

# Concept Design of #hylo – Geosocial Network for Sharing Hyperlocal Information on a Map

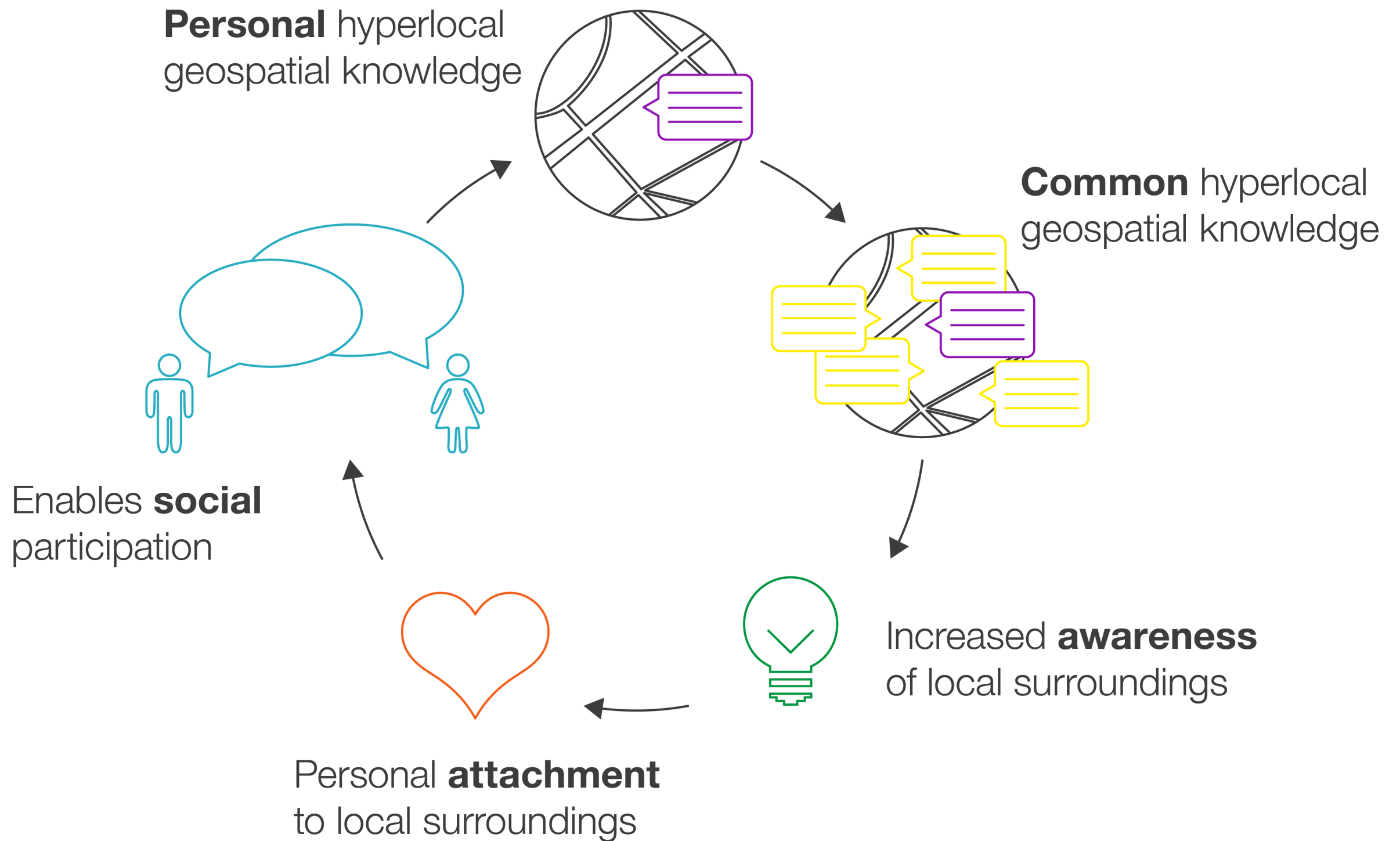
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# Why #hylo?

- People do not know their neighbours
- They are not aware of the local area and its services
- They lack personal attachment to local surroundings.







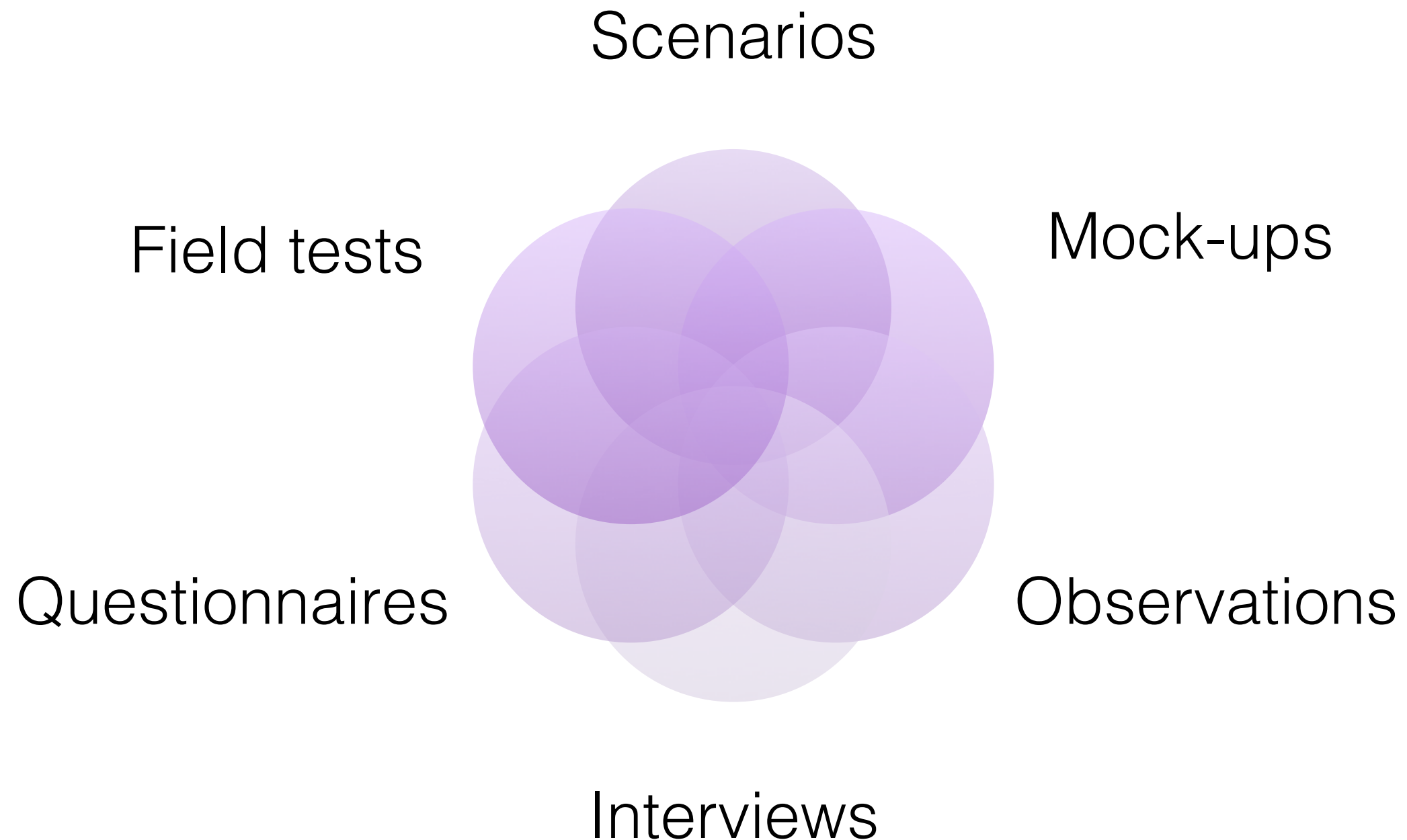
# Hyperlocal information

- Relevant to small communities or neighbourhoods
- Both functional and emotional
- Often not referenced by location





# Methods



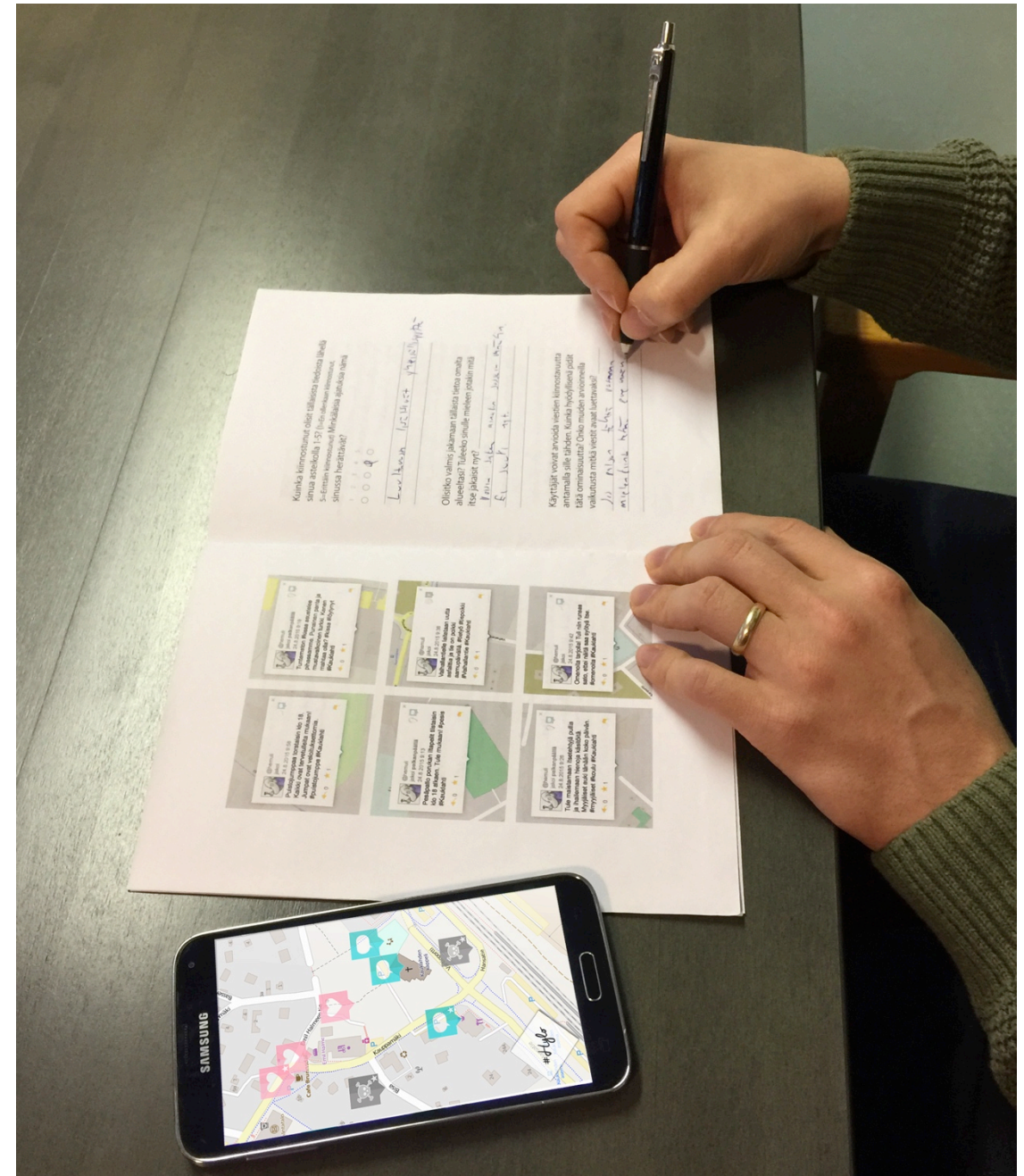
# Scenario

Oh look, there's a fun  
family event at the  
local park today.  
Should we go?



# Iterative process

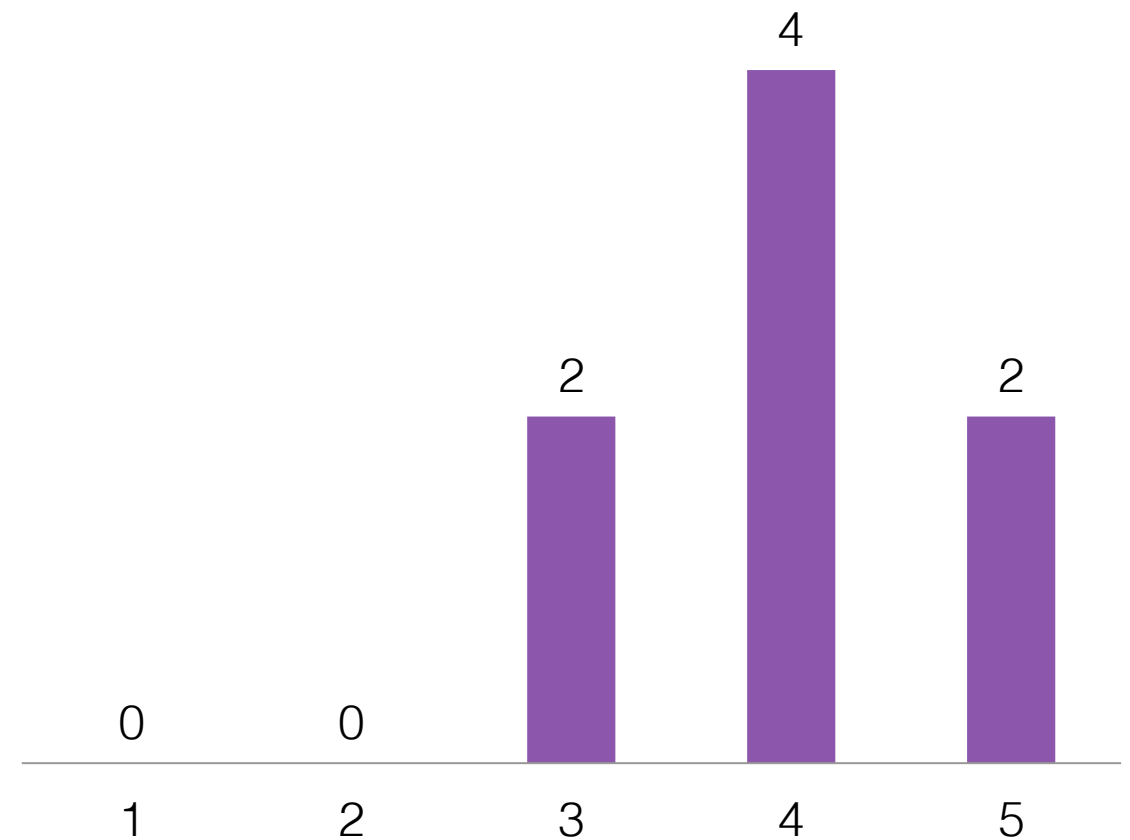
- Mock-ups
- Observations
- Interviews
- Questionnaires





# Results from first user studies

- Participants were interested to hear local news and official announcements
- They would be willing to share this kind of information
- Concerned about the quality of the content



How interested would you be of this kind of information near you on the scale from 1 to 5?

# Creating tasks for teens

- Brainstorming with a group of 5 teenagers
- Interviewing 2 teachers
- Six tasks for the students, aged 13-14 years old



# Field studies with teenagers

- Total of 86 teenagers (13-14 years old), in five different schools
- 1,5 hour session
- Students went to nearby forests or parks
- After tasks with #hylo, a short discussion and a questionnaire





# Results from field studies

- Teens take a lot of photos





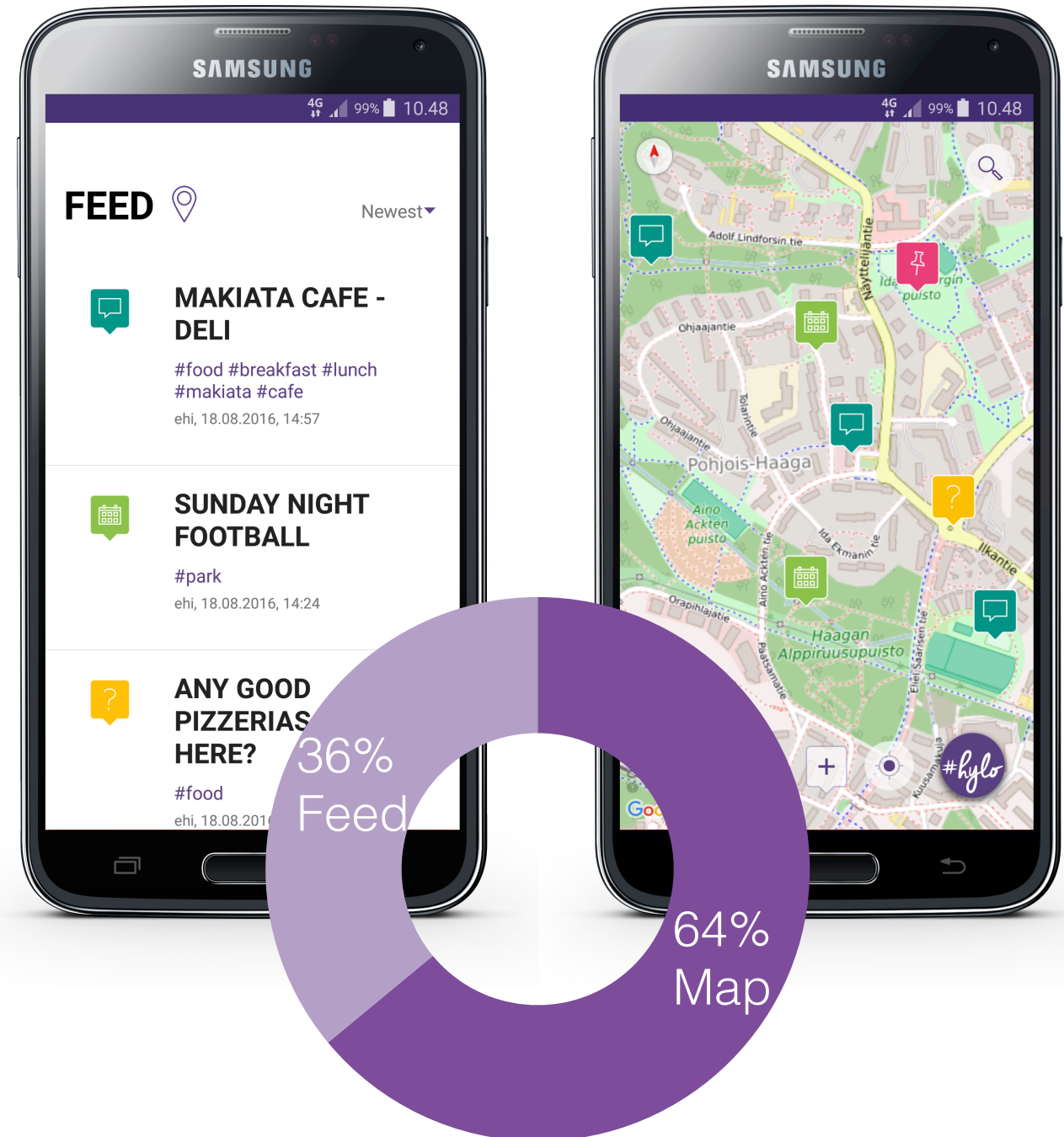
# Results from field studies

- Teens take a lot of photos
- Need for moderation



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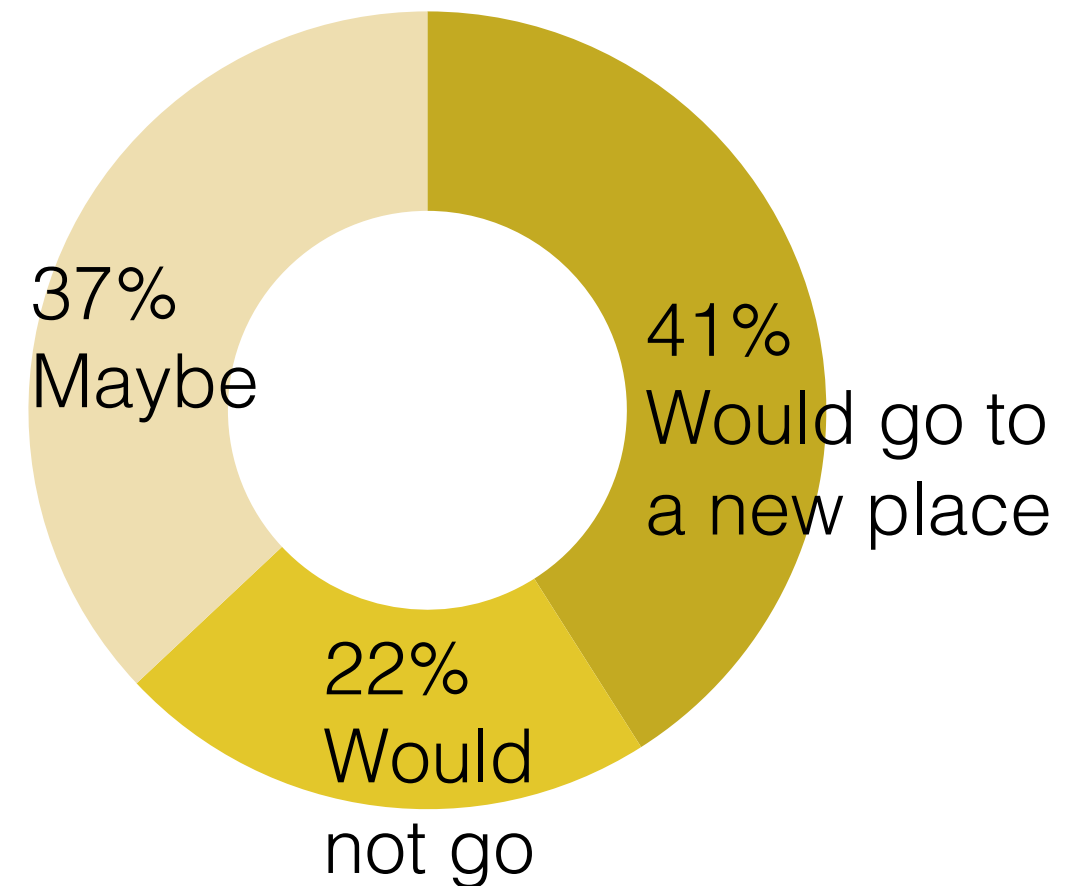
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- Map preferred to feed





# Results from field studies

- Teens take a lot of photos
- Need for moderation
- Map preferred to feed
- Positive about going to new places with #hylo



# Future work

- #hylo is now available in the Google Play Store
- Challenges:
  - Having relevant content
  - Motivating the users
  - Other social media content not geotagged





# Questions?

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