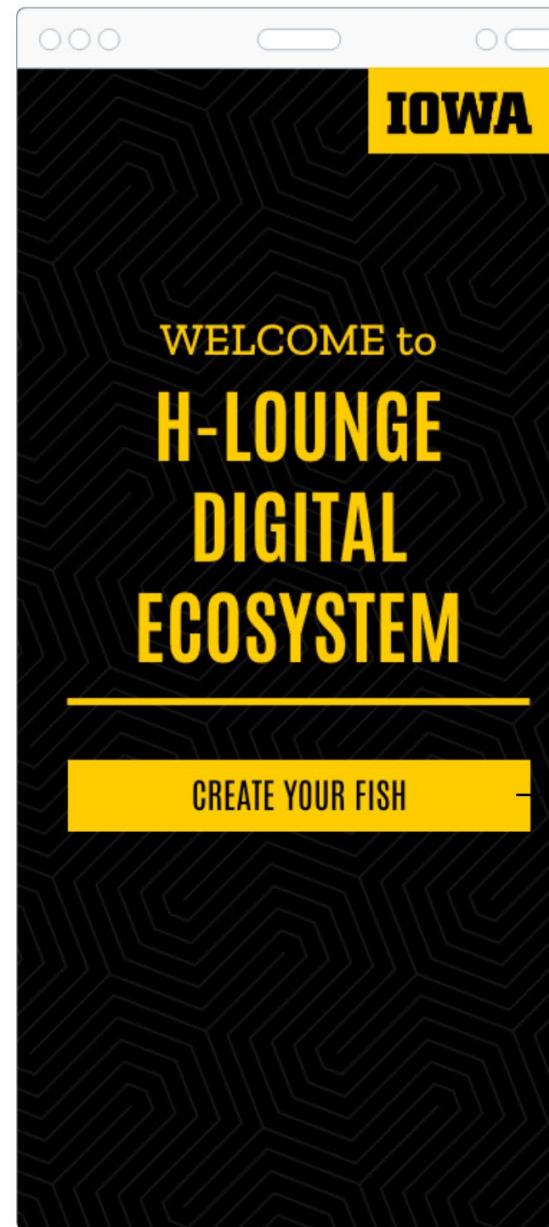


# TROPICAL AQUARIUM

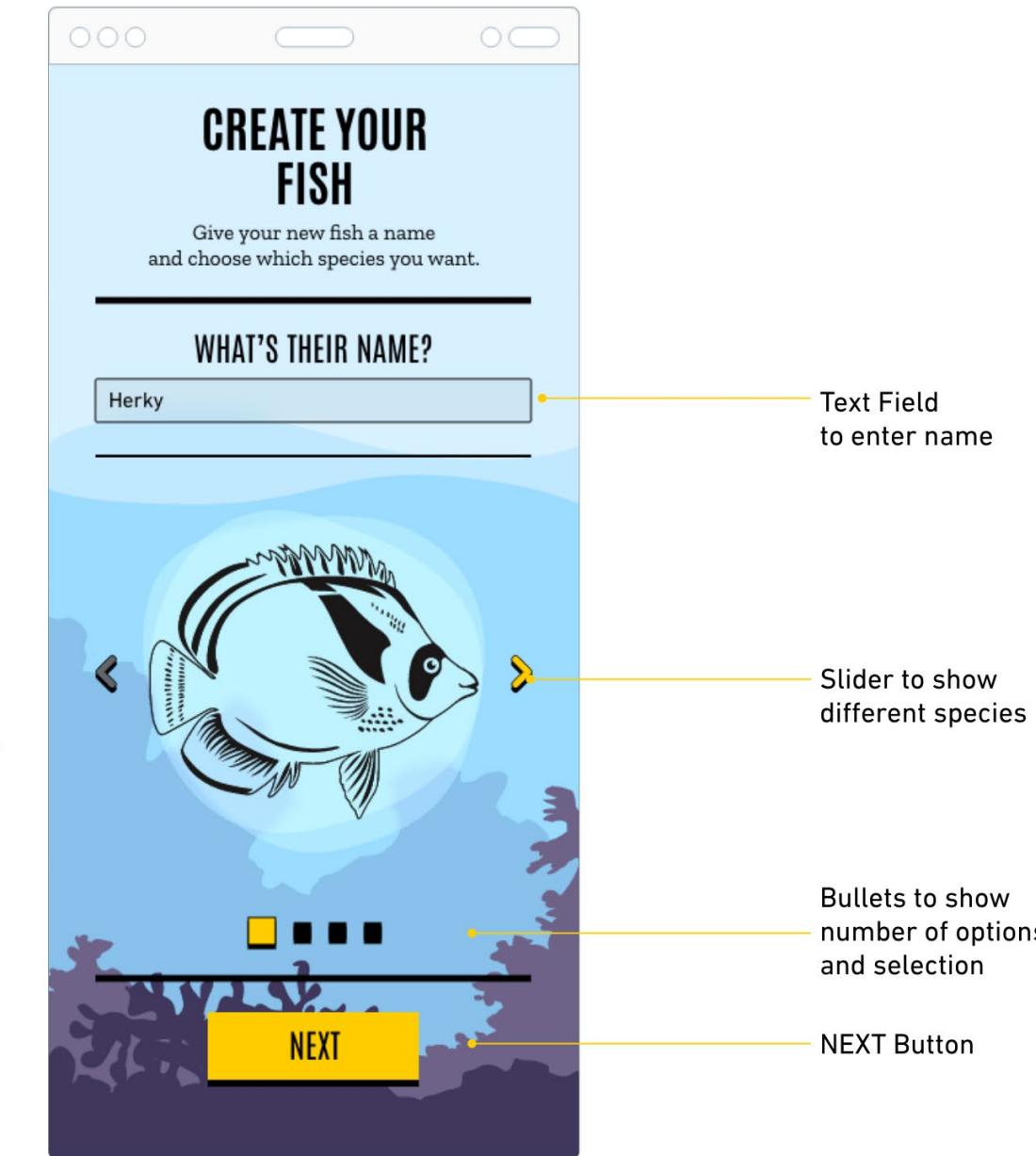
## SCAN QR CODE



## WELCOME / MAIN MENU



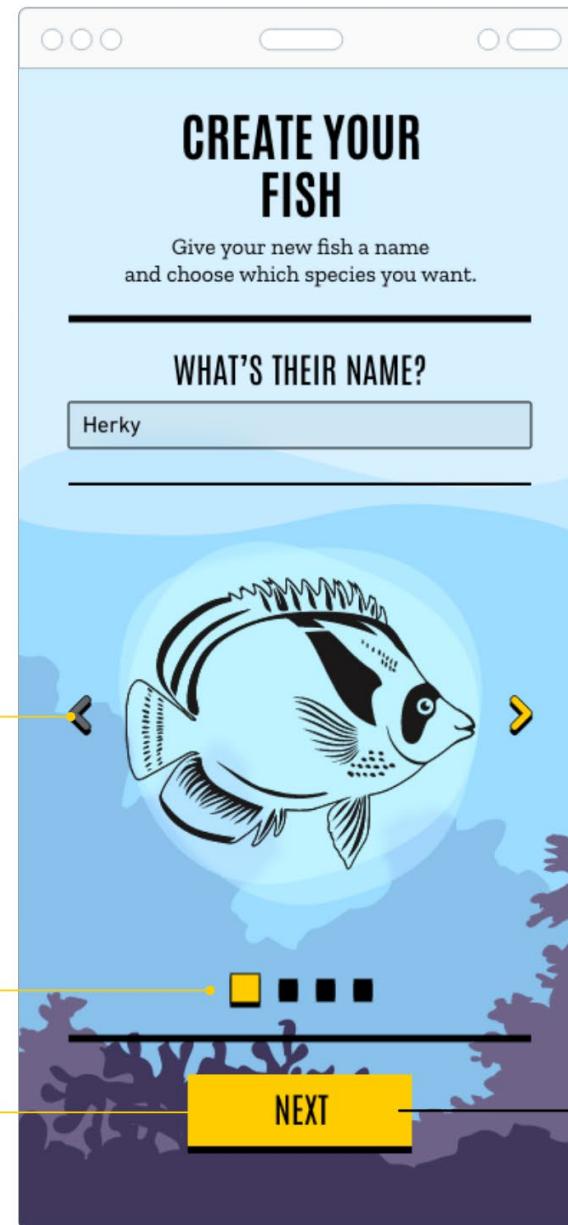
## CREATE YOUR FISH



Visitors are directed to scan the QR code placed by the digital wall.

After scanning, visitor's phone will open the web browser and load the web application that is connected to the digital environment.

After selecting "CREATE...", visitor can enter the name of their fish and select what type of fish they would like.

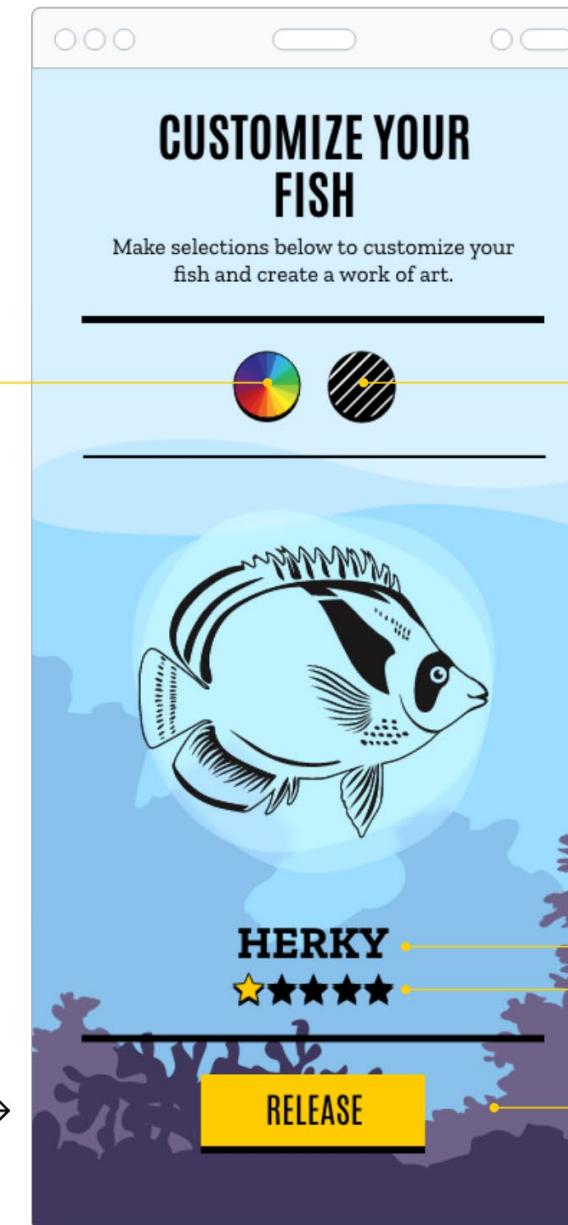
**CREATE**

Sliders to show different fish species

Bullets to show number of options and selection

NEXT Button

To complete the creation of their fish; visitor taps the "NEXT" button.

**CUSTOMIZE**

Open color picker

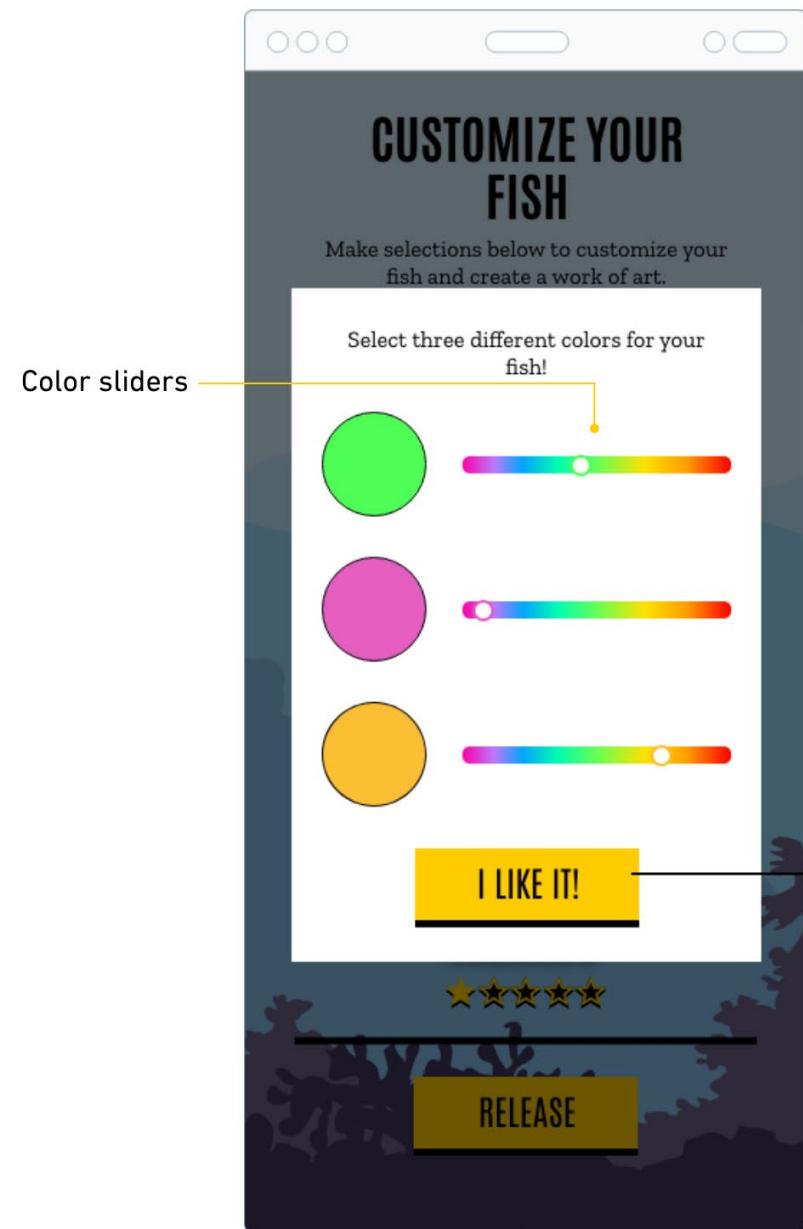
Open pattern selection

After creating their fish, visitors can customize it by choosing different color schemes and scale patterns.

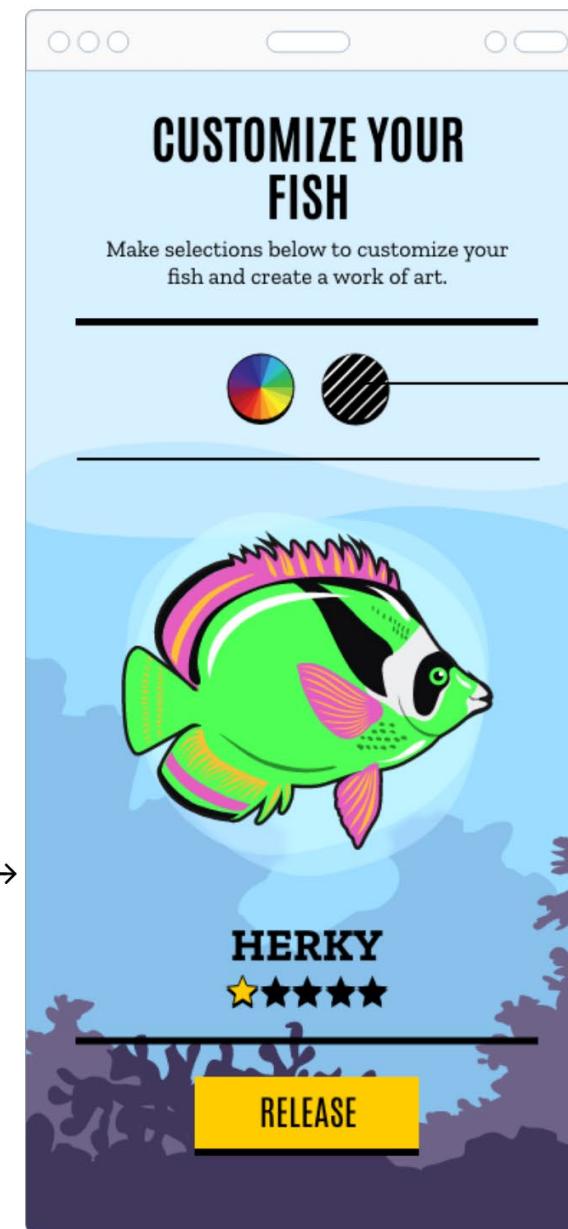
After customizing, visitor can RELEASE the fish into the digital environment.

# TROPICAL AQUARIUM

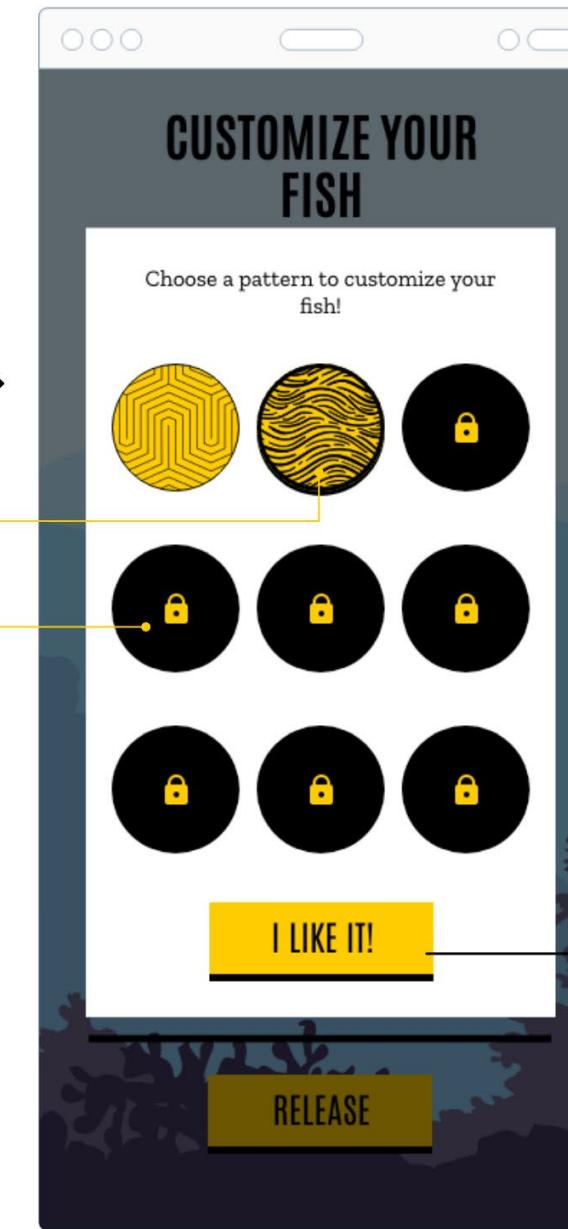
## CUSTOMIZE COLORS



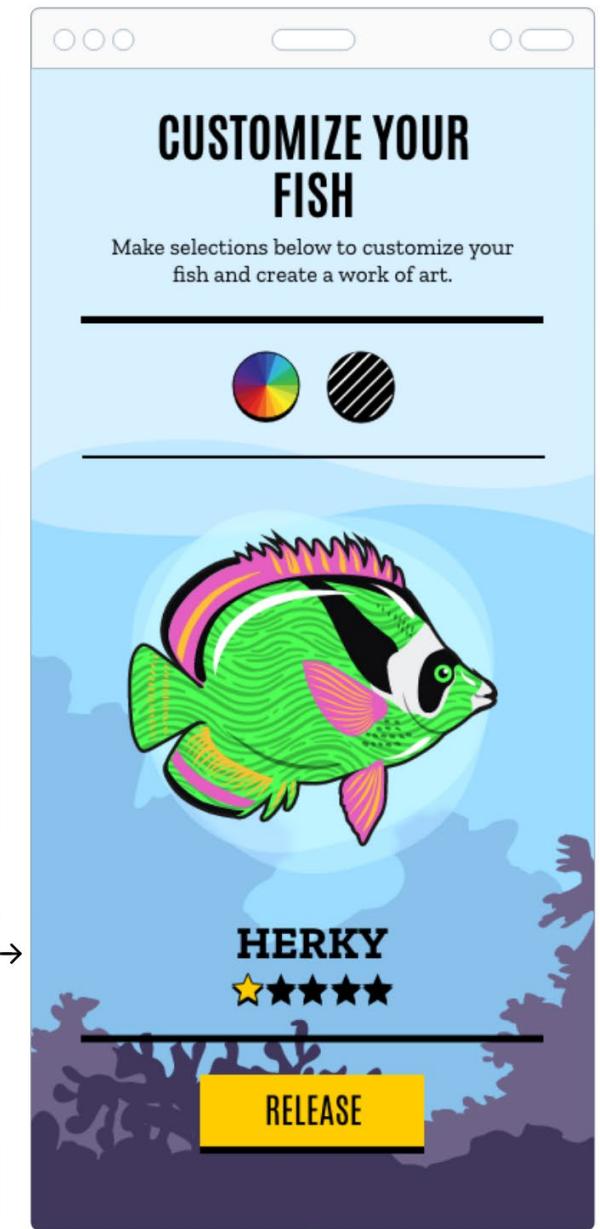
## CUSTOMIZE COLORS



## CUSTOMIZE PATTERNS



## CUSTOMIZE PATTERNS

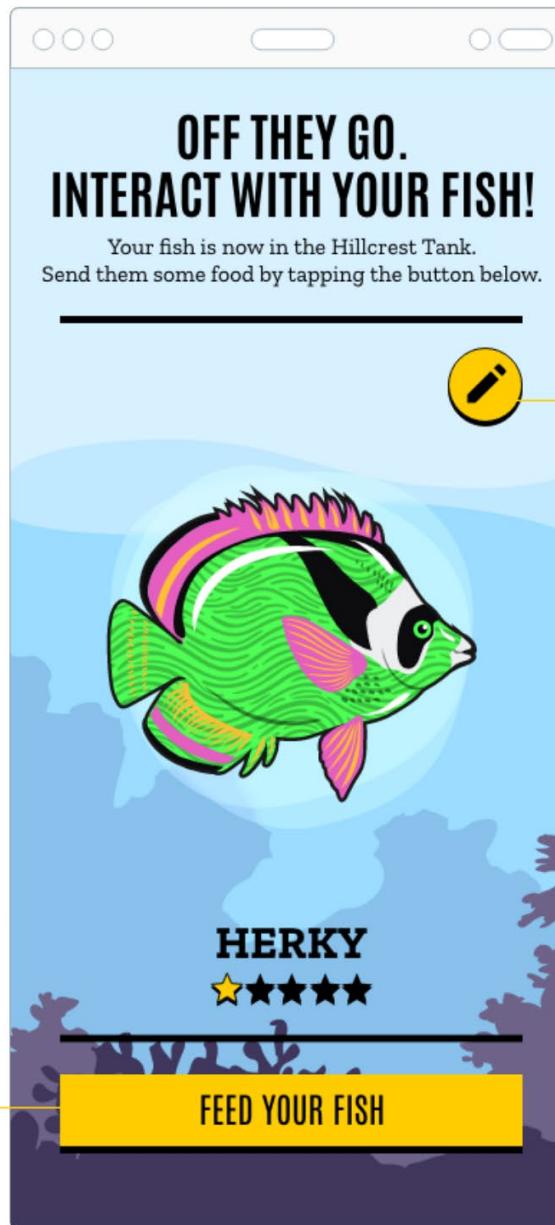


After creating their fish, visitors can customize it by choosing different color schemes and scale patterns.

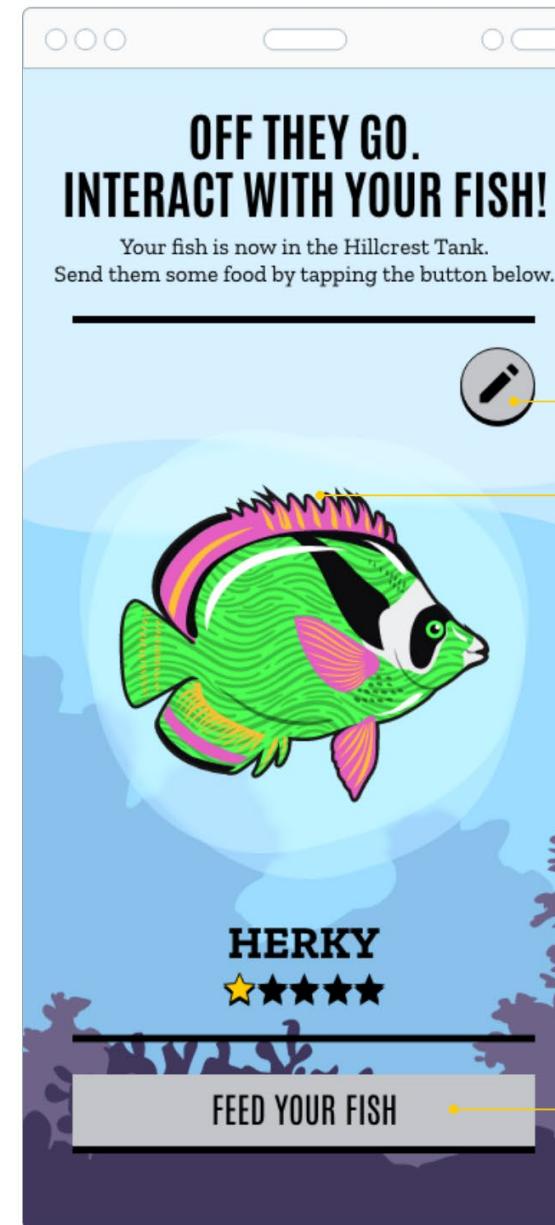
After customizing, visitor can RELEASE the fish into the digital environment.

# TROPICAL AQUARIUM

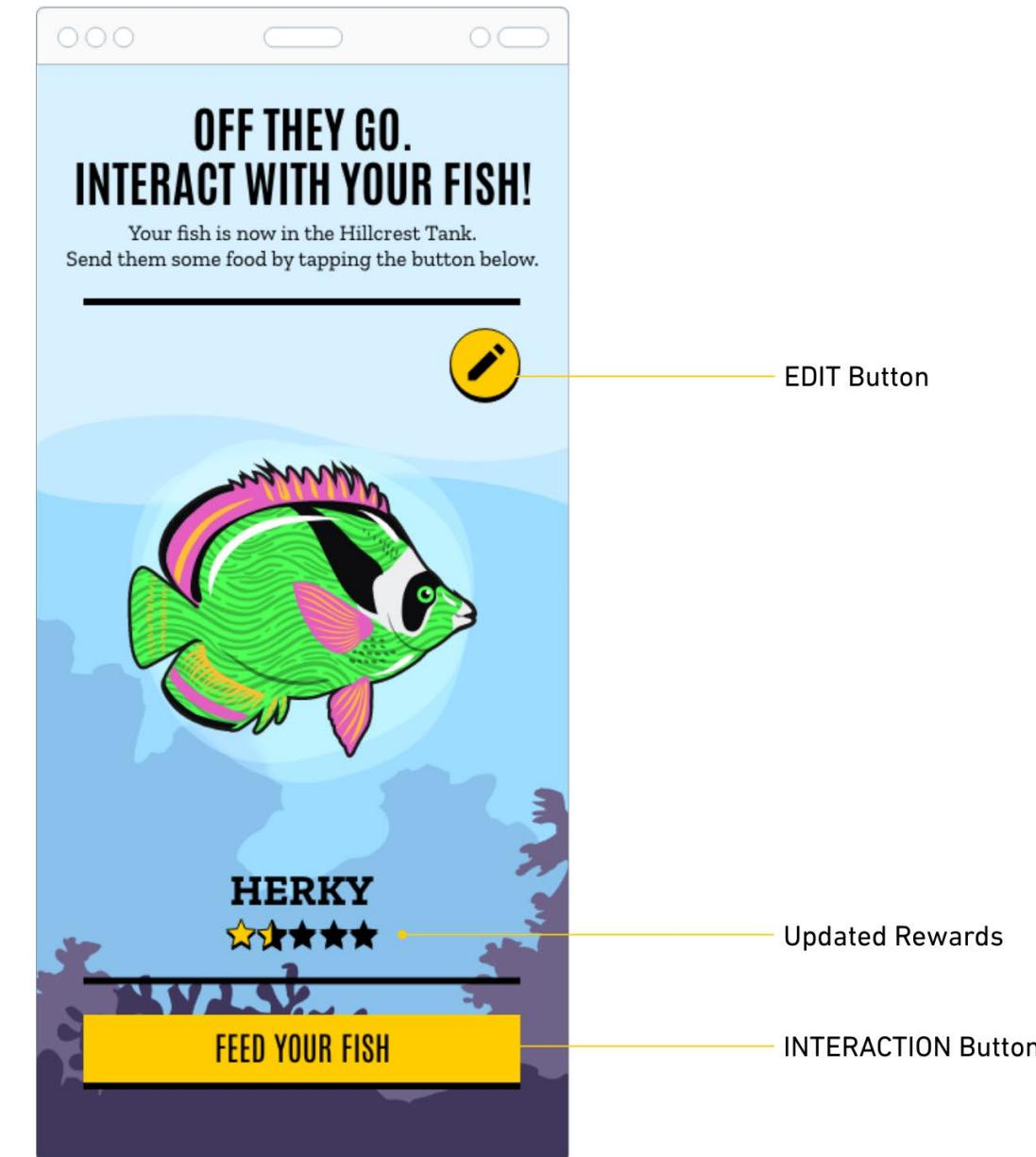
## RELEASED



## INTERACTION



## POST-INTERACTION / REPEAT

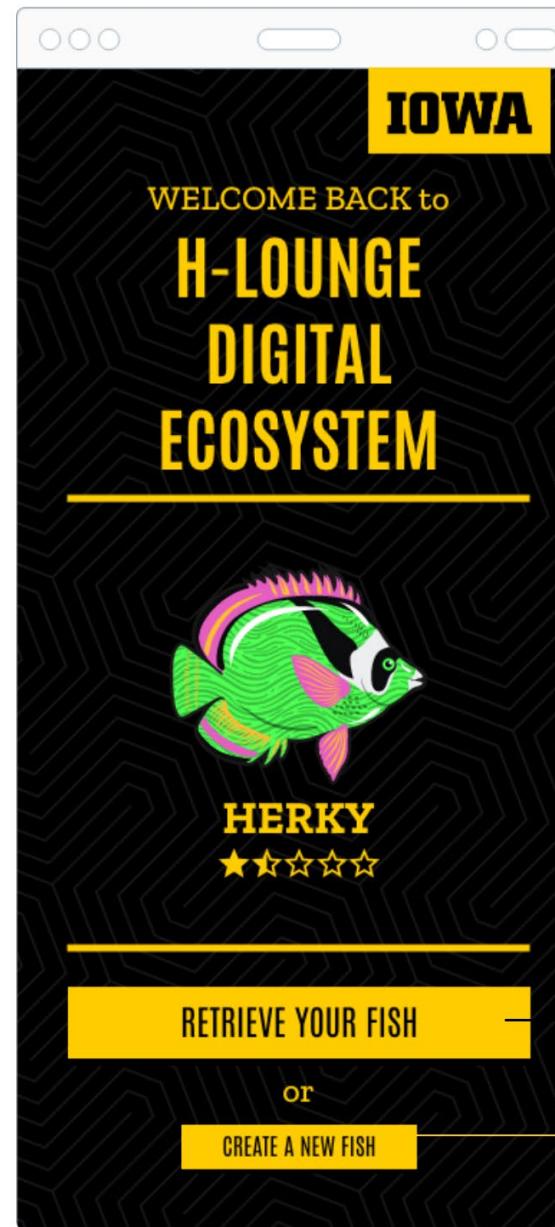


# TROPICAL AQUARIUM

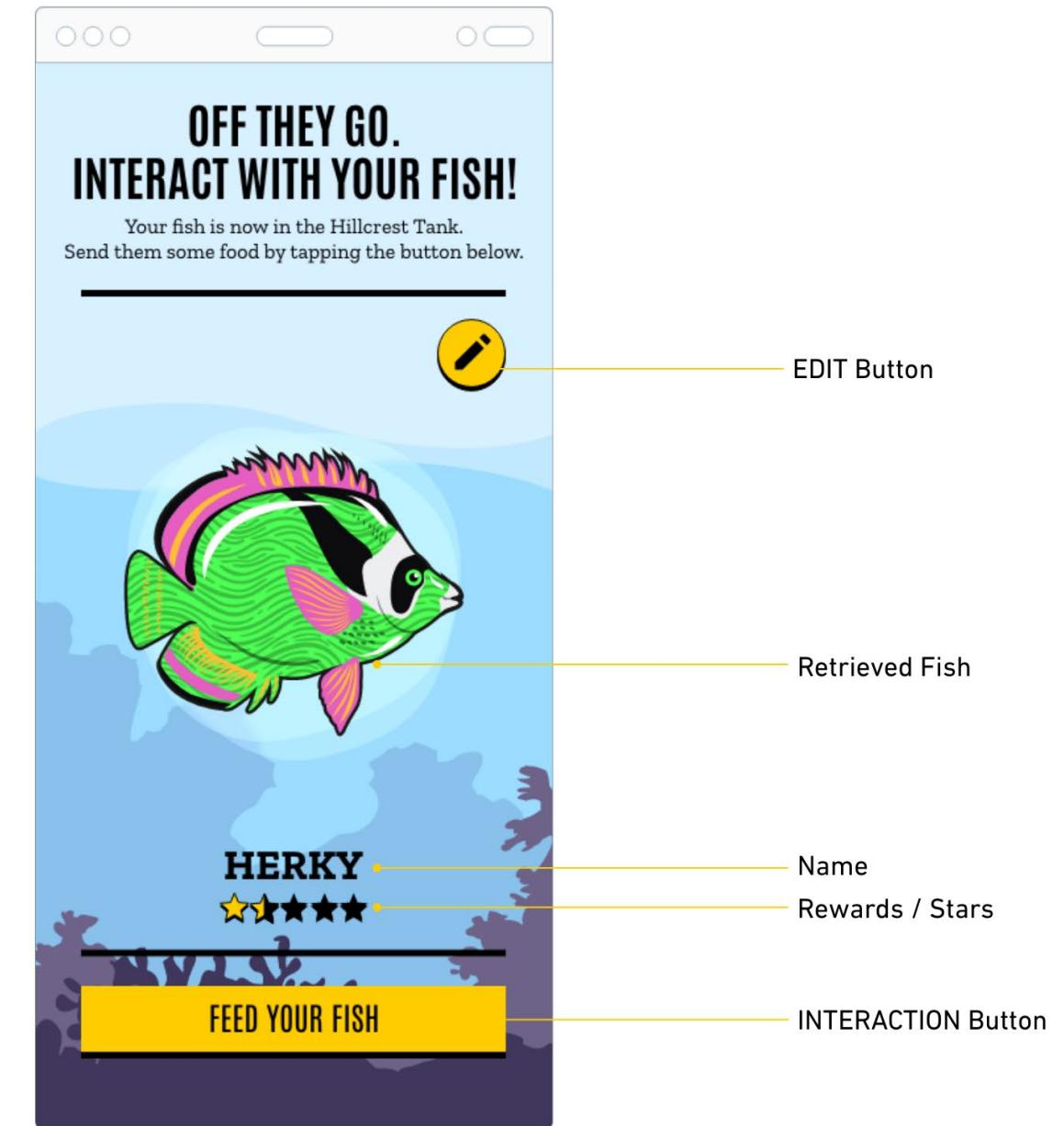
## SCAN QR CODE



## WELCOME / MAIN MENU



## RETRIEVE YOUR FISH



Visitors are directed to scan the QR code placed by the digital wall.

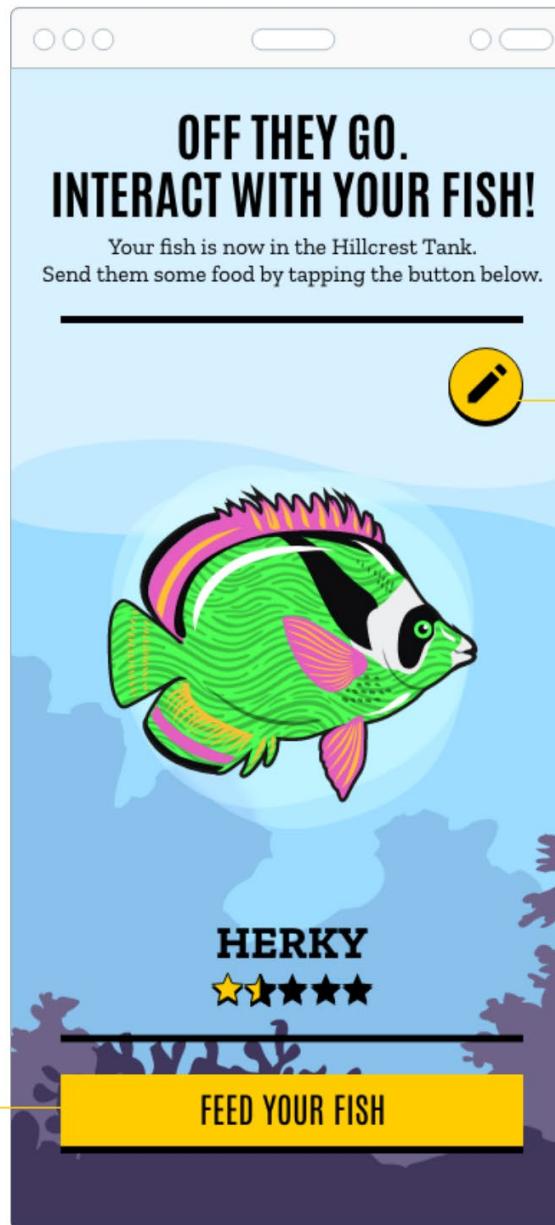
After scanning, visitor's phone will open the web browser and load the web application that is connected to the digital environment.

Once the fish is retrieved; visitor can interact with it.

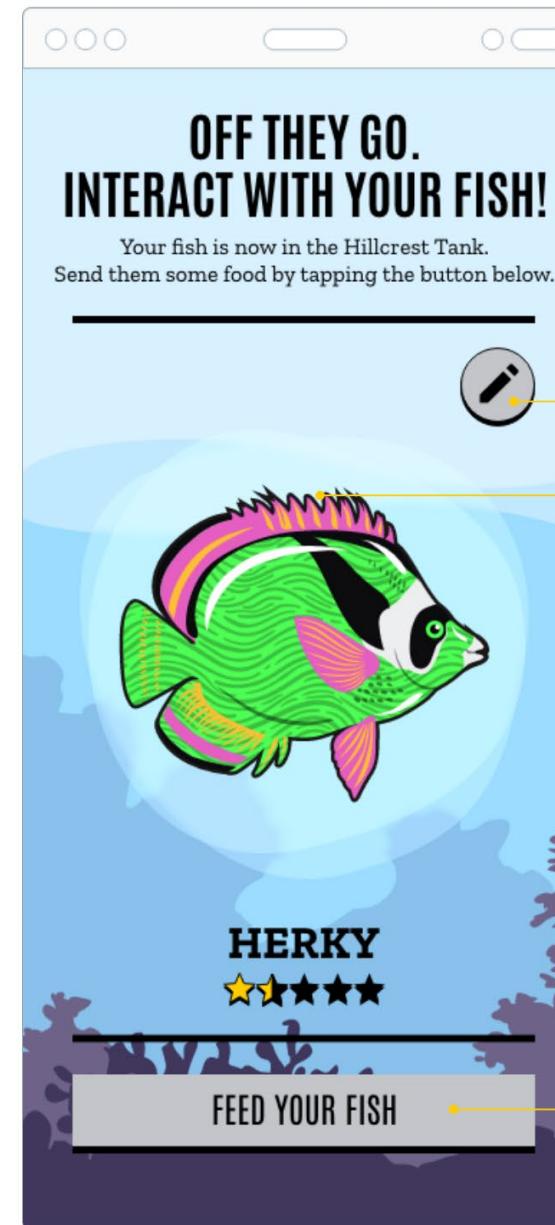
In this case, you can feed the fish by tapping the button at the bottom of the screen.

# TROPICAL AQUARIUM

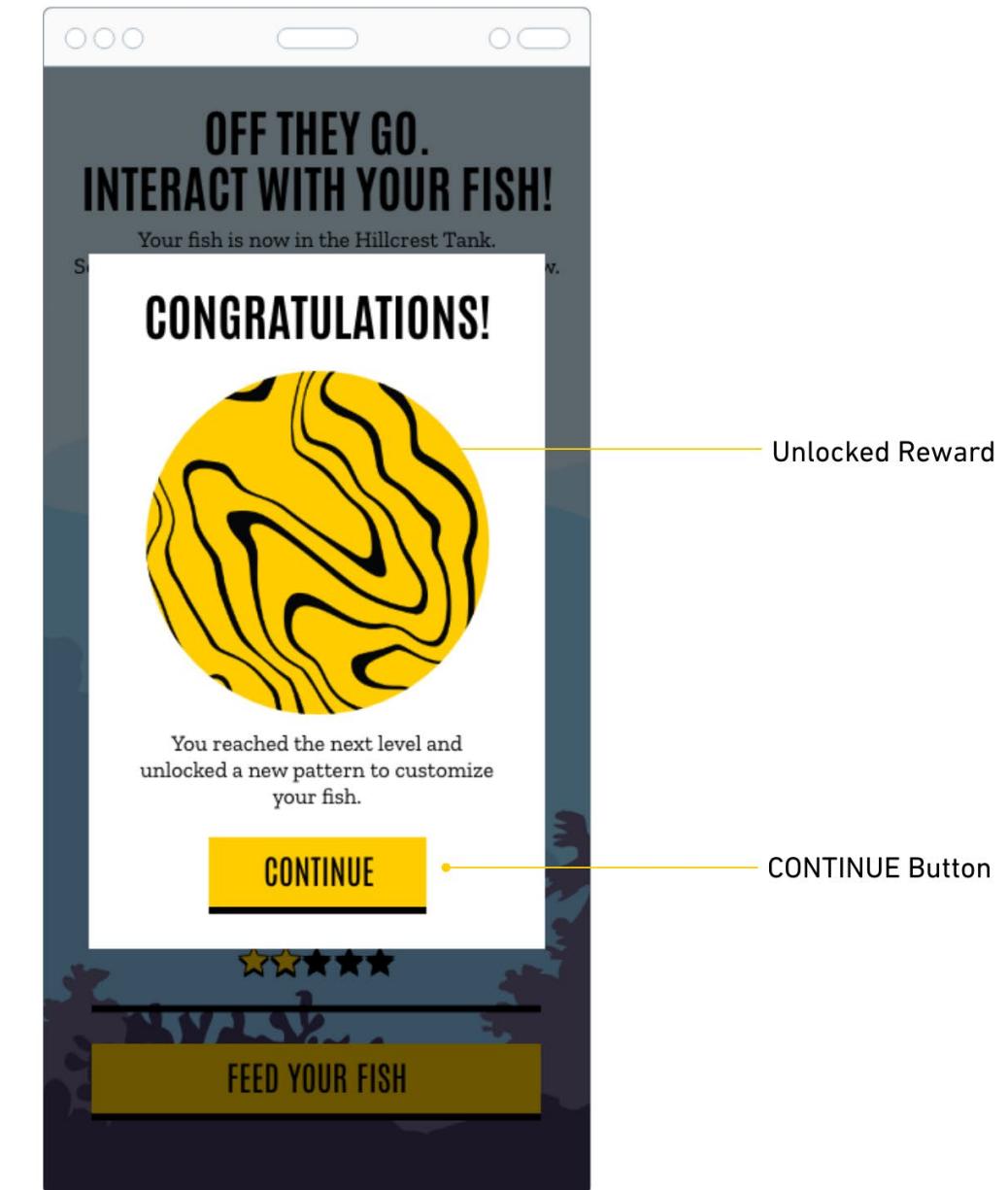
## POST-INTERACTION / REPEAT

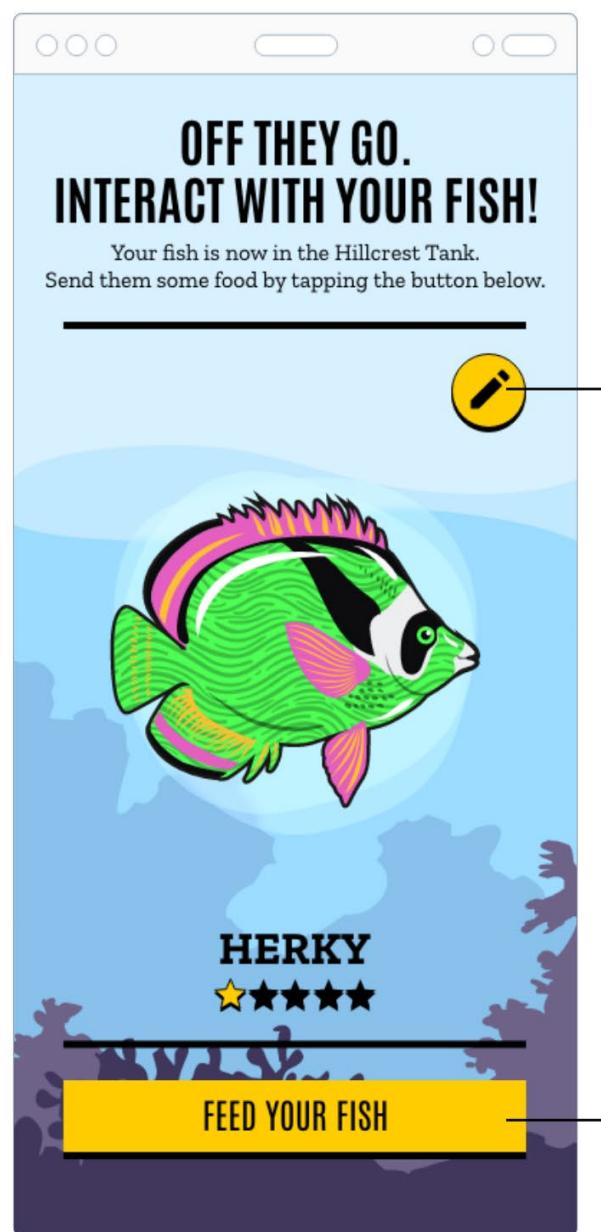


## INTERACTION



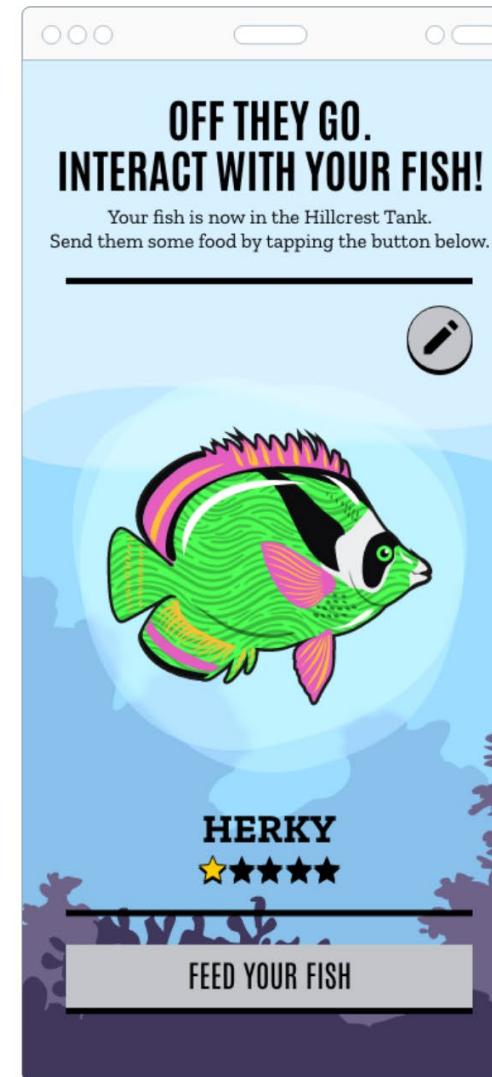
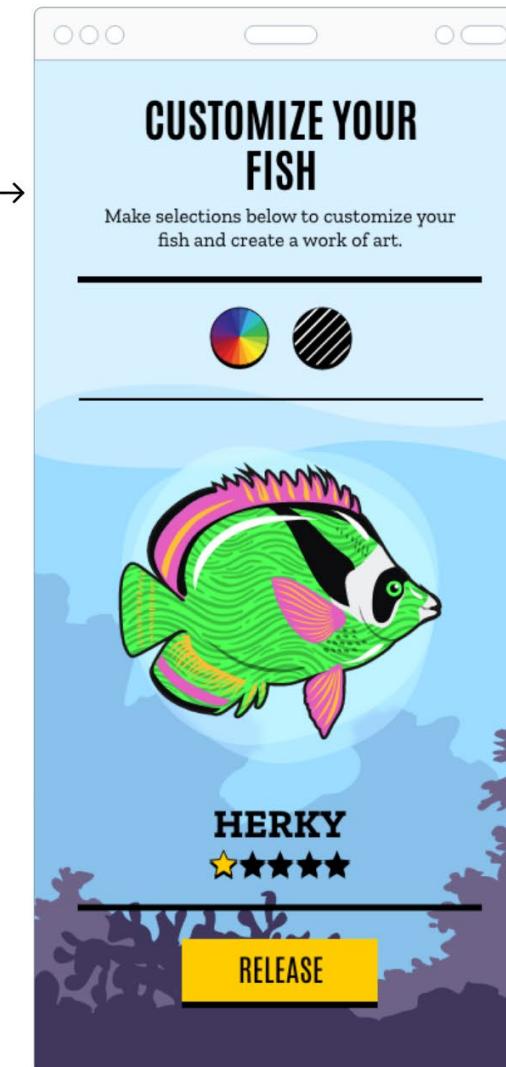
## REWARD

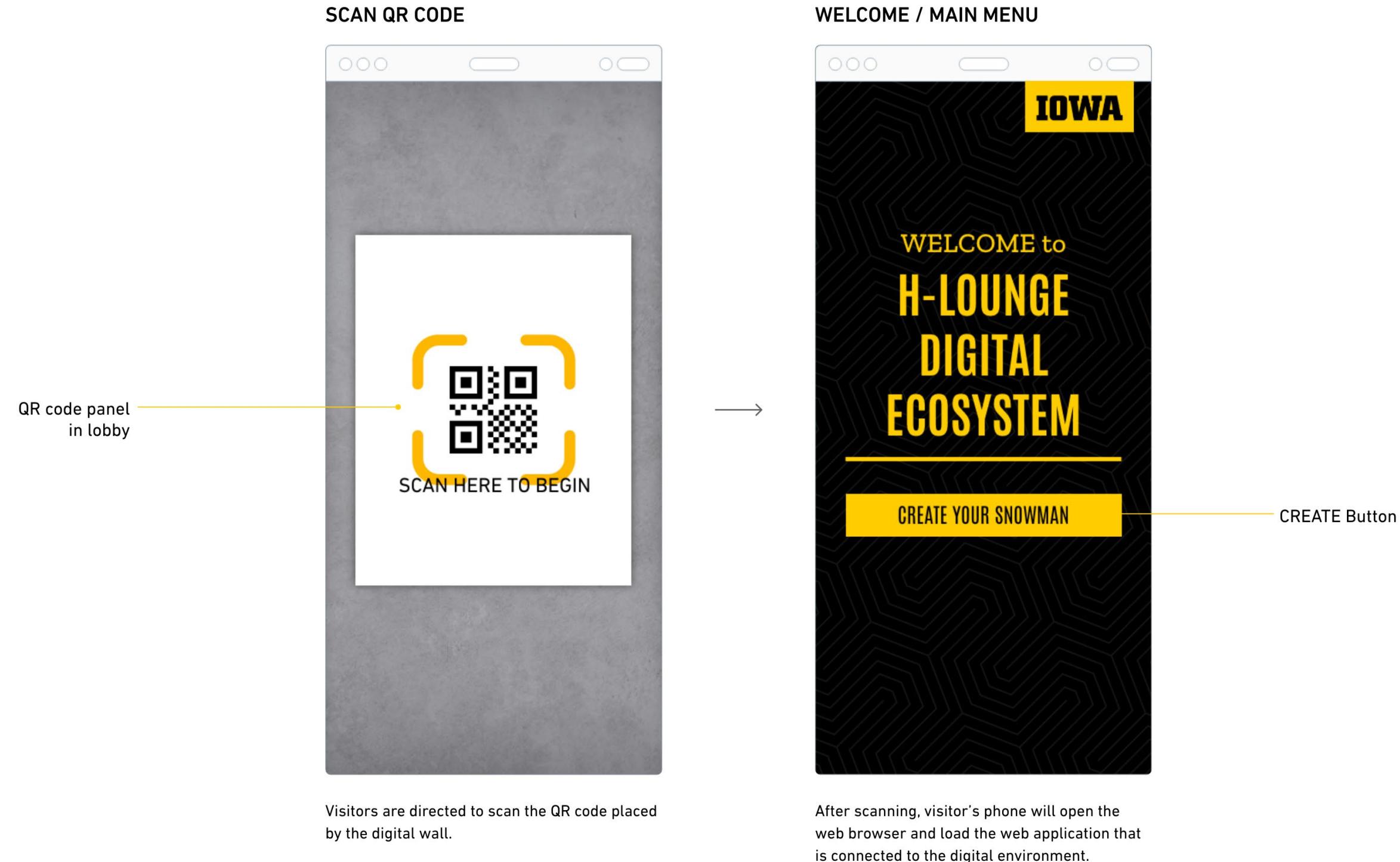


**RETRIEVED**

Once the fish is retrieved; visitor can interact with it.

In this case, you can feed the fish by tapping the button at the bottom of the screen.

**INTERACTION****RE-CUSTOMIZATION**

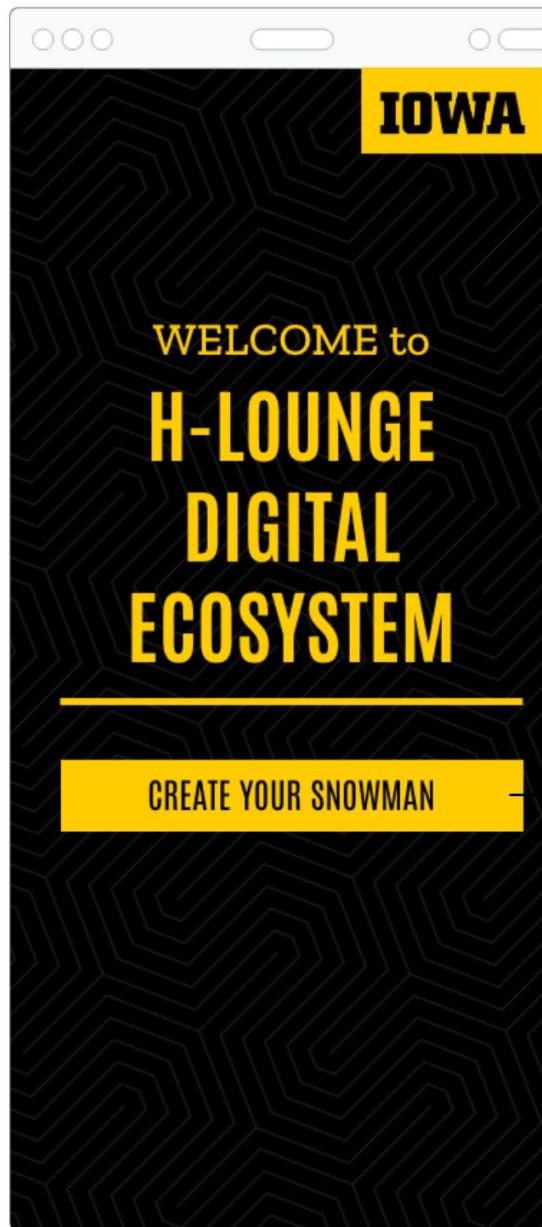


# WINTER WONDERLAND

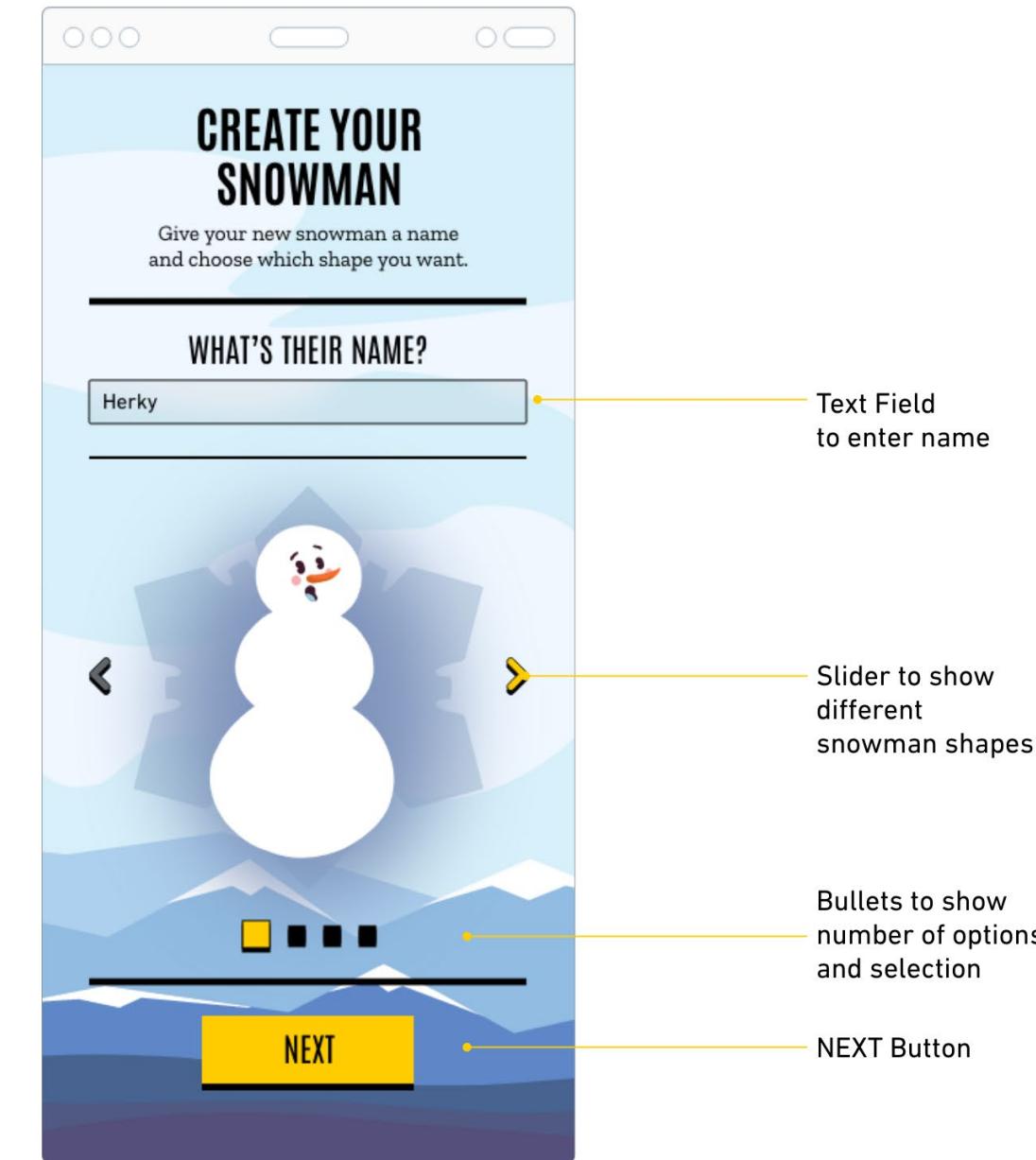
SCAN QR CODE



WELCOME / MAIN MENU



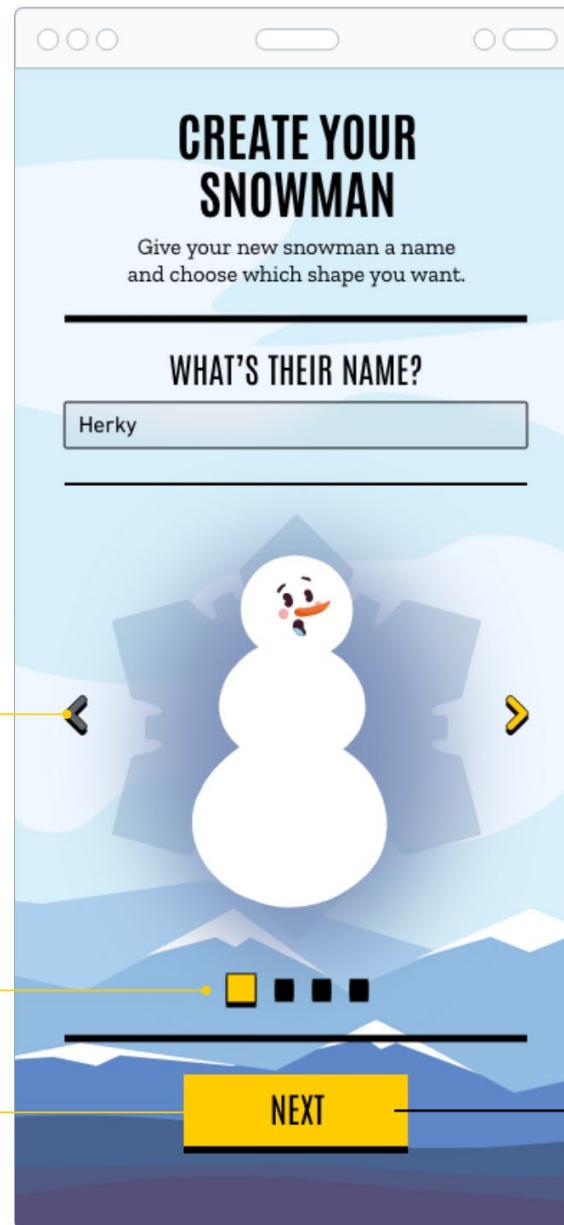
CREATE YOUR SNOWMAN



Visitors are directed to scan the QR code placed by the digital wall.

After scanning, visitor's phone will open the web browser and load the web application that is connected to the digital environment.

After selecting "CREATE...", visitor can enter the name of their snowman and select what shape they would like their snowman to be.

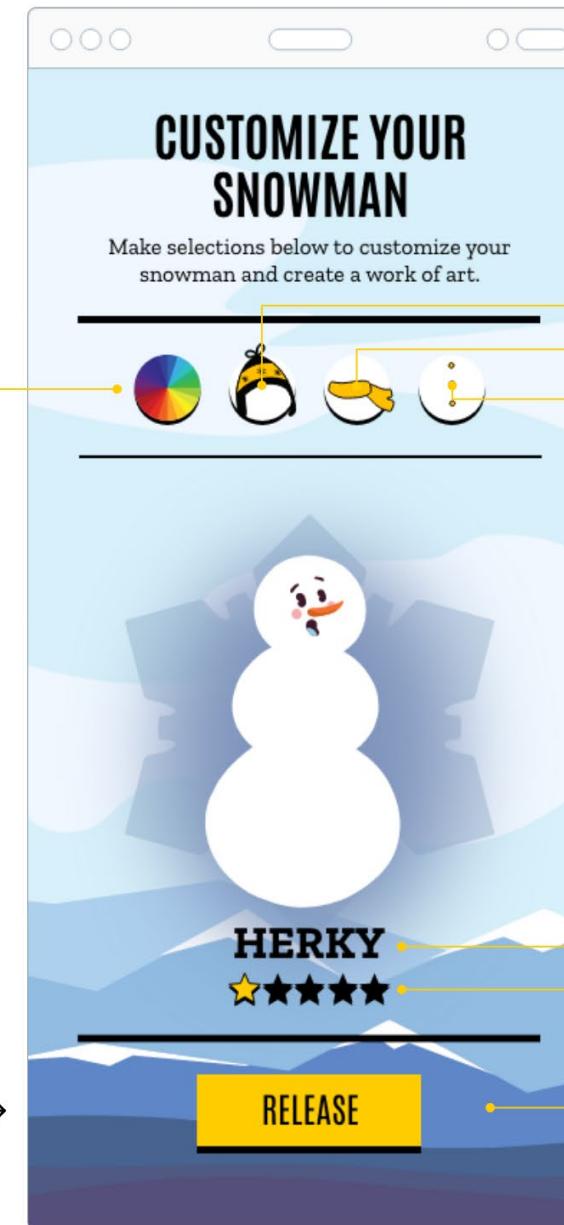
**CREATE**

Slider to show different snowman shapes

Bullets to show number of options and selection

NEXT Button

To complete the creation of their snowman; visitor taps the "NEXT" button.

**CUSTOMIZE**

Open color picker

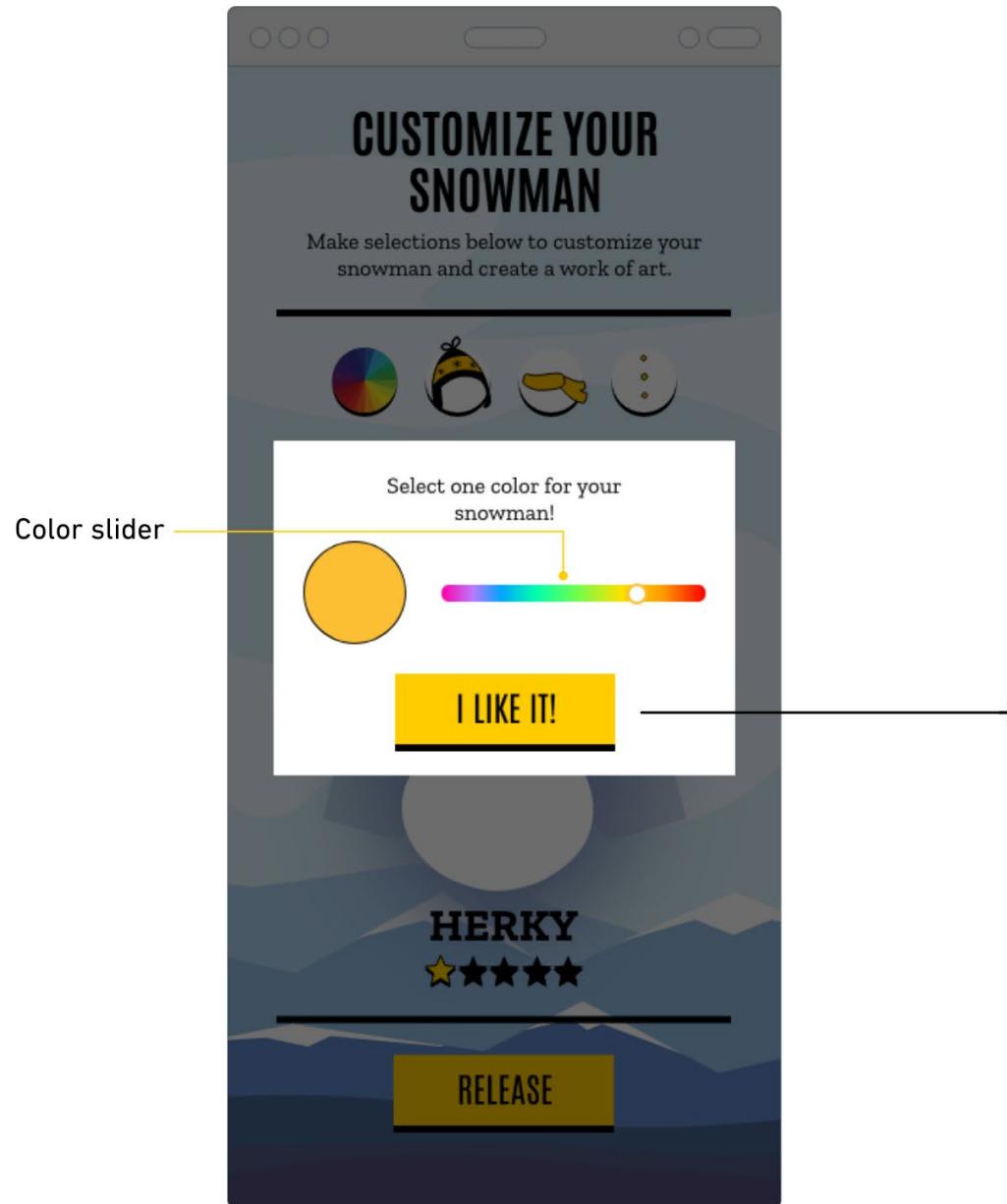
Open Hats selection

Open Scarves selection

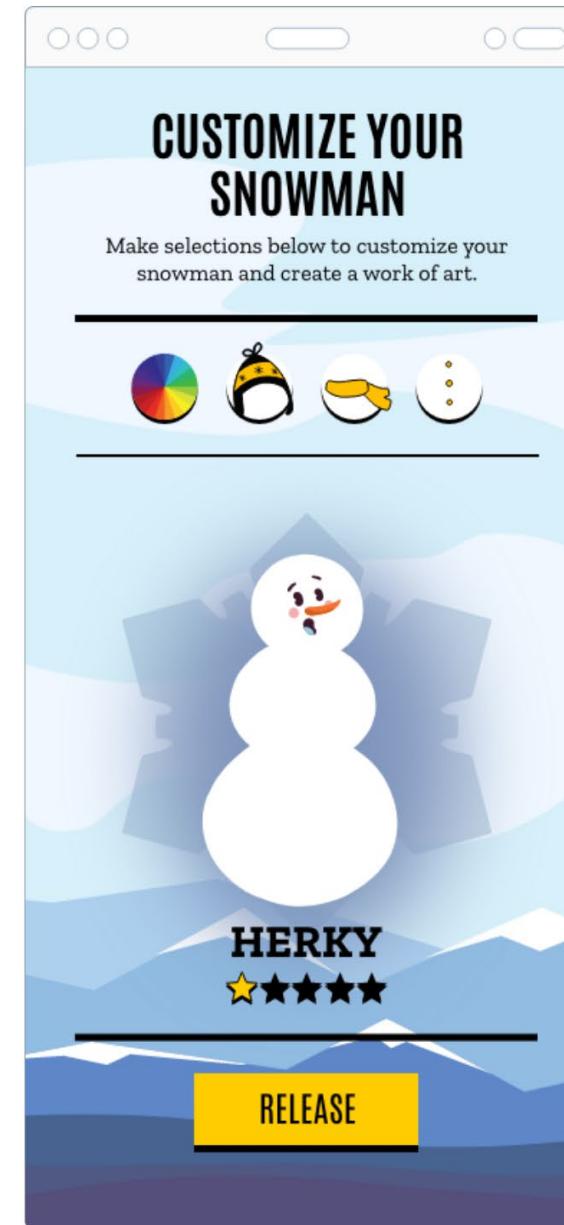
Open Accessories selection

After creating their snowman, visitors can customize it by choosing different hats, scarves, other accessories, and holdable items.

## CUSTOMIZE COLORS



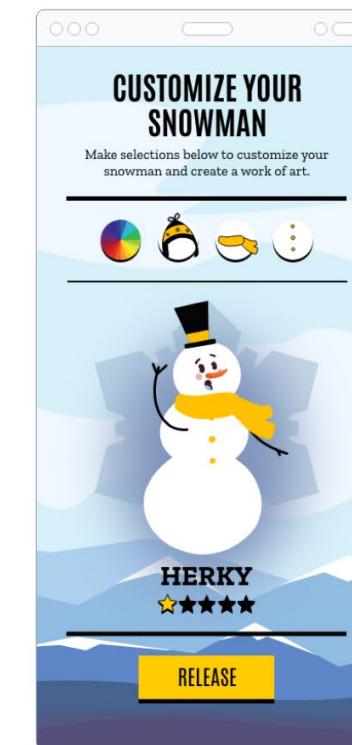
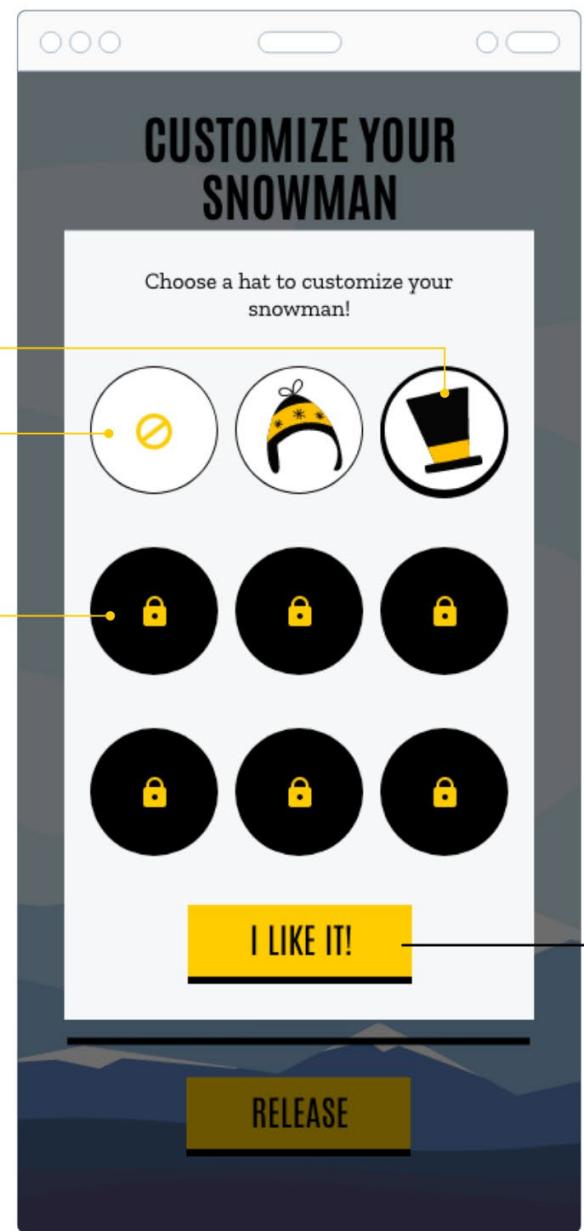
## CUSTOMIZE COLORS



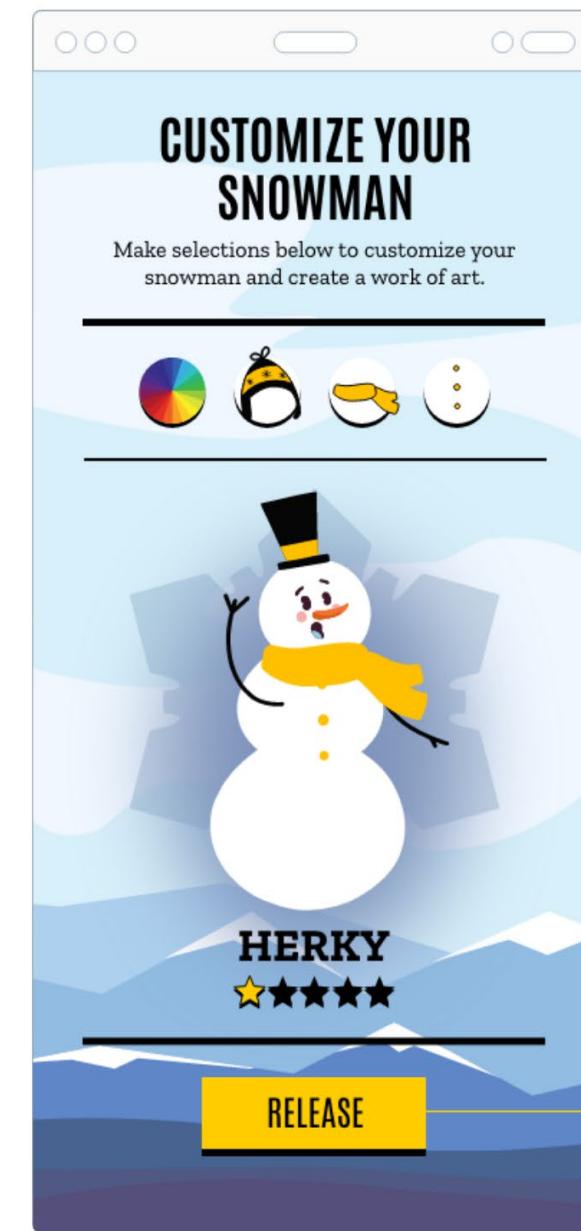
Visitors can customize their snowman by choosing different color schemes.

# WINTER WONDERLAND

## CUSTOMIZE



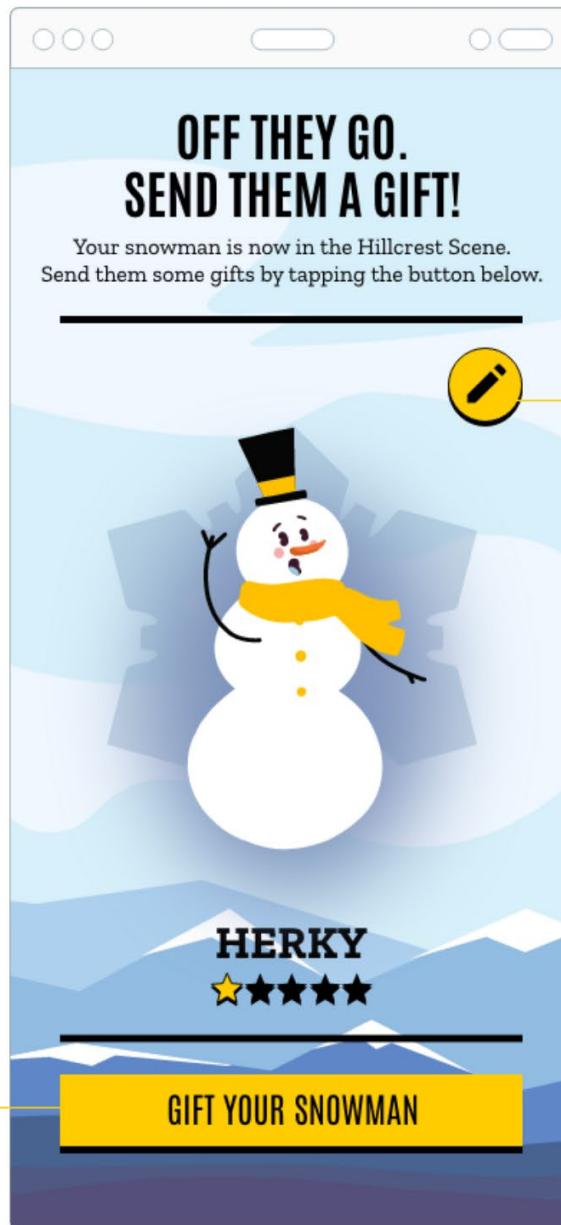
## RELEASE



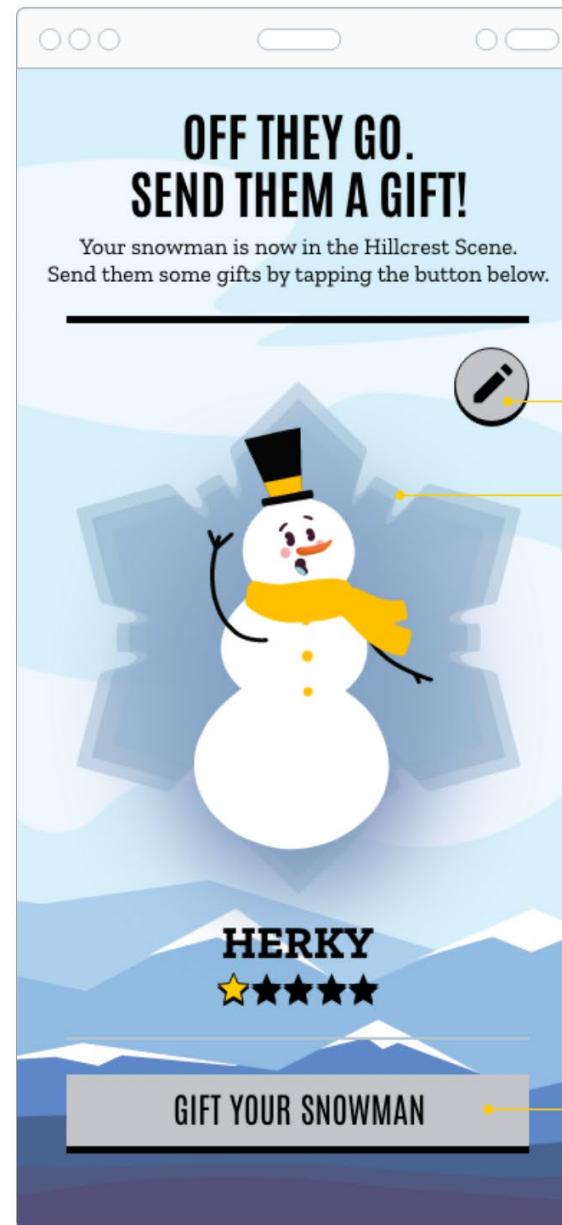
Visitors can customize their snowman by choosing different hats, arms, accessories, and holdable items.

After customizing, visitor can RELEASE the snowman into the digital environment.

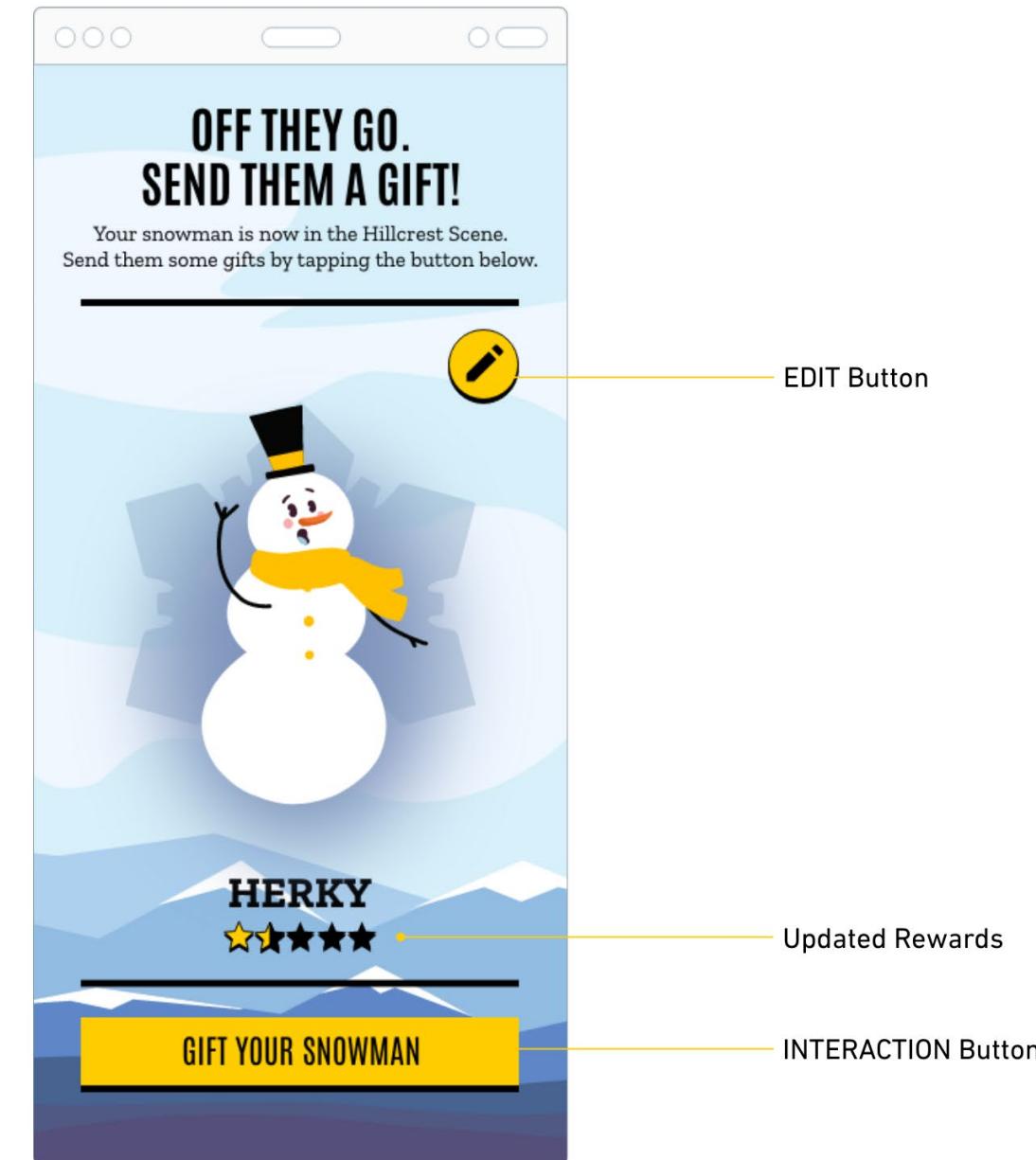
## RELEASED



## INTERACTION



## POST-INTERACTION / REPEAT



INTERACTION  
Button

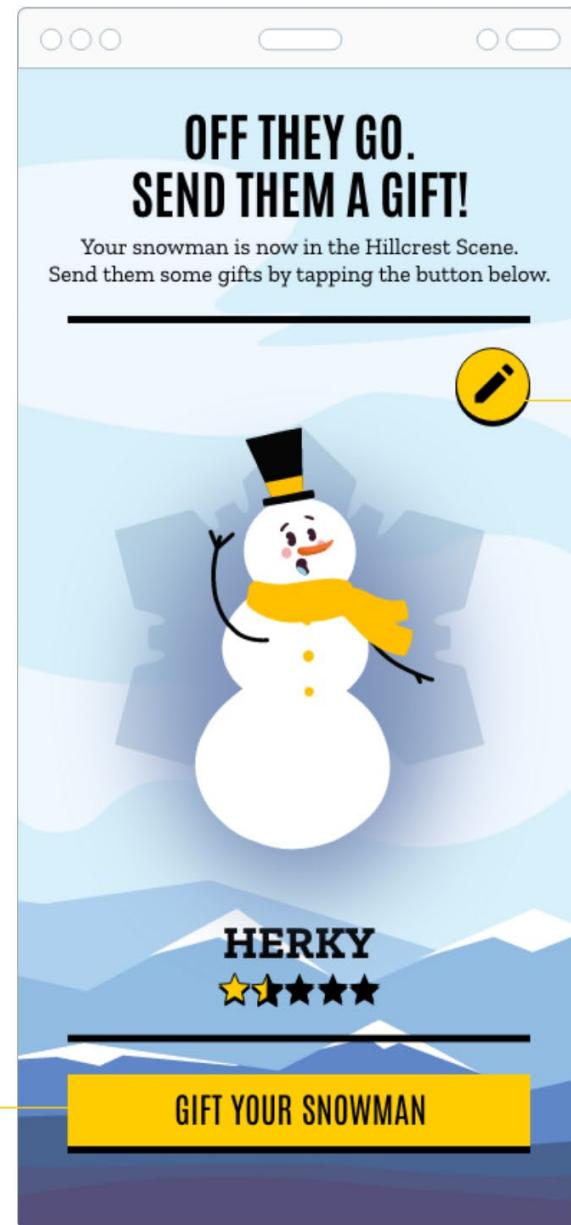
Once the snowman is released, visitor can interact with it. In this case, you can send gift boxes to the snowman by tapping the button at the bottom of the screen.

When the interaction is occurring in the digital environment, an animation happens in the mobile app and the interaction button is deactivated.

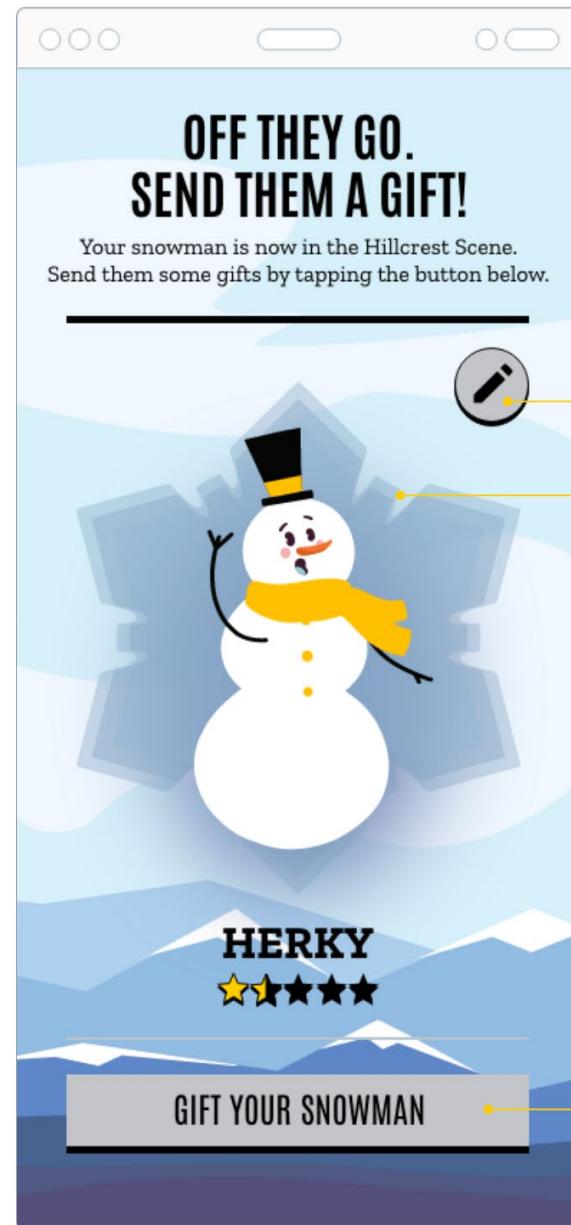
Once the animation is complete, visitors can see their rewards get updated.

# WINTER WONDERLAND

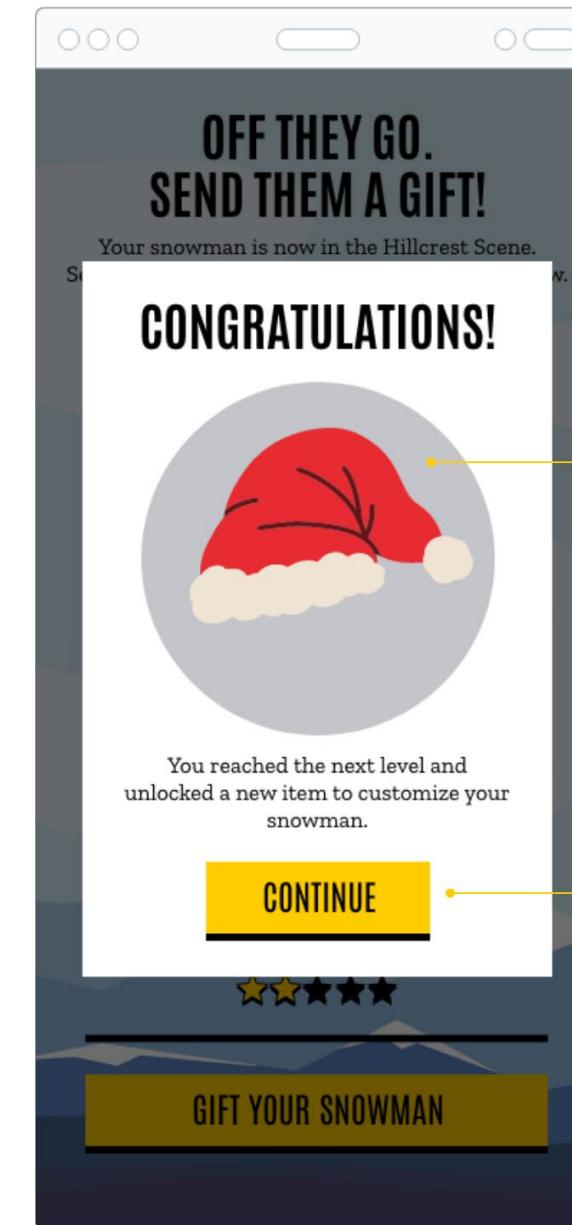
## POST-INTERACTION / REPEAT



## INTERACTION



## REWARD



# WINTER WONDERLAND

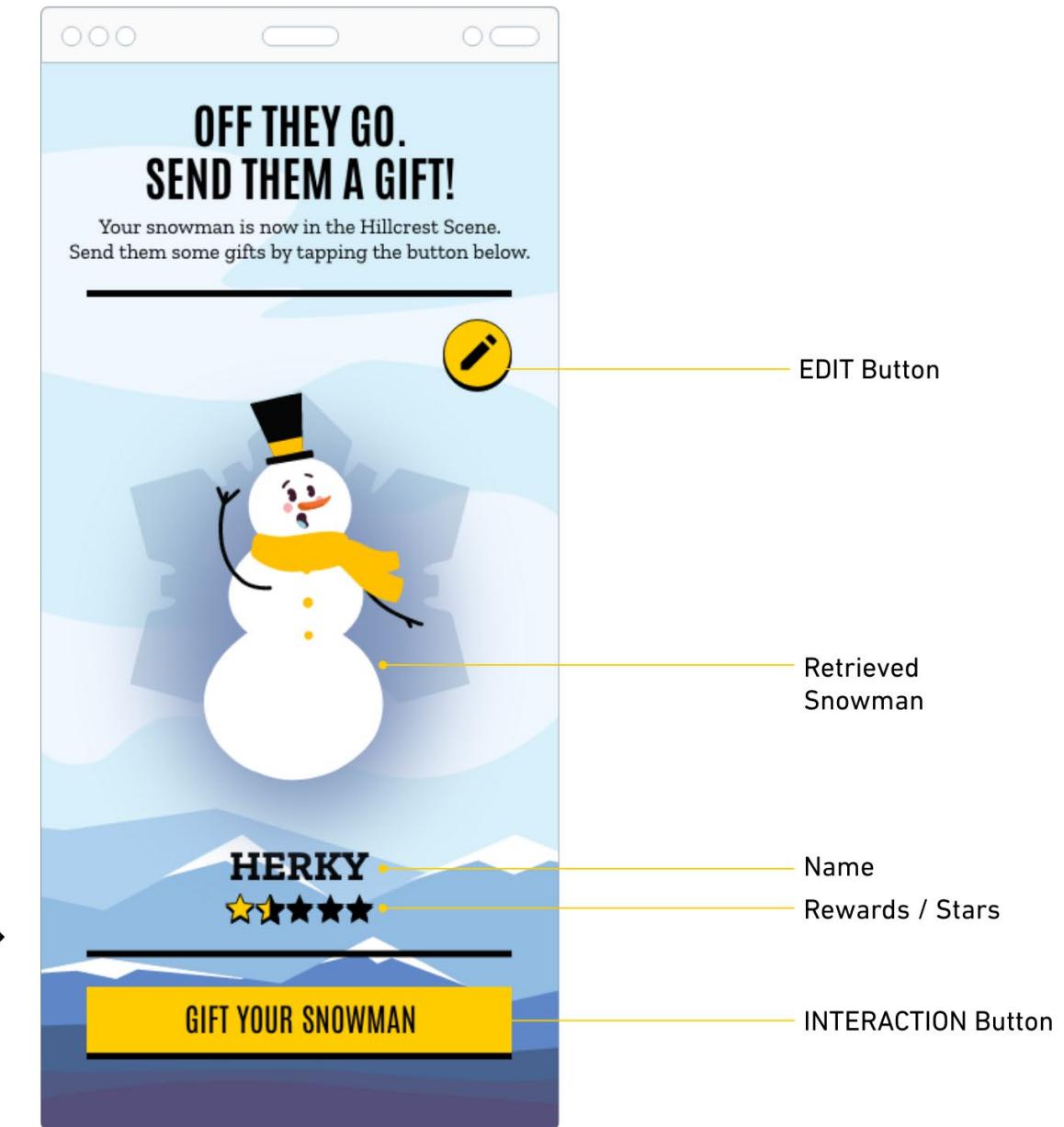
## SCAN QR CODE



## WELCOME / MAIN MENU



## RETRIEVE YOUR SNOWMAN



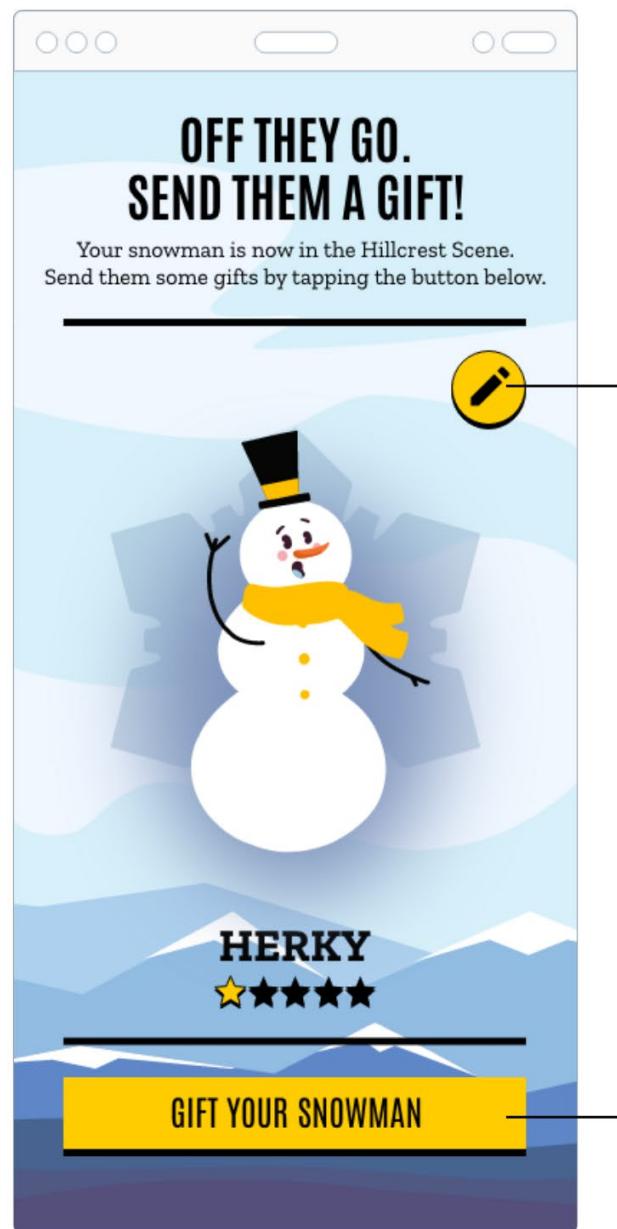
Visitors are directed to scan the QR code placed by the digital wall.

After scanning, visitor's phone will open the web browser and load the web application that is connected to the digital environment.

Once the snowman is retrieved; visitor can interact with it. In this case, you can send gifts boxes to your snowman by tapping the button at the bottom of the screen.

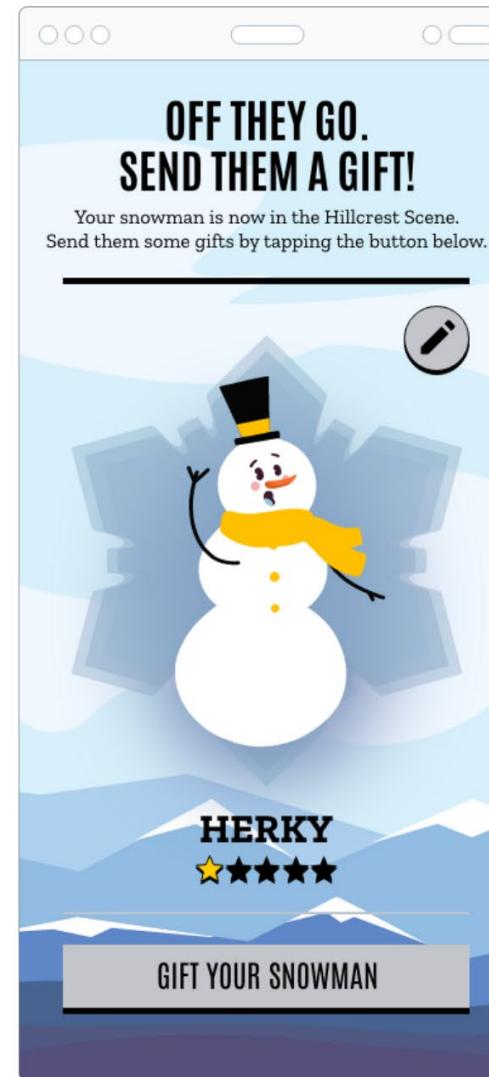
# WINTER WONDERLAND

## RETRIEVED

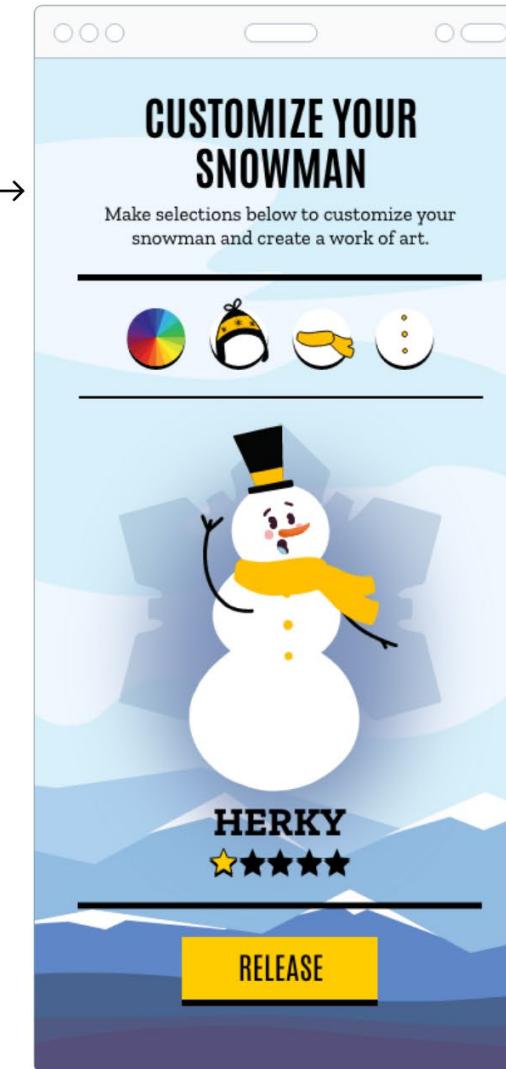


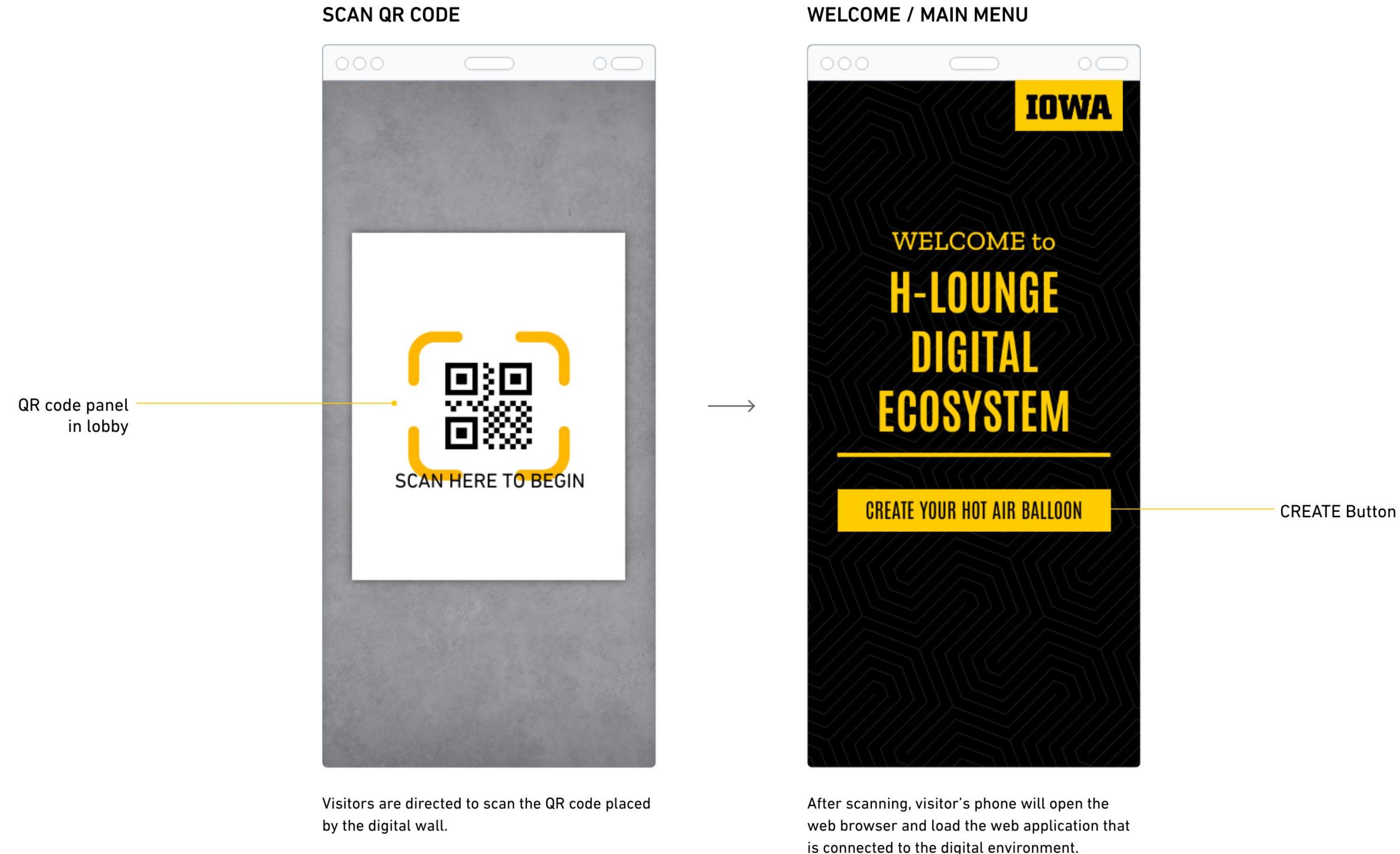
Once the snowman is retrieved, visitor can interact with it. In this case, you can send gift boxes to your snowman by tapping the button at the bottom of the screen.

## INTERACTION



## RE-CUSTOMIZATION



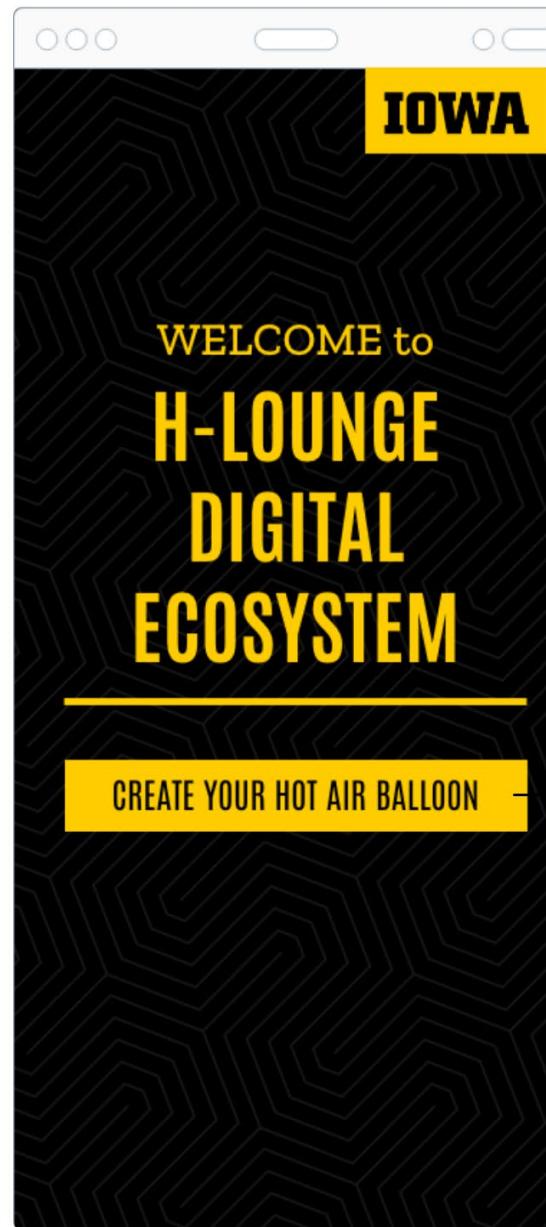


# SPRINGTIME IN IOWA

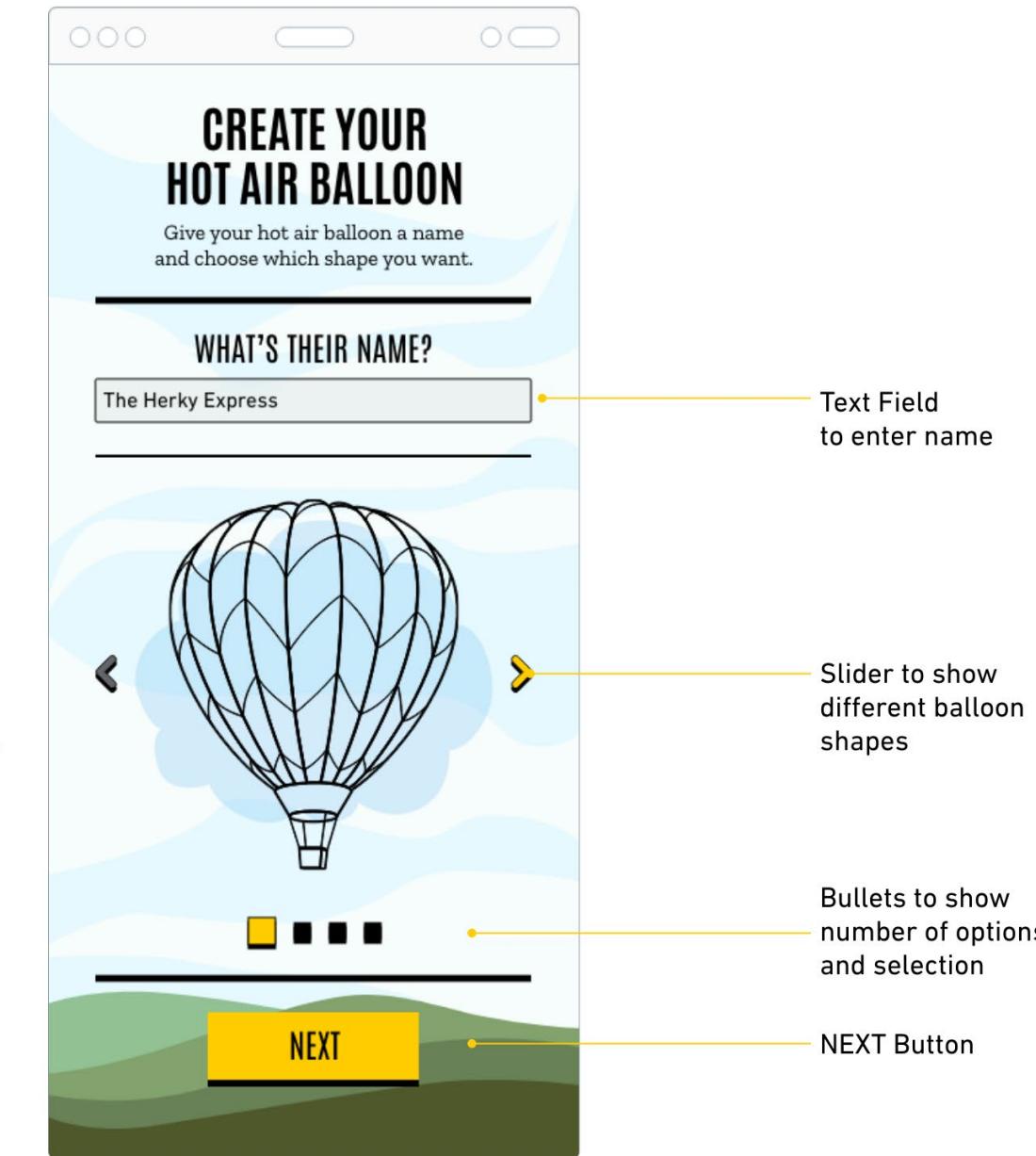
SCAN QR CODE



WELCOME / MAIN MENU



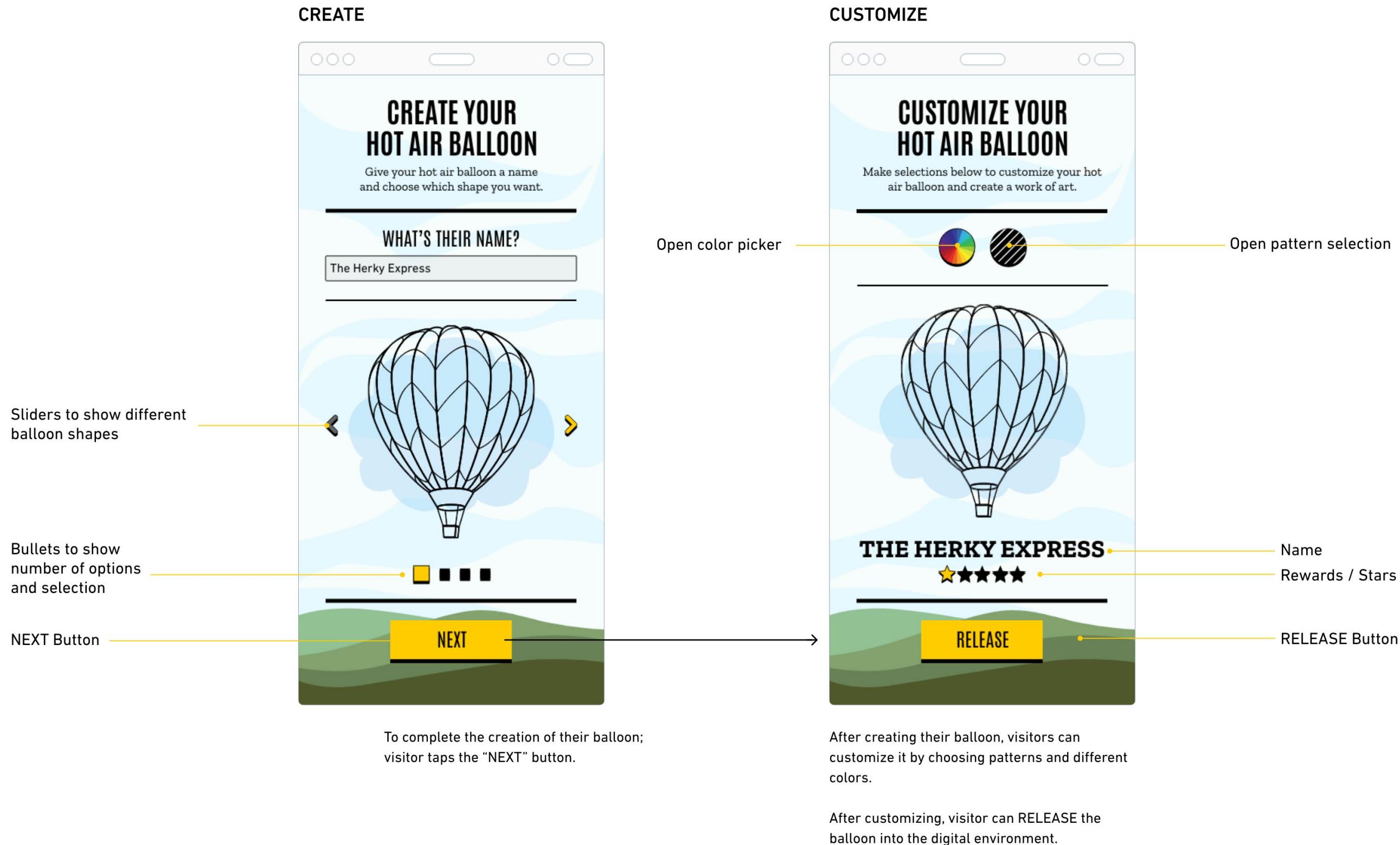
CREATE YOUR BALLOON



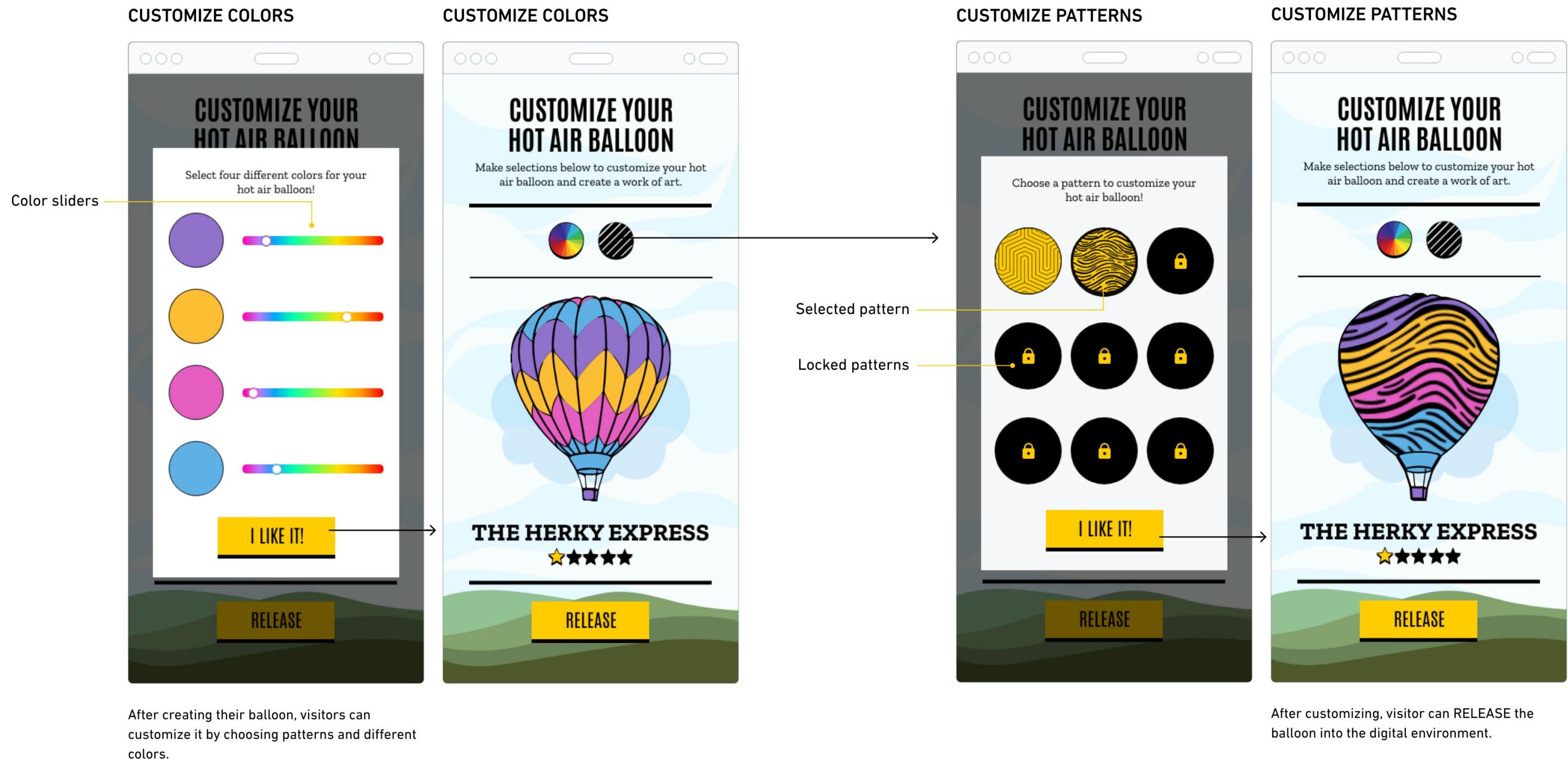
Visitors are directed to scan the QR code placed by the digital wall.

After scanning, visitor's phone will open the web browser and load the web application that is connected to the digital environment.

After selecting "CREATE...", visitor can enter the name of their balloon and select what type of shape their balloon would have they would like.

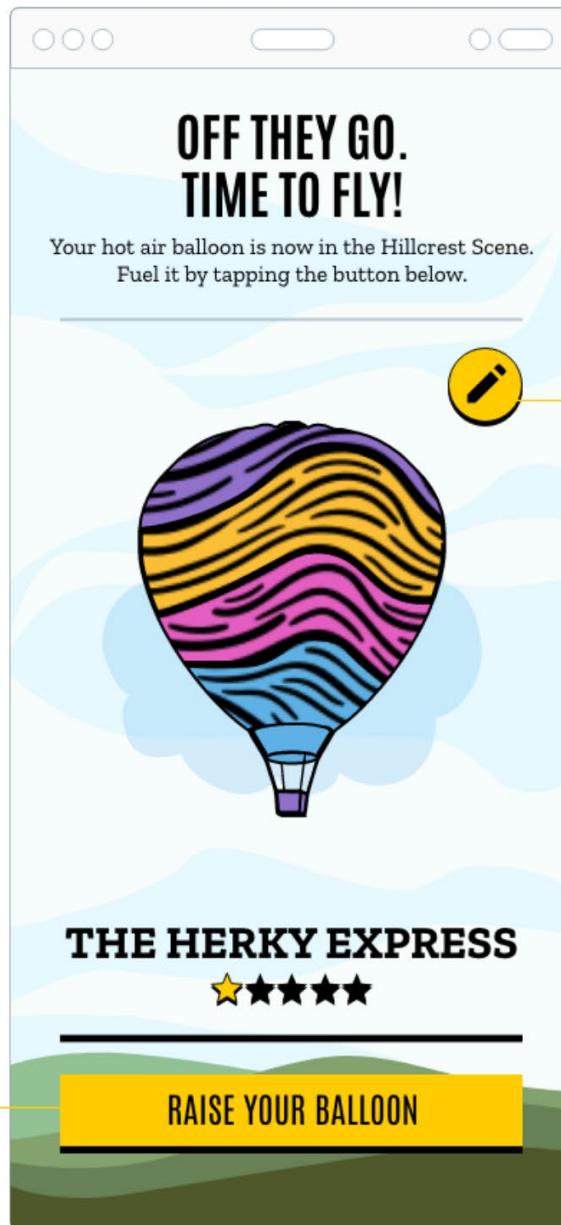


# SPRINGTIME IN IOWA

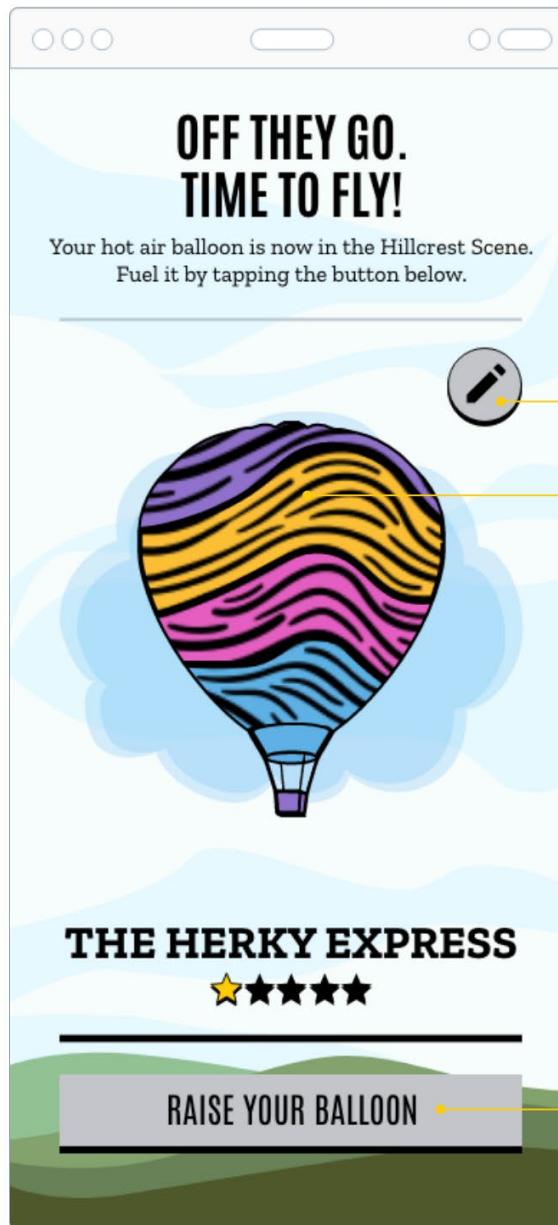


# SPRINGTIME IN IOWA

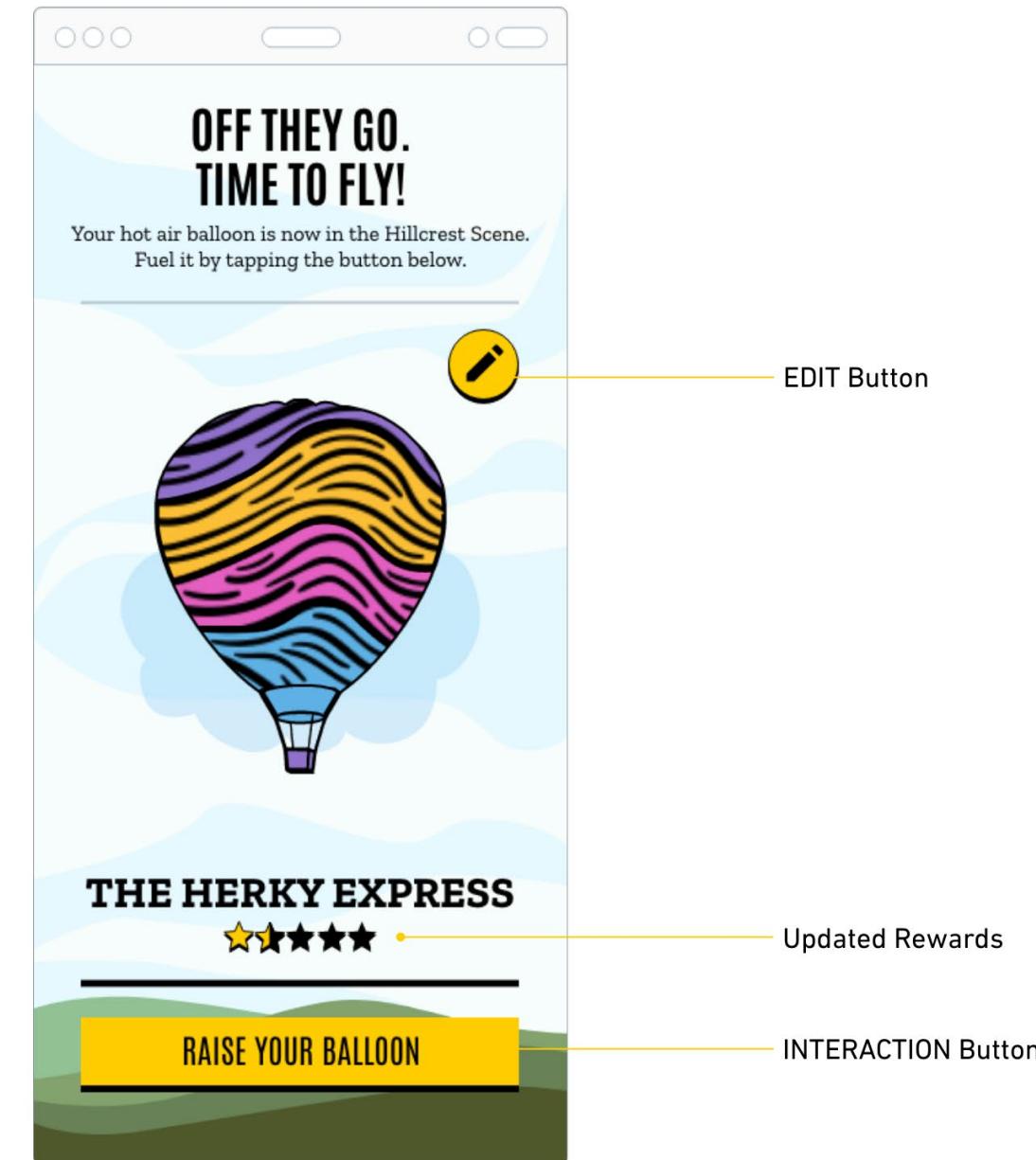
## RELEASED



## INTERACTION



## POST-INTERACTION / REPEAT

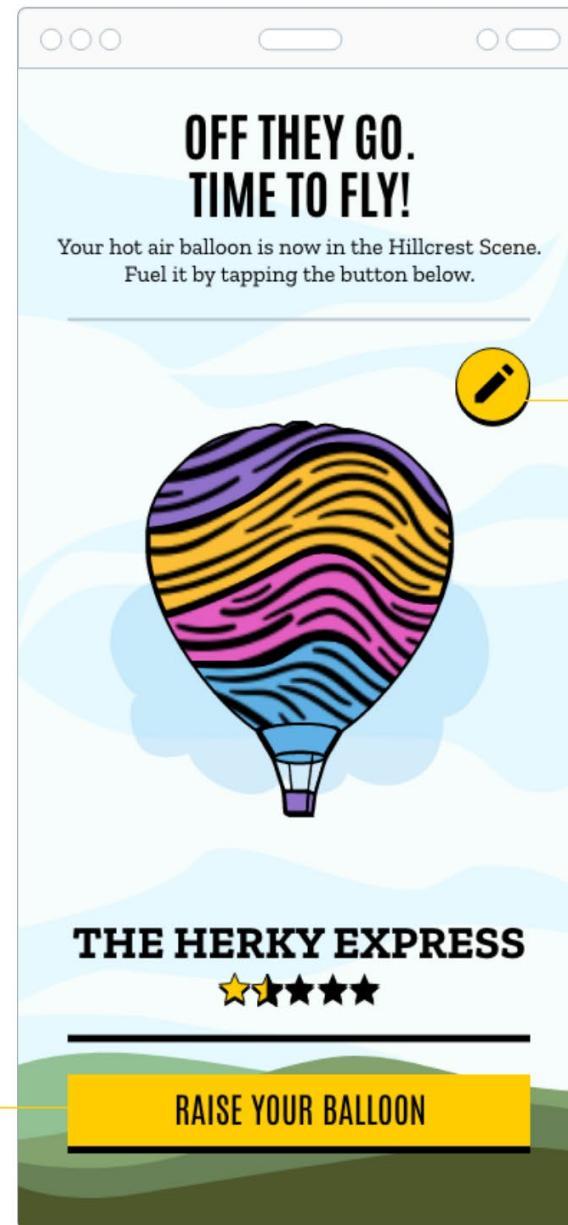


Once the balloon is released; visitor can interact with it. In this case, you can fuel the balloon to make it float higher by tapping the button at the bottom of the screen.

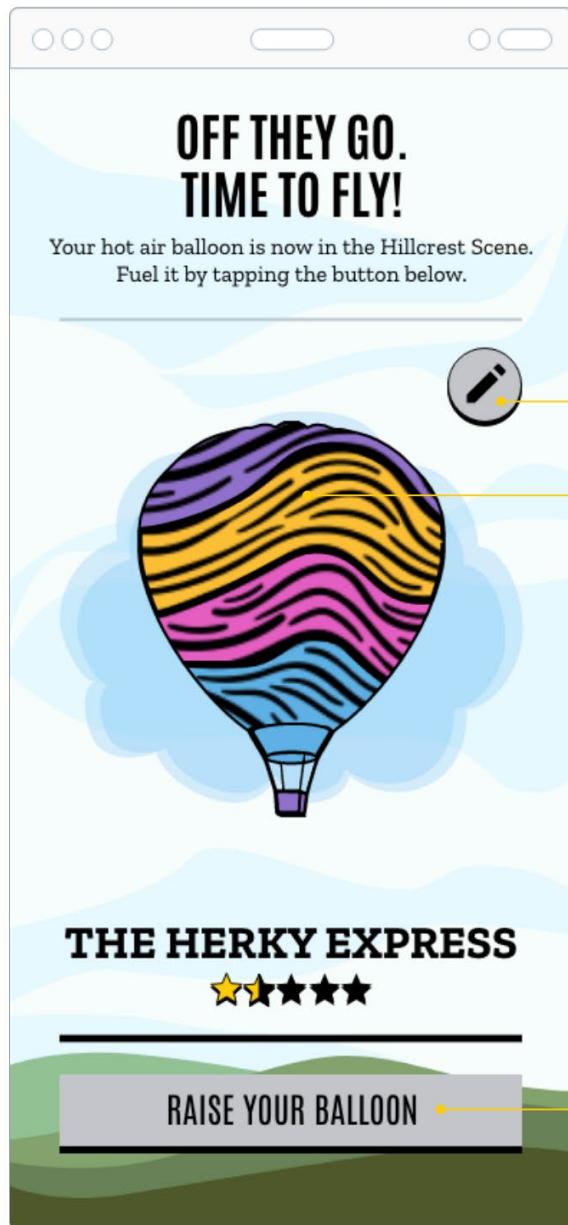
When the fueling interaction is occurring in the digital environment, an animation happens in the mobile app and the interaction button is deactivated.

Once the animation is complete. Visitors can see their rewards get updated.

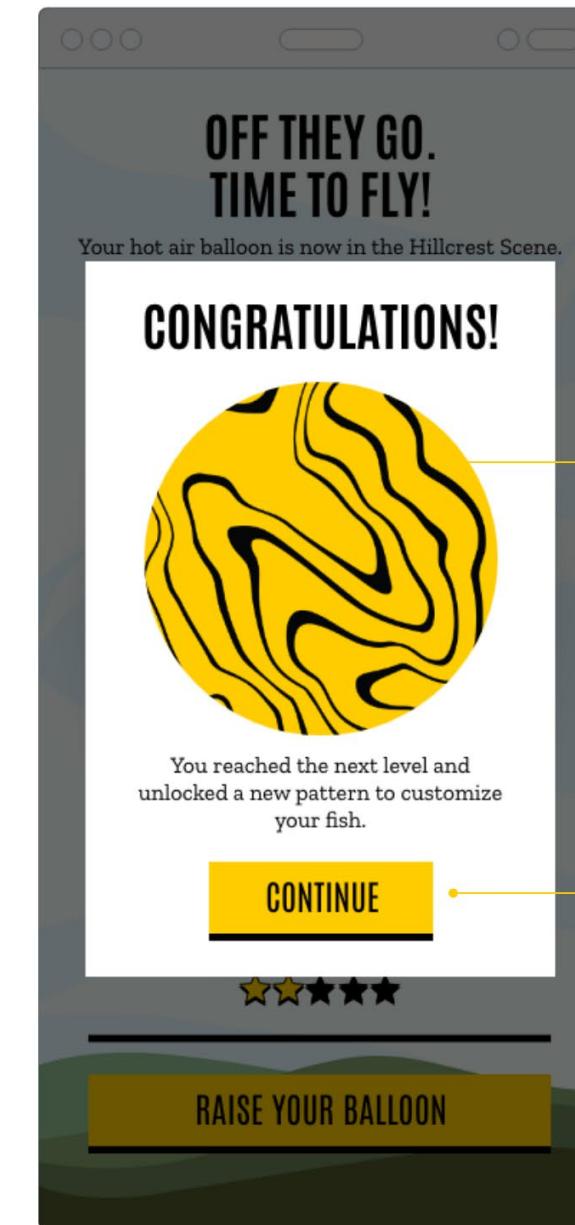
## POST-INTERACTION / REPEAT



## INTERACTION



## REWARD

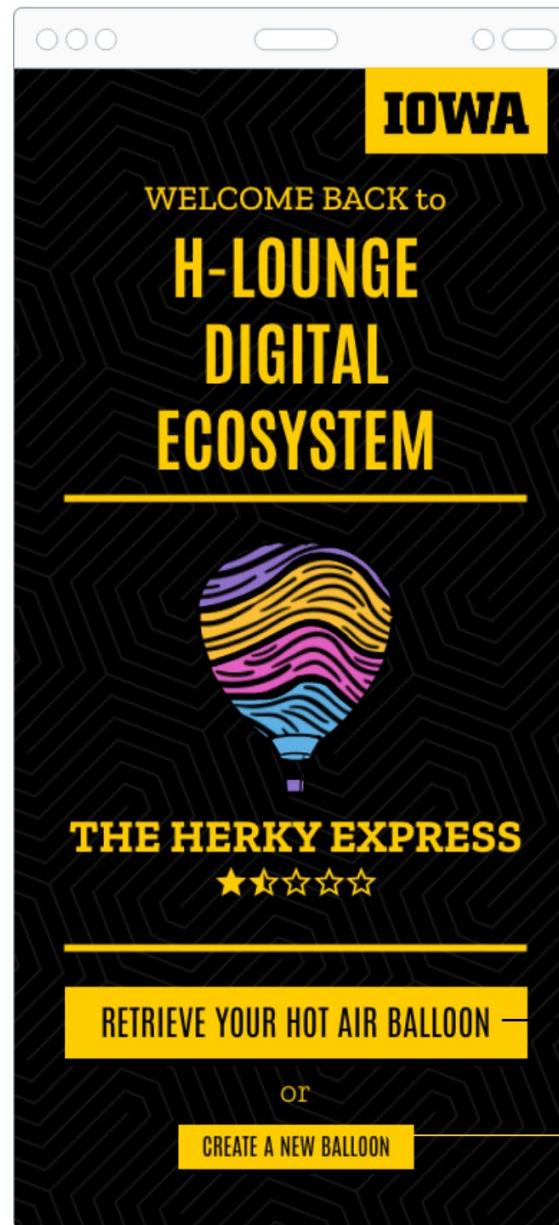


# SPRINGTIME IN IOWA

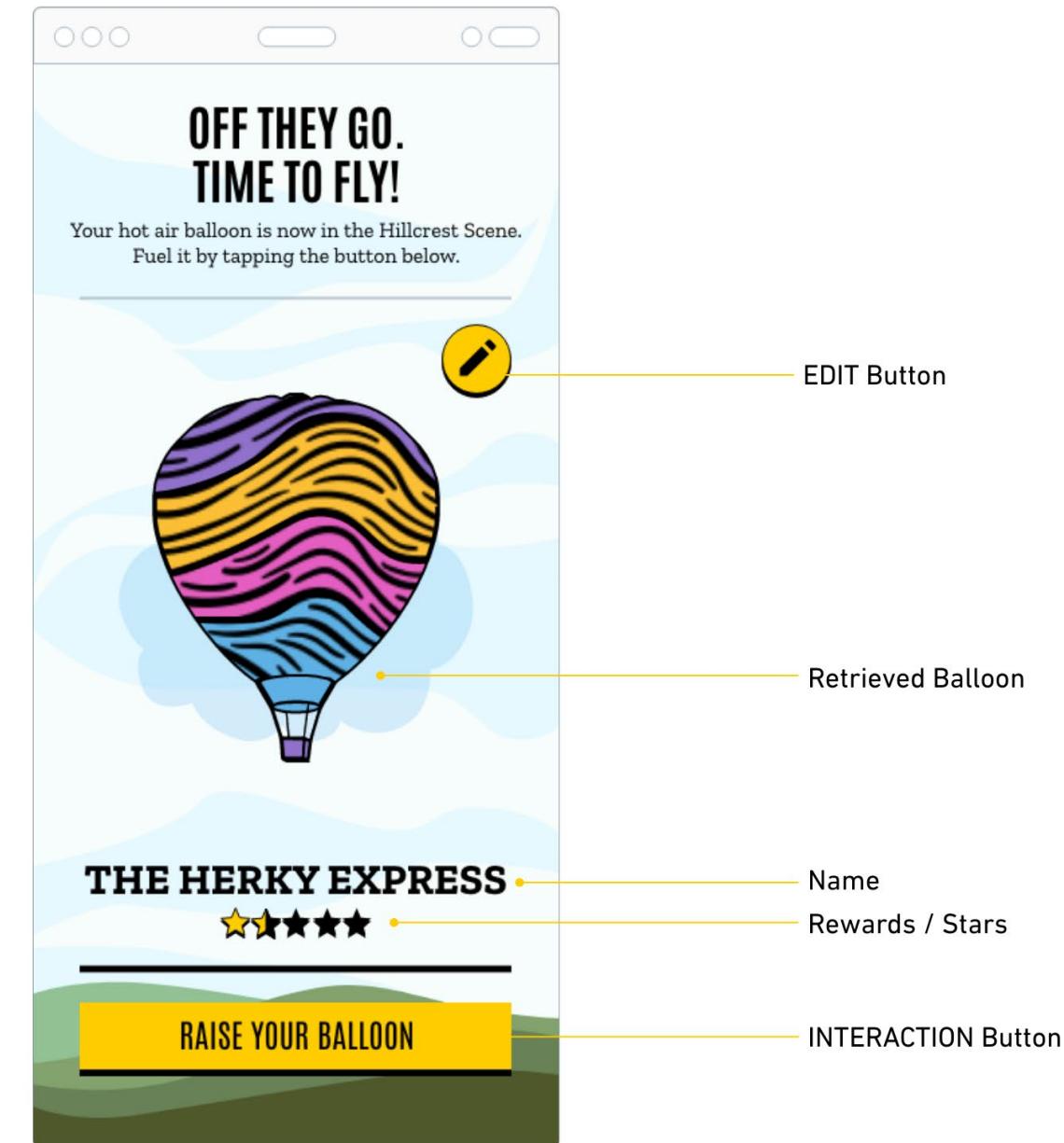
## SCAN QR CODE



## WELCOME / MAIN MENU



## RETRIEVE YOUR FISH



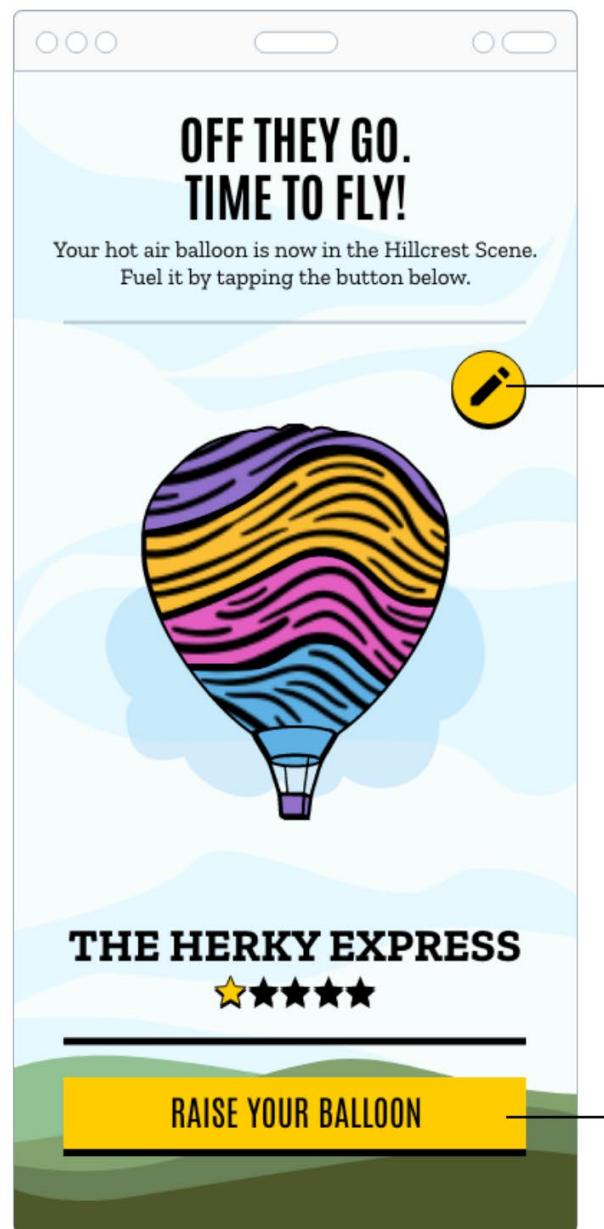
Visitors are directed to scan the QR code placed by the digital wall.

After scanning, visitor's phone will open the web browser and load the web application that is connected to the digital environment.

Once the hot air balloon is retrieved; visitor can interact with it. In this case, you can fuel the balloon to make it float higher by tapping the button at the bottom of the screen.

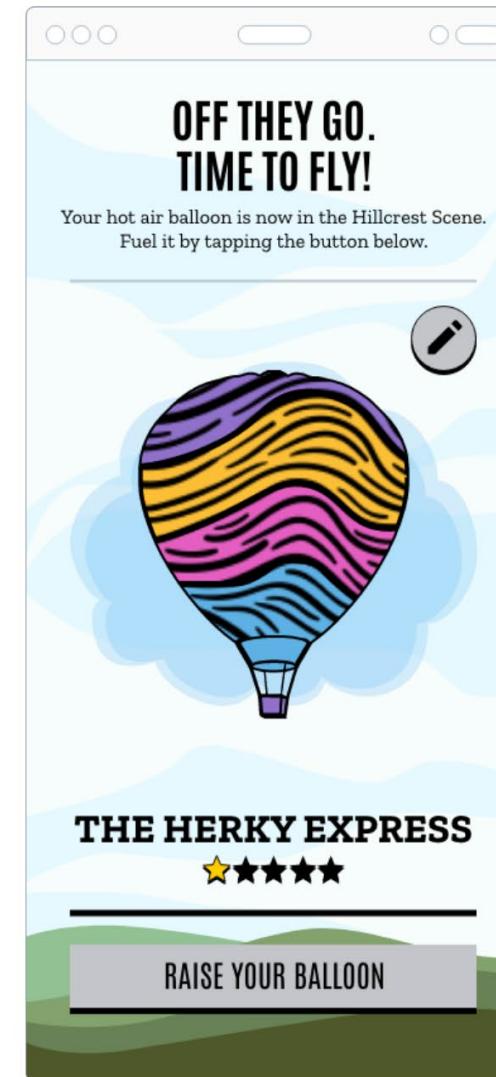
# SPRINGTIME IN IOWA

## RETRIEVED



Once the hot air balloon is retrieved; visitor can interact with it. In this case, you can fuel the balloon to make it float higher by tapping the button at the bottom of the screen.

## INTERACTION



## RE-CUSTOMIZATION

