



# PresPass

The official Obama Presidential Library guide to Chicago.

## So What Is It?

A digital passport located right on your iPad! PresPass allows you to hunt down some of Chicago's attractions, as well as those tied back to President Obama.





# Points of Interest: Locations



**Obama's Favorites**



**Chicago Attractions**



## Areas of Interest: Locations

Ranging from Museums to lively train stations, PresPass wants to cover all of Chicago's major bases. Even town's such as China Town will be included.



**Museums**



**Architecture/Other**



**Sports**



**Transportation**



# Objectives



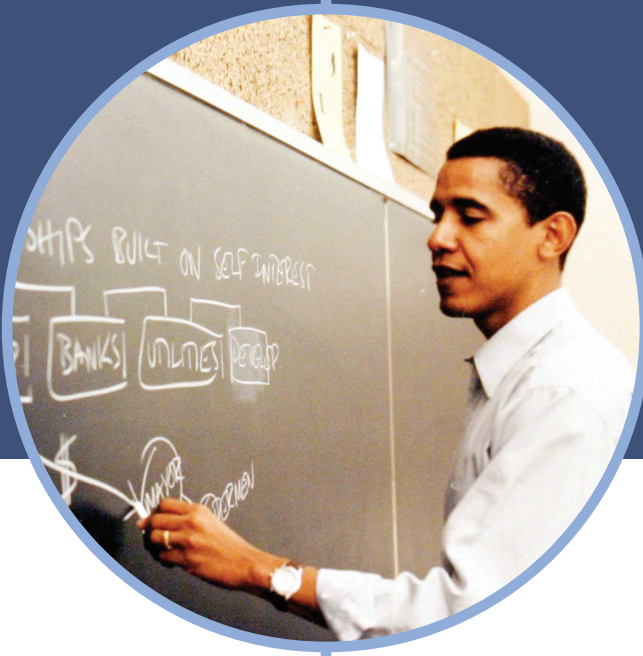
**Exploration**  
get people  
searching for  
new places



**Education**  
have people  
learn some-  
thing new



**Communication**  
record experiences  
& share  
them with others



**Obama Nation**  
walk in the  
President's  
foot steps

# Key Features



**Keyboard**  
write down  
your experiences



**Camera**  
take photos &  
capture the memory



**GPS**  
locate  
attractions



# Audience



**Chicagoans**



**Students**



**Tourists**



# Environment



**PresPass is to be used in the city of Chicago via wireless or mobile data on an iPad.**

# Market



**Current trends revolve around tracking life, navigating to places, & educating yourself.**

# Activities



**Create a sound composition**



**Create a chance collage**



**Draw with scissors**



**Create a line design**



**Create an "exquisite corpse"**



**Create a poem**

## MoMA Art Lab by MoMA 4.8/5 stars

Contains art information as well as an interactive interface which allows you to create your own art. Share with friends or learn quietly on your own.

**Strength:** Easy to use and kid friendly.

**Weakness:** Almost too kiddish.





## Yelp by Yelp Inc 4.2/5 stars

Allows you to view & write reviews on various locations of restaurants & local businesses.

**Strength:** Radiant color choice & easy to follow

**Weakness:** Muddy rating system. Compacted text.





## Chicago City Guide by Gogoboy 5/5 stars

Helps you discover cool places to visit in Chicago. Has attractions as well as food. Community based.

**Strength:** Smooth layout and pretty color scheme. Easy to use.

**Weakness:** Too many options.