

# 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:

- 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 Sunsama annually (\$192/year)
- "Fair value" perception:** Under \$35 feels reasonable for a lifetime purchase, above \$30 signals quality
- Healthy margins:** ~\$24.50 net per sale after App Store's 30% cut
- 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

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## 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.

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## 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, Sunsama, 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.