PRODUCT CASE STUDY · M V SAI RAVI KIRAN · PRODUCT OWNER

CBSEMockTests

Practice tests aligned to the CBSE curriculum.

Role	Category	Live on	Status
Product Owner	Education	Web, Android	Live

Overview

A web-based mock-test platform focused on India's CBSE board exams.

Target users

Students and exam aspirants who need focused, low-friction practice they can return to daily.

My role

Product strategy, content roadmap, pricing experiments, and conversion optimisation.

The user problem

CBSE students need affordable, curriculum-aligned practice beyond expensive coaching centres.

Key product decisions

Free and premium mock tests organised by subject, chapter, and difficulty, with instant scoring and performance analytics.

1	CBSE-aligned question banks
2	Subject and chapter filters
3	Performance analytics
4	Real exam simulation

Trade-off

Prioritised depth of practice over social and gamified extras so the core learning loop stayed fast.

Verified outcomes

Live and serving CBSE students preparing for board exams.

Metric	Status
Active users	Not yet provided
Downloads / installs	Not yet provided
Store rating	Not yet provided
Retention	Not yet provided

Only figures backed by a source are reported. No metrics are estimated.

Signals I track next

- Practice sessions completed per learner
- Return visits within an exam cycle
- Drop-off point inside a test

Evidence and links

Live website: https://cbsemocktests.com/

Full case study: https://mvsairavikiran.com/projects/cbsemocktests · mvsairavikiran23@gmail.com · linkedin.com/in/mvsairavikiran