

Product Feature Proposal for AR App

Role: Product Management Intern
Feature Proposal: AR Creation Templates
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Problem Statement

Current Challenge:
While the AR app provides powerful creative tools, many first-time users feel overwhelmed by a blank canvas and abandon the app early. Additionally, users who do create AR scenes often struggle to find inspiration or replicable creative workflows, leading to low retention and reusability.

Observed Pain Points

- High drop-off after initial onboarding.
- Users are unsure how to start creating with AR.
- Inconsistent engagement with creative tools.
- Limited support for rapid idea execution or iteration.

<ul style="list-style-type: none">• "I'm not sure what to do first."	<ul style="list-style-type: none">• "It feels like a blank canvas—I need ideas."	<ul style="list-style-type: none">• "The camera is cool, but how do I create something impressive?"
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Opportunity:
We need a low-friction, high-impact onboarding experience that:

- Simplify onboarding for new users.
- Inspire creativity by offering jumpstart ideas.
- Allow advanced customization for power users.
- Encourage sharing and re-use, boosting community growth.

Proposed Feature: “AR Creation Templates”

A library of interactive, ready-to-use AR templates designed to guide new users and spark creativity. Each template offers a partially pre-configured AR scene—such as filters, animations, or spatial effects—that users can easily personalize with their own text, emojis, media, and actions in just a few taps. These templates act as both a soft onboarding flow and a creative launchpad to quickly build and share engaging AR content.

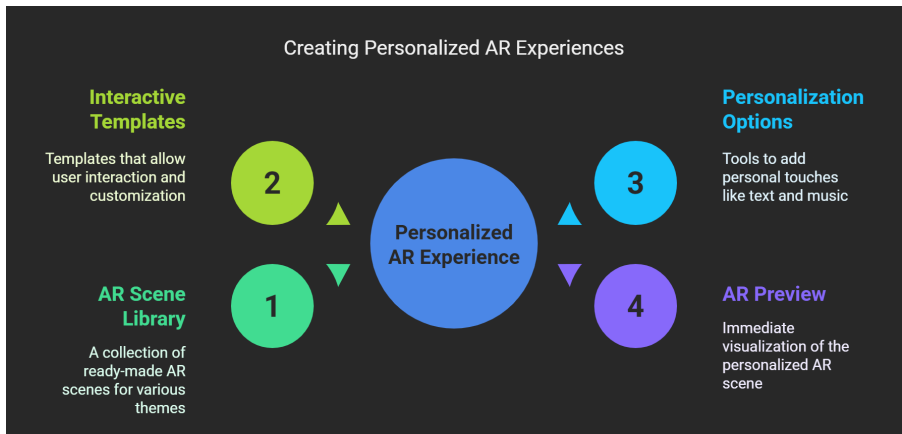
Goals of the Feature

Goal	Metric
Improve first-session engagement	Increase Day-0 activation by 20%
Reduce user drop-off	Decrease Day-1 churn by 15%
Boost creative output	30% increase in first-session AR creations
Encourage virality	25% increase in shared experiences in the first week.

Feature Overview

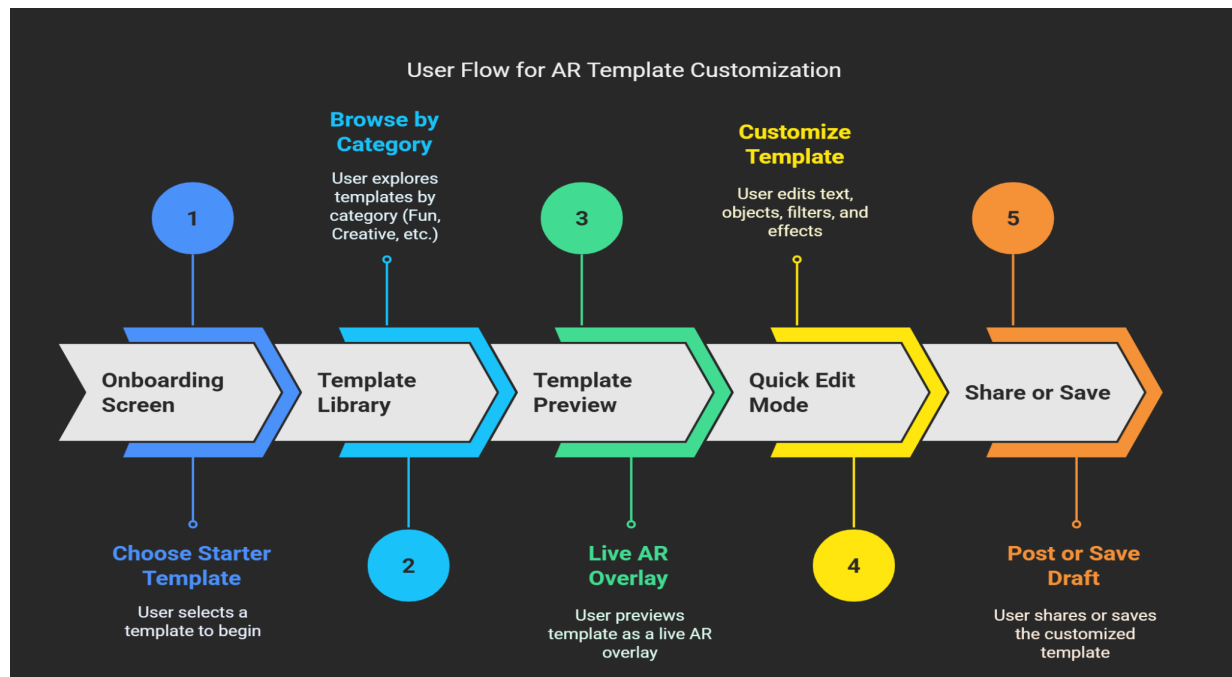
What is it?

- A library of plug-and-play AR scenes (e.g., “Birthday Surprise,” “Magic Portal,” “Floating Text,” “Pet Filter with Reactions”)
- Templates are interactive, editable, and tagged by mood, event, or theme
- Users select a template, personalize it (e.g., text, avatar, music, animations), and immediately preview it in AR



User Flow

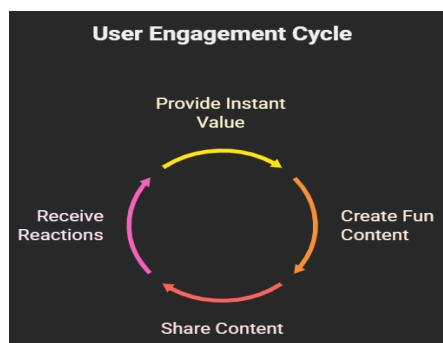
1. **Onboarding Screen** → Choose a Starter Template
2. **Template Library** → Browse by Category (Fun, Creative, Expressive, Social, etc.)
3. **Template Preview** → Live AR Overlay
4. **Quick Edit Mode** → Change text, objects, filters, and effects
5. **Share or Save** → Post, Send to Friends, or Save as Draft



Target Users

Primary Personas:

- **First-time Users:** Need instant value and direction
- **Casual Creators:** Want quick, fun, shareable content
- **Social Sharers:** Want to make friends laugh or react quickly



Why This Feature Works

Advantage	Explanation
Reduces friction	No need to build AR experiences from scratch.
Increases engagement	Templates are visually rich and interactive.
Sparks creativity	Users can remix templates instead of starting blank.
Boosts retention	People return to explore new templates each week.
Encourages virality	Easy to share personalized content in seconds.

Competitive Benchmarking

Platform	Core Offering	Limitations	Our Differentiation
Instagram	AR filters and face effects via Spark AR; pre-made effects in Stories and Reels	No guided creation flow; filters are static and not customizable by end users	Modular AR templates with customizable layers (text, emoji, animation)
Snapchat	Extensive AR lenses; Lens Studio for advanced creators	Steep learning curve; creative tools are siloed in a separate desktop platform	Built-in template creation with intuitive UX, no external tools required
Canva	Ready-made design templates with drag-and-drop editing (non-AR)	Lacks AR functionality; visual creativity limited to 2D	Applying Canva’s simplicity to 3D AR creation workflows
Our AR App	Curated, customizable AR templates; integrated editing tools; UGC-ready sharing	—	Low-barrier, template-first AR creation; first-time user-friendly with growth levers

While leading platforms offer AR tools, they either cater to professionals or emphasize consumption over creation. Our app bridges this gap by enabling casual, repeatable, and expressive AR content creation through guided templates — unlocking creativity for all users, not just power creators.

KPIs & Success Metrics

Stage	Metric
Onboarding	Template selection rate, First creation rate
Engagement	Avg session length, Template reuse rate
Retention	D1, D7 retention, Return usage of templates
Growth	Share rate, UGC tagging (e.g., #MadeWithAR)

Note: This proposed timeline is based on typical sprint cycles according to my prior knowledge, though actual development estimates may differ.

Implementation Plan (MVP - Suggestive Timeline)

Phase	Goal	Suggested Timeframe
Phase 1	Launch 5 core templates with basic customization	~2 weeks
Phase 2	Add ability to edit text, emojis, and effects	~2 weeks
Phase 3	Build a browsable template library with weekly updates	~4 weeks
Phase 4	Introduce community-submitted templates and trends	~3 weeks

Note: As a fresher, these estimates are based on typical agile sprint durations observed in similar AR products. Real-world execution may require iteration with design and dev teams.

Final Thoughts

This feature strikes the right balance between user creativity and app guidance, removing creative paralysis and turning first-time users into engaged content creators. It positions the app not just as a tool, but as a playground for self-expression in AR.

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