go Hitchhike

Object-centered Social Networking Site: To Bridge Online and Physical Interactions

Savannah College of Art and Design Interactive Design and Game Development

Yuwei Fu | yuwefu20@student.scad.edu Website: www.GOHitchhike.com Blog: GoHitchhike.wordpress.com

Abstract:

Social websites can be categorized into two groups: focusing on objects or focusing on people. The general socializing concept of an object-centered website rarely emphasizes actual physical interaction. GoHitchhike is an object-centered social networking site that attempts to bridge the online and physical interactions. Any social interactions online and in the real world revolve around the objects acquired and transported. This trend improves on current social networking websites by combining three concepts: emotional objects, social network service, and physical interaction. Additionally, GoHitchhike utilizes the concept of emotional objects to tailor the social correspondence and experience of the users. Through such process, users can benefit through shared adventures and learn cultural significance of the requested items, therefore not only crossing location specific boundaries but also cultural boundaries as well.

Emotional Objects

Social Network Service

Physical Interaction



Process:





Why Use Us How To Use Blog About















1. Post Wanted Object

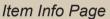
2. Search Traveler

3. Meet Friends

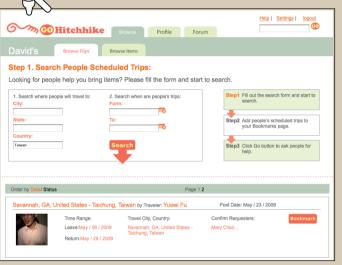
4. Share Trip Experience

5. Item Delivery to Requester



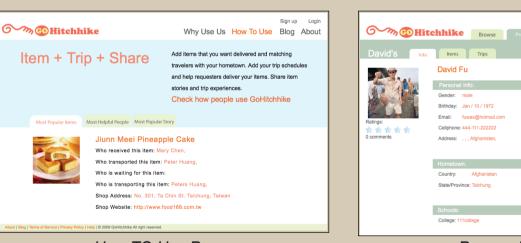


"Find friends that are traveling to your hometown and



Browse Traveler Page





Why Use Us Page

How TO Use Page

Personal Info page

Edit

Goals:

⊙∕‰@Hitchhike

deliver special items.

The purposes of GoHitchhike are to help people find others who can bring them their emotional objects to cure homesickness and to create social networks by sharing the stories of the requested items and the experiences of the trips. Besides, GoHitchhike helps people save fees on shipping and packaging materials that makes the earth green. Get Close to Friends Eco Friendly



Build Social site

Cure Homesickness

Saving Shiooung street

Help | Settings | logout

Successful Case Study:

In the summer of 2009, Tiffany Chou's friend, Amy Zeng, handmade Tiffany's birthday gift and planned to send it to her. Tiffany was too excited to wait for the gift, so she decided to find someone who was in Taipei, Taiwan and scheduled to come back to Savannah, GA. She used the browse trip tool and found Jessica Yang matched her request. Then she posted the information of her birthday gift with Amy's contact information, and asked Jessica to confirm the request. After Jessica activated the confirmed link from the request mail, Tiffany provided more details about how to meet with her friend Amy who was in Taiwan. Finally, Jessica met Amy near Amy's office and got Tiffany's birthday gift and also brought it back to Tiffany. Tiffany rated five stars on feedback ratings system as appreciation for Jessica's help, and uploaded the pictures of her birthday gift to share with others as well as Jessica's trip experience.