

Tier 1 release

 Launching: Jan 27



Plan mode (Marketing plan)

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Plan mode

What it is: Plan Mode is Base44's planning layer that helps users define their app clearly before building, transforming an initial idea into a structured plan the platform can execute.

- **The problem:** Many users begin with a broad or incomplete concept. When they move directly into building, the result can be misaligned with their intent, missing key requirements, or require significant iteration often because the “right” inputs were never captured up front.
- **The solution:** Plan Mode helps users get clarity first. It helps the user specify goals, identify the core user journey, and surface essential decisions (such as roles and constraints) so the first version of the app is more accurate and requires less rework.

How it works

When Plan Mode is enabled, the user can start with a simple prompt (e.g., “I want to build an app”). Base44 then:

1. The AI asks a small number of targeted clarifying questions, one at a time, only when an answer materially affects the app’s structure or flows
2. The AI will stop asking questions once additional answers no longer change the core structure (“momentum rule”)
3. Then it generates a PRD that’s detailed enough to guide the build (schema, permissions, flows)

Once the user confirms the PRD, the AI will proceed to build the app

Note: The Q&A process does not cost any credits, but the building process will consume credits (variable depending on the scope of the task)

Key Benefits

- **Higher-quality first builds:** better alignment between the user's intent and what gets generated
- **Less back-and-forth and rework:** upfront clarity reduces iteration caused by missing context
- **Guided thinking without complexity:** users don't always know what details to provide so the AI can help extract what matters
- **More complete requirements:** helps surface overlooked considerations (core flows, roles/permissions, constraints)
- **Faster path from idea to execution:** the flow is designed to preserve momentum and move quickly to synthesis

Screenshots

The screenshot shows a mobile application interface for 'Base 44'. At the top left is the 'Base 44' logo with an orange icon. At the top right is a message stating 'Planning cost you 0 credits'. In the center, there's a text input field with the placeholder 'I want to build an app' and a green circular button with the letter 'R'.

A message from 'Reasoning ^' says: 'Hey! lets get started'.

An overlaid modal asks: 'Is this just for you, or will others use it too?' with four options:

- Just me
- Me and a few people
- A whole team
- Not sure yet

Buttons at the bottom of the modal are 'Skip' and 'Send ↑'.

At the bottom, there's a text input field with the placeholder 'Add more optional details' and a small '+' icon. To the right of the input field is a circular icon with a number '1' and a small character icon.

Screenshots

The screenshot shows a web browser window for gabi.velino.org with a URL of gabi.velino.org/plan?id=697338f813c57cc0b4dd6be8. The page is titled "Base 44".

The main content area displays a project plan:

- How do you want to control your availability?**
- Sync with my existing calendar (Google, etc.)**
- Perfect. I have what I need to create your PRD.**

The plan details are as follows:

- Plan**
- Intent & Goal**

A booking website for Raphael, a solo barber, where clients can view services and book appointments online. The site should make it easy for clients to choose the right service, see available time slots, and confirm their booking. Raphael's availability syncs with his existing Google calendar to prevent double-bookings and keep his schedule accurate in real-time.
- Audience & Roles**

Two user types: (1) Clients – can browse services, see pricing, book

[Read more](#)

A prominent "Start Building" button is visible, along with a note: "The build process will consume credits".

At the bottom, there is a text input field with placeholder text "Describe your app idea..." and a large upward arrow icon. There are also a plus sign (+) and a minus sign (-) icon on either side of the input field.

Screenshots

The screenshot shows a user interface for a task management application. At the top, there's a header with the workspace name "Acme Inc" and "WorkspaceName" followed by "Base44". The header also includes a clock icon, a refresh icon, "Dashboard" and "Preview" tabs, and three dots. To the right are icons for "Upgrade" (with a heart), "Publish", and other settings.

On the left side, there are several cards:

- A card titled "Thought for 3s" with the text "Help me understand your request. What should this button do?" and a button labeled "Add a new task" with the timestamp "Just now".
- A card titled "Base44" with the text "Thinking...".
- A card titled "Plan" containing the text: "The Base44 To-Do App is a task management application designed to help users organize, prioritize, and complete their daily tasks efficiently. The app focuses on simplicity, clarity, and speed, enabling users to manage tasks with minimal friction across devices."
- A card titled "Goals & Objectives" with the text "Enable users to easily create, manage, an..." and a "Read more" link.

Below these cards is a section titled "Planning" with a sub-section "What would you like to change?". At the bottom of the screen are buttons for "Visual edit" and "Discuss".

Assets needed

Asset	POC
Demo video	Tiffany / Lora (TBD)
LinkedIn (Maor + Brand)	Lora
X	Lora
Image for blog, email, what's new (DONE)	Vered's team
What's new text	Tiffany
Email newsletter blurb	Tiffany

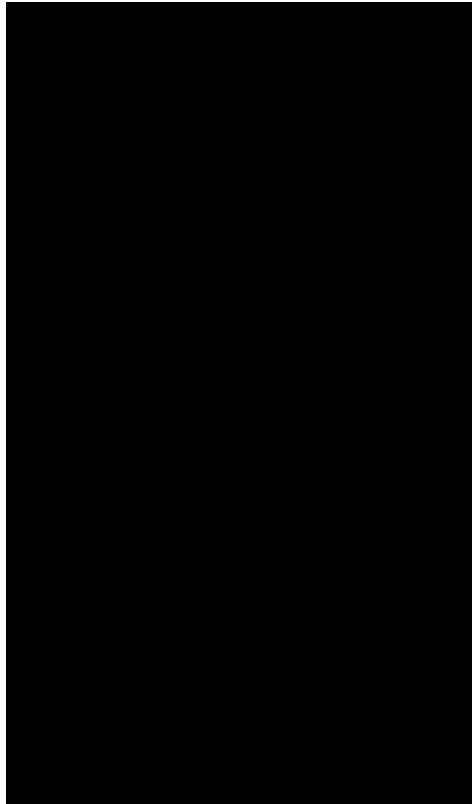
Main positioning

For this audience, “PRD” and “requirements” are often less compelling than outcomes. Messaging that tends to land focuses on confidence, clarity, and reducing uncertainty:

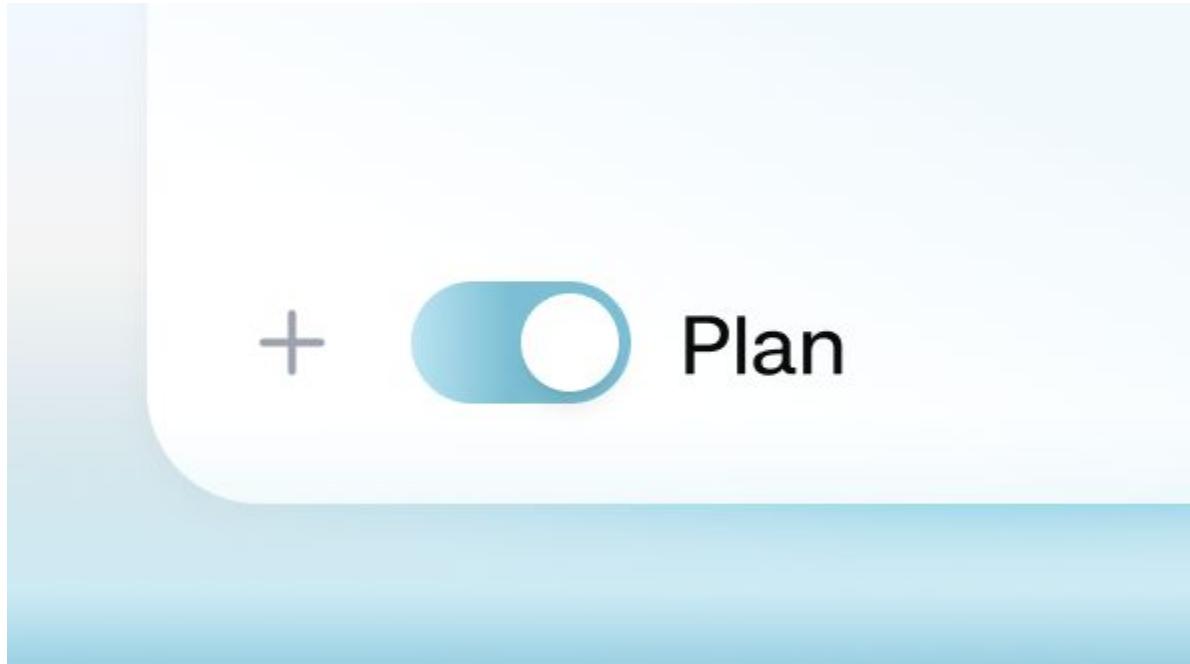
- **“Get clarity before you build.”**
- **“Turn a rough idea into a build-ready plan in minutes.”**
- **“Fewer surprises, fewer do-overs.”**
- **“A structured starting point without needing to know what to ask for.”**
- **“Like having a product partner that asks the right questions, then moves forward.”**

Video demo draft

→ [Download link](#)



Image



LinkedIn

LinkedIn w/ video



Base44

37,523 followers

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1w • 10 comments

...

All great things start with a plan.

Apps are no different.

Today we're introducing **Plan Mode** in Base44. It's a planning layer that helps turn a rough idea into a clear, structured plan before building begins. By asking a few focused questions up front, Plan Mode helps Base44 understand your intent, surface key decisions, and deliver a stronger first version of your app.

Less guesswork. Better outcomes. Available now in Base44.

X

X w/ video



Base44 🌟
@base_44



...

Some things are better when you don't wing them.

Plan Mode helps you slow down just enough to get clarity then speeds everything else up. Start with an idea, answer a few focused questions, and Base44 turns that context into a plan it can confidently build from.

Less guesswork. Better outcomes. Available now in Base44.

Discord

| announcements • Important updates and announcements will be posted here, so make sure to c... ⚡ 🎙️ 🔍 🗑️

Tiffy B44 11/30/25, 5:01PM

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What's new

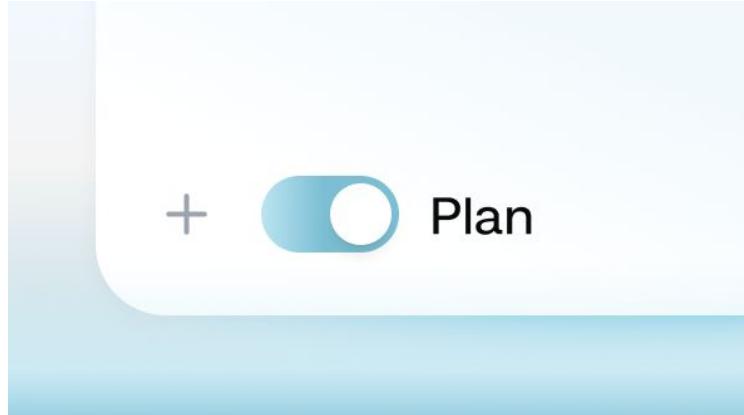
What's new



Plan first, build faster

Switch on Plan Mode from the homepage to turn a rough idea into a clear plan before you build. Answer a few focused questions and Base44 will generate a structured plan designed to deliver better results from the start.

Email



Plan first, build faster

Plan Mode helps turn a rough idea into a clear, structured plan before building begins. By asking a few focused questions up front, it clarifies intent and shapes the right approach early, reducing guesswork and rework and helping deliver better results from the start.

👉 Turn on Plan Mode from the homepage.

The end