

Case Study

HIDDEN CHELTENHAM TRAIL

ENHANCING THE USER EXPERIENCE

Case Study HIDDEN CHELTENHAM TRAIL



www.hiddencheltenham.com

HIDDEN CHELTENHAM

FOLLOW THE TRAIL USING

AUGMENTED REALITY

AND SUPPORT LOCAL BUSINESSES

To access special offers, use your phone camera app to scan the QR code and launch the Zappar web app.



FOLLOW THE TRAIL USING
AUGMENTED REALITY
Use your phone camera app to scan the QR code and launch the Zappar web app. Hold your phone over the green floor sticker to enjoy the whole AR experience.

HIDDEN CHELTENHAM

Follow the trail



ST MARY'S MINSTER

Did You Know? Hidden in the concrete path are brass markers for measuring rope or cloth when markets were held here from the early 13th century.

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#hiddencheltenham

LOCATION
3



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Follow the trail



LOCATION
8

REGENT ARCADE

Did You Know? Britain's first successful jet aircraft 'Pioneer' was assembled on this site by the Gloster Aircraft Company in 1941.

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Click the arrow button (bottom left) to view a sample of the animated AR for one of the locations.

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“The use of Augmented Reality to this existing trail, really enhanced the user experience. Rebecca and Neil added fun, engaging and informative animated content which was suitable to a family and users of all ages.”

Maria Allebone
Digital and Communications Executive
Cheltenham BID

“My kids loved the new Augmented Reality feature of the trail, it really brought it to life. We could not wait to get to the next location and hear what Lucy had to say.”

GW
Trail user, Cheltenham Trail

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AR Trails are delivered in partnership with:

