



# Trippin' in / API

Your social engagement meter

## **Confidentiality**

This document is the property of Trippin' in, and is considered to be strictly confidential.  
It contains information intended only for the person to whom it is transmitted.



"That Irish pub is highly recommended, I wonder what it's like tomorrow night?"

"I don't know... only 2 reviews that are probably written by the only 2 unsatisfied costumers..."

"What about trends? Am I missing the hot new tapas bar?"

"Is that where the locals go or is it yet another "tourist trap?"

"How's the crowd there, young/old?"

"What if it's rainy today?"

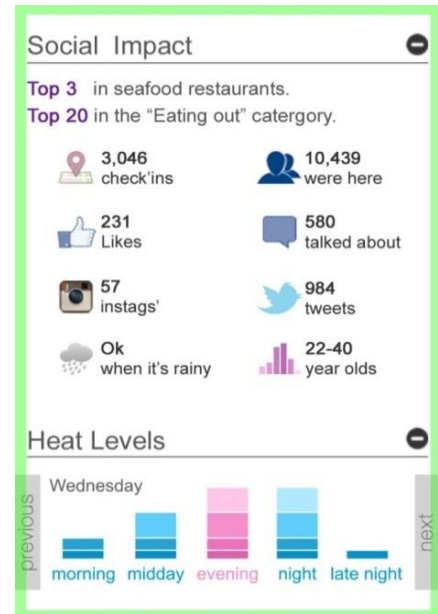
## Trippin'in

Imagine **Yelp** or **Tripadvisor** join forces with all social networks, revealing the true power of local recommendations.

Enters **Trippin'in**.

Trippin'in measures social engagement between people and real world places (restaurants, nightlife, outdoors, etc.) by aggregating social gestures (Likes, Check-ins, Tweets, etc.) and generating cool insights out of this BIG DATA. For example, Trippin'in can identify what's hot at any given time (to the exact day and hour).

We offer our insights, via API, for online Travel&Local recommendation apps and websites.



## The Magic

Analyzing "Social gestures" is fascinating when thinking about the psychology behind it: What sort of places do we mention on our social network? Do we check-in anywhere? And, what does it tell us about That place we just tagged?

We assume that social gestures represent our need to brag, hence represents a powerful positive review of a place. We turn that BIG DATA into credible social recommendations, ready for decision making.

**\*Data is collected anonymously. We do not rely on users to login in order to generate data.**

## Trippin' API / Features

- # **"Social Ranking"** – Get an unbiased ranking, by category (places to eat) or by cuisine (Italian restaurant), representing the general public's preferences, based on the analysis of the social impact places has on real people.

- More info: That restaurant is ranked #3 in "Italian restaurants", and #18 in "Places to eat".

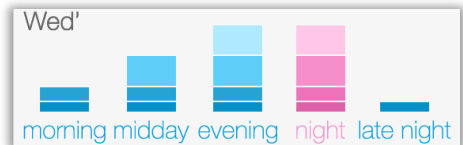
### Social Impact

**Top 3** in seafood restaurants.

**Top 20** in the "Eating out" category.

- # **The "When"** – Get the "heat levels" of a place and let your users know when to go to a place, or what's hot on a certain day and hour.

- More info: Check out this graph example implementation.



- # **"Insta-Trippin'"** – The best way to get a feel of a place is by seeing photos taken there by various random people and perspectives, via Instagram.

- More info: Matching each location to its Instagram "twin-brother" and providing this special source of visuals.



- # **"Stats"** – Get up to date social stats so your users will get a notion of the great sample our social ranking is based on. It could be weekly, monthly or overall totals.

- More info: Stats are aggregated from several social networks and updated all the time.





## Trippin' API / Documentation

We work hard on keeping the insights relevant, for the benefit of your end users, by updating the data all the time. Therefore, we require that you'll do the best possible to present the most up to date insights at all times.

### Using an API key

Every API call must include an API Key, which is unique for each client, as in the following example:

Template

```
http://api.v1.trippinin.com/match/[place name]?coordinates=[lat,lng]&KEY=[your API key]
```

Example

```
http://api.v1.trippinin.com/match/Hard Rock Cafe Barcelona?coordinates=41.38605,2.1700&KEY=298jkefwhfjwe82323h
```

\* When the API key is the request's first parameter then replace the [&] with a [?].

### Choosing the right API calls

Enriching insights of a specific place

#### Match + Read

- The combination of **Match** + **Read** is the most efficient option if you want to have a fast response time.
- **Match** your POI to our POI once, by submitting its name and coordinates and receiving the matching **TrippininID**.
- Use **Read** to get the enriching insights, by submitting the **TrippininID**.
- You should Match the POI's once, and use the **TrippininID** to get the most up to date insights, again and again.

#### Resolve

- If you're ok with having a slower response time, **Resolve** will save you the trouble of managing a table with the **TrippininID**'s, by matching the POI's and receiving the insights in one request.
- In case the POI's did not match, you'll get an empty result, which isn't ideal if your UX relies on it. In that case, we recommend the **Match** + **Read**.

A list of the most relevant places in an area or specific location

#### City Data

- Get a list of POI's, in a specific city or area, sorted according to *Relevance*.
- The *Relevance score* is a combination of the *Social score* and the *Popularity levels VS Time*.

#### LBS Data

- Get a list of POI's, around a specific coordinates, sorted according to *Relevance*.
- The *Relevance score* is a combination of the *Social score* and the *Popularity levels VS Time*.



## Match API call

### Syntax

*Match* is implemented as an **HTTP GET** type requests.  
Get **TrippininID** of Place by submitting a **Place Name** and **coordinates**.

```
http://api.v1.trippinin.com/match/[place name]?coordinates=[lat,lng]
```

### Parameters

Parameter Name	Description
[place name]	The name of a place to match to our database.
[coordinates]	The coordinates of the place in lat,lng format.

### Example

Match a place called “**Hard Rock Café Barcelona**” which is located at **41.38605,2.1700** coordinates (Lat, Lng).

```
http://api.v1.trippinin.com/match/Hard Rock Cafe Barcelona?coordinates=41.38605,2.1700
```

### Match Found

Result Example:

```
{
  "response": {
    "data": { "trippininid": "ug1DUGDokh" }
  },
  "version": 1.0,
  "status": "ok"
}
```

### Match not found

Result Example:

```
{
  "response": {
    "data": { "trippininid": "" }
  },
  "version": 1.0,
  "status": "ok"
}
```



## Read API call

Use the [Read](#) call to query from our Database using a [TrippininID](#)

### Syntax

[Read](#) are implemented as an [HTTP GET](#) type requests.

Request the info and insights of a place, using the [TrippininID](#) parameter.

```
http://api.v1.trippinin.com/place/[trippininid]
```

### Parameters

Parameter Name	Description
[trippininid]	The TrippininID of a place in our database.

### Example

An example using this [TrippininID](#) "ug1DUGDokh " of the Hard Rock Café Barcelona.

```
http://api.v1.trippinin.com/Place/ug1DUGDokh
```

### Result

Result Example:

```
{
  "version":1,
  "status": "ok",
  "response":
  {
    "data":
    {
      "trippininid": "ug1DUGDokh ",
      "title": "Hard Rock Café Barcelona",
      "city": "Barcelona",
      "maincategory":"Eat",
      "subcategory": "American Restaurant",
      "latitude": 41.38611,
      "longitude": 2.170036978947,
      "totalsocialgestures":"186901",
      "totalcheckins":24967,
      "totalwerehere":105298,
      "totallikes":56636,
      "rating":10.0,
      "socialrankings":[
        {"rank":"1","total":705}],
      "gallery": [
```

```
{
  "url_small": "http://distilleryimage8.s3.amazonaws.com/688934da926a11e2bdc622000a1fb844_5.jpg",
  "url_large": "http://distilleryimage8.s3.amazonaws.com/688934da926a11e2bdc622000a1fb844_7.jpg",
  "url_small": "http://distilleryimage5.s3.amazonaws.com/e22e62fc928711e2ac8a22000a9e2947_5.jpg",
  "url_large": "http://distilleryimage5.s3.amazonaws.com/e22e62fc928711e2ac8a22000a9e2947_7.jpg",
  "url_small": "http://distilleryimage2.s3.amazonaws.com/18237de0930d11e2b3f322000a1f96e5_5.jpg",
  "url_large": "http://distilleryimage2.s3.amazonaws.com/18237de0930d11e2b3f322000a1f96e5_7.jpg",
  "url_small": "http://distilleryimage5.s3.amazonaws.com/11dcf74a931211e2bf5922000a1f8cdc_5.jpg",
  "url_large": "http://distilleryimage5.s3.amazonaws.com/11dcf74a931211e2bf5922000a1f8cdc_7.jpg"
},
"dailyrating": [
  {
    "day": "Sunday",
    "dailyresults": [
      {
        "time": "Morning",
        "level": 0.133
      },
      {
        "time": "Midday",
        "level": 0.402
      },
      {
        "time": "Evening",
        "level": 0.458
      },
      {
        "time": "Night",
        "level": 0.333
      },
      {
        "time": "Late Night",
        "level": 0.19
      }
    ]
  },
  {
    "day": "Monday",
    "dailyresults": [
      {
        "time": "Morning",
        "level": 0.402
      },
      {
        "time": "Midday",
        "level": 0.521
      },
      {
        "time": "Evening",
        "level": 0.48
      },
      {
        "time": "Night",
        "level": 0.833
      },
      {
        "time": "Late Night",
        "level": 0.333
      }
    ]
  },
  {
    "day": "Tuesday",
    "dailyresults": [
      {
        "time": "Morning",
        "level": 0.305
      },
      {
        "time": "Midday",
        "level": 0.36
      },
      {
        "time": "Evening",
        "level": 0.29
      },
      {
        "time": "Night",
        "level": 0.42
      },
      {
        "time": "Late Night",
        "level": 0.31
      }
    ]
  },
  {
    "day": "Wednesday",
    "dailyresults": [
      {
        "time": "Morning",
        "level": 0.2
      },
      {
        "time": "Midday",
        "level": 0.37
      },
      {
        "time": "Evening",
        "level": 0.58
      },
      {
        "time": "Night",
        "level": 0.42
      },
      {
        "time": "Late Night",
        "level": 0.35
      }
    ]
  },
  {
    "day": "Thursday",
    "dailyresults": [
      {
        "time": "Morning",
        "level": 0.06
      },
      {
        "time": "Midday",
        "level": 0.555
      },
      {
        "time": "Evening",
        "level": 0.63
      },
      {
        "time": "Night",
        "level": 0.76
      },
      {
        "time": "Late Night",
        "level": 0.212
      }
    ]
  },
  {
    "day": "Friday",
    "dailyresults": [
      {
        "time": "Morning",
        "level": 0.374
      },
      {
        "time": "Midday",
        "level": 0.611
      },
      {
        "time": "Evening",
        "level": 0.74
      },
      {
        "time": "Night",
        "level": 0.85
      },
      {
        "time": "Late Night",
        "level": 0.23
      }
    ]
  },
  {
    "day": "Saturday",
    "dailyresults": [
      {
        "time": "Morning",
        "level": 0.0
      }
    ]
  }
]
```

```

    {"time": "Midday", "level": 0.333}
    {"time": "Evening", "level": 0.68},
    {"time": "Night", "level": 0.75},
    {"time": "Late Night", "level": 0.40}

  ]
}
}
}

```

## Important:

- The weekdays: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday.
- Each day is split into 5 time Groups: Morning 7AM-12PM, Midday 12PM-18PM, Evening 18PM-22PM, Night 22PM-2AM, Late Night 2AM-7AM.
  - Please contact us if you'd like to edit these time groups.
- "totalsocialgestures" – the sum of "totalcheckins", "totalwerehere" and "totallikes". It's equivalent to the total amount of reviews which is common in online travel guides.
- "totalcheckins" – sum of all time **check-ins** made by social network users in this specific place.
- "totalwerehere" – sum of all time **were here made** by social network users in this specific place.
- "totallikes" – sum of all time **Likes** made by social network users in this specific place.
- "url\_small" VS "url\_large" – use the small one for times you need a small size and low resolution image, and the large for bigger size and high resolution image.
- "level" – the activity level, between 0 to 1, for a specific time.  
0 means that there was no social activity there at that time, and 1 means it's swarming!





## Resolve API call

Use the *Resolve* call to *Match* and *Read* in one call, using the *place name* and *coordinates* (Lat,Lng).

### Syntax

*Resolve* are implemented as an **HTTP GET** type requests.

Request the info and insights of a place using is *Place name* string and *coordinates* (Lat,Lng).

```
http://api.v1.trippinin.com/resolve/[place name]?coordinates=[lat,lng]
```

### Parameters

Parameter Name	Description
[place name]	The name of a place to match to our database.
[coordinates]	The coordinates of the place in lat,lng format.

### Example

Resolve a place called "*Hard Rock Café Barcelona*" which is located at *41.38605,2.1700* coordinates (Lat, Lng).

```
http://api.v1.trippinin.com/Resolve/Hard Rock Cafe Barcelona?coordinates=41.38605,2.1700
```

### Match found

Result Example:

```
{
  "version":1,
  "status": "ok",
  "response":
  {
    "data":
    {
      "trippininid": "hU7xiAWdL2",
      "title": "Hard Rock Café Barcelona",
      "city": "Barcelona",
      "maincategory":"Eat",
      "subcategory": "American Restaurant",
      "latitude": 41.38611,
      "longitude": 2.170036978947,
      "totalsocialgestures":"186901",
      "totalcheckins":24967,
      "totalwerehere":105298,
```

```

"totallikes":56636,
"rating":10.0,
"socialrankings":[
  {"rank":"1","total":705}],
"gallery": [
  {"url_small":"http://distilleryimage8.s3.amazonaws.com/688934da926a11e2bdc622000a1fb844_5.jpg",
    "url_large":"http://distilleryimage8.s3.amazonaws.com/688934da926a11e2bdc622000a1fb844_7.jpg"},
  {"url_small":"http://distilleryimage5.s3.amazonaws.com/e22e62fc928711e2ac8a22000a9e2947_5.jpg",
    "url_large":"http://distilleryimage5.s3.amazonaws.com/e22e62fc928711e2ac8a22000a9e2947_7.jpg"},
  {"url_small":"http://distilleryimage2.s3.amazonaws.com/18237de0930d11e2b3f322000a1f96e5_5.jpg",
    "url_large":"http://distilleryimage2.s3.amazonaws.com/18237de0930d11e2b3f322000a1f96e5_7.jpg"},
  {"url_small":"http://distilleryimage5.s3.amazonaws.com/11dcf74a931211e2bf5922000a1f8cdc_5.jpg",
    "url_large":"http://distilleryimage5.s3.amazonaws.com/11dcf74a931211e2bf5922000a1f8cdc_7.jpg"}
],
"dailyrating":
  [{"day":"Sunday","dailyresults":[
    {"time":"Morning","level":0.133},
    {"time":"Midday","level":0.402},
    {"time":"Evening","level":0.458},
    {"time":"Night","level":0.333},
    {"time":"Late Night","level":0.19}]],
    {"day":"Monday","dailyresults":[
      {"time":"Morning","level":0.402},
      {"time":"Midday","level":0.521},
      {"time":"Evening","level":0.48},
      {"time":"Night","level":0.833},
      {"time":"Late Night","level":0.333},
      {"day":"Tuesday","dailyresults":[
        {"time":"Morning","level":0.305},
        {"time":"Midday","level":0.36},
        {"time":"Evening","level":0.29},
        {"time":"Night","level":0.42},
        {"time":"Late Night","level":0.31},
        {"day":"Wednesday","dailyresults":[
          {"time":"Morning","level":0.2},
          {"time":"Midday","level":0.37},
          {"time":"Evening","level":0.58},
          {"time":"Night","level":0.42},
          {"time":"Late Night","level":0.35},
          {"day":"Thursday","dailyresults":[
            {"time":"Morning","level":0.06},
            {"time":"Midday","level":0.555},
            {"time":"Evening","level":0.63},
            {"time":"Night","level":0.76},
            {"time":"Late Night","level":0.212},
            {"day":"Friday","dailyresults":[
              {"time":"Morning","level":0.374},
              {"time":"Midday","level":0.611},
              {"time":"Evening","level":0.74},

```

```

        {"time": "Night", "level": 0.85},
        {"time": "Late Night", "level": 0.23},

        {"day": "Saturday", "dailyresults": [
            {"time": "Morning", "level": 0.0},
            {"time": "Midday", "level": 0.333},
            {"time": "Evening", "level": 0.68},
            {"time": "Night", "level": 0.75},
            {"time": "Late Night", "level": 0.40}

        ]}

    }
}

```

## Match not found

### Result Example:

```

{
  "response": {
    "data": { "trippininid": "" }
  },
  "version": 1.0,
  "status": "ok"
}

```

## Important:

- The weekdays: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday.
- Each day is split into 5 time Groups: Morning 7AM-12PM, Midday 12PM-18PM, Evening 18PM-22PM, Night 22PM-2AM, Late Night 2AM-7AM.
  - Please contact us if you'd like to edit these time groups.
- "url\_small" VS "url\_large" – use the small one for times you need a small size and low resolution image, and the large for bigger size and high resolution image.
- "level" – the activity level, between 0 to 1, for a specific time.  
0 means that there was no social activity there at that time, and 1 means it's swarming!



## City Data API call

*City Data* is implemented as an **HTTP GET** type requests.

Get the top socially rated places in a city, for a specific weekday and time.

```
http://api.v1.trippinin.com/City/[city Name]/[main category]?day=[weekday]&time=[time]&limit=[limit]&offset=[offset]
```

### Parameters

Parameter Name	Description
[city Name]	The name of the requested city. The spelling must be accurate so ask us for our listings.
[Main Category]	The main category name: Eat / Drink / Party / Shop / Outdoor.
[weekday]	Specify the wanted weekday – sunday, monday, etc...
[time]	Specify the wanted time slot: morning, midday, evening, night, late night. Morning 7AM-12PM, Midday 12PM-18PM, Evening 18PM-22PM, Night 22PM-2AM, Late Night 2AM-7AM.
[limit]	Number of items requested (max value in 20).
[offset]	Number of result to skip. Use the Offset=20 parameter in order to get the 21-40 items, skipping the first 20 results.

### Example #1

Top 20 Places in the **Drink** category in **Tel Aviv** (city), **Monday** (weekday), **Night** (time).

```
http://api.v1.trippinin.com/City/Tel Aviv/Drink/sunday/night?limit=20&offset=0
```

### Example #2

Same as in the 1<sup>st</sup> example with the 21-40 results.

```
http://api.v1.trippinin.com/City/Tel Aviv/Drink/sunday/night?limit=20&offset=20
```

### Result (for example #1)

Result Example:

```
{
  "version": 1,
  "status": "ok",
  "response": {
    "data": [{
      "trippininid": "DNF0oLbLcr"
```

```

    "title": "Mike's Place - Tel Aviv",
    "maincategory": "Drink",
    "subcategory": " Pub",
    "latitude": 32.1112,
    "longitude": 34.839,
    "Totalsocialgestures": 5482,
    "totacheckins": 1107,
    "totalwerehere": 4277,
    "totallikes": 98,
    "socialrankings": [
      { "rank": "42", "total": 194 } ],
    "rating": 8.879
  },
  .
  .
  .
  {
    "trippininid": " B2VkyBb1WC",
    "title": "Samsara",
    "maincategory": "Drink",
    "subcategory": "Pub",
    "latitude": 32.1644,
    "longitude": 34.808,
    "Totalsocialgestures": 19624,
    "totacheckins": 3047,
    "totalwerehere": 16298,
    "totallikes": 279,
    "socialrankings": [
      { "Rank": "57", "Total": 194 } ],
    "rating": 8.714
  }
},
"TotalResults": 20
}

```

## Important:

- Results are ordered - according to relevance (a combination of their ranking and current activity level).
- You'll receive up to 20 results per request.
- "rating" – represents the place's **Trippin in** rating, based on its social impact.
- The weekdays: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday.
- Each day is split into 5 time Groups: Morning 7AM-12PM, Midday 12PM-18PM, Evening 18PM-22PM, Night 22PM-2AM, Late Night 2AM-7AM.
  - Please contact us if you'd like to edit these ten groups.
- "url\_small" VS "url\_large" – use the small one for times you need a small size and low resolution image, and the large for bigger size and high resolution image.
- "level" – the activity level, between 0 to 1, for a specific time.  
0 means that there was no social activity there at that time, and 1 means it's swarming!
- "socialrankings" - for example – this place is ranked no.8 out of 231 in the "Drink" category.



## LBS Data API call

### Syntax

**LBS (Location Based) Data** is implemented as an **HTTP GET** type requests.

Get the top socially rated places around a specific location (coordinates), for a specific weekday and time.

```
http://api.v1.trippinin.com/GeoSearch/[coordinates]/[Main Category]?day=[weekday]&time=[time]&limit=[result number]&radius=[radius]&offset=[offset]
```

### Parameters

Parameter Name	Description
[coordinates]	The coordinates of the place in lat,lng format.
[weekday]	Specify the wanted weekday – Sunday, Monday, etc....
[time]	Specify the wanted time slot: morning, midday, evening, night, late night. Morning 7AM-12PM, Midday 12PM-18PM, Evening 18PM-22PM, Night 22PM-2AM, Late Night 2AM-7AM.
[radius]	The radius of the search from the point in Meters, the max value is 15000.
[limit]	Number of items requested (max value in 20).
[offset]	Number of result to skip. Use the Offset=20 parameter in order to get the 21-40 items, skipping the first 20 results.

### Example

Top 20 Places in the **Eat** category with-in **5000 meters** (radius) of the coordinates (41.38,2.16), on **Saturday** (weekday), **Evening** (time).

```
http://api.v1.trippinin.com/GeoSearch/41.38,2.16/eat/saturday/evening?Radius=5000&limit=20&offset=0
```

### Result

**Result Example:**

```
{
  "version":1,
  "status": "ok",
  "response": {
    "data": [{
      "trippininid": " 1UAWUQ7mXx",
      "title": " Vicky Cristina",
      "maincategory":"Eat",
      "subcategory": "Tapas Restaurant",
      "distance": "-----",
    }
  ]
}
```

```

"latitude": 32.058,
"longitude": 34.761,
"totalsocialgestures": "38145",
"totacheckins": 7853,
"totalwerehere": 27622,
"totallikes": 2670,
"socialrankings": [
  {"rank": "1", "total": 493}],
"rating": 10.0
},
.
.
.
.
.
{
  "trippininid": "hH65TTRjhL2",
  "title": "Rak Basar - "a place for meat",
  "maincategory": "Eat",
  "subcategory": "Steakhouse",
  "distance": "----",
  "Latitude": 32.0546,
  "longitude": 34.7627,
  "totalsocialgestures": "14016",
  "totacheckins": 3060,
  "totalwerehere": 10293,
  "totallikes": 663,
  "socialrankings": [
    {"rank": "17", "total": 493}],
  "rating": 9.752
}
},
"TotalResults": 20
}

```

## Important:

- Results are ordered - according to relevance (a combination of their ranking and current activity level).
- You'll receive up to 20 results per request.
- Use the *Offset* parameter in order to get the next 20 results.
- Misspelling in the City Name would return "Bad data" Error.
- Misspelling in the Category Name Would Return no results.
- "rating" – represents the place's **Trippin in** rating, based on its social impact.
- "distance" measured in Meters.
- The weekdays: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday.
- Each day is split into 5 time Groups: Morning 7AM-12PM, Midday 12PM-18PM, Evening 18PM-22PM, Night 22PM-2AM, Late Night 2AM-7AM.
  - Please contact us if you'd like to edit these ten groups.
- "level" – the activity level, between 0 to 1, for a specific time.
 

0 means that there was no social activity there at that time, and 1 means it's swarming!