Flam Assignment

🚀 Product Proposal for Flam AR App

Intern Assignment: Enhancing the First-Time User Experience

🧠 Problem Framing: The "Unwelcoming Welcome"

🔍 What I Experienced:

1. **No Onboarding**

   "The moment I entered the app... there were no instructions. Just a QR code scanner."

2. **Poor Help Section**

   Went to Help — got vague, generic instructions about lighting and reflections. No interactive help, no clear steps, no fallback options.

3. **Core Feature Breaks**

   Tried scanning the Britannia Nutrichoice ad with Ranveer Singh in The Hindu newspaper. App crashed.

4. **Missing Brand Story**

   No "About Us" page — no clue who built this, what it does, or why I should care.

🔧 Key Problems Identified

Issue	User Impact
No onboarding	Confusion, abandonment
Vague Help	No resolution, frustration
App crash on scan	Broken experience, uninstall risk
No About page	Low trust and unclear brand value

💡 Proposed Feature: "Flam First Flight"

A 3-part UX improvement to dramatically improve the **onboarding, usability**, and **trust** for first-time users:

## 1️⃣ Onboarding Flow – "Your First Flam"

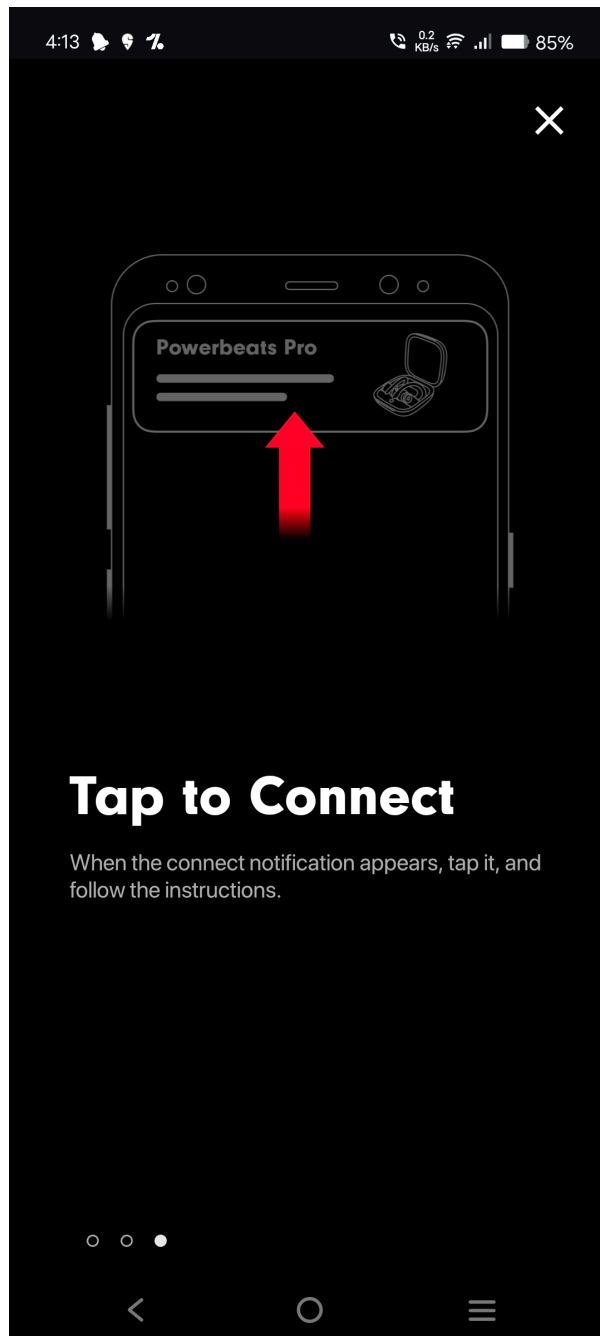**Goal**: Make the user's first 30 seconds delightful and clear.

Features:

- **3-step walkthrough** with animations:
    1. "Here's what Flam does – bring print to life with AR!"
    2. "Scan an image, not just a QR code – like this sample 👇"
    3. "Let's try a demo ad now!"
- **In-app sample scan** (tap to load preloaded image for practice)
- Optional "Skip" button

best example : BEATS Connection help
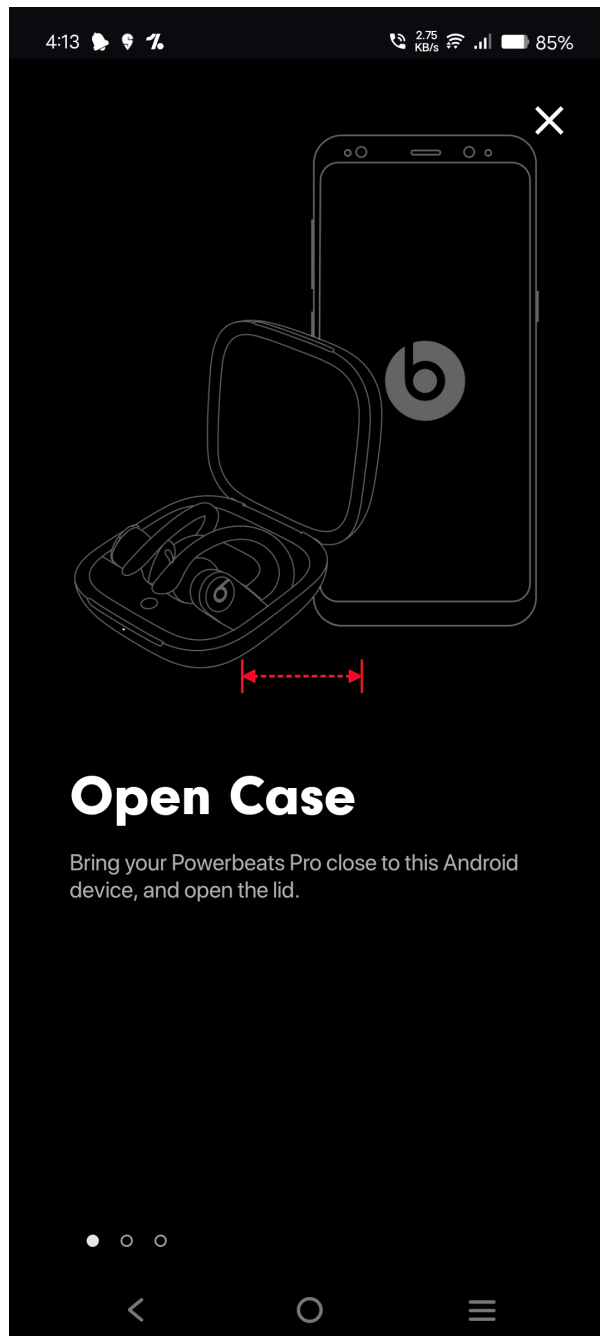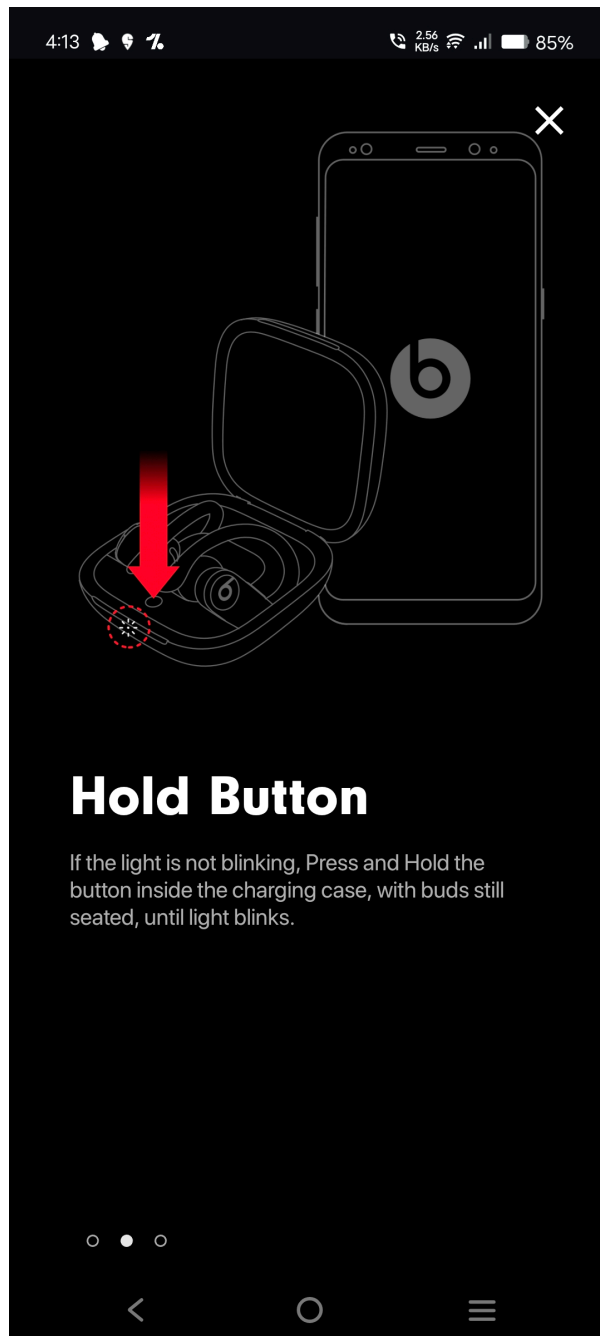
2️⃣ Help Center Redesign – "Flam Support Hub"

Goal: Replace vague text with clear, visual help.

Features:

- **Image-based troubleshooting**: Show what a good scan looks like (full frame, good lighting)

- **Mini GIFs or videos** for:

- - "How to scan an AR-enabled print"
  - "Common problems and how to fix them"
- Search bar and categorized FAQs:
  - "Scanning not working"
  - "Video won't play"
  - "What content is supported?"

Example : Similar to the pics above or just like the Heeramandi x Ajio Demonstation ad video from the flam apps official intagram channel : https://www.instagram.com/reel/C6dP-nAPDb7/

3️⃣ "About Us" Page – "Meet Flam"

Goal: Establish trust, communicate vision.

Content:

- Mission: "We connect physical and digital worlds using augmented reality."
- Team or founder quotes
- Link to website, socials, and press features

4️⃣ Bug Resolution for QR Scanner Crash

- Add crash analytics and error logging (e.g., Sentry, Firebase Crashlytics)
- Soft fallback if QR scan fails:

> "Oops! That didn't work. Try scanning our demo print here 👇"