

Domani Pricing Strategy (Final Decision)

Pricing Model Overview

Domani uses a **one-time purchase model** with a generous trial period. No subscriptions, no recurring fees, no tiered features.

The Decision

Element	Decision
Trial Period	14 days (no credit card required)
Full Price	\$34.99 USD (one-time, own forever)
Early Adopter	\$9.99 USD (during public beta)
Subscription	None - one-time purchase only
Feature Tiers	None - all features included
Updates	Forever

1. Why \$34.99

Competitive Positioning

The \$34.99 price point achieves several strategic goals:

1. Undercuts major competitors significantly:

- 46% cheaper than Structured (\$64.99)
- 56% cheaper than Things 3 (~\$80)
- Equivalent to ~7 months of Todoist Pro (\$5/month)
- 82% cheaper than Sun sama annually (\$192/year)

2. "Fair value" perception: Under \$35 feels reasonable for a lifetime purchase, above \$30 signals quality

3. Healthy margins: ~\$24.50 net per sale after App Store's 30% cut

4. Discount flexibility: Room to offer sales without going too low

Revenue Projections (50K downloads)

Conversion	Purchases	Gross	Net (after 30% fee)
6%	3,000	\$104,970	\$73,479
10%	5,000	\$174,950	\$122,465
12%	6,000	\$209,940	\$146,958

Early Adopter Pricing: \$9.99

During the public beta phase, Domani is offered at \$9.99 - a 71% discount from full price. This achieves:

1. **Rewards early supporters:** Users taking a chance on a new app deserve a deal
2. **Maximizes initial user base:** Lower barrier drives adoption during critical launch phase
3. **Generates reviews quickly:** More users = more App Store reviews = better visibility
4. **Creates urgency:** "Beta pricing won't last forever" motivates action
5. **Word-of-mouth amplifier:** "It's only \$10" is easy to recommend

Early Adopter Revenue Projections (50K downloads)

Conversion	Purchases	Gross	Net (after 30% fee)
15%	7,500	\$74,925	\$52,448
20%	10,000	\$99,900	\$69,930
25%	12,500	\$124,875	\$87,413

The lower per-sale revenue is offset by:

- Higher conversion rates at \$9.99
- More reviews and social proof
- Larger user base for word-of-mouth growth
- Transition to \$34.99 post-beta

2. Trial Length: 14 Days

Why 14 Days is Optimal for Domani

1. **Habit formation:** Evening planning needs ~7-14 repetitions to become a natural routine
2. **Two full week cycles:** User experiences both weekday and weekend planning twice
3. **Reduces pressure:** Long enough to truly evaluate without feeling rushed
4. **Complex workflow:** Domani's evening planning philosophy requires time to appreciate
5. **No credit card required:** Removes friction; users can genuinely try before deciding

Research Context

Trial Length	User Sign-up Rate	Conversion Rate	Notes
3-day	2%	35%	Too short to form habit
7-day	22%	20-40%	Industry standard
14-day	Higher	~25%	Good for habit apps
30-day	Lower	Higher but 51% cancel	Decision fatigue

For an app centered on building an evening planning habit, 14 days provides the ideal balance of evaluation time and conversion urgency.

3. Post-Trial Behavior: Soft Lock with Grace Period

How It Works

Day 1-14: Full access (trial)

Day 15-21: Read-only mode with prominent upgrade banner

Day 22+: Complete lock with "restore access" messaging

Why This Approach

1. **Days 15-21 (Grace period):** User sees their data, feels the loss, has time to budget/decide
2. **Day 22+ (Hard lock):** Creates final urgency without feeling abrupt
3. **Messaging:** "Your 14 evening plans are waiting. Unlock them forever for \$34.99"

Push Notification Strategy

- Day 15: "Your trial ended, but your plans are safe. View them anytime."
- Day 17: "Missing your evening planning routine? Unlock Domani forever."
- Day 21: "Last chance: Your plans will be locked tomorrow. Keep them for \$34.99"
- Day 22: "Your plans are now locked. Restore access anytime for \$34.99"

Why Not Complete Lock Immediately?

1. **Preserves user data investment:** User sees their history, feels loss of not continuing
2. **Lower friction to convert:** "Your data is waiting for you"
3. **Reduces uninstalls:** Users keep app installed, may convert later
4. **Re-engagement opportunity:** Can remind users of value they experienced

4. Update Policy: Forever

The Promise

"Buy once, get all future updates forever"

Why Forever Updates

1. **Domani is intentionally simple:** This is an evening planning app, not a full productivity suite. The scope is naturally bounded.
2. **Marketing power:** "Own it forever" is a much stronger message than time-limited alternatives
3. **Competitive edge:** Things 3 charges for major versions. We don't.
4. **Trust building:** In an era of subscriptions, "forever" builds genuine loyalty
5. **Practical reality:** The commitment is to the core Domani app and its features

Scope Caveat

"All Domani features and updates, forever. If we build something entirely new (like Domani for Teams or Domani Web), that would be a separate product."

This provides flexibility for genuinely new products while honoring the "forever" promise for the core app.

5. Why No Subscriptions

The Philosophy

Subscriptions create ongoing pressure - both for users (another monthly bill) and developers (constant feature churn to justify recurring cost). Domani is a focused tool that does one thing well. It doesn't need to become bloated to justify its existence.

Benefits of One-Time Purchase

1. **User trust:** No surprise charges, no renewal anxiety
2. **Simpler relationship:** We build, you buy, everyone's happy
3. **Aligned incentives:** We make money when we deliver value, not when we retain
4. **Marketing clarity:** "Pay once, own forever" is simple and compelling
5. **Anti-subscription positioning:** Differentiates from Todoist, Sunsuma, and other subscription apps

6. Why No Free Tier

The Decision: All or Nothing

After the 14-day trial, Domani is either:

- **Unlocked:** Full access to everything, forever
- **Locked:** Read-only during grace period, then complete lock

There is no permanent free tier with limited features.

Rationale

1. **Simplifies the product:** No need to artificially limit features or create upgrade friction
2. **Clear value proposition:** Trial lets you experience everything; purchase unlocks it permanently
3. **Prevents devaluation:** A "good enough" free tier undermines the paid offering
4. **Better user experience:** No constant upsell prompts or feature gates
5. **Sustainable business:** Every active user is a paying customer

Summary

Decision	Final Choice	Rationale
Price	\$34.99 (full) / \$9.99 (beta)	Competitive positioning; early adopter reward
Trial	14 days, no credit card	Habit formation requires time; reduces friction
Post-trial	Soft lock (read-only days 15-21, full lock day 22+)	Preserves urgency while respecting user investment
Updates	Forever	Strongest marketing message; scope is bounded
Model	One-time purchase only	Anti-subscription positioning; user trust
Tiers	None - all features included	Simplicity; clear value proposition

Final Pricing One-Liner

"14-day free trial. Then \$34.99 once, forever."

During beta: \$9.99

Clean. Clear. Compelling.