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

# MockTestsCreator

Reducing the time from learning content to exam practice.

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

## Overview

A web product that helps educators and students turn learning material into structured practice tests without a complicated authoring workflow.

## Target users

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

## My role

Owned problem definition, UX flows, test-taking experience, feature prioritisation, release planning, and go-to-market decisions.

## The user problem

Creating realistic practice tests is time-consuming, and most tools force rigid formats that limit customisation.

## Key product decisions

I designed a focused create-to-attempt journey with reusable questions, timers, scoring, and sharing, balancing creator flexibility with a clear learner experience.

| | |
|---|---|
| 1 | Drag-and-drop test builder |
| 2 | Reusable question bank |
| 3 | Timed exams and auto-scoring |
| 4 | Shareable results and answer keys |

## Trade-off

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

## Verified outcomes

Shipped as a live web product with complete creation, sharing, attempt, scoring, and review journeys.

| 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://mocktestscreator.com/

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