

LANDING PAGE

- User has to click ENTER to unlock web page
ENTER button to UNLOCK (animation)
- Download icons with hyperlinks to app markets



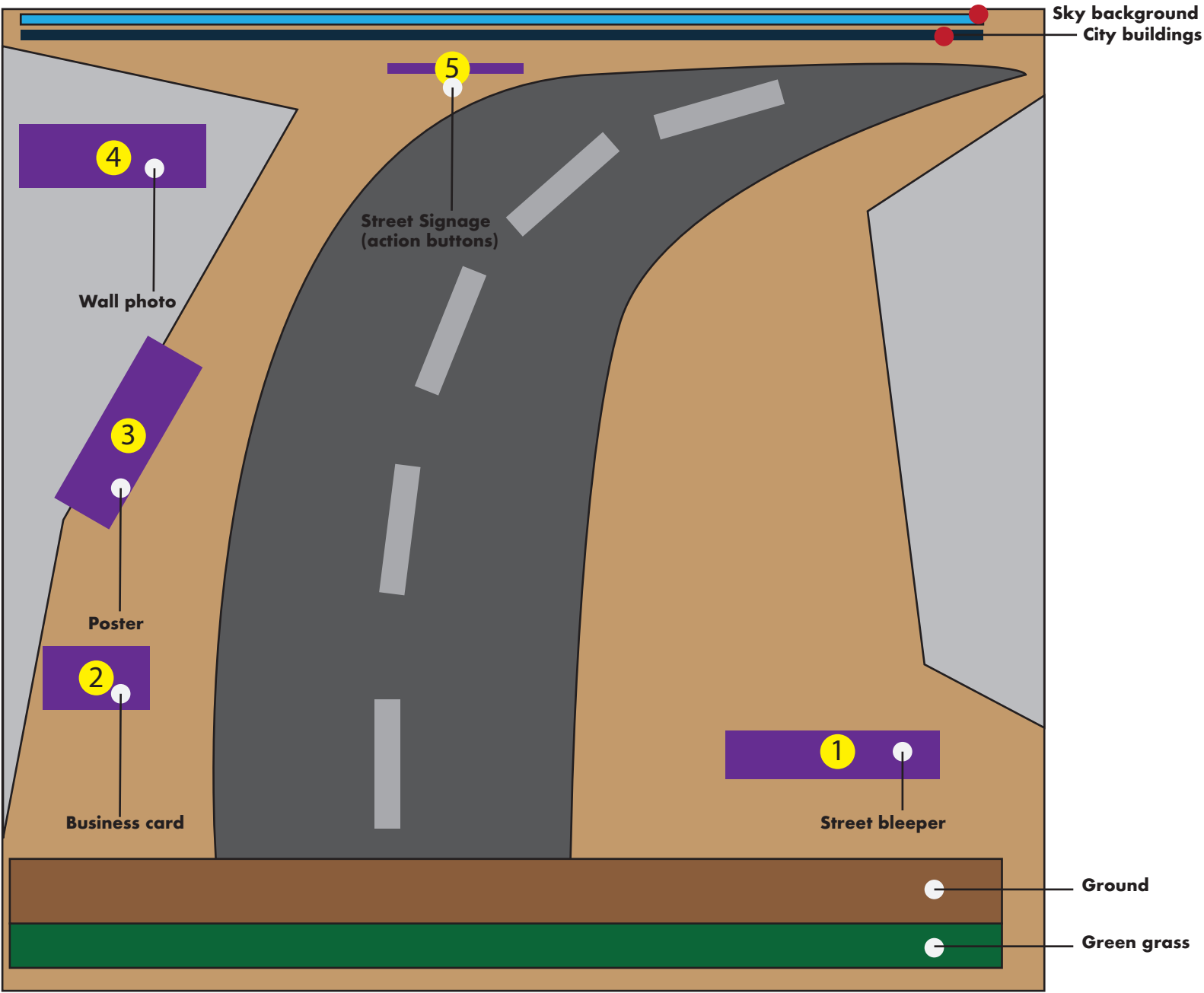
WEB HOME PAGE

- Mouse scroll IN and OUT
Past 1 (Street bleeper) Past 2 (Business card), Past 3 (Poster) and past 4 (Wall photo)



COMPOSITION LAYOUT

- Mouse scroll IN and OUT path
Past 1 (Street bleeper) Past 2 (Business card), Past 3 (Poster) and past 4 (Wall photo)



The Story

As the user is scrolling, he is navigating deeper in the environment and exposed to all our products and other action buttons at the end of the wall.

From the lading page, user is led to the green grass that swings from left to right. Scroll further open the street and he enters the neighbourhood.

When he hovers over the billboard 1, an image fitting the size of panel appears with description text. The image is AR enabled and he can scan it using airviewar app on smartphone.

Further on scrolling he is presented with a business card from pedestrian 2. He hovers over it and An AR enabled business card pops up with description text. He can scan it using airviewar app.

He further goes in and comes across a wall poster 3. He hovers over it and an image appears with descriptive text. He can scan it using airviewar app.

he scrolls further on and hovers over a picture through the window placed on the wall 4. He hovers over it and it displays an AR enabled image with descriptive text on it.

At the end of the journey he reaches the street signage 5. These are action buttions leading to other pages in the website: ABOUT THE APP, HOW IT WORKS and OUR PRODUCTS.

Actions & Effects

- all the target areas have to be animated to attract interactivity
- Hoover
- pop up image display
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