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

# PromoReel

Turn a website link into an animated promotional video.

| Role | Category | Live on | Status |
|---|---|---|---|
| Product Owner | AI / Marketing Tools | Web, Android | Live |

## Overview

A video-creation tool that turns website links into animated promotional videos, with templates and social posting.

## Target users

Builders, creators and small teams who want to ship faster without specialist skills or tooling.

## My role

Product Owner and independent product builder.

## The user problem

Creating promotional videos from website content can require repetitive manual production work.

## Key product decisions

Start with a website link and use templates to produce animated video content for social distribution.

| | |
|---|---|
| 1 | Website-to-video conversion |
| 2 | Animated promo videos |
| 3 | Style templates |
| 4 | Social media auto-posting |

## 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

- Time from sign-up to first output
- Core workflow completion rate
- Repeat projects per user

## Evidence and links

Live website: https://postviralvideos.xyz

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