
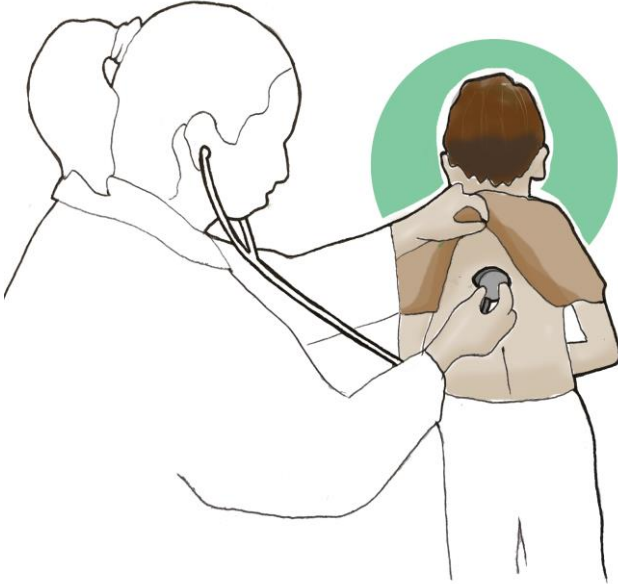

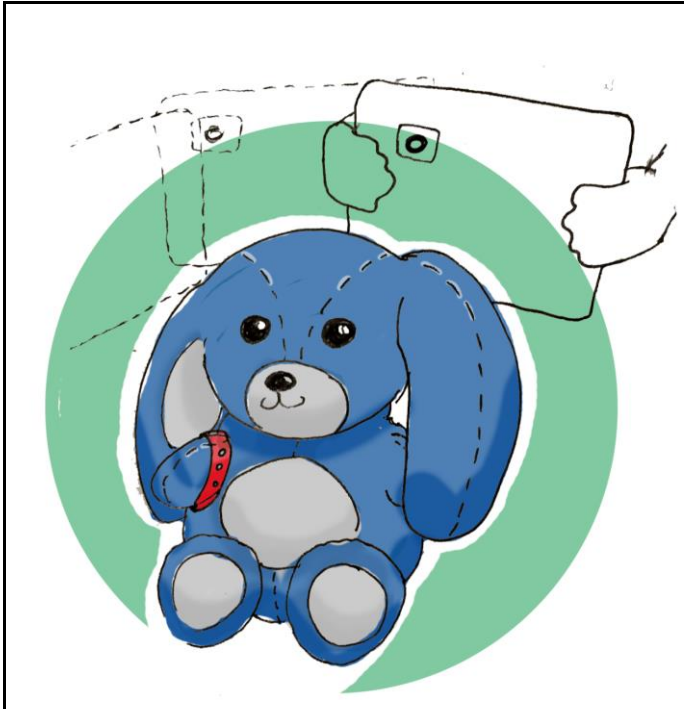
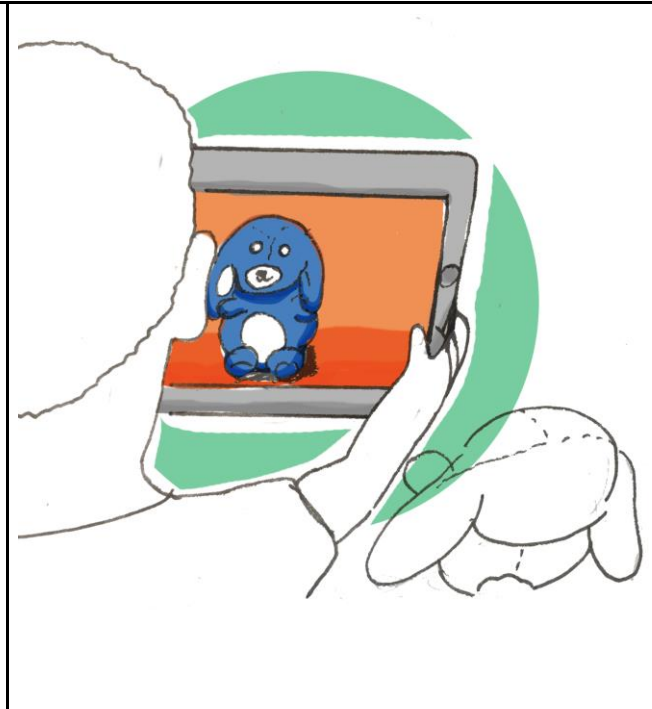


# THE ADVENTURES OF ANTON AND LONGEAR – A USER JOURNEY

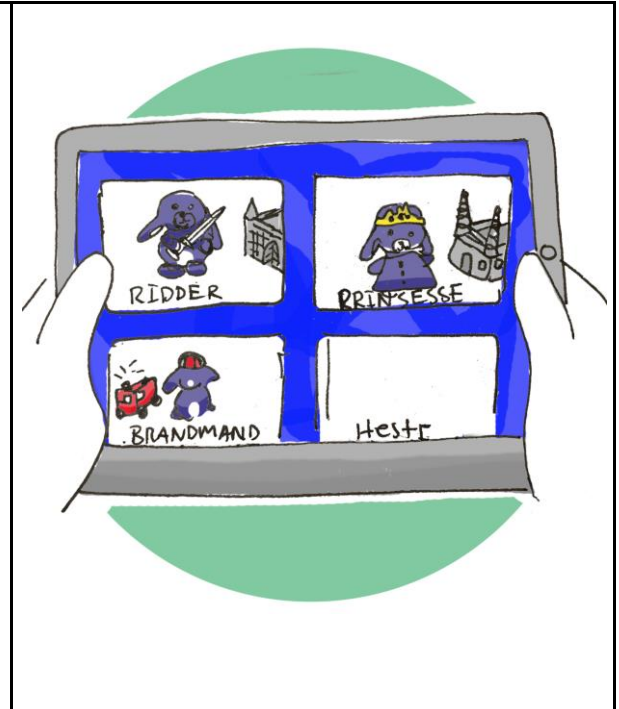
		
<p><b>1. At the doctors.</b> Anton and his dad is going for a consultation, because Anton has been coughing a lot lately</p>	<p><b>2. At the doctors</b> The doctor listens to Antons lungs. It doesn't sound too bad, but she thinks that Anton should get checked at the hospital.</p>	<p><b>3. At the doctors</b> The doctor gives Anton a bracelet. The bracelet fits on the arm of Antons teddy bear. The bracelet has a unique Bluetooth-ID that an iPad can scan and link it to Antons profile on the online platform <i>"Hospital Buddy"</i>.</p>



4. At home  
With the help of his dad, Anton puts the bracelet on his favorite teddy bear, and scans the bracelet with his iPad. He is then prompted to use his iPads camera to make a 3D-scan of the teddy bear "Longear".



5. At home  
Longear has come alive! Anton is super excited as his favorite toy has now been digitalized.

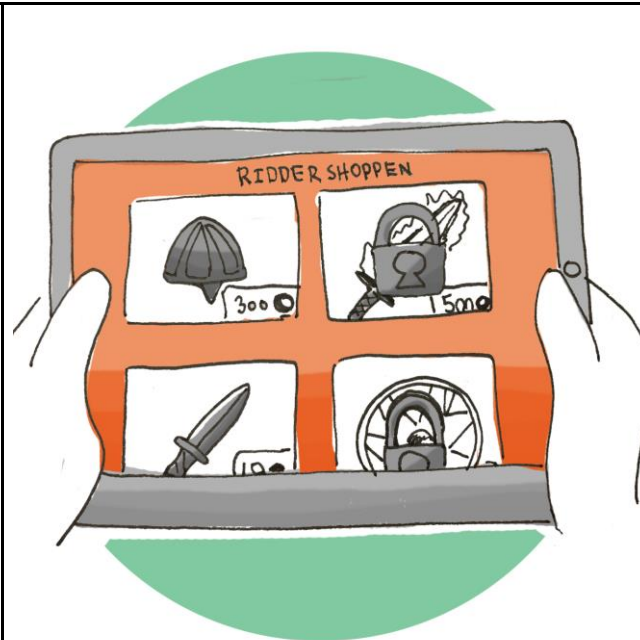


6. At home  
Anton has to choose what character Longear is. Is he a knight, princess, fireman or perhaps something completely different? Anton has no doubt that Longear is a knight!



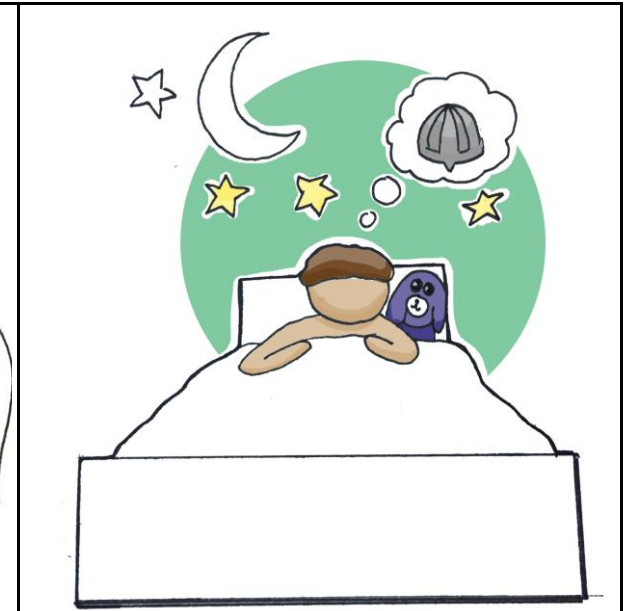
### 7. At home

In the digital world, Longear shows Anton around at the hospital, and tells him about how he is going to help him get there and get through it. Anton plays games with Longear, where he advances and unlocks new content.



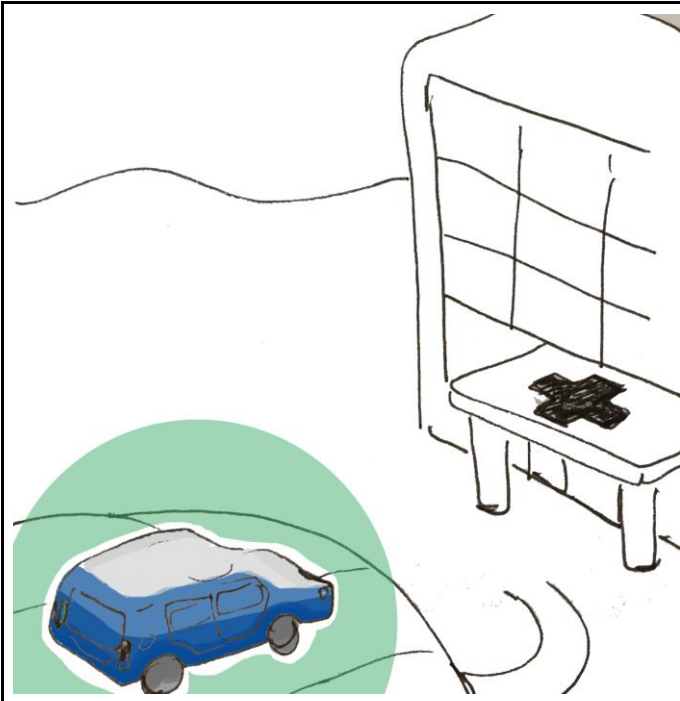
### 8. At home

Some content such as items or games is unavailable and can only be unlocked by the forthcoming hospital visit. Anton starts to look forward to his appointment.



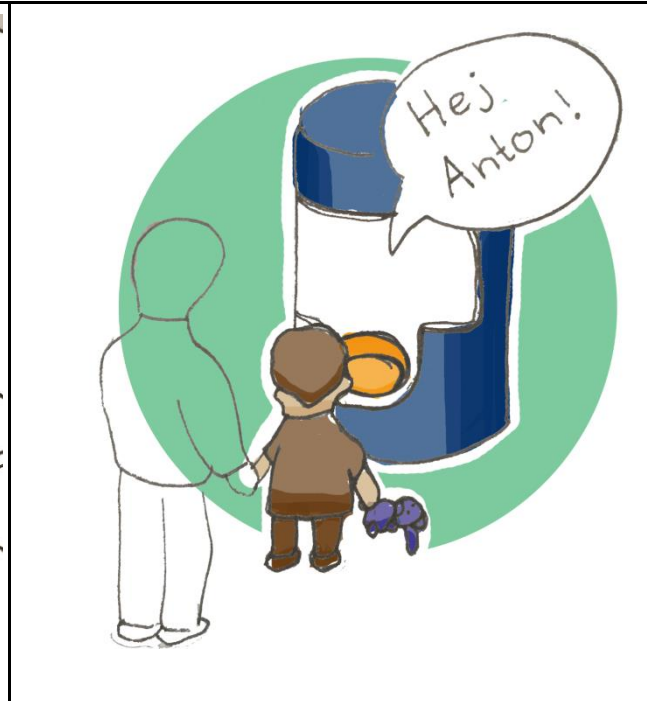
### 9. At home, at night

Anton is dreaming about tomorrow, when he's going to hospital. Instead of being scared, he's excited to go, and looks forward to tomorrow's adventures together with Longear.



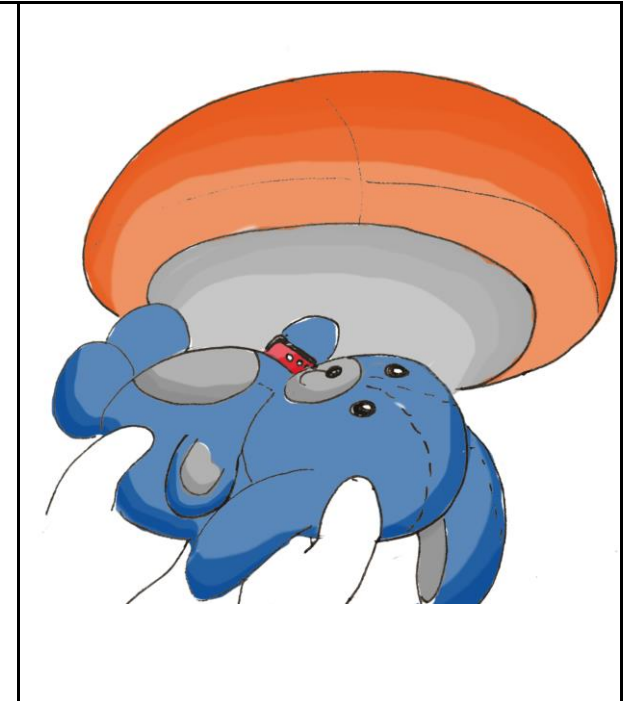
### 10. In the car

Anton and his dad are going to the hospital. Of course, Longear is coming along, and Anton is excited to get to the next level in his game.



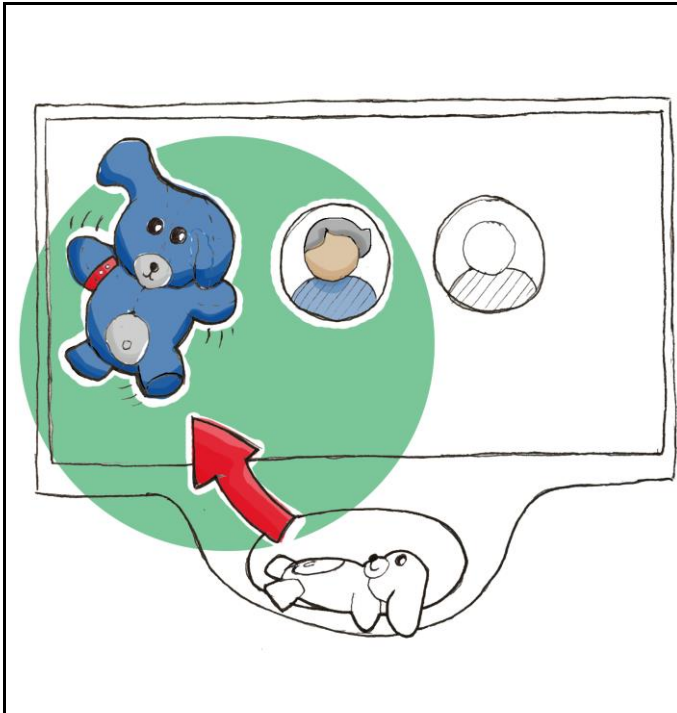
### 11. At the hospital

As they enter the hospital, one of the screen pillars suddenly speak up "Hi Anton" and instructs Anton to put Longear in the hole.



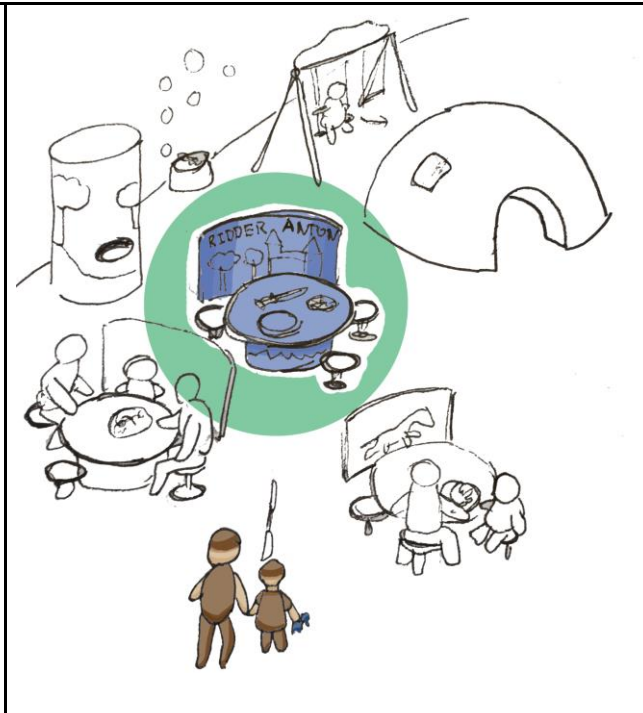
### 12. At the hospital

Anton puts Longear in the hole under the welcome screen. In the hole, there is a Bluetooth scanner that recognize Longears bracelet



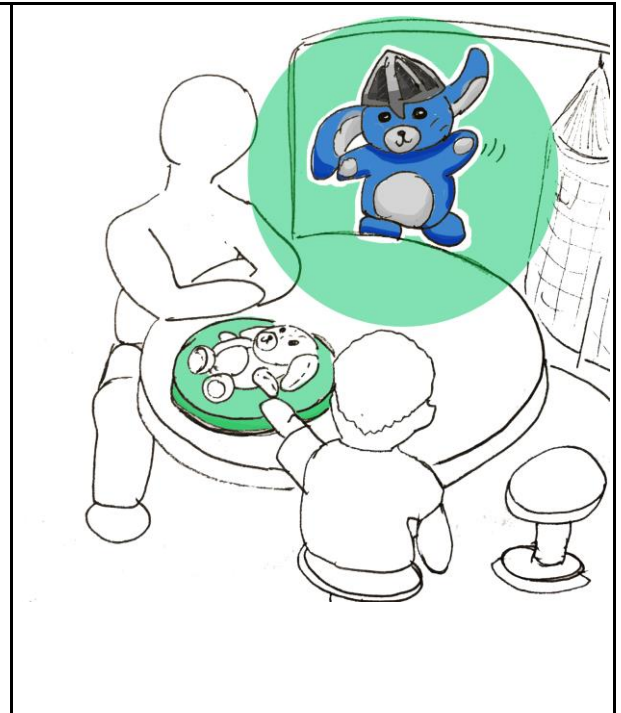
**13. At the hospital**

Just like on the iPad, Longear comes alive. But now on a giant screen! He jumps up, and starts explaining what today's program involves. If Anton has any questions he can ask them.



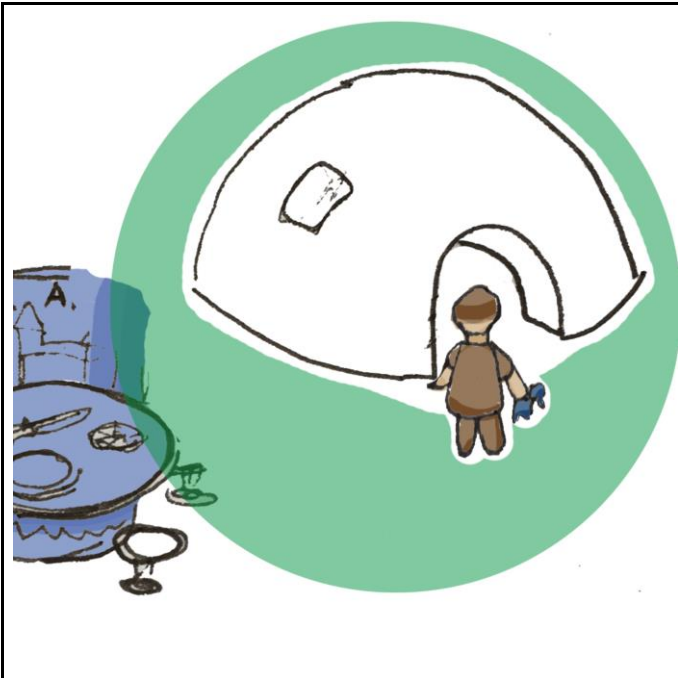
**14. At the hospital, waiting area**

Anton and his dad are guided by a colored light in the floor to the waiting area. As they approach Anton sees that their waiting area has the theme of the castle he has built from home!

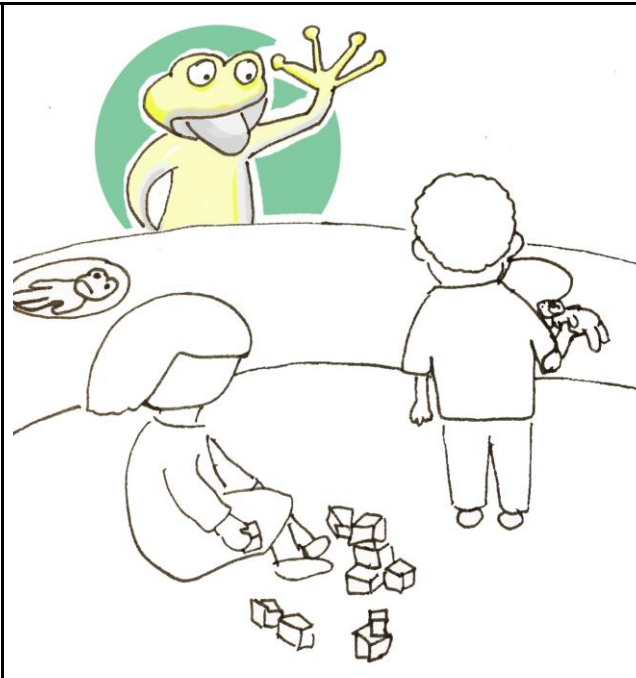


**15. At the hospital, waiting area**

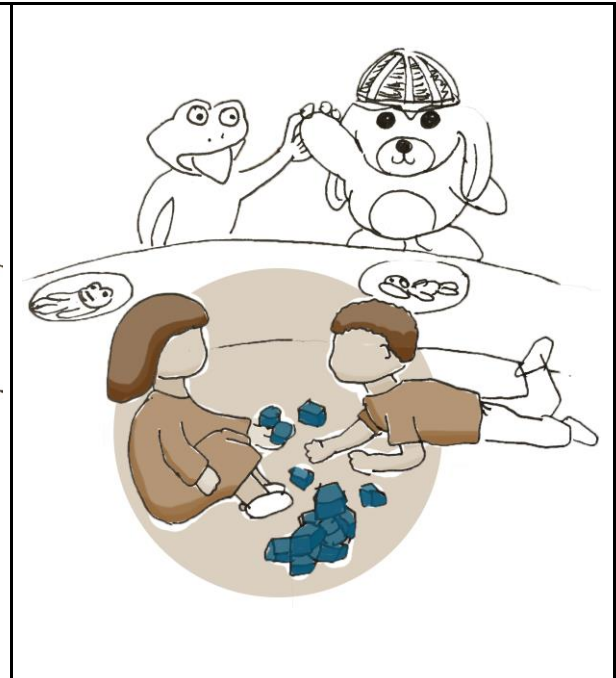
Longear appears as Anton puts his rabbit on the table. He asks if they should go on an adventure while they wait? That sounds fun.



**16. At the hospital, waiting area**  
Anton goes on an adventure with Longear, they venture into the cave in the play zone right next to the waiting area.



**17. At the hospital, waiting area**  
Within the cave another virtual toy greets Anton and Longear, and asks if they want to help Emilie (another child) build cool things.

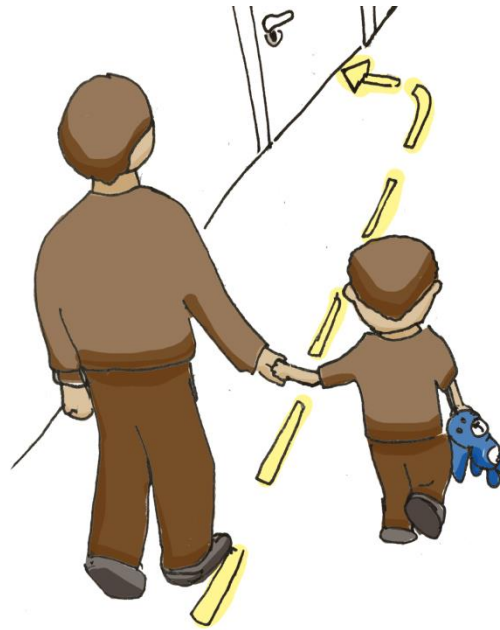


**18. At the hospital, waiting area**  
Anton and Emilie start to talk. Their virtual teddy bears seem to be friends so why shouldn't they?



**19. At the hospital, waiting area**

After a while Longear alerts Anton that the doctor is ready and he should head back to his dad.



**20. At the hospital**

After a day of great adventures Anton walks with his dad to the doctor, to get his lungs checked.