



Flam - Product Featuring

AR Contextual Companion

A Feature Proposal for Flam's Mixed Reality Platform

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Executive Summary

Introducing the **AR Contextual Companion**, a smart helper that guides users through Flam's mixed reality features. It learns from how you use the app and adjusts its help based on your needs. This new feature will make AR easier to use, keep users more engaged, and help Flam stand out from other mixed reality apps.

Problem Framing

The AR Adoption Challenge

While AR (augmented reality) is becoming more popular, many people still find it hard to use and understand:

1. **Hard to Learn:** Many people don't know how to use AR properly. They often mix it up with virtual reality or have trouble making the right hand movements.
2. **Hidden Features:** People often can't find all the useful tools in AR apps because they're not easy to spot.
3. **Different Experience Levels:** The app works the same way for everyone, whether they're new users or regular users, instead of adjusting to how much experience they have.

Impact on Flam's Business

These challenges directly impact Flam's business metrics:

- **High Abandonment Rates:** Users who can't quickly understand how to interact with AR content abandon the experience.
- **Reduced Campaign Effectiveness:** Marketing campaigns using AR don't reach their full engagement potential.
- **Limited Repeat Usage:** Users don't return to AR experiences after initial novelty fades.

User Research Insights

My research reveals that users across different segments express similar frustrations:

"I scanned the QR code but wasn't sure what to do next. The 3D model appeared but I couldn't figure out how to interact with it." - First-time AR user

"I know there are more features in here somewhere, but I can't find them in the interface." - Returning user

"I want to create custom AR experiences for my brand, but the tools feel overwhelming." - Marketing professional

These pain points represent significant opportunities to improve the user experience and differentiate Flam in the market.

Solution: AR Contextual Companion

The AR Contextual Companion is an intelligent guide that lives within Flam's mixed reality environment, providing personalized assistance based on user behavior, expertise level, and current context.

Core Capabilities

1. Adaptive Onboarding

- Personalized guidance based on user experience level
- Remembers progress across sessions

2. Contextual Help

- Smart assistance based on user behavior
- Just-in-time tips for complex tasks

3. Progressive Features

- Introduces advanced tools gradually
- Highlights relevant features

4. Smart Suggestions

- Recommends content and templates
- Provides inspiring examples

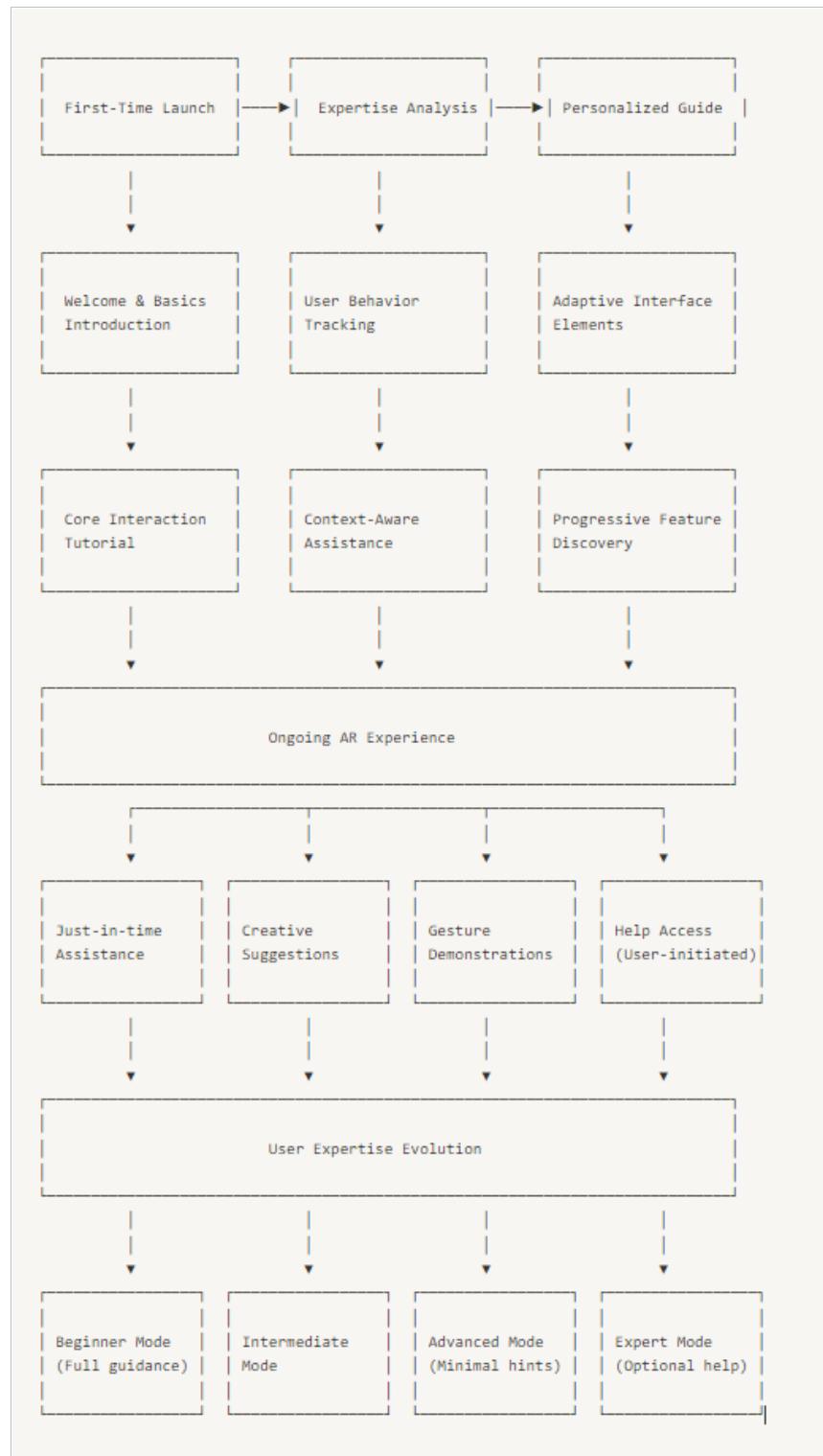
5. Interaction Guide

- Visual cues for gestures
- Support for touch, motion, and voice

6. Unobtrusive Design

- Appears only when needed
- Customizable assistance levels

User Flow Diagram



Value Proposition

For Users

- **Reduced Frustration**
- **Increased Confidence**
- **Personalized Experience**

For Brands & Marketers

- **Higher Engagement**
- **Increased Conversion**
- **Creative Freedom**

For Flam

- **Competitive Differentiation**
- **Expanded Market**
- **Platform Growth**

Success Metrics

Here's how we'll know if the **AR Contextual Companion** is successful:

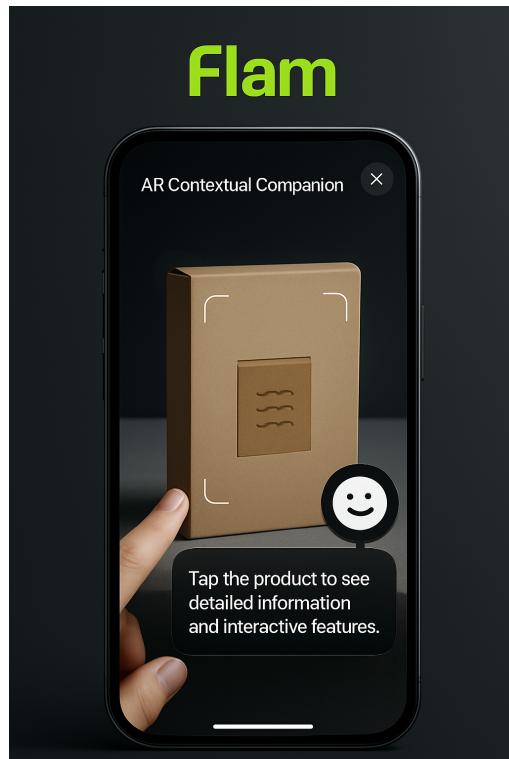
1. **More Return Visits:** We'll track how many people come back to use AR again
2. **Longer Use Time:** We'll measure if people spend more time using AR
3. **Better Feature Use:** We'll check if people are finding and using more of our tools
4. **Better Results:** We'll track if more people complete the actions they start in AR
5. **Happier Users:** We'll look at user ratings and comments to see if people like it more
6. **More Creation:** We'll measure how many people create their own AR content

Conclusion

The **AR Contextual Companion** will help Flam solve common user problems and stand out from other mixed reality platforms. This feature will make AR technology easier to use, more fun, and more useful for everyone. As a result, more people will try AR, keep using it, and enjoy their experience.

This new feature supports Flam's goal of helping brands better connect with their audiences through mixed reality. It ensures that everyone can use the technology successfully, regardless of their experience level.

A Visual MockUp



What Happens Next

1. Get feedback from team leaders and decision-makers
2. Test early versions with real users
3. Plan out the technical details and needed resources

For more details: <https://www.notion.so/Flam-Product-Featuring-1ffcb7f6df8680e1a430cd34d9edd20f?pvs=4>