

Pyrus Portal - Growth Rewards System Spec

Developer Specification Document

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1. Overview

The Growth Rewards system incentivizes clients to purchase larger service packages by displaying tiered discounts and free products. As the monthly cart total increases, customers unlock progressively better rewards.

This system appears below the price summary in each Good/Better/Best plan column of the Recommendation Generator.

Key Constraint: Stripe only allows ONE coupon code per checkout. The UI must clearly show which coupon is currently active and what rewards are available at the next spending tier.

2. Reward Tiers

There are four reward tiers based on the monthly recurring total (before any discounts are applied):

Tier	Threshold	Free Products	Discount	Coupon Code
1	\$0+	Analytics Tracking (\$99)	None	—
2	\$1,000+	Analytics Tracking (\$99)	5%	HARVEST5X
3	\$1,500+	Analytics + Another \$99 Product	5%	HARVEST5X
4	\$2,000+	Analytics + Another \$99 Product	10%	CULTIVATE10

Important: Thresholds are calculated on the pre-discount cart total. Free \$0 products added to the cart do not count toward the threshold calculation.

3. Stripe Configuration

3.1 Creating the Free Products Category

In Stripe, create a new product category called "Free Products" (or similar). This category will contain \$0 versions of products that can be added to client plans as rewards.

How it works:

- Each free product is a separate Stripe product with a \$0 price
- The product name should indicate it's a free version (e.g., "Analytics Tracking (Free)")
- These products are added to client plans by Pyrus admin only
- Clients cannot add, remove, or modify products from their portal—only admin can manage plan contents

Security Note: This admin-only control prevents clients from gaming the free product system by adding \$0 products themselves.

3.2 Initial Free Products to Create

Stripe Product Name	Retail Value	Stripe Price
Analytics Tracking (Free)	\$99/mo	\$0/mo
AI Visibility Essentials (Free)	\$99/mo	\$0/mo
Website Care Plan (Free)	\$149/mo	\$0/mo
(Add more as needed)	—	\$0/mo

Additional \$0 products can be added to this category over time as needed. The "Another Free \$99 Product" messaging gives flexibility to choose the most appropriate product for each client.

3.3 Coupon Codes

Create the following percentage-off coupons in Stripe. These codes are intentionally non-sequential to prevent guessing:

Coupon Code	Discount	Stripe Settings
HARVEST5X	5% off	Type: Percentage Duration: Forever
CULTIVATE10	10% off	Type: Percentage Duration: Forever

Why these codes? Using patterns like GROW5, GROW10, GROW15 would invite clients to guess other valid codes. The names above (HARVEST5X, CULTIVATE10) fit the Pyrus agricultural theme but don't suggest a predictable sequence.

4. Display Logic

4.1 How It Works

When the cart total changes, the system determines which tier the client qualifies for, then displays:

1. **Unlocked rewards** — Everything the client has earned at their current tier (shown with green checkmarks)
2. **Active coupon code** — If a percentage discount is unlocked, display the code prominently
3. **Next tier teasers** — What rewards are available if they add more services (shown with lock icons)

4.2 Calculating Distance to Next Tier

For each locked tier above the client's current level, calculate: [Tier Threshold] - [Current Cart Total] = Amount to Add

Example: Cart is \$1,496. Next tier is \$1,500. Display: "Add \$4 to unlock another Free \$99 Product!"

4.3 What to Show at Each Tier

The following table shows exactly what appears in the Growth Rewards section at each tier:

Tier	Show as Unlocked	Show as Locked
1 (\$0+)	Free Analytics Tracking	5% off, Free \$99 product, 10% off
2 (\$1,000+)	Free Analytics + 5% off	Free \$99 product, 10% off
3 (\$1,500+)	Free Analytics + 5% + Free \$99	10% off
4 (\$2,000+)	Free Analytics + 10% + Free \$99	None (max tier)

5. UI Components

5.1 Section Header

Display:  Your Growth Rewards

5.2 Unlocked Item Format

Each unlocked reward displays with a green checkbox:

- UNLOCKED: [Reward description]

5.3 Coupon Code Display

When a percentage discount is active, display the code in a prominent box:

Use Code **HARVEST5X** at checkout

Note: The coupon is NOT auto-applied. The client must enter it manually at Stripe checkout. This is intentional due to Stripe's single-coupon limitation.

5.4 Locked Item Format

Each upcoming reward displays with a lock icon. The dollar amount should be bold and prominent:

-  Add **\$354** to unlock 5% off your total cart!

Ordering: Display locked items in ascending order by amount needed (smallest gap first). This puts the "easy win" at the top.

5.5 Maximum Tier Indicator

When the client reaches Tier 4 (\$2,000+), replace the locked items section with:

 **Maximum Rewards Unlocked!** 

5.6 Savings Summary (Optional)

Consider adding a savings callout at the bottom showing total value:

-  Current savings: \$99 + \$74.80 (5%) = \$173.80

6. Example Scenarios

6.1 Good Plan — \$646/month

Tier: 1 (Entry)

Unlocked:

- UNLOCKED: Free Analytics Tracking (\$99 Value)

Coupon Code:

None

Locked:

-  Add \$354 to unlock 5% off your total cart!
-  Add \$854 to unlock 5% off your total cart + another free \$99 Product
-  Add \$1,354 to unlock 10% off your total cart + another free \$99 Product

6.2 Better Plan — \$1,496/month

Tier: 2 (\$1,000+)

Unlocked:

- UNLOCKED: Free Analytics Tracking (\$99 Value)
- UNLOCKED: 5% off your plan

Coupon Code:

Use Code HARVEST5X at checkout

Locked:

-  Add \$4 to unlock another Free \$99 Product!
-  Add \$504 to unlock 10% off your total cart + another free \$99 Product

6.3 Best Plan — \$2,846/month

Tier: 4 (\$2,000+) — Maximum

Unlocked:

-  UNLOCKED: Free Analytics Tracking (\$99 Value)
-  UNLOCKED: 10% off your plan
-  UNLOCKED: Another Free \$99 Product

Coupon Code:

Use Code CULTIVATE10 at checkout

Locked:

-  Maximum Rewards Unlocked! 

7. Discount Perpetuity Rules

Discounts remain active as long as the customer maintains qualifying service levels:

- If a customer downgrades below a tier threshold, their discount adjusts to match the new tier
- Free \$0 products remain in their subscription unless manually removed by admin
- When upgrading tiers, a new coupon code must be applied manually
- Coupon codes are set to "forever" duration in Stripe (not time-limited)

9. Quick Reference Summary

Cart Total	Customer Gets	Max Savings
\$0 - \$999	Free Analytics (\$99)	\$99
\$1,000 - \$1,499	Free Analytics + 5% off	\$99 + \$75 = \$174
\$1,500 - \$1,999	Analytics + Another \$99 + 5%	\$198 + \$100 = \$298
\$2,000+	Analytics + Another \$99 + 10%	\$198 + \$200+ = \$398+

10. UI Examples

These are examples of the UI for the pricing blocks. You don't have to copy the exact fonts or icons, but we like the overall layout, emphasis and callouts.

\$646/month

\$0 onetime

\$646 /mo Total



Your Growth Rewards



UNLOCKED: Free Analytics Tracking
(\$99 Value)



Add **\$354** to unlock 5% off your total cart!



Add **\$854** to unlock 5% off your total cart + another free \$99 Product



Add **\$1,354** to unlock 10% off your total cart + another free \$99 Product



Current savings: **\$99**

Purchase Now

\$1,496/month

\$0 onetime

\$1,496 /mo Total



Your Growth Rewards



UNLOCKED: Free Analytics Tracking
(\$99 Value)



UNLOCKED: 5% off your plan

Use Code at Checkout

HARVEST5X



Add **\$4** to unlock another Free \$99 Product!



Add **\$504** to unlock 10% off your total cart + another free \$99 Product



Current savings: \$99 + \$74.80 (5%) =
\$173.80

Purchase Now

\$2,846/month

\$0 onetime

\$2,846 /mo Total



Your Growth Rewards

- UNLOCKED: Free Analytics Tracking (\$99 Value)
- UNLOCKED: 10% off your plan
- UNLOCKED: Another Free \$99 Product

Use Code at Checkout

CULTIVATE10

★ Maximum Rewards Unlocked! ★

💡 Current savings: \$99 + \$99 + \$284.60
(10%) = \$482.60

Purchase Now