Product Management Intern - Assignment

Why I Chose This

When I first explored Flam, what stood out to me was how creatively powerful it could be — but I also imagined how intimidating it might feel for a brand-new user. Between the spatial gestures, 3D tools, and camera-based interactions, it's easy to get lost before getting excited.

And then it hit me — what if your first experience on Flam wasn't alone?

That's where this idea comes from: **Flam Co-Pilot** — a small but powerful shift that makes your first AR experience social, guided, and fun.

The Problem

First-time users drop off too early.

- AR feels new and different — which is great, *unless you're unsure what to do*.

- Without a clear, fun way to get started, people lose interest before the magic happens.

AR is still a mostly solo experience.

- Even on social platforms, most AR creation is single-player.

- There's no easy way to "jam" or learn AR together with a friend — which limits creative confidence and shareability.

The Idea: *Flam Co-Pilot*

A real-time collaborative mode where a friend, creator, or even AI assistant can guide you through your first AR creation — right inside your space.

Whether it's placing your first object, learning a gesture, or remixing someone's scene, you're never figuring it out alone.

Flam Co-Pilot

Onboard, Create, and Explore AR Together

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┌─────────────────────────────┐
│     New user opens the app    │
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              │
              ▼
┌─────────────────────────────┐
│  Selects "Learn with a Friend" │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Sends invite or picks a suggested │
│            creator            │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Guided by friend or creator with │
│        ghost trails, voice    │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│     Builds shared AR scene    │
└─────────────────────────────┘
```

How It Works

- **Start with a Friend:** On opening the app, new users can choose "Learn with a Friend."

- **Invite or Match:** Invite someone you know or get matched with a verified Flam creator.

- **Live Co-Pilot Session:** The Co-Pilot joins, and you see ghost trails of their hand movements, hear them explain what to try, and build something together in real-time.

- **Replay Option:** The session is recorded so users can replay it or share it with others.

- **Bonus:** In future versions, the Co-Pilot could even be an AI creator assistant.

Key Features

- **Ghost Trails & Tips:** See what your Co-Pilot does (object placements, swipes, gestures).

- **Dual Creation:** Both users can interact with the AR scene at once.

- **Voice & Visual Sync:** Natural voice + visual cue pairing for clear guidance.

Replay & Remix: Save or share the session — or build on it later.

Why This Could Work (Realistically)

- **Faster Moments:** Instead of guessing, new users get the joy of doing something cool in the first few minutes.

- **Social Stickiness:** People are way more likely to return if they co-create something with someone.

- **Creator-Led Growth:** Flam creators can become mini-onboarders, helping scale trust and engagement.

Success Metrics I'd Track :

Metric	Why It Matters	Target Uplift
First Session Completion	Shows onboarding clarity	+30%
Day 1 to Day 7 Retention	Indicates emotional hook	+20%
Invites Sent	Organic network effects	+15%
Scenes Created & Shared	Engagement + creative output	+25%

What It Needs (Tech Overview)

- **Gesture Capture** – Already used in AR, just reused for ghost trails.

- **Voice + AR Sync Layer** – Like light WebRTC for spatial chat.

- **Session Logging Engine** – Tracks gestures, voice, and objects for replay.

- **Permissions + Privacy Controls** – Let users limit who can Co-Pilot.

Imagine This...

You open Flam for the first time. You're not greeted by a tutorial video or a wall of text. Instead, your friend shows up in your AR space.

They wave. "Try placing a portal here," they say, as a trail appears on your floor.

You follow. You build. You laugh. You get it.

That's the kind of first session that makes people stay.

What I'd Love to Add (If Time Permitted)

- Quick sketches/mockups (can share if you'd like)

- User research interviews with new users

- Creator feedback loop for Co-Pilot mode

Demo UI :

| Welcome Screen | Invite / Match Screen | Live Session View | Replay / Remix Session |
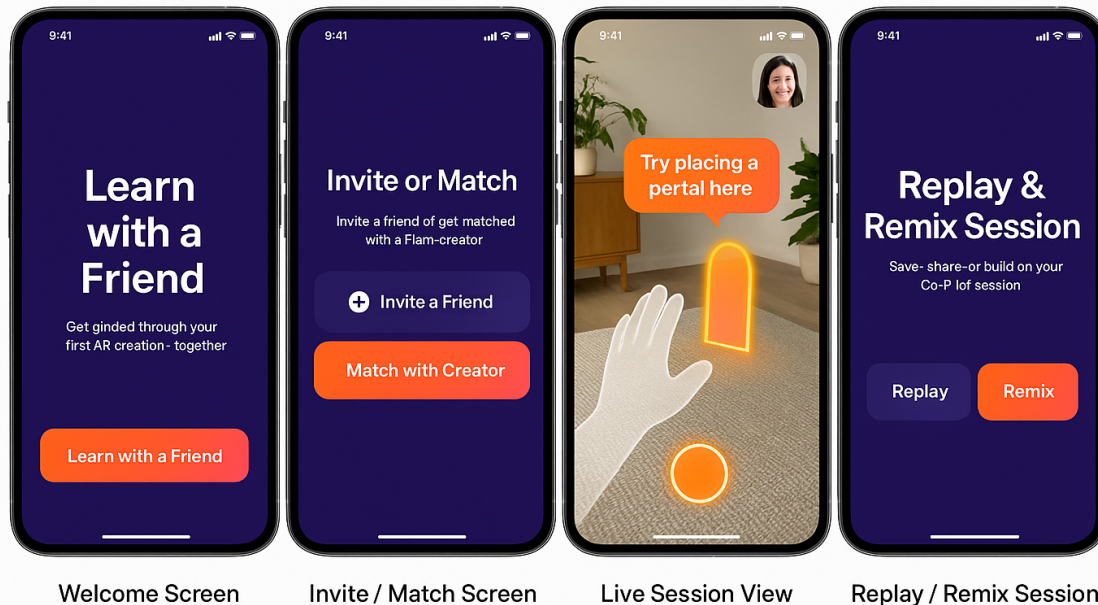
Figmareday IOS mobile app

Final Thoughts

I truly believe Flam is building something that feels like the future of social media — but more playful and meaningful. With Co-Pilot, we remove the friction that keeps people from seeing that.