

# Product Requirements Document

## Bob University Mobile Application

Version 1.0

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Prepared by FoxTrove.ai for Ray Hornback

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Project Name	Bob University Mobile App
Client	Ray Hornback
Development Partner	FoxTrove.ai (Kyle Rasmussen)
Target Launch	January/February 2026
Platforms	iOS (App Store) & Android (Google Play)

# 1. Executive Summary

## 1.1 Product Vision

The Bob Company Hair Education App is a premium mobile platform designed to transform how hairstylists learn and master cutting techniques. Built for Ray Hornback's established hair education business, this app will serve as the primary delivery mechanism for educational content, certifications, community building, and live event management.

The app addresses critical friction points in the current delivery and marketing system by providing a native mobile experience that meets Gen Z stylists where they already are—on their phones (not their emails). By implementing a freemium model with immediate access to free content, the app creates a seamless pathway from discovery (Instagram) to engagement (free app content) to conversion (paid subscription).

## 1.2 Business Objectives

- **Scale membership from 125 current members to 600+ members (4-5x growth)**
- Reduce friction in content delivery and member access
- Enable freemium acquisition channel that bypasses email warm-up sequences
- Increase engagement through push notifications and native mobile experience
- Streamline certification and live event management
- Build a client-facing stylist directory to create network effects

## 1.3 Success Metrics

Metric	Current State	18-Month Target
Active Members	125	500-600
Monthly Recurring Revenue	~\$8,000	\$35,000+
App Downloads (cumulative)	N/A	2,000+
Free-to-Paid Conversion Rate	N/A	15-25%
Monthly Churn Rate	UNKNOWN	<6%
App Store Rating	N/A	4.5+ stars

## 2. Target Users & Personas

### 2.1 Primary Persona: The Aspiring Stylist

**Name:** Jessica, 24

**Background:** Recently graduated from cosmetology school, working at her first salon. Follows Ray on Instagram and loves his clean, modern cutting style.

**Goals:** Build confidence with precision cuts, learn techniques her school didn't teach, charge more for her services.

**Pain Points:** Limited time between clients, needs bite-sized content she can consume on breaks. Overwhelmed by YouTube's inconsistent quality. Wants a trusted resource that will elevate her skills.

**Tech Behavior:** Phone-first, rarely checks email, discovers content through Instagram/TikTok, expects instant access.

### 2.2 Secondary Persona: The Salon Owner

**Name:** Michelle, 38

**Background:** Owns a 5-chair salon, employs 4 junior stylists. Wants consistent training for her team.

**Goals:** Upskill her entire team efficiently, ensure consistent quality across all stylists, reduce training costs.

**Pain Points:** Can't afford to send everyone to in-person training, needs a scalable and easy to access solution.

**Tech Behavior:** More comfortable with desktop but staff all use phones. Needs simple team management.

### 2.3 Tertiary Persona: The Certification Seeker

**Name:** David, 30

**Background:** Experienced stylist looking to differentiate himself. Wants credentials to justify premium pricing.

**Goals:** Get certified in Ray's methods, be listed in the stylist directory, attract clients who want Ray's style.

**Pain Points:** Needs proof of skills beyond just watching videos. Needs recognition as a business strategy.

### 2.4 End Consumer Persona: The Client

**Name:** Sarah, 35

**Background:** Loves Ray's Instagram content and haircut style but lives in Texas, not Colorado.

**Goals:** Find a stylist near her who has been trained by Ray and can deliver similar results.

**App Usage:** Public-facing stylist directory (map view) to find certified stylists in her area.

### 3. Core Features & Requirements

#### 3.1 User Authentication & Onboarding

##### 3.1.1 Account Creation

- **Email/Password Registration:** Standard email and password registration with email verification.
- **Social Login:** Sign in with Apple (required for iOS) or Google authentication.
- **Passwordless Option:** Magic link authentication via email for reduced friction.
- **Profile Information:** Name, email, profile photo, salon name (optional), years of experience, location (for directory).

##### 3.1.2 Onboarding Flow

1. **Welcome Screen:** Brief introduction to Ray and The Bob Company brand.
2. **Skill Assessment:** Optional 3-question quiz to personalize content recommendations.
3. **Free Content Preview:** Highlight available free content to demonstrate value.
4. **Notification Permissions:** Request push notification opt-in with clear value proposition.
5. **Home Screen:** Land on personalized home screen with recommended content.

#### 3.2 Freemium Model & Content Access

##### 3.2.1 Free Tier (Freemium)

Users who download the app receive immediate access to free content without payment:

- 5-10 introductory videos showcasing Ray's teaching style and methodology
- Preview clips from premium modules (first 2 minutes of select videos)
- Access to live event calendar and ticket purchasing
- Public stylist directory (view-only, cannot be listed)
- Push notifications for new content and live events

##### 3.2.2 Paid Subscription Tiers

Feature	Individual (\$49/mo)	Salon (\$97/mo)
Full Video Library	✓ Complete access	✓ Complete access
User Seats	1 user	Up to 5 staff members
Staff Access Codes	N/A	✓ Generate & manage codes
Progress Tracking	✓ Individual	✓ Team dashboard
Certification Eligible	✓ (\$297-300 additional)	✓ Per staff member
AI Assistant	✓ Full access	✓ Full access
Event Discounts	10% off live events	15% off live events per stylist

##### 3.2.3 Upgrade Triggers & Paywalls

Strategic placement of upgrade prompts to maximize conversion:

- **Soft Paywall:** When viewing locked content, show preview with 'Subscribe to Watch Full Video' overlay.
- **Progress Milestone:** After completing 3 free videos, prompt: 'You're making great progress! Unlock 150+ more videos.'
- **Feature Gate:** When attempting to access AI assistant or certifications as free user.
- **Time-Limited Offers:** Push notification with limited-time discount for engaged free users.



## 3.3 Video Content Library

### 3.3.1 Content Organization

The video library consists of approximately 150 videos organized into structured modules:

- **Basics:** Foundational cutting techniques, tool handling, client consultation
- **Core Sectioning:** Ray's signature sectioning methodology
- **The Perfect Bob Method:** Comprehensive bob cutting techniques (signature content)
- **Pixie Cuts:** Short hair cutting techniques and variations
- **Layers & Long Hair:** Layering techniques for medium to long hair
- **Men's Cutting:** Male haircut techniques (future expansion)
- **Business & Pricing:** Consultation, pricing strategies, client retention

### 3.3.2 Video Player Requirements

- **HD Streaming:** Support for 720p and 1080p with adaptive bitrate based on connection.
- **Playback Controls:** Play/pause, scrubbing, 10-second skip forward/back, playback speed (0.5x-2x).
- **Resume Playback:** Remember position and resume from last viewed timestamp.
- **Offline Viewing:** Download videos for offline access (paid subscribers only). Phase 2 feature.
- **Closed Captions:** Auto-generated captions with manual override capability. Phase 2 feature.
- **Picture-in-Picture:** Support iOS/Android PiP for multitasking.

### 3.3.3 Content Delivery Strategy

- **Bite-Sized Format:** Videos are 6-8 minutes each, designed for busy stylists between clients.
- **Progressive Unlocking:** Option to drip content monthly to encourage retention (configurable by admin).
- **Completion Tracking:** Mark videos as complete, track module progress with visual indicators.
- **Related Content:** 'Up Next' suggestions based on current module and viewing history.

## 3.4 Subscription & Payment Management

### 3.4.1 Payment Processing

- **Primary Processor:** Stripe for all subscription and one-time payments.
- **Apple Pay / Google Pay:** Native payment integrations for frictionless checkout.
- **In-App Purchases:** For iOS, evaluate App Store IAP requirements (15% fee consideration).
- **Alternative Research:** Evaluate Fanbasis as potential alternative payment processor.

### 3.4.2 Subscription Management

- **Plan Switching:** Upgrade from Individual to Salon with prorated billing.
- **Cancellation:** Self-service cancellation with exit survey and win-back offer.
- **Failed Payment Recovery:** Dunning emails via GHL integration, grace period before access revocation.
- **Receipt & History:** View payment history and download receipts in-app.

### 3.4.3 Salon Owner Features

- **Staff Access Codes:** Generate unique invite codes for up to 5 team members.
- **Team Management:** View list of active staff, revoke access, resend invites.
- **Team Progress:** Dashboard showing each staff member's module completion.
- **Billing Consolidation:** Single invoice for salon owner covering all staff access.



## 3.5 Certification Program

### 3.5.1 Certification Overview

Certifications are premium add-ons (\$297-300 each) that validate mastery of specific techniques and enable listing in the public stylist directory.

### 3.5.2 Certification Types (Initial Launch)

- **The Perfect Bob Certification:** Mastery of Ray's signature bob cutting method.
- **Precision Pixie Certification:** Short hair cutting expertise.
- **Ray-Certified Stylist (Master):** Comprehensive certification covering all techniques.

### 3.5.3 Certification Process

1. **Prerequisites:** Complete all videos in the relevant module with 100% completion.
2. **Purchase Certification:** One-time payment of \$297-300 via in-app purchase.
3. **Video Submission:** Upload a video demonstrating the technique on a real client.
4. **Review Period:** Ray reviews submission within 5-7 business days. Perhaps we don't do this to reduce friction and workload?
5. **Priority Feedback:** Chat with Ray and receive detailed feedback.
6. **Certificate & Badge:** Digital certificate, in-app badge, and directory listing eligibility.

### 3.5.4 Certification Benefits

- Downloadable digital certificate (PDF)
- Profile badge visible to other users
- Listing in public stylist directory with certification badges
- Certificate verification via unique URL/QR code
- Access to certified-only community features (Phase 2)

## 3.6 Live Events & Workshops

### 3.6.1 Event Types

- **Live Virtual Sessions:** Real-time haircut demonstrations streamed within the app.
- **In-Person Workshops:** Hands-on classes in physical locations.
- **Certification Bootcamps:** Intensive in-person training leading to certification.

### 3.6.2 Event Discovery & Registration

- **Event Calendar:** Browse upcoming events with filters (type, location, date).
- **Event Details:** Description, instructor, location/platform, date/time, price, capacity.
- **Preview Videos:** Short preview clips for in-person workshops showing what to expect.
- **In-App Ticket Purchase/Registration:** Seamless checkout with Stripe integration.
- **Member Discounts:** Automatic discount application for subscribers (10-15%).

### 3.6.3 Ticket Management

- **Digital Tickets:** PDF tickets with QR code for check-in at in-person events.
- **Apple Wallet / Google Wallet:** Add tickets to native wallet apps.
- **Email Confirmation:** Triggered via Go High Level integration.
- **My Tickets:** View purchased tickets and event history in profile.

### 3.6.4 Live Event Features

- **Push Notifications:** Reminder 24 hours before, 1 hour before, and at event start.
- **Live Chat:** Real-time Q&A during virtual sessions.
- **Recording Access:** Ticket holders get replay access for 30 days after event.
- **Certification Upsell:** Prompt attendees to pursue certification after workshop completion.

## 3.7 Certified Stylist Directory

### 3.7.1 Purpose

The stylist directory creates a public-facing feature allowing clients (end consumers) to find Ray-certified stylists in their area. This adds tangible value to certification and creates network effects that benefit both stylists and Ray's brand.

### 3.7.2 Directory Features (Public View)

- **Map View:** Interactive map with pins showing certified stylists nationwide.
- **Search & Filter:** Search by location, certification type, or stylist name.
- **Stylist Profiles:** Photo, bio, certifications held, salon name/location, contact info.
- **Verification Badges:** Visual indicators of certification status and level.
- **Portfolio:** Optional gallery of work photos. Phase 2 feature.

### 3.7.3 Stylist Profile Management

- **Opt-In/Opt-Out:** Certified stylists choose whether to be listed publicly.
- **Profile Editing:** Update bio, contact info, salon details, profile photo.
- **Location Settings:** Set service area (city/region, not exact address).
- **Link to External Booking:** Optional link to stylist's booking system.

### 3.7.4 Data Model

Stylist directory data stored in Supabase with the following key fields: `user_id`, `display_name`, `bio`, `salon_name`, `city`, `state`, `country`, `latitude`, `longitude`, `certifications` (array), `profile_photo_url`, `contact_email`, `booking_url`, `is_public`, `created_at`, `updated_at`.

## 3.8 AI Assistant (Raybot)

### 3.8.1 Purpose

A conversational AI assistant trained on Ray's teaching style and tone, knowledge, and methodology. The bot serves as a 24/7 learning companion that can answer questions, provide guidance, and direct users to relevant content.

### 3.8.2 Training & Personality

- **Knowledge Base:** Trained on all video transcripts, course materials, and Ray's FAQs.
- **Voice & Tone:** Friendly, encouraging, and professional—matching Ray's teaching style.
- **Response Accuracy:** Cite specific videos when recommending content.
- **Limitations Transparency:** Clearly acknowledge when question is outside scope; suggest contacting support.

### 3.8.3 Capabilities

- **Technique Questions:** Answer questions about cutting techniques, tools, products.
- **Content Navigation:** 'What video covers texturizing shears?' → Deep link to relevant video.
- **Learning Path Guidance:** Recommend next videos based on skill level and interests.
- **Quick Tips:** Provide brief technique reminders for reference during cuts.
- **Certification Guidance:** Explain certification requirements and process.

### 3.8.4 Technical Implementation

- **LLM Provider:** OpenAI GPT-4 or Anthropic Claude (TBD based on cost/performance).
- **RAG Architecture:** Retrieval-augmented generation using vector embeddings of content.
- **Conversation History:** Maintain context within session; optional long-term memory.
- **Usage Limits:** Rate limiting to manage API costs (e.g., 50 messages/day).

## 3.9 Push Notifications

### 3.9.1 Notification Types

Category	Examples
New Content	New video added, new module available, monthly content drop
Live Events	Upcoming live session reminder, event starting now
Progress	Course completion, certification approved, streak reminder
Engagement	Weekly learning tip, personalized content recommendation
Account	Payment failed, subscription expiring, welcome message
Promotional	Limited-time discount, new certification available

### 3.9.2 Notification Preferences

- **Granular Controls:** Users can enable/disable each notification category.
- **Quiet Hours:** Set do-not-disturb windows.
- **Frequency Caps:** Backend limits to prevent notification fatigue.

### 3.9.3 Technical Requirements

- **iOS:** Apple Push Notification Service (APNs)
- **Android:** Firebase Cloud Messaging (FCM)
- **Segmentation:** Send targeted notifications by subscription tier, completion status, location.
- **Analytics:** Track delivery, open rates, and conversion by notification type.

## 4. Technical Architecture

### 4.1 System Overview

The application follows a modern mobile architecture with a React Native frontend, Supabase backend, and key third-party integrations for payments, CRM, and AI capabilities.

### 4.2 Technology Stack

Layer	Technology	Purpose
Mobile Apps	React Native / Expo	Cross-platform iOS & Android
Database	Supabase (PostgreSQL)	User data, content metadata, analytics
Authentication	Supabase Auth	Email, social login, magic links
Video Hosting	Supabase Storage / CDN	Video files with global delivery
Payments	Stripe	Subscriptions, one-time purchases
CRM & Email	Go High Level (GHL)	Marketing automation, email campaigns
Push Notifications	Expo Push / FCM / APNs	Real-time notifications
AI/ML	OpenAI / Anthropic	AI assistant, content processing
Automation	n8n	Workflow orchestration
Analytics	Mixpanel / Amplitude	User behavior analytics

### 4.3 Data Architecture

#### 4.3.1 Core Database Tables

- **users:** User accounts and profile information
- **subscriptions:** Subscription status, tier, billing info (synced with Stripe)
- **modules:** Course modules and organization
- **videos:** Video metadata, storage URLs, access level
- **user\_progress:** Video completion, timestamps, module progress
- **certifications:** Available certifications and requirements
- **user\_certifications:** User certification status, submissions, results
- **events:** Live events and workshops
- **tickets:** Event ticket purchases and QR codes
- **stylist\_profiles:** Public directory listings
- **staff\_access\_codes:** Salon owner team management
- **ai\_conversations:** Chat history with AI assistant

#### 4.3.2 Row Level Security (RLS)

Supabase RLS policies will enforce data access at the database level:

- Users can only read/write their own profile and progress data
- Salon owners can view (but not modify) their staff's progress
- Video content requires active subscription (verified via subscription table)
- Stylist directory profiles are public read, owner-only write
- Admin users have elevated access for content management

## 4.4 Third-Party Integrations

### 4.4.1 Go High Level (GHL) Integration

GHL remains the CRM and email marketing platform. The app integrates via API:

- **Contact Sync:** New app users automatically added as GHL contacts
- **Event Triggers:** App events (signup, purchase, completion) trigger GHL workflows
- **Email Campaigns:** Transactional and marketing emails sent via GHL
- **Tags & Segments:** App behavior updates GHL tags for targeted campaigns

### 4.4.2 Stripe Integration

- **Customer Creation:** Stripe customer linked to app user on first purchase
- **Subscription Management:** Create, update, cancel subscriptions via Stripe API
- **Webhooks:** Listen for payment events (successful, failed, canceled)
- **Payment Methods:** Support cards, Apple Pay, Google Pay via Stripe Elements
- **Invoicing:** Automatic receipt generation and email delivery

### 4.4.3 n8n Workflow Automation

n8n provides workflow orchestration for automated processes:

- **Content Processing:** New video upload → AI generates description → Slack approval → Publish
- **Email Automation:** Event-triggered email drafts reviewed via Slack before sending
- **Certification Review:** Submission notification to Ray with video link for review
- **Analytics Reports:** Weekly summary reports delivered to Ray via email/Slack

## 5. Key User Flows

### 5.1 Instagram to Paid Subscriber Journey

This is the critical acquisition flow that addresses current friction:

1. **Discovery:** User sees Ray's Instagram post about a cutting technique
2. **CTA:** Post includes 'Download our free app' call-to-action
3. **App Store:** User downloads app (takes 30-60 seconds)
4. **Quick Signup:** Create account via Apple/Google sign-in (10 seconds)
5. **Free Content:** Immediately access free videos, explore app
6. **Engagement:** Watch 2-3 free videos, experience Ray's teaching style
7. **Paywall:** Attempt to access premium content, see upgrade prompt
8. **Conversion:** Subscribe via in-app purchase (Apple Pay = 2 taps)
9. **Full Access:** Instant access to all 150+ videos

*Total time from Instagram to paid subscriber: 5-10 minutes*

*(vs. current flow: days/weeks via email warm-up sequence)*

### 5.2 Video Learning Flow

1. User opens app → lands on Home with personalized recommendations
2. Navigate to Modules tab → browse by category
3. Select module (e.g., 'The Perfect Bob') → see lesson list with progress
4. Tap video → player opens with HD streaming
5. Watch video → auto-marks complete at 90%
6. 'Up Next' suggestion → continue learning or return to module

### 5.3 Certification Flow

1. Complete all videos in required module (e.g., Perfect Bob)
2. Navigate to Certifications tab → eligible certifications highlighted
3. Purchase certification (\$297-300) via in-app checkout
4. Record and upload certification video (in-app camera or upload)
5. Submission confirmed → wait for review (5-7 business days)
6. Receive push notification with results
7. If passed: badge awarded, certificate downloadable, directory eligible
8. If needs work: detailed feedback provided, one free resubmission



## 6. Admin Features

### 6.1 Content Management

- **Video Upload:** Upload new videos with metadata (title, description, module, access level)
- **Module Organization:** Create/edit modules, reorder videos, set prerequisites
- **Content Scheduling:** Schedule video releases for drip content model
- **Free/Paid Toggle:** Mark videos as free or subscriber-only

### 6.2 User Management

- **User Search:** Find users by name, email, subscription status
- **Subscription Override:** Grant/revoke access, extend subscriptions
- **Progress View:** See any user's completion status and engagement
- **Certification Review:** Queue of pending submissions with video playback and approval/feedback tools

### 6.3 Event Management

- **Create Events:** Add new workshops with all details and pricing
- **Attendee List:** View registered attendees with ticket status
- **Check-In:** QR code scanner for in-person event check-in
- **Capacity Management:** Set limits, enable waitlist when sold out

### 6.4 Analytics Dashboard

- **Key Metrics:** Active users, MRR, churn rate, conversion rate
- **Content Performance:** Most-watched videos, completion rates by module
- **Acquisition:** Downloads, signups, free-to-paid funnel
- **Engagement:** DAU/MAU, session duration, retention curves
- **Revenue:** Subscription revenue, certification sales, event revenue

## 7. Non-Functional Requirements

### 7.1 Performance

- **App Launch:** Cold start under 3 seconds on modern devices
- **Video Start:** First frame displayed within 2 seconds of tap
- **API Response:** 95th percentile response time under 500ms
- **Offline Capability:** Core navigation available offline, graceful degradation

### 7.2 Security

- **Data Encryption:** TLS 1.3 for all data in transit, AES-256 at rest
- **Authentication:** Secure token storage, session management, 2FA support (optional)
- **Video Protection:** Signed URLs with expiration, prevent direct downloads
- **PCI Compliance:** Handled by Stripe; no card data stored locally
- **Privacy:** GDPR/CCPA compliant data handling, clear privacy policy

### 7.3 Scalability

- **User Base:** Architecture supports 10,000+ users without major changes
- **Concurrent Video:** CDN-backed video delivery handles traffic spikes
- **Database:** Supabase auto-scaling with connection pooling

### 7.4 Reliability

- **Uptime Target:** 99.5% availability for core app functionality
- **Backup:** Daily automated database backups with 30-day retention
- **Monitoring:** Error tracking, performance monitoring, alerting

## 8. Development Timeline

### 8.1 Phase 1: MVP (Weeks 1-5)

**Goal:** Launch core functionality to replace GHL content delivery

- User authentication (email, Apple, Google)
- Video library with module organization
- Freemium content gating
- Stripe subscription integration
- Basic push notifications
- GHL contact sync
- App Store submission

### 8.2 Phase 2: Enhanced Features (Weeks 6-8)

**Goal:** Add premium features that drive engagement and revenue

- Certification system (submission, review, badges)
- AI assistant integration
- Salon owner team management
- Event calendar and ticket sales
- Progress tracking and streaks

### 8.3 Phase 3: Growth Features (Weeks 9-11)

**Goal:** Build features that create network effects and retention

- Stylist directory (map view, profiles)
- Advanced analytics dashboard
- Offline video downloads
- Enhanced notification system
- n8n automation workflows

### 8.4 Key Milestones

Week	Milestone	Deliverable
Week 2	Core App Functional	Internal demo build
Week 4	Video Library Complete	Content migration done
Week 6	MVP Complete	TestFlight/Beta release
Week 8	App Store Launch	Public availability
Week 10	Premium Features	Certifications, AI live
Week 14	Full Platform	All features deployed

## 9. Risks & Mitigations

Risk	Impact	Mitigation	Owner
App Store Rejection	Launch delay	Follow guidelines strictly, submit early for review	FoxTrove
Content Migration Issues	Missing/broken videos	Thorough QA checklist, parallel running period	Joint
Apple IAP Requirements	15% revenue cut	Evaluate web-based signup, reader app exemption	FoxTrove
User Adoption	Low downloads	Strong launch campaign, influencer promo	Ray
Video Hosting Costs	Higher than projected	CDN optimization, adaptive bitrate	FoxTrove
AI Assistant Costs	API usage exceeds budget	Usage caps, caching, cheaper model for simple queries	FoxTrove

## 10. Success Criteria

### 10.1 Launch Success (First 30 Days)

- App approved and live on iOS App Store and Google Play
- All 150 existing videos migrated and accessible
- Existing 125 members successfully transitioned to app
- Stripe payments processing correctly
- No critical bugs blocking core functionality
- App Store rating of 4.0+ stars

### 10.2 Growth Success (First 6 Months)

- Total members reach 250+ (2x growth)
- App downloads exceed 1,000
- Free-to-paid conversion rate of 15%+
- Monthly churn rate below 7%
- 10+ certifications sold
- Successful live event sold via app

### 10.3 Long-Term Success (18-24 Months)

- Total members reach 500-600 (4-5x growth)
- MRR of \$35,000+
- Stylist directory with 50+ certified stylists listed
- App becomes primary delivery mechanism (GHL web access deprecated)
- Demonstrated acquisition channel from Instagram → App → Subscription

## 11. Appendix

### 11.1 Glossary

- **GHL:** Go High Level - existing CRM and email marketing platform
- **MRR:** Monthly Recurring Revenue
- **DAU/MAU:** Daily Active Users / Monthly Active Users
- **RLS:** Row Level Security (Supabase database security)
- **IAP:** In-App Purchase
- **CDN:** Content Delivery Network
- **RAG:** Retrieval-Augmented Generation (AI technique)

### 11.2 Related Documents

- Statement of Work (to be prepared)
- Technical Architecture Diagram (to be prepared)

### 11.3 Open Questions

- Apple IAP vs. web-based subscription: Which approach for iOS?
- Fanbasis evaluation: Proceed with research as alternative to Stripe?
- Content drip: Implement monthly unlocking or provide all content immediately?
- AI assistant: OpenAI vs. Anthropic - cost and capability comparison needed
- Offline downloads: Include in MVP or defer to Phase 2?