

Bob is a recently retired and is taking a Fall road trip to Pittsburgh. He has a few things in mind for what he wants to see and do, like going to a Steelers game, and taking the incline up Mt. Washington, but he wants to see more of Pittsburgh while he's in town – he just doesn't know what to look for.

Before leaving for his trip, Bob searches the iPhone App Store for travel guide apps and discovers iTours. The app bills itself as a tour guide for leisurely trips around town. Bob downloads the app and browses a few of the tours for Pittsburgh, picking one or two that sound fun and deciding to follow those tours when he gets to town.

Bob drives to Pittsburgh and arrives at his hotel in the early afternoon. He's tired from the drive and wants to take it easy, so he wants to find a shorter tour that he can complete before dinner. He pulls up the iTours app and filters the available tours by tour length (looking for a shorter tour) and proximity (finding something close to his hotel). He finds a walking route through Schenley Park that sounds nice. The app provides him with a map that shows him how to get from his hotel to the park. Once he's at the park, the app overlays the walking path onto a map of the park. He presses an information button in the corner of the screen; the app pulls up a brief history of Schenley Park. There is a Play button at the top of the screen that will read the text to him through his headphones, so he puts his headphones on to listen to the history while he strolls through the park.

Bob passes by a panther sculpture in the park and wonders what that's about. He selects a my-location info button and the map zooms to his current location and shows what's nearby. There are a few icons on the map including a panther, a glass greenhouse, some bridges and a lake. He selects the panther and learns that this area is part of the Panther Hollow watershed where there used to be a lot of mountain lions. Also there are four of these panthers, by early 20th century sculptor Guiseppe Moretti, crouching around the nearby bridge, which Bob thinks is pretty cool.

He also learns that the U of Pitt mascot is a panther and that the school is right nearby. So that explains the panther pub on the way here. He zooms out a little to see where Pitt is and notices that the big building off in the distance is the Cathedral of Learning and a centerpiece of their campus.

Bob's stomach growls. He wonders whether that panther establishment he passed by with the Yuengling sign is any good and if it has any specials. He checks the app and sees that it's got half-price wings. But he doesn't want to stick out in a college bar full of kids so checks if anyone older recommends it. Not today. Instead he decides ~~When Bob is done walking through the park, he pulls the app up again to look for restaurants in the area that have senior or happy hour discounts.~~ It turns out that there's a place called Primanti's nearby that has a happy hour and is a Pittsburgh institution. He dines there and it's pretty good, so he gives it 4 stars in his app ~~is a Denny's not too far from the park, so Bob drives over to pick up a Grand Slam. He then heads home~~ back to the hotel for some pay-per-view.

The next day, Bob gets a little more ambitious: he looks up an architecture tour of downtown. StBobeve doesn't want to drive downtown to fight traffic and search for parking, so he uses iTours to find a bus route & schedule to get him there. Once there, Bob follows the walking path overlaid on the city map. The buildings of interest are called out on the map with images of pins. Bob is able to tap on those pins to pull up history and other interesting information about the buildings. Again, he is able to either read the text on screen or listen to a reading of the text through his headphones.

As he's walking by one of the buildings, he hears that it's the United Steel Workers headquarters. Since he was a member of the United Auto Workers, he checks the app to see if there's anything for visitors here and sees that they have an info center, exhibit and a store so he checks it out.

While at the USW he sees some old photographs of steel factories and thinks it might be interesting to go visit some old steel factories. He searches for some in the iTour app. It finds a [Rivers of Steel walking tour DVD](#) put out by the National Park Service that he can download at the hotel later and watch from his phone while he does the tour some other time. He bookmarks that and the app is scheduled to download the tour over WiFi while charging back at the hotel later. He also sees that people who enjoyed that were also into a tour of the Heinz Ketchup Factory in Fremont, Ohio. That's actually on his way back to Detroit, so he decides to bookmark that too. The app is starting to know what he likes and will keep looking for tours bookmarked by other people in Pittsburgh with similar interests to Bob's.