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

SimpleDailyPlanner

Turning an overloaded category into a focused daily habit.

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

Overview

A cross-platform daily planner designed around one recurring user job: deciding what matters today and following through without tool-induced complexity.

Target users

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

My role

Owned problem framing, competitive review, scope and UX decisions, feature prioritisation, cross-platform release, and feedback-led iteration.

The user problem

Most planner apps are overloaded with features, turning daily planning into a chore rather than a quick, helpful ritual.

Key product decisions

I prioritised a fast daily view, reminders, and lightweight habit tracking, then carried the core experience consistently across web, Android, and Windows.

1	Clean daily schedule view
2	Recurring tasks and reminders
3	Habit streaks and progress tracking
4	Cross-device consistency

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

Shipped on web, Google Play, and the Microsoft Store, validating the ability to carry one product experience across three distribution channels.

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://simpledailyplanner.com
Google Play: https://play.google.com/store/apps/details?id=app.simpledailyplanner.com
Microsoft Store: https://apps.microsoft.com/detail/9n0636gbrwdz?cid=DevShareMCLPCB&hl;=en-US≷=IN

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