

Pricing Page Update

JUNE 2016

Customers are confused by:

Billing

- **Auto-renewal** is unclear and results in unexpected charges; feels “**scammy**”
- One-time vs Monthly vs **Lump Sum Annual Payment**

Licenses

- **What licenses are** and how they differ (standard license details hidden)
- How licenses **differ from plans** (used interchangeably)
- Unclear on **how licenses come into play** with plans

Allotment

- How long they have to download images / **when images expire**

The screenshot displays the Shutterstock website's pricing page. At the top, there is a navigation bar with links for IMAGES, FOOTAGE, MUSIC, and BLOG, along with contact information (1-866-663-3954) and language options (English). The main heading reads "Amazing Royalty-Free Images. Simple Pricing." Below this, a "Free Browse Account" section offers access to over 70 million images for free. The core of the page features three main pricing plans: Basic, Professional, and Team. The Basic plan offers image packs of 2, 5, or 25 images for \$29, \$49, and \$229 respectively. The Professional plan provides access to the entire collection with no daily download limits, offering 750 images per month for \$199 (with a 20% discount) or 350 images per month for \$169. The Team plan offers 750 images per month for 1 year, with options for 2, 3, or 4 or more users, priced at \$299, \$399, and \$499 per month. Below these, there are sections for "Enhanced Plans" and "Enhanced License" for large-scale use. The Enhanced License section offers 2, 5, or 25 images for \$199, \$449, and \$1,699 respectively. At the bottom, a section titled "Need an Enterprise Plan?" offers solutions for creative agencies and Fortune 500 companies.

shutterstock

Amazing Royalty-Free Images. Simple Pricing.

Free Browse Account
Search our collection of over 70 million images. Create and share unlimited lightboxes.
[Start for Free](#)

Basic	Professional	Team
Image Packs	Get access to our entire collection with no daily download limits. 1 Year 1 Month	750 Images Per Month For 1 Year
<input type="radio"/> 2 Images \$29	Images Per Month	<input checked="" type="radio"/> 2 Users \$299/month
<input checked="" type="radio"/> 5 Images \$49	<input checked="" type="radio"/> 750 Images \$199/month Save 20%	<input type="radio"/> 3 Users \$399/month
<input type="radio"/> 25 Images \$229	<input type="radio"/> 350 Images \$169/month	<input type="radio"/> 4 or More \$499/month*
Buy Now	Buy Now	Buy Now
<small>Images must be downloaded within one year of purchase</small>		<small>*Prices will vary by number of users</small>

Basic, Professional, and Team plans are Standard License.

Enhanced Plans

Use an Enhanced License for large audiences, big print runs, merchandise for sale, and more. Images must be downloaded within one year of purchase.

- ✓ Print runs of 500,000 or more
- ✓ Use for TV, online video and film
- ✓ Use for merchandise for sale

Enhanced License

Images for merchandise or print runs over 500,000

<input checked="" type="radio"/> 2 Images \$199
<input type="radio"/> 5 Images \$449
<input type="radio"/> 25 Images \$1,699

[Buy Now](#)

Images must be downloaded within one year of purchase

Need an Enterprise Plan?

Whether you're a creative agency, production company, or Fortune 500 enterprise, we have the perfect solution for your needs.

[See Business Solutions](#)

Easy-to-miss:

I thought it was \$199 for the year, not for a month.

1 Year / 1 Month

Images per Month

For 1 Year

The screenshot shows three pricing plans: Basic, Professional, and Team. The Professional plan is highlighted with a blue header. Annotations with yellow arrows point to specific elements: '1 Year / 1 Month' points to the duration selector in the Professional plan; 'Images per Month' points to the '750 Images \$199/month' option; 'For 1 Year' points to the '750 Images Per Month For 1 Year' header in the Team plan. The Team plan also has a note: '*Prices will vary by number of users'.

Plan	Option	Price
Basic	2 Images	\$29
	5 Images	\$49
	25 Images	\$229
Professional	1 Year / 1 Month	
	750 Images (Save 20%)	\$199/month
	350 Images	\$169/month
Team	750 Images Per Month For 1 Year	
	2 Users	\$299/month
	3 Users	\$399/month
	4 or More	\$499/month*

Basic, Professional, and Team plans are [Standard License](#).

Standard License

Prices will vary by number of users

"So 4 or more is a fixed price at \$499/month?"

Buried details:

"I found [the licenses comparison summary], but I cannot find information about the basic plan.... Does it have equal rights as professional?"

Standard license details buried

Basic, Professional, and Team plans are [Standard License](#).

Enhanced Plans

Use an Enhanced License for large audiences, big print runs, merchandise for sale, and [more](#). Images must be downloaded within one year of purchase.

- ✓ Print runs of 500,000 or more
- ✓ Use for TV, online video and film
- ✓ Use for merchandise for sale

Enhanced License

Images for merchandise or print runs over 500,000 ⓘ

- | | |
|---|---------|
| <input checked="" type="radio"/> 2 Images | \$199 |
| <input type="radio"/> 5 Images | \$449 |
| <input type="radio"/> 25 Images | \$1,699 |

[Buy Now](#)

Images must be downloaded within one year of purchase

Enterprise features buried

Need an Enterprise Plan?

Whether you're a creative agency, production company, or Fortune 500 enterprise, we have the perfect solution for your needs.

[See Business Solutions](#)

How this impacts us

Revenue

- Refunds (~\$2.6m in February)
- Unexpected charges
- Getting the wrong plan
- Distrust

Call Volume

Questions about packs, subscriptions, and billing form majority of support cases

Product Testing

With the current design and it's lack of clarity, we're not able to test new products with confidence in the resulting data

How this impacts us

Revenue

- Refunds (~\$2.6m in February)
- Unexpected charges
- Getting the wrong plan
- Distrust

Call Volume

Questions about packs, subscriptions, and billing form majority of support cases

Product Testing

With the current design and it's lack of clarity, we're not able to test new products with confidence in the resulting data

Goals

Clearer Products

The new design should make products easier to:

- Understand “what you get”
- Scan, distinguish, and compare

A New Baseline for Testing

The new design should serve as:

- A framework, to accommodate new products
- A new control, to better serve product testing

WE ARE HERE



Research & Design

- Audit
- Competitive Research
- Existing Customer Interviews
- Design Concepts

Design Options for A/B Test

A/B Testing

- A/B Test Designs
- Iterate Based on Data

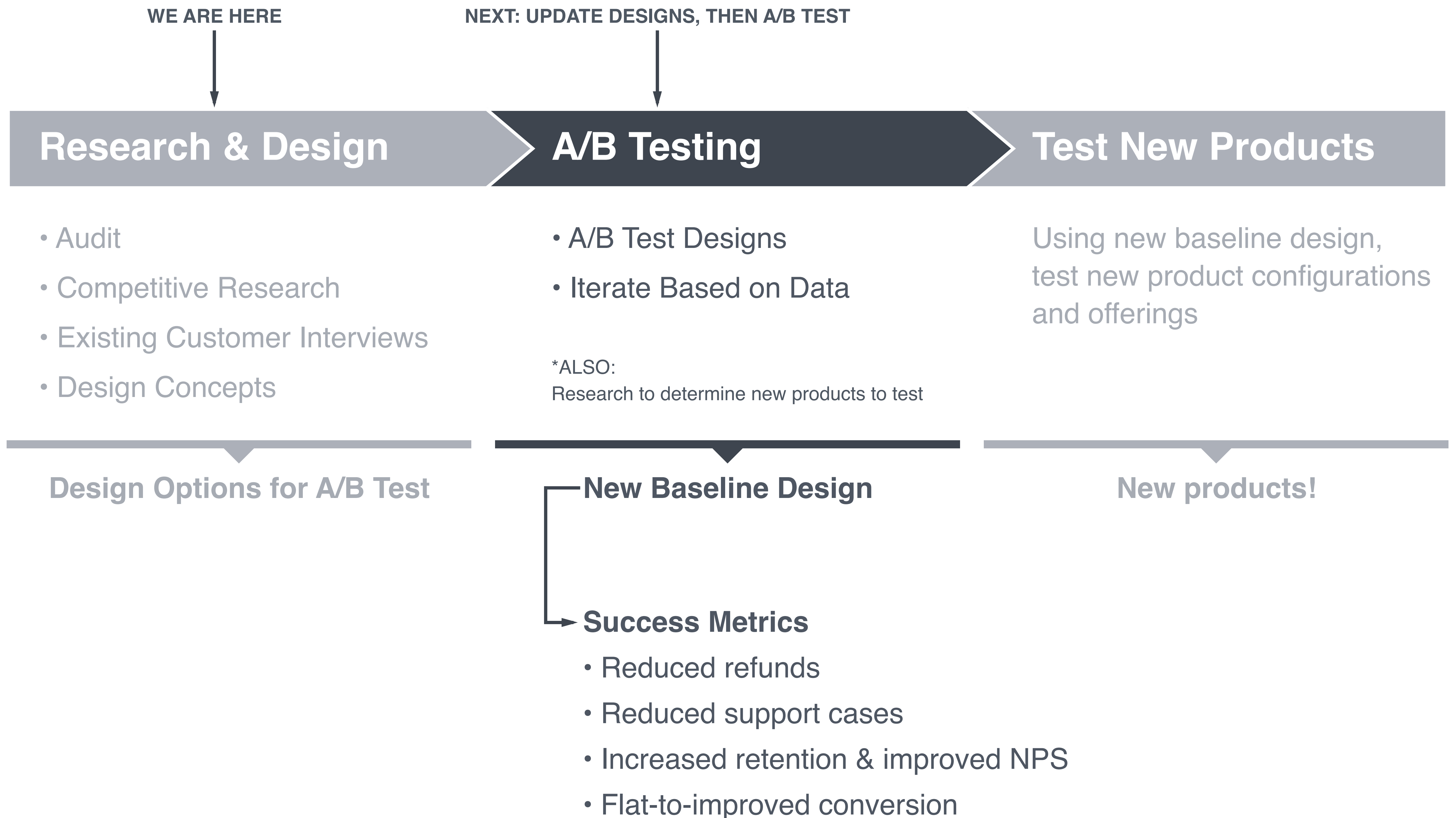
*ALSO:
Research to determine new products to test

New Baseline Design

Test New Products

Using new baseline design,
test new product configurations
and offerings

New products!



Pricing Page Research Findings

Testing Round 1

- Confirmed current confusion and usability issues
- Tested new designs focused on scannability and comprehension
- Basic, Enhanced, Professional, Team -> Packs, Subscriptions

shutterstock

Amazing Royalty-Free Images. Simple Pricing.

Free Browse Account
Search our collection of over 70 million images. Create and share unlimited lightboxes.
[Start for Free](#)

Basic

Image Packs

- 2 Images \$29
- 5 Images \$49
- 25 Images \$229

[Buy Now](#)

Professional

Get access to our entire collection with no daily download limits.

1 Year 1 Month

Images Per Month

- 750 Images \$199/month Save 20%
- 350 Images \$169/month

[Buy Now](#)

Team

750 Images Per Month For 1 Year

- 2 Users \$299/month
- 3 Users \$399/month
- 4 or More \$499/month*

[Buy Now](#)

*Prices will vary by number of users

Basic, Professional, and Team plans are [Standard License](#).

Enhanced Plans

Use an Enhanced License for large audiences, big print runs, merchandise for sale, and [more](#). Images must be downloaded within one year of purchase.

- ✓ Print runs of 500,000 or more
- ✓ Use for TV, online video and film
- ✓ Use for merchandise for sale

Enhanced License

Images for merchandise or print runs over 500,000

- 2 Images \$199
- 5 Images \$449
- 25 Images \$1,699

[Buy Now](#)

Need an Enterprise Plan?
Whether you're a creative agency, production company, or Fortune 500 enterprise, we have the perfect solution for your needs.
[See Business Solutions](#)

Amazing Royalty-Free Images. Simple Pricing.

Packs

For smaller projects or one-off needs

Standard Rights

- 2 images \$29
- 5 images \$49
- 25 images \$229

Enhanced Rights

- 2 images \$199
- 5 images \$449
- 25 images \$1,699

[Buy Pack](#)

Subscriptions

For a big project or ongoing needs

One User Multiple Users

Annual Plan, paid monthly

- 350 images monthly \$169/month
- 750 images monthly \$199/month

Monthly Plan

- 350 images monthly \$199/month
- 750 images monthly \$249/month

[Subscribe](#)

Enterprise

For agencies, corporations, and media companies

- Best-in-class service**
A personal account manager
A dedicated research team – to help you find that perfect piece of content
- Enhanced workflow**
Unlimited Users
Unlimited high-resolution unwatermarked comps
Advanced search tools, like search by image or color
- Incredible collections**
Exclusive, high-quality creative images, including Offset's award-winning collection
The latest editorial imagery, with news, sport, fashion, and entertainment
Premium music and footage

[Discover Enterprise](#)

Need more users or a custom plan?
Call 1-866-663-3945

Amazing Royalty-Free Images. Simple Pricing.

Packs

Pay as you go

Standard License ⓘ

- 2 images \$29
- POPULAR**
 5 images \$49
- 25 images \$229

Enhanced License

For tv/film, large print runs, or merchandise, you may need an Enhanced License. [Learn more](#)

- 2 images \$199
- 5 images \$449
- 25 images \$1,699

Images must be downloaded within one year of purchase

[Buy Now](#)

Subscriptions

Buy monthly or save annually

1 user Multiple users

Annual Plan ⓘ

- POPULAR**
 350 images monthly \$169 /month
- 750 images monthly \$199 /month

Monthly Plan ⓘ

- 350 images monthly \$199 /month
- 750 images monthly \$249 /month

[Buy Now](#)

Enterprise

Get custom pricing, high-res comps, and dedicated account services for your team

- Best-in-class service**
 - A personal account manager
 - A dedicated research team – to help you find that perfect piece of content
- Enhanced workflow**
 - Unlimited Users
 - Unlimited high-resolution unwatermarked comps
 - Advanced search tools, like search by image or color
- Incredible collections**
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[Discover Enterprise](#)

Need more users or a custom plan?
Call 1-866-663-3945

Round 1 Winner

Based on 5 usability tests

Pros

- Can see and compare all options at once
- Top headers and subheaders easy to scan
- Won in round 1 usability tests (against current design and round 1 variations)

Cons

- Overwhelming and some strong negative reactions from users; too many options at once
- Some didn't see enhanced or monthly plan
- Doesn't answer all licensing questions

Testing Round 2

Free browse, on-demand, refund customers

- 1:1 interviews to understand their situation and image needs
- 6 new designs exploring framing options
 - Persona based (3 variations)
 - Team based
 - License based
 - Round 1 'winner'
- Language updates for clarity

Testing Round 2 - Winners

OLD WINNER
↓
2-up

NEW WINNERS
↙ ↘
License-based Team-based

Amazing Royalty-Free Images. Simple Pricing.

Packs
For smaller projects or one-off needs

Standard Rights ⓘ

- 2 images \$29
- POPULAR** 5 images \$49
- 25 images \$229

Enhanced Rights ⓘ

- 2 images \$199
- 5 images \$449
- 25 images \$1,699

Expiration: Images must be downloaded within one year of purchase

Buy Pack

Subscriptions
For a big project or ongoing needs

One User Multiple Users

Annual Plan, paid monthly ⓘ

- POPULAR** 350 images monthly \$169 /month
- 750 images monthly \$199 /month

Monthly Plan ⓘ

- 350 images monthly \$199 /month
- 750 images monthly \$249 /month

All subscriptions come with Standard Rights. For higher profile projects, you can upgrade to Enhanced Rights at the time of download. [Learn more](#)

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Enterprise
For agencies, corporations, and media companies

Best-in-class service

A personal account manager
A dedicated research team – to help you find that perfect piece of content

Enhanced workflow

Unlimited Users
Unlimited high-resolution unwatermarked comps
Advanced search tools, like search by image or color

Incredible collections

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The latest editorial imagery, with news, sport, fashion, and entertainment
Premium music and footage

Discover Enterprise

Need more users or a custom plan?
Call 1-866-663-3945

StockGallery

What type of rights do you need?

Standard (Most Common) Enhanced (Higher profile projects) Custom Solutions

Standard Rights Works for most instances

Digital audiences (like websites and emails)
Small print runs (less than 500k)
Office slideshows and newsletters
Personal projects

Packs	Annual Plan, paid monthly ⓘ
<input type="radio"/> 2 images \$29	POPULAR <input checked="" type="radio"/> 350 images monthly \$169 /month
<input checked="" type="radio"/> 5 images \$49	<input type="radio"/> 750 images monthly \$199 /month
<input type="radio"/> 25 images \$229	Monthly Plan ⓘ
	<input type="radio"/> 350 images monthly \$199 /month
	<input type="radio"/> 750 images monthly \$249 /month

Buy Pack Subscribe

You can upgrade to Enhanced Rights at time of download. Need multiple accounts? Explore team options.

Enhanced Rights For higher profile projects

Film or tv audiences
Large print runs (over 500k)
Merchandise (promotional or for sale)
Outdoor advertising

<input type="radio"/> 2 images \$199	<input type="radio"/> 5 images \$449	<input type="radio"/> 25 images \$1,699
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Buy Pack

Enterprise Solutions
Get custom plans and pricing for whatever rights you need. Includes unlimited high-res comps, dedicated account services, and a research team to help you find the perfect images.

Best-in-class service A personal account manager A dedicated research team – to help you find that perfect piece of content	Enhanced workflow Unlimited Users Unlimited high-resolution unwatermarked comps Advanced search tools, like search by image or color	Incredible collections Exclusive, high-quality creative images, including Offset's award-winning collection The latest editorial imagery, with news, sport, fashion, and entertainment Premium music and footage
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Learn More

StockGallery

Amazing Royalty-Free Images. Options for any-sized team

Solo Team Team Plus

Solo
For the creative team of one. We've got options for every project.

Standard Rights ⓘ	Annual Plan, paid monthly ⓘ
<input type="radio"/> 2 images \$29	POPULAR <input checked="" type="radio"/> 350 images monthly \$169 /month
<input checked="" type="radio"/> 5 images \$49	<input type="radio"/> 750 images monthly \$199 /month
<input type="radio"/> 25 images \$229	Monthly Plan ⓘ
	<input type="radio"/> 350 images monthly \$199 /month
	<input type="radio"/> 750 images monthly \$249 /month

Buy Pack Subscribe

All subscriptions come with Standard Rights. For higher profile projects, you can upgrade to Enhanced Rights at the time of download. [Learn more](#)

Team
For multiple people working on multiple projects. We make it easy for your team to get things done.

Teams share 750 images/mo

- Separate log-ins for each member
- Individual search and download histories
- Shareable lightboxes to keep projects organized

<input checked="" type="radio"/> 2 users \$299 /month	<input type="radio"/> 3 users \$399 /month	<input type="radio"/> 4+ users starting at \$499 /month
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Subscribe

Team Plus
Our enterprise solution offers unlimited team sizes, custom pricing, and dedicated account services.

Best-in-class service A personal account manager A dedicated research team – to help you find that perfect piece of content	Enhanced workflow Unlimited Users Unlimited high-resolution unwatermarked comps Advanced search tools, like search by image or color	Incredible collections Exclusive, high-quality creative images, including Offset's award-winning collection The latest editorial imagery, with news, sport, fashion, and entertainment Premium music and footage
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Learn More

Round 2 Winners

Whatever you're working on, we've got you covered

What type of rights do you need?

- Standard
Most Common
- Enhanced
Higher Profile Projects
- Enterprise Solutions

Standard Rights

Digital audiences (like websites and emails)
Small print runs (less than 500,000)
Office slideshows and newsletters

Packs	
For smaller projects or one-off needs	
<input type="radio"/> 2 images	\$29
<input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229
Buy Pack	

Subscriptions	
For big projects or ongoing needs	
<input type="radio"/> One User <input type="radio"/> Multiple Users	
Annual Plan	
<input checked="" type="radio"/> 350 images monthly	\$169/month
<input type="radio"/> 750 images monthly	\$199/month
Monthly Plan	
<input type="radio"/> 350 images monthly	\$199/month
<input type="radio"/> 750 images monthly	\$249/month
Subscribe	

Don't see what you're looking for? See our Enhanced Rights options

Whatever you're working on, we've got you covered

Options for every sized team:

- Solo
- Team
- Enterprise

Solo

For the creative team of one. We've got options for every project.

Packs	
For smaller projects or one-off needs	
Standard Rights	
<input type="radio"/> 2 images	\$29
<input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229
Enhanced Rights	
<input type="radio"/> 2 images	\$199
<input type="radio"/> 5 images	\$449
<input type="radio"/> 25 images	\$1,699
Buy Pack	

Subscriptions	
For big projects or ongoing needs	
Annual Plan	
<input checked="" type="radio"/> 350 images monthly	\$169/month
<input type="radio"/> 750 images monthly	\$199/month
Monthly Plan	
<input type="radio"/> 350 images monthly	\$199/month
<input type="radio"/> 750 images monthly	\$249/month
Subscribe	

Enhanced Rights

Film & TV audiences
Large Print Runs (over 500,000)
Merchandise (promotional or for sale)

Packs	
<input type="radio"/> 2 images	\$199
<input checked="" type="radio"/> 5 images	\$449
	\$1,699

Need a lot of Enhanced Rights images? We'll customize a plan for your needs.

1-866-643-3945
[Chat](#)

LICENSE-BASED

Team

For multiple people working on multiple projects. We make it easy for your team to get things done.

Subscriptions	
Annual Plan	
750 images monthly	
<input checked="" type="radio"/> 2 users	\$299/month
	\$399/month
Subscribe	

Benefits:

- Separate log-ins for each member
- Individual search and download histories
- Shareable lightboxes to keep projects organized

Need more users or a custom plan?
1-866-643-3945
[Chat](#)

TEAM-BASED

Round 2 Winners

shutterstock

Whatever you're working on, we've got you covered

What type of rights do you need?

Standard
Most Common

Enhanced
Higher Profile Projects

Enterprise Solutions

Standard Rights

Digital audiences (like websites and emails)
Small print runs (less than 500,000)
Office slideshows and newsletters

Packs	For smaller projects or one-off needs
<input type="radio"/> 2 images	\$29
<input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229

Buy Pack

Subscriptions	For big projects or ongoing needs
<input type="radio"/> One User <input type="radio"/> Multiple Users	
Annual Plan	
<input checked="" type="radio"/> 350 images monthly	\$169/month
<input type="radio"/> 750 images monthly	\$199/month
Monthly Plan	
<input type="radio"/> 350 images monthly	\$199/month
<input type="radio"/> 750 images monthly	\$249/month

Subscribe

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Enhanced Rights

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Merchandise (promotional or for sale)

Packs	
<input type="radio"/> 2 images	\$199
<input checked="" type="radio"/> 5 images	\$449
	\$1,699

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Chat

LICENSE-BASED

shutterstock

Whatever you're working on, we've got you covered

Options for every sized team:

Solo

Team

Enterprise

Solo

For the creative team of one. We've got options for every project.

Packs	For smaller projects or one-off needs
Standard Rights	
<input type="radio"/> 2 images	\$29
<input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229
Enhanced Rights	
<input type="radio"/> 2 images	\$199
<input type="radio"/> 5 images	\$449
<input type="radio"/> 25 images	\$1,699

Buy Pack

Subscriptions	For big projects or ongoing needs
Annual Plan	
<input checked="" type="radio"/> 350 images monthly	\$169/month
<input type="radio"/> 750 images monthly	\$199/month
Monthly Plan	
<input type="radio"/> 350 images monthly	\$199/month
<input type="radio"/> 750 images monthly	\$249/month

Subscribe

Team

For multiple people working on multiple projects. We make it easy for your team to get things done.

Subscriptions	
Annual Plan	
<input checked="" type="radio"/> 750 images monthly	
<input type="radio"/> 2 users	\$299/month
	\$399/month

Subscribe

TEAM-BASED

- Benefits:
- Separate log-ins for each member
 - Individual search and download histories
 - Shareable lightboxes to keep projects organized

Need more users or a custom plan?
1-866-643-3945
Chat

Round 2 Winners

shutterstock

Whatever you're working on, we've got you covered

What type of rights do you need?

Standard
Most Common

Enhanced
Higher Profile Projects

Enterprise Solutions

Standard Rights

Digital audiences (like websites and emails)
Small print runs (less than 500,000)
Office slideshows and newsletters

Packs	For smaller projects or one-off needs
<input type="radio"/> 2 images	\$29
<input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229

Buy Pack

Subscriptions	For big projects or ongoing needs
<input type="radio"/> One User	<input checked="" type="radio"/> Multiple Users
Annual Plan	750 images monthly
<input type="radio"/> 2 users	\$299/month
<input type="radio"/> 3 users	\$399/month

Need more users or a custom plan?
1-866-643-3945 Chat

Subscribe

Don't see what you're looking for? See our Enhanced Rights options

Enhanced Rights

Film & TV audiences
Large Print Runs (over 500,000)
Merchandise (promotional or for sale)

Packs	
<input type="radio"/> 2 images	\$199
<input checked="" type="radio"/> 5 images	\$449
	\$1,699

Need a lot of Enhanced Rights images?
We'll customize a plan for your needs.

1-866-643-3945
Chat

LICENSE-BASED

shutterstock

Whatever you're working on, we've got you covered

Options for every sized team:

Solo

Team

Enterprise

Solo

For the creative team of one. We've got options for every project.

Packs	For smaller projects or one-off needs
Standard Rights	
<input type="radio"/> 2 images	\$29
<input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229
Enhanced Rights	
<input type="radio"/> 2 images	\$199
<input type="radio"/> 5 images	\$449
<input type="radio"/> 25 images	\$1,699

Buy Pack

Subscriptions	For big projects or ongoing needs
Annual Plan	
<input checked="" type="radio"/> Popular	350 images monthly
<input type="radio"/>	750 images monthly
Monthly Plan	
<input type="radio"/>	350 images monthly
<input type="radio"/>	750 images monthly

Subscribe

Team

For multiple people working on multiple projects. We make it easy for your team to get things done.

Subscriptions	
Annual Plan	750 images monthly
<input checked="" type="radio"/>	2 users
	\$299/month
	\$399/month

Subscribe

Benefits:

- Separate log-ins for each member
- Individual search and download histories
- Shareable lightboxes to keep projects organized

Need more users or a custom plan?
1-866-643-3945
Chat

TEAM-BASED

Teams

Round 2 Winners

Enhanced Rights

Film & TV audiences
Large Print Runs (over 500,000)
Merchandise (promotional or for sale)

Packs

- 2 images \$199
- 5 images \$449
- 25 images \$1,699

Subscribe

Need a lot of Enhanced Rights images?
We'll customize a plan for your needs.

1-866-643-3945

Chat

Don't see what you're looking for? See our Enterprise Solutions.



Enterprise Solutions

With our enterprise offering, you get custom plans and pricing that includes both Standard and Enhanced rights.

Best-in-class Service

- A personal account manager
- A dedicated research team

Enhanced Workflow

- Unlimited users
- Unlimited, high-resolution, un-watermarked comps

Incredible Collections

- Exclusive images, including our award-winning Offset collection
- The latest editorial imagery, including news, sports, fashion and entertainment
- Premium music and video

Learn More

Team

For multiple people working on multiple projects. We make it easy for your team to get things done.

Subscriptions

Annual Plan ⓘ

750 images monthly

2 users \$299/month

3 users \$399/month

Subscribe

Benefits:

- Separate log-ins for each member
- Individual search and download histories
- Shareable lightboxes to keep projects organized

Need more users or a custom plan?

1-866-643-3945

Chat

Enterprise

Our enterprise solution offers unlimited team size, custom pricing, and dedicated account services

Best-in-class Service

- A personal account manager
- A dedicated research team

Enhanced Workflow

- Unlimited users
- Unlimited, high-resolution, un-watermarked comps

Incredible Collections

- Exclusive images, including our award-winning Offset collection
- The latest editorial imagery, including news, sports, fashion and entertainment
- Premium music and video

Learn More

Start for Free

Enjoy free images and fresh ideas with a [Free Account](#)

Start for Free

Enjoy free images and fresh ideas with a [Free Account](#)

SHUTTERSTOCK STATS: 36,941,822 royalty-free stock images / 250,735 new stock images added this week

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1-646-419-4452 (US)
support@shutterstock.com

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Nederlands Norsk
Polski Portugues
Suomi Svenska
Türkçe Rusский
ไทย 한국어
中文 日本語

Legal
Website Terms of Use
Stock Photo Licensing Terms
Privacy Policy
Satisfaction Guarantee



LICENSE-BASED

TEAM-BASED

Round 2 Winners

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Whatever you're working on, we've got you covered

What type of rights do you need?

Standard (Most Common) Enhanced (Higher Profile Projects) Enterprise Solutions

Standard Rights

Digital audiences (like websites and emails)
Small print runs (less than 500,000)
Office slideshows and newsletters

Packs	For smaller projects or one-off needs
<input type="radio"/> 2 images	\$29
<input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229

Buy Pack

Subscriptions	For big projects or ongoing needs
One User	Multiple Users
Annual Plan	750 images monthly
<input checked="" type="radio"/> 2 users	\$299/month
<input type="radio"/> 3 users	\$399/month

Need more users or a custom plan?
1-866-643-3945 Chat

Subscribe

Don't see what you're looking for? See our Enhanced Rights options

Enhanced Rights

Film & TV audiences
Large Print Runs (over 500,000)
Merchandise (promotional or for sale)

Packs	
<input type="radio"/> 2 images	\$199
<input checked="" type="radio"/> 5 images	\$449
<input type="radio"/> 25 images	\$1,699

Need a lot of Enhanced Rights images?
We'll customize a plan for your needs.

1-866-643-3945
Chat

License-based

Based on 11 user interviews and 6 usability tests

Pros

- Easy to scan and self-select
- Easy to digest options within section
- Empowered users to choose the right product, with more clarity around licensing
- The overall favorite from user interviews

Cons

- Disregards other options once they see Standard License meets their needs
- Teams deemphasized

Potential Business Impact

Increase in enhanced license pack purchases

Round 2 Winners

shutterstock

IMAGES FOOTAGE MUSIC 1-888-868-2346 English Save on Videos Sign In

Search images, vectors and video All Images Refine Your Search

Whatever you're working on, we've got you covered

Options for every sized team:

Solo Team Enterprise

Solo
For the creative team of one. We've got options for every project.

Packs	
For smaller projects or one-off needs	
Standard Rights	
<input type="radio"/> 2 images	\$29
Popular <input checked="" type="radio"/> 5 images	\$49
<input type="radio"/> 25 images	\$229
Enhanced Rights	
<input type="radio"/> 2 images	\$199
<input type="radio"/> 5 images	\$449
<input type="radio"/> 25 images	\$1,699
Buy Pack	

Subscriptions	
For big projects or ongoing needs	
Annual Plan	
Popular <input checked="" type="radio"/> 350 images monthly	\$169/month
<input type="radio"/> 750 images monthly	\$199/month
Monthly Plan	
<input type="radio"/> 350 images monthly	\$199/month
<input type="radio"/> 750 images monthly	\$249/month
Subscribe	

Team-based

Based on 11 user interviews and 6 usability tests

Pros

- Easy to scan and self-select
- Easy to digest options within section
- Self-identifies as team sooner
- Listed team benefits are appealing

Cons

- Wanted to see the cost per additional user
- License deemphasized

Potential Business Impact

Increase in team subscriptions

Team
For multiple people working on multiple projects. We make it easy for your team to get things done.

Subscriptions	
Annual Plan	
750 images monthly	
Popular <input checked="" type="radio"/> 2 users	\$299/month
<input type="radio"/> 3 users	\$399/month
Subscribe	

Benefits:

- Separate log-ins for each member
- Individual search and download histories
- Shareable lightboxes to keep projects organized

Need more users or a custom plan?

1-866-643-3945

Chat

H1 acts as the starting point & leads into the options below it

Whatever you're working on, we've got you covered

What type of rights do you need?

Standard
Most Common

Enhanced
Higher Profile Projects

Enterprise Solutions

Standard Rights

Packs

2	\$29
5	\$49
25	\$229

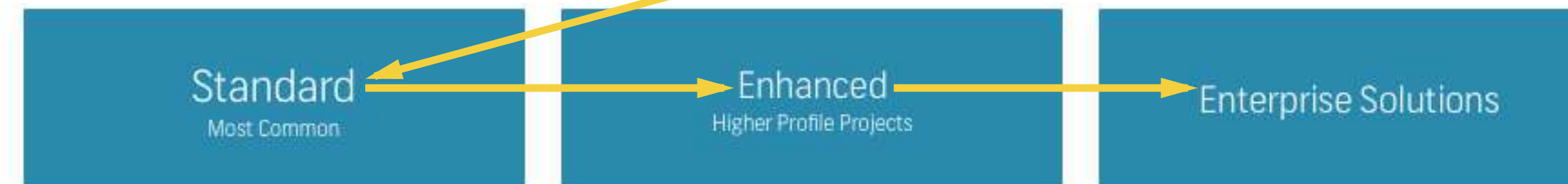
Subscriptions

350	\$169
750	\$199
350	\$199
750	\$249

H1 acts as the starting point & leads into the options below it

Whatever you're working on, we've got you covered

What type of rights do you need?



3 buckets help users get situated,
before we reveal more detail down the page

Packs		Subscriptions	
2 users	\$29	350 hrs	\$169
5 users	\$49	750 hrs	\$199
25 users	\$229	350 hrs	\$199
		750 hrs	\$249

Users understand...

- 1) buttons represent sections on the page, and know to scroll
- 2) buttons are clickable, and will jump them to the respective section

Whatever you're working on, we've got you covered

What type of rights do you need?

Standard
Most Common

Enhanced
Higher Profile Projects

Enterprise Solutions

Standard Rights

Digital audiences (like websites and emails)
Small print runs (less than 500,000)
Office slideshows and newsletters

768 Fold

16% of Total Sessions
(as of 6/8/2016)

Packs	Options
2...	\$29
3...	\$49
25...	\$229
350...	\$169
750...	\$199
350...	\$199
750...	\$249

Whatever you're working on, we've got you covered

What type of rights do you need?

- Standard
Most common
- Enhanced
High-end projects
- Enterprise Solutions

Some detail,
to get situated...

...then more detail,
to understand and compare

Packs		Subscriptions	
For smaller projects or one-off needs		For big projects or ongoing needs	
2 images	\$99	350 images monthly	\$169/month
5 images	\$49	750 images monthly	\$199/month
25 images	\$229	350 images monthly	\$199/month
Buy Pack		Subscribe	

Don't see what you're looking for? See our Enhanced Rights options



shutterstock

1 Whatever you're working on, we've got you covered

What type of rights do you need?

- Standard
- Enhanced
- Enterprise Solutions

Standard Rights

Digital audiences (like websites and emails)
Small print runs (less than 500,000)
Office slideshows and newsletters

Packs	Price
2 images	\$29
5 images	\$49
25 images	\$229

Subscriptions

Plan	Images	Price
Annual Plan	350 images monthly	\$169/month
Annual Plan	750 images monthly	\$199/month
Monthly Plan	350 images monthly	\$199/month
Monthly Plan	750 images monthly	\$249/month

Enhanced Rights

Film & TV audiences
Large Print Runs (over 500,000)
Merchandise (promotional or for sale)

Packs	Price
2 images	\$199
5 images	\$449
25 images	\$1,699

Enterprise Solutions

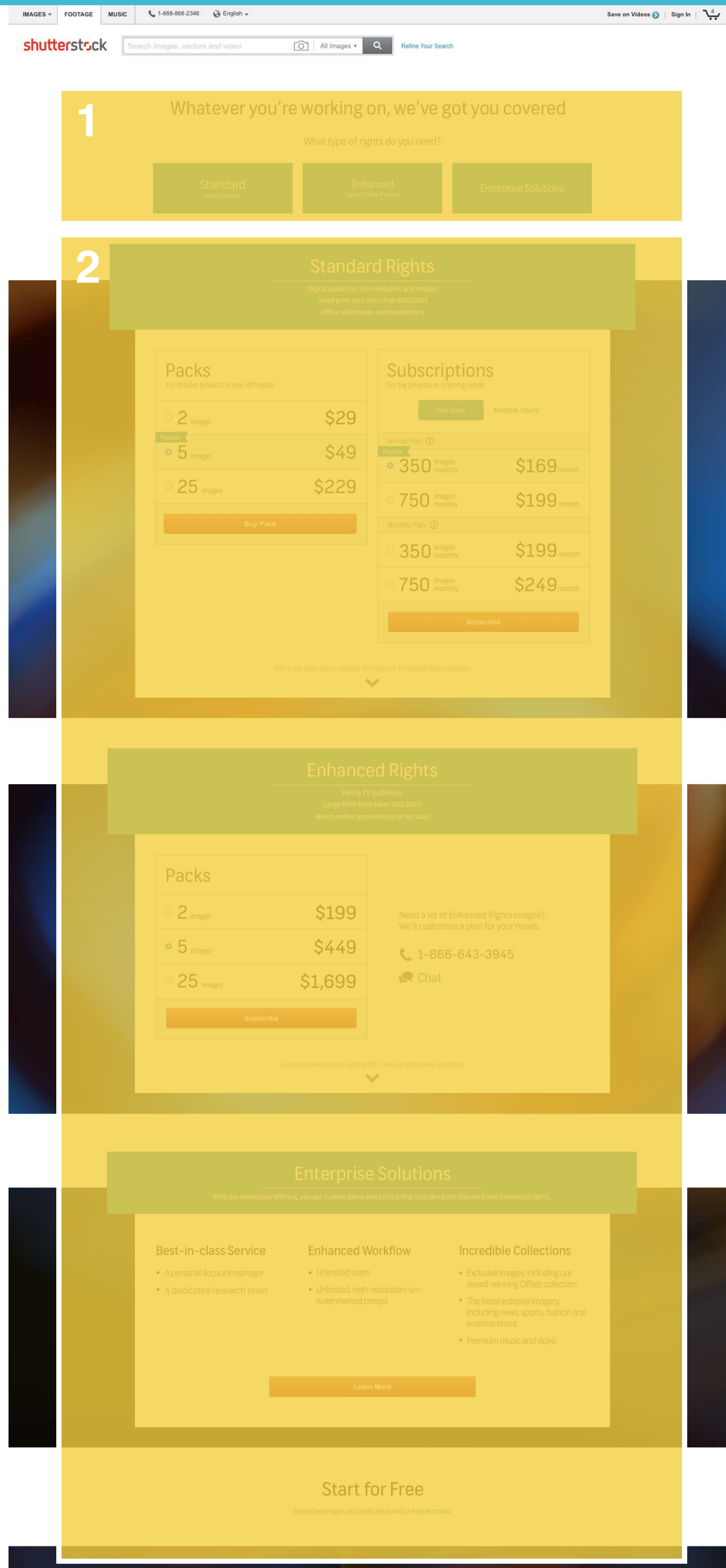
With our enterprise offering, you get custom plans and pricing that includes both Standard and Enhanced rights.

- Best-in-class Service**
 - A personal account manager
 - A dedicated research team
- Enhanced Workflow**
 - Unlimited users
 - Unlimited, high-resolution, un-watermarked comps
- Incredible Collections**
 - Exclusive images, including our award-winning Offset collection
 - The latest editorial imagery, including news, sports, fashion and entertainment
 - Premium music and video

Start for Free

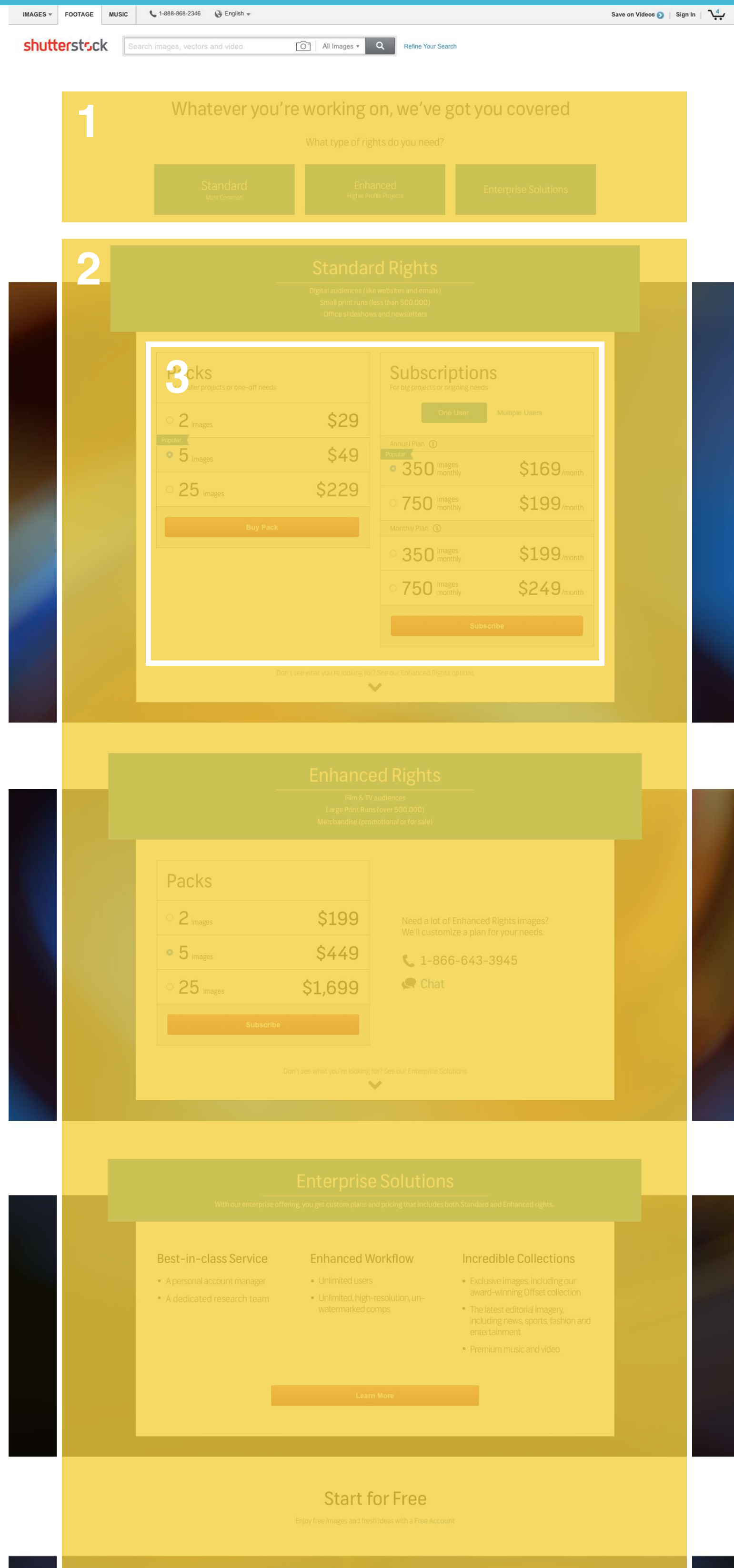
Enjoy free images and fresh ideas with a Free Account

1 Recognize 3 Buckets to Pick From
“So there are these 3...”



1 Recognize 3 Buckets to Pick From
“So there are these 3...”

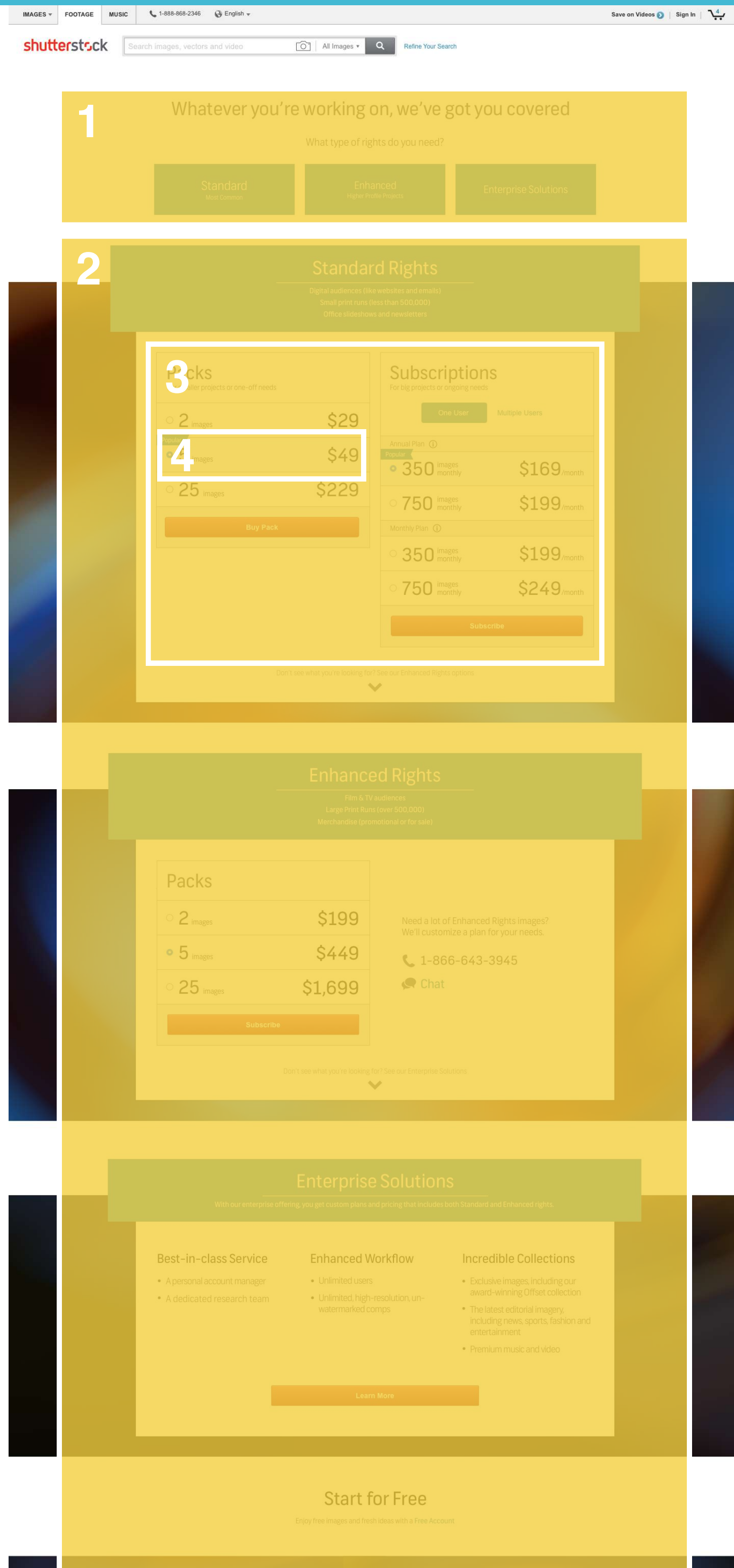
2 Compare Buckets
“How do these sections differ?”



1 Recognize 3 Buckets to Pick From
“So there are these 3...”

2 Compare Buckets
“How do these sections differ?”

3 Pick a Bucket & Compare Options
“I need more images than that...”
“This is good, but too expensive...”

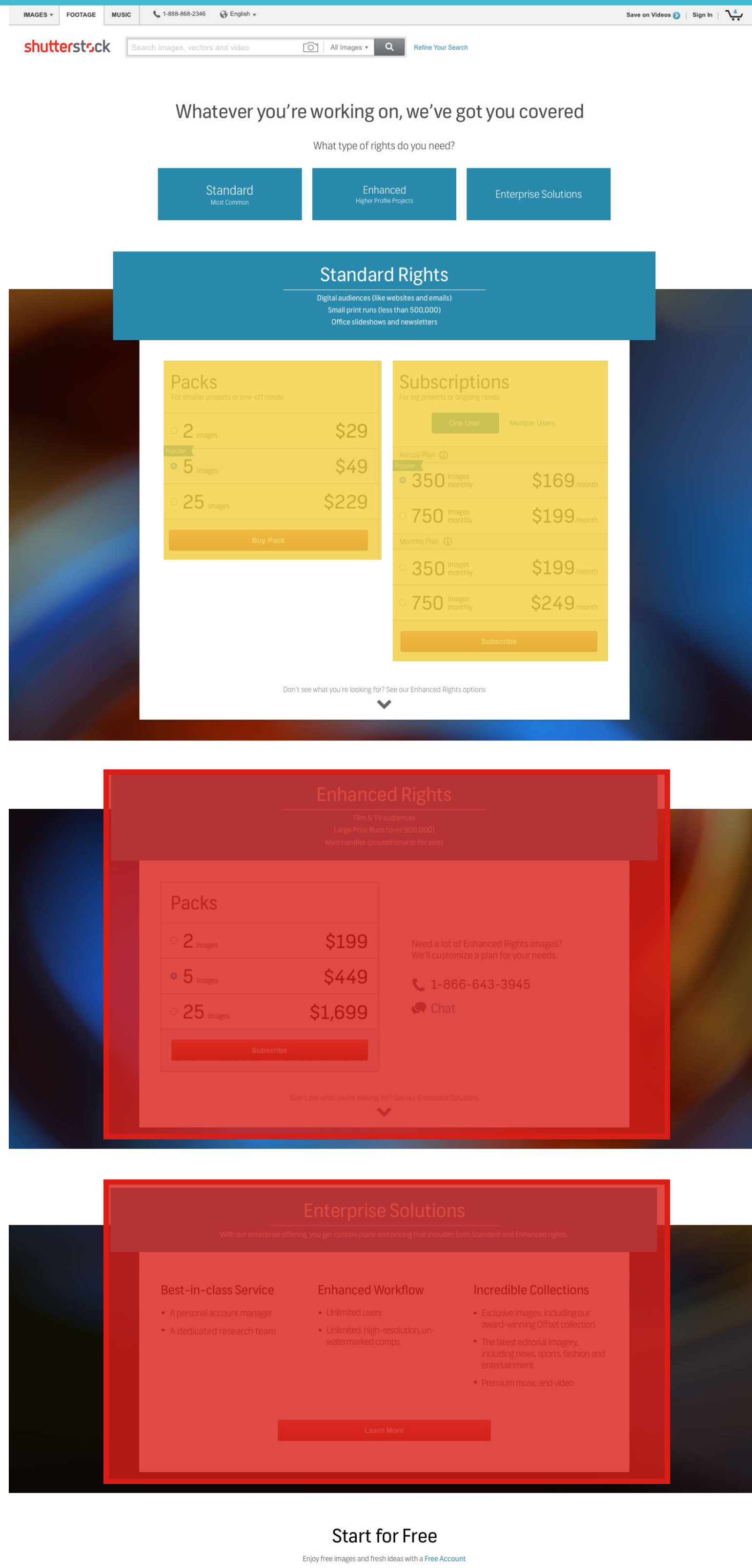


1 Recognize 3 Buckets to Pick From
“So there are these 3...”

2 Compare Buckets
“How do these sections differ?”

3 Pick a Bucket & Compare Options
“I need more images than that...”
“This is good, but too expensive...”

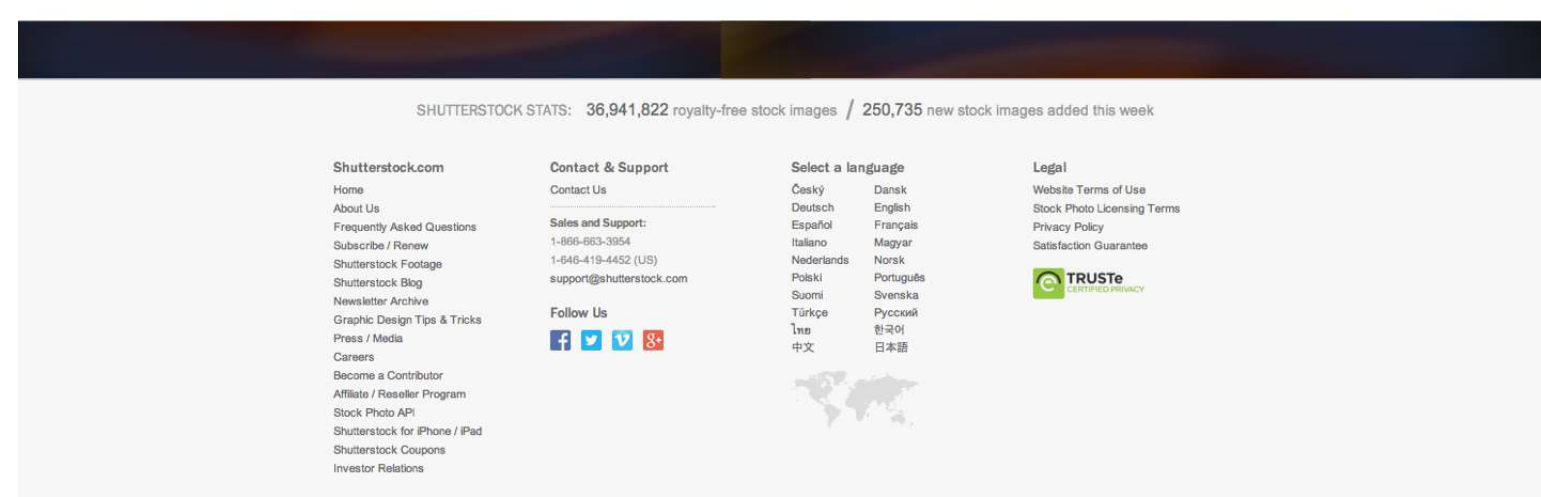
4 Pick an Option
“This will work for me”



After picking a bucket...

...only the options most relevant to the user are in view...

...and the options least relevant to the user are eliminated from the comparison



Testing Round 3

- Test comprehension of plans within a checkout flow
 - Pricing Page
 - Order Summary / Payment
 - Confirmation Page
- Test checkout flow with consistent product detail language
- Test round 2 winners for usability, with design updates based on round 2 learnings

Checkout

Picked the 750 annual plan

& expects to pay the year upfront



*"I expect to go to a billing page, which would bill me for the **750 annual plan**..."*

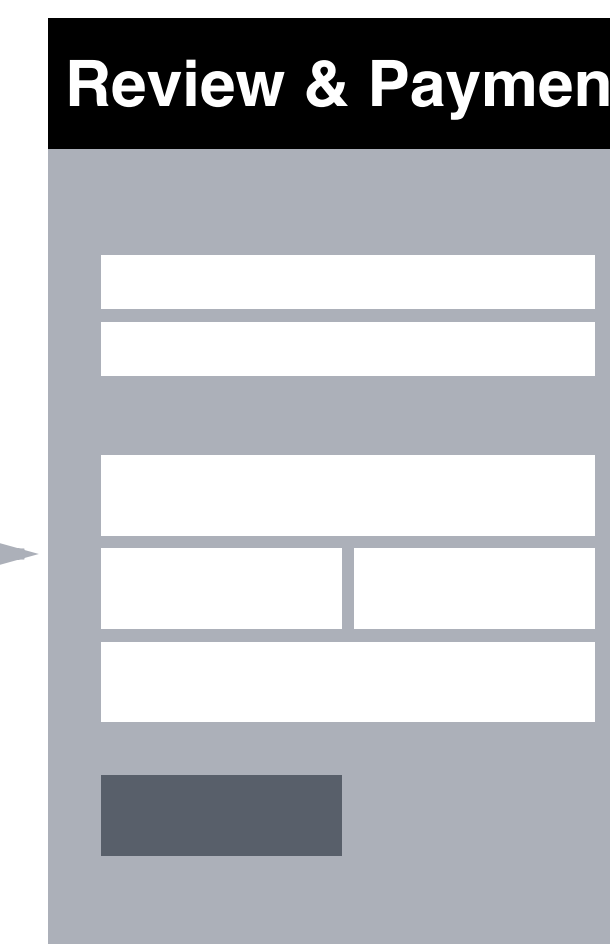
...not sure what the total amount will be for the year, but I expect to pay for the year upfront."

Needs to sign up



Forgets his selection

& assumes it was a monthly subscription, based on what's displayed



*"**Don't remember** if I chose **annual or monthly**..."*

...expected to pay for the year upfront, but this says monthly payment..."

*...looks like I picked a **monthly subscription**."*

From Usability Testing


Selected a 1 year subscription, and expects to pay upfront for the year

“Don't remember if I chose annual or monthly...”

...expected to pay for the year upfront, but this says monthly payment...

...looks like I picked a monthly subscription.”

Order Summary

Monthly Subscription 1 Year, 750 Downloads per Month	12 months at \$199.00/month	“12 months at \$199/month?”
Do you have a coupon code?		
 Satisfaction Guaranteed Learn More	Amount Due Today: \$199.00	“Amount due today...”

We will automatically renew your Monthly Subscription 3 to 4 days before it expires on March 23, 2017. You can cancel Auto Renewal at any time on the site or by contacting our support team.

Payment Details

Please note that we cannot accept paper check or wire transfer for this purchase.



Credit Card Number:

Expiration Date: 01 - Jan 2016

Security Code: 

Secure Checkout

Your payment information is encrypted before transfer. For your convenience, Shutterstock will store your encrypted payment information for future orders. You can manage your payment information in your account settings.

Process Order >

Current state has **inconsistent language** throughout checkout flow

Pricing Page

Basic

Image Packs

- 2 Images \$29
- 5 Images** \$49
- 25 Images \$229

[Buy Now](#)

Images must be downloaded within one year of purchase

Image Packs

5 Images



Order Summary

Order Summary

Images On Demand 5 Downloads, All JPEG/Vector Sizes	<input checked="" type="checkbox"/> Auto Renewal <input checked="" type="checkbox"/> ON	\$49.00
---	--	---------

Do you have a [coupon code](#)?

Satisfaction Guaranteed [Learn More](#)

TOTAL: **\$49.00**

Images On Demand
5 Downloads, All JPEG/Vector Sizes



Confirmation Page

Your transaction has been approved.

Username:	valemany12
Order ID:	SSTK-011EC-08EB view receipt
Order summary:	365-day Images On Demand, with 5 Standard License Downloads

365-day Images On Demand, with 5 Standard License Downloads

New design uses more **consistent language** to repeatedly communicate what the customer is buying, in the same way

Pricing Page

Packs
For smaller projects or one-off needs

Standard Rights ⓘ

- 2 images \$29
- Popular**
 5 images \$49
- 25 images \$229

Enhanced Rights ⓘ

- 2 images \$199
- 5 images \$449
- 25 images \$1,699

[Buy Pack](#)

Packs
For smaller projects or one-off needs

Standard Rights ⓘ

5 images

Order Summary

Order Summary

Image Pack, Standard License \$49.00
5 Images
Images must be downloaded by: June 2, 2017

Do you have a [coupon code?](#)

Total: **\$49.00**

Satisfaction Guaranteed

Image Pack, Standard License
5 Images
Images must be downloaded by: June 2, 2017

Confirmation Page

Your transaction has been approved.

Username:	GregBrown1
Order ID:	SSTK-011EC-08EB view receipt
Order summary:	5 Image Pack, Standard License (Images must be downloaded by June 2, 2017)

5 Image Pack, Standard License (Images must be downloaded by June 2, 2017)

Order Summary

Monthly Subscription
1 Year, 750 Downloads per Month

12 months at \$199.00/month

Do you have a [coupon code](#)?

 **Satisfaction Guaranteed** [Learn More](#)

Amount Due Today: **\$199.00**

We will automatically renew your Monthly Subscription 3 to 4 days before it expires on July 26, 2017. You can cancel Auto Renewal at any time on the site or by contacting our support team.

Payment Details

Please note that we cannot accept paper check or wire transfer for this purchase.



Credit Card Number:

Expiration Date:

01 - Jan 2016

Security Code:

Process Order >

Secure Checkout

Your payment information is encrypted before transfer. For your convenience, Shutterstock will store your encrypted payment information for future orders. You can manage your payment information in your account settings.

Order Summary

Annual Plan, Multiple Users
750 Images per Month
3 Users

1 Year Commitment at \$399.00/month

Do you have a [coupon code](#)?

Amount Due Today: **\$399.00**

 **Satisfaction Guaranteed**

Auto-renewal

You will be billed automatically each month, and your Annual Subscription will be renewed 3-4 days before it expires on June 2, 2017.

You can turn off auto-renewal in [your account settings](#), or by [contacting our support team](#).

Payment Details

Please note that we cannot accept paper check or wire transfer for this purchase.



Credit Card Number

Expiration Date

Month Year

Security Code

Secure Checkout

Your payment information is encrypted before transfer. For your convenience, Shutterstock will store your encrypted payment information for future orders. You can manage your payment information in your account settings.

Order Summary

		Auto Renewal
Images On Demand 5 Downloads, All JPEG/Vector Sizes	<input checked="" type="checkbox"/> ON	\$49.00
Do you have a coupon code ?		
Satisfaction Guaranteed Learn More		TOTAL: \$49.00

Auto Renewal

Choose Auto Renewal and we'll lock in the current retail price for 15 months. During that period, when you run out of downloads or your plan expires, we'll automatically renew your plan at that locked-in price. After that period, we will renew your account at the then-current price. You can cancel Auto Renewal at any time on the site or by contacting our support team.

Payment Details

Please note that we cannot accept paper check or wire transfer for this purchase.



Credit Card Number:

Expiration Date:

Security Code:

Secure Checkout

Your payment information is encrypted before transfer. For your convenience, Shutterstock will store your encrypted payment information for future orders. You can manage your payment information in your account settings.

[Process Order >](#)

Order Summary

Image Pack, Standard License

\$49.00

5 Images

Images must be downloaded by: June 2, 2017

Do you have a [coupon code](#)?

Total: **\$49.00**

Satisfaction Guaranteed

Auto-renewal

Auto-renewal is on. We will renew your pack automatically once you've used all of your downloads.

You can turn off auto-renewal in [your account settings](#), or by [contacting our support team](#).

Note: Any auto-renewals within the next 15 months will be locked in at today's retail price of [\$49.00 for 5 Images]. After that, you'll be charged the price listed on the site at that time.

Payment Details

Please note that we cannot accept paper check or wire transfer for this purchase.



Credit Card Number

Expiration Date

Month Year

Security Code

Secure Checkout

Your payment information is encrypted before transfer. For your convenience, Shutterstock will store your encrypted payment information for future orders. You can manage your payment information in your account settings.

Auto-renew is **noticed right away**, and users **understand**:

- 1 How auto-renew works
- 2 When auto-renew will happen
- 3 That they can turn it off

Packs

Auto-renewal

- 1 Auto-renewal is on. We will renew your pack automatically once you've used all of your downloads. 2
- 3 You can turn off auto-renewal in [your account settings](#), or by [contacting our support team](#).
Note: Any auto-renewals within the next 15 months will be locked in at today's retail price of [\$49.00 for 5 Images]. After that, you'll be charged the price listed on the site at that time.

Annual Plan

Auto-renewal

- 1 You will be billed automatically each month, and your Annual Subscription will be renewed 3-4 days before it expires on June 2, 2017. 2
- 3 You can turn off auto-renewal in [your account settings](#), or by [contacting our support team](#).

Users were either **unsurprised** by auto-renew, or felt **strongly against it**:

“Yes, I’d expect this.
It’s like other subscriptions I have.”

“This feels scammy...
I would always turn this off right away”

- **Expected auto-renew** and felt it was **familiar** and similar to other subscription services
- Expected packs to be a **one-time purchase**, but felt auto-renew could be helpful if you have frequent or regular image needs

- Prefer auto-renew **turned off by default**, with the option to opt-in
- Prefer to be **contacted before auto-renew happens**, and given the option to turn it off
- Some tried to **turn it off immediately**, upon landing on the page (for packs)

Pack

✔ Your transaction has been approved.

Username:	GregBrown1
Order ID:	SSTK-011EC-08EB view receipt
Order summary:	5 Image Pack, Standard License (Images must be downloaded by June 2, 2017)

[Start Downloading](#)

Please note that the number of image downloads available to you is determined solely by the plan you purchase. A day is defined as the twenty-four (24) hour period beginning at the precise time of your purchase. A month is defined as thirty (30) consecutive days beginning on and including the date of your purchase.

Please also note that if your credit card billing currency is not US dollars (USD) then your credit card issuing bank may charge you for a currency conversion from USD to your credit card's currency.

Annual Team Plan

✔ Your transaction has been approved.

Username:	GregBrown1
Order ID:	SSTK-011EC-08EB view receipt
Order summary:	Annual Plan, 750 Images per Month, 3 Users

[Start Downloading](#)

Please note that the number of image downloads available to you is determined solely by the plan you purchase. A day is defined as the twenty-four (24) hour period beginning at the precise time of your purchase. A month is defined as thirty (30) consecutive days beginning on and including the date of your purchase.

Please also note that if your credit card billing currency is not US dollars (USD) then your credit card issuing bank may charge you for a currency conversion from USD to your credit card's currency.

When asked **what they expected to see** on this page, we heard:

- “We sent you a confirmation email”
- “Thank you for your purchase!”

When asked **what they’d do next**, we heard:

- “**Print or download** PDF of my receipt/confirmation details, for my records”
- “Make sure my **order was processed** and that my **login details** work”
- “Start finding and **downloading images**”
- “**Find out what music is**...not sure what music would be. Sound effects? Tracks?
Music made by other users?”

Consider having receipt on-page, ready to print or download

Next Steps

