Lean Product Canvas (v3)

Title of initiative:
Pear Packer

Date: 28.4.2025

Iteration: 1

Business Problem

What is the most important problem your business needs to focus on right now?

(Hint: Consider why you originally built your product/feature and how changes in the market, customers, technology, etc. have reduced its ability to deliver the same value it used to.)

Companies struggle to efficiently find and engage student talent through traditional methods like job fairs and generic job listings, leading to inefficiencies and missed opportunities. Students also lack a streamlined, valuable way to connect with potential employers while still studying.

Solutions

What can we make that will solve our business problem and meet the needs of our customers at the same time? List product, feature, or enhancement ideas here.

- AI-driven talent matching engine based on skills, academic data, and project involvement.
- Platform for generating and sharing AI-created study materials to keep students engaged.
- Rich candidate profiles highlighting skills, achievements, and potential.
- Gamification elements to encourage continuous student activity (badges for study engagement, profile updates, etc.).
- Company dashboards for filtering and contacting top student candidates.
- Personalized student career path recommendations based on activities and skills.

Business Outcomes

How will you know you solved the business problem? What will you measure?

Hint: These are your high-level key results. What will people be doing differently if your solutions work? Consider metrics that indicate business success like lifetime value and product success like retention rate and product usage metrics. Try to use the format who-does what-by how much.)

- Increase in companies hiring through PearPacker by 30% within the first year.- Achieve a 50% monthly active student user rate.- Reduce average time-to-hire for companies by 25%.
- Increase average student engagement (study materials used/downloaded) by 40%.

Users

Which users and customers (i.e., personas) should you focus on first?

(Hint: Who buys your product or service? Who uses it? Who configures it? Who is impacted by its use.)

Primary Users:
- University students (undergraduate and graduate) seeking internships, part-time jobs, or full-time employment.
- HR professionals and recruiters from companies looking for young, qualified candidates.Secondary Users:
- University career centers or departments wanting to help students find employment.- Educators interested in promoting study materials.

User Outcomes & Benefits (JTBD)

Why would your users seek out your product or service? What benefit would they gain from using it? What is their Job To Be Done? What are they trying to do?

(Hint: Save money, get a promotion, spend more time with family. List user outcomes for each persona you created.)

Students:- Find relevant job/internship opportunities efficiently.- Save time studying by using AI-generated, high-quality study materials.- Showcase their skills and achievements to potential employers.
Companies:
- Quickly identify and connect with highly suitable candidates.- Reduce recruitment costs and time by using AI-driven assessments.
- Build early relationships with talented students before they enter the workforce.

Hypotheses

Combine the assumptions from Boxes 2, 3, 4 & 5 into the following hypothesis statement:
"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

(Hint: Each hypothesis should focus on one feature only.)

Hypothesis 1:
"We believe that increasing the number of students actively using study materials by 40% will lead to a 30% increase in successful company-student matches if students find high-quality, AI-generated study content valuable."Hypothesis 2:
"We believe that companies will reduce time-to-hire by 25% if recruiters can access AI-generated detailed candidate profiles."

What's the most important thing we need to learn first?

Select the hypothesis from Box 6 you'd like to test first. Identify all the reasons it might fail (risks). Choose the riskiest assumption from the list. What do we need to learn about this assumption?

Chosen Hypothesis to Test First:Hypothesis 1 (student engagement with study materials).Riskiest Assumption: Students will find the AI-generated study materials useful enough to visit the platform regularly.What we need to learn:
Whether students perceive the AI-generated study content as high quality, useful, and worth returning for.

What's the least amount of work we need to do to learn the next most important thing?

Experiment Plan:
- Create a landing page with a simple sign-up and a small sample of AI-generated study materials.
- Invite 50–100 students to use it and complete a short feedback survey afterward.   Measure: - Engagement rate (how many downloaded or used materials).   - Satisfaction score (e.g., 1–10 on quality and usefulness).   - Willingness to return and use again (intent to return survey).
Goal: Validate within 1 week whether students find the study materials valuable enough to continue interacting with the platform.

Download this canvas at: **www.senseandrespond.co/the-lean-product-canvas**