

Apple App Review - Business Model Documentation

App Name: Water Reminder

Date: January 7, 2026

Business Model Overview

Water Reminder is a hydration tracking app that helps users monitor their daily water intake. The app offers a **7-day free trial** with full feature access, followed by a **one-time lifetime purchase** of \$4.00 USD to continue using the app.

Responses to Review Questions

1. Who are the users that will use the paid subscriptions in the app?

This app does not use subscriptions. Instead, we offer a **one-time lifetime purchase**.

The users who purchase lifetime access are:

- **Health-conscious individuals** who want to track and improve their daily hydration habits
- **Fitness enthusiasts** who need to monitor water intake as part of their health routine
- **Users with medical recommendations** to maintain proper hydration levels
- **Anyone seeking to build better hydration habits** through daily tracking and reminders

All users receive a **7-day free trial** with complete access to all features. After the trial period, users can purchase lifetime access for \$4.00 USD to continue tracking their hydration.

2. Where can users purchase the subscriptions that can be accessed in the app?

All purchases are made exclusively through Apple's In-App Purchase system within the app.

- Users navigate to the **Settings** tab in the app
- A prominent banner displays their trial status (days remaining or expired)
- Users tap the "**Keep Forever (\$4.00)**" or "**Unlock Lifetime Access (\$4.00)**" button
- This initiates Apple's standard In-App Purchase flow
- Payment is processed entirely through Apple's payment system
- No external payment methods or websites are used

There is no way to purchase access outside of the app or outside of Apple's In-App Purchase system.

3. What specific types of previously purchased subscriptions can a user access in the app?

This app uses a **Non-Consumable In-App Purchase (Lifetime Access)**, not subscriptions.

If a user has previously purchased lifetime access:

- **Restore Purchases:** Users can restore their purchase on a new device or after reinstalling the app using Apple's standard restore functionality
- **Purchase Type:** Non-Consumable (one-time purchase, permanent access)
- **Product ID:** com.waterreminder.app.lifetime
- **Price:** \$4.00 USD (or equivalent in local currency)

The app verifies previous purchases through Apple's StoreKit framework and automatically unlocks premium features for users who have previously purchased lifetime access.

4. What paid content, subscriptions, or features are unlocked within your app that do not use in-app purchase?

None. All paid features are unlocked exclusively through Apple's In-App Purchase system.

Our monetization model:

Feature	Free Trial (7 Days)	After Trial (No Purchase)	Lifetime Access (\$4.00 IAP)
Water intake tracking	✓ Full access	✗ Locked	✓ Full access
Quick-add drink buttons	✓ Full access	✗ Locked	✓ Full access
History & statistics	✓ Full access	✗ Locked	✓ Full access
Hydration reminders	✓ Full access	✗ Locked	✓ Full access
Voice control	✓ Full access	✗ Locked	✓ Full access
All drink types	✓ Full access	✗ Locked	✓ Full access

Important clarifications:

- ✗ We do NOT accept payments outside of Apple's In-App Purchase
- ✗ We do NOT use any third-party payment processors
- ✗ We do NOT offer promo codes that bypass In-App Purchase
- ✗ We do NOT have any web-based payment options
- ✗ We do NOT link to external websites for purchases

All premium features are gated behind Apple's In-App Purchase system, ensuring full compliance with App Store guidelines.

Technical Implementation

- StoreKit Version:** StoreKit 2 (recommended) or StoreKit 1
- Product Type:** Non-Consumable
- Receipt Validation:** Server-side validation recommended (or on-device for basic implementation)
- Restore Purchases:** Implemented via StoreKit 2 equivalent