Hello!

I am **Colleen Pellissier**

UX Researcher and I really care about people

Pronouns: She/Her/Hers

My Background

UX Research Case Studies

Dynamic Pricing

The Ask

The Pricing team was tasked with exploring and then ultimately implementing dynamic pricing. The team had a lot of assumptions and questions.

Process

UX Research Kick off

Understand the pricing team goals, success metrics, internal constraints and current information they had understand about dynamic pricing.

Using Miro we also collected the teams assumptions and questions. These were then grouped and ranked by importance and impact

Gather Secondary Research

Both academic and anecdotal

Collaboration and Feedback

Create research plan and interview guide. Using the information from the Miro session, secondary research and understood constraints.

Share this for feedback with product and design team.

Process - The Research Plan

Pricing on Groupon (mental model)
- How do customers think pricing / discounting works on Groupon today?
  - What do they believe our pricing is based on?
  - They believe our prices change, if so, how - and why?
  - Do they 'track' pricing today? If so, how?
  - Do they think prices change in all categories (they are familiar with on Groupon)? Why do they think prices would / would not change in a particular category?

Dynamic pricing on other sites (trust)
- Learn how familiar and comfortable customers are with dynamic pricing models/frameworks (airline tickets, hotel rooms rates, amazon prices)
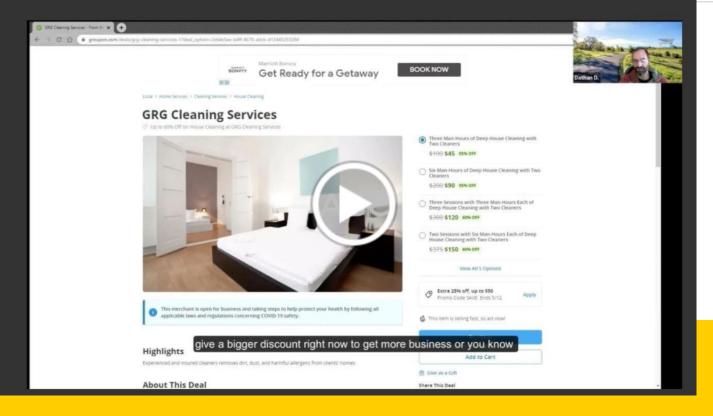
Participants already believe the percentage off is fluctuating on Groupon. They attribute this to supply and demand of the service.

Dathen, 36- California
Defensive Cyberspace
Operator

&

Maria, 34 -New Jersey
Data Analyst

Impact

This dynamic pricing research helped the team feel more confident in decision and direction they were taking the product. Key takeaways

If prices fluctuate and users notice then Groupon should consider providing some transparency messaging as to why prices might be fluctuating.

If prices fluctuate a few cents up and down, it's likely not necessary to alert our user. They probably will not notice, and information won't impact their consideration phase.

♡ Impact

Do not change the list price (~~$67~~). Most users expect the discount to fluctuate and that impacts the green Groupon price.

Colleen is an amazing collaborator. She volunteered her own time to help us with planning a virtual design sprint. She was open to sharing her best practices and lessons learned. This was all as a favor to a former co-worker. It is always refreshing to meet people who are willing to spend their time helping others learn and grow. Colleens experiences and expertise really helped us to run a successful virtual design sprint during Covid. I hope we have the chance to work together again in the future.

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Laura R
Linkedin recommendation