# Freemium Tier Structure and Benefits

## Overview

This document outlines a comprehensive four-tier freemium model for the Setarcos philosophy app, designed to maximize user engagement, retention, and conversion to paid plans while delivering increasing value at each tier level.

## Tier Structure

### Free Tier: "Philosophical Explorer"

\*\*Value Proposition\*\*: Begin your philosophical journey with essential tools for exploration and learning.

#### Features & Access:

- \*\*Ask Feature\*\*:

- Access to 2 philosophical tones (Socratic, Pragmatic)

- 10 questions per day limit

- Basic concept extraction and linking

- No expanded insights

- \*\*Quest Feature\*\*:

- Access to 5 introductory quests

- Basic skill tree visualization

- Standard quest rewards and XP

- \*\*Explore Feature\*\*:

- Access to fundamental philosophical concepts

- Basic concept map visualization

- Limited exploration paths

- \*\*Journal Feature\*\*:

- Basic journaling functionality

- 3 journal entries per week

- Simple text formatting

- \*\*Forum Feature\*\*:

- Read-only access to public discussions

- Limited posting (2 posts per week)

- No thread creation

- \*\*Wisdom XP System\*\*:

- Core XP accumulation

- Basic badges and achievements

- Progress tracking

- Daily streak up to 7 days

#### Limitations:

- Ads appear occasionally (non-intrusive, philosophy-related)

- No AI model selection

- Limited content saving

- Basic personalization options

- No offline access

### Tier 1: "Philosophical Apprentice" (Low Price Point)

\*\*Value Proposition\*\*: Deepen your philosophical practice with enhanced tools and expanded access.

#### Features & Access:

- \*\*Everything in Free Tier, plus\*\*:

- \*\*Ask Feature\*\*:

- Access to 5 philosophical tones (adds Contemplative, Existential, Stoic)

- 25 questions per day

- Enhanced concept extraction

- Basic expanded insights (1 per day)

- \*\*Quest Feature\*\*:

- Access to 15 intermediate quests

- Enhanced skill tree visualization

- Challenge nodes unlocked

- \*\*Explore Feature\*\*:

- Access to intermediate philosophical concepts

- Enhanced concept map visualization

- Additional exploration paths

- \*\*Journal Feature\*\*:

- Unlimited journal entries

- Enhanced text formatting

- Basic concept tagging

- \*\*Forum Feature\*\*:

- Full posting privileges

- Thread creation (3 per week)

- Basic community features

- \*\*Wisdom XP System\*\*:

- 1.2x XP multiplier

- Additional badges and achievements

- Unlimited streak tracking

- Weekly insights report

#### Benefits:

- No advertisements

- Basic offline access

- Content syncing across devices

- Priority customer support

### Tier 2: "Philosophical Adept" (Mid Price Point)

\*\*Value Proposition\*\*: Master philosophical exploration with premium tools and personalized guidance.

#### Features & Access:

- \*\*Everything in Tier 1, plus\*\*:

- \*\*Ask Feature\*\*:

- Access to 8 philosophical tones (adds Oracular, Epic, Polemical)

- 50 questions per day

- Advanced concept extraction

- Unlimited expanded insights

- Tone comparison mode

- \*\*Quest Feature\*\*:

- Access to all standard quests

- Advanced skill tree visualization

- Premium quest rewards

- Quest customization options

- \*\*Explore Feature\*\*:

- Access to advanced philosophical concepts

- Full concept map visualization

- All exploration paths

- Constellation view

- \*\*Journal Feature\*\*:

- Advanced text formatting and media embedding

- Comprehensive concept tagging

- Journal analytics and insights

- \*\*Forum Feature\*\*:

- Unlimited thread creation

- Featured community status

- Advanced formatting in posts

- \*\*Wisdom XP System\*\*:

- 1.5x XP multiplier

- Premium badges and achievements

- Advanced progress analytics

- Monthly philosophical profile analysis

#### Benefits:

- Full offline access

- AI-powered personalized recommendations

- Early access to new features (1 week)

- Priority customer support with 24-hour response

- Monthly philosophical growth report

### Tier 3: "Philosophical Sage" (High Price Point)

\*\*Value Proposition\*\*: Experience the ultimate philosophical journey with exclusive access to premium AI models and personalized wisdom.

#### Features & Access:

- \*\*Everything in Tier 2, plus\*\*:

- \*\*Ask Feature\*\*:

- Access to all 10 philosophical tones (adds Satirical, Playful)

- Unlimited questions

- Premium AI model access (Grok, Claude, Gemini, GPT)

- AI model selection control

- Custom tone creation (beta)

- Advanced contextual questioning

- \*\*Quest Feature\*\*:

- Access to exclusive Sage-level quests

- Early access to new quests (2 weeks)

- Custom quest creation tools (beta)

- \*\*Explore Feature\*\*:

- Access to exclusive philosophical concepts

- Advanced visualization tools

- Concept relationship creation

- Personal concept mapping

- \*\*Journal Feature\*\*:

- Premium templates and tools

- AI-assisted reflection prompts

- Advanced philosophical analysis of entries

- \*\*Forum Feature\*\*:

- Exclusive Sage discussion areas

- Distinguished community status

- Moderation privileges

- \*\*Wisdom XP System\*\*:

- 2x XP multiplier

- Exclusive Sage-level badges

- Comprehensive philosophical profile

- Personal philosophical development plan

#### Benefits:

- No feature limitations whatsoever

- Early access to all new features (2 weeks)

- Quarterly virtual philosophical salon events

- VIP customer support with dedicated response team

- Custom AI prompt engineering for personal philosophical exploration

- Ability to vote on future feature development

## Theoretical Pricing Guidance

### Pricing Strategy

- \*\*Free Tier\*\*: $0 (ad-supported)

- \*\*Tier 1 (Philosophical Apprentice)\*\*: Low price point

- Monthly subscription

- Annual option with ~20% savings

- \*\*Tier 2 (Philosophical Adept)\*\*: Mid price point

- ~2.5x Tier 1 price

- Annual option with ~20% savings

- \*\*Tier 3 (Philosophical Sage)\*\*: High price point

- ~2x Tier 2 price

- Annual option with ~20% savings

- Premium AI access surcharge option for highest quality models

### Pricing Considerations

- \*\*Value-Based Pricing\*\*: Pricing reflects the significant value jump between tiers

- \*\*Cost Structure\*\*: Higher tiers account for increased AI API costs, especially Tier 3 with premium model access

- \*\*Market Positioning\*\*: Premium pricing reinforces the app's position as a high-quality philosophical tool

- \*\*Psychological Pricing\*\*: Tier 3 serves as an anchor that makes Tier 1 and 2 appear more accessible

## Exclusive Benefits by Tier

### Tier 1 Exclusive Benefits

- \*\*Monthly Philosophical Challenge\*\*: Curated philosophical exercises with bonus XP rewards

- \*\*Basic Concept Collections\*\*: Curated sets of related concepts for focused exploration

- \*\*Reading Time Estimator\*\*: See estimated time to read AI responses and forum posts

### Tier 2 Exclusive Benefits

- \*\*Philosophical Personality Profile\*\*: AI-generated analysis of philosophical tendencies based on interactions

- \*\*Custom Reading Lists\*\*: Personalized philosophical reading recommendations

- \*\*Advanced Concept Collections\*\*: Premium curated concept collections with guided exploration paths

- \*\*Enhanced Visualization Tools\*\*: Additional visualization options for concept maps and skill trees

- \*\*Cross-Feature Integration\*\*: Enhanced integration between Ask, Journal, and Explore features

### Tier 3 Exclusive Benefits

- \*\*AI Model Selection\*\*: Choose which AI model responds to your philosophical questions

- \*\*Custom Tone Creation\*\*: Design your own philosophical tone (beta feature)

- \*\*Personal Philosophical Advisor\*\*: AI-driven insights about your philosophical journey

- \*\*Exclusive Content\*\*: Access to premium philosophical content and expert-created quests

- \*\*Philosophical Salon\*\*: Quarterly virtual events with philosophical discussions and special guests

- \*\*Development Influence\*\*: Vote on future feature development and provide direct feedback to the team

## AI Router Model Refinement for Tier 3

### Premium AI Access Implementation

- \*\*Model Selection Interface\*\*: Tier 3 users gain access to a model selection dropdown in the Ask feature

- \*\*Model Information Panel\*\*: Details about each model's strengths, response style, and optimal use cases

- \*\*Per-Question Selection\*\*: Change models for each question based on the nature of the inquiry

- \*\*Default Preferences\*\*: Set preferred models for different philosophical areas or question types

- \*\*Quality Feedback Loop\*\*: Provide direct feedback on model responses to improve routing algorithms

### AI Customization Options for Tier 3

- \*\*Prompt Engineering Access\*\*: Limited access to view and modify base prompts

- \*\*Response Length Control\*\*: Adjust desired response length (concise to comprehensive)

- \*\*Philosophical Depth Setting\*\*: Control the complexity level of responses

- \*\*Citation Preferences\*\*: Toggle inclusion of philosophical references and citations

- \*\*Tone Blending\*\*: Combine elements of different philosophical tones (experimental)

- \*\*Conversation Memory\*\*: Adjust how much previous conversation context to include

### Technical Implementation Notes

- Extends existing AI Router to support user-selected models

- Requires additional API keys and quota management

- Implements usage tracking and limits even within Tier 3

- Leverages existing Context-Specific Tone Prompt Workflow with additional parameters

- Requires enhanced caching strategy for diverse model responses