

Pricing calculator.

Flow: Drive Enterprise Pricing Caculator

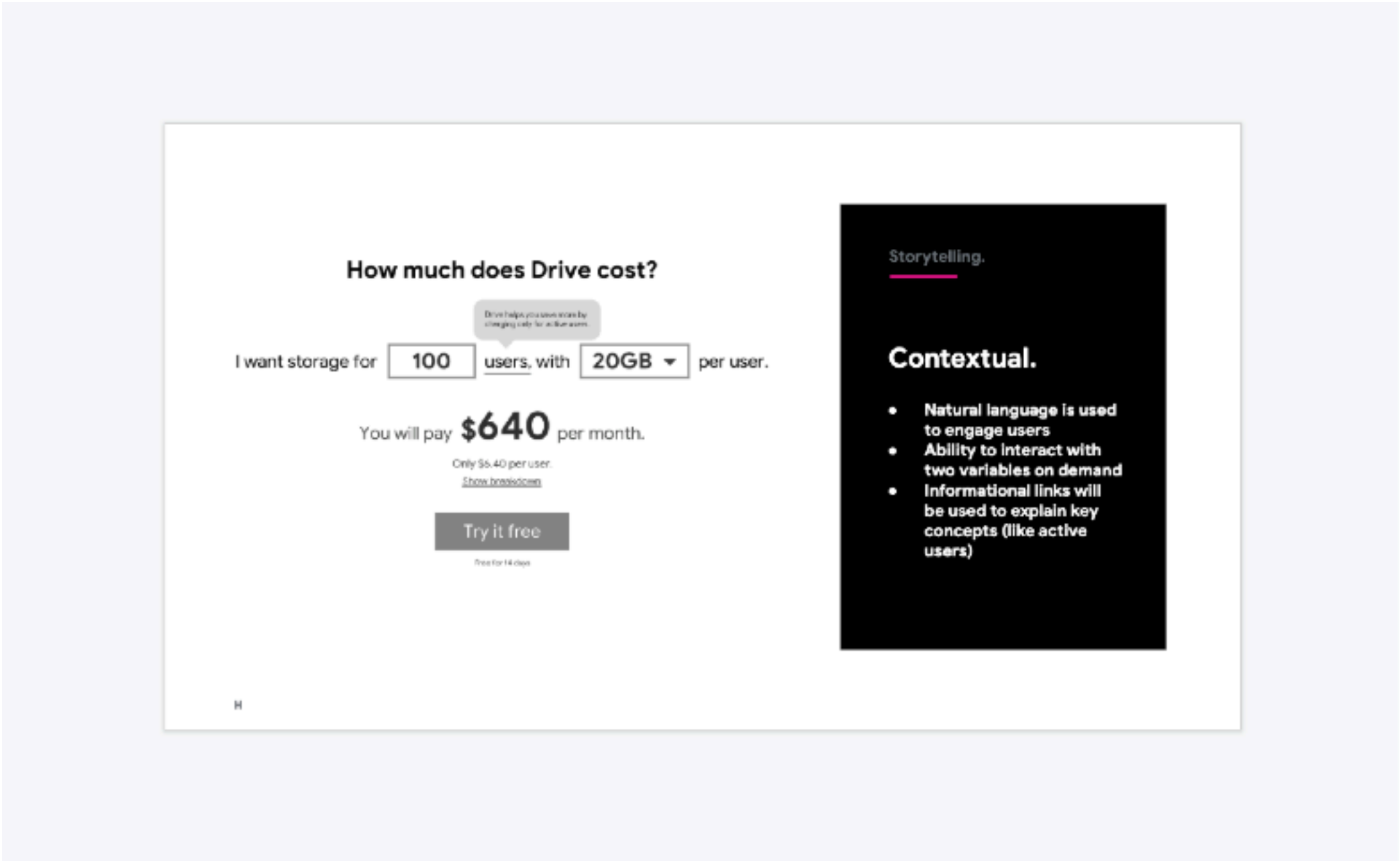


Tailored CTA's.

We created the logic flow so developers could know when to use different CTA's based on users inputs. The strategy was driving users deeper in the funnel based on their needs.

Contextual experience.

We used Natural Language to engage and give more contextual information to users. By including default values and storytelling approach we could give users a straight forward path on how to interact with the tool.



The solution.

An interactive module.

Across the experience users will have key functionalities:

1. See pricing breakdown
2. Know more about key concepts on how Drive calculates cost
3. See cost per user
4. CTA variability

The screenshot shows the Google Cloud Drive Enterprise pricing calculator. At the top, there's a navigation bar with the Google Cloud logo, a search icon, a language dropdown, a 'Console' link, and a user profile icon. Below this is a secondary navigation bar with links for 'Drive Enterprise', 'Overview' (which is active), 'Collaboration', 'Intelligence', 'Security', 'Features', 'Pricing', and 'Resources'. On the right of this bar are 'Contact sales' and 'Try it free' buttons.

The main heading is 'Only pay for what you use', followed by a subtext: 'Drive Enterprise pricing is based on active users and storage used per month — so you never pay for capacity you don't need.'

The calculator interface is divided into two main sections. The left section, titled 'CALCULATE ESTIMATED COST', contains the text: 'I need Drive Enterprise for 100 users¹, who each store 20 GB per month.' Below this, a footnote states: '¹ For most companies, less than 70% of 100 employees are active monthly users. Change the percentage [here](#).'

The right section, titled 'ESTIMATED BILL', displays the price: '\$6.40 /user'. Below this, it says: '\$ 640.00/month. Estimates are based on active users plus storage.' There is a 'Show price breakdown' link with a dropdown arrow. At the bottom of this section is a 'Try it free' button and the text 'Free for 30 days'.

At the very bottom of the page, there is a link: 'If you need Gmail and Calendar, click [here](#) to learn more about G Suite.'