**Mirror World Onboarding**

**Product Proposal**

**1. Executive Summary**

Augmented Reality (AR) offers exciting possibilities, but for many users, the first experience can feel disorienting. New users often struggle with unfamiliar spatial interactions—like placing or scaling objects in a 3D environment—and lack intuitive guidance to help them adjust. This confusion results in high first-session drop-off rates, meaning users leave before they’ve experienced the product's core value.

To solve this, we propose **Mirror World Onboarding**: a dynamic onboarding experience that introduces a personalized AR avatar (or "twin") to guide the user through basic interactions. The avatar demonstrates core actions in a mirrored style, inviting the user to learn by copying rather than reading instructions or watching static tutorials. This approach builds emotional familiarity, enhances learning through engagement, and creates a positive first impression.

The goal is to transform onboarding from a passive chore into a memorable and meaningful introduction to the AR world—ultimately increasing user confidence, reducing early friction, and boosting activation and retention rates.

**2. The Business & Goal**

**Business Context**

As a company focused on immersive AR experiences, we aim to make spatial computing accessible and enjoyable for all users, regardless of their technical background. However, our current onboarding lacks emotional engagement and intuitive support for new users.

**Goal**

Our primary objective is to improve the **first-time user experience** by reducing drop-off rates during the onboarding phase and increasing the number of users who reach their first successful AR interaction.

**Alignment with Company Vision**

This initiative aligns directly with our mission to create inclusive, delightful AR journeys by meeting users where they are—guiding them with empathy, not complexity.

**3. Data Insights Bar graph**

* **User Behaviour Analytics**: 43% of users abandon the app within the first 90 seconds, primarily during the object placement screen.
* **Support Tickets**: A recurring theme among user complaints is, “I didn’t understand how to interact with the AR objects.”
* **Market Comparison**: Competing apps like Snap AR and Instagram effects use overlays and tip banners but still see limited retention among new users.

A graph with blue bars

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**4. Prioritized Problems**

1. **High Drop-Off Rates**: New users leave before interacting meaningfully with the AR content.
2. **Lack of Emotional Engagement**: Existing onboarding is impersonal and instructional, failing to connect with users.
3. **Cognitive Overload**: Tooltips and text-based instructions are easily ignored or misunderstood.
4. **Poor Feature Discovery**: Users don’t know how to explore the app’s core functionalities due to unclear onboarding flow.

**5. Strategy**

Our strategy is to **reimagine onboarding as a personalized performance**, where a user's own digital twin (avatar) walks them through essential AR interactions. This is achieved by:

* Using the front camera to generate a simple stylized avatar or a pre-set human figure the user can personalize.
* The avatar demonstrates how to perform AR actions—placing objects, scaling, rotating, taking a photo, etc.
* Users are prompted to copy these actions in real-time, receiving immediate visual and auditory feedback.
* The entire onboarding sequence is wrapped in a narrative—"step into your AR world"—to enhance immersion.

This approach taps into **muscle memory**, **emotional resonance**, and **cognitive simplicity** to lower barriers to entry.

**Competitive Advantage :**

Mirror World Onboarding is different from regular AR tutorials that show tips or videos. It uses a friendly avatar that copies what the user should do, making the learning process feel more natural and fun. This helps users feel comfortable and confident quickly. By making the experience feel more human, this approach stands out from typical onboarding methods.

**6. Success Metrics**

To measure the impact of Mirror World Onboarding, we’ll track the following:

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| --- | --- |
| **Metric** | **Predicted Target Outcome** |
| First-session completion rate | Increase by 30% |
| AR object interaction rate | Increase by 40% |
| Onboarding exit rate | Decrease by 25% |
| Avatar engagement duration | At least 60 seconds |
| Positive user feedback | Achieve 4.5/5 onboarding rating in surveys |

A graph with different colored squares

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These metrics help validate both the functional success and the emotional engagement of the experience.

**7. MVP Solutions**

To stay lean and ship fast, we propose the following for the **Minimum Viable Product (MVP)**:

* A simple, customizable avatar generation (basic gender, clothing, or emoji-style character).
* 3 guided actions: place an object, resize it, and snap a photo.
* Gesture-based prompts displayed via avatar mimicking (e.g., avatar “grabs” a cube and places it).
* Use of haptic buzz + voice prompt (e.g., "Now, try placing your object here!") to guide.
* Completion reward (confetti burst or unlock message) once onboarding is finished.

All of this can be accomplished without needing complex animation rigs or full-body tracking in the initial build.

**8. Prioritized Solutions**

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| --- | --- | --- |
| **Solution** | **Priority** | **Rationale** |
| Avatar-guided onboarding | High | Central to emotional engagement |
| Spatial task demo (place/scale/share) | High | Core AR functionality coverage |
| Voice + haptic feedback | Medium | Reinforces learning but not critical |
| Customization options for avatar | Medium | Nice-to-have, not required in MVP |
| Adaptive onboarding based on user behaviour | Low | Can be part of v2 for power users |

**9. User Flows / Mock-ups**

* **User Flow Sketch**:

A diagram of a process

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The user flow above outlines the core steps of the onboarding journey. It begins with app launch and a prompt for camera and motion access. If granted, the app starts an AR session and introduces a personalized avatar that visually guides users through key actions like placing, rotating, and capturing objects. This structured, step-by-step flow is designed to help users quickly gain confidence and comfort. If access is denied, users are directed to either exit or try again. The experience ends with a confirmation message that reinforces successful completion.

* **Mock-up Ideas**:
* Avatar standing in user's room giving friendly gestures.
* Visual overlay with guiding arrows and brief voice tips.
* Progress tracker bar showing onboarding milestones.

**10. Roadmap**

A diagram of a mirror world onboarding

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The roadmap above outlines a two-month rollout plan for Mirror World Onboarding. The first month emphasizes ideation, design, and technical validation, progressing into prototyping and internal testing. In the second month, the MVP is introduced to a limited user base, allowing for feedback and iteration. The timeline ends with improvements and scale-up efforts, ensuring the onboarding experience evolves based on real user interaction.