**Recommendation**

**Conservative Increase:** Considering the substantial increase last year, a more conservative increase might be prudent to avoid hitting a price ceiling where demand starts to drop. An increase of 10-15% could test the market’s response without risking a significant loss of customers.

**Price Setting:**

* **If the price in 2021 were $4.99, a 10% increase would make the new price about $5.49.**
* **A 15% increase would set the price at approximately $5.74.**

**Recommended Strategy:**

**Market Analysis:** Conduct further market research to understand customer satisfaction, potential competitive changes, and the overall economic environment. This can guide whether to lean towards the suggested increase's lower or higher end.

**Segmented Pricing Strategy:** Consider different pricing for casual versus registered users, as they may have different price sensitivities.

**Monitor and Adjust:** Implement the new prices but be ready to adjust based on immediate customer feedback and sales data. Monitoring closely will allow you to fine-tune your pricing strategy without committing fully to a price that might turn out to be too high.