***Flam Reality Layers – Feature Proposal & Enhancement Strategy***

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**Objective**  
This document outlines a strategic proposal to enhance Flam's AR experience through six modular features under the unified banner of "Flam Reality Layers." Each feature is designed to solve specific user needs and drive long-term engagement, retention, and emotional connection.

**Strategic Goals**

* Improve onboarding and user exploration
* Increase emotional stickiness and retention
* Encourage user-generated content and community
* Create monetization pathways through gamification and creator tools
* Differentiate Flam in the AR space through emotion and context awareness

**User Journey Framework**  
The feature set supports three user phases:

1. Onboard & Explore: AR Travel Companion, Campus & Event AR Navigation.
2. Reflect & Create: Interactive Memory Trails, AR Expression & Memory Walls.
3. Engage & Evolve: AR Content Quests, AR Collectibles & Loyalty Tokens.

**Overview**

As part of Flam's mission to make AR a more expressive, contextual, and emotionally intelligent medium, I propose **“Flam Reality Layers”** a suite of six interlinked AR features designed to enhance discovery, creativity, emotional connection, and social engagement.

This feature set improves both **first-time user experience** and **daily engagement** by blending **local culture, community, and memory** into an interactive, mixed-reality experience. The six core layers include:

1. **AR Travel Companion**
2. **Campus & Event AR Navi guides**
3. **Interactive Memory Trails**
4. **AR Content Quests**
5. **AR Expression & Memory Walls**
6. **AR Collectibles & Loyalty Tokens**

Each layer is accessible based on context (location, event, user history), creating a modular, intelligent AR canvas that adapts to the user’s environment and emotional state.

**Problem Framing**

Despite advances in AR technology, **most apps treat the world like a blank canvas**. Users face these pain points:

Most AR applications today are:

* **Overwhelming for new users**, with unclear purpose or onboarding
* **Lack emotional stickiness**, with content disconnected from real-world context
* **Fail to reward real-world movement**, missing a huge opportunity for spatial storytelling
* **Ignore mood and emotional state**, offering one-size-fits-all feeds

Meanwhile, Gen Z and Millennials crave:

* **Self-expression with real-world anchors**
* **Mindful, mood-aware experiences**
* **Tangible community interaction**
* **Creative AR tools that go beyond filters and lenses**

Flam has the potential to solve all of this if we shift AR from being just *a lens* to being *a layered memory and emotion system* over the real world.

**Solution: Flam Reality Layers**

**Flam Reality Layers** is a suite of **6 modular AR experiences** that users can toggle like lenses each one rooted in **location**, **emotion**, or **community behaviour**. Together, they create a persistent AR canvas around users that evolves over time.

**Key Features**

1. **AR Travel Companion**

**Use Case:** Onboarding + Local Discovery  
**Goal:** Turn first-time experiences in new locations into interactive AR explorations.

New users are guided by AR overlays to explore key spots in their area be it a college campus, tourist city, or neighbourhood.

They scan the surroundings to discover:

* Hidden stories (community-sourced or Flam-curated)
* Visual memories left by others
* Audio messages or creative challenges

Users can drop their **own “memory pins”** that others can discover, gamifying exploration.

**Impact**:

* Smooth, gamified onboarding
* Early emotional investment
* Location-based virality

1. **Campus & Event AR Navi guides**

**Use Case:** Orientation + Events + Group Movement  
**Goal:** Solve real-world navigation and make group discovery fun.

Users’ open AR mode at events or campuses to see:

* Floating arrows to stages, food stalls, or dorms
* Friend beacons with names and emojis
* Interactive prompts to check-in or take selfies at checkpoints

For students, this becomes a **first-week lifesaver**. For events, it’s a **wow-moment** that blends utility with fun.

**Impact**:

* Better first-day retention
* Improved event UX
* Viral photos and social sharing

1. **Interactive Memory Trails**

**Use Case:** Emotional Recall + Habit Formation  
**Goal:** Anchor memories and emotions to movement and space.

Users create or follow AR “trails”:

* Personal: retrace emotional walks or moments
* Shared: experience a friend’s day or journey
* Public: follow a cultural or historic trail around the city

AR content includes:

* Voice notes
* Ambient music
* Photos, GIFs, or 3D stickers

**Impact**:

* Replaces shallow journaling with deep emotional AR reflection
* Encourages walking, revisiting, and mindfulness
* Powerful storytelling format

1. **AR Content Quests**

**Use Case:** Gamified Creation + Repeat Use  
**Goal:** Boost content creation by rewarding real-world discovery.

Users can participate in quests (daily, creator-based, brand-sponsored):

* Scan hidden AR objects at known hotspots
* Unlock exclusive AR lenses, stickers, or effects
* Complete mini-challenges to earn badges or level up

Creators can hide content in locations to build treasure hunts or story arcs.

**Impact**:

* Repeat daily usage
* Creator-driven virality
* Monetization possibilities through brand quests

1. **AR Expression & Memory Walls**

**Use Case:** Community Expression + Private Journaling  
**Goal:** Turn walls, benches, and poles into living canvases.

In **Public Mode**, users:

* Post digital stickers, memes, notes, and art on real-world walls
* Upvote others’ content
* Compete in weekly creator battles

In **Private Mode**, users:

* Drop AR notes, voice journals, or photos at exact locations
* Retrieve memories when they revisit
* Share selectively with friends

**Impact**:

* Combines community graffiti with emotional journaling
* Creates local culture in AR
* Encourages users to revisit meaningful spots

1. **AR Collectibles & Loyalty Tokens**

**Use Case:** Gamified Engagement + Brand Loyalty  
**Goal:** Reward users for real-world exploration through AR-based collectibles.

* Grants a digital token or collectible badge
* Stores it in the user's Flam Wallet
* Unlocks venue-specific rewards, offers, or upgrades
* Allows users to redeem tokens for **discounts, merch, or event access**
* Enables social sharing of collectibles
* Updates leaderboard and progress for streaks or achievements

**Impact**:

* Turns real-world spaces into gamified brand touchpoints
* Encourages repeat visits and community engagement
* Adds tangible value with redeemable, boosting user retention
* Integrates loyalty, marketing, and utility in one AR experience

**Why Flam?** And how can we Differentiate from Competitive if we add this features  
  
We can create an emotional memory layer while others focus on visual novelty, we enable reflection, discovery, and connection through persistent, location-aware AR tied to emotion and memory.

**Final Thoughts**

Flam is uniquely positioned to redefine AR not just as a filter or effect, but as a **persistent, emotional, cultural, and creative reality layer**. By embedding memory, mood, and expression into real-world spaces, **Flam Reality Layers** can:

* Reduce drop-off from new users
* Inspire community-led AR experiences
* Encourage mindful habits
* Make AR a meaningful part of daily life

This proposal delivers **depth, differentiation, and emotional value**, ensuring Flam becomes the AR platform people return to not just for fun, but for **connection, reflection, and creation**.

Other Documents:   
  
<https://drive.google.com/drive/folders/1x6dzD9CVUlUQYfP8ZzbhKxwJlY_dORvI?usp=sharing>