Google Cloud.
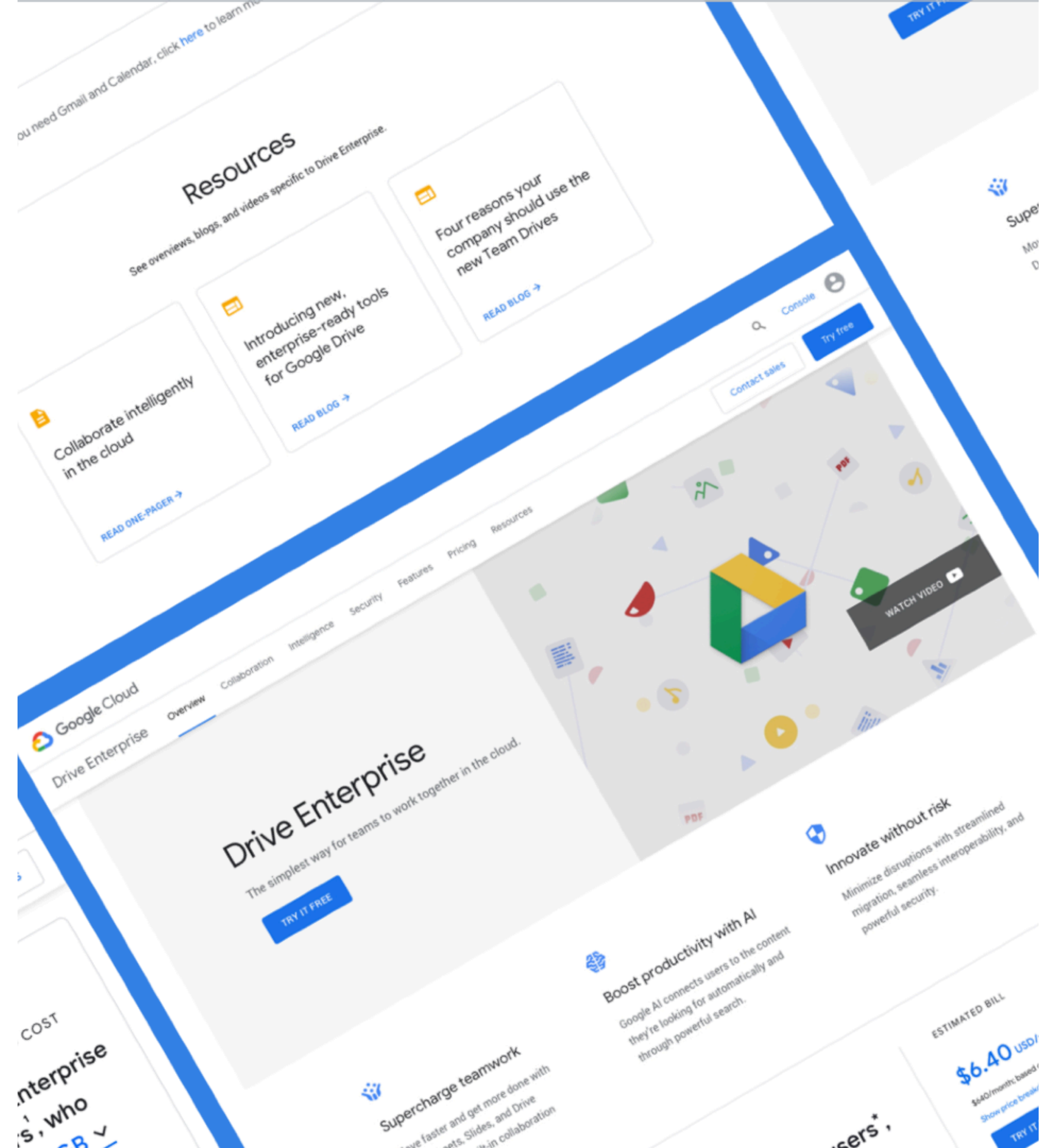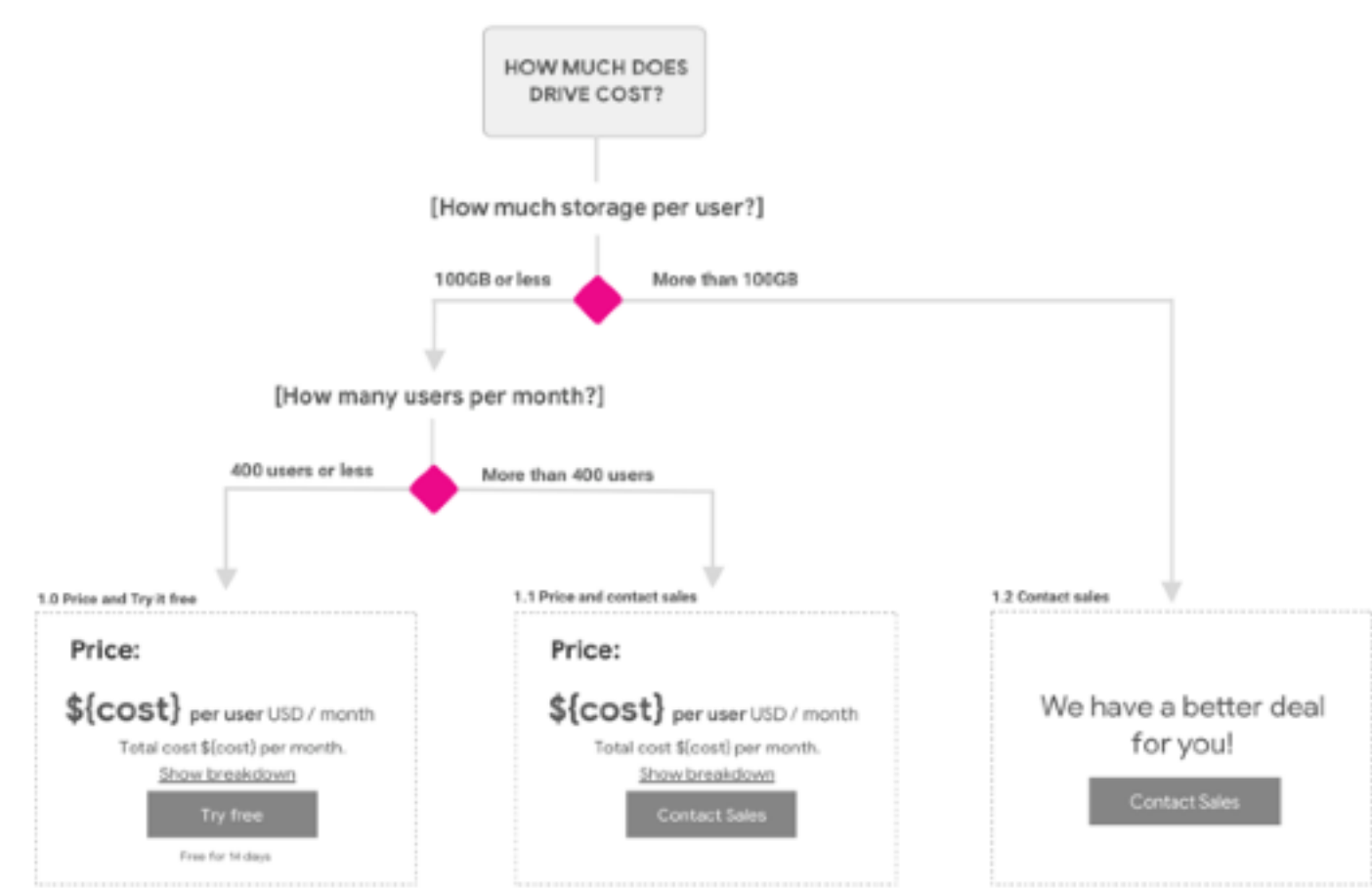
Pricing calculator.

We were tasked to create an interactive solution to provide users an easy way to calculate Google Drive costs.

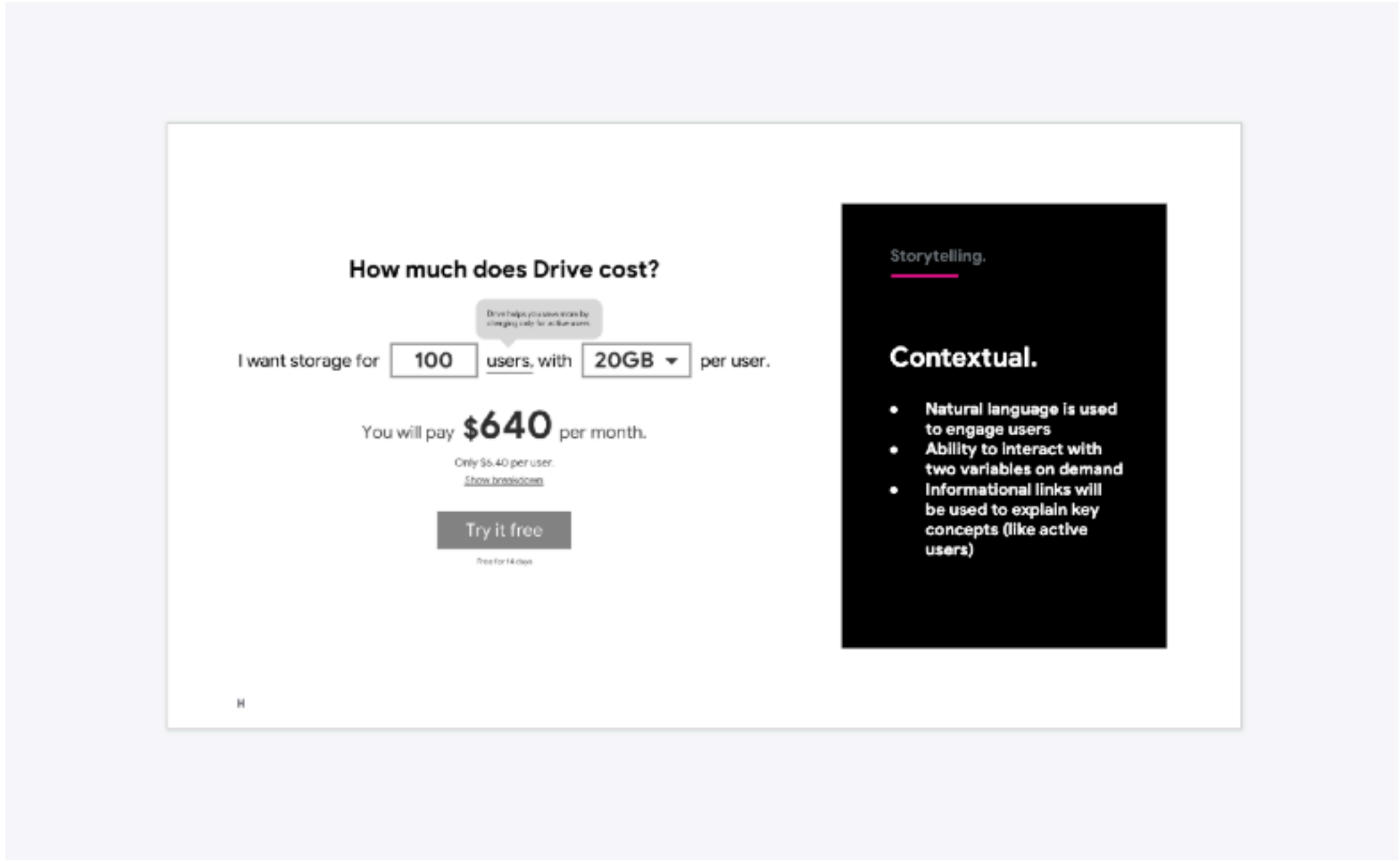**The biggest pain point for users is understanding how the price is calculated.**

Pricing calculator.

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.