



**Hitchsters.com**  
Case Study  
Prepared February 26, 2008

**Project Requirements**

A startup company based out of Manhattan wanted to create a service that lets users share taxis to and from the airports in New York. The company would need to have a website designed and programmed, integrating several new technologies. The site would need to receive information from users who would be going to the airport, find appropriate matches dynamically, and then send alerts to confirmed matches via email and text message.

**Verecom-Proposed Solution**

Verecom was hired from the beginning of the project to provide consultation throughout the project's duration. Verecom provided composite design, HTML pages, and algorithm-based programming. The services provided by Verecom for the Hitchsters.com project are enumerated below:

- Initial meetings with clients to identify features and market opportunities
- Composites for all internal Hitchsters pages were developed by Verecom
- Composites were cut into standards-compliant HTML
- Algorithm was developed for matching taxi-riders to the airport
- Programming was planned and implemented by the Verecom team
- SMS text messages and emails are sent through a gateway system to matched users
- Reporting system in backend allowed vital stats and information to be tracked

The website was given a 2 month window to launch, with the launch scheduled before the crucial Thanksgiving-Christmas travel window. The launch was done successfully the weekend before Thanksgiving as scheduled, and the site continued to operate normally through the holiday travel season without problems.

**Hitchsters.com Press Coverage**

Hitchsters received quite a bit of press coverage from the mainstream news, even winning the award for Time Magazine's top 50 websites of 2007. Some of the coverage they received is listed here:

- ABC Local News - <http://abclocal.go.com/wabc/story?section=local&id=4755385>
- USA Today - [http://www.usatoday.com/travel/news/2006-11-13-social-cab-nyc\\_x.htm](http://www.usatoday.com/travel/news/2006-11-13-social-cab-nyc_x.htm)

- Wall Street Journal - [http://online.wsj.com/public/article/SB116248159346111395-RzfP27ryzGNTnSXeFbztjM\\_ZiRw\\_20071102.html?mod=blogs](http://online.wsj.com/public/article/SB116248159346111395-RzfP27ryzGNTnSXeFbztjM_ZiRw_20071102.html?mod=blogs)
- Time Magazine - [http://www.time.com/time/specials/2007/article/0,28804,1633488\\_1633594\\_1633596,00.html](http://www.time.com/time/specials/2007/article/0,28804,1633488_1633594_1633596,00.html)
- New York Daily News - <http://www.nydailynews.com/news/local/story/467044p-393059c.html>
- Gothamist - [http://www.gothamist.com/archives/2006/11/01/formalizing\\_tax.php](http://www.gothamist.com/archives/2006/11/01/formalizing_tax.php)

### Verecom Developed Website



The screenshot shows the Hitchsters.com website. At the top left is the logo with a thumbs-up icon and the text "hitchsters.com". At the top right, it says "MANHATTAN" and "BROOKLYN BETA". The main heading is "The best way to share a ride to or from the airport (patent pending)". Below this is a four-step process:

- 1 enter**: your flight time or time to hail a cab. (Icon: airplane and clock)
- 2 match**: our database matches you with a co-rider. (Icon: server, person, and magnifying glass)
- 3 receive**: an e-mail/text message with contact info of other rider. (Icon: mobile phone)
- 4 contact**: other rider to share a cab. (Icon: taxi and two people)

At the bottom of the process is a green arrow with a thumbs-up icon and the text "check out the site". Below the process are three boxes:

- what's new**: We have launched for **BROOKLYN BETA**.
- tip of the day**: You can use Hitchsters to share a ride both TO and FROM the airport.
- partner with us**: We are expanding to new cities! If you run a taxi/car service, we can provide you with a new source of customers. Email us [here](#).

At the bottom, there is a navigation menu: home | about | rules of the road | faqs | safety | partner with us | terms of use | privacy policy | press | e-mail a friend | contact. Below the menu is the copyright notice: ©2007 Hitchsters.com Inc., P.O. Box 3132, New York, NY 10126-3132, All Rights Reserved.

### Hitchsters.com Website