

“AR NeonCity” – A Guided AR Experience to Boost First-Time Engagement

Problem

First-time users of AR apps often feel unsure about how to begin, what to create, or how to use AR features, which can lead to early drop-offs. Through my projects, like building a disease prediction model and a disaster prediction system, I’ve learned that users need clear, intuitive guidance to interact with complex technologies effectively, especially when they’re new to the tools. Without an engaging onboarding process, users may abandon the app, resulting in low engagement and limited content creation.

Who This Helps

This feature targets first-time users, particularly Gen Z teens and young adults (ages 13–25), who love creating trendy, shareable content for social media. They want a fun, interactive AR experience that feels modern and lets them express their creativity. Through my projects, like developing a disease prediction model and a disaster prediction system, I’ve learned how to design user-friendly experiences that simplify complex technologies, inspiring me to create an AR journey that’s exciting and accessible for this audience.

Solution: AR NeonCity

I propose AR NeonCity, a guided experience where Gen Z users build a 20-second futuristic cityscape in their first session:

1. Welcome: A prompt says, “Ready to build your neon city in 3 minutes?” Users start the “Neon City Creator” journey.
2. Guided Steps:
 - a. Place a glowing skyscraper base in their space using the AR camera (e.g., it pulses with neon lights).
 - b. Add a character - a holographic DJ robot that spins beats near the skyscraper.
 - c. Add an action - Choose an effect: e.g., the DJ robot launches a holographic drone that projects a mini laser show.
 - d. Add interaction - Users can swipe left or right to customize the laser show’s pattern (e.g., swipe left = starburst, swipe right = wave).
3. Finish and Share: Users preview their neon city scene, save/share it on social media, and earn a reward: “Your First Neon City Built!”

Why It Works

- Turns onboarding into a trendy, gamified experience that Gen Z loves, encouraging them to create and share.
- Provides a clear goal (build a neon city) that aligns with their interest in futuristic aesthetics, reducing confusion.
- Creates a visually stunning first session that leaves users feeling accomplished and excited, motivating them to return for more creative challenges.

Measuring Success

Metric	Target Improvement
Onboarding completion rate	~60% to >80%
Content creation in first session	~30% to >65%
7-day retention	~25% to >40%

User Flow Diagram



Edge Cases and Solutions

These scenarios are designed to enhance the user experience, making the app more attractive and interesting for users:

- ✓ **User's Environment Has Limited Space:** If a user is in a small room, the app detects space constraints using the AR camera and scales down the skyscraper to fit their space.
- ✓ **User Has Low Lighting:** If lighting is poor, the app prompts the user to turn on a light or uses a fallback 2D overlay mode to guide them, ensuring they can still participate.
- ✓ **User Skips the Journey Early:** If a user skips the journey, the app saves their progress and offers a "Resume Journey" option in the menu, encouraging them to return without starting over.

Additional Features for Greater Impact

To enhance long-term engagement and creativity, we can introduce these future expansions:

- **Unlockable City Packs:** Themes like Cyberpunk, Space Colony, and Retro Tokyo to keep the experience fresh and aspirational.
- **User-Created Scenes Library:** Let users remix each other's cities, encouraging collaboration and creativity
- **Location-Based AR Challenges:** Weekly missions that use geolocation to unlock real-world inspired cityscapes.

My Skills

My Data Analysis experience helped me understand user needs through my projects. My proficiency in SQL and Python, used in projects like disaster prediction and disease prediction, ensures I can analyze user feedback and track metrics to measure this feature's success.

Closing Thought

AR NeonCity not only makes onboarding intuitive but also sparks creativity, and I'm excited to contribute to building an AR experience that delights and inspires users