

# Igniting Creativity: Enhancing AR Engagement Through Personalization & Play

Product Management Intern Assignment

By Vishnupriya Manchikalapudi

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# Igniting Creativity: Enhancing AR Engagement Through Personalization & Play

70% of users engage more with AR brand experiences, and sharing AR content boosts brand visibility by 40%. To address user overwhelm, low engagement, and limited sharing, we propose creative solutions that spark personalization and playful exploration.





# The Problem: Why Users Disengage

- 1

Complex AR Creation

New users often feel overwhelmed, causing early drop-off.
- 2

Limited Sharing

Without social features, users experience isolation in creativity.
- 3

Low Retention

Without creative direction, user retention declines sharply.

# Solution 1: Personalized Onboarding

## Interest Quiz

Identifies user preferences to customize experience.



## Tailored Tutorials

Step-by-step guidance cuts learning curve by half.



## Immediate Success

First AR creations boost confidence and motivation.



# Solution 2: Creative Challenges & Prompts

## User Persona: Maya (21), Student & Aspiring Content Creator

Maya loves experimenting with AR filters on Instagram, but feels lost when using professional AR tools. She wants to share her creative work with friends, but lacks confidence. Maya needs simpler tools, guided support, and social encouragement to boost her creativity.

Opportunity: Tailored onboarding and creative prompts can help build Maya's confidence and consistency in using the app.

### Onboarding Quiz UI

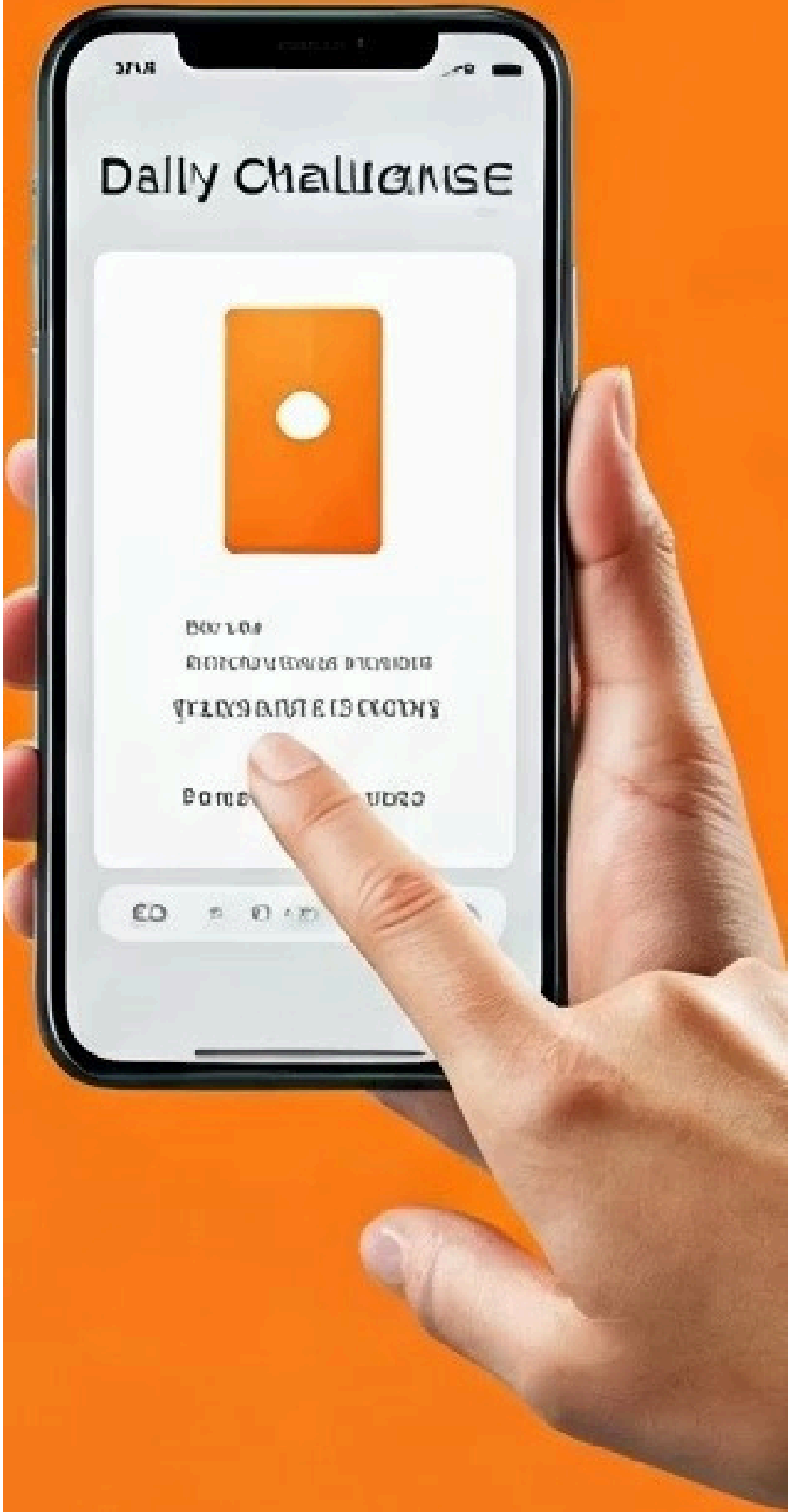
A slider or multiple-choice quiz allows users to select their interests (e.g., "Fashion," "Fantasy," "Sci-Fi"). A progress bar shows "Step 1 of 3" to guide them through the setup process.

### Daily Challenge Feed

A card-based layout presents today's prompt, such as "Design a floating companion," with a "Start Now" button. Tabs allow users to browse Daily, Weekly, and Seasonal challenges.

### Collaborative AR Scene

Two user avatars edit an AR scene together, with a visual cue showing "Live Collaboration." A "Invite Friend" button allows users to invite others to join the session.



### 1 Daily & Weekly Prompts

Expected DAU lift of ~70%, based on similar challenge-based apps (e.g., Duolingo, BeReal).

### 2 Seasonal Themes

Engagement spikes by 60% during themed events.

### 3 Achievements & Leaderboards

Competitive elements increase user motivation by 80%.

#### ▼ Competitive Landscape

Platform	Personalized Onboarding	Creative Challenges	Social Co-Creation
Snapchat AR			(basic sharing)
Meta Spark			
Your App			

Unlike existing tools, this app focuses on first-time creators, with immediate creative success, built-in challenge cycles, and community-driven content sharing.



# Solution 3: Social Sharing & Collaboration

## One-Tap Sharing

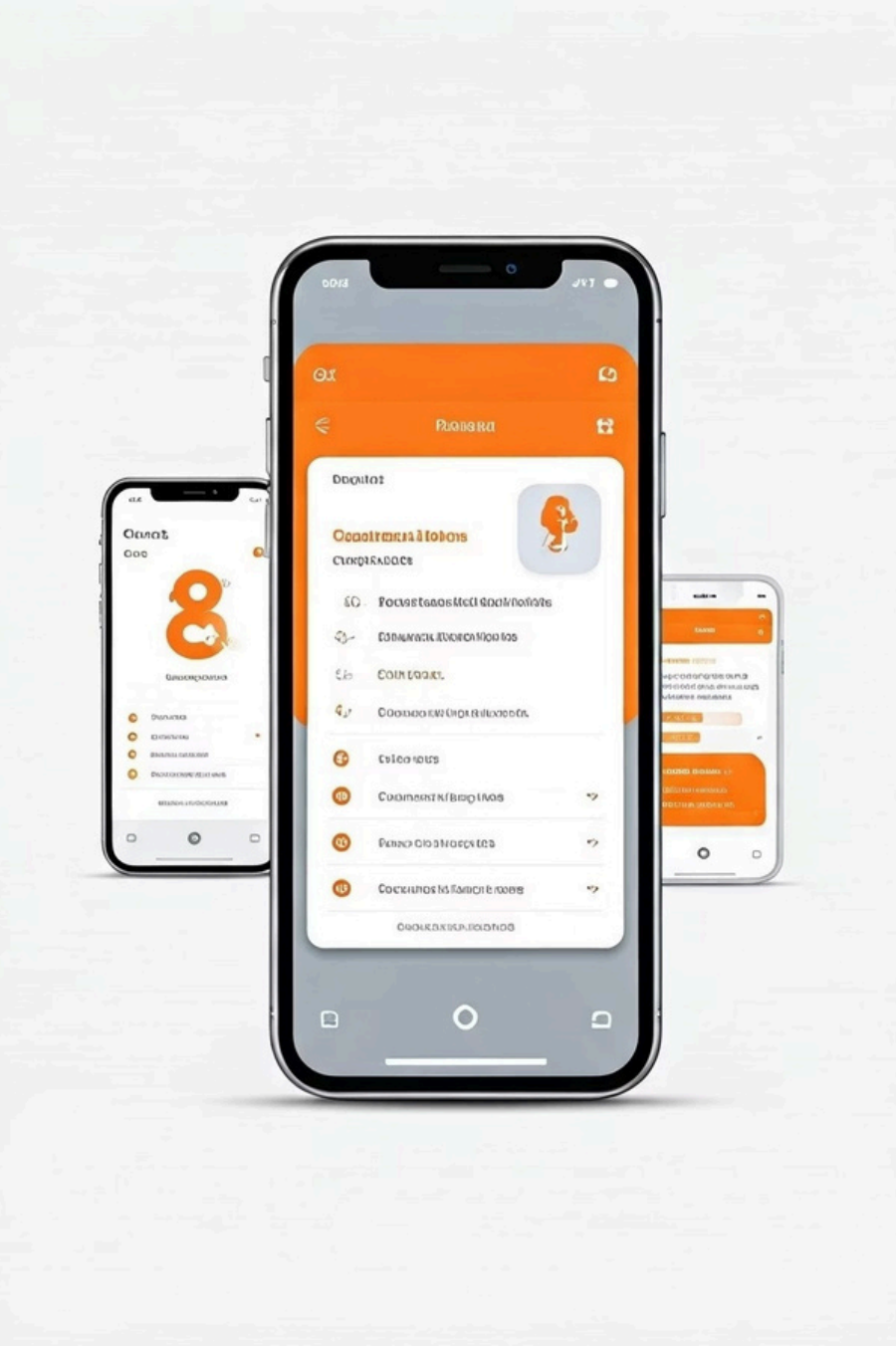
Easily share creations across multiple social platforms.

## Collaborative AR Scenes

Friends create together, boosting content virality.

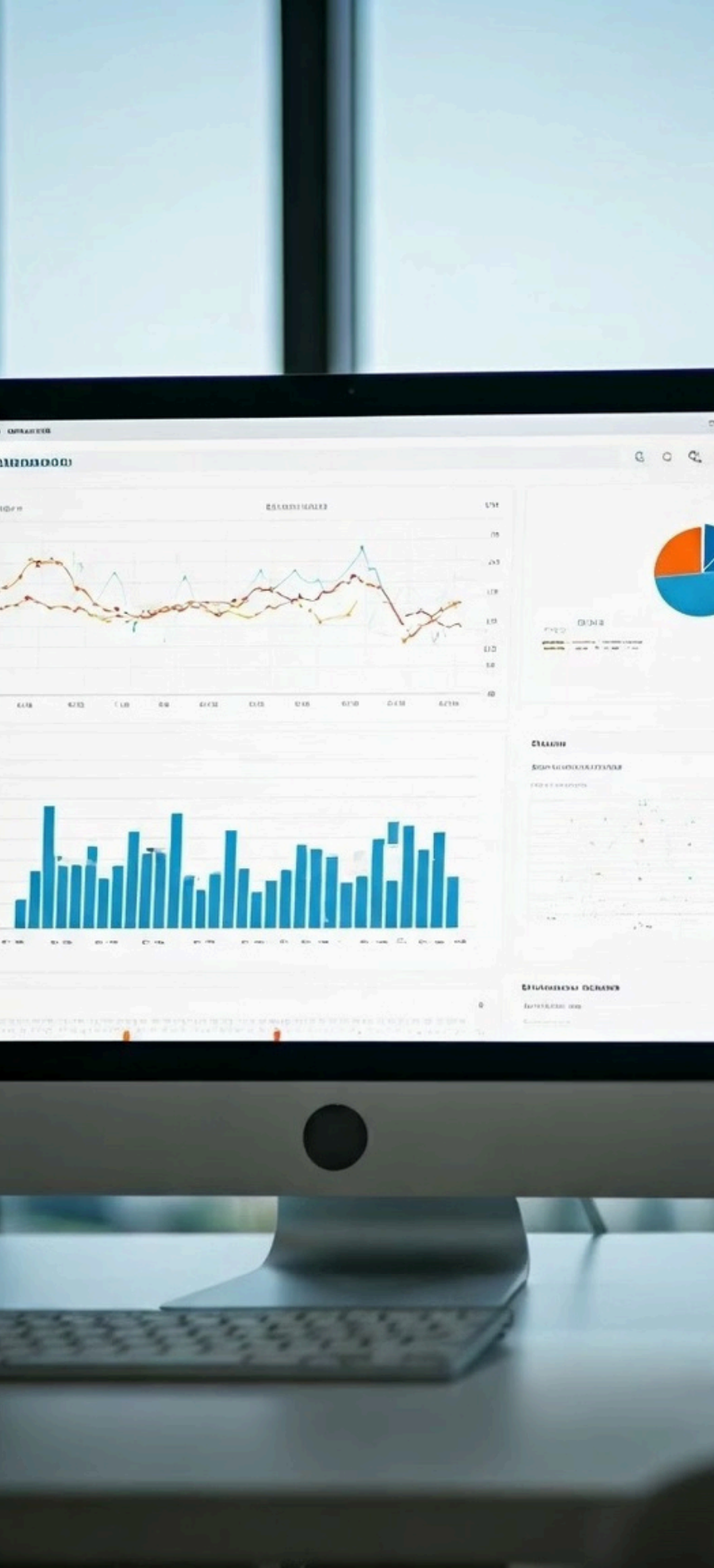
## Community Features

Comments and galleries foster vibrant dialogue and exposure.



# The User Journey

- 1 Launch & Quiz**  
Users start with interest-based onboarding.
- 2 Create AR Scene**  
Guided first creation fosters early success.
- 3 Receive Prompts**  
Customized challenges keep creativity flowing.
- 4 Share & Collaborate**  
Community features encourage ongoing engagement.



# Impact & Metrics

50%

## Onboarding Completion

Half more users complete onboarding successfully.

40%

## DAU/WAU Increase

Daily and weekly active users rise substantially.

70%

## Challenge Creation Boost

Content creation surges from creative prompts.

90%

## Social Sharing Growth

Much higher rates of AR content sharing.



# Implementation Timeline & Next Steps

<b>Phase 1</b> Launch personalized onboarding over 2 months.	<b>Phase 2</b> Roll out creative challenge framework in 1.5 months.	<b>Phase 3</b> Develop enhanced social sharing in 2 months.	<b>Testing &amp; Launch</b> Beta test with 5,000 users; measure and scale.
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