 Feature Title: SpellLink – Real-Time AR Spell Dueling

Assumed Product Foundation

To frame my proposal, I am assuming the AR app is designed around an immersive Harry Potter universe, combining location-based AR experiences with gamified elements. The app supports:

User Roles

- **Wizards** – Regular users who interact with magical AR elements

- **Houses** – Group identity, encouraging team play and friendly competition

- **Admins** – Event organizers and moderators for AR-based magical activities

Core Features

1. **AR Spell Casting** – Gesture or tap-based spell interactions with feedback

2. **Sorting Hat Onboarding** – Immersive house assignment using AR

3. **Magical Creature Encounters** – 3D AR-based character interactions

4. **House Points System** – Gamified competition across Houses

5. **AR Camera Filters** – Magical-themed photo/video filters for social sharing

---

 ## Objective

To enhance user engagement, social interaction, and creative expression within our AR app by introducing a fun, competitive, and shareable feature: **SpellLink**. This feature allows users to engage in real-time AR spell duels with friends, using gesture-based casting and magical effects for an immersive experience.

 ## Problem Framing

Current AR spellcasting experiences are primarily solo, limiting opportunities for real-time social interaction. Users crave more ways to actively engage with their friends within the magical universe, not just by viewing content, but by creating shared experiences.

> **User Pain Point:** "Casting spells alone is fun, but I wish I could actually *duel* my friends like in the movies."

There is a clear opportunity to turn this passive magic casting into an interactive, repeatable, and socially viral experience that increases time spent in-app and deepens user connection.

Insight-Driven Solution: SpellLink

SpellLink introduces **1v1 real-time AR duels** that combine gesture-based spellcasting, fast-paced decision making, and magical VFX in a shared AR space. Users can invite a friend, choose 3 spells, and compete in a short duel with real-time responses and outcomes.

After the duel, a short **"Replay Clip"** is auto-generated and optimized for sharing on social media or within the app.

Core Experience

- 🔙 **Duel a Friend**: Invite via username or QR code.

- 🪄 **Select Your Spells**: Choose 3 magical attacks or defenses.

- 💥 **Cast with Gestures**: Swipe patterns or motion controls trigger spell effects.

- 🛡 **Block, Deflect, Counter**: Real-time reactions determine outcomes.

- 🏆 **Win Points + Replay Clip**: Share duel results and magical replays.

MVP Feature Set

Component	Description
Matchmaking System	Invite friends or match with others
Gesture Recognition	Spell swipes & motion sensing
Shared AR Arena	Overlays magical effects in real-time
Duel Logic Engine	Resolve outcomes based on inputs

| Replay Clip Generator | Create short post-duel videos |
| Reward System | House points, badges, streaks |

Key Success Metrics

Metric	Target
Avg. Duels per User/Week	≥ 5
Duel Replays Shared	50,000+ within first 30 days
Users Inviting Friends via Duel	≥ 30% of active user base
Gesture Recognition Accuracy	≥ 90% for top 5 spell patterns

Strategic Fit with Flam

Flam stands for social-first, camera-based mixed reality that merges imagination with real-world experiences. SpellLink fully aligns with this vision by:

- Promoting **camera-first AR interaction**

- Encouraging **user-generated magical content**

- Deepening **friend-based social loops**

- Adding **replayable, gamified experiences** to increase retention

Final Thoughts

SpellLink elevates the magical AR world from passive spellcasting to dynamic, social gameplay. With its intuitive design, immersive real-time interaction, and content virality, it delivers a deeply engaging experience while staying true to Flam's mission of reinventing social expression through camera-powered mixed reality.

Magic is more fun when it's shared. Let's make spells social.

Submitted by: Niharika Kumar
Application for: Product Management Intern at Flam