⟁ ChatGPT

MVP Success Metrics and Pilot Plan

Once the MVP is launched, clear metrics and a structured rollout plan are essential for assessing product viability and guiding next steps.

Success Metrics

Metric	Description	Target
Candidate sign-ups	Number of new candidate accounts created per week.	Establish baseline and aim for steady growth.
Profile completion rate	Percentage of candidates who complete their profile and upload a resume.	70 % of sign-ups within 7 days.
Jobs posted	Number of active job listings created by employers.	At least 10 per pilot partner.
Applications per job	Average number of applications per job listing.	5+ applications per job.
Time to first application	Average time from job posting to first application.	< 48 hours.
Match conversion rate	Percentage of applications that progress to under_review or shortlisted.	20 %.
Employer satisfaction	Measured via surveys (Net Promoter Score).	NPS $\geq$ 40.
Candidate satisfaction	Measured via surveys on ease of use and perceived job quality.	Average rating $\geq$ 4/5.

Tracking these metrics requires analytics instrumentation in both frontend and backend (e.g., event logging for sign-ups, profile updates, job posting, application submission and status changes).

Pilot Rollout Plan

1. **Select Pilot Region and Partners**: Focus on one or two countries (e.g., Nigeria and Kenya) and a specific industry (e.g., software engineering) to ensure enough supply and demand. Recruit 3–5 employer partners willing to post real jobs and commit to reviewing applicants.
2. **Prepare Training and Support**: Onboard employers and early candidates with guides, webinars and direct support. Set expectations about platform scope (MVP) and gather feedback channels (Slack group, surveys).

3. **Soft Launch**: Deploy the platform in staging, then production for the pilot cohort. Monitor system performance, onboarding flows and early metrics daily.
4. **Collect Feedback & Iterate**: Conduct weekly check-ins with pilot users. Identify friction points (e.g., long job posting form, unclear application status). Adjust copy, fix bugs and simplify flows quickly.
5. **Expand Gradually**: After validating core metrics and resolving major issues, open the platform to additional employers and candidates, adding more industries and countries.

UX Friction Points & Data Gaps

- **Sign-up and Profile Completion**: Multi-step forms may deter users. Provide clear progress indicators and auto-save. Data gap: track where users drop off.
- **Job Search Quality**: If search returns few results, candidates may churn. Data gap: capture search queries and result counts to refine filters and synonyms.
- **Application Status Updates**: Candidates may be anxious if status doesn't change. Provide notifications and encourage employers to update statuses. Data gap: track response times.
- **Employer Workload**: Employers may struggle to review all applications. Provide sorting by match score and clear statuses. Data gap: measure time spent per application.

Readiness for AI Features

AI requires sufficient data volume and quality. During the MVP phase, focus on collecting structured data:

- Candidate profiles (skills, experience, education).
- Job descriptions and eligibility flags.
- Application outcomes (status changes).
- User interactions (search queries, clicks, time on page).

Once the platform reaches a critical mass (e.g., thousands of jobs and applications), consider introducing AI to:

- **Recommend jobs** based on profiles and past interactions.
- **Parse resumes** and extract structured data automatically.
- **Rank candidates** for employers using explainable models.

Before launching AI features, perform fairness audits to avoid bias and ensure explainability. Maintain transparency by showing candidates and employers why recommendations are made.