

# Elizabeth Tolson

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Mashups and Feedback Loops  
Prototypes

# Mashup #1

# Scenario





# Craigslist

Personals



Missed Connections

**craigslist**  
post to classifieds  
my account  
help, faq, abuse, legal  
search craigslist  
for sale

**event calendar**  
S M T W T F S  
25 26 27 28 29 30 1  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22

avoid scams & fraud  
personal safety tips  
craigslist blog  
craigslist factsheet  
best-of-craigslist  
craigslist TV  
craigslist movie & dvd  
craigslist foundation  
craigconnects  
system status  
terms of use about  
privacy help

**new york city** w mnh brk que brx stn jsy lgi wch fct

**community**  
activities lost+found  
artists musicians  
childcare local news  
general politics  
groups rideshare  
pets volunteers  
events classes

**community**  
strangely platonic  
women seeking men  
men seeking women  
men seeking men  
misc romance  
personal encounters  
missed connections  
pets and raves

**discussion forums**  
1099 gifts pets  
apple haiku philos  
arts health politic  
atheist help psych  
autos history queer  
beauty housing recover  
bikes jobs religion  
celebs jokes rofo  
comp kink science  
crafts l.t.r. shop  
diet legal spirit  
divorce linux sports  
dying loc pol t.v.  
eco m4m tax  
educ money testing  
etiquet motocy transg  
feedbk music travel  
film npo vegan  
fitness open w4w  
fixit outdoor wed  
food over 50 wine  
frugal p.o.c. women  
gaming parent words  
garden pefo writers

**housing**  
apts / housing  
rooms / shared  
sublets / temporary  
housing wanted  
housing swap  
vacation rentals  
parking / storage  
office / commercial  
real estate for sale

**for sale**  
appliances arts+crafts  
antiques auto parts  
barter baby+kids  
bikes beauty+hlt  
boats cars+trucks  
books cds/dvd/vhs  
business cell phones  
computer clothes+acc  
free collectibles  
furniture electronics  
general farm+garden  
jewelry garage sale  
materials household  
rvs motorcycles  
sporting music instr  
tickets photo+video  
tools toys+games  
wanted video gaming

**services**  
beauty automotive  
creative farm+garden  
computer household  
cycle labor/move  
event skill'd trade  
financial real estate  
legal sm biz ads  
lessons therapeutic  
marine travel/vac  
pet write/ed/tr8

**jobs**  
accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security  
skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing  
[ ETC ]  
[ part-time ]

**gigs**  
crew computer  
event creative  
labor domestic  
talent writing

**resumes**

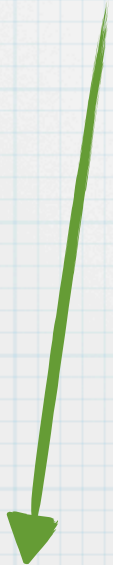
**nearby ci**  
allentown  
catskills  
central nj  
delaware  
eastern ct  
hartford  
hudson valley  
jersey shore  
lancaster  
long island  
new haven  
new york  
north jersey  
northwest ct  
oneonta  
philadelphia  
reading  
scranton  
south jersey  
western mass  
us cities  
us states  
canada  
ci worldwide

# Device

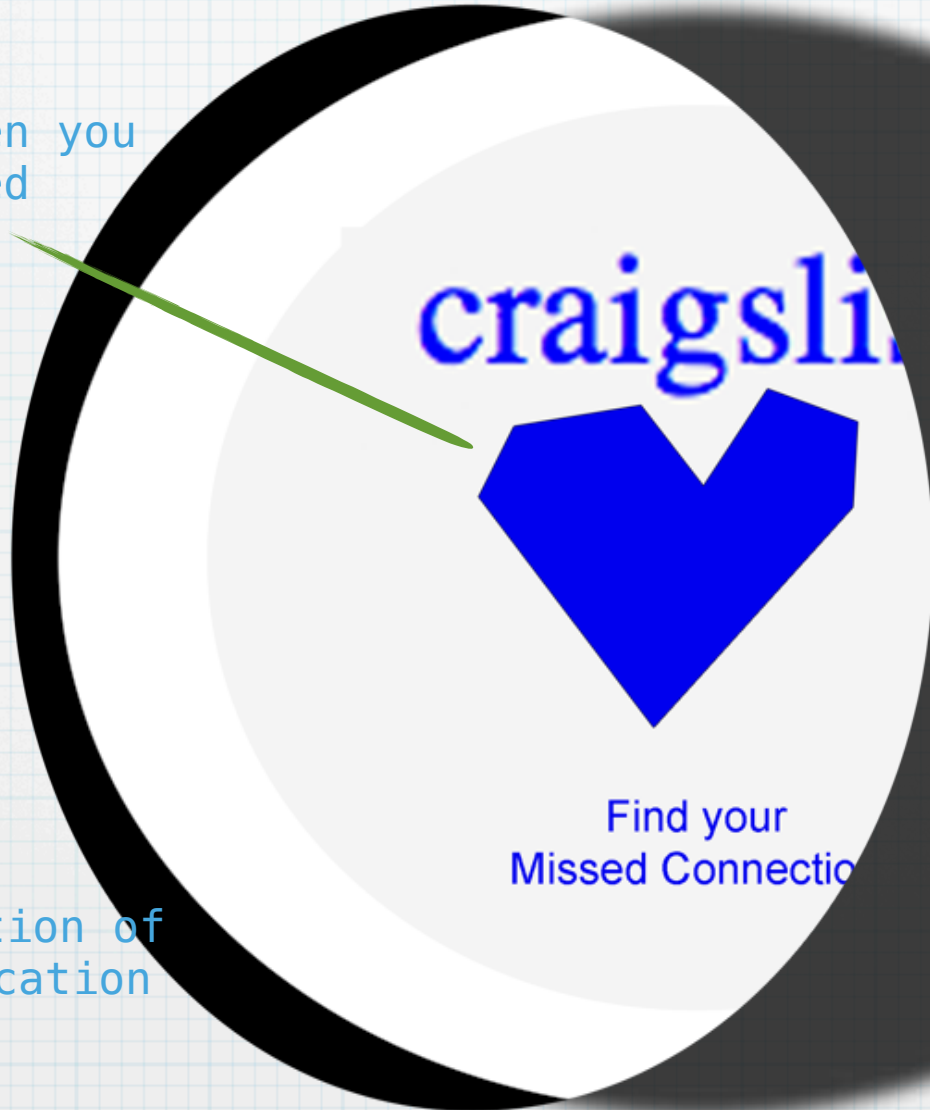
- \* Automatically post your missed connection
- \* You program is with a description of you
- \* built in GPS List your location

# Device

Press button when you  
have a missed  
connection



Posts a description of  
you and your location



Find your  
Missed Connection

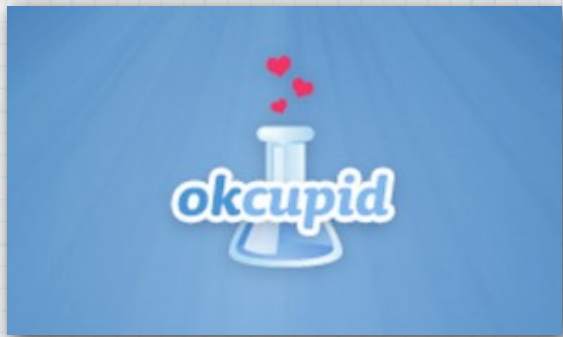
# Mashup #2



# Scenario







wrong:  
age  
height  
hobbies  
education

All Lies

Match Search Who's Online? Dating Test Tests Explore

Message Him  
Join OkCupid

Find better matches with our advanced matching system

30 / M / Straight / Single  
Boston, Massachusetts

About Photos

**My self-summary**  
I'm a fun loving guy and a self-starter who has absolutely no interest in committing murder. I'm looking for love, companionship, or just that one lovely evening (and rest assured that that one lovely evening will absolutely end with you back at your house, safe and sound!) Let me take you into my magical world of not murdering anyone, ever, for any reason.

**What I'm doing with my free time**  
I'll tell you this for sure: Certainly not murdering ANYONE, least of all myself. Beyond that, mostly digging.

**I'm really good at**  
sublimating my baser desires.

**The first things people usually notice about me**  
is my absolute lack of threatening cues. People are like, "I feel so safe and comfortable around you," and then they usually follow it up with, "I really couldn't imagine you ever murdering me," at which point I tell them that they are ONE HUNDRED PERCENT RIGHT.

**Favorite books, movies, shows, music, and food**  
M, Dexter, Silence of the Lambs, As I Lay Dying (book), As I Lay Dying (band). Note: I only like these IRONICALLY.

**The six things I could never do without**  
My shovel (for gardening)  
My meathooks (for curing turkey jerky)  
My chainsaw (for logging or clearing brush)  
My mother's underwear (as a keepsake)  
Children (they are our future)  
My freezer (for keeping my perishable goods from spoiling)

**I spend a lot of time thinking about**  
what it would be like to wear someone else's skin (in a metaphorical sense).

**On a typical Friday night I am**  
being seen by plenty of people in plenty of different places, such that I always have an alibi in the INCREDIBLY UNLIKELY event that I come up as a suspect in a murder trial... WHICH WILL/HAS NEVER HAPPEN(ED)!

**The most private thing I'm willing to admit**  
I once picked up a female hitchhiker off of I-95, handcuffed her, beat her, strangled her in my murdershack, and fed her to my dogs after masturbating myself with her severed hands ... SYKE!!!  
  
I sometimes wet the bed.

**I'm looking for**

- Girls who like guys
- Ages 18-35
- Wor me
- Who are single
- For new friends

**You should message me if**  
you want a guy who WON'T murder you.

**His Details**

Last Online	Today - 3:43pm
Ethnicity	White
Height	5' 11" (1.80m)
Body Type	Fit
Diet	Strictly anything
Smokes	Trying to quit
Drinks	Socially
Drugs	Never
Religion	—
Sign	Libre and it's fun to think about
Education	Dropped out of college/university
Job	Rather Not Say
Income	Rather not say
Children	Likes children
Pets	Owns dogs
Speaks	English (Fluently), Spanish (Okay)

**Similar Users**

- stunkk79, 31 Boston, Massachusetts similar
- Madhatter1534, 26 Cambridge, Massachusetts similar
- Fartparticle, 33 Boston, Massachusetts similar
- bittiger, 26 Somerville, Massachusetts similar
- Revolution78, 29 Cambridge, Massachusetts similar
- sunofthewind, 27 Boston, Massachusetts similar
- stayfitly, 26 Boston, Massachusetts similar
- zach\_85, 26 Boston, Massachusetts similar

Send us Feedback!

# Website

- \* a website that allows you to put correct info about people (blow their spot up)



# Feedback Loop

# Scenario





# Control

- \* rules of dating

- \* “what did you say?”

- \* “what are you doing?”

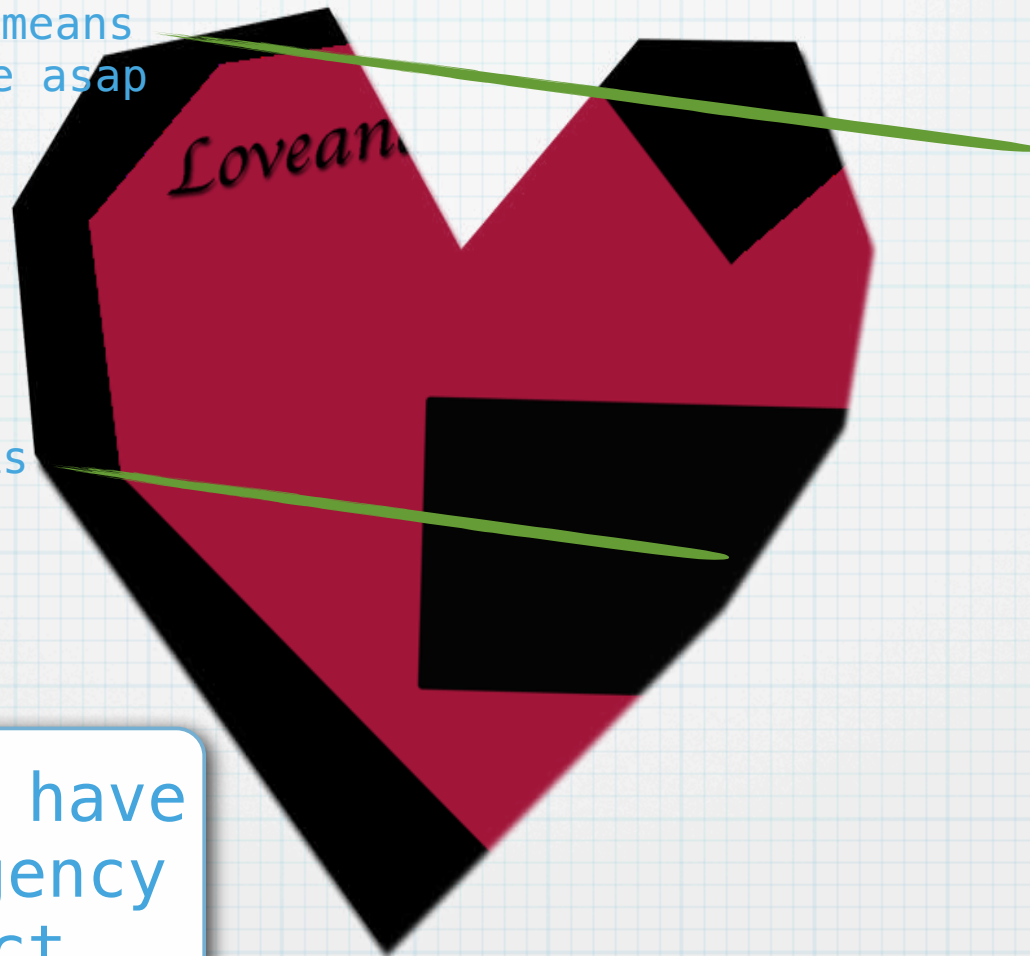
- \* “Help this is awkward!”

# Device

flashing light means  
you should leave asap

Mic to hear what is  
being said

possibly have  
an emergency  
contact



Thank You

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