



### location-based social software for mobile devices

dennis crowley @ intel berkeley // july 2004

## wired :: july 2004



### MoSoSo

Acronym for mobile-social software, a Friendster-like service for cellphones. Coined after the launch of Dodgeball.com, the first MoSoSo provider.

# It's about moving social software away from the desktop and onto mobile devices.



## dodgeball.com

home my profile manage friends crush list

search

invite

venues

prefs about us help

New York City edition [change city] | You are logged in as arainert. [logout]

Suggestions? Bugs? Send them here

#### Dens's profile



#### Dens C.

If you were logged in, you could add this person as your friend!

[enlarge]

#### Dens's scene (a random sampling)

- :: Ace Bar
- :: Barrow St. Ale House
- :: Delft
- :: Cherry Tavern
- :: McSorley's Old Ale House
- :: Smithfield
- :: 12" (12 inch)
- :: thehappycorp.com
- :: Grey Dog
- :: Mannahatta



#### Dens's friends



Aaron



Alex



alex.



Andrew



Andrew





anna



Anthony



beckie



Ben



Beth



Brian



brian



brittanv



Caitlin



caroline

#### Dens's recent comments

Dens on Game Time Nation: (06.23.2004)

rumor has it you can come here to play ps2 and xbox. like an arcade, but w/ home consoles. i dunno - i read about it in the paper.

**Dens on Fuelray:** (06.18.2004)

whoa - a garden in the back that's open till midnight, and they serve smores! get there now before the i-bankers take this place over and ruin it.

Dens on Table 50: (06.13.2004)



Carrie

photo

Cindy

available



Cassandra



Catherine



Chris



Christine



Dan





Daniel



David



David

## how do people use it?

task	message	action		
check in	@ Ace Bar	broadcast your location to all your friends check for nearby friends-of-friend		
query	Ace Bar?	return the address/cross street for Ace Bar		
listen	.Ace Bar	listen for things going on around Ace Bar without broadcasting your location		
shout	! party at my apt	broadcast this message to all of your friends		
goodnight	off	stop receiving messages for the rest of the night		

## Opt-in presence / location tracking



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## Broadcast your location to friends (1° of separation)



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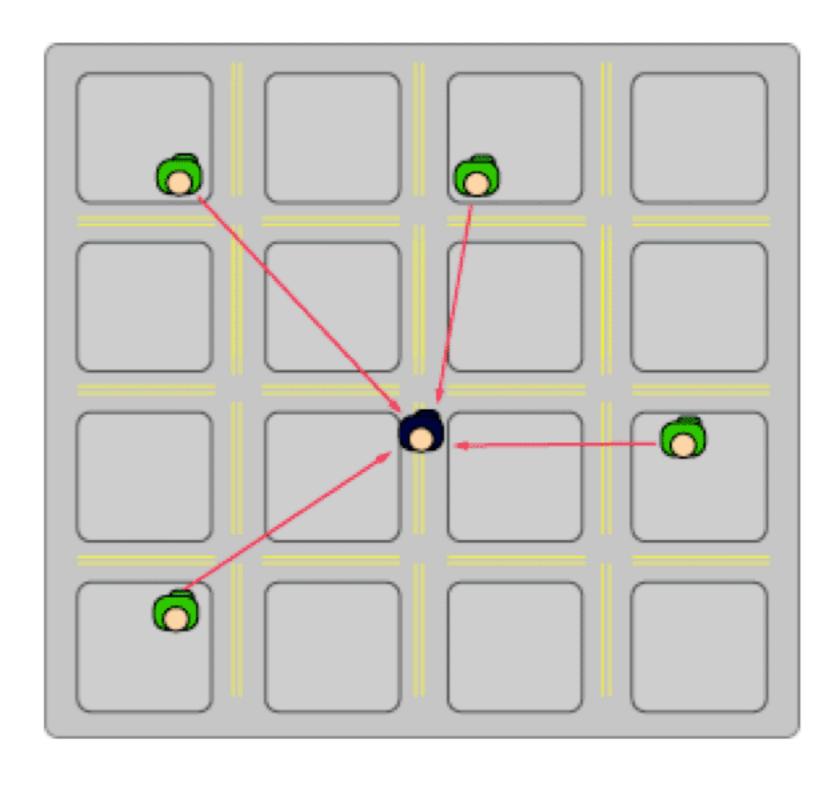


David

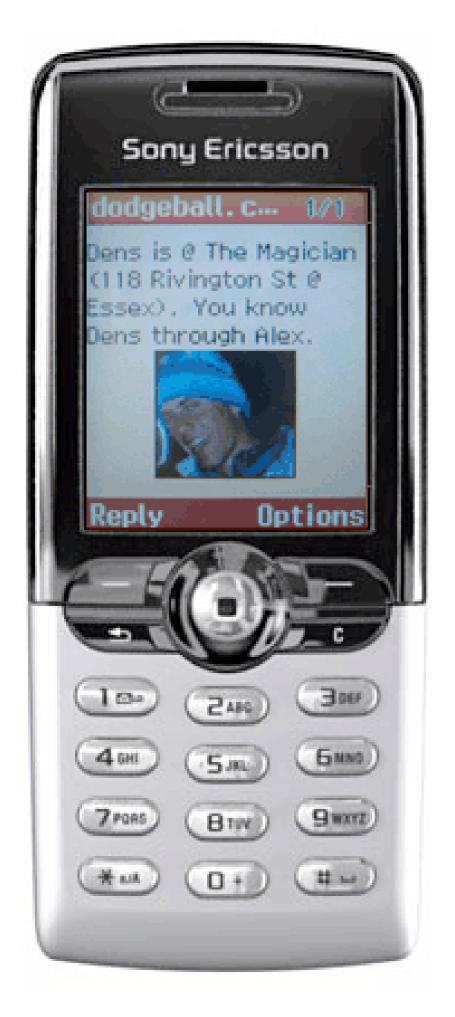


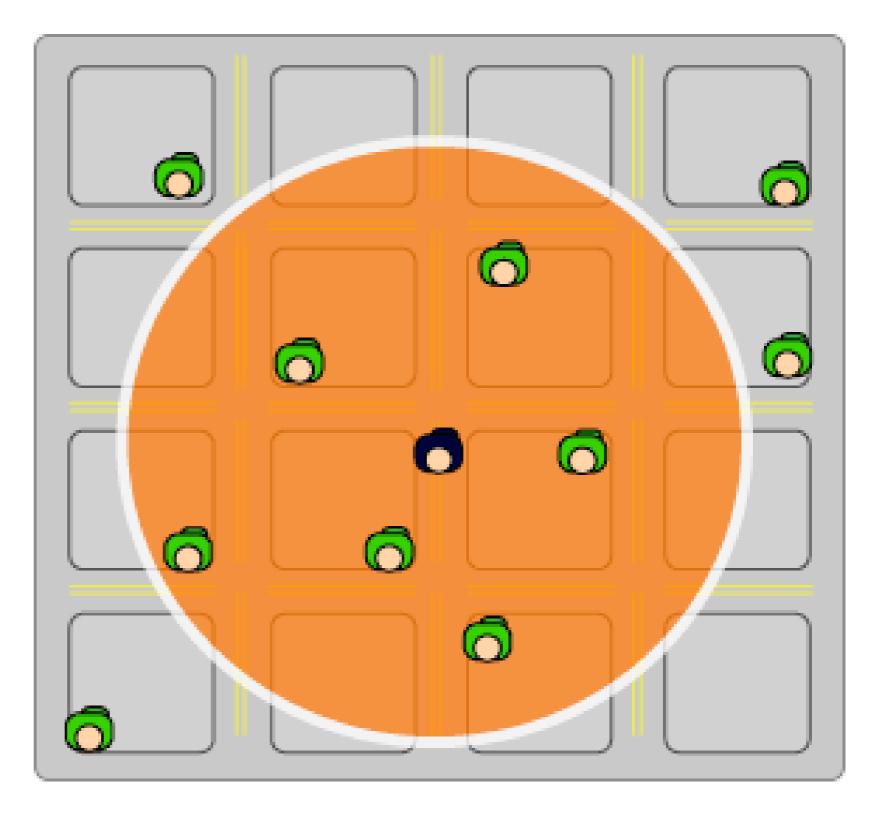
David





## Find nearby friends-of-friends (2° of separation)





## Get hooked-up with nearby crushes (x° of separation)





my profile

manage friends crush list

search

invite venues

New York City edition [change city] | You are logged in as dens. [logout]

Suggestions? Bugs? Send them here

#### crush list

Hey, stalker, (just kidding!)

Dodgeball is all about bringing people together... we'll tell your friends where you are, we'll let you know if friends-of-friends are nearby, but what about that cute girl (or guy) that you have nothing in common with? How are we going to hook you up?

Simple... crush lists. Tell us who you think is cute and if they check-in within 10 blocks, we'll send them a message telling them (not you, stalker!) where you are. If they like you, maybe they'll swing by and try to woo you off your feet. Okay, we'll hook you up with a message letting you know they're within 10 blocks so at least you'll have time to fix you hair (just in case).

Oh yeah, 5 crushes per person please. This isn't a brothel.

Sorry, but no one has a crush on you. (We still love you though.)

#### people you love love love



dump this crush

emilie



dump this crush



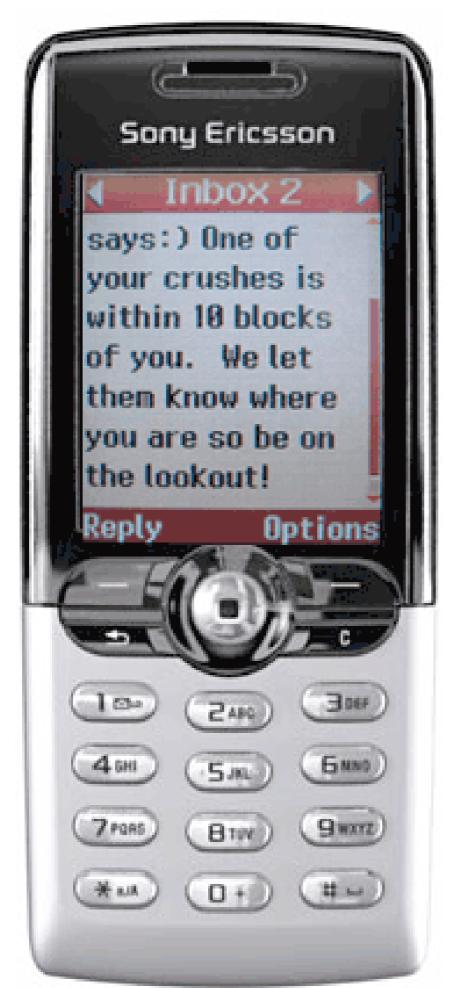
dump this crush



dump this crush



gets...





gets...



## Location aggregation





## the more dots there are, the more interesting ways there are to connect them

## the good side of dodgeball





+ the 5-block introduction





+ the same-venue introduction





+ friend-of-friend chatter

## the dark side of dodgeball (aka "social bugs")





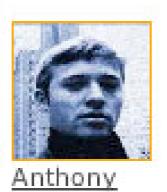
+ friendly stalkers



Randy







+ blocking friends-of-friends





- + the ex-girlfriend bug
- + intentionally not "checking in"
- + lob / decoy / doppleganger

### what do our users want?

## to make decisions about their SN on the fly

- + send to these friends now
- + block this person now
- + send to everyone except this person

It works today



it's no fun to build applications that people can't use today

leverage the ubiquity of:

- + text messaging
- + camera phones

## aren't there better ways to do this?



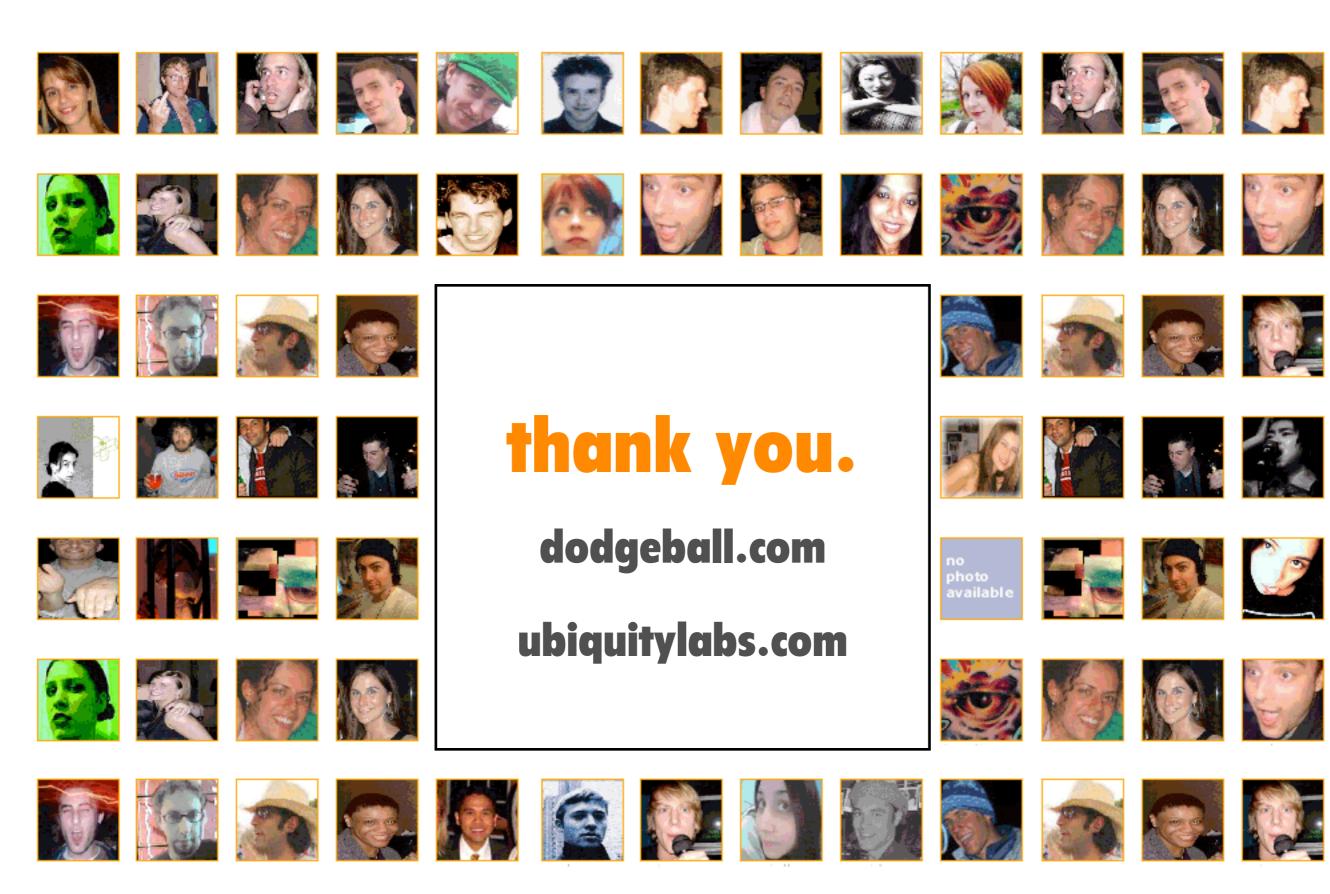


triangulation: not easy to get location from carriers

bluetooth implies: "it's all about proximity"

gps implies: "location tracking is easy to turn on and off"



























































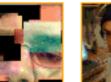














## thank you.

dodgeball.com

ubiquitylabs.com



















































































