










TOWN TREK

A NEW WAY TO EXPLORE & ENGAGE!

- Drive Traffic to Local Stores
- Engage Neighbors & Visitors
- Customizable Mobile App

Turn your downtown into an interactive adventure with **TownTrek™**, the **ULTIMATE** scavenger hunt & walking tour app!

-  Explore downtown with interactive challenges & guided tours
-  Support local businesses with gamified promotions & incentives
-  Encourage foot traffic to key locations through GPS missions
-  Offer rewards for completing challenges & engaging with shops
-  Promote tourism & events with custom scavenger hunts

Visit www.towntrekapp.com/ or
email info@towntrekapp.com to set up a demo!



Mobile App Review



Go over the basics of the TownTrek mobile app including how to join, challenge types, and more!





Logging In & Joining The Event



Email Address *
Invalid email

Username *
Username too short

Password *
Password too short

I agree to the [Terms of Service](#) and [Privacy Policy](#)

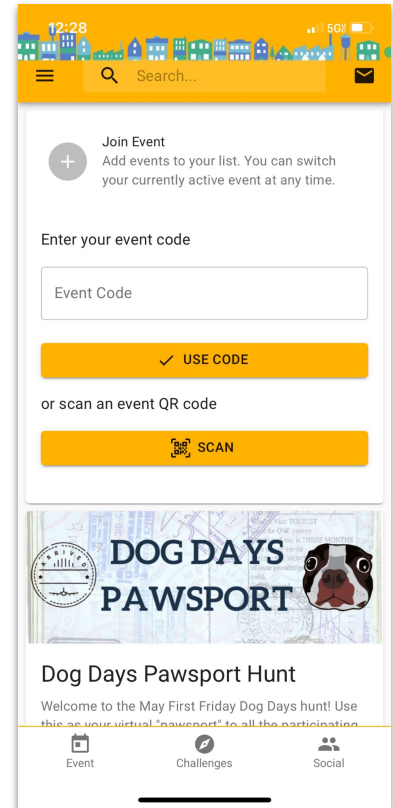
I AGREE & SIGN UP

ALREADY HAVE AN ACCOUNT? SIGN IN

Build 386
Copyright © Freeze Tag, Inc. 2025.

It's an easy process to join an event.

1. **Download the TownTrek App**
2. **Create an Account** (*image on the left*)
3. After the player creates an account, they are brought to the My Events screen and they are asked to **enter a unique join code** (*image on the right*)
4. When they enter the join code, the very next screen they're taken to is their challenges (tasks to complete)



10 Different Challenge Types



Info- Basic Info for players



QR- Interact with businesses



Photo- Crowd funded content



Video- Capture moments



Quiz- Multiple choice test



Poll- Gather player opinions



GPS- Visit specific locations



Explore- Tour the city



Text- Open ended questions

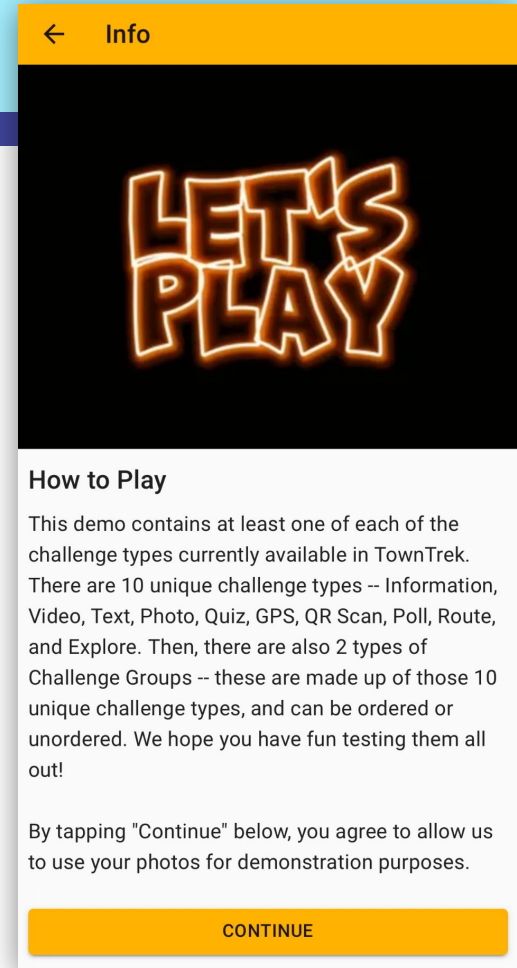


Route- Follow a specific path



Info Challenge

- Provides information/text to the player. The only action that is asked of the player is to read the text and tap “continue”.
- Info challenges are useful for explaining rules, lining out event schedules, listing prize information, or having players agree to Terms and Conditions. “By tapping ‘Continue’ you agree to...”



← Info

LET'S
PLAY

How to Play

This demo contains at least one of each of the challenge types currently available in TownTrek. There are 10 unique challenge types -- Information, Video, Text, Photo, Quiz, GPS, QR Scan, Poll, Route, and Explore. Then, there are also 2 types of Challenge Groups -- these are made up of those 10 unique challenge types, and can be ordered or unordered. We hope you have fun testing them all out!

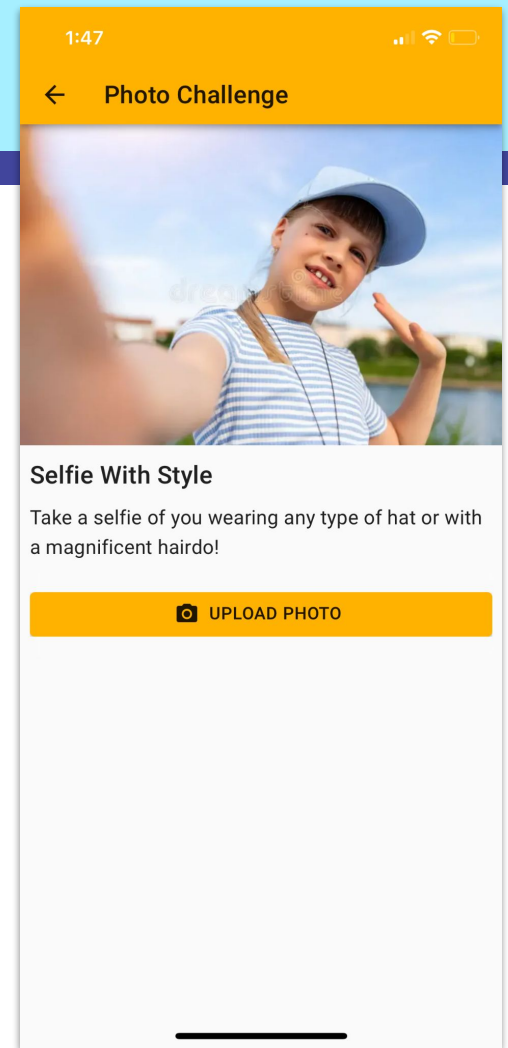
By tapping "Continue" below, you agree to allow us to use your photos for demonstration purposes.

CONTINUE



Photo Challenge

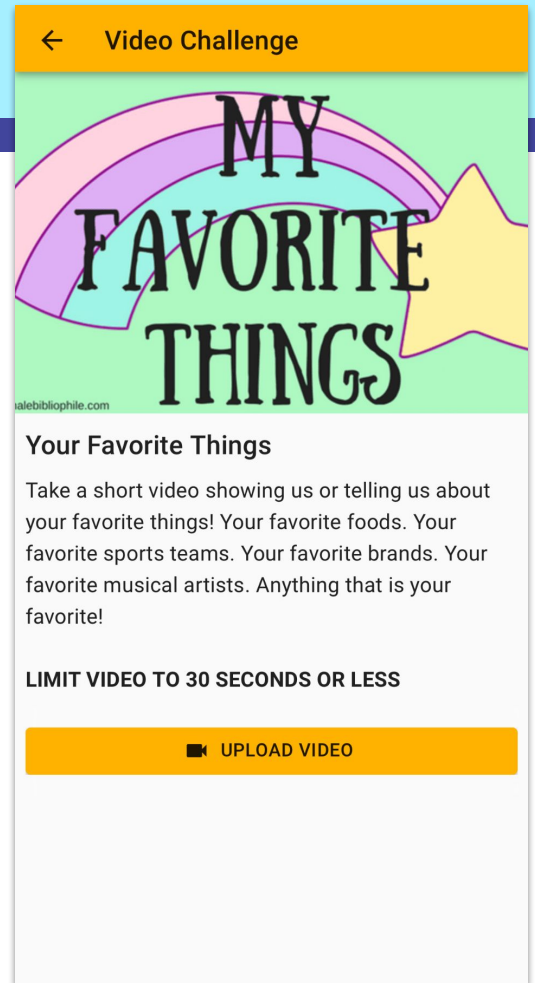
- Asks the player to take a photo or upload a photo.
- This can be useful for a creative activity (“Take a picture making a silly face”), to provide proof that you’ve arrived at a location or found a specific item, share a screenshot following a social media page.





Video Challenge

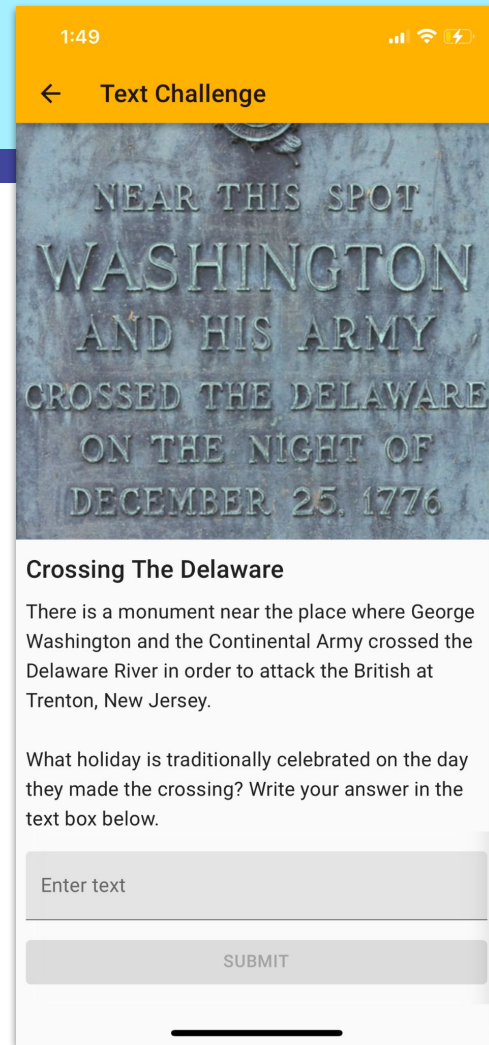
- Asks the player to record a video or upload a video.
- Video challenges require a little more effort than Photo challenges, as the player has to determine what it is they're recording and may need to set a scene, but the benefits are the same as a Photo challenge.
- You could have players record a skit, share a testimonial, sing a song or do a cute dance.





Text Challenge

- Asks the player to write a response.
- Text challenges can be set up in two ways:
 - **Text Match:** A predicted answer is programmed in the app, the player types the correct answer and the challenge is approved. No review process for admins.
 - Perfect for true or false questions, questions with easily predicted answers “What year was the Declaration of Independence signed? - answer: 1776”
 - **Without Text Match:** This allows for any written response.
 - Perfect for gathering information from players (names, phone number, testimonials, opinions)





Quiz Challenge

- Multiple choice question- 1 correct & 3+ incorrect answers.
- This type doesn't require any review process from an admin, as the correct answer is programmed when creating the challenge.
- Quiz challenges can be helpful for avoiding ties. An additional feature is the option of a Bonus Timer with Bonus Points.
 - The player is prompted to answer the question as quickly as possible to earn the most bonus points before the bonus timer runs out.

← Quiz Challenge

TOWN TREK

Easy Peasy!

How many "t's" are there in our app title?


1

2

3

0

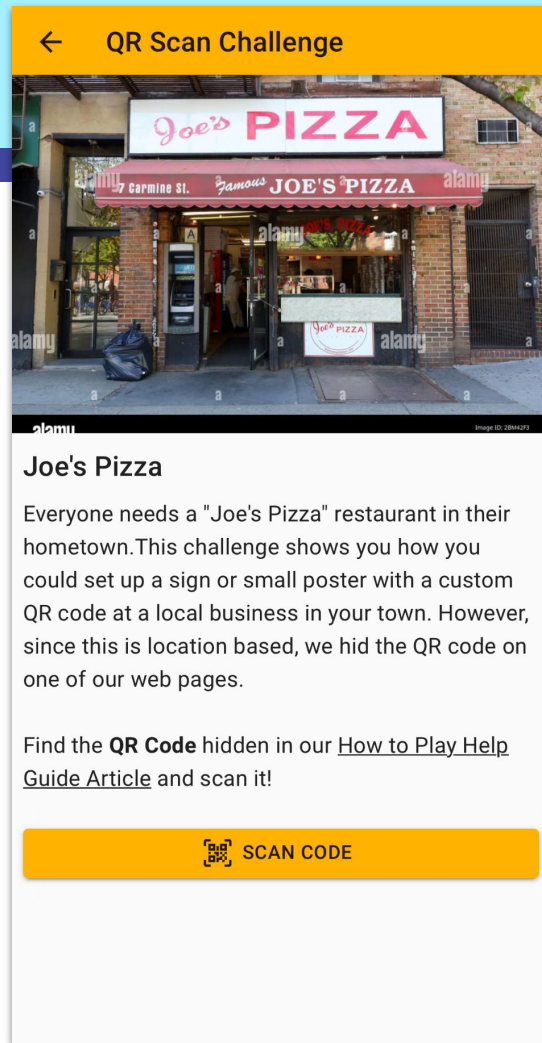
84 bonus points

 CHECK ANSWER



QR Challenge

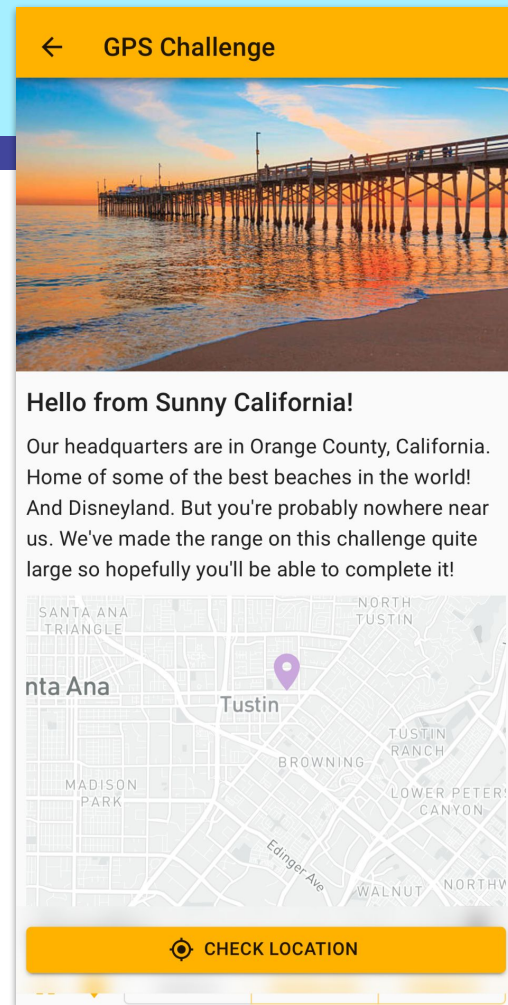
- Asks the player to find the QR code and scan it once it's been found.
- This can be used to lead players to specific locations “Go to the Starbucks on Main St. and scan the QR code in the window”, or to find a specific person “Find Scott and scan his QR code on his lanyard”, or to a specific item, or hidden on a webpage.





GPS Challenge

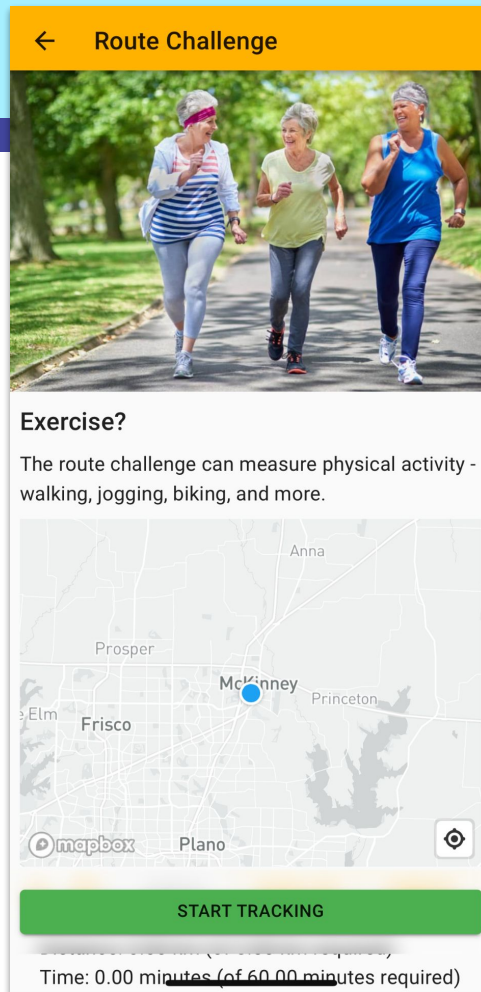
- The player views a pin on a map, and the objective is to find the pin (or get as close to the location as possible) and select the “Check Location” button. If the player is at the correct location, the challenge is completed.
- Perfect for leading players on a scavenger hunt that covers a lot of area. We recommend GPS challenges have a check-in radius of at least 100 meters.





Route Challenge

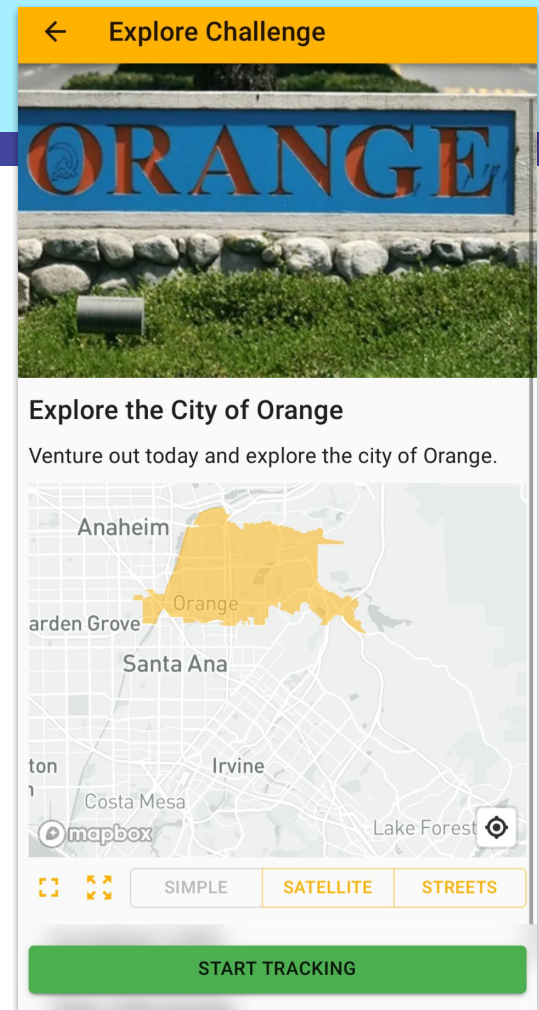
- Encourage exploration - your way!
- Route challenges can be tailored to your event's needs. Set specific waypoints for players to visit along a route or invite them to track and report their own travel progress by logging time and distance.
- Whether it's a scenic walk or a fitness-focused trek, this challenge gets the players moving with purpose.





Explore Challenge

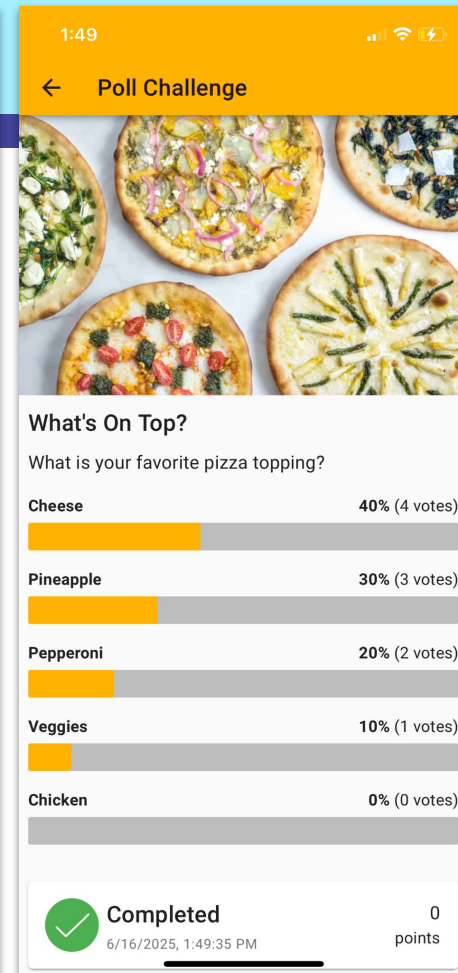
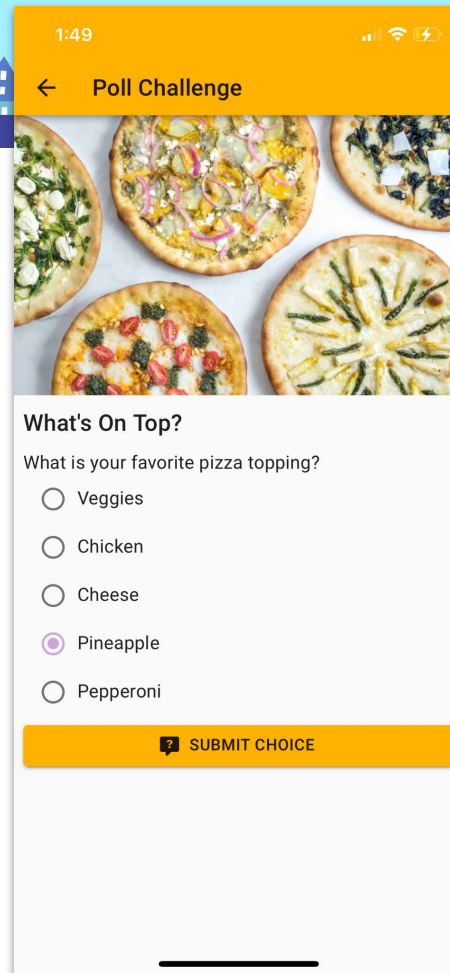
- Uncover the map, uncover the fun!
- Explore challenges use a custom GEOJSON file to define an area for players to discover. As they physically explore the highlighted space, the map dynamically reveals the territory they've uncovered.
- Players are challenged to reveal as much of the area as possible and can see their completion percentage in real time.





Poll Challenge

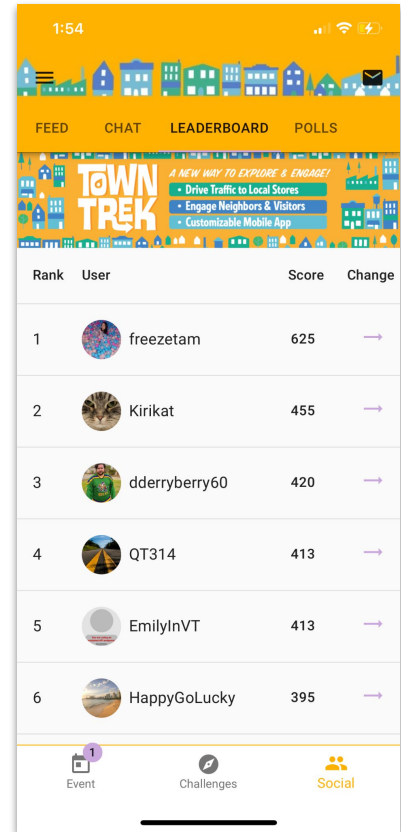
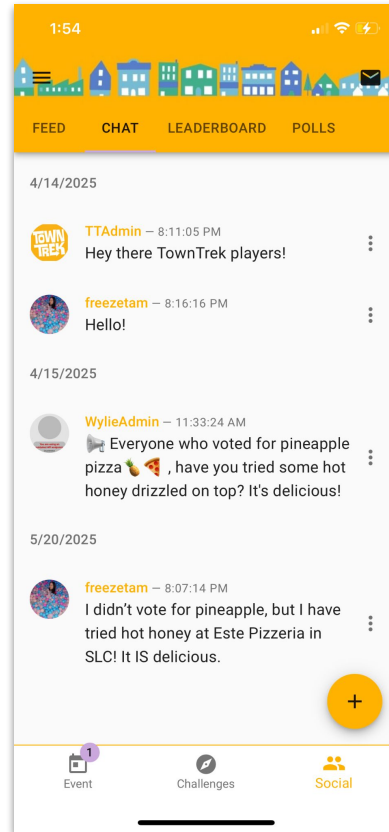
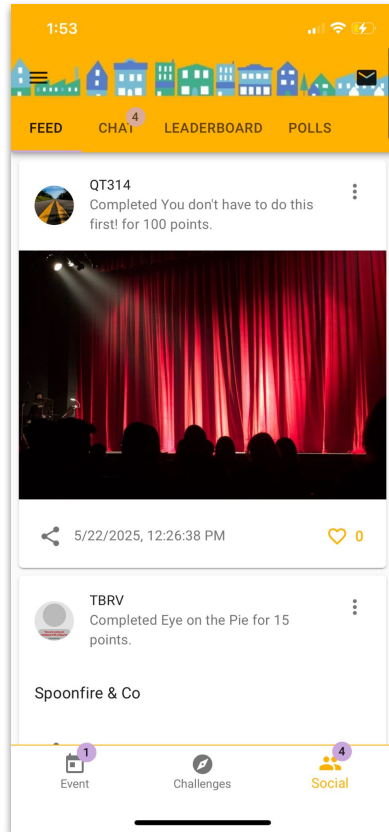
- Engage players with opinion-based questions!
- Poll challenges allow admins to ask players fun, thought-provoking questions based on personal preferences - like favorite foods, local landmarks, or themed trivia.
- Players select the option that best reflects their views, and results are shared on the Social Feed, letting everyone see how their answers stack up with the crowd!



Social Feed, Chat & Leaderboard

TownTrek has several ways for players to interact with each other.

- **Social Feed** to see each other's submissions
- **Group Chat** where players can converse
- **Leaderboard** to see who's currently in the lead





Admin Tool Review



Take a look behind the curtain at how to set up events, create challenges, and more!



Review Tab

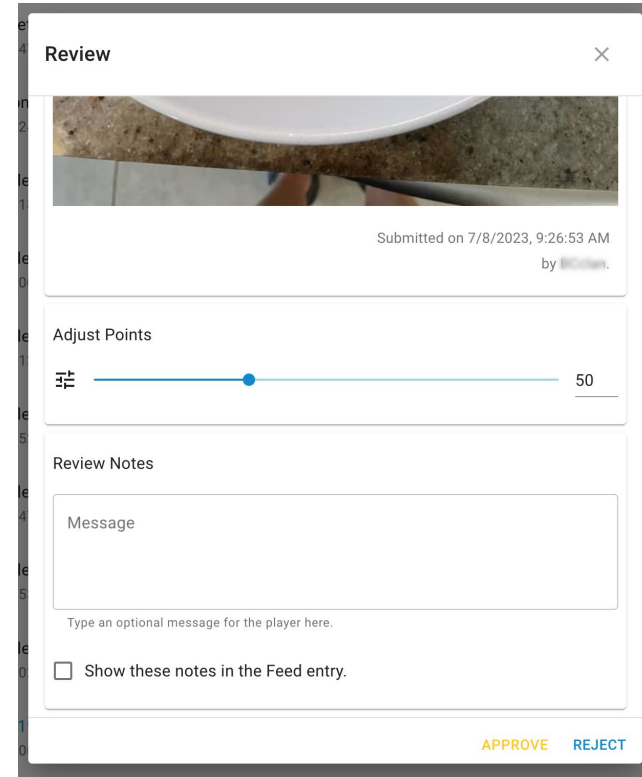
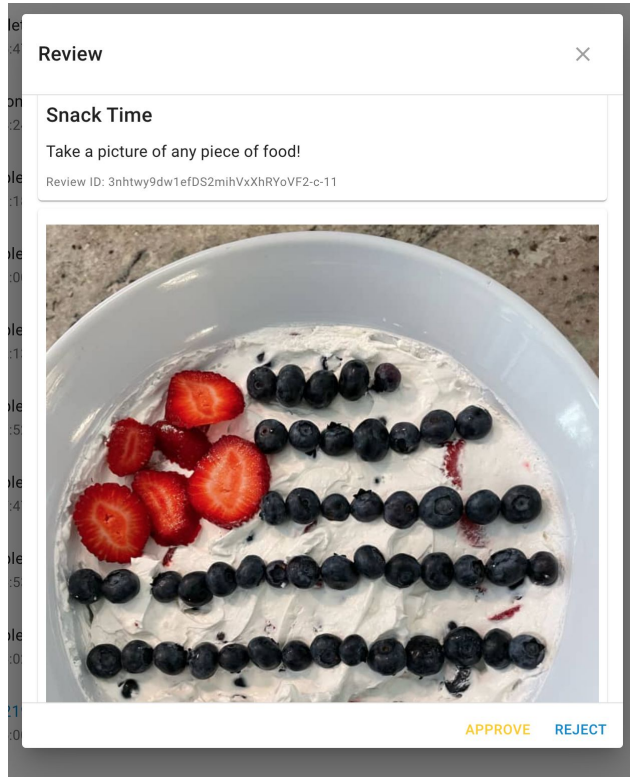
- **Photo, Video, Text, Explore, and Route** submissions can be set up to either be Auto Approved or they will appear on the Review tab to be manually reviewed by admins
- You can sort by username or challenge type

The screenshot shows the 'Review' tab in the TOWNTREK ADMIN PORTAL. The interface is divided into a left sidebar and a main content area. The sidebar contains navigation options: Event Hub, Review (with a '27' notification badge), Messages, Approved Submissions, Player Conduct, Activity, Data Report, Limits, Event, Theme, Announcements, Players, Challenges, Badges, and Validate Badge. The main content area has a search bar for 'Username' and a list of review items. Each item includes a challenge icon, the user's name, the challenge name, and the completion time.

Challenge	User	Status	Time
Eye on the Pie	Minionsarecool	completed	5/7/2025, 2:53:32 PM
Explore the City of Orange	Drus87	completed	5/2/2025, 7:56:33 AM
Eye on the Pie	EmilyInVT	completed	4/15/2025, 9:31:06 PM
Your Favorite Things	fixtman	completed	4/15/2025, 1:36:09 PM
Eye on the Pie	dderryberry60	completed	4/15/2025, 11:20:51 AM
Do This Next!	dderryberry60	completed	4/15/2025, 11:18:42 AM
You Must Do This First!	dderryberry60	completed	4/15/2025, 11:17:19 AM
You Must Do This First!	HappyGoLucky	completed	4/15/2025, 11:15:12 AM
You don't have to do this first!	HappyGoLucky	completed	4/15/2025, 11:13:33 AM
Selfie With Style	HappyGoLucky	completed	4/15/2025, 11:02:21 AM

Review Process

- To review a submission, click on the icon next to the submission you want to review and a window will appear.
- You can select “*Approve*” or “*Reject*”, as well as adjust the scoring and send a note to the player



Data Report

- The **Data Report** tab provides two different categories worth of data that can be downloaded in a csv file.
- This tab is also how you can bulk download all of the submissions into a zip folder.

uid	email	username	score	bonus	joined ↑	time elapsed (s)	challenges	photo:
0zEB1Z4uGkQ081zbodUBRGw9urf1	applereview@freezetag.com	AppleReview	0	0	4/14/2025	n/a	0	0
8ow7PKpYAZc7RIR4304WWEZJPBQ2	biancabunnie+1@freezetag.com	biancabunnieP1	315	0	4/14/2025	1099	7	5
hn660keGShTyHtDNEF4Ux2EzXo2	mari@freezetag.com	Kirkkat	455	0	4/14/2025	561	9	5
sSCyAKKGPIYwqEQPkzRJ2toV0v712	tamara@freezetag.com	freezetam	625	0	4/14/2025	2148	17	5
wAdvVjQH5NN3XqWbwoTGrsoEng03	dtheadthee@aol.com	Dtheadthee	339	0	4/14/2025	430	9	1
yy4XU4JHkMedBxjBMhDOITPu0fJ2	craig@freezetag.com	TTAdmin	167	0	4/14/2025	3264442	0	0
0n97kvX8WoPSPAKZWWUYJtlgPgr2	esmartt@gmail.com	EmilyInVT	413	0	4/15/2025	93853	13	1
2kDnnLvnlIMk5ulXFkFkuVnlWPh?	falnicau@ndrdut.com	Falnicau	0	0	4/15/2025	585	1	0

Event Tab

- Almost all of your event information can be updated at any time on the **Event Tab**.
- You can also toggle additional features on and off for your event, like the **Leaderboard** or **Group Chat**.



Event Hub

Review

Messages

Approved Submissions

Player Conduct

Activity

Data Report

Limits

Event

Theme

Announcements

Players

Challenges

Badges

Validate Badge

Event

ⓘ Add custom details to the main settings of your event. Give your event a title, description, banner image, start and end dates, and more. You can also disable or customize some of the social features, like the feeds and leaderboard. Read more about [Event Customization](#) [here](#).

General

ID
0696e9cc-3e1a-439f-8c2e-dc7dd3ebea53

Title
TownTrek Demo 425

Description
This is the TownTrek Demo Event description.

DESCRIPTION PREVIEW
This is the TownTrek Demo Event description.

Image URL
https://res.cloudinary.com/eventzee/image/upload/a_exif_c_fit_h_1024,q_auto:eco,w_1024/v1744678047/user-photos/szu70ocse9xndctqqrw.jpg

Width to Height Ratio
1.9

UPLOAD



Theme Tab

- Not only can you customize the look of each challenge, you can also use the **Theme Tab** to update the colors of the event to reflect your personal branding.
- See how the app will look from a player perspective on the right.

TOWN TREK ADMIN PORTAL

Theme

Get creative and really bring your event to life! Adjust color schemes, add header images, and more to customize the event to your brand specifications.

Light Mode

Primary
This is the main color

Secondary
This is the secondary color

Optional Header Background

Image URL **UPLOAD**

Header Color
Color to use for the Header text and icons when a background image is set.

Photo Challenge
Icon background color

Video Challenge
Icon background color

QR Challenge
Icon background color

Quiz Challenge
Icon background color

GPS Challenge
Icon background color

Text Challenge
Icon background color

Info Challenge
Icon background color

Sample

CURRENT 2 COMPLETED

Hello, World!

Hello, World!

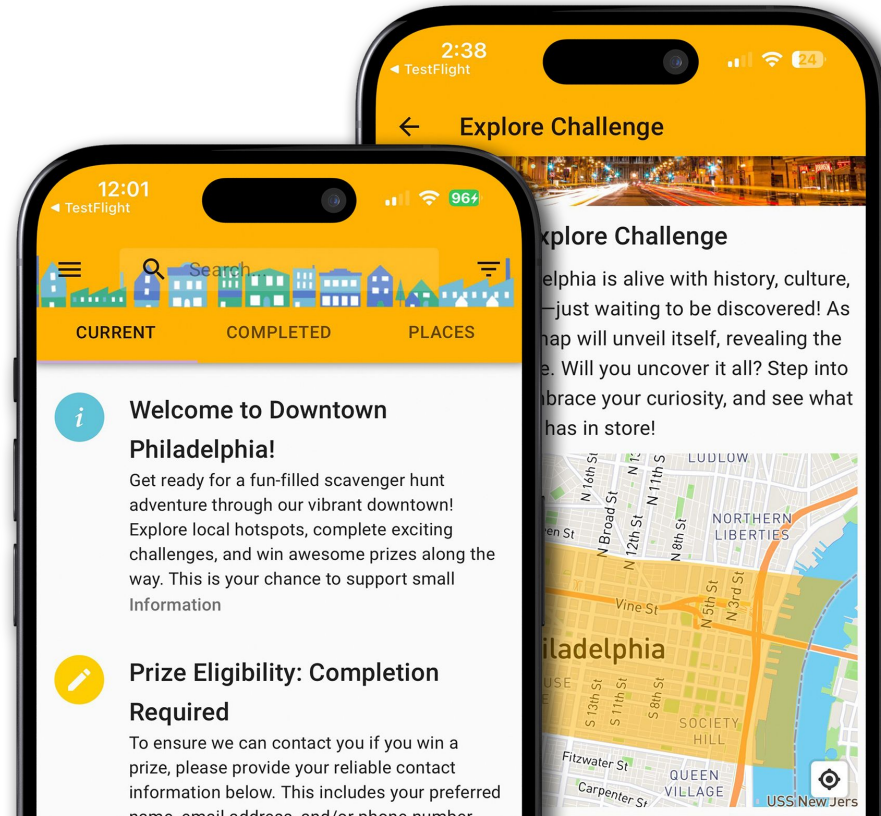
THANKS!

THANKS!

- Photo Challenge
- Video Challenge
- QR Code Challenge
- GPS Challenge
- Text Challenge
- Information
- Quiz Challenge

See For Yourself!

- Join our free Demo event to play through examples of each challenge type we've discussed.
 - To play download **TownTrek** and enter the code "**Demo**" on the My Events tab.
- Schedule a walkthrough call with our team to give you a formal demo.
- Fully customize the app to fit your vision and accomplish almost any task you can think up!





Ready to bring TownTrek to your community?



*Contact our team today to learn how we can
customize the experience for your downtown district!*

*Get started now! Visit www.towntrekapp.com/ or
✉ email info@towntrekapp.com to set up a demo!*



**MAIN STREET
AMERICA®**

2025 Allied Member

