

Project Title: How to top up your Leap Card using the Leap Card App

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Overview:

Our project is a parallax website in which a story about Marshall the Monster using a leapcard for the first time. The story follows the monster as he learns how to top up his leapcard by using Larry the Monster's Leap Card Top up App.

Project:

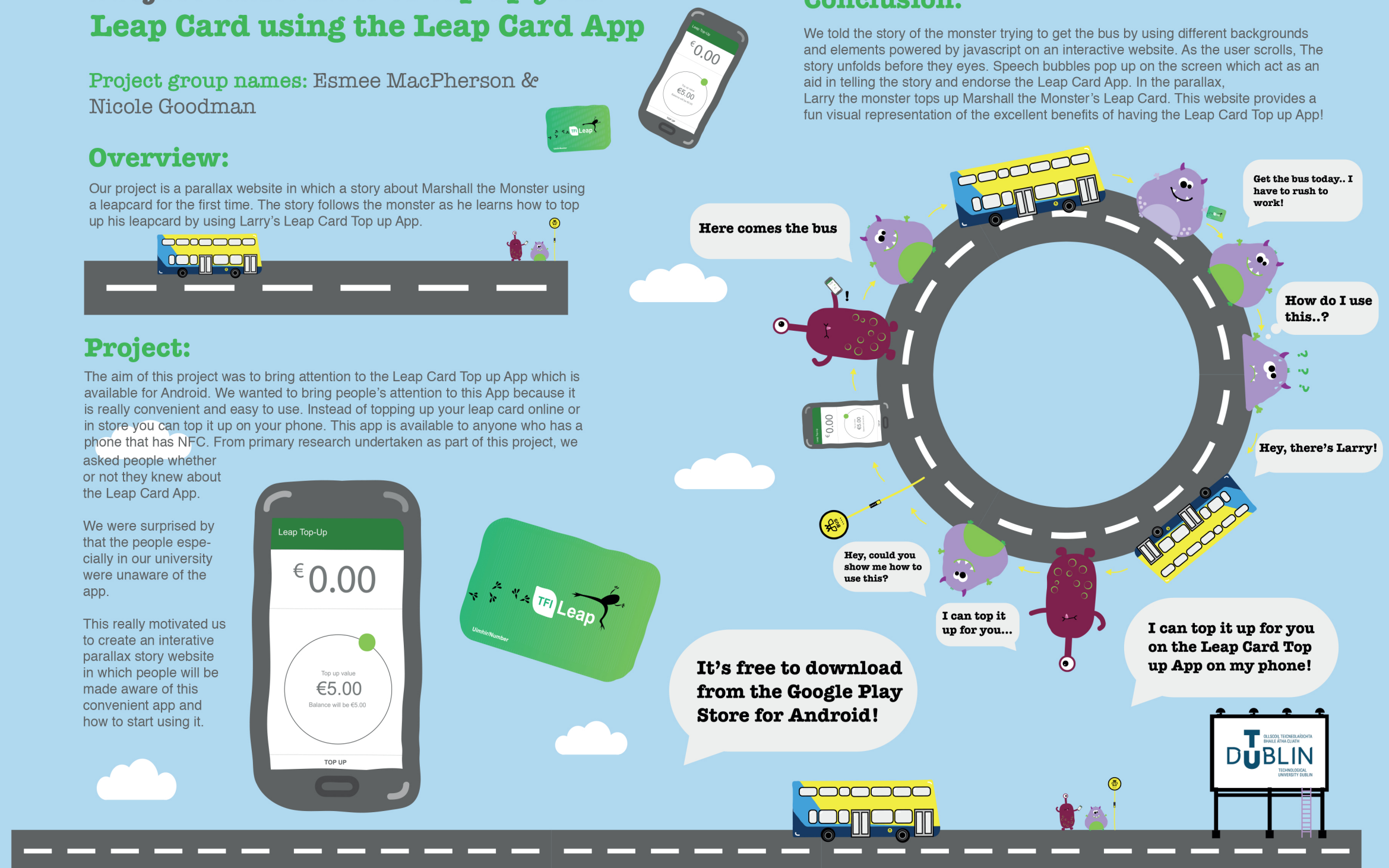
The aim of this project was to bring attention to the Leap Card Top up App which is available for Android. We wanted to bring people's attention to this App because it is really convenient and easy to use. Instead of topping up your leap card online or in store you can top it up on your phone. This app is available to anyone who has a phone that has NFC. From primary research undertaken as part of this project, we asked people whether or not they knew about the Leap Card App.

We were surprised by that the people especially in our university were unaware of the app.

This really motivated us to create an interactive parallax story website in which people will be made aware of this convenient app and how to start using it.

Conclusion:

We told the story of the monster trying to get the bus by using different backgrounds and elements powered by javascript on an interactive website. As the user scrolls, The story unfolds before they eyes. Speech bubbles pop up on the screen which act as an aid in telling the story and endorse the Leap Card App. In the parallax, Larry the monster tops up Marshall the Monster's Leap Card. This website provides a fun visual representation of the excellent benefits of having the Leap Card Top up App!



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