



ILLINI GO

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

ALMA MATER

TO THY HAPPY CHILDREN
OF THE FUTURE
THOSE OF THE PAST
SEND GREETINGS

The tour guide you want

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What is Illini Go?

Illini Go is a mobile based virtual tour guide designed for students to explore and contribute to our university's 150 years of myths, legends, and historical facts.

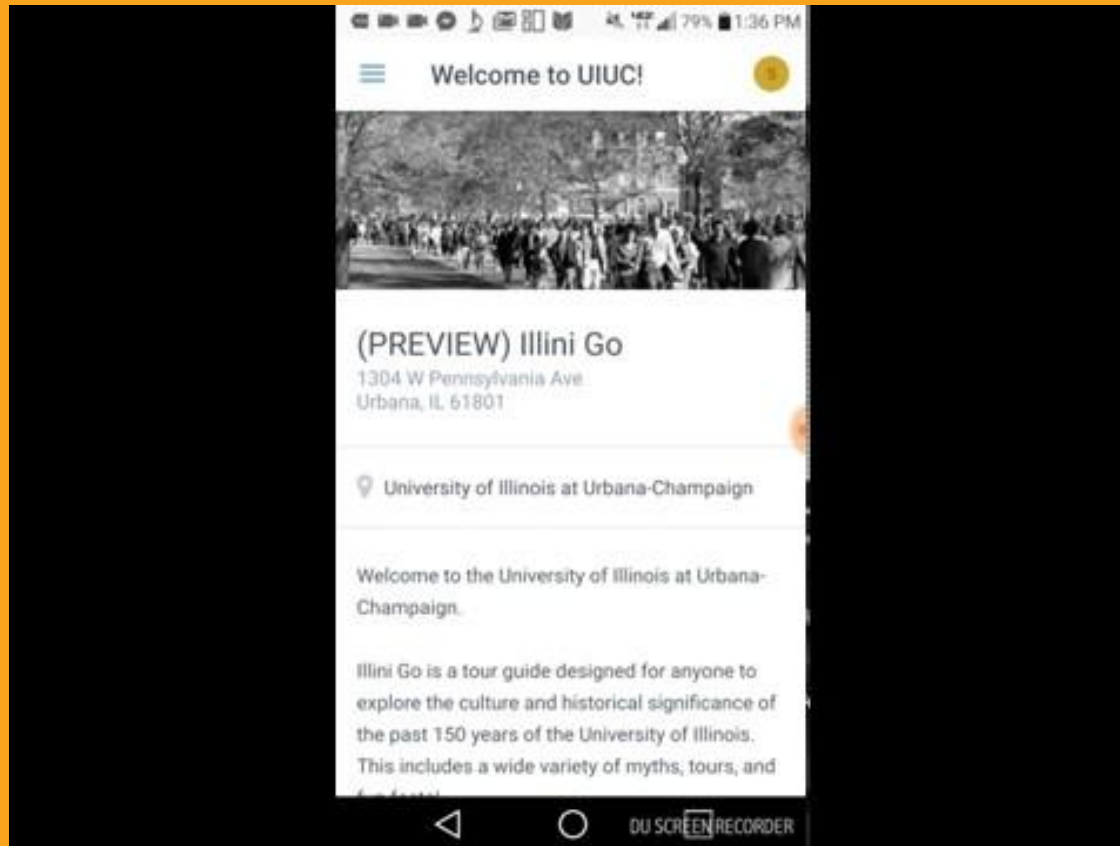


Key Features

- Library of historical images and facts
- Audio-visual experience
- Growing platform for data about UIUC



The APP



User Discovery Survey



Illini Go

* Required

Have you ever been on a guided campus tour? *

- Yes
 No

Have you ever searched for the history and culture of UIUC? *

- Searching the internet
 University websites
 Social media platforms
 Heard from others
 No
 Other: _____

Would you like share your pictures of the university (e.g. your pictures at the Alma Mater) with the UIUC tour department? *

- Yes
 No

Please share your email and we will send you a mobile application that tells you about our university's interesting facts, history and takes you on a virtual tour. Thanks!

Your answer _____





87%
Searched for history and stories



65%
Willing to share their images with university for Illini Go App



73%
Wanted to try the application

Dataset and Resources

- University Archives Digital Images
- Image Database at the University of Illinois
- Office of Undergraduate Admissions
- Coordinator of Campus Visits
- Guidebooks Templating and Google Maps API



Future Avenues

- Open up the platform for the University to expand upon
- Augmented Reality Powered (Pokemon Go like experience)
- Real-time information about events happening on the campus

