# Snapchat AR Game Feature - Meeting Transcript

Date: July 19, 2025

Project: Snapchat AR Game - "Catch the Ghosts"

Attendees: Priya (PM), Jordan (Tech Lead), Alina (Designer), Mark (QA), Rahul (Marketing)

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Priya: Alright team, lets kick off. We're here to discuss the AR mini-game we plan to add inside Snapchats Lens carousel. The idea is "Catch the Ghosts"  users catch floating ghosts in their environment using AR.

Alina: Visually, Im thinking friendly ghost models with a bit of motion blur. When you tap them, they poof away with particles. I can create variants that glow at night.

Jordan: On the tech side, well use Snaps Lens Studio with the World Tracking template. We'll need to keep performance under 30ms latency for smooth tracking.

Priya: What about multiplayer?

Jordan: Could be async. Like you play, get a score, and challenge a friend. Real-time multiplayer may stretch the timeline unless we use SnapKits shared state APIs.

Mark: From QA's perspective, whats our device coverage? We should ensure it works from iPhone X upward and mid-range Androids.

Rahul: For launch, well target Halloween. Perfect theme match. Ill coordinate with influencers for

UGC-based promotion.

Priya: Nice. Constraints  must work offline after loading, under 20MB size, and pass Snaps AR lens guidelines.

Alina: Ill share mockups by Friday. Expect V1 to be minimal  a tap-to-catch mechanic, score counter, and basic animation.

Jordan: I'll prototype the interaction this week and test hit detection. Well avoid physics sims to keep it light.

Priya: Cool. Next sync Monday. Lets aim for a playable demo in 10 days.

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Action Items:

- Alina  Submit ghost asset sketches by Friday

- Jordan  Build basic AR tracking + tap detection by next week

- Rahul  Draft go-to-market plan and Halloween teaser campaign

- Mark  Create test matrix for top 10 Snapchat-compatible devices