Offerpad vs. traditional means, like color choice, branding placement, and typographical treatment
- Move comparison bullets under each section instead of having its own section below the fold
 - Same with user testimonial?
- User clearer and simpler taxonomy for better new user understanding
- Add progress indicator/bar on scroll?

Option 1 Prototype

Hierarchy

- **Header/Hero**
 - Brief value proposition + CTA
- **Step 1: Enter offer**
 - Form for user to enter ideal offer
 - Simple descriptors
- **Step 2: Service charges**
 - Slider for user to adjust % value
 - Instructional text for what slider is
 - Simple descriptors
- **Step 3: Seller concessions**
 - Slider for user to adjust % value
 - Simple descriptors
- **Step 4: Home repairs**
 - Form for user to enter repair costs
 - Instructional text for what form is
 - Simple descriptors
- **Step 5: Ownership overlap**
 - Simple descriptors
- **Actual Offer/Net Cash**
 - Final Offerpad vs. traditional price
 - Descriptor on closing costs
- **Submit Offer Request**
 - Form for user to enter address
 - Touchpoint for goal conversion
- **Experience Comparison**
 - Offerpad vs. traditional bullets
- **User Testimonial**
 - Quote from actual user experience
 - CTA to view more reviews
- **Pricing FAQs**
 - 3 exposed questions (toggle-able)
 - CTA to view more questions

Pros

- Limits scrolling steps
- Less information to scan up top
- Simpler

Cons

- Comparison differentiators and more value proposition below the fold
- Little context/comparisons above

Option 2 Prototype

Hierarchy

- **Header/Hero**
 - User testimonial
- **Step 1: Enter offer**
 - Brief value proposition + CTA
 - Form for user to enter ideal offer
 - Simple descriptors
- **Step 2: Service charges**
 - Slider for user to adjust % value
 - Instructional text for what slider is
 - Simple descriptors
 - Comparison bullets
- **Step 3: Seller concessions**
 - Slider for user to adjust % value
 - Simple descriptors
 - Comparison bullets
- **Step 4: Home repairs**
 - Form for user to enter repair costs
 - Instructional text for what form is
 - Simple descriptors
 - Comparison bullets
- **Step 5: Ownership overlap**
 - Simple descriptors
 - Comparison bullets
- **Actual Offer/Net Cash**
 - Final Offerpad vs. traditional price
 - Descriptor on closing costs
- **Submit Offer Request**
 - Form for user to enter address
 - Touchpoint for goal conversion
- **Pricing FAQs**
 - 3 exposed questions (toggle-able)
 - CTA to view more questions

Pros

- Comparison differentiators, testimonial, and value propositions added into steps
- More educational tips/value above the fold

Cons

- More information to scan
- User testimonial gets truncated
- Comparisons don't really align with steps