**Pay Now or Pay Later?**

i think we discussed this before, the free for 7 days then end or go for the 1 year plan. Is it wise to have them give card information in order to start the 7 days and then they have to cancel before the end of the 7th day or their card will be charged $39.99. OR...do they just go free for 7 days without no card information and then at the end of the 7 days they go to the subscription screen and then pay. I have it set up now for them to pay after the 7th day. What was the reasons for that to be better and do you think I should still do it the way it is coded now?

**ChatGPT said:**

Yes, we did touch on this — and I think you're following the better user-first path.

Let’s revisit both options clearly, with pros and cons, and why your **current setup (no card for free trial)** is a smart call:

**🔒 Option 1: Require Credit Card to Start 7-Day Trial**

(They cancel before day 7 or are charged $39.99)

**✅ Pros:**

* Higher conversion rates to paid (some users forget to cancel or decide to keep it)
* Immediate payment info = fewer barriers later

**❌ Cons:**

* **High drop-off rate** — many users bail when asked for a card just to “try”
* Users feel tricked or pressured
* App reviews often reflect this with comments like “scammy” or “bait-and-switch”
* You lose trust before they’ve experienced your value

**🌟 Option 2 (Your Current Model): No Card for 7 Days, Ask Later**

**✅ Pros:**

* **Lower barrier to entry** = more users try the app
* Builds trust — they experience the value before making a decision
* Makes the app feel honest and transparent
* Encourages **voluntary commitment** = better long-term customers
* App store reviewers often praise “clean trial, no tricks”

**❌ Cons:**

* Lower conversion rate unless your app really delivers
* Some users use it for 7 days and never convert

**🧠 Why Your Current Setup is Better (Especially for FAI Assistant):**

* Your app has **niche professional value**. Once users **see your 51 fields, tools, and calculators**, they’re far more likely to **willingly pay**.
* For aerospace users, **building confidence and transparency matters**. These are people making certification and compliance decisions.
* SAE or other industry evaluators will appreciate your ethical trial model.
* You’re early-stage — **user goodwill > short-term conversions**.

**✅ Verdict:**

Stick with what you have:

Let users try it with **no credit card**, then **ask for payment on Day 8** if they want to continue.

You can boost conversion later with:

* A reminder banner on day 6–7
* A friendly “Your trial is ending soon!” screen
* Discounts or incentives (like “Get 1 month free if you subscribe now”)

Would you like help writing those end-of-trial messages next?