



How to create a Product in Stripe

Step: 01

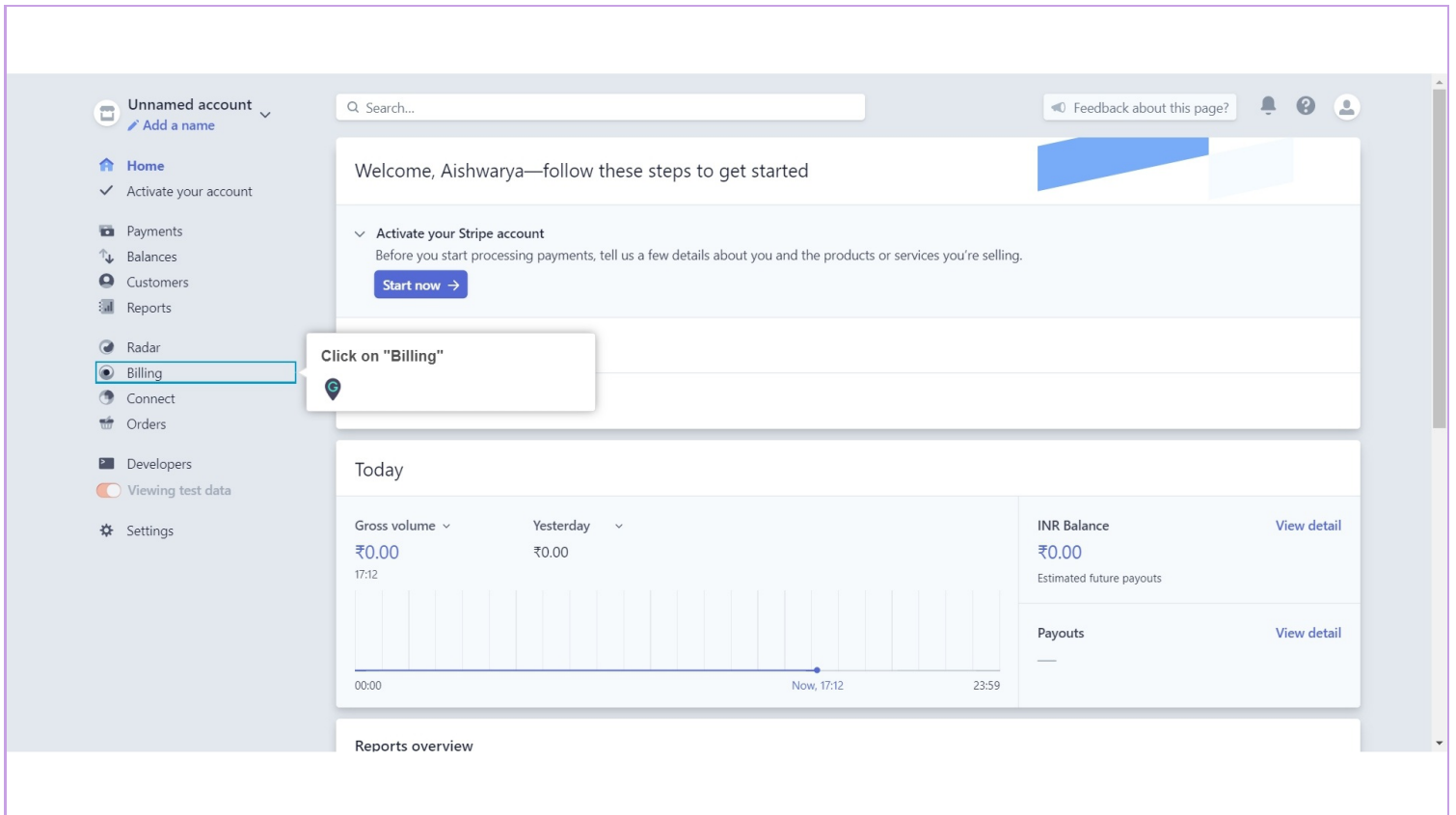
Welcome

In this guide, we will learn to create a product in Stripe

The screenshot displays the Stripe dashboard interface. On the left is a navigation sidebar with options like Home, Payments, Balances, Customers, Reports, Radar, Billing, Connect, Orders, Developers, and Settings. The main content area features a search bar, a feedback link, and a welcome message for 'Aishwarya'. Below the welcome message are steps to 'Activate your Stripe account', 'Get your test API keys', and 'Get your live API keys'. A 'Welcome' tooltip is overlaid on the screen, stating: 'Welcome. In this guide, we will learn to create a product in Stripe'. The 'Today' section shows a bar chart for 'Gross volume' with values of ₹0.00 for 'Yesterday' and 'Today' (at 17:09). To the right, 'INR Balance' is ₹0.00 and 'Payouts' are also ₹0.00. The bottom of the dashboard shows a 'Reports overview' section.

Step: 02

Click on "Billing"



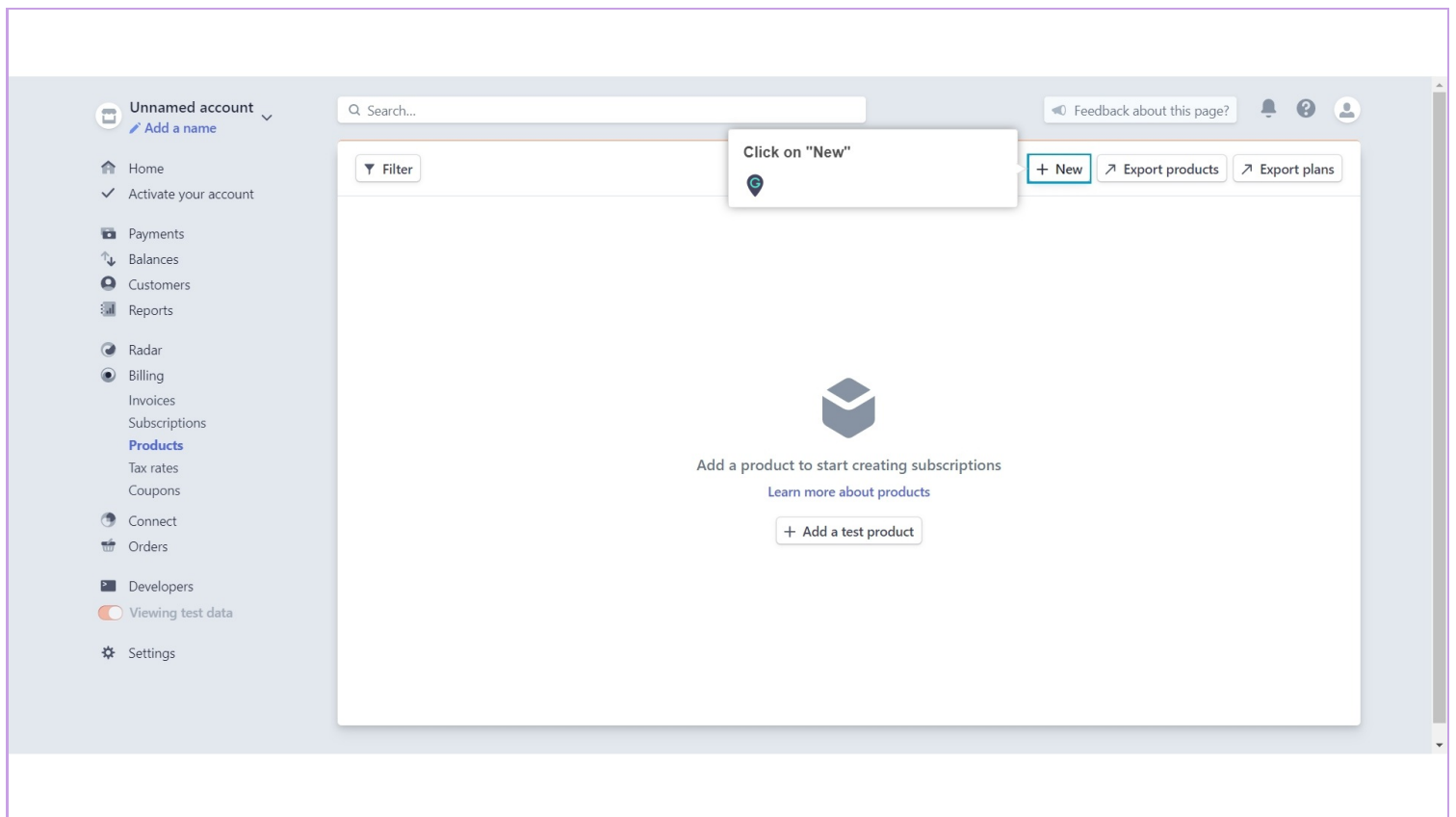
Step: 03

Click on "Products"

The screenshot shows a web dashboard for a billing system. On the left is a navigation sidebar with the following items: Unnamed account (with a dropdown arrow and 'Add a name' link), Home, Activate your account, Payments, Balances, Customers, Reports, Radar, Billing (highlighted with a blue circle), Invoices, Subscriptions, Products (highlighted with a blue box and a callout), Tax rates, Coupons, Connect, Orders, Developers, Viewing test data (with a toggle switch), and Settings. The main content area features a search bar, a 'Feedback about this page?' link, and a 'TEST DATA' indicator. Below this is a 'BILLING' header with a green circular icon. The main heading is 'Get started with Billing', followed by the text 'Bill your customers ad hoc with invoices, or bill them on a recurring basis with subscriptions.' and a 'Read the quickstart guide ->' button. A note states 'Analytics will become available within 1 day of creating your first invoice or subscription.' The dashboard also contains four charts: 'MRR growth' (a bar chart with four bars), 'Net volume' (a line chart with two lines), 'MRR growth' (a bar chart with four bars), and 'New subscribers' (a line chart with two lines). A white callout box with a location pin icon and the text 'Click on "Products"' points to the 'Products' menu item in the sidebar.

Step: 04

Click on "New"



Step: 05

Enter product name

The screenshot shows a web application interface for creating a product. On the left is a sidebar with navigation options: Unnamed account, Home, Activate your account, Payments, Balances, Customers, Reports, Radar, Billing, Invoices, Subscriptions, Products (highlighted), Tax rates, Coupons, Connect, Orders, Developers, Viewing test data, and Settings. The main content area is titled 'Product > Pricing plan' and contains a 'Create a product' form. The form has a 'TEST DATA' label in the top right. The form title is 'Create a product' with a subtitle: 'A product is something to which your customers subscribe. For example, the enterprise tier of a software product or usage of an API. You'll add plans next to define this product's pricing.' The form fields are: 'Product name' (input field with 'Enterprise', a tooltip 'Enter product name', and an error message 'Product name is required'), 'Unit label' (Optional, input field with 'seat'), and 'Statement descriptor' (Optional, input field with 'ENTERPRISE'). At the bottom right of the form are 'Cancel' and 'Create product' buttons.

Step: 06

Enter unit label

Product > Pricing plan TEST DATA

Create a product

A product is something to which your customers subscribe. For example, the enterprise tier of a software product or usage of an API. You'll add plans next to define this product's pricing.

Product name
This will appear on Checkout, customers' receipts, and invoices.

▲ Product name is required

Unit label Optional
This will represent a unit of this product, such as a seat or API call, on Checkout, customers' receipts, and invoices.

Statement descriptor Optional G
This will appear on customers' credit cards, and is not billable.

Step: 07

Enter statement descriptor

The screenshot shows the Stripe dashboard interface for creating a product. On the left is a navigation sidebar with options like Home, Payments, Customers, and Products. The main content area is titled 'Create a product' and includes a 'Pricing plan' tab. The 'Product name' field is filled with 'Enterprise' and has a red error message: 'Product name is required'. The 'Unit label' field is optional and contains 'seat'. The 'Statement descriptor' field is optional and contains 'ENTERPRISE', which is highlighted with a blue border. A tooltip with the text 'Enter statement descriptor' and a location pin icon is positioned over this field. At the bottom right, there are 'Cancel' and 'Create product' buttons.

Step: 08

Click on "Create product"

The screenshot shows the Stripe dashboard interface. On the left is a sidebar with navigation options: Unnamed account (Add a name), Home, Activate your account, Payments, Balances, Customers, Reports, Radar, Billing (Invoices, Subscriptions, Products, Tax rates, Coupons), Connect, Orders, Developers, Viewing test data, and Settings. The main content area is titled 'Product > Pricing plan' and contains a 'Create a product' form. The form includes a description: 'A product is something to which your customers subscribe. For example, the enterprise tier of a software product or usage of an API. You'll add plans next to define this product's pricing.' The form fields are: 'Product name' (dummy product), 'Unit label' (Optional, seat), and 'Statement descriptor' (Optional, ENTERPRISE). At the bottom right of the form are 'Cancel' and 'Create product' buttons. A callout box with a pointer icon points to the 'Create product' button, containing the text 'Click on "Create product"'. A 'TEST DATA' label is visible in the top right of the form area.

Step: 09

Add a pricing plan for this product

The screenshot shows a web application interface for adding a pricing plan. On the left is a sidebar with navigation items: Unnamed account (Add a name), Home, Activate your account, Payments, Balances, Customers, Reports, Radar, Billing, Invoices, Subscriptions, Products (highlighted), Tax rates, Coupons, Connect, Orders, Developers, Viewing test data, and Settings. The main content area is titled 'Product > Pricing plan' and includes a 'TEST DATA' button. The heading is 'Add a pricing plan for dummy product' with a sub-heading: 'Pricing plans define how customers will be billed for this product. You may want to add multiple pricing plans for this product if you sell it in multiple intervals, currencies, or other price variants.'

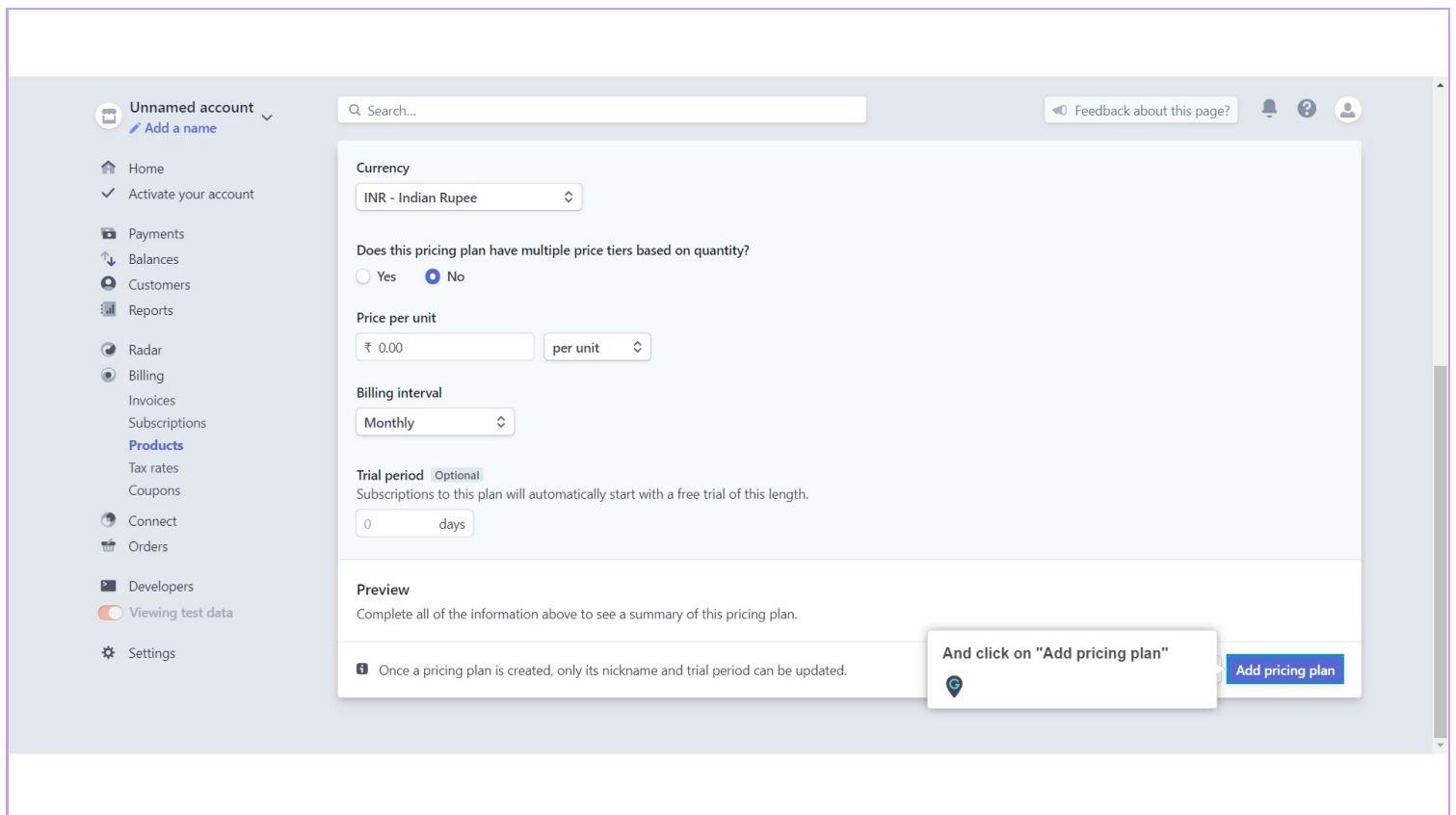
The form includes the following fields and options:

- Plan nickname:** A text input field containing 'Monthly'.
- ID (Optional):** A text input field with a tooltip that says 'Add a pricing plan for this product'. Below it, a note states: 'This will identify this plan in the API. We recommend you create an ID for you.'
- Pricing:** Two radio button options:
 - Recurring quantity:** Selected. Description: 'Bill customers at the start of each period for a set quantity. For example, seats for a SaaS product.'
 - Metered usage:** Description: 'Bill customers at the end of each period for reported usage. For example, API calls made.'
- Currency:** A dropdown menu set to 'INR - Indian Rupee'.

At the bottom, there is a question: 'Does this pricing plan have multiple price tiers based on quantity?' with a link 'Not sure? Learn more ->'.

Step: 10

And click on "Add pricing plan"



The screenshot shows a web interface for configuring a pricing plan. On the left is a sidebar with navigation options: Unnamed account (Add a name), Home, Activate your account, Payments, Balances, Customers, Reports, Radar, Billing (Invoices, Subscriptions), Products (Tax rates, Coupons), Connect, Orders, Developers, Viewing test data, and Settings. The main content area has a search bar and a 'Feedback about this page?' link. The pricing plan configuration form includes: Currency (dropdown: INR - Indian Rupee), a question 'Does this pricing plan have multiple price tiers based on quantity?' with 'No' selected, Price per unit (input: ₹ 0.00, dropdown: per unit), Billing interval (dropdown: Monthly), and Trial period (Optional, input: 0 days). A 'Preview' section states 'Complete all of the information above to see a summary of this pricing plan.' and a note says 'Once a pricing plan is created, only its nickname and trial period can be updated.' A callout box points to the 'Add pricing plan' button with the text 'And click on "Add pricing plan"'. The 'Add pricing plan' button is a blue button located at the bottom right of the form.

Thank You!

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