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(54) SOCIAL MEDIA INTEGRATION FOR TRANSPORT ARRANGEMENT SERVICE

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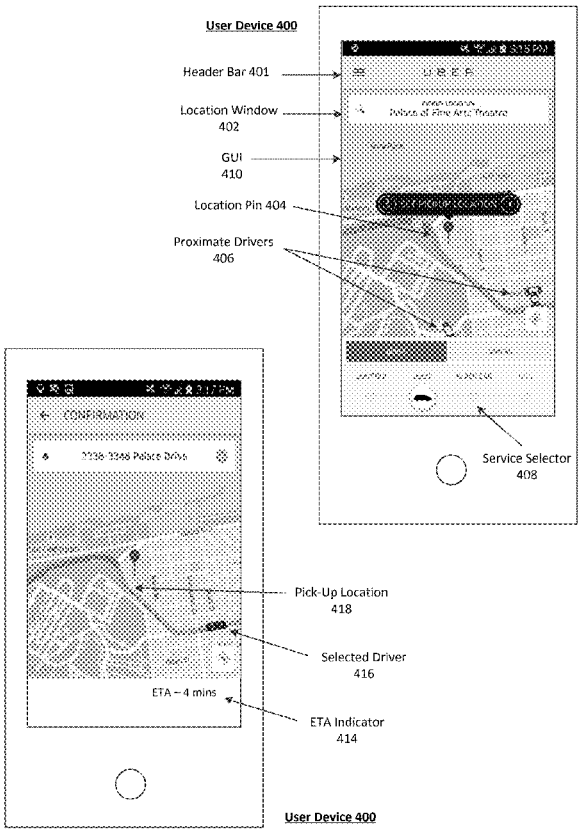
(57) **ABSTRACT**

A computing system can receive a pick-up request including a carpool service preference from a requesting user. The system can access user data of the requesting user and a plurality of potential carpool riders, and determine one or more common links between the requesting user and each of one or more carpool riders of the plurality of potential carpool riders. The system may then select the one or more carpool riders to ride with the requesting user in the carpool vehicle, and transmit a notification to the requesting user to indicate the one or more common links between the requesting user and each of the one or more carpool riders.



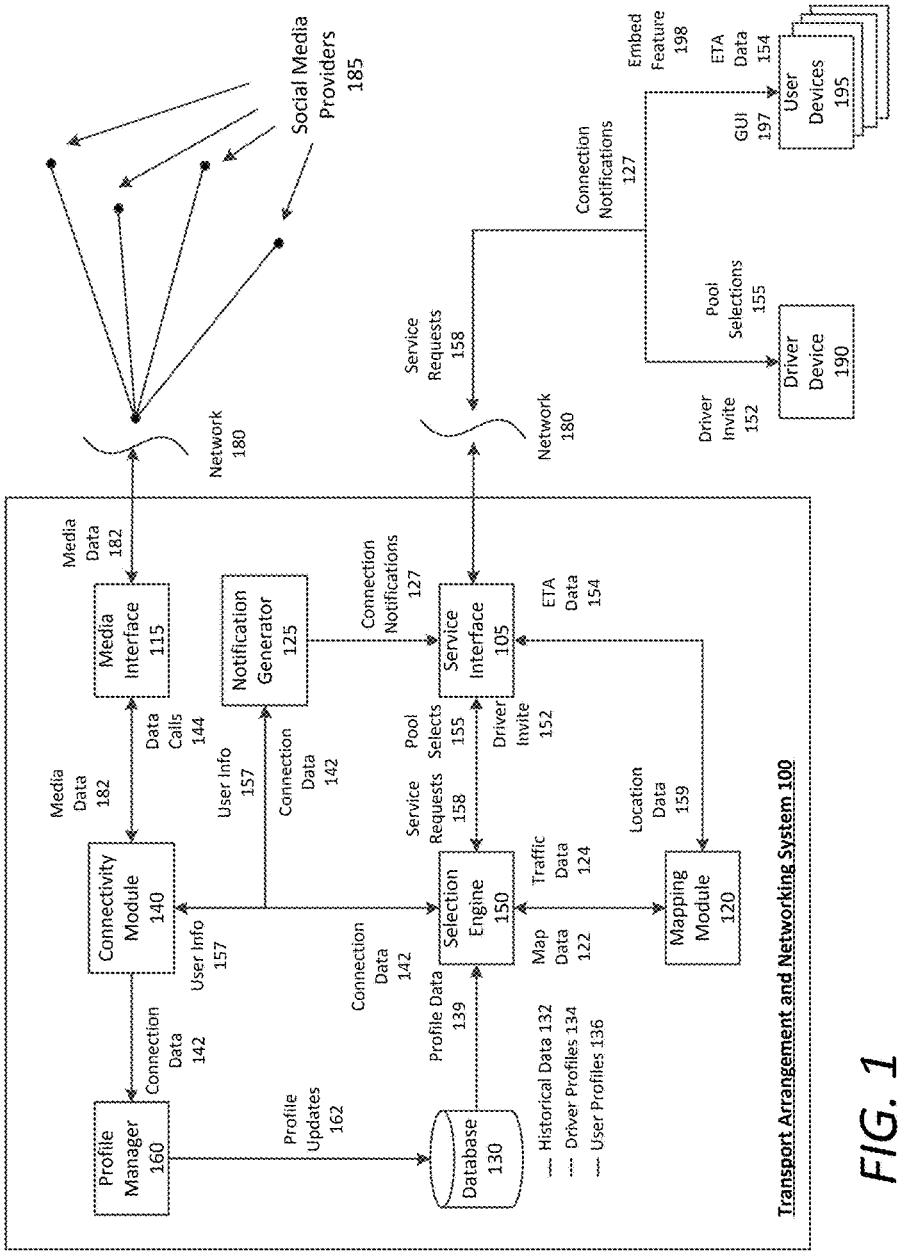

Social Media Providers 185
Network 180
Network 180
Service Requests 158
Connection Notifications 127
Embed Feature 198
ETA Data 154
GUI 197
User Devices 195
Pool Selections 155
Driver Device 190
Driver Invite 152
Media Data 182
Media Interface 115
Notification Generator 125
Connection Notifications 127
Service Interface 105
ETA Data 154
Data Calls 144
Media Data 182
User Info 157
Connection Data 142
Pool Selects 155
Driver Invite 152
Service Requests 158
Location Data 159
Connectivity Module 140
Selection Engine 150
Traffic Data 124
Mapping Module 120
User Info 157
Connection Data 142
Map Data 122
Connection Data 142
Profile Data 139
Profile Manager 160
Profile Updates 162
Database 130
Historical Data 132
Driver Profiles 134
User Profiles 136
Transport Arrangement and Networking System 100

FIG. 1

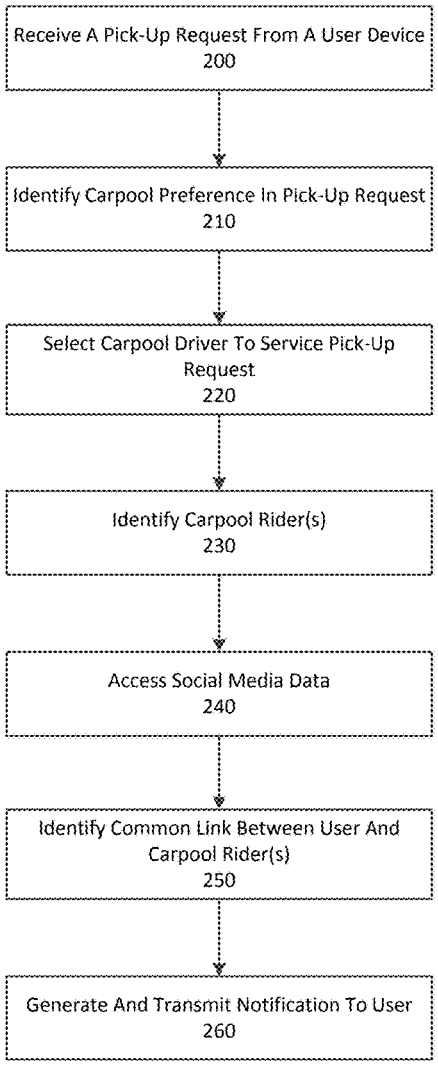

Receive A Pick-Up Request From A User Device
200
Identify Carpool Preference In Pick-Up Request
210
Select Carpool Driver To Service Pick-Up Request
220
Identify Carpool Rider(s)
230
Access Social Media Data
240
Identify Common Link Between User And Carpool Rider(s)
250
Generate And Transmit Notification To User
260

FIG. 2

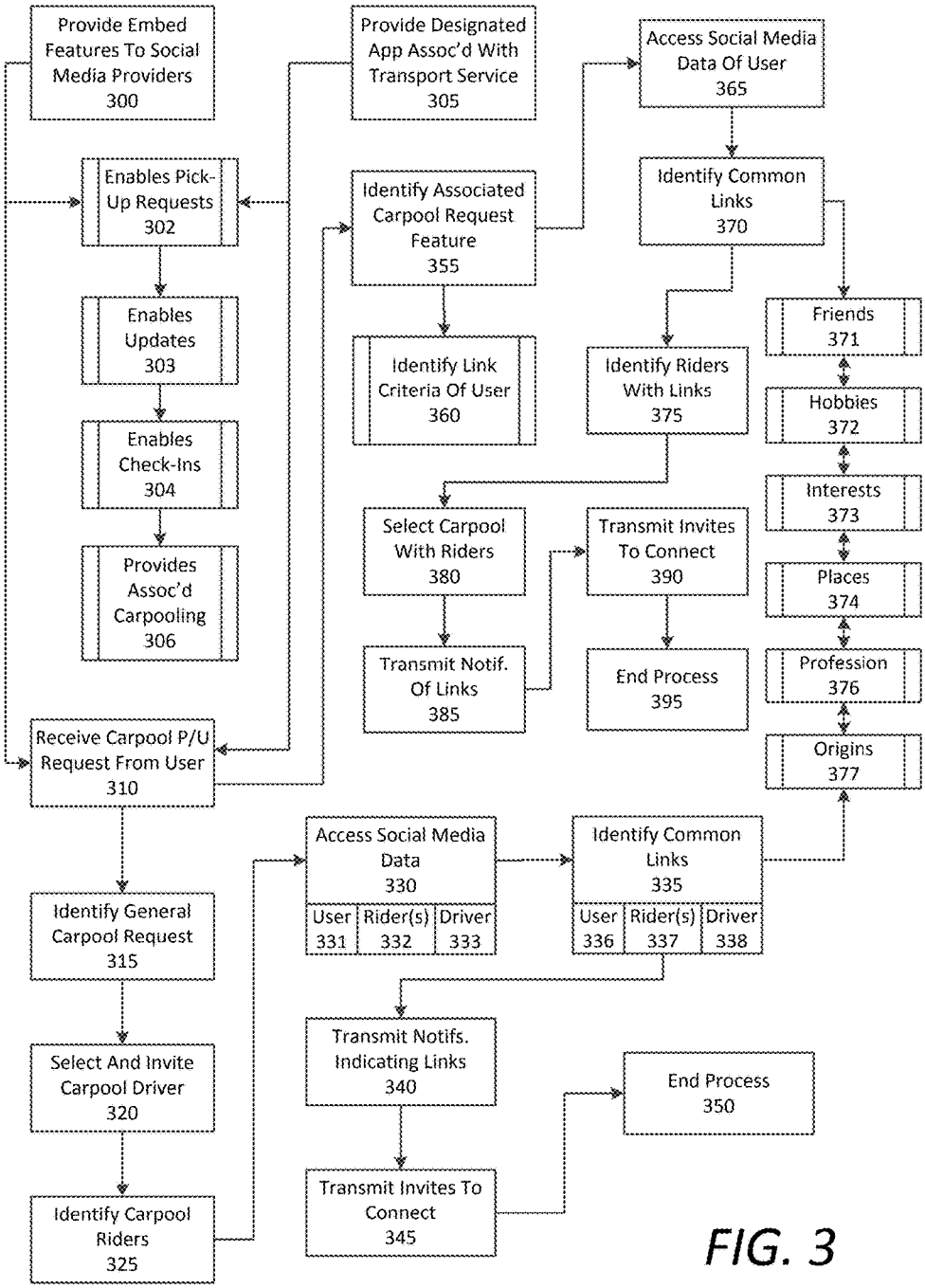

Provide Embed Features To Social Media Providers 300
Provide Designated App Assoc'd With Transport Service 305
Access Social Media Data Of User 365
Enables Pick-Up Requests 302
Identify Associated Carpool Request Feature 355
Identify Common Links 370
Enables Updates 303
Identify Link Criteria Of User 360
Identify Riders With Links 375
Friends 371
Hobbies 372
Enables Check-Ins 304
Interests 373
Select Carpool With Riders 380
Transmit Invites To Connect 390
Places 374
Provides Assoc'd Carpooling 306
Transmit Notif. Of Links 385
End Process 395
Profession 376
Origins 377
Receive Carpool P/U Request From User 310
Access Social Media Data 330
User 331
Rider(s) 332
Driver 333
Identify Common Links 335
User 336
Rider(s) 337
Driver 338
Identify General Carpool Request 315
Transmit Notifs. Indicating Links 340
Select And Invite Carpool Driver 320
End Process 350
Identify Carpool Riders 325
Transmit Invites To Connect 345

FIG. 3

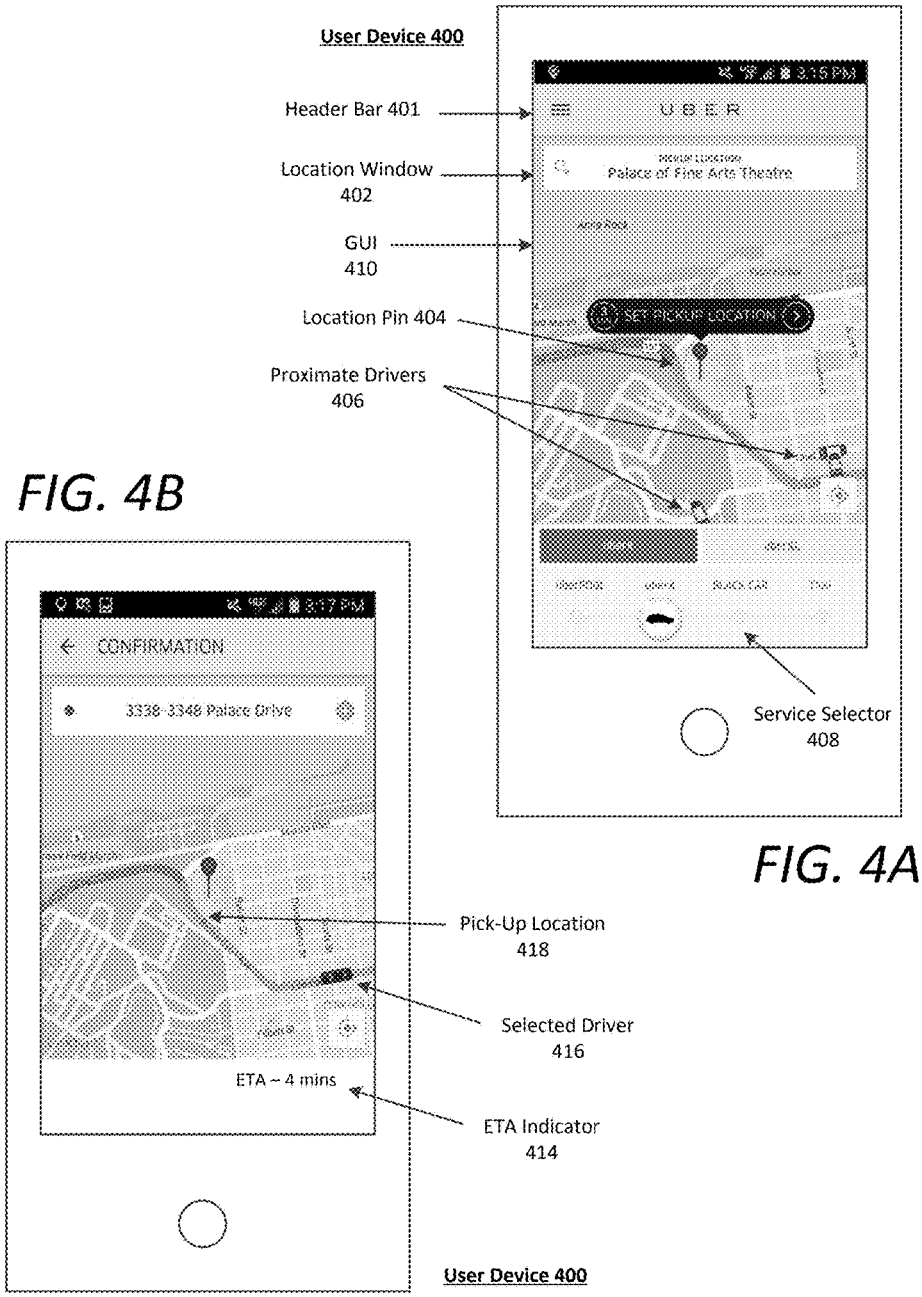

User Device 400
Header Bar 401
Location Window 402
GUI 410
Location Pin 404
Proximate Drivers 406
Service Selector 408
CONFIRMATION
3338-3348 Palace Drive
Pick-Up Location 418
Selected Driver 416
ETA – 4 mins
ETA Indicator 414
User Device 400

FIG. 4B

FIG. 4A

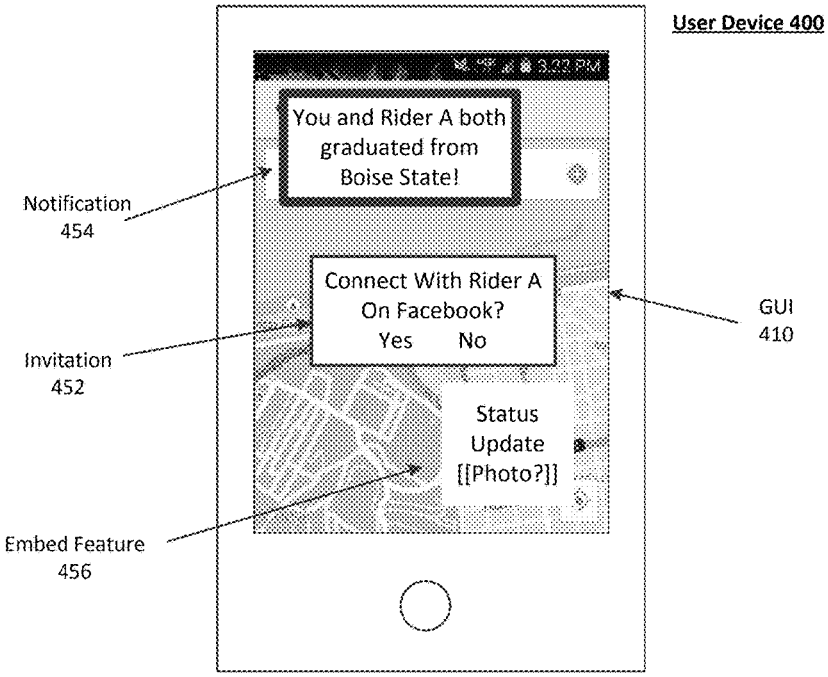

User Device 400
You and Rider A both graduated from Boise State!
Connect With Rider A On Facebook?
Yes No
Status Update [[Photo?]]
Notification 454
Invitation 452
Embed Feature 456
GUI 410

FIG. 4C

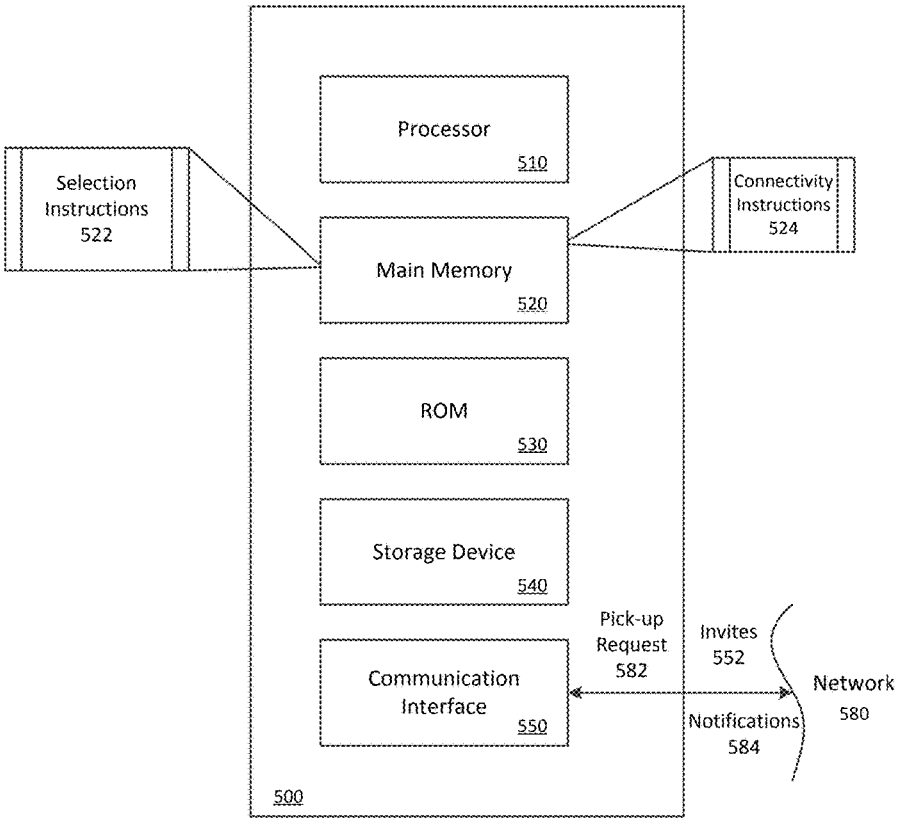

Processor
510
Selection Instructions 522
Connectivity Instructions 524
Main Memory
520
ROM
530
Storage Device
540
Pick-up Request 582
Invites 552
Communication Interface
550
Network
580
Notifications 584
500

FIG. 5

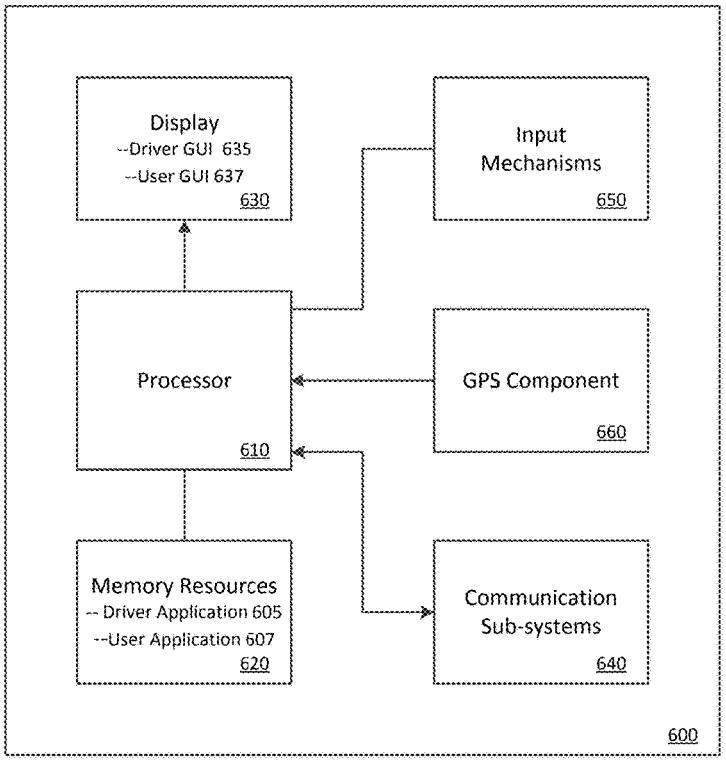

Display
--Driver GUI 635
--User GUI 637
630
Input
Mechanisms
650
Processor
610
GPS Component
660
Memory Resources
-- Driver Application 605
--User Application 607
620
Communication
Sub-systems
640
600

FIG. 6

SOCIAL MEDIA INTEGRATION FOR TRANSPORT ARRANGEMENT SERVICE

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application is a continuation of U.S. application Ser. No. 15/221,933, filed on Jul. 28, 2016, which claims the benefit of priority to U.S. Provisional Application No. 62/282,490, filed on Jul. 30, 2015; the aforementioned priority applications being hereby incorporated by reference in their respective entireties.

BACKGROUND

[0002] With the advent of application-based on-demand transportation services, the connectivity between riders and drivers is vastly expanding.

BRIEF DESCRIPTION OF THE DRAWINGS

[0003] The disclosure herein is illustrated by way of example, and not by way of limitation, in the figures of the accompanying drawings in which like reference numerals refer to similar elements, and in which:

[0004] FIG. **1** is a block diagram illustrating an example transport arrangement and networking system as described herein;

[0005] FIG. **2** is a high level flow chart illustrating an example method for facilitating user connectivity in connection with a transportation arrangement service;

[0006] FIG. **3** is a low level flow chart illustrating an example method for facilitating user connectivity in connection with a transportation arrangement service;

[0007] FIGS. **4**A and **4**B are example screenshots illustrating a user device executing applications including features as provided herein;

[0008] FIG. **4**C is an example graphical user interface (GUI) showing a user device on which example notifications are presented, as provided herein;

[0009] FIG. **5** is a block diagram illustrating a computer system upon which examples described herein may be implemented; and

[0010] FIG. **6** is a block diagram illustrating a mobile computing device upon which examples described herein may be implemented.

DETAILED DESCRIPTION

[0011] In some examples described herein, a transport arrangement service is provided to facilitate networked transportation services to match drivers with requesting users. In accordance with examples described herein, the transport arrangement service can provide one or more application program interfaces (APIs) for developers of client applications (e.g., social media applications) so that users can be provided with open access to data and services across multiple platforms. For example, a social media application can utilize the APIs to communicate with both the social networking service itself and the transport arrangement service. Such interconnectivity can allow for much broader user experiences when accessing the transport arrangement service or engaging with other users of the transport arrangement service.

[0012] In many examples, a transport arrangement and networking system is provided to facilitate transportation services and social interaction between users of the transportation services. The transport arrangement and networking system can receive, over a network, pick-up requests from user devices of requesting users, and provide invitations to driver devices of proximate available drivers to service those pick-up requests. Each of the user devices and the driver devices can run a designated application connected with the transport arrangement service. A requesting user is enabled to select from a number of transport service types prior to submitting the transport request (e.g., a carpool service type). Additionally or alternatively, the transport arrangement service can be accessed via embedded buttons and/or widget features on a particular social media application displayed on the user's mobile device. In some example, such features can be associated with upcoming events and/or calendar data presented on a social media feed. The user may select an embedded service button on a particular event in order to schedule a transport arrangement to a venue associated with the event and/or check-in to the event upon arrival.

[0013] Upon receiving confirmation to service a specified pick-up request from a proximate driver, the transport arrangement and networking system can provide additional facilitation services leveraging social media interconnectivity between the requesting user, the confirmed driver, and any number of carpool participants. For example, when a user selects a carpool service, the user may not know the other users being picked up in the carpool. The transport arrangement and networking system utilize the APIs to access social media data of each of the carpool riders and/or the driver to identify potential points of connectivity. Such points of connectivity can include certain commonalities on one or more social media applications (e.g., friends or friends of friends on Facebook, connections to educational institutions, work-related connections or connections to a particular company, hometown connections, common countries of origin or places of birth, and the like). At the same time, examples as described address a specific problem which is encountered by people in many semi-social gatherings—specifically, how shared interests can be discovered if a given situation does not permit, or lend itself to human discussion and information gathering (e.g., introductions by the persons in the situation). Accordingly, some embodiments provide an intermediate service which enables functionality for obtaining such information, without involvement from the humans whom may be engaged with shared interest.

[0014] In certain implementations, the transport arrangement and networking system can further provide an option for a requesting user to select a carpool "association" service. Selection of the carpool association service can cause the transport arrangement and networking system to identify, as potential carpool riders with the requesting user, only those users who have one or more points of connectivity or social media commonalities with the requesting user. For example, upon receiving the carpool association selection, the transport arrangement and networking system can access social media data, such as the requesting user's profile on any number of social media applications, to identify other carpool association requestors that have points of connectivity with the requesting user.

[0015] Among other benefits, the examples described herein achieve a technical effect of improving user and driver access and social connectivity in connection with transport arrangement services.

[0016] As used herein, a computing device refer to devices corresponding to desktop computers, cellular devices or smartphones, personal digital assistants (PDAs), laptop computers, tablet devices, television (IP Television), etc., that can provide network connectivity and processing resources for communicating with the system over a network. A computing device can also correspond to custom hardware, in-vehicle devices, or on-board computers, etc. The computing device can also operate a designated application configured to communicate with the network service.

[0017] One or more examples described herein provide that methods, techniques, and actions performed by a computing device are performed programmatically, or as a computer-implemented method. Programmatically, as used herein, means through the use of code or computer-executable instructions. These instructions can be stored in one or more memory resources of the computing device. A programmatically performed step may or may not be automatic.

[0018] One or more examples described herein can be implemented using programmatic modules, engines, or components. A programmatic module, engine, or component can include a program, a sub-routine, a portion of a program, or a software component or a hardware component capable of performing one or more stated tasks or functions. As used herein, a module or component can exist on a hardware component independently of other modules or components. Alternatively, a module or component can be a shared element or process of other modules, programs or machines.

[0019] Some examples described herein can generally require the use of computing devices, including processing and memory resources. For example, one or more examples described herein may be implemented, in whole or in part, on computing devices such as servers, desktop computers, cellular or smartphones, personal digital assistants (e.g., PDAs), laptop computers, printers, digital picture frames, network equipment (e.g., routers) and tablet devices. Memory, processing, and network resources may all be used in connection with the establishment, use, or performance of any example described herein (including with the performance of any method or with the implementation of any system).

[0020] Furthermore, one or more examples described herein may be implemented through the use of instructions that are executable by one or more processors. These instructions may be carried on a computer-readable medium. Machines shown or described with figures below provide examples of processing resources and computer-readable mediums on which instructions for implementing examples disclosed herein can be carried and/or executed. In particular, the numerous machines shown with examples of the invention include processor(s) and various forms of memory for holding data and instructions. Examples of computer-readable mediums include permanent memory storage devices, such as hard drives on personal computers or servers. Other examples of computer storage mediums include portable storage units, such as CD or DVD units, flash memory (such as carried on smartphones, multifunctional devices or tablets), and magnetic memory. Computers, terminals, network enabled devices (e.g., mobile devices, such as cell phones) are all examples of machines and devices that utilize processors, memory, and instructions stored on computer-readable mediums. Additionally, examples may be implemented in the form of computer-programs, or a computer usable carrier medium capable of carrying such a program.

[0021] System Description

[0022] FIG. **1** is a block diagram illustrating an example transport arrangement and networking system **100**. The system **100** can include a media interface **115** providing access and connectivity to any number of social media service providers **185** over a network **180**. Furthermore, the system **100** can provide public APIs to the social media providers to enable data access between resources of the system **100** and the social media providers **185** (e.g., databases and/or servers storing user data, such as profile data, indicating potential cross-media commonality links between users). Users of the system **100** can be involved in various social media and networking services each providing a particular focus or targeted service. Such networking services can include social media and communication providers, such as FACEBOOK, MYSPACE, GOOGLE PLUS, SKYPE, WHATSAPP, APPLE FACETIME, LINKEDIN, gaming networks, online dating platforms, network forums, news providers, hobby networks, and the like.

[0023] The transport arrangement and networking system **100** allows for integration between such social media services and transportation facilitation services, such as those provided by UBER. Accordingly, social and profile feeds provided on those social media platforms can include a number of embed features providing integration with the transport arrangement and networking system **100**, to allow for access between services. For example, an embed feature on a social media feed or advertisement can enable a user to request or schedule a pick-up using the transport arrangement and networking system **100**, which can facilitate servicing pick-up requests by identifying proximate drivers, selecting an optimal one of those drivers based on temporal or physical proximity, and transmitting an invitation to the optimal driver to service the pick-up request.

[0024] Further, such connectivity between social networks enables the system **100** to provide added services for users in connection with transportation. For example, the system **100** can provide users with a carpool association service type that, when selected for a pick-up request, causes the system **100** to instigate data calls **144** to social media providers **185** in order to identify commonality links between the requesting user and potential carpool riders and/or drivers to bolster user experience. Thus, in various examples, the system **100** can include a service interface **105** that can receive service requests **158** from user devices **195**. Such service requests **158** can originate from user interaction with a designated application associated with the transport arrangement and networking system **100**, or, as discussed above, from a social media application with an embed feature thereon. Furthermore, the service request **158** can indicate that the requesting user prefers carpooling, which may be cost-wise preferable to an individual car service type.

[0025] In various implementations, the system **100** can include a selection engine **150** that receives the service request **158**. The system **100** can also include a mapping module **120** that receives location data **159** corresponding to the user's location, or a location indicated in the service request **158**. The location data **159** received by the mapping module **120** can also include driver locations from, for example, global positioning system (GPS) resources of the

driver device(s) **190**. The mapping module can provide map data **122** and/or traffic data **124** indicating the respective locations of the requesting user and available proximate drivers to the requesting user. In some examples, the user device **195** of the requesting user is provided ETA data **154** for a closest available proximate driver in light of a selected service type. For example, the requesting user can select a "Black Car" service type, and the mapping module **120** can provide ETA data **154** for the closest available luxury car. As another example, the requesting user can select a "carpool" or "associated carpool" service type, and the mapping module **120** can provide ETA data **154** for a closest available driver that can fulfill the selected service.

[0026] The selection engine **150** can utilize the map data **122** and traffic data **124**, and can optionally utilize profile data **139** to select a driver to fulfill the service request **158**. The system **100** can include a database **130** comprising historical data **132** for the transport facilitation services. The database **130** can also include user profiles **136** and driver profiles **134**, which indicate various preferences, ratings data, and the like. If the service request **158** indicates a carpool request, the selection engine **150** can identify a proximate driver available to service carpool requests, and transmit a driver invitation **152** to the selection driver's device **190** over the network **180**. The driver can provide a confirmation to service the carpool request, and pick-up the request user along a designated route. Once the confirmation is received, the mapping module **120** can provide map data **122** to the user device **195** of the requesting user to indicate the ETA for the selected driver.

[0027] In examples, the system **100** can include a connectivity module **140**. The system **100** can provide the user devices **195** with an option to only be matched with carpool riders that have a commonality link with the requesting user on one or more social media platforms. This "associated carpool request" can be received by the selection engine **150**, which can provider user information **157** of the requesting user to the connectivity module **140**. The connectivity module **140** can utilize the user information **157** to generate data calls **144** to access additional user information from one or more social media service providers **185** via a media interface **115** of the system **100**. Such data calls **144** can enable the system **100** to analyze social media aspects of the requesting user to identify potential commonality links with other carpool riders. The connectivity module **140** can further receive user data from other carpool (or associated carpool) requestors within a certain proximity of the requesting user, or a route to be traveled by the requesting user, and select candidate carpool riders that have such commonality links.

[0028] As provided herein, the commonality links can include a common friend link, a common educational institution link (e.g., the users graduated from or attended the same university), a common profession link (e.g., the users have the same or similar professions or careers), a common company link (e.g., the users are associated with or work for the same entity), a common hometown link (e.g., the users have lived in the same town, city, or state), a common place of origin link (e.g., the users were born or grew up in the same area), a common preferences link (e.g., the users enjoy similar activities, have the same or similar hobbies, enjoy similar forms of entertainment, etc.). The connectivity module **140** can receive identifying user information **157** from each user within a predetermined range requesting a carpool or associated carpool service, and determine whether commonality links between the requesting users exist via the social media providers **185**. Accessing the social media data **182** from the social media providers **185** can provide such commonality links between the requesting user and one or more other requesting users, and the connectivity module **140** can provide the connection data **142** to the selection engine **150**. The selection engine **150** can utilize the connection data **142** in order to make pool selections **155** of carpool riders that can ride with the requesting user.

[0029] In some examples, the pool selections **155** can be provided to the selected carpool driver's device **190** as additional driver invitations **152**, which the driver can accept in order to create a carpool route. Accordingly, the requesting user can be paired with other carpool riders that have common links to the user (e.g., have a similar hobby, or attended the same school). Additionally or alternatively, the system **100** can identify patterns or routines of such users, and the connectivity module **140** can provide the connection data **142** to a profile manager **160** of the system **100**, which can provide profile updates **162** for the user profiles **136** to indicate the commonality links.

[0030] In certain examples, the system **100** can further include a notification generator **125** that can receive the user information **157** of the requesting users and the connection data **142** from the connectivity module **140**. The user information **157** can include identifying information that can enable the notification generator **125** to transmit notifications to individual user devices **195**. When commonality links are identified between carpool riders, the notification generator **125** can generate and transmit connection notifications **127** to commonly linked carpool riders and/or carpool drivers. Timing and content of the notifications can vary. In some examples, regardless of whether a commonality link is found between two carpool riders, the notification generator **125** can provide a notification indication a particular quality of a carpool rider as, for example, a point of conversation. Such notifications can be transmitted to a rider prior to pick-up, or during the ride. Similarly, the notification generator **125** can transmit a connection notification **127** indicating the commonality link between two or more carpool riders. Additionally, the notification generator **125** can generate and transmit an invitation to connect with or become friends with a particular carpool rider after the user has arrived at the destination, or after a particular carpool rider has exited the vehicle.

[0031] Such notifications can be provided as a pop-up or push notification. Additionally or alternatively, the notification can be provided as an indicator on a status bar, or as an increment indication on a particular application or application icon on the user device **195**. User selection of such indicators can show the invitation to connect, and the user can provide an affirmative or dismissal input by way of a simple input gesture, such as a swipe gesture.

[0032] In some implementations, the system **100** can provide further embed features for social media platforms. For example, the system **100** can provide a graphical user interface **197** upon execution of the designated application on the user device **195**. The GUI **197** can enable the user to view and select various transport service types, request a particular service, view map data, and enable a payment service to pay for requested transportation. When a pick-up is scheduled or requested, the GUI **197** can include an embed feature **198** that can enable the user to take photo-

graphs, provide status updates, tag friends or fellow carpool riders, etc., and share such actions and updates on any number of social media platforms through the designated application. For example, during the trip, the user can view trip data on the GUI **197** designated application, and select the embed feature **198** to snap and share a photograph on the user's social media feed.

[0033] Still further, when a user inputs a destination for a pick-up request, the system **100** can also pull data from social media resources to enable the user to view photos or events associated with that destination. As an example, upon inputting the pick-up request or scheduling a future pick-up request on the designated application (e.g., an UBER app executing on a user device **195**), the system **100** can access the user's social media data **182** to identify metadata, captions, file titles, or user tags that indicate a location, point of interest, or venue proximate to the destination. The system **100** can provide an indicator or notification on the designated application that enables the user to view status updates, social feed events, and/or images taken by the user or associates of the user that relate to the destination.

[0034] Methodology

[0035] FIG. **2** is a high level flow chart illustrating an example method for facilitating user connectivity in connection with a transportation arrangement service. The system **100** can receive a pick-up request from a user device **195** (**200**). The system **100** can identify that the pick-up request includes a carpool preference (**210**). Accordingly the system **100** can select a carpool driver to service the pick-up request (**220**). The system **100** may then identify other carpool riders that can be picked up along a route to a destination (**230**), and provide the carpool driver with added updates or invitations to continue picking up various riders. Thus, the carpool route may be dynamic, in that small adjustments to the route can be made dynamically as the carpool riders are picked up and dropped off, and additional carpool service requests are received.

[0036] Over the course of the carpool route, the system **100** can access social media data, from social media resources, to identify commonalities between carpool riders. The social media data can indicate common social media links between the carpool riders and provide notifications to the riders showing such links. Thus, the system **100** can access social media data corresponding to the carpool riders (**240**), and identify a number of common social media links between the carpool riders (**250**). The system **100** can generate and transmit notifications to other carpool riders and the requesting user indicating commonalities found via social media data. Furthermore, when the user arrives at the destination, the system **100** can transmit a notification to the user, which can invite the user to connect with the other carpool riders via one or more social media platforms (**260**).

[0037] FIG. **3** is a low level flow chart illustrating an example method for facilitating user connectivity in connection with a transportation arrangement service. The system **100** can provide certain embed features to social media providers to integrate the social media services with the transport arrangement service (**300**). The system **100** can also provide a designated application associated with the transport arrangement service to user devices **195** to enable users to directly access the transport arrangement service (**305**). Each of the embed features on the social media applications, and the designated application itself can enable the user to request pick-ups (**302**), provide updates on social media services (**303**), check-in or RSVP to a particular event on a social media feed (**304**), provide associated carpooling (**306**), and any combination of the above. The embed feature provided on the social media feed can further include a "take me there" feature, of an "Uber there" feature, which enables the user to request a pick-up via the social media feed directly. Furthermore, upon arriving at a particular destination, the embed feature can enable the user do a social media check-in, to provide other users, or associations of the user, with information indicating that the user has arrived. Such indications can be provided as push notifications to other users that are friends with the arriving user, and who are attending the same event.

[0038] The system **100** can receive a carpool pick-up request from a user (**310**). In various examples, the system **100** can identify the carpool request as a normal or general carpool request without caveats (**315**). In such examples, the system **100** can select and invite a proximate carpool driver to service the request (**320**). The system **100** can also identify carpool riders that can be picked up along the route (**325**), and notify the selected driver of the additional pick-ups. Furthermore, the system **100** can access social media data (**330**) of the carpool riders (**332**), the driver (**333**), and/or the requesting user (**331**). Analyzing the social media data, the system **100** can identify common links (**335**) between the requesting user (**336**), the carpool rider(s) (**337**), and/or the driver (**338**). The system **100** can then generate and transmit a notification to the user that indicates the common links (**340**). The system **100** can also transmit an invitation for the user to connect, via one or more social media services, with another carpool rider (**345**). Such notifications and invitations can be transmitted at any time prior to, during, or after the ride to the destination. Once the user arrives at the destination and all notifications and invitations have been transmitted, the process can end (**350**).

[0039] As an addition or alternative, the carpool request may be a specialized "associated" carpool request to only match the requesting user with carpool riders that have some sort of commonality link in a particular social media service (**355**). Such commonality links may be preconfigured by the user, or may be have a default to enable the system **100** to find any commonality link between the requesting user and would-be carpool riders. Thus, upon receiving the associated carpool request, the system **100** can access social media data of the user (**365**), and determine whether there is a link between the requesting user and other requesting users. The other users may be other associated carpool requestors, or general carpool requestors. Accordingly, the system **100** can identify potential common links in the social media data of the user (**370**), and then identify other carpool riders that are commonly linked to the requesting user (**375**). As provided above, the common links can include a common friend link (**371**), a common educational institution link (e.g., the users graduated from or attended the same university), a common profession link (e.g., the users have the same or similar professions or careers) (**376**), a common company link (e.g., the users are associated with or work for the same entity), a common hometown link (e.g., the users have lived in the same town, city, or state) (**374**), a common place of origin link (e.g., the users were born or grew up in the same area) (**377**), and/or a common preferences link (e.g., the users enjoy similar activities, have the same or similar hobbies (**372**), enjoy similar forms of entertainment, etc.) (**373**).

[0040] The system **100** can then select a particular carpool to pick-up the requesting user (**380**)—where the riders and/or driver of selected carpool satisfy the association criteria of the associated carpool request. Furthermore, during the ride, the system can select further pick-ups of other associated carpool riders. Before, during, and/or after the ride, the system **100** can transmit notifications indicating the commonality links (**385**), and can further invite the riders to connect via one or more social media services (**390**). Furthermore, using embed features on the designated application, the user can provide updates and/or photos through the user's social media feed. Additionally or alternatively, the user can access the social media application on the user's device and select an embed feature to provide updates of the user's location, or can provide a live map to other users indicating the user's current location and ETA to a particular event. When the user is dropped off at a particular location, the user may interact with the embed feature on the designated application to provide updates to associated users, who may be at the destination location (e.g., a particular event). Once the user arrives at the destination, and all notifications and invitations are sent, the process may end (**395**).

[0041] User Interface Examples

[0042] FIGS. **4**A and **4**B are example screenshots illustrating a user device executing applications including features as provided herein. Referring to FIG. **4**A, a requesting user may launch a designated application specific to a network transport arrangement service on the user's device **400**. In response to launching the application, a GUI **410** can be generated on the device **400** showing a location window **402**, which can be associated with a location pin **404** on the device. The location pin **404** can be shown, by default, close to or at the current location of the user. The location window **402** can enable the user to input an address or location for pick-up. Additionally or alternatively, the user can provide input on the map on the GUI **410** to move the location pin **404** to a given location to specify a pick-up location. Upon setting the location pin **404**, the location window **402** can automatically display an address corresponding to the location pin **404**. In the example provided, the user has placed the location pin **404** for pick-up at the Palace of Fine Arts Theater, as identified in location window **402**. The GUI **410** can further include a header bar **401**, which can be selectable to toggle the application, access user profile data, access payment history data, access information about the application, access promotional content, and the like.

[0043] The GUI **410** can further include a service selector **408** which can enable the user to select a service type. For example, "uberX" as shown in FIG. **4**A can correspond to one service type, while "Black Car" can correspond to a different, second service type. Similarly, a secondary selection feature can enable the user to select either "uberX" or "uberXL," in this example, which corresponds to a standard size vehicle or a larger size vehicle (SUV), respectively. The GUI **410** may also display the relative locations of proximate drivers **406** to the requesting user's current location, or to the placement of the location pin **404**, that corresponds to the currently selected service type (e.g., in this example, vehicles are shown that correspond to the "uberX" service type). The user may utilize a selection feature, for example, a selection feature on the location pin **404**, to request a pick-up. The user may then set a destination location and submit the pick-up request.

[0044] As provided herein, one of the selectable service types may be an "UberPool" service type. As further discussed herein, another of the selectable service type may be an "associated carpool" service type that enables the system **100** to select carpool riders and/or drivers that fulfill a certain criteria before selecting a carpool to pick-up the user—as discussed above.

[0045] Referring to FIG. **4**B, upon requesting a carpool pick-up, the GUI **410** can display a pin on the pick-up location **418**, and the location window **402** can reflect the pick-up address. In some examples, the GUI **410** can also disregard other proximate drivers, leaving only an icon for the selected carpool driver **416**. Additionally, the GUI **410** can include an ETA indicator **414** to show an estimated time of arrival for the selected driver.

[0046] FIG. **4**C is a GUI showing a user device on which example notifications are presented, as provided herein. The user device **400** can display a notification **454** indicating a particular commonality link identified by the system **100**. In the example provided, the notification **454** shows that the user and another carpool rider graduated from the same university. The notification **454** can be pushed over the designated application interface as a selectable icon or a pop-up window. The system **100** can further generate an invitation **452** to connect with the carpool rider, for example, once the user is dropped off. Prior to or during the carpool ride, the GUI **410** can provide an embed feature **456** to enable the user to provide status updates or take photographs for sharing over one or more social media outlets.

[0047] Hardware Diagrams

[0048] FIG. **5** is a block diagram that illustrates a computer system upon which examples described herein may be implemented. A computer system **500** can be implemented on, for example, a server or combination of servers. For example, the computer system **500** may be implemented as part of a transportation arrangement and networking service. In the context of FIG. **1**, the transportation arrangement and networking system **100** may be implemented using a computer system such as described by FIG. **5**. The transportation arrangement and networking system **100** may also be implemented using a combination of multiple computer systems as described in connection with FIG. **5**.

[0049] In one implementation, the computer system **500** includes processing resources **510**, a main memory **520**, a read-only memory (ROM) **530**, a storage device **540**, and a communication interface **550**. The computer system **500** includes at least one processor **510** for processing information stored in the main memory **520**, such as provided by a random access memory (RAM) or other dynamic storage device, for storing information and instructions which are executable by the processor **510**. The main memory **520** also may be used for storing temporary variables or other intermediate information during execution of instructions to be executed by the processor **510**. The computer system **500** may also include the ROM **530** or other static storage device for storing static information and instructions for the processor **510**. A storage device **540**, such as a magnetic disk or optical disk, is provided for storing information and instructions.

[0050] The communication interface **550** enables the computer system **500** to communicate with one or more networks **580** (e.g., cellular network) through use of the network link (wireless or wired). Using the network link, the computer system **500** can communicate with one or more

computing devices, and one or more servers. In accordance with examples, the computer system **500** receives pick-up requests **582** from mobile computing devices of individual users. The executable instructions stored in the memory **530** can include selection instructions **522**, which the processor **510** executes to select drivers and carpool riders to carpool with the requesting user. The executable instructions stored in the memory **520** can also include connectivity instructions **524**, which enable the computer system **500** to identify other users that are commonly linked with the requesting user. By way of example, the instructions and data stored in the memory **520** can be executed by the processor **510** to implement an example transportation arrangement and networking system **100** of FIG. **1**. In performing the operations, the processor **510** can receive pick-up requests **582**, generate and transmit invitations **552** to drivers to service the pick-up requests **582**, and transmit and/or relay notifications **584** to riders and various social media providers via the communication interface **550**.

[0051] The processor **510** is configured with software and/or other logic to perform one or more processes, steps and other functions described with implementations, such as described by FIGS. **1** through **4**C, and elsewhere in the present application.

[0052] Examples described herein are related to the use of the computer system **500** for implementing the techniques described herein. According to one example, those techniques are performed by the computer system **500** in response to the processor **510** executing one or more sequences of one or more instructions contained in the main memory **520**. Such instructions may be read into the main memory **520** from another machine-readable medium, such as the storage device **540**. Execution of the sequences of instructions contained in the main memory **520** causes the processor **510** to perform the process steps described herein. In alternative implementations, hard-wired circuitry may be used in place of or in combination with software instructions to implement examples described herein. Thus, the examples described are not limited to any specific combination of hardware circuitry and software.

[0053] FIG. **6** is a block diagram that illustrates a mobile computing device upon which examples described herein may be implemented. In one example, a mobile computing device **600** may correspond to, for example, a cellular communication device (e.g., feature phone, smartphone etc.) that is capable of telephony, messaging, and/or data services. In variations, the mobile computing device **600** can correspond to, for example, a tablet or wearable computing device. Still further, the mobile computing device **600** can be distributed amongst multiple portable devices of drivers, and requesting users.

[0054] In an example of FIG. **6**, the computing device **600** includes a processor **610**, memory resources **620**, a display device **630** (e.g., such as a touch-sensitive display device), one or more communication sub-systems **640** (including wireless communication sub-systems), input mechanisms **650** (e.g., an input mechanism can include or be part of the touch-sensitive display device), and one or more location detection mechanisms (e.g., GPS component) **660**. In one example, at least one of the communication sub-systems **640** sends and receives cellular data over data channels and voice channels.

[0055] A driver of a transport vehicle can operate the mobile computing device **600** when on a shift to provide transportation services. The memory resources **620** can store a designated driver application **605** for linking the mobile computing device **600** with a network service that enables or otherwise facilitates the drivers' ability to efficiently service pick-up requests. Execution of the driver application **605** by the processor **610** may cause a specified driver graphical user interface (GUI) **635** to be generated on the display **630**. Interaction with the driver GUI **635** can enable drivers of transport vehicles to receive assignments to service pick-up requests or perform a pickup and/or drop-off.

[0056] A requesting user of the network service can operate the mobile computing device **600** to transmit a pick-up request including a pick-up location. The memory resources **620** can store a designated user application **607** to link the requesting user with the network service to facilitate a pick-up. Execution of the user application **607** by the processor **610** can cause a user GUI **637** to be generated on the display **630**. User interaction with the user GUI **637** can enable the user to transmit a carpool pick-up request in connection with the network service, which enables drivers to accept an invitation to service the pick-up request. Furthermore, notifications of commonality links and invitations to connect with other carpool riders can be presented to the user GUI **637**. Still further, an embed feature can be provided on the GUI **637** so that users can transmit updates and the like to social media service providers to update a user profile or status feed via the user application **607**.

[0057] While examples of FIG. **5** and FIG. **6** provide for a computer system **500** and mobile computing device **600** for implementing aspects described, in some variations, the mobile computing device **600** can operate to implement some or all of the functionality described with the transport arrangement and networking system **100**.

[0058] It is contemplated for examples described herein to extend to individual elements and concepts described herein, independently of other concepts, ideas or system, as well as for examples to include combinations of elements recited anywhere in this application. Although examples are described in detail herein with reference to the accompanying drawings, it is to be understood that the concepts are not limited to those precise examples. As such, many modifications and variations will be apparent to practitioners skilled in this art. Accordingly, it is intended that the scope of the concepts be defined by the following claims and their equivalents. Furthermore, it is contemplated that a particular feature described either individually or as part of an example can be combined with other individually described features, or parts of other examples, even if the other features and examples make no mentioned of the particular feature. Thus, the absence of describing combinations should not preclude claiming rights to such combinations.

What is claimed is:

1. A system comprising:

a network communication interface to communicate, over one or more networks, with computing devices of users of a transport service;

one or more processors; and

one or more memory resources storing instructions that, when executed by the one or more processors, cause the system to:

receive, over the one or more networks, a pick-up request from a computing device of a requesting user, the pick-up request including a carpool service

preference to select carpool riders that have at least one common link with the requesting user;

transmit, over the one or more networks, a transport invitation to a computing device of a proximate driver of a carpool vehicle to service the pick-up request;

access, over the one or more networks, user data of the requesting user and a plurality of potential carpool riders;

based on accessing the user data, determine one or more common links between the requesting user and each of one or more carpool riders of the plurality of potential carpool riders;

select the one or more carpool riders to ride with the requesting user in the carpool vehicle; and

generate and transmit, over the one or more networks, a notification to the computing device of the requesting user, the notification indicating the one or more common links between the requesting user and each of the one or more carpool riders.

2. The system of claim **1**, wherein the one or more common links between the requesting user and each of the one or more carpool riders comprise at least one of a common friend link, a common educational institution link, a common profession link, a common company link, a common hometown link, a common place of origin link, or a common preferences link.

3. The system of claim **1**, wherein the executed instructions cause the system to transmit the transport invitation to the computing device of the proximate driver after determining that each of the one or more carpool riders have the one or more common links with the requesting user.

4. The system of claim **1**, wherein the executed instructions cause the system to access the user data from one or more social media providers.

5. The system of claim **4**, wherein the user data comprises profile data, of the requesting user and the one or more carpool riders, from each of the one or more social media providers.

6. The system of claim **1**, wherein the executed instructions further cause the system to:

provide an embed feature to a social media provider to enable the users of the transport service to access the transport service from a social media application associated with the social media provider.

7. The system of claim **6**, wherein the pick-up request is received, over the one or more networks, via the embed feature on the social media application executing on the computing device of the requesting user.

8. The system of claim **7**, wherein the embed feature is provided for an event feed on the social media application, the event feed corresponding to a user profile of the requesting user on the social media application.

9. A non-transitory computer-readable medium storing instructions that, when executed by one or more processors of a system, cause the system to:

communicate, over one or more networks, with computing devices of users of a transport service;

receive, over the one or more networks, a pick-up request from a computing device of a requesting user, the pick-up request including a carpool service preference to select carpool riders that have at least one common link with the requesting user;

transmit, over the one or more networks, a transport invitation to a computing device of a proximate driver of a carpool vehicle to service the pick-up request;

access, over the one or more networks, user data of the requesting user and a plurality of potential carpool riders;

based on accessing the user data, determine one or more common links between the requesting user and each of one or more carpool riders of the plurality of potential carpool riders;

select the one or more carpool riders to ride with the requesting user in the carpool vehicle; and

generate and transmit, over the one or more networks, a notification to the computing device of the requesting user, the notification indicating the one or more common links between the requesting user and each of the one or more carpool riders.

10. The non-transitory computer-readable medium of claim **9**, wherein the one or more common links between the requesting user and each of the one or more carpool riders comprise at least one of a common friend link, a common educational institution link, a common profession link, a common company link, a common hometown link, a common place of origin link, or a common preferences link.

11. The non-transitory computer-readable medium of claim **9**, wherein the executed instructions cause the system to transmit the transport invitation to the computing device of the proximate driver after determining that each of the one or more carpool riders have the one or more common links with the requesting user.

12. The non-transitory computer-readable medium of claim **9**, wherein the executed instructions cause the system to access the user data from one or more social media providers.

13. The non-transitory computer-readable medium of claim **12**, wherein the user data comprises profile data, of the requesting user and the one or more carpool riders, from each of the one or more social media providers.

14. The non-transitory computer-readable medium of claim **9**, wherein the executed instructions further cause the system to:

provide an embed feature to a social media provider to enable the users of the transport service to access the transport service from a social media application associated with the social media provider.

15. The non-transitory computer-readable medium of claim **14**, wherein the pick-up request is received, over the one or more networks, via the embed feature on the social media application executing on the computing device of the requesting user.

16. The non-transitory computer-readable medium of claim **15**, wherein the embed feature is provided for an event feed on the social media application, the event feed corresponding to a user profile of the requesting user on the social media application.

17. A computer-implemented method of facilitating transport, the method being performed by one or more processors and comprising:

communicating, over one or more networks, with computing devices of users of a transport service;

receiving, over the one or more networks, a pick-up request from a computing device of a requesting user, the pick-up request including a carpool service prefer-

ence to select carpool riders that have at least one common link with the requesting user;

transmitting, over the one or more networks, a transport invitation to a computing device of a proximate driver of a carpool vehicle to service the pick-up request;

accessing, over the one or more networks, user data of the requesting user and a plurality of potential carpool riders;

based on accessing the user data, determining one or more common links between the requesting user and each of one or more carpool riders of the plurality of potential carpool riders;

selecting the one or more carpool riders to ride with the requesting user in the carpool vehicle; and

generating and transmitting, over the one or more networks, a notification to the computing device of the requesting user, the notification indicating the one or more common links between the requesting user and each of the one or more carpool riders.

18. The method of claim **17**, wherein the one or more common links between the requesting user and each of the one or more carpool riders comprise at least one of a common friend link, a common educational institution link, a common profession link, a common company link, a common hometown link, a common place of origin link, or a common preferences link.

19. The method of claim **17**, wherein the one or more processors transmit the transport invitation to the computing device of the proximate driver after determining that each of the one or more carpool riders have the one or more common links with the requesting user.

20. The method of claim **17**, wherein the one or more processors access the user data from one or more social media providers.

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