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

# SwiftDM

A Windows download manager with video-catching tools.

| Role | Category | Live on | Status |
|---|---|---|---|
| Product Owner | Productivity / Utility Tools | Web, Android, Windows | Live |

## Overview

A download manager for Windows that combines download resumption, video catching, and MP4 merging.

## Target users

Everyday desktop and mobile users who want a fast utility that does one job well.

## My role

Product Owner and independent product builder.

## The user problem

Interrupted downloads and fragmented video files complicate saving content on a desktop.

## Key product decisions

Bring download management, resumption, and video handling into a dedicated Windows tool.

| | |
|---|---|
| 1 | Download resumption |
| 2 | Per-site speed boosting |
| 3 | Social media video catching |
| 4 | Automated MP4 merging |

## 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

Live on the web and in the Microsoft Store; the product website carries 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://swiftdownloadmanager.com
Microsoft Store: https://apps.microsoft.com/detail/9pd7mxgzjtd4?cid=DevShareMCLPCS&hl;=en-US≷=IN

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