**Case Study** 

# HIDDEN CHELTENHAM TRAIL

ENHANCING THE USER EXPERIENCE



#### **Overview**

We were approached by **Cheltenham BID** to enhance the user experience of an existing trail through the use of Augmented Reality (AR). Following extensive research for each of the 12 locations, a scanable QR code was added to the trail floor stickers. We created an animated character called Lucy to lead the user around the trail and communicate fun and informative facts, accessible to all age groups. Other engaging content was also added, for example a competition and 'Take a selfie with Lucy' which could all be accessed through a mobile device. A separate window sticker was made available to each of the BID businesses, promoting the trail and offering various incentives or offers, all aimed to increase footfall within the town centre.

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### 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.





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## HIDDEN CHELTENHAM Follow the trail

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LOCATIC



## FOLLOW THE TRAIL USING

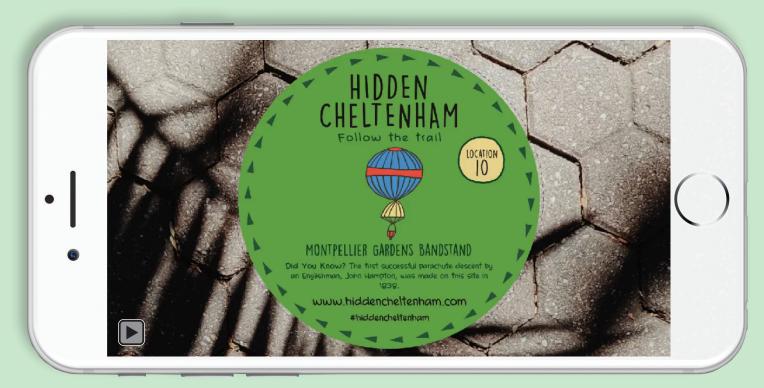
Use your phone camera app to scan the QR code and launch the Zappar web app. Hold your phone over the green floor sticker to enjoy the whole AR experience.

### **REGENT ARCADE**

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

### www.hiddencheltenham.com

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

"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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