Pricing Canvas

Fillable worksheet. Type your answers. Save the file.

Lock the pricing model, then build the tier table and the discount policy. Page two designs the Van Westendorp test.

01 CURRENT PRICING MODEL

Tick the dominant model today. Add one paragraph of rationale.

- ☐ COST-PLUS — *Cost plus a margin.*
- ☐ VALUE-BASED — *Tied to outcome delivered.*
- ☐ COMPETITIVE — *Benchmarked to the market.*

RATIONALE

02 PRICE TIERS

Three tiers. Name, price, and what is included.

TIER NAME	PRICE	INCLUDED FEATURES

03 DISCOUNT POLICY

When and how. The cap, the trigger, the exception clause.

Van Westendorp Survey Design

Fillable worksheet. Type your answers. Save the file.

Four questions, one sample size, one administration plan. Then state the experiment hypothesis and the metric that decides.

04 VAN WESTENDORP QUESTIONS

Phrase each so respondents recognise the product, not the price test.

TOO CHEAP — *Below which price would you doubt quality?*

CHEAP — *Below which price is this a bargain?*

EXPENSIVE — *Above which price would you start to hesitate?*

TOO EXPENSIVE — *Above which price would you refuse to buy?*

05 SAMPLE SIZE TARGET AND ADMINISTRATION PLAN

Target n and the channel you will administer it through.

SAMPLE SIZE TARGET

ADMINISTRATION PLAN

06 PRICING EXPERIMENT HYPOTHESIS

If we change X, then Y will move by Z. State it in one sentence.

07 SUCCESS METRIC

The one metric that decides whether the hypothesis was right.