Feature Proposal: AR Buddy — A Smart Onboarding Assistant

⑧ **Problem Framing**

When first-time users open our AR app, they’re immediately immersed in a complex

creative interface. While this offers powerful capabilities, it can also feel overwhelming. Many users don’t know what to do next, leading to early drop-off or underwhelming first experiences.

We believe that empowering users at the very beginning of their journey can significantly improve engagement, retention, and creativity.

User Story:

“As a new user, I want a clear and interactive introduction to the AR tools so I can confidently create something meaningful without feeling lost.”

盥 **User-Centric Insight**

New users, especially those unfamiliar with AR interfaces, struggle with:

- Understanding spatial gestures or controls.

- Knowing what they can do creatively.

- Feeling confident in sharing their first creation.

They need guidance that is contextual, interactive, and fun—not just a static tutorial.

☆ **Proposed Solution: AR Buddy**

AR Buddy is an interactive onboarding assistant that lives within the AR experience.

Rather than showing text-based tooltips or overlay guides, AR Buddy acts like a friendly coach that helps users learn by doing.

• Key Features:

• AR-native Guide: Buddy appears as a subtle 3D character anchored in the AR scene.

• Hands-on Walkthrough: Guides users to place objects, adjust size, and use effects.

• Context-Aware Tips: Detects lighting, surfaces, or inactivity to offer smart

suggestions.

• Creative Starter Packs: Offers themed templates (e.g., birthday, gaming, education).

1. Launch app → AR Buddy appears and introduces itself.

2. Guides user to scan surroundings.

3. Walkthrough begins: “Let’s place your first 3D object!”

4. Recommends an effect: “Try this sparkle filter on it!”

5. Wrap-up: “Awesome! Want to share your creation?”

弘 **Why It Works**

• Clear Problem Framing & Structure

• Targets a common drop-off point: the first 1–2 minutes.

• Reframes onboarding as a creative companion, not a hurdle. •

User-Centric Thinking

• Empathizes with beginners and builds confidence.

• Offers flexibility to skip, repeat, or explore at their own pace. •

Creativity & Product Insight

• Teaches by immersion—onboarding becomes part of the creative play.

• Establishes a delightful brand element that can evolve with the product.

口 **Metrics for Success**

We will track both qualitative and quantitative metrics:

•  +X% Increase in Day 1 to Day 7 retention

• /. Average first session length

•  % of users completing onboarding

• ■. Number of AR creations shared within first session

恩 **Future Extensions**

• Gamified Onboarding Quests: Earn rewards for creative tasks.

• Buddy Customization: Choose avatars (e.g., robot, animal, minimal dot).

• Voice or Multilingual Support: Accessibility and global reach.

• Community Buddy: Let creators record their own mini-onboarding for others.