

# 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.

Must have criteria:

- 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.

Should have criteria:

- 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.

**Interim Presentation – 18<sup>th</sup> January 2022**

**Final Handover – April 2022**