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

Stickies Pro

Better sticky notes for Windows 10 and 11.

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

Overview

A free, offline sticky-notes app for Windows with colours, checklists, reminders, search, tags, and always-on-top notes.

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

The classic desktop sticky note is easy to lose and lacks reminders, search, and organisation.

Key product decisions

Keep the familiar note while adding pinning, checklists, reminders, and tags, all offline.

1	Always-on-top pinned notes
2	Eight note colours and rich formatting
3	Search and tags
4	Timed reminders

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://stickynotespro.xyz

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