SPECIMEN · NORTHWIND NOTES IS A FICTIONAL COMPANY · NOT A CLIENT DELIVERABLE

PRICING AND CHECKOUT TEARDOWN · THE PRICING SHEETS

Northwind Notes: plans, prices and the AI pack

The four sheets a Pricing and checkout teardown adds to the Teardown's report, done in full on a fictional company.

THE RECORD

prepared for	Northwind Notes: a fictional company, made up for this specimen; no client
surface	the pricing page and checkout, as specified for this specimen · `northwind-notes.example`
delivered	Monday 19 October 2026 · rev A · `SPECIMEN-PT-01`
this excerpt	the four sheets a Pricing and checkout teardown adds (PT-01 to PT-04), and the three changes they lead to

THE SHORT VERSION

1. Bill the AI pack on the members who use it, not on every member. For a 10-member team on Plan B, yearly, it costs more than the plan itself ($100 against $60 a month). Test it first: PT-04, experiment 1.
2. Show the yearly sum beside each yearly price ($72 and $156 a member a year), and give the AI pack a yearly price, so a yearly team gets one bill.
3. End the trial on the plan the team used. Today every trial becomes Plan C, monthly: the dearest way to pay.

THIS SPECIMEN · FIVE SHEETS AFTER THIS ONE

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Plans and packaging

PT-01

IN ONE LINE

Three plans and an add-on, all priced per member. The levers are the yearly discount, the trial and the AI pack.

NORTHWIND'S PLANS AS SPECIFIED FOR THIS SPECIMEN · US DOLLARS · S1 AND S2 BELOW

	PLAN A free	PLAN B per member	PLAN C per member	AI PACK add-on
A MONTH	$0	$8	$16	+$10
BILLED YEARLY	Not needed	$6 a month ($72 a year), 25% off	$13 a month ($156 a year), 19% off	Not offered
PRICED PER	workspace	member	member	every member
FOR	Two people trying it	Small teams	Teams that need SSO	Plans B and C
LIMITS	Up to 2 members, 7-day history	Any number of members, 90-day history, guests	Plan B, plus SSO, admin roles, audit log, full history	Summaries, fair use
TRIAL	None	None	14 days, card required	Included in the Plan C trial

What the map shows

01 One value metric throughout, the member, including the AI pack. The pack's running cost follows the summaries made, not the members who could make them (AI-04 in the audit specimen).

02 Yearly billing takes 25% off Plan B and 19% off Plan C, but both are shown as a monthly figure. The yearly sums ($72 and $156 a member) first appear at checkout.

03 The AI pack has no yearly price, so a yearly team that adds it gets a second, monthly bill on a different date.

04 Plan C doubles the price for SSO, admin roles and the audit log. A team that needs SSO alone pays for all three. That is common and can be right, but it should be a choice made on purpose.

SOURCES ON THIS SHEET — EACH READ ON THE DATE SHOWN

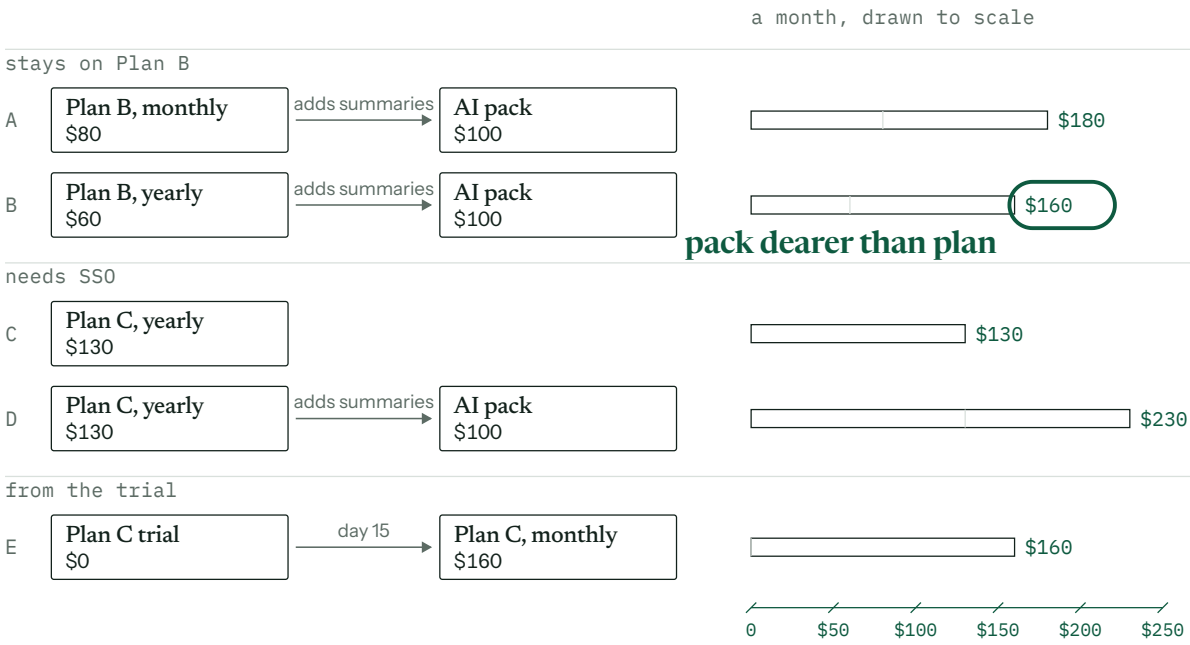
REF	WHAT IT SAYS	SOURCE	READ
S1	Plans, prices, limits and the trial	Northwind's plan list (invented for this specimen)	19.10.2026
S2	How the AI pack and the trial are billed	Northwind's billing settings (invented for this specimen)	19.10.2026

Upgrade paths

PT-02

IN ONE LINE

Five ways a 10-member team ends up paying Northwind, and what each costs a month, drawn to one scale.



PT-02 · WHAT A 10-MEMBER TEAM PAYS A MONTH, DRAWN TO ONE SCALE ($0 TO $250)

The green scale measures what each path costs a month. The green note shows the gap: on Plan B, yearly, the AI pack costs more than the plan it is added to (path B).

PATH	FIRST, THEN	CONDITION	A MONTH
A	Plan B, monthly ($80), then AI pack ($100)	10 members at $8, then the pack on all 10 at $10.	$180
B	Plan B, yearly ($60), then AI pack ($100)	The pack has no yearly price: a second bill, monthly, on another date.	$160
C	Plan C, yearly ($130)	Bought for SSO; admin roles and the audit log come with it.	$130
D	Plan C, yearly ($130), then AI pack ($100)	The pack on every member again, monthly.	$230
E	Plan C trial ($0), then Plan C, monthly ($160)	On day 15 the trial becomes Plan C, monthly, for every member invited during it.	$160

Trial, annual and AI packaging

PT-03

IN ONE LINE

The trial lands on the dearest plan, the yearly price hides its sum, and the AI pack is billed on members who never use it.

TRIAL

Trial

14 DAYS, CARD REQUIRED

WHAT THE PAGE SAYS	“Try Plan C free for 14 days.” A card is asked for on the first screen of sign-up.
WHAT HAPPENS NEXT	On day 15 the workspace becomes Plan C, monthly, for every member invited during the trial.
WORTH CHANGING	On day 12, ask which plan the team wants. Without an answer, move it to Plan B unless it used a Plan C feature (SSO, admin roles, the audit log) in the trial.

ANNUAL

Annual and renewal

25% AND 19% OFF

WHAT THE PAGE SAYS	“$6 a member a month, billed yearly” and “$13 a member a month, billed yearly”.
THE GAP	The yearly sum is shown only at checkout, and the AI pack has no yearly price, so a yearly team gets two bills.
WORTH CHANGING	Show the yearly sum beside the monthly figure, and offer the pack yearly at the same discount as the plan.

AI

AI features: packaged or metered

PER MEMBER, EVERY MEMBER

TODAY	The AI pack is +$10 a member a month on Plan B or C, billed on every member of the workspace.
WHAT IT COSTS TO RUN	In the audit specimen (AI-04), a base-case active member costs US$0.198 a month in model fees on Claude Sonnet 5.5, and a heavy one US$2.22.
WORTH CHANGING	Bill the pack per active member, or include a monthly allowance in Plan C. Test it before changing it (PT-04, experiment 1).

Experiment designs

PT-04

IN ONE LINE	Three experiments, each with what to measure, what must not get worse, how big a test needs to be, and when to decide.

EXPERIMENT 1 OF 3 · FROM PT-01, PT-02

Bill the AI pack per active member

SPLIT TEST · 6 WEEKS

HYPOTHESIS	If the AI pack is billed only for members who make a summary that month, more paying workspaces will add it, because a team no longer pays for members who never use it.
THE CHANGE	New paying workspaces only, half at random: the pack at $10 per active member a month (a member who made at least one summary that month), said so on the pricing page and at checkout. Existing workspaces unchanged.
PRIMARY MEASURE	Share of new paying workspaces that add the AI pack within 30 days.
GUARDRAILS	AI pack revenue per workspace that adds it; model cost per active member (AI-04); billing questions to support. None may get worse by more than a tenth.
SAMPLE SIZE	About **880 per arm**, 1,760 in all, to tell 8% from 12% (a 50% relative lift) at a 5% significance level and 80% power. $$n = (1.96 + 0.84)^2 \times [p_1(1 - p_1) + p_2(1 - p_2)] \div (p_2 - p_1)^2$$ The 8% baseline is an assumption for illustration: Northwind shared no conversion numbers for this specimen. Cross-check any real numbers with a calculator such as evanmiller.org/ab-testing/sample-size.html.
RUN	Six weeks, or until both arms reach the sample size, whichever is later. Assign by workspace, not by visit, so a team never sees two prices.
DECISION RULE	Adopt it if attach rises by at least a third and revenue per adopting workspace falls by less than a tenth. Otherwise keep billing per member and test a monthly allowance in Plan C instead.
BEFORE YOU START	Billing must count active members each month. Agree in writing what “active” means, and have your own counsel check the new wording before it goes live.

EXPERIMENT 2 OF 3 · FROM PT-01

Show the yearly sum

SPLIT TEST · 4 WEEKS

HYPOTHESIS	If each yearly price shows its sum ($72 a member a year) beside the monthly figure, more teams will choose yearly, because the saving is plain before checkout rather than at it.
THE CHANGE	On the pricing page and at checkout, half of new visitors see the yearly sum and the saving in dollars under each yearly price.
PRIMARY MEASURE	Share of new paying workspaces that choose yearly billing.
GUARDRAILS	Visits to the pricing page that start checkout; refunds in the first 30 days.
SAMPLE SIZE	About **961 per arm**, 1,922 in all, to tell 30% from 36% (a 20% relative lift) at a 5% significance level and 80% power. $n = (1.96 + 0.84)^2 \times [p_1(1 - p_1) + p_2(1 - p_2)] \div (p_2 - p_1)^2$ The 30% baseline is an assumption for illustration. Cross-check any real numbers with a calculator such as evanmiller.org/ab-testing/sample-size.html.
RUN	Four weeks, split by visitor, with the assignment kept for 30 days so a returning visitor sees the same page.
DECISION RULE	Keep it if the yearly share rises and checkout starts do not fall. A visible sum is true and costs nothing to show.
BEFORE YOU START	Fix the AI pack's yearly price first, or a yearly team still gets a monthly bill for it.

EXPERIMENT 3 OF 3 · FROM PT-03

End the trial on the plan the team used

BEFORE AND AFTER · 8 WEEKS EACH

HYPOTHESIS	If a trial ends on Plan B unless the team used a Plan C feature, more trial workspaces will still be paying 60 days later, because fewer cancel at the first, larger bill.
THE CHANGE	On day 12, an email and an in-app note ask which plan the team wants; with no answer, the workspace moves to Plan B unless it used SSO, admin roles or the audit log.
PRIMARY MEASURE	Share of trial workspaces still paying 60 days after the trial ends.
GUARDRAILS	Share of trial workspaces on Plan C after 60 days among those that used a Plan C feature; support contacts in the week after the trial.
SAMPLE SIZE	About **1,065 per arm**, 2,130 in all, to tell 40% from 46% (a 15% relative lift) at a 5% significance level and 80% power. $n = (1.96 + 0.84)^2 \times [p_1(1 - p_1) + p_2(1 - p_2)] \div (p_2 - p_1)^2$ The 40% baseline is an assumption for illustration. Cross-check any real numbers with a calculator such as evanmiller.org/ab-testing/sample-size.html.
RUN	Eight weeks of trials before the change and eight after. With trials counted in the hundreds, read the result as a direction, not a proof.
DECISION RULE	Keep it if 60-day retention rises and Plan C holds among the teams that used it.
BEFORE YOU START	Count which Plan C features each trial used; without that, the default cannot be chosen.

About this specimen

SP-01

IN ONE LINE

Northwind Notes does not exist. Its plans, prices, feature and every figure about its use were made up to show the format. The model prices are real, as each vendor's page showed them on the date given.

What a client gets that this does not show

In a real engagement these sheets follow the Teardown's report on your live pages: the annotated figures, ten ranked changes and what to test first (TD-01 to TD-05), with a 15-minute walkthrough. A fictional company has no pages to capture, so this specimen shows the four sheets the Pricing and checkout teardown adds, and the three changes they lead to.

How it was made

- Northwind Notes is fictional. Its plan list, prices, trial and billing rules were invented for this specimen, then reviewed as a client's would be: from the pricing page, the plan list and the billing settings.
- Every baseline in the experiment designs is an assumption, and each says so. A real engagement uses your numbers, if you share them.
- Sample sizes use the standard formula for two proportions at a 5% significance level and 80% power, the same arithmetic as client work.
- No legal or tax view is given: where wording touches consumer law, the sheet says to ask your own counsel.

quietlybuild

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Fixed-scope product and AI work, written down and dated.

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