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

Shelfvera

A private reading library for books, progress, and vocabulary.

Role	Category	Live on	Status
Product Owner	Productivity / Reading	Web, Android, Windows	Live

Overview

A private reading library for tracking a book inventory, reading progress, vocabulary, and personalised suggestions on phone and desktop.

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

Readers lose track of the books they own, what they have read, and the words they want to remember.

Key product decisions

Keep books, reading journeys, vocabulary, and next reads together in one private library.

1	Book inventory by genre and reader
2	Barcode and cover scanning
3	Weekly reading progress
4	Vocabulary and reading suggestions

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://shelfvera.xyz

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