CLAIMS

1. A system, comprising:

one or more processors; and

memory storing instructions that, when executed by the one or more processors, are configured to cause the one or more processors to:

receive an image of a temporary tattoo incorporating machine-readable imagery;

read the machine-readable imagery from the image of the temporary tattoo;

instruct an augmented reality application to augment the image of the temporary tattoo into an animated version of the temporary tattoo based on data associated with the machine-readable imagery;

instruct display of the animated version of the temporary tattoo;

retrieve user-profile data from a user profile associated with a guest having the temporary tattoo, wherein the user-profile data is indicative of one or more amusement park attractions of interest to the guest within an amusement park;

determine a first location of the guest within the amusement park and a second location of an amusement park attraction of the one or more amusement park attractions within the amusement park; and

send a notification to a computing device associated with the guest in response to determining that the first location is within a threshold distance of the second location, wherein the notification includes a recommendation to travel in a direction toward the second location.

2. The system of claim 1, wherein the machine-readable imagery comprises one or more quick response (QR) codes with one or more data points configured to increase detectability of the one or more QR codes.

3. The system of claim 2, wherein the one or more processors are configured to:

compare the one or more data points with one or more reference data points associated with one or more reference images stored in an image library;

identify a match between the one or more data points and the one or more reference data points to identify a reference image of the one or more reference images, wherein the reference image includes the one or more QR codes; and

instruct the augmented reality application to augment the image of the temporary tattoo based on additional instructions linked to the one or more QR codes.

4. The system of claim 1, wherein the instructions, when executed by the one or more processors, are configured to cause the one or more processors to:

instruct a printer to generate the temporary tattoo.

5. The system of claim 1, wherein the instructions, when executed by the one or more processors, are configured to cause the one or more processors to augment the image into the animated version using the augmented reality application based on the user-profile data associated with the machine-readable imagery.

6. The system of claim 1, wherein the user-profile data is indicative of one or more characters of interest to the guest associated with the user-profile.

7. The system of claim 6, wherein the instructions, when executed by the one or more processors, are configured to cause the one or more processors to:

determine a third location of a character of the one or more characters of interest associated with the guest; and

send an additional notification to the computing device associated with the guest in response to determining that the first location is within an additional threshold distance of the third location, wherein the additional notification includes an additional recommendation to travel in a second direction toward the third location.

8. The system of claim 1, wherein the instructions, when executed by the one or more processors, are configured to cause the one or more processors to:

receive user activity data associated with the guest of the amusement park, wherein the user activity data is indicative of one or more actions performed by the guest within the amusement park; and

send an additional notification to the computing device associated with the guest in response to the guest performing the one or more actions, wherein the notification includes an additional recommendation to capture an additional image of the temporary tattoo.

9. The system of claim 8, wherein the instructions, when executed by the one or more processors, are configured to cause the one or more processors to:

receive the additional image of the temporary tattoo;

read the machine-readable imagery from the additional image of the temporary tattoo;

instruct the augmented reality application to augment the additional image of the temporary tattoo into an upgraded animated version of the temporary tattoo based on reading of the machine-readable imagery; and

instruct display of the upgraded animated version of the temporary tattoo, wherein the upgraded animated version includes one or more upgrades relative to the animated version of the temporary tattoo, wherein the one or more upgrades are based on the one or more actions performed by the guest within the amusement park.

10. The system of claim 1, wherein the machine-readable imagery comprises two or more quick response codes that are identical and disposed in different locations within the temporary tattoo.

11. The system of claim 1, wherein the notification includes an additional recommendation to capture an additional image of the temporary tattoo, and wherein the one or more processors are configured to:

receive the additional image of the temporary tattoo;

instruct the augmented reality application to augment the additional image of the temporary tattoo into an additional animated version of the temporary tattoo; and

instruct display of the additional animated version of the temporary tattoo, wherein the additional animated version of the temporary tattoo includes an indication to travel in the direction toward the second location.

12. A method for providing an augmented reality temporary tattoo, the method comprising:

generating, via one or more processors, a temporary tattoo design having one or more quick response (QR) codes embedded within the temporary tattoo design;

applying the temporary tattoo design to a guest within an amusement park as a temporary tattoo, wherein the temporary tattoo includes the one or more QR codes;

extracting, using the one or more processors, the one or more QR codes from an image of the temporary tattoo captured via an image sensor of a computing device;

instructing, via the one or more processors, an augmented reality application to augment the image of the temporary tattoo into an animated version of the temporary tattoo based on the extracting of the one or more QR codes from the image of the temporary tattoo;

displaying, via a display associated with the computing device, the animated version of the temporary tattoo;

receiving, via the one or more processors, user activity data associated with the guest, wherein the user activity data is indicative of one or more actions performed by the guest within the amusement park;

receiving, via the one or more processors, an additional image of the temporary tattoo after the guest has performed the one or more actions; and

instructing, via the one or more processors, the augmented reality application to augment the additional image of the temporary tattoo into an upgraded animated version of the temporary tattoo having one or more upgrades relative to the animated version of the temporary tattoo, wherein the one or more upgrades are based on the one or more actions performed by the guest within the amusement park.

13. The method of claim 12, comprising augmenting the image of the temporary tattoo into the animated version using the augmented reality application based on user-profile data associated with the one or more QR codes.

14. The method of claim 12, comprising:

sending a notification to the computing device associated with the guest in response to the guest performing the one or more actions, wherein the one or more actions are indicative of the guest advancing in a video game associated with the amusement park, and wherein the notification includes a recommendation to capture the additional image of the temporary tattoo.

15. The method of claim 12, comprising:

extracting the one or more QR codes from the additional image of the temporary tattoo;

and

displaying the upgraded animated version of the temporary tattoo.

16. A non-transitory, computer-readable medium comprising computer-executable instructions that, when executed by one or more processors, cause the one or more processors to:

receive an image of a temporary tattoo incorporating machine-readable imagery;

read the machine-readable imagery from the image of the temporary tattoo;

instruct an augmented reality application to augment the image of the temporary tattoo into an animated version of the temporary tattoo based on data associated with the machine-readable imagery;

instruct display of the animated version of the temporary tattoo;

retrieve user-profile data from a user profile associated with a guest having the temporary tattoo, wherein the user-profile data is indicative of one or more characters of interest to the guest within an amusement park;

determine a first location of the guest within the amusement park and a second location of a character of interest of the one or more characters of interest within the amusement park; and

send a notification to a computing device associated with the guest in response to determining that the first location is within a threshold distance of the second location, wherein the notification includes a recommendation to travel in a direction toward the second location.

17. The non-transitory, computer-readable medium of claim 16, wherein the instructions, when executed by the one or more processors, cause the one or more processors to:

receive user activity data associated with the guest of the amusement park, wherein the user activity data is indicative of one or more actions performed by the guest within the amusement park; and

send an additional notification to the computing device associated with the guest in response to the guest performing the one or more actions, wherein the one or more actions are indicative of the guest spending greater than a threshold amount of time in the amusement park, and wherein the notification includes an additional recommendation to capture an additional image of the temporary tattoo.

18. The non-transitory, computer-readable medium of claim 17, wherein the instructions, when executed by the one or more processors, cause the one or more processors to:

receive the additional image of the temporary tattoo;

read the machine-readable imagery from the additional image of the temporary tattoo;

instruct the augmented reality application to augment the additional image of the temporary tattoo into an upgraded animated version of the temporary tattoo based on reading of the machine-readable imagery; and

instruct display of the upgraded animated version of the temporary tattoo, wherein the upgraded animated version of the temporary tattoo includes one or more upgrades relative to the animated version of the temporary tattoo, wherein the one or more upgrades are based on the one or more actions performed by the guest within the amusement park.

19. The non-transitory, computer-readable medium of claim 16, wherein the instructions, when executed by the one or more processors, cause the one or more processors to augment the image into

the animated version using the augmented reality application based on the user-profile data associated with the machine-readable imagery.

20. The non-transitory, computer-readable medium of claim 16, wherein the notification includes an additional recommendation to capture an additional image of the temporary tattoo, and wherein the instructions cause the one or more processors to:

receive the additional image of the temporary tattoo;

instruct the augmented reality application to augment the additional image of the temporary tattoo into an additional animated version of the temporary tattoo; and

instruct display of the additional animated version of the temporary tattoo, wherein the additional animated version of the temporary tattoo includes an indication to travel in the direction toward the second location.