

# 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
2	3	4	5	6	7	8
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** <sup>w</sup> mnh brk que brx stn jsy lgi wch fct

**community**

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

**personals**

- strictly platonic
- women seeking men
- men seeking women
- men seeking men
- misc romance
- 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+hlth
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 cl**

- 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**

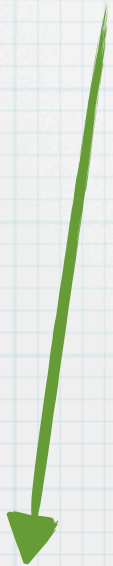
**cl worldwide**

# Device

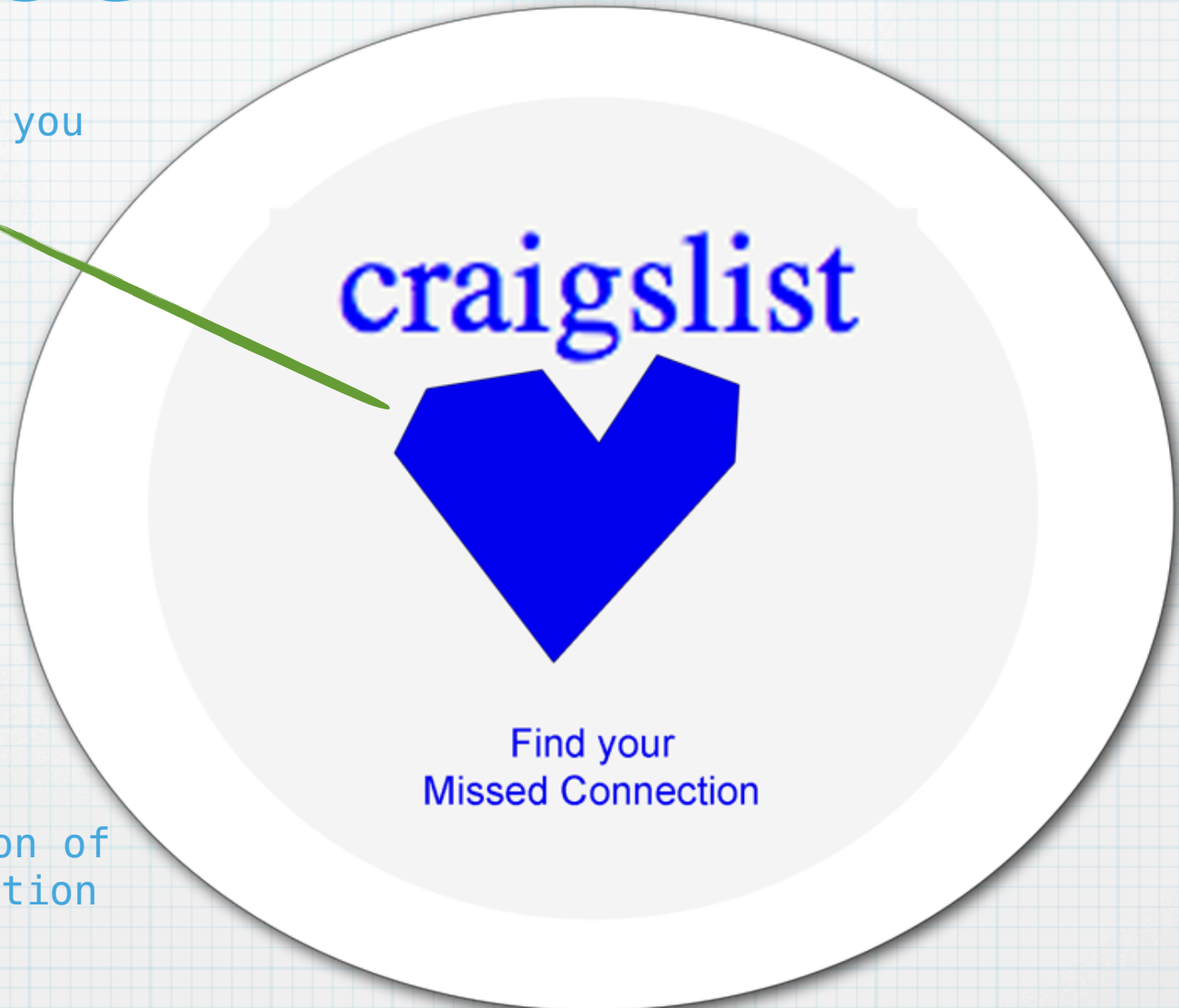
- \* Automatically post your missed connection
- \* You program is with a description of you
- \* built in GPS List your location

# Device

Press button when you  
have a missed  
connection



Posts a description of  
you and your location



# Mashup #2



# Scenario







wrong:  
age  
height  
hobbies  
education

# All Lies

Join us!

Match Search Who's Online? Dating Test Tests Explore

—% Match  
—% Friend  
—% Enemy

30 / M / Straight / Single  
Boston, Massachusetts

Message Him  
Join OkCupid

Find better matches  
with our advanced  
matching system

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 life**  
I'll tell you this: I don't want to commit 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  
• Near 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	Libra 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**

- jfunkk79, 31  
Boston, Massachusetts  
similar
- Madhatter1534, 26  
Cambridge, Massachusetts  
similar
- Fartparticle, 32  
Boston, Massachusetts  
similar
- bibittiger, 26  
Somerville, Massachusetts  
similar
- Revolution7k, 29  
Cambridge, Massachusetts  
similar
- sunofthewind, 27  
Boston, Massachusetts  
similar
- stayfitty, 29  
Boston, Massachusetts  
similar
- zach\_85, 25  
Boston, Massachusetts  
similar

Send us feedback!  
By clicking from this profile to his profile, you agree to our Terms of Use.

# Website

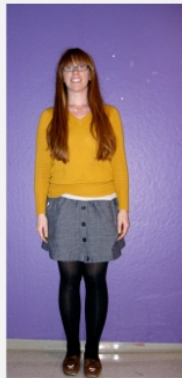
- \* a website that allows you to put correct info about people (blow their spot up)





Search

Check out  
the liars



mynameis\_liz

Height: 5'7  
Hair Color: Red  
Diet: Vegetarian  
Smokes: No

Height: 5'2  
Hair Color: Black  
Diet: everything  
Smokes: YES

## The Truth

Watch out for this one! She said she doesn't smoke but boy does she know how to light up! She smoked the entire time on the date. And so much for being a vegetarian! That girl downed 2 steaks! If only I new about this site before I went out with her! I would have saved so much money!

# Feedback Loop



# Scenario



# Control

- \* rules of dating

- \* “what did you say?”

- \* “what are you doing?”

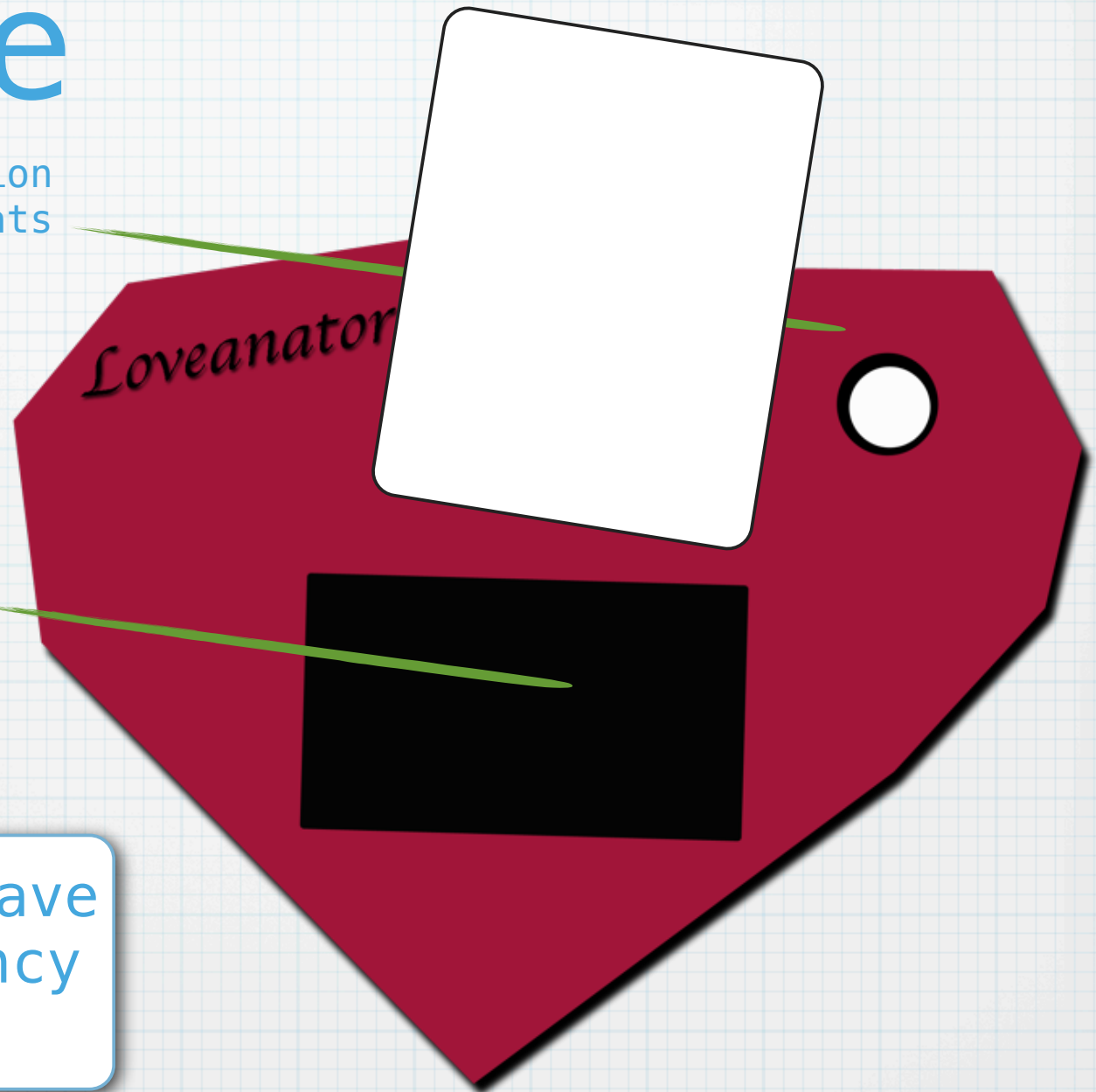
- \* “Help this is awkward!”

# Device

records conversation  
and highlights whats  
wrong

Mic to hear what is  
being said

possibly have  
an emergency  
contact



Thank You  
:-D