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

GitaShlokas

Designing repeat engagement around reading, listening, and recall.

Role	Category	Live on	Status
Product Owner	Spiritual / Education	Web, Android, Windows	Live

Overview

A cross-platform app for exploring Bhagavad Gita shlokas with audio recitation, meanings, and memorisation aids.

Target users

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

My role

Owned product definition, content architecture, audio UX, learning-flow decisions, and release coordination across platforms.

The user problem

Traditional scripture apps can be hard to navigate and lack structured support for memorising verses.

Key product decisions

I combined verse-by-verse reading, audio, translations, bookmarks, and recall practice into a simple journey designed to support repeated learning.

1	Verse-by-verse reader
2	Audio recitation playback
3	Translations and bookmarks
4	Memorisation quiz mode

Trade-off

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

Verified outcomes

Released on web and the Microsoft Store, with Google Play in closed testing and feedback informing ongoing improvements.

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://gitashlokas.com
Microsoft Store: https://apps.microsoft.com/detail/9mwgmpg8kmft?cid=DevShareMCLPCB&hl;=en-US≷=IN

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