

A LOCALIZED DISCOUNT PLATFORM FOR INTERNATIONAL STUDENTS

Every student deal in Tartu, *finally* in one place.

International students miss out on discounts they are entitled to not because the deals don't exist, but because they are scattered across word-of-mouth, group chats and accidental discovery. TartuPerks turns that scattered knowledge into one searchable, English-language catalogue.

PROJECT TYPE	COURSE	BUILT WITH
Web platform MVP: validated, built and documented	Software Product Management	Two prototypes: React / Vite & Vanilla JS

THE PROBLEM

International students in Tartu regularly miss available discounts because there is **no centralized, searchable, locally relevant place** to find them, leaving them to rely on scattered word-of-mouth and informal group chats.

VALIDATED USER PAINS

- 01 Poor discoverability.** Students encounter discounts by accident, not through intentional search. The deals exist; the visibility doesn't.
- 02 Passive behaviour.** Searching feels like effort with an uncertain payoff, so most students simply don't look even when they want to save.
- 03 Verification friction.** Card-gated alternatives like ISIC add cost and steps that exclude casual users from otherwise simple savings.

WHY EXISTING OPTIONS FALL SHORT

UNIDAYS	Global reach, but an aggressive paywall and Estonia essentially unsupported.
ISIC / ESNcard	Trusted credentials, but a paid card barrier excludes casual users.
Telegram & Facebook	Hyper-local and free, but unstructured, unsearchable and ephemeral.
Word of mouth	Highest trust, but doesn't scale — no single source of truth.

RESEARCH BEHIND IT

- 7** Lean validation interviews (Mom's Test), 5 countries, BSc & MSc level
- 5** Competitors analysed across direct & informal channels
- 12** Real Tartu discounts seeded across 5 categories in the prototype

JOB TO BE DONE
"When I am looking to spend money in Tartu, I want to **quickly find out whether a student discount exists** for what I need — so I can save money without having to ask around or search across multiple sources."

HOW IT WORKS

- 01 Verify with a student email**
Lightweight, instant verification using a university domain - no paid card required.
- 02 Browse, search & filter**
One catalogue across Food, Transport, Leisure, Sport & Shopping - searchable by name, place or tag.
- 03 Save & redeem on-site**
Keep favourites for later; redeem simply by showing a student ID at the business.
- 04 Businesses submit, admins moderate**
Three roles: student, business, admin with a review queue keeping content trusted.

PRODUCT ROADMAP

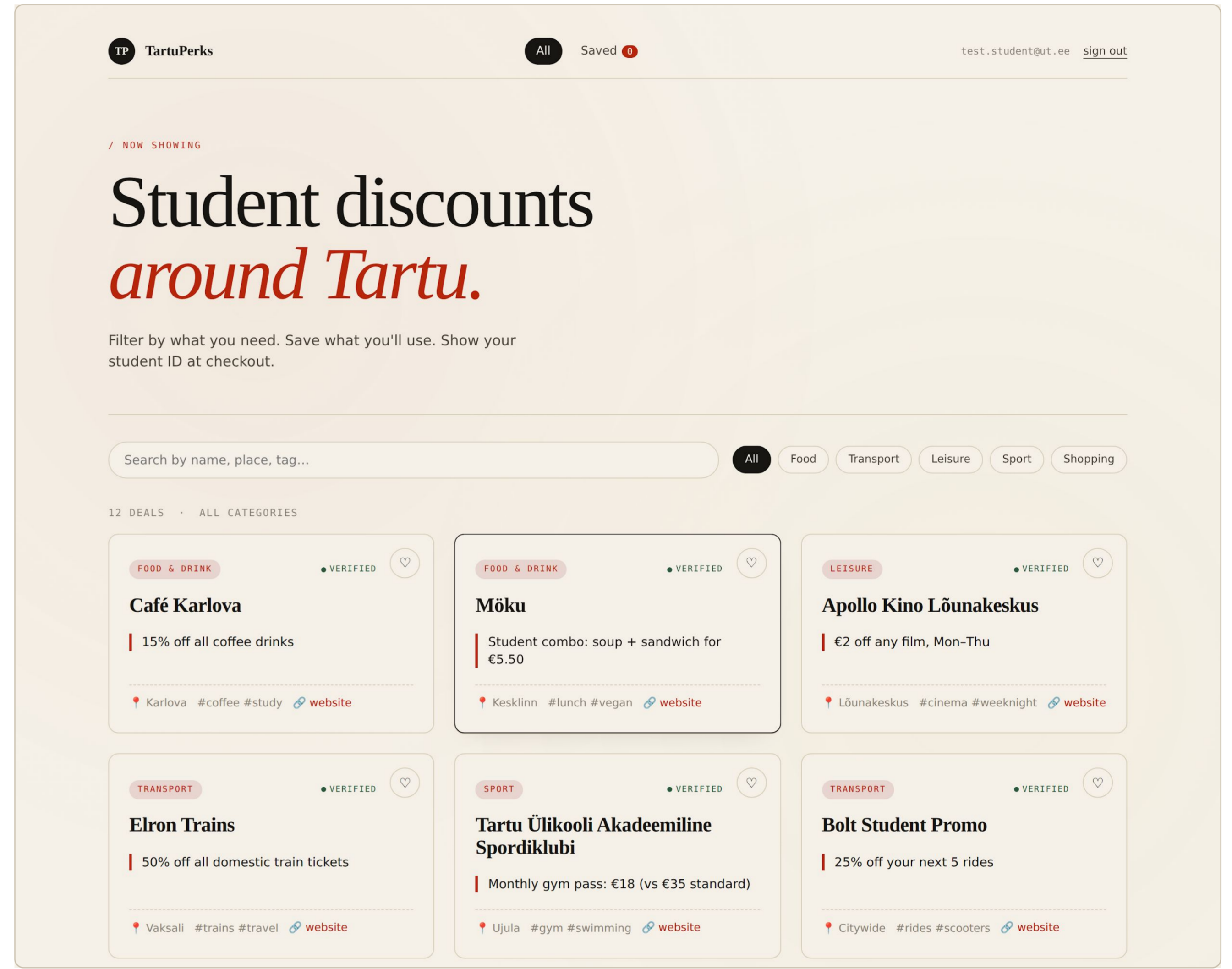
Q3 2026	Discovery, Trust & Moderation Personalised discovery, "Near Me" filtering, plus expired-deal and duplicate-offer detection.
Q4 2026	Business Self-Service & Optimisation A business portal to manage offers independently, plus mobile and performance improvements.
Q1 2027	Engagement & Partner Growth Deal alerts, social sharing and referral-based partner acquisition once core flows are validated.

METHOD & STACK

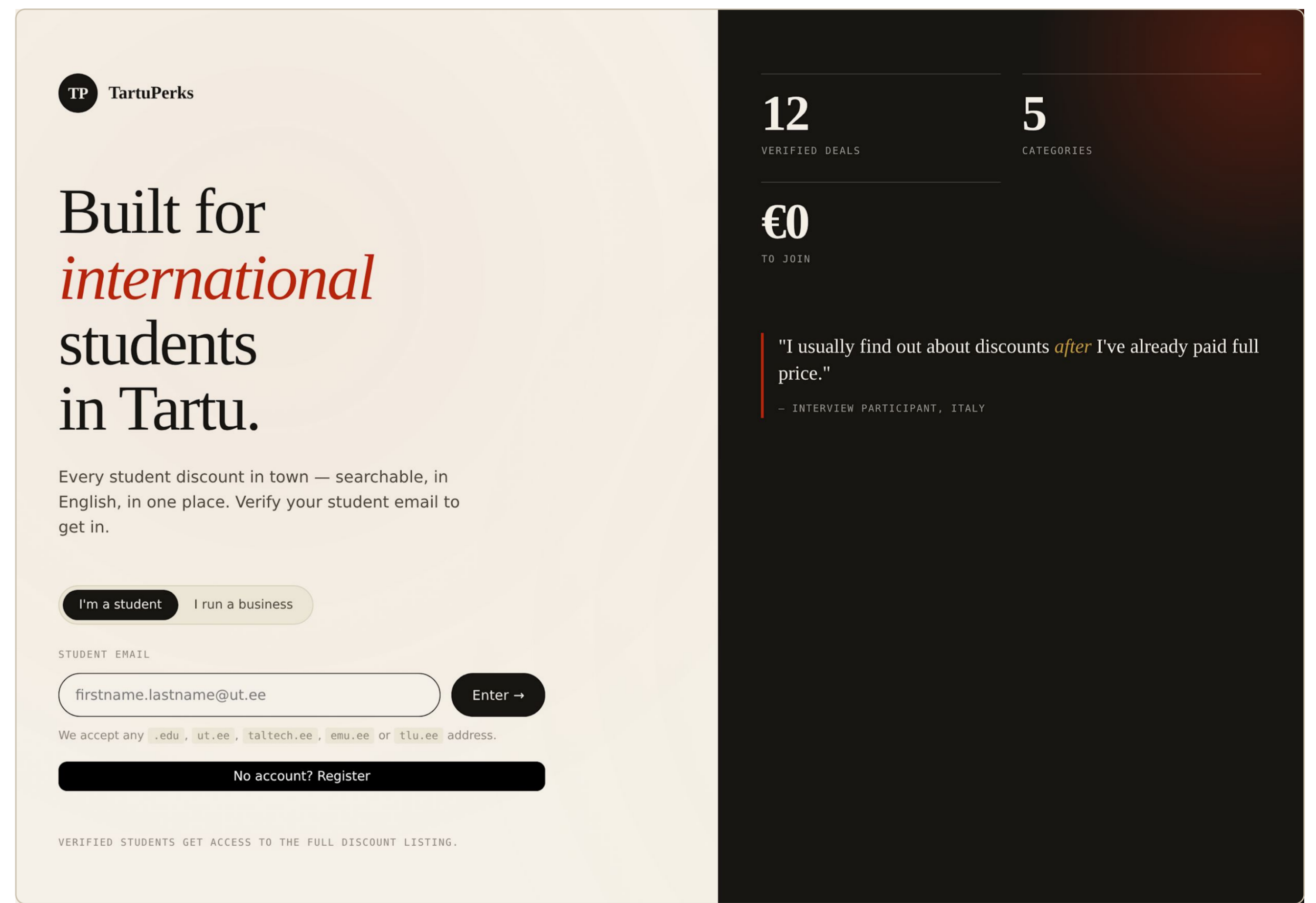
Lean Startup MVP | AARRR Funnel | Theme-Based Roadmap | Business Model Canvas

Mom's Test | Risk Register | React + Vite | Vanilla JS | JSON data layer

THE PRODUCT - LIVE PROTOTYPE



Student catalogue · search + category filters, verified & community-listed deals, saved favourites



Verified entry · segmented student / business sign-in, free to join, instant email verification

MVP SUCCESS METRICS

- Core Discovery Completion**
≥ 60% open a deal
Tests whether students can independently discover relevant discounts.
- Student Verification Rate**
≥ 70% complete
Tests whether onboarding & verification create friction.
- Discount Engagement**
≥ 35% act on it
Tests whether the listed offers are genuinely useful.
- Discount Save Rate**
≥ 25% save a deal
Tests whether students see long-term value worth returning for.

PROJECT AUTHORS

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PROJECT REPOSITORY

Study programme: Software Engineering & Innovation and Technology Management | Study level: Master's
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github.com/KirillRym/Student-Discount-Discovery-Platform