Proposal: "AR TryTogether" – Real-Time Collaborative AR Experiences

Problem Framing :

Current Pain Point:

Augmented reality (AR) apps promise immersion—but ironically, they often isolate users. Most AR interactions today are solo affairs. Sure, you can place virtual furniture, sketch in 3D space, or animate avatars—but once you're done, all you can do is send a video. That's static, and it breaks the sense of "presence" that AR is supposed to offer.

Users want more. They want to create, share, laugh, and explore in AR **together**. They want to say, "Hey, move that lamp to the left," and actually see it happen live.

Opportunity:

What if AR didn't stop at solo creativity?

What if your friend across the country could jump into your room, toss ideas into your shared AR canvas, and build something with you—live?

By enabling **collaborative, real-time AR creation**, we unlock:

☐ First-Time User Experience
New users often feel lost or underwhelmed. There's no interactive guidance, no friend to show them the ropes. Just a feature-rich interface with a steep learning curve. AR should feel like a game, not homework.

☐ Engagement & Retention
Without social interaction or real-time feedback, users complete a few sessions and drift away. AR feels exciting, once. But without meaningful connection, there's little reason to return.

☐ Creative Use Cases
Creation today is a solo pursuit. There are no tools for collaborative world-building, shared storytelling, or live co-design. The potential for multi-user creativity is massive—and largely untapped.

☐ User Pain Point: Static Sharing
Today's sharing workflow is clunky. You capture. You export. You send. The magic's already gone. There's no way to truly *experience* AR together in the moment.

Proposed Feature: AR TryTogether:

What Is It?

A new feature that lets users **host and join real-time shared AR sessions**, whether across the room or across the world. Think "FaceTime meets Figma," but in AR.

In this space:

- Users can **co-create**, **co-edit**, and **co-experience**.

- Everything is live, synced, and shared.

- The result is more than content—it's a moment.

User Scenarios:

1. AR Room Decor

Two roommates—one in LA, one in Delhi—log in to co-design their dorm's virtual look.
They place posters, adjust lighting, and experiment with styles in real time.
They vote. They laugh. They tweak. Together.

2. Remote Teaching & Demos

A motion designer hosts a live AR tutorial on how to use 3D brushes.
Students watch, interact, and try things out in sync.
No more screen sharing—this is full spatial collaboration.

3. First-Time User Onboarding

A new user opens the app and instantly joins a friend's guided session.
No confusion. Just play. The friend shows the ropes by doing, not explaining.

Key Features:

- **Live Invite System**: Send friends a join link or session code.

- **Shared AR Canvas**: Everyone sees and edits the same AR scene.

- **Voice + Emoji Reactions**: Talk or emote without breaking immersion.

- **Presence Avatars**: See who's active, where they're pointing, what they're touching.

- **Snapshots & Replays**: Save, revisit, and remix your collaborative scenes.

Product Thinking:

Why It Works:

| Impact Area	Reason
Engagement	Users stay longer when they're playing with others.
Virality	Shared experiences naturally encourage invitations.
creativity	Co-creation introduces fresh perspectives and ideas.
Onboarding	Social guidance lowers the learning curve and builds confidence

MVP Rollout Plan:

Phase	Feature Set	Purpose
1.View-Only Sessions	Invite friends to watch AR sessions live	Test latency, server sync,baseline interest
2. Co-Creation Tools	Add real-time editing, object interactions	Core TryTogether value
3.Public Templates & Events	Pre-built AR games, demos,shows	Drive discoverability,expand audience

Metrics to Measure Success :

Metric	Goal
Avg.Sessions Time	+25% increase
7-Day Retention	+20% for users who TryTogether

Social Invites	>= 2 per user session
NPS(Feature Score)	+ 40 or higher

Suggested Visual Mockups:

Presence pings

Invite link pop-up
AR–TRY.ZY/56B2T
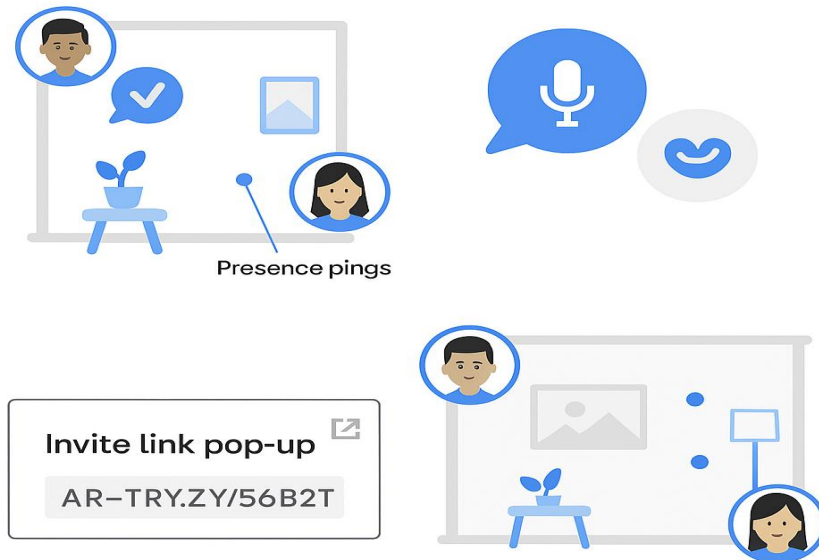
1. **Co-Decorating AR Scene**
   Two users placing furniture, one highlighted with a "tap ring," another resizing an object.

2. **Presence Avatars**
   Floating avatars showing who is where and doing what.

3. **Invite UI**
   A "Share Link" pop-up with options like "Invite via QR / Copy code."

4. **Emoji Reactions Toolbar**
   Light, floaty emoji animations when someone responds to a move.

Conclusion:

AR TryTogether reimagines the AR app as a communal, vibrant creative space, rather than a solitary toolbox. It transforms each session into a live, communal experience in which users

may collaborate, learn, and play together. It's not just about adding stuff to your world; it's about creating worlds with others.

This feature strengthens connections, sparks creativity, and inspires users to come back—not for the novelty, but for the people, cooperation, and joy of shared expression. It's intuitive. It is dynamic. And most importantly, it is human.

AR TryTogether improves the way consumers experience augmented reality by allowing for real-time collaboration. It transforms augmented reality from a display to a shared experience.