Feature Proposal: AR QuickStart Playground

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1. Executive Summary

Many first-time users close the app without ever placing a virtual object. AR QuickStart Playground is a one-minute, hands-on tutorial that guides new users through a simple creative task, lets them share the result instantly, and encourages them to explore more. By shortening the learning curve and sparking early success, the feature targets a 15% lift in day-one retention and a measurable increase in content creation.

2. Problem & Key Insights

Evidence	What it tells us
1. 60 % of new installs exit within 120 seconds without publishing content (analytics, last 90 days).	1. Users feel stuck before their first win.
2. 8/10 interviewees said "I wasn't sure what to do once the camera opened."	2. Onboarding lacks guidance and inspiration.
3. Power users say they "learned by trial-and-error" and would have quit if not for external tutorials.	3. The current experience suits experts but not casual creators.

3. Target Persona

Akshaya, 20 - a college student, a casual storyteller. Loves playful AR filters on social apps but gets frustrated when tools feel 'too pro.' She wants quick, share-worthy results without reading manuals.

4. Product Goal

Within one month of launch:

- ≥ 70 % of new users place at least one asset and save or share it within 60 seconds.
- Day-one retention increases from 32 % to 37 %.

5. Proposed Feature - AR QuickStart Playground

Step	Experience
1. Auto-trigger on first launch (skippable).	1. Reduces friction; users can opt out.
2. Environment scan with subtle haptic cue.	2. Sets up plane detection without jargon.
3. Three themed micro-tasks (e.g., Plant a tree on your desk).	3. Gives users a clear, bite-sized goal.
4. Animated hotspots + ghost silhouettes show where to tap or pinch.	4. Teaches gestures by doing, not telling.
5. Instant celebratory clip & 'New Creator' badge.	5. Rewards success; encourages sharing.
6. Progress memory - returning users see advanced tips, not the basics.	6. Keeps learning lightweight for everyone.

6. End-to-End User Flow (Mock-up wireframe)

Welcome → Environment Scan → Task 1 Overlay → Placement Success → Task 2 Overlay → Quick Edits (scale, rotate, color) → Share Prompt → Badge Celebration → Home Screen.

7. Success Metrics

- ➢ D1 retention + 15 % relative.
- ➢ Median time-to-first-creation ≤ 60 s.
- ➢ Net Promoter Score + 8 points among new users (survey after 24 h).
- ➢ Feedback tickets tagged "confused / can't start" ↓ 25 % within 30 days.

8. Implementation Roadmap

Phase	Timeline	Deliverables
1 - Prototype	Weeks 1-2	Unity quick-mock using existing assets; internal dog-food.
2 - Refine & Instrument	Weeks 3-6	Add haptic/audio cues, analytics, copy review.
3 - Limited Roll-out	Weeks 7-8	A/B test to 5 % of new users; monitor metrics.
4 - Global Release	Weeks 9-10	Full launch, marketing push, creator tutorials.

Cross-functional needs: 1 Unity dev, 1 designer (motion), 1 data analyst, 0.2 PM.

9. Risks & Mitigations

Risk	Impact	Mitigation
1. Tutorial annoys power users.	1. Churn among veterans.	1. 'Skip and never show again' toggle; defaults to off for existing users.
2. Larger APK due to new scenes.	2. Slower downloads.	2. Stream assets on demand; reuse existing textures.
3. Poor tracking in low-light rooms.	3. Failed onboarding.	3. Fallback to classic UI with text prompts.

10. Future Extensions

1. **Seasonal Themes**: Introduce seasonal playgrounds (e.g., Halloween effects, Holiday AR surprises).
2. **Community Micro-Tasks:** Let creators submit themed micro-tasks; feature the best ones weekly.
3. **Creator Story Paths:** Inspired by AR Story Paths - introduce guided narrative templates as optional add-ons that walk users through a sequence of themed AR scenes (e.g., 'Haunted House Tour' or 'My City Adventure').
4. **Progressive Challenge System:** Gamify with unlockable challenges (e.g., Complete 3 Playgrounds → Unlock 'Pro Creator' Mode).
5. **Partner Collaborations:** Collaborate with brands, artists, or creators to launch exclusive QuickStart scenarios and promote content sharing.

11. Closing

AR QuickStart Playground turns a blank-camera moment into a quick creative win, setting up users for long-term engagement. By combining instant value, creative inspiration, and structured onboarding in under 60 seconds, we not only reduce the barrier to entry but also position the app as a delightful and confidence-building AR tool.

I'm excited about the opportunity to contribute, collaborate with the team, and iterate further to bring this vision to life.

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