





*dodgeball.com*

**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.**



[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)

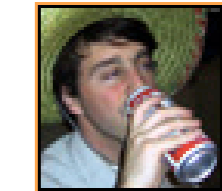
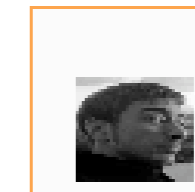
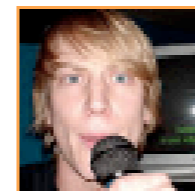
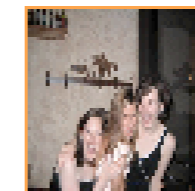
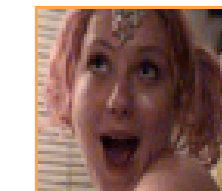
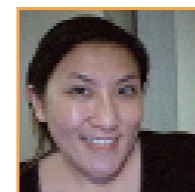
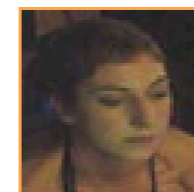
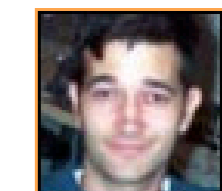
- :: [Ace Bar](#)
- :: [Barrow St. Ale House](#)
- :: [Delft](#)
- :: [Cherry Tavern](#)
- :: [McSorley's Old Ale House](#)
- :: [Smithfield](#)
- :: [12" \(12 inch\)](#)
- :: [thehappycorp.com](#)
- :: [Grey Dog](#)
- :: [Mannahatta](#)

**WANT TO REPRESENT  
DODGEBALL WHEN  
YOU'RE  
OUT?**

**GET YOUR  
GEAR [HERE](#)**



## Dens's friends

[Aaron](#)[Alex](#)[alex](#)[Andrew](#)[Andrew](#)[anna](#)[Anthony](#)[beckie](#)[Ben](#)[Beth](#)[Brian](#)[brian](#)[brittany](#)[Caitlin](#)[caroline](#)[Carrie](#)[Cassandra](#)[Catherine](#)[Chris](#)[Christine](#)[Cindy](#)[Dan](#)[Daniel](#)[David](#)[David](#)

## 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)

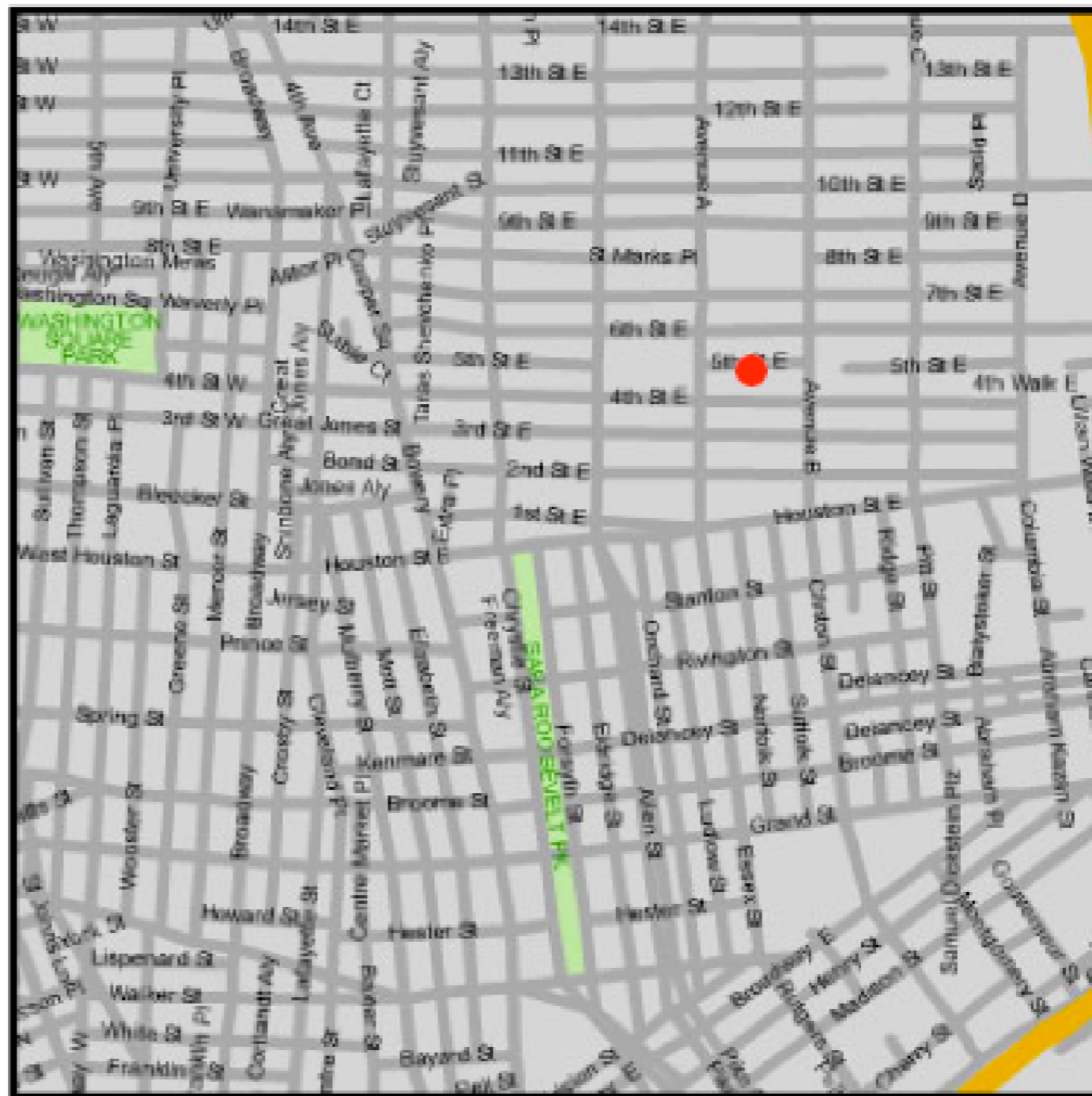
whoa - a garden in the back that's open till midnight. and they serve smores! get there now before the i-bankers take this place over and ruin it.

### Dens on [Table 50](#): (06.13.2004)

# how do people use it?

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

**Opt-in presence / location tracking**



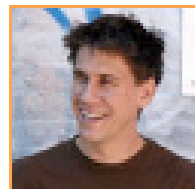


**Broadcast your location to friends**

**(1° of separation)**

[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)

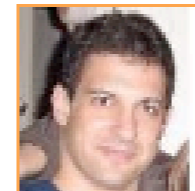
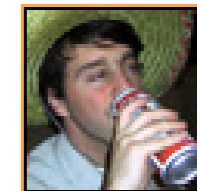
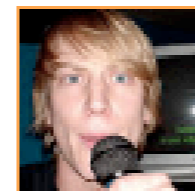
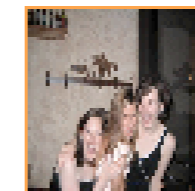
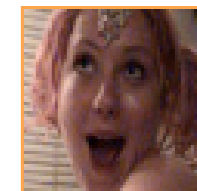
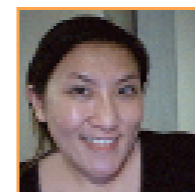
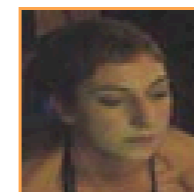
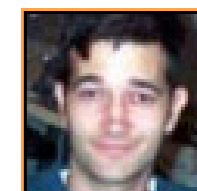
- :: [Ace Bar](#)
- :: [Barrow St. Ale House](#)
- :: [Delft](#)
- :: [Cherry Tavern](#)
- :: [McSorley's Old Ale House](#)
- :: [Smithfield](#)
- :: [12" \(12 inch\)](#)
- :: [thehappycorp.com](#)
- :: [Grey Dog](#)
- :: [Mannahatta](#)

**WANT TO REPRESENT  
DODGEBALL WHEN  
YOU'RE  
OUT?**

**GET YOUR  
GEAR [HERE](#)**



## Dens's friends

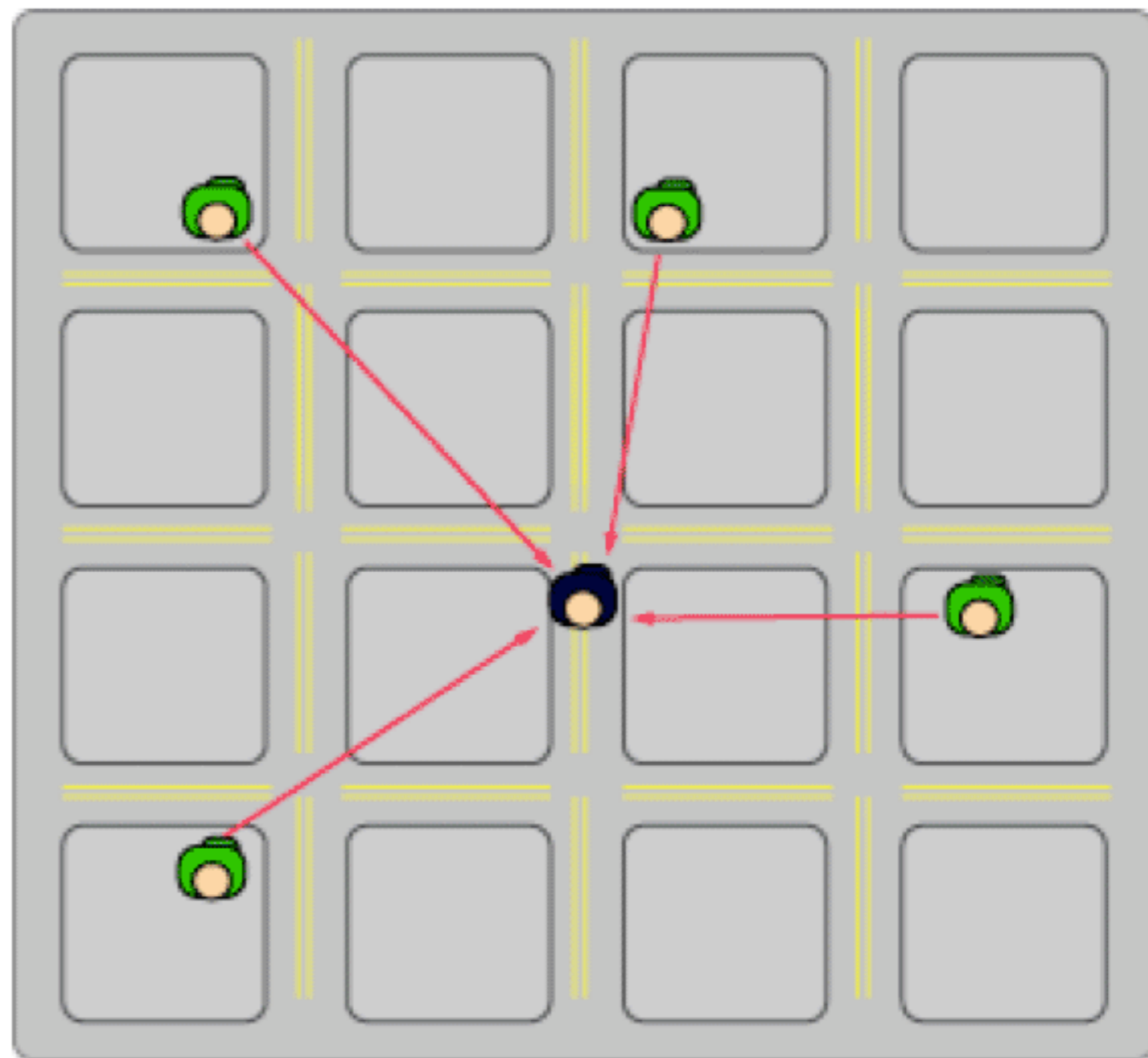
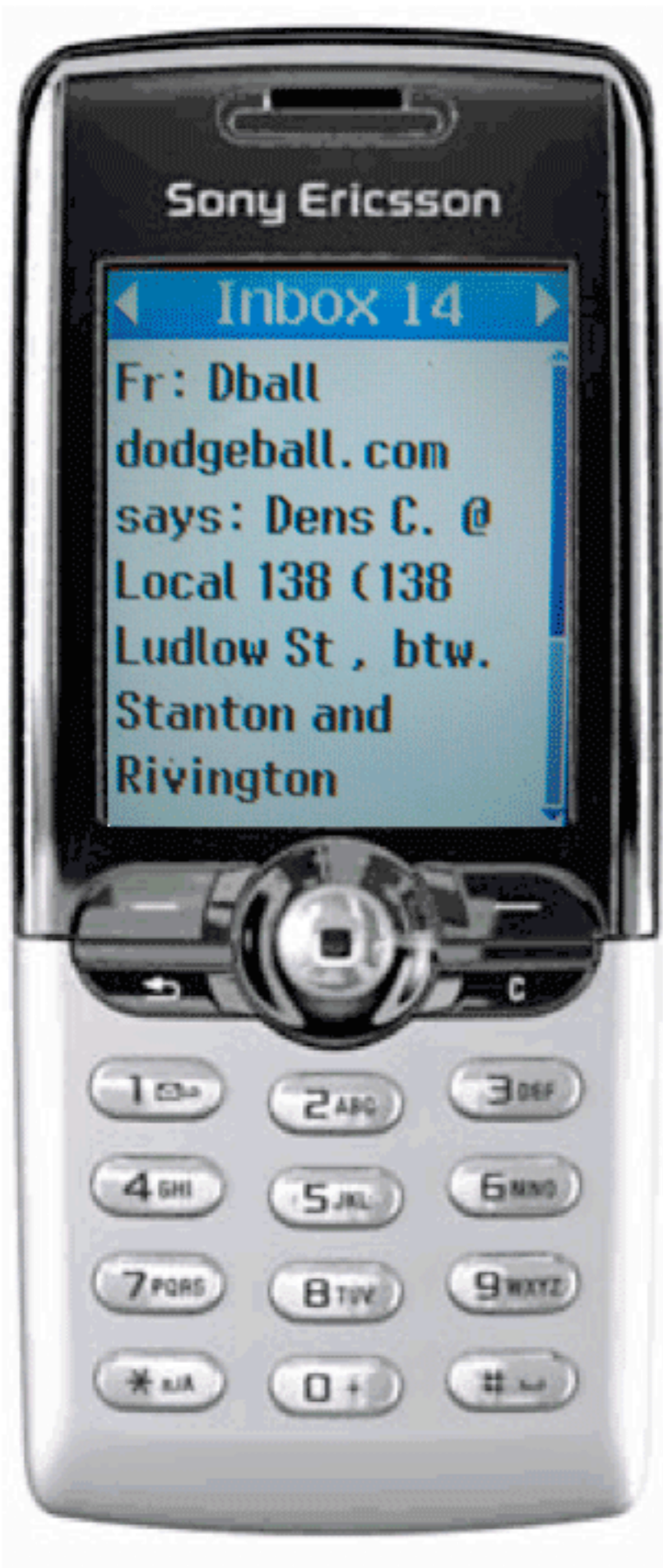
[Aaron](#)[Alex](#)[alex](#)[Andrew](#)[Andrew](#)[anna](#)[Anthony](#)[beckie](#)[Ben](#)[Beth](#)[Brian](#)[brian](#)[brittany](#)[Caitlin](#)[caroline](#)[Carrie](#)[Cassandra](#)[Catherine](#)[Chris](#)[Christine](#)[Cindy](#)[Dan](#)[Daniel](#)[David](#)[David](#)

## 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)



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





**Get hooked-up with nearby crushes**  
**( $x^\circ$  of separation)**



[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



[emilie](#)

[dump this crush](#)



[Mona](#)

[dump this crush](#)



[Kim](#)

[dump this crush](#)

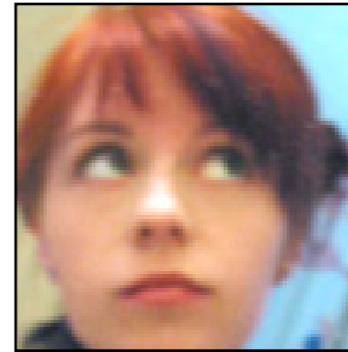
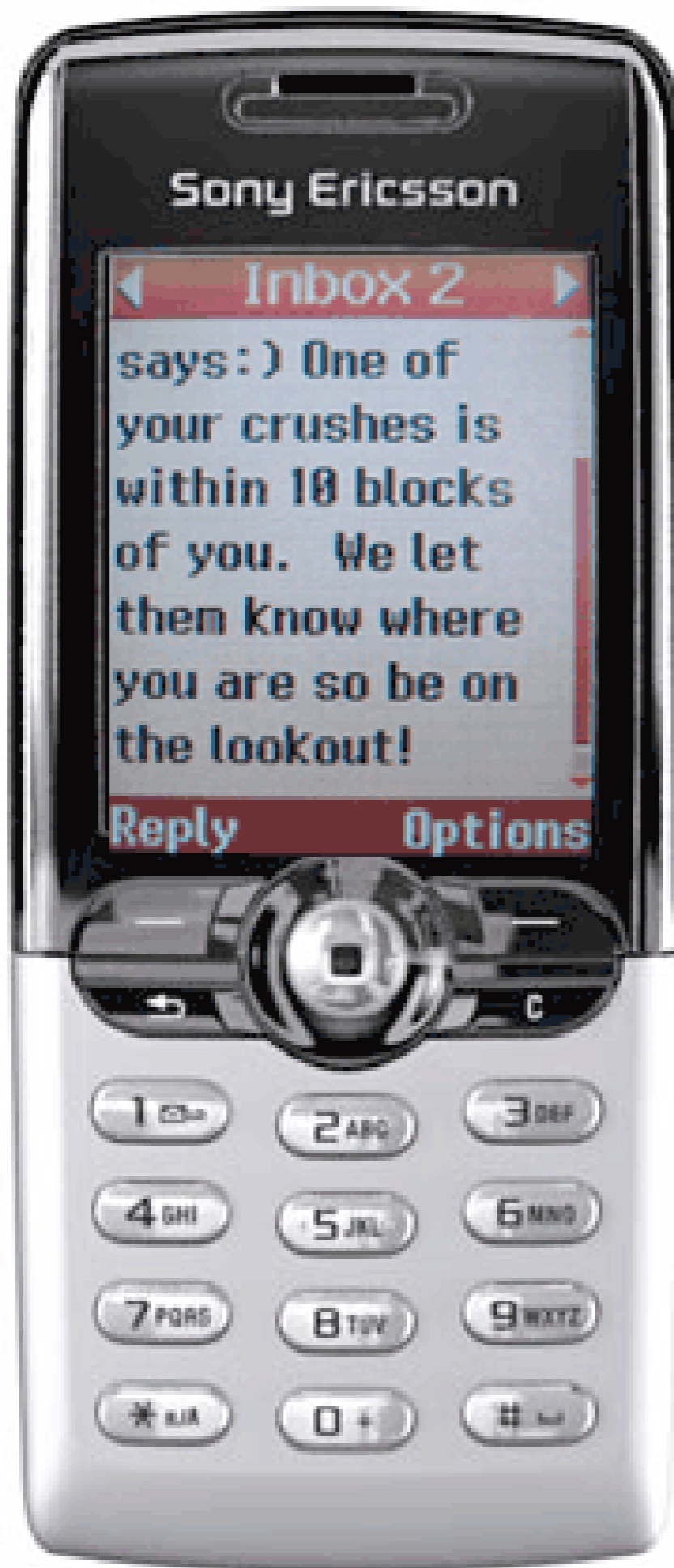


[allison](#)

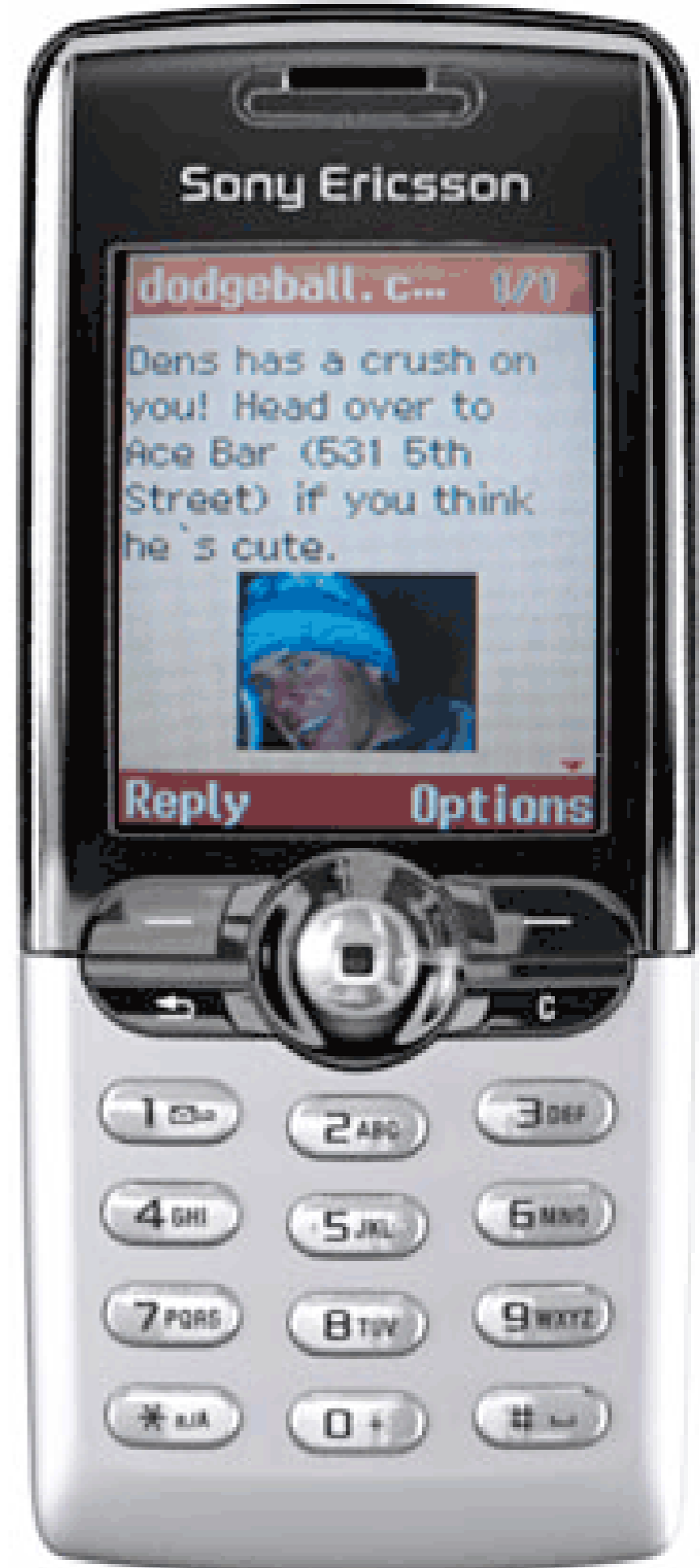
[dump this crush](#)



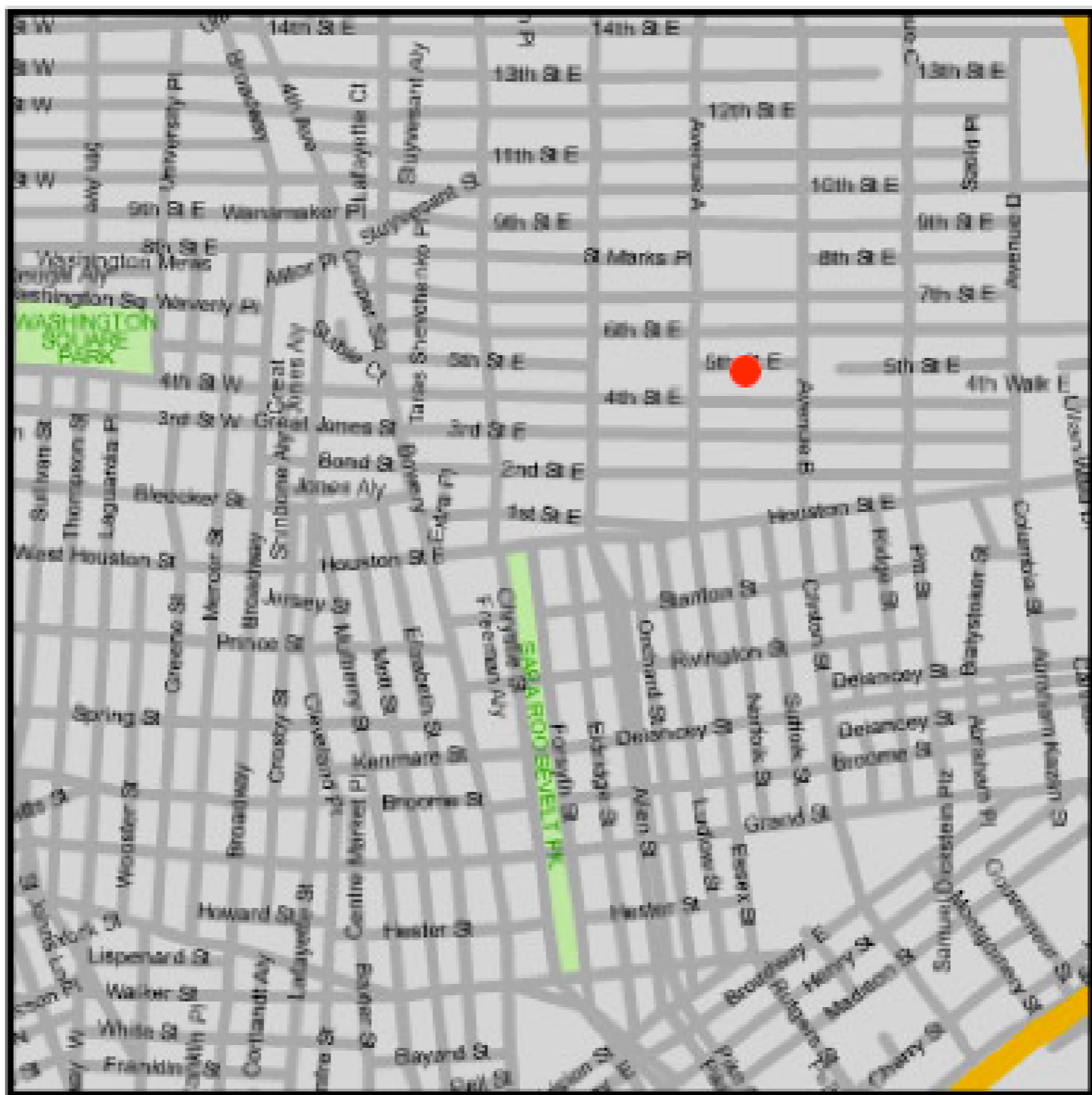
**gets...**



**gets...**



# **Location aggregation**

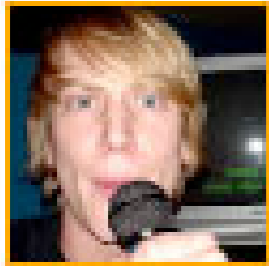




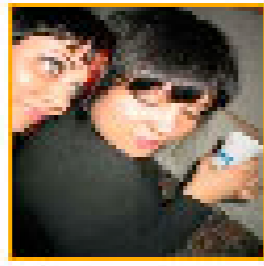


**the more **dots** there are, the more **interesting** ways  
there are to **connect** them**

# the good side of dodgeball



Brian

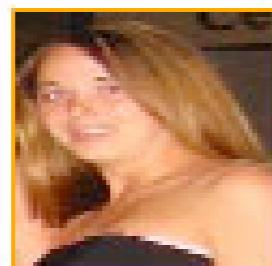


alyssa

**+ the 5-block introduction**

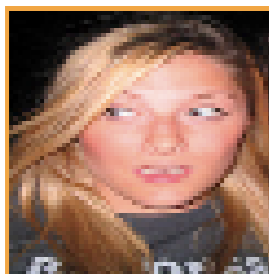


Grellan

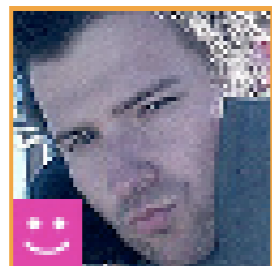


Kristin

**+ the same-venue introduction**



Caitlin



doug

**+ friend-of-friend chatter**

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



Dens

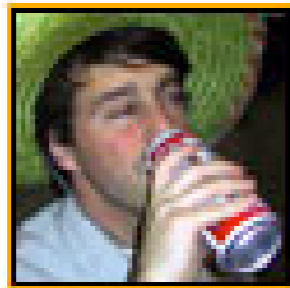


Michael

+ friendly stalkers



Randy



Andrew

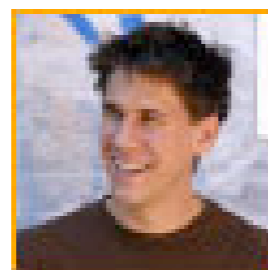


Anthony

+ blocking friends-of-friends



ex-girlfriend



Dens

+ 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?**



## **Bluetooth**

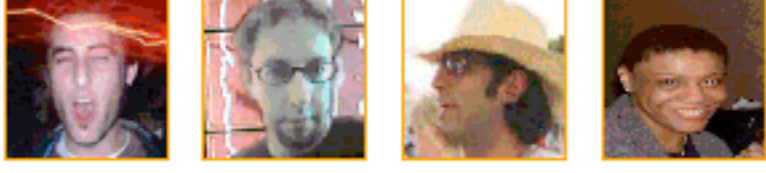
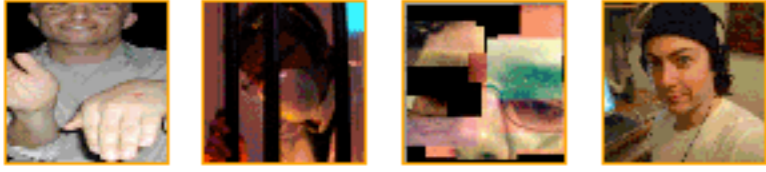
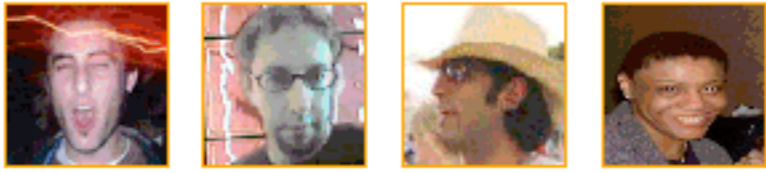
**triangulation:** not easy to get location from carriers

**bluetooth** implies: "it's all about proximity"

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







**thank you.**

**dodgeball.com**

**ubiquitylabs.com**

