Proposal: AR EchoQuests

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Date: May 26, 2025

Tagline: *Turn the world into your canvas.*

The Problem

Most AR apps struggle to retain users because they focus on showing rather than involving.

AR apps need to evolve from being just flashy tech demos into platforms that people actually return to—tools that are both engaging and personal.

Think about the difference between IGTV and Instagram Reels. While both let users share video content, Reels exploded in popularity because they're quick, entertaining, and easier to consume. That same shift needs to happen with AR —making it more about everyday expression and less about one-off experiences.

Users need an engaging, fun, and meaningful way to explore AR, not just a cool one-time demo.

Many AR apps struggle with:

- **Shallow first-time experiences:** Users often drop off after a brief, underwhelming demo.

- **Lack of emotional hooks:** Users don't return if they don't feel a connection.

- **Overwhelming creativity tools:** Too much freedom without direction can lead to decision paralysis.
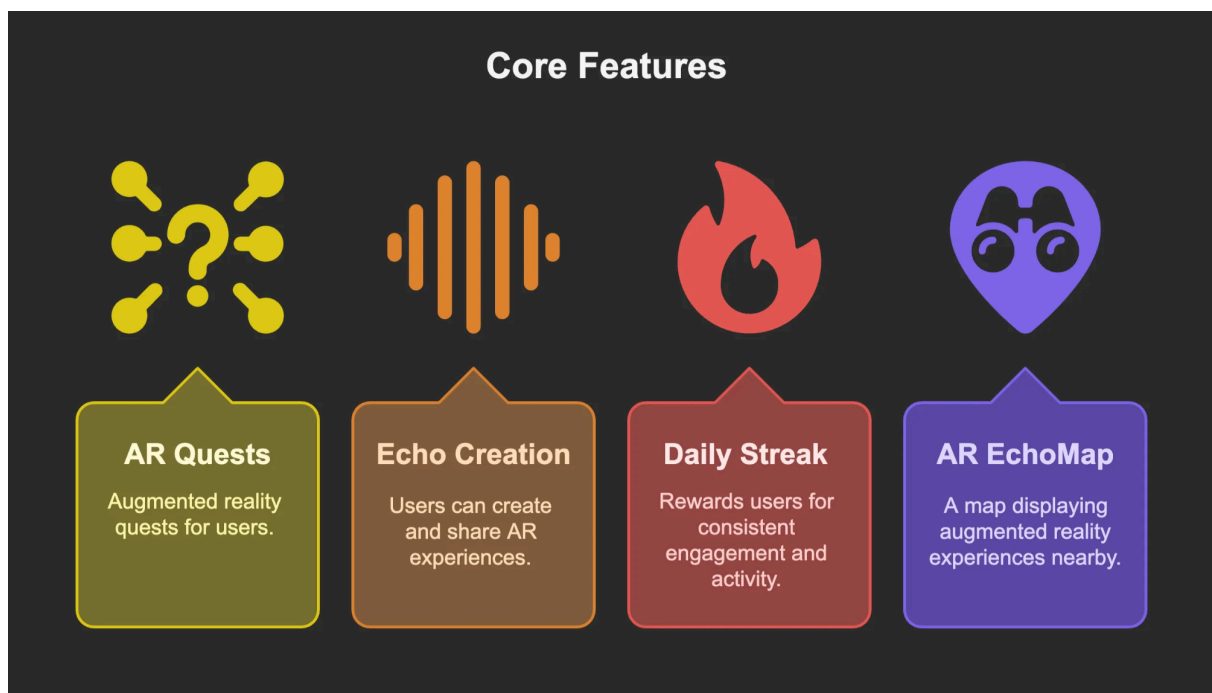
The Solution: AR EchoQuests

A user-friendly and emotionally engaging feature that combines:

- 🎮 **Guided AR Quests** – Fun, bite-sized onboarding missions

- 💾 **AR Memory Echoes** – Persistent, location-based memory markers

This is a unified feature that transforms your everyday space into an interactive AR playground.

🎮 Core Features

🧠 AR Quests

Fun, thematic challenges that guide users to create, discover, or interact with Echoes in meaningful or silly ways.

Types of quests:

- "Create an Echo that tells a story in your kitchen"

- "Scan an object and animate it with AR"

Inspired by the real-world excitement of "Pokémon GO," these quests encourage users to reimagine their surroundings.

🔥 Streak System

Encourage consistent engagement with a "Create 1 Echo a Day" streak challenge.

Reward users with:

- Mystery Echoes
- Custom Echo templates
- Achievement badges

Building habits, one spark at a time.

✨ Echo Creation

Echoes aren't just memories—they're digital anchors that merge creativity with context.

Users can place Echoes like:

- 3D objects
- Holograms
- Animations
- Time-triggered effects

All tied to a physical location or object using AR anchoring.

A hallway becomes a fantasy portal. A desk becomes a dancing DJ booth. A park bench holds a whispered wish.

🗺️ AR EchoMap

Visualize your AR footprint and explore Echoes created by others nearby (with privacy controls).

- Public Echoes appear as glowing orbs on the map
- Friend Echoes selectively shared

Your city becomes an evolving digital mural—alive with stories, jokes, emotions, and art.

🎯 The Experience

With EchoQuests, users don't just use AR, **they live inside it**.

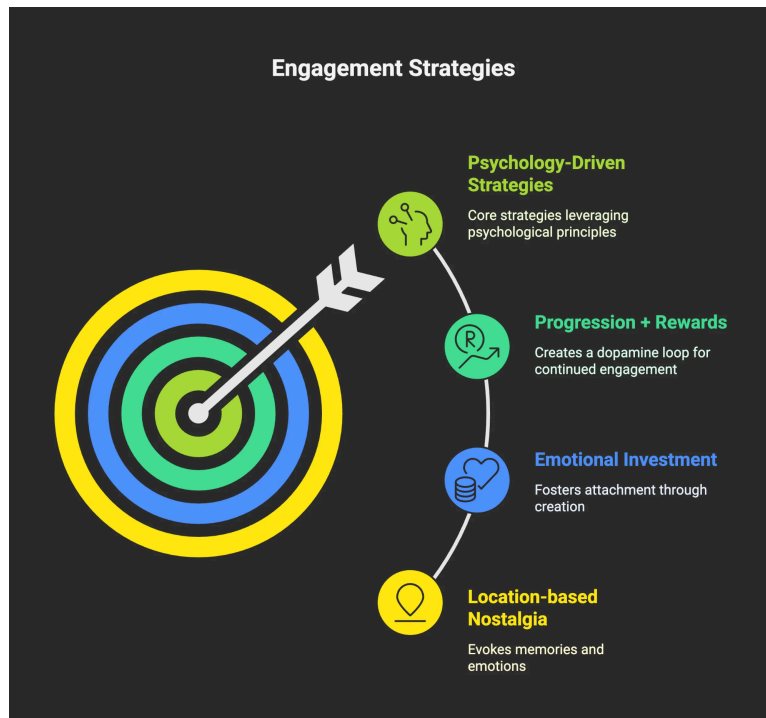**It's about turning your room, street, school, or café into something more:**

- An interactive storybook

- A creative playground

- A shared memory lane

This is AR that isn't passive—it's playful, personal, and persistent.

🧠 Engagement Strategies

- **Progression + Rewards:** Dopamine loop like mobile games

- **Emotional investment:** People keep things they create

- **Location-based nostalgia:** Taps into memory, emotion, and storytelling

This design hooks users with game-like rewards, emotional attachment to what they create, and nostalgic ties to real-world placesmaking the experience both addictive and meaningful.

Competitive Benchmarking

Product	Relevant Feature	Gap
Pokémon GO	Location-based AR exploration	Lacks creative user-generated content or personal AR expression
Snapchat	Streak system for daily interaction	Engagement is social but not spatial
Instagram	User-created AR effects	No persistence or location-based anchoring of AR experiences
Google Maps	Live View AR	Utility-focused; lacks storytelling or creative interaction

Product Strategy Elements

Area	Implementation in EchoQuests
North Star Metric	Number of daily Echo creations and shares per user
User Motivation Loop	Discover → Create → Share → Engage → Repeat

Growth Loop	Shared Echoes attract new users → new users create → content multiplies
MVP Focus	Start with Echo creation, streak system, Echo Scanner, and AR Map
Expansion Potential	Add creator tools, Echo themes, public/private Echo layers, monetization

📌 Summary

Although these apps offer great experience to users, **EchoQuests brings all these strengths together in one unified experience.**

It's more than a feature—it's a social media platform for AR, where users interact, create, and connect through their surroundings.

By blending daily engagement, location-based creativity, and collaborative storytelling, EchoQuests transforms everyday spaces into **living, shareable experiences**. It empowers users not just to consume AR—but to leave their mark in it, making the physical world more expressive, playful, and connected than ever before.

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