



# Lean Canvas

Put U On

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305Soft Team:3

## Problem

### Top 3 problems

-Most music apps feels more like an echo chamber, making it hard for users to break out of their comfort zone and explore new genres.  
-Avid music listeners often struggle to discover fresh albums without manually searching or browsing forums.  
-Listening to albums can often take a long time. A “fast listen” feature could help them decide what’s worth a full playthrough through it.

## Solution

### Top 3 features

-algorithm that recommends different songs based on mood  
- fast listen to help quickly decide  
-friends can recommend music

### Key Metrics

- # of users active  
- # of recommendations given  
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## Unique Value Proposition

Break out of your music bubble. Put U On curates fresh album recommendations based on your mood, the weather, and real people’s suggestions; helping you discover music you never knew you needed.

## Advantage

**Spotify & Apple Music** – offer recommended music but no new discoveries  
**Audiomack & SoundCloud** - Good for finding new artists but require manual searching

## Channels

App Stores  
  
Reach customers through social media

## Customer Segments

*Target Customers:*  
Younger audience, ages ~15 - 30.

People interested in music and exploring genres.

People looking for others with similar music taste.

## Cost Structure

Sources of production cost

## Revenue Streams

Freemium model w/ Ads, limits # of recommendations/day.

Premium model w/ no ads, no limits.