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Milestone One: **Social Communications A la Mobile (SCAMbook)**

Abstract:

This project is a mobile social software application that explores the intersection of three areas:

- Location-aware mobile applications and the growing number of hardware platforms that support them in the US
- Social networking services, such as Friendster, Tribes, Dodgeball, and the Facebook, that promote discovery and interaction with both friends and strangers
- The nearly non-existent dating culture at Stanford University (and other institutions)

We see an opportunity to couple mobile devices with the existing databases of information contained within the Facebook, the Assbook, Tribes.net, or Friendster, to produce a location-aware application that notifies users (“scammers”) when friends and objects of desire (“targets”) are in nearby proximity. With the option to bookmark people at several different levels of privacy, these services can be extended greatly to promote social interaction.

Potential Users:

- Single or otherwise prowling socialites, to know when targets are nearby and get conversation points
- Social butterflies, to know what friends are nearby and to get their latest updated personal information
- Social wallflowers, to know when people they want to avoid are nearby

Similar Services:

- Online Social Networks: The Facebook, the Assbook, Friendster, Tribes, many online dating services (Match.com, JDate, Gay.com, LavaLife, etc.) – these services facilitate linking up with friends, matching on common interests, and introductions. These services have established memberships but no location-aware functionality, limiting the experience to the computer. The Facebook already provides some messaging functionality and information retrieval services via SMS; most of these services allow communication of some kind via email or SMS.
- Manual Location-Aware Services: Dodgeball, PlayTxt – These services attempt to link up users based upon location, but do not presently include any ability to

automatically generate location information. Both allow users to publish their whereabouts; Dodgeball pushes information to lists of friends and designated “crushes,” while PlayTxt sends information to others in your area based upon matching (similar to Jambo). The Assbook plans to include some location-based functionality in the future.

- Automatic Location-Aware Services: Reno, Serendipity, Jambo – these services generate location using a variety of technologies. Reno was developed out of the Intel research labs and allows users to record locations using PlaceLab. Serendipity was developed at MIT MediaLab and utilizes Bluetooth beaconing with online profiles to match on common interests. Jambo uses Wifi and common interests to match potential users in the same place.
- Platform-Dependent Services: AT&T mMode Friend Finder, Nokia Sensor – these services store personal profiles on mobile devices and trade them with other uses of the same device families. These services closely mimic some of our proposed functionality, but because they are platform-dependent, they will always be limited in membership and utility.

Design Implications:

- Privacy – the largest issue our service must accommodate are concerns with privacy. Of the existing services, Serendipity and Jambo have the cleanest model; both operate based upon proximity to other users rather than centrally tracked locations. Dodgeball and Playtxt require the user to publish his or her location before it is sent to multiple recipients, and Dodgeball takes an interesting approach to its concept of “crushes” by notifying them, rather than the user, of proximity (thereby letting the crush decide whether to initiate further contact). Reno allows both manual and automatic location detection. None of these three services require published information to be accurate; users can falsify their locations. Our approach to privacy concerns is to always provide more information to targets than to users whenever they are in proximity based upon the user’s level of contact setting for each target. In this way, we incent users to always move towards sharing more information to receive reciprocal benefits.
- Adoption – our main advantage over any of the existing services that are similar in functionality is that we plan to partner with one or more of the existing online social networks to leverage their memberships.

Interface (see attached wireframes and flow diagram):

- Website – users of the system set up accounts and profiles and select targets via the website.
- Mobile Device – the mobile device has both a menu-driven system for browsing contacts and searching for targets, and an event-driven system for proximity-based encounters. When targets come into range, they are provided information based upon the scammers’ designated level of contact.
 - Private - no information is provided to either the scammer or the target
 - Anonymous – the target is notified that an unidentified scammer is in the area; the scammer receives no information. The target can then request that the scammer upgrade to Public.

- Public – the target is notified that an interested scammer is in the area and the scammer’s identity is revealed. The target can then contact the scammer via SMS. The scammer is notified that an unidentified target is in the area.
- In addition, the mobile device can be set to Immediate mode. In this mode, any user of the system is notified of the identity of any other users also using this mode in proximity and can contact them via SMS.

Research Questions:

- General Usage
 - Why do users adopt this service? What are their reasons for using it?
 - What age groups adopt this service?
- Privacy
 - Do people allow unknown strangers to know when they are in proximity?
 - Do people prefer to know when someone nearby has been notified of their presence?
- Communication
 - Do people use the service to initiate face-to-face contact?
- Relationships
 - Do relationships form from contact made via this service?
 - What are the nature and quality of any such relationships?
 - What additional functionality can foster relationships? Referrals from friends? A blind date service?

Mobile and Web

Web Only

1
Menu

1.1
View Contact
(Targets and
Scammers) List

1.2
Search and Select
New Targets

1.3
Update Profile

1.1.1
View Individual
Targets/
Scammers

1.1.1.2
View Contact
History

1.1.1.1
Add Scammer as
Target

1.1.1.1.1
Choose Target's
Level of Contact

level of
contact?

notification that
you have been
targeted

anonymous or public

2
PROXIMITY

2.1
*notification of
scammer in the
area*

2.1.1
request more
contact?

2.1.2
*notification of
target in area*

2.1.3
do you wish to
upgrade level of
contact?

level of
contact

2.2
*notification and
identification of
scammer in area*

2.2.1
initiate contact?

2.2.2
SMS to Scammer

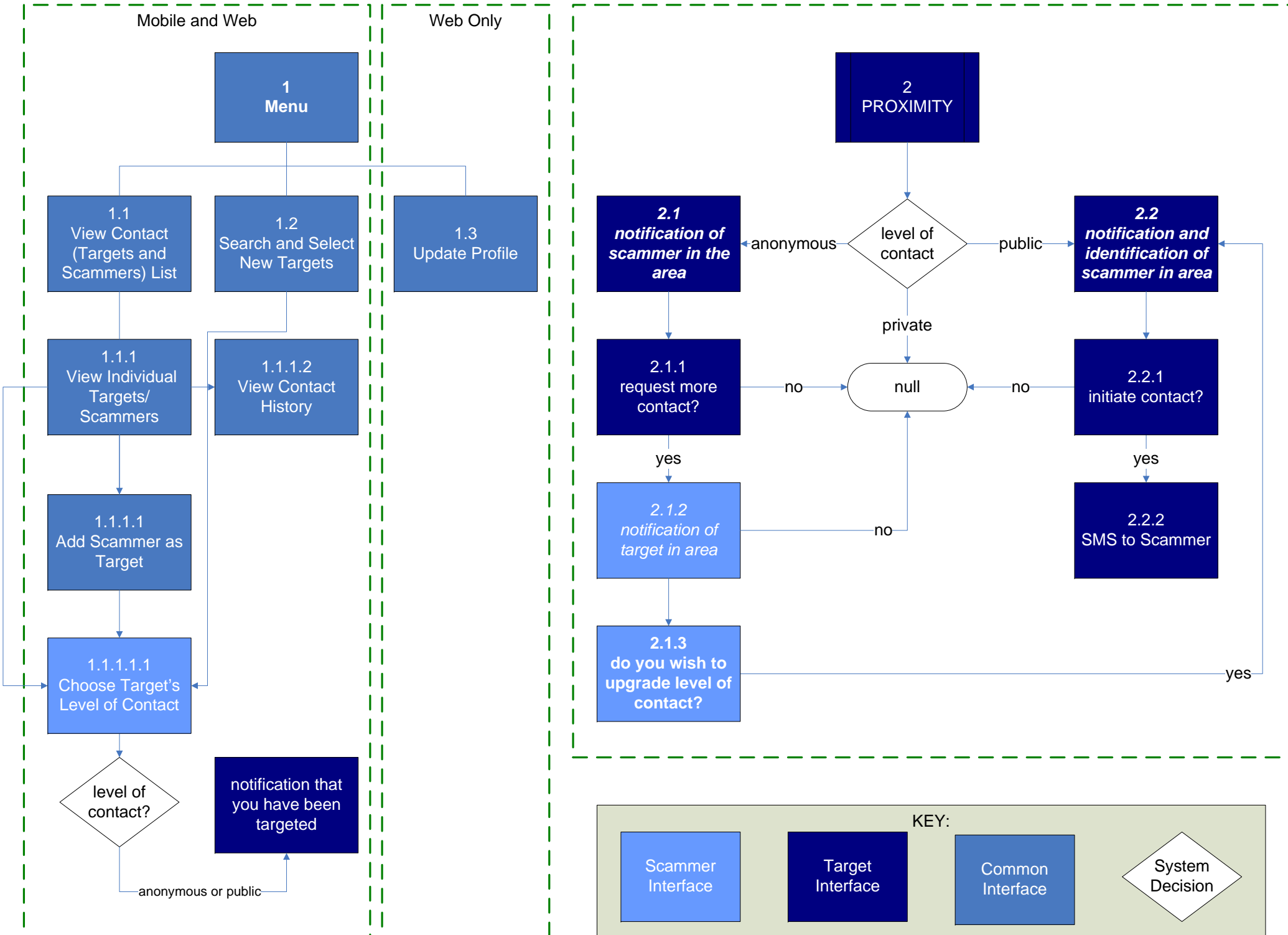
KEY:

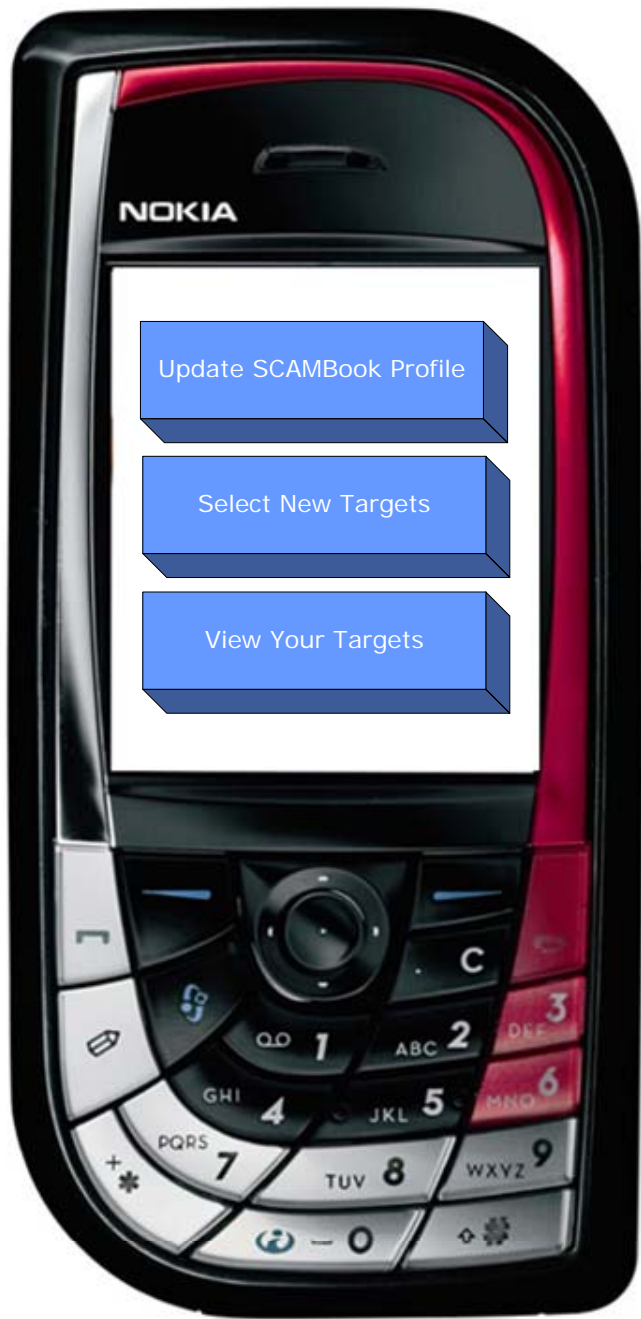
Scammer
Interface

Target
Interface

Common
Interface

System
Decision



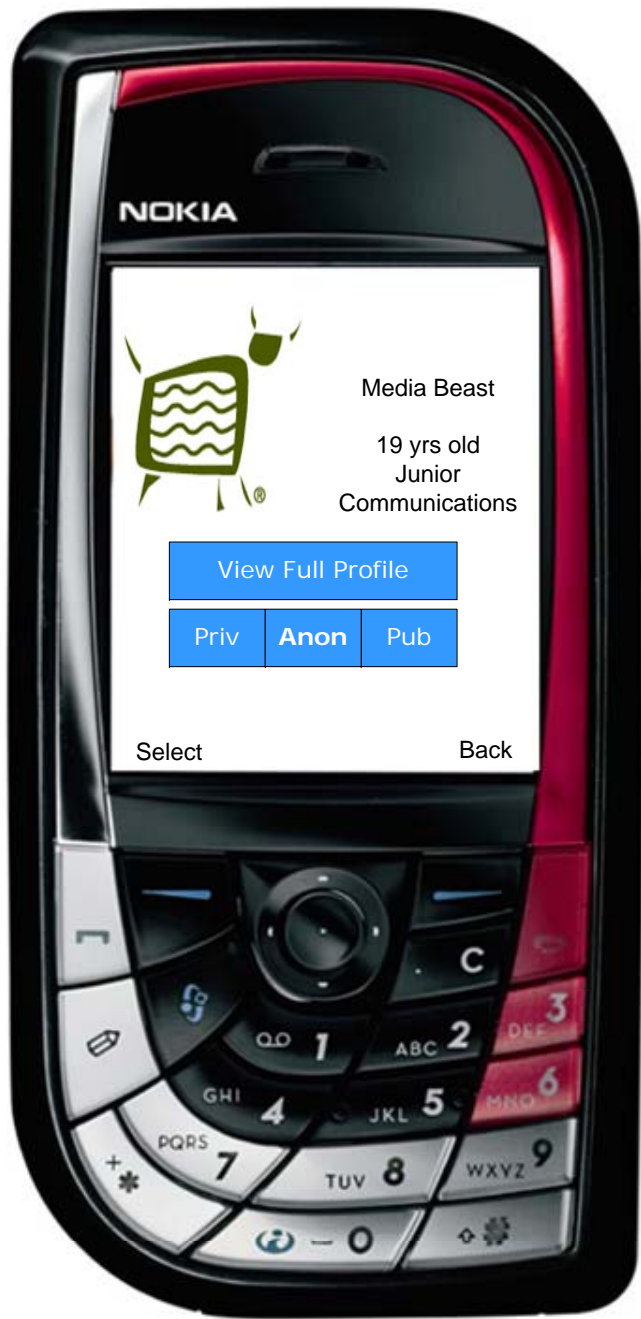


NOKIA

Update SCAMBook Profile

Select New Targets

View Your Targets



NOKIA



Media Beast

19 yrs old
Junior
Communications

View Full Profile

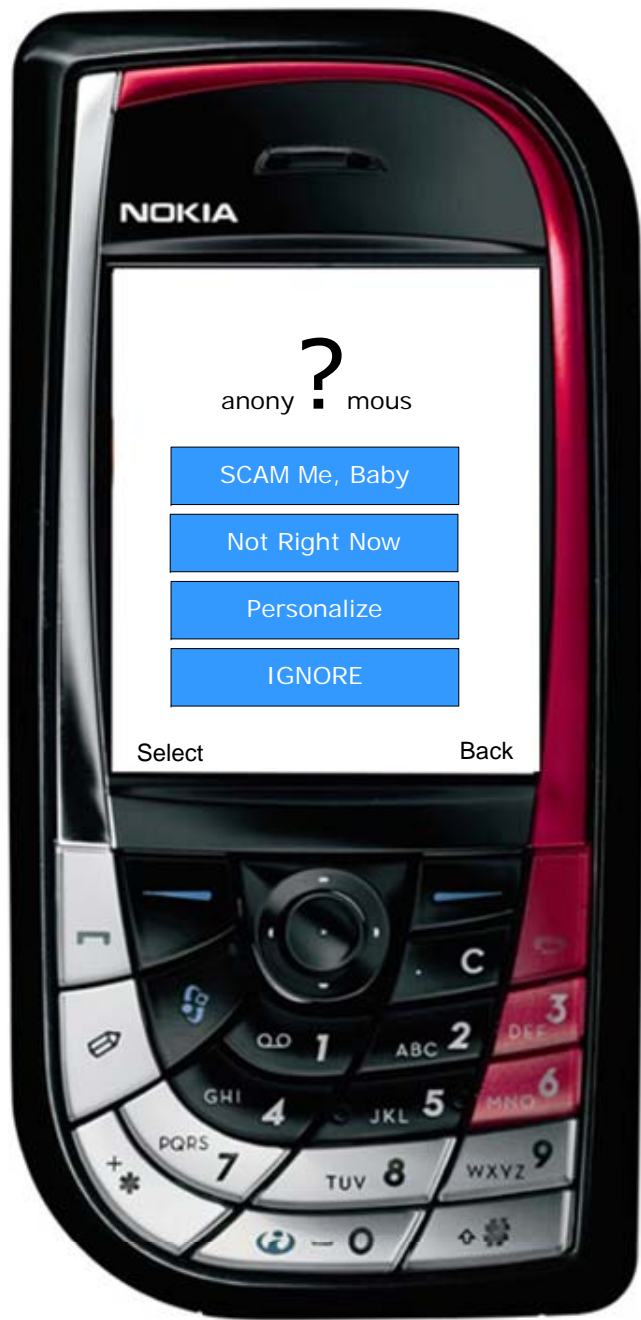
Priv

Anon

Pub

Select

Back



NOKIA

anony ? mous

SCAM Me, Baby

Not Right Now

Personalize

IGNORE

Select

Back



NOKIA



Media Beast

19 yrs old
Junior
Communications

View Full Profile

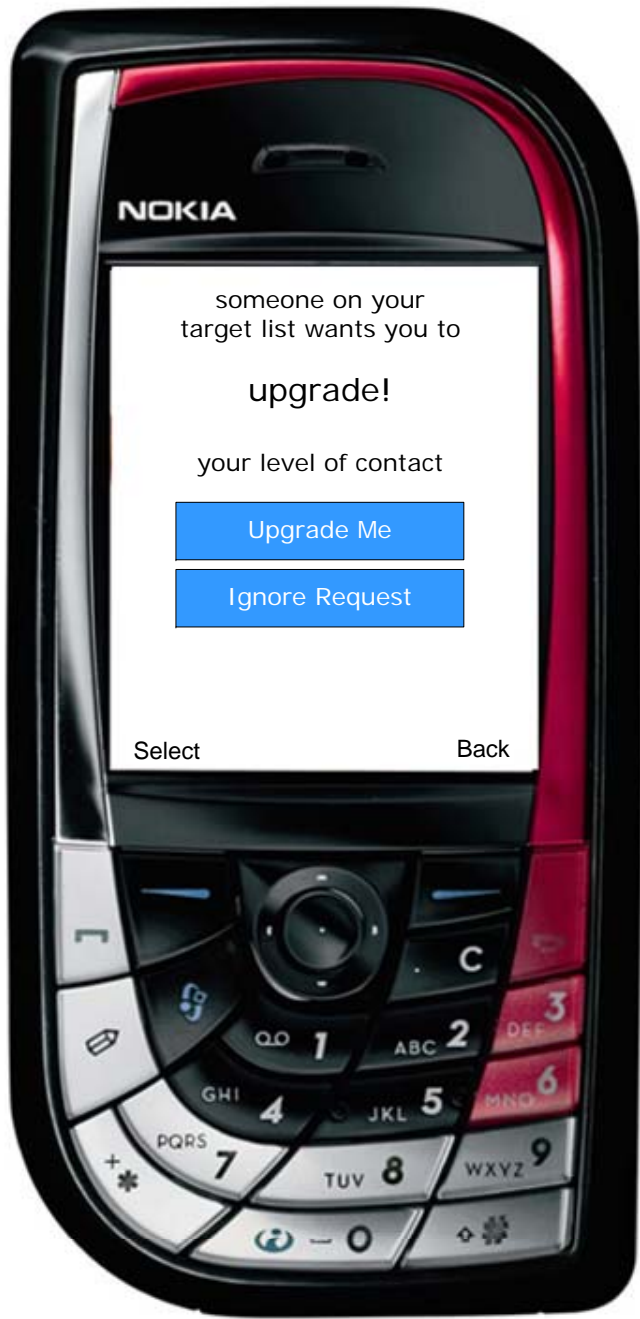
SMS

Tag

Ignore

Select

Back



NOKIA

someone on your
target list wants you to

upgrade!

your level of contact

Upgrade Me

Ignore Request

Select

Back