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

Macro Launcher

Your phone home screen, beautifully organised.

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

Overview

An Android home-screen launcher that combines a minimal A to Z app list, a widget feed, and automatically sorted app categories.

Target users

People who want a simple tool for a daily task without learning a complex app.

My role

Product Owner and independent product builder.

The user problem

Phone home screens become cluttered, making apps and daily information hard to find.

Key product decisions

Blend a calm minimal list with a widget feed and smart categories in one launcher.

1	Minimal A to Z app list with letter jumps
2	Widget feed for weather, agenda, and notes
3	Automatic app categories
4	Frosted-glass design for any wallpaper

Trade-off

Deliberately kept scope narrow: shipped the smallest feature set that solves the core job, deferring advanced options until real usage signals justify them.

Verified outcomes

Published product website with the product experience and availability details.

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

- Core task completion
- Week-one retention
- Install-to-first-use conversion

Evidence and links

Live website: https://macrolauncher.xyz

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