

Domani: One-Time Purchase Pricing Proposal

Executive Summary

This proposal recommends shifting Domani from a freemium subscription model to a **14-day free trial + one-time purchase** model. Research indicates this approach capitalizes on growing subscription fatigue while positioning Domani as a premium, "own forever" productivity tool.

Price: \$34.99 USD (one-time, own forever) Early Adopter Price (Public Beta): \$9.99 USD

Market Context

Subscription Fatigue is Real

Statistic	Source
41% of consumers experience subscription fatigue	Adappy 2025
46% cancel within the first billing cycle	RevenueCat 2025
Average consumer manages 5.6 subscriptions (\$133/month)	Mobile Ecosystem Forum
One-time purchases growing 6% as fatigue increases	Wingback Research

Consumer Sentiment

- "Still waiting for that one-time purchase option" - common App Store review theme
 - Users describe lifetime purchases as "calming" in uncertain economic times
 - 65% say flexibility is the #1 reason they subscribe (or don't)
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Competitive Pricing Analysis

One-Time Purchase Competitors

App	Price	Platform	Notes
Structured	\$64.99	iOS/Android	Most similar competitor
Things 3	~\$80	Apple only	\$9.99 iPhone + \$19.99 iPad + \$49.99 Mac
Streaks	\$5.99	Apple only	Habit-only, very simple
Forest	\$3.99	iOS	Focus timer only

Subscription Competitors (Annual)

App	Annual	Monthly	Lifetime
Todoist Pro	\$60	\$5	None
TickTick	\$28-36	\$3	None
Any.do	~\$96	\$7.99	None

Sunsama	\$192	\$20	None
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Key Insight

Domani's current \$99.99 lifetime is **more expensive than Structured (\$64.99)** while offering less feature depth. A \$34.99 one-time price would be:

- 46% cheaper than Structured
- 56% cheaper than Things 3
- Equivalent to ~7 months of Todoist Pro

Recommended Pricing Model

New Model: 14-Day Trial + One-Time Purchase

Trial Period: 14 days (full access, no credit card required)

Purchase Price: \$34.99 USD (one-time, own forever)

Early Adopter Price (Public Beta): \$9.99 USD

Why \$34.99?

1. **Psychological sweet spot:** Under \$35 feels "accessible" for a productivity tool
2. **Competitive positioning:** Undercuts Structured (\$64.99) by 46%
3. **Value perception:** Less than 7 months of Todoist Pro, but owned forever
4. **Research-backed:** Productivity apps in the \$30-50 range see strong conversion
5. **Impulse-friendly:** Low enough to reduce purchase hesitation

Why \$9.99 Early Adopter Price?

During the public beta phase, we offer a significant discount to:

1. **Reward early believers:** Users who take a chance on a new app deserve recognition
2. **Generate reviews:** Lower barrier drives downloads and App Store reviews
3. **Build word-of-mouth:** "I got this amazing app for \$10" spreads organically
4. **Validate pricing:** Test conversion at different price points before full launch

Why 14-Day Trial?

Trial Length	Sign-up Rate	Conversion Rate
3-day	2%	35%
7-day	22%	20-40%
14-day	Higher	~25%
30-day	Lower	Higher but 51% cancel

14-day trials work best for Domani:

- Long enough to form the evening planning habit (research shows habits take ~2 weeks)
- Allows users to experience multiple weekends and workweeks
- Reduces pressure while still maintaining conversion

- Higher sign-up rate due to generous trial length

No Credit Card Required

Research shows:

- No CC required: 18-25% conversion (higher sign-up volume)
- CC required: 49-60% conversion (lower sign-up volume)

Recommendation: No credit card for trial. Higher sign-up volume + Domani's unique value proposition should drive conversion.

Revenue Projections

Current Model Projections (From Development Plan)

Metric	Year 1 Target
Total Users	50,000
Paid Users	7,500 (15%)
MRR by Month 12	\$32,500
Annual Revenue	\$350,000

One-Time Purchase Model Projections

Conservative Scenario (5% trial-to-paid conversion)

Metric	Calculation	Result
Trial Downloads	50,000	50,000
Conversions (5%)	$50,000 \times 0.05$	2,500
Revenue	$2,500 \times \$34.99$	\$87,475

Moderate Scenario (10% conversion)

Metric	Calculation	Result
Trial Downloads	50,000	50,000
Conversions (10%)	$50,000 \times 0.10$	5,000
Revenue	$5,000 \times \$34.99$	\$174,950

Optimistic Scenario (15% conversion)

Metric	Calculation	Result
Trial Downloads	50,000	50,000
Conversions (15%)	$50,000 \times 0.15$	7,500

Revenue	$7,500 \times \$34.99$	\$262,425
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Note: During public beta at \$9.99, early revenue will be lower but conversion rates may be higher due to lower price point.

Revenue Comparison

Model	Year 1 Revenue	Recurring?
Current (Subscription)	\$350,000	Yes
One-Time (Conservative)	\$87,500	No
One-Time (Moderate)	\$175,000	No
One-Time (Optimistic)	\$262,500	No

Trade-offs

Subscription Model Advantages:

- Recurring revenue (predictable cash flow)
- Higher lifetime value per user
- Ongoing relationship for upsells

One-Time Model Advantages:

- Lower customer acquisition friction
- Differentiator in subscription-fatigued market
- Upfront cash (no churn risk)
- Simpler business model
- Word-of-mouth from "I own this" satisfaction

Updated Target Demographic

Primary: "Intentional Professionals" (Ages 28-42)

Profile:

- Knowledge workers tired of reactive mornings
- 2-5 years into career, established but not senior
- Manages 3-8 concurrent responsibilities
- Values research-backed approaches
- Subscription-fatigued (already pays for 4+ services)
- Willing to pay once for tools that work

Pain Points:

- Morning overwhelm and decision fatigue
- Evening anxiety about tomorrow
- Too many todo apps tried and abandoned
- Suspicious of yet another subscription

Why They'll Buy:

- "Evening planning" is a novel, research-backed approach
- One-time purchase respects their budget boundaries
- Simple design won't become another abandoned app

Secondary: "Anxious Achievers" (Ages 22-30)

Profile:

- Students, early-career professionals
- High anxiety about productivity and future
- Active on TikTok, Instagram, Reddit
- Budget-conscious but willing to invest in self-improvement
- Responds to psychology-backed marketing

Pain Points:

- Overwhelmed by options and information
- Difficulty prioritizing competing demands
- Late-night anxiety spirals about tomorrow
- Subscription fatigue from streaming services

Why They'll Buy:

- "Plan tomorrow tonight" addresses their anxiety directly
- One-time purchase fits limited budget
- Simple 3-task approach isn't overwhelming

Tertiary: "Mindful Minimalists" (Ages 30-50)

Profile:

- Interested in intentional living, digital minimalism
- May practice meditation, journaling, or gratitude
- Anti-hustle culture sentiment
- Values quality over quantity
- Prefers owning vs. renting (applies to software too)

Why They'll Buy:

- Philosophy aligns with intentional living values
- One-time purchase matches "own, don't rent" mindset
- Evening ritual fits existing mindfulness practices

Marketing & Social Media Strategy

Core Messaging

Primary Tagline: "Plan Tomorrow Tonight. Own It Forever."

Secondary Messages:

- "The last productivity app you'll ever buy"
- "No subscription. No stress. Just clarity."
- "14-day free trial. Then it's yours forever."

Content Pillars

1. Evening Planning Psychology (Educational)

- Decision fatigue research
- Why mornings are the wrong time to plan
- The science of intention-setting

2. Anti-Subscription Stance (Differentiator)

- "Why we chose one-time pricing"
- Subscription fatigue statistics
- "Own your tools" philosophy

3. User Transformations (Social Proof)

- Before/after morning routines
- "My first week with evening planning"
- Testimonials focused on reduced anxiety

4. Minimalist Productivity (Philosophy)

- Why 3 tasks is enough
- The Most Important Task concept
- Against feature bloat

Platform Strategy

TikTok (Primary for Awareness)

Target: Anxious Achievers (22-30)

Content Types:

- "POV: You planned your tomorrow last night" (trending audio)
- "Things that helped my morning anxiety" (listicle format)
- "The app I bought once and use every day" (anti-subscription angle)
- "Evening routine check" (GRWM style)
- Behind-the-scenes app development

Posting Cadence: 4-5x per week

Hashtags: #productivity #morningroutine #anxietytips #planwithme #eveningroutine #minimalism

Instagram (Primary for Conversion)

Target: Intentional Professionals (28-42)

Content Types:

- Carousel: "The science of evening planning" (educational)
- Reels: Quick app demos, user testimonials
- Stories: Daily "plan your tomorrow" prompts
- Static: Quote graphics about intentional living

Posting Cadence: 1 post/day, 3-5 stories/day

Twitter/X (Secondary for Thought Leadership)

Target: Productivity enthusiasts, indie hackers

Content Types:

- Threads on evening planning research
- Build-in-public updates
- Engagement with productivity community
- Hot takes on subscription fatigue

Posting Cadence: 2-3x per day

Reddit (Secondary for Community)

Target Subreddits:

- r/productivity (2.3M members)
- r/getdisciplined (1.1M members)
- r/ADHD (1.7M members)
- r/apps (app recommendations)

Approach:

- Genuine community participation (not just promotion)
- Answer questions about evening planning
- Share research, not sales pitches
- Transparent "I built this" posts when appropriate

Influencer Strategy

Micro-Influencers (10K-100K followers)

- Higher authenticity perception
- Better engagement rates
- More affordable (\$100-500 per post)

Target Niches:

- Productivity YouTubers/TikTokers
- "Day in my life" content creators
- Journaling/planning community
- Mental health advocates
- Minimalist lifestyle creators

Outreach Approach:

- Offer free lifetime access for honest review
- No script requirements (authenticity)
- Long-term partnerships over one-off posts

Launch Campaign: "Own Your Mornings"

Phase 1: Pre-Launch (2 weeks before)

- Teaser content on social channels
- Email list building with "early access" incentive
- Influencer seeding

Phase 2: Launch Week

- Product Hunt launch (aim for top 5 of day)
- Coordinated influencer posts

- Early adopter price: \$9.99 (public beta pricing)
- Press outreach to productivity blogs

Phase 3: Post-Launch (ongoing)

- User-generated content campaigns
- Testimonial collection
- Seasonal campaigns (New Year's, Back to School)
- Black Friday/Cyber Monday promotions

Paid Advertising

Budget Allocation:

- Meta (Instagram/Facebook): 60%
- TikTok: 25%
- Google App Campaigns: 15%

Target CAC: \$5-10 per trial download, \$50-100 per purchase

Creative Angles:

- "No subscription required" (differentiation)
 - "Plan in 2 minutes, wake up ready" (value prop)
 - "The evening planning app" (unique positioning)
 - Testimonial-based ads (social proof)
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Implementation Considerations

Technical Changes Required

1. Remove **subscription logic** from RevenueCat integration
2. Implement **14-day trial** tracking (start date in user profile)
3. Add **trial expiration UI** (countdown, upgrade prompts)
4. Simplify **paywall** to single purchase option
5. Update **App Store/Play Store** listings and pricing

Trial Experience Design

Day 1-7: Full access, minimal interruption

- Subtle "X days left in trial" indicator
- Focus on habit formation (evening planning reminder)
- Let users experience full weekday + weekend cycles

Day 8-11: Gentle conversion prompts

- "You've planned 8 evenings! Keep the streak going."
- Highlight value received during trial
- Show habit streak building

Day 12-14: Urgency messaging

- "Your trial ends in X days"
- Clear upgrade CTA with price
- Emphasize "one-time, forever" value

Post-Trial (if not converted):

- App becomes read-only (can view past plans)
- Cannot create new plans
- Persistent but non-aggressive upgrade prompt
- Option to start new trial after 30 days? (consider)

Pricing Localization

Consider regional pricing for key markets:

Region	Full Price	Early Adopter (Beta)
US/Canada/UK/EU	\$34.99	\$9.99
India	\$12.99	\$3.99
Brazil	\$17.99	\$4.99
Southeast Asia	\$17.99	\$4.99

Risk Analysis

Risks of One-Time Model

Risk	Likelihood	Mitigation
Lower total revenue	Medium	Higher volume, lower friction
No recurring revenue	Certain	Plan for paid updates (Domani 2.0)
User expects free updates forever	High	Clear messaging: "All current features + 1 year of updates"
Competitors copy positioning	Low	First-mover advantage in "evening planning"

Risks of Staying Subscription

Risk	Likelihood	Mitigation
Subscription fatigue reduces signups	High	Difficult to mitigate
High churn (46% first-cycle)	High	Aggressive retention efforts
Lost differentiation opportunity	Medium	N/A

Recommendation

Proceed with one-time pricing at \$34.99 with 14-day free trial. Launch at \$9.99 early adopter price during public beta.

Rationale:

1. **Market timing:** Subscription fatigue is peaking; one-time purchase is a differentiator

2. **Competitive gap:** No major evening planning app offers one-time purchase
 3. **Brand alignment:** "Own your mornings" messaging aligns with "own your app"
 4. **Simplicity:** Easier to market, explain, and convert
 5. **User trust:** "Pay once" builds goodwill and word-of-mouth
 6. **Early adopter incentive:** \$9.99 beta price rewards early users and generates reviews
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Next Steps

1. Finalize pricing: \$34.99 full price, \$9.99 early adopter (public beta)
 2. Design 14-day trial expiration UX flow
 3. Update RevenueCat/payment integration
 4. Create new App Store screenshots emphasizing "one-time purchase"
 5. Develop launch marketing assets
 6. Set launch date
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Sources

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- Business of Apps: App Subscription Trial Benchmarks
- Wingback: Subscription Fatigue Research
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- Various indie developer case studies