Frome Valley Digital Trails – WebApp Brief

Overview

The Winterbourne and Frome Valley Environmental Group need help creating a web-app that will highlight community 'natural assets' around the Frome Valley River and encourage completion of pre-mapped nature routes.

- The web-app must contain an initial starting route with the capability to expand to multiple separate routes.
- Each route must contain a map of the route in some form - static image, google map embed etc.
- QR codes attached to trees along the routes must be linked to content on the web-app about that specific area. Content includes audio guides, text and drone footage.
- The QR codes must also form part of a gamification system whereby the user can "collect" each QR code along a route to encourage completion of the whole route.

The web-app should be targeted towards all age groups.

The web-app should be designed for mobile first.

Content should be manually accessible even if the QR code hasn't been scanned.

Deliverables

- A mid to hi-fidelity prototype with a design approved by the client.
- A functional web-app that meets the interactivity requirements set out above.