



MyLife Profile Page

Subject View Profile Page Re-Design



Author	Description	Date
Armen Petrosyan	MyLife Public Profile View	11/09/12

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Users

The current profile page design is antiquated and does not leverage Mylife's content, which can lead to a poor user experience, infrequent return visitation, and a low perceived value.

There are missed opportunities for engagement and the growth of user generated content. Furthermore, the current profiles are not in-line with our value proposition of being the web's most trusted central source for people profile information.

COMPETITOR ANALYSIS



Your timeline is now live — Developer Release

Please note: During the developer release, only other developers will be able to see your new timeline. Everyone else will see your old profile.

Rahul Banker

About

President/CEO at [thecopypasteblog](#)
Went to Rosary High School
Lives in Baroda, Gujarat, India
Knows English, American English, Français and 4 more

Friends 441 Photos 122 Map 27 Likes 458

Status Photo Place

What's on your mind?

Rahul Banker updated his cover photo. 12 seconds ago

Rahul Banker 2 hours ago

Request your new Facebook profile and that awesome Timeline NOW!

Now September August July 2011 2010 2009 2008 Born

Pros:

1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

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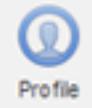
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+Steve Search Images Maps Play YouTube News Gmail Drive Calendar More

Google+



Home



Profile



Explore



Events



Photos



Circles



Local



More

Steve Mejia

View as...

Edit profile



Works at Reunion.com

Attended Azusa Pacific University

Posts

About

Photos

Videos

+1's



Share what's new...



Steve Mejia

Oct 3, 2012 - Shared from +1 - Public



OWC Wines | Fine Wine Merchants »

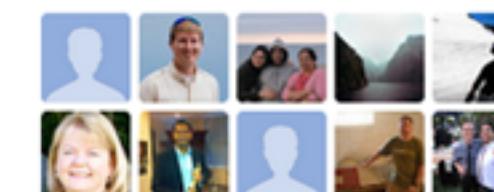
OWC Wines provides a unique resource in fine wines, curating a rich experience for buyers and sellers of fine wine online. From Bordeaux and DRC to CA cult wine.



OWC Wines | Fine Wine Merchants »

OWC Wines provides a unique resource in fine wines, curating a rich experience for buyers and sellers of fine wine online. From Bordeaux and DRC to CA cult wine.

120 IN YOUR CIRCLES



Pros:

1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

Cons:

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2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

LinkedIn Account Type: Pro 9

Bailey Grimshaw - Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

We Do Windows Phone Apps - Build your business' application on the next big mobile platform

Brianna Inouye

1°

Head of Product PR at LinkedIn
San Francisco Bay Area | Public Relations and Communications

Current LinkedIn
Previous Sony Computer Entertainment America, Yahoo!, Porter Novelli
Education University of California, San Diego

[Send a message](#) 500+ connections [Contact Info](#)

www.linkedin.com/in/briannainouye

ACTIVITY

Julie Inouye is now following what Pete Cashmore is saying on LinkedIn.

Pete Cashmore CEO, Mashable Inc

What It's Really Like to Own an iPhone 5

The dust has settled on the iPhone 5 launch, and the initial hype has died down. For me, it's now just my regular workday phone, with less of the "shiny object" sheen it had on launch...

[SEE MORE](#)

BACKGROUND

SUMMARY

I've been coined a "quiet pr storm." I'm a crisis communications junkie at heart and I've learned that change is the constant in technology.

PEOPLE SIMILAR TO BRIANNA

Steve Barker 3° Experienced Corporate Communications & ... Connect

Ads by LinkedIn Members

A Masters for Design Pros Get a Media Design MFA, & Focus on Strategy of Great Design. Free Info Now

Thinking of an MBA? Free Workshop at SF State's Downtown Campus. 5th & Market. Oct. 17. RSVP.

Targeting Hospitals? Target Hospitalists. Decision Makers. Influencers, #1 growing specialty.

BRIANNA'S NETWORK Company

Pros:

1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

Cons:

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Plans of waking up at 5am helped along by a cat walking on my face at 3am!

3 Comments

David Croft added a new photo.
3:05pm, Los Angeles, CA via mobile

12 Connects • 3 Comments • 2 Shares

David Croft

1 day ago, Los Angeles, CA via Twitter

Discover

Heartbeat JJAMZ

Pros:

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about.me™ Explore Pages Edit Page Dashboard Account

Steve Mejia

Edit Page Get More Visitors >

Activity > OFFERS 2 INBOX 10

You connected an app! Aug 13, 2012 7:18pm

Xin Chung loves your page. Aug 6, 2012 1:17pm

Looking good. You uploaded a new background image! Aug 1, 2012 3:34pm

Favorites 16 > Find Friends >

Maria Mello

Brendan DeBeasi

Andrew Mejia

Joshua Purvis

Put your best foot forward

Link to your about.me page from around the web. [Learn more >](#)

Page Statistics >

Year Month Week

446 VISITS

222 CLICKS

61 LINKS TO YOU

Pros:

1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

Cons:

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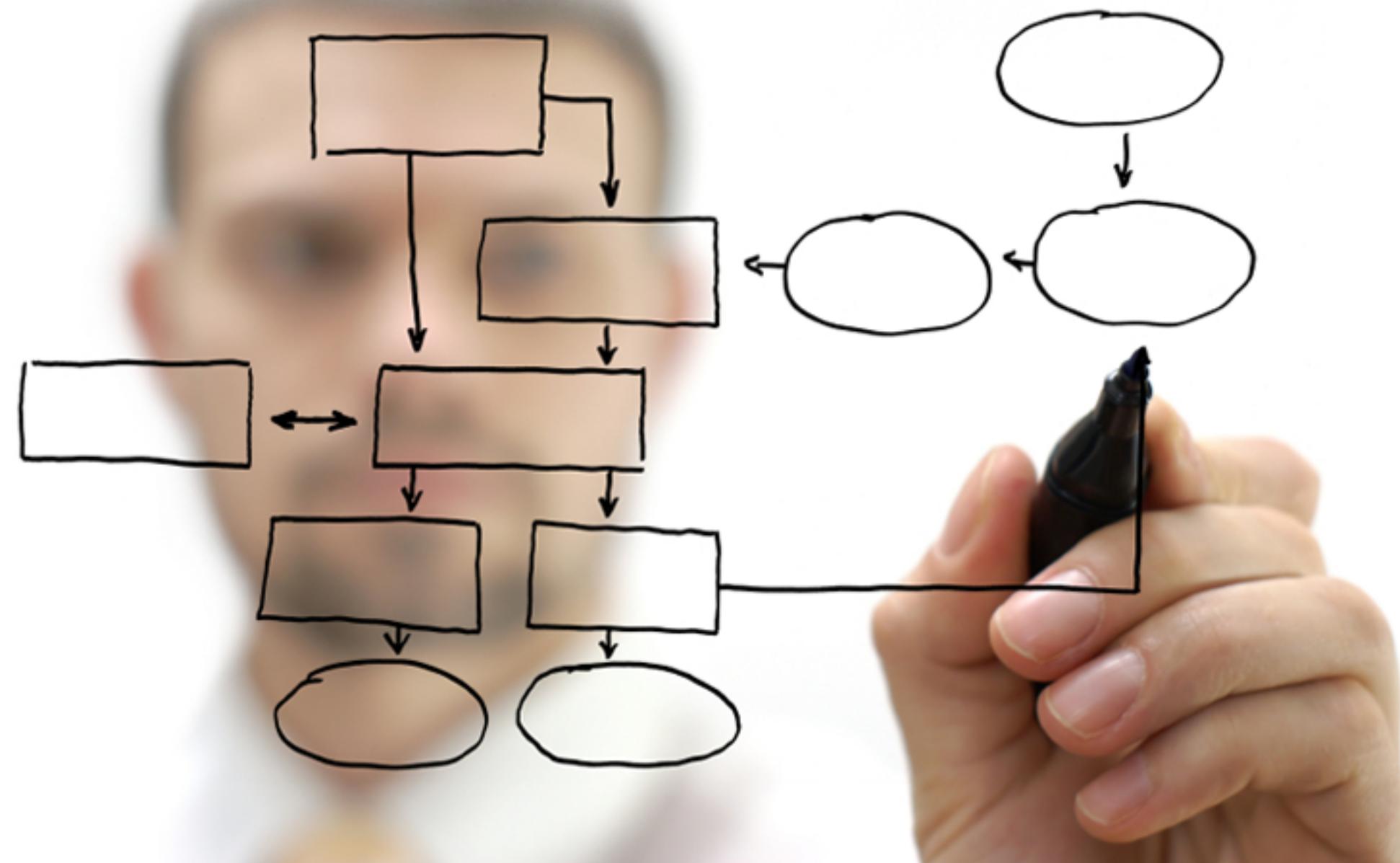
2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim



Goals

- Help users understand the value of a Mylife profile beyond just contacting the profile owner.
- Differentiate the Mylife profile from other profiles found on the web.
- Include features that encourage activity and daily return visitation
- Build user generated content
- Push new connections
- Synergetic experience between all platforms (web, mobile, tablet)

CURRENT EXPERIENCE



Home | My Searches (1) | My Identity Monitor (13) | My Contacts | My Memberships | Steve | Mobile

Friends & Family | Classmates | Work Contacts & Jobs | Local Services | Singles

mylife Connecting everyone. All in one place.™

First Name* Last Name* Approx. Age Last known location* • Name • Email **SEARCH**

A MyLife.com™ profile

Steve Mejia, 30 [Edit profile](#)

 San Diego, CA
[View/add photos \(2\)](#)

Address: San Diego, CA 92130 [Edit photo](#)

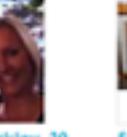
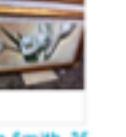
Who's Searching for You® NEW! Who's Viewed Your Profile NEW! Public Record Remover

Personal searches	35	Personal reason	40	Records Found	25
Work searches	420				

[View all results](#)

Who's Searching for You®

35 people searched for **Steve Mejia**

Delores Ramirez, 34 Whittier, CA 11/04/2012 [View all results](#)

Kc Brotherton, 38 Burbank, CA 10/30/2012

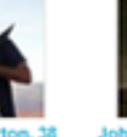
Meggan Markley, 30 San Marcos, CA 10/04/2012

Steve Smith, 35 Jameson, MO 06/31/2012

David Wolfe, 46 New York, NY 08/23/2012

Who's Viewed Your Profile?

40 people viewed your profile.

Justin Kifer, 30 Los Angeles 12/23/2011 [View all results](#)

David Wolfe, 46 New York 08/23/2012

Kc Brotherton, 38 Burbank 06/11/2011

Johny Smithee, 42 Bell Canyon 07/15/2012

Asit Gupta, 36 Box Canyon 06/12/2012

Your Life Events [ADD EVENT](#)

 Share stories about yourself. [Add a life event](#)

MyLife Profile Page:

The current profile page design is antiquated and does not leverage Mylife's content, which can lead to a poor user experience, infrequent return visitation, and a low perceived value. There are missed opportunities for engagement and the growth of user generated content. Furthermore, the current profiles are not in-line with our value proposition of being the web's most trusted central source for people profile information.

INSPIRATIONAL SITES



FUNCTIONALITY



The screenshot shows the Ming.ly dashboard interface. At the top, there's a navigation bar with links for Support, Blog, Feedback, and Sign out (smejia67@gmail.com). Below the navigation is a promotional banner for "Connected Networks" with a progress bar at 100% completion. It lists 1 email account (Gmail) and 3 social accounts (Twitter, LinkedIn, Facebook). A "Settings" section includes "Add Social Networks" and "MyPeople Digest Settings". The "My Account" section offers a "Get a Plan: Free" option. A sidebar on the left provides instructions for the Gmail extension, listing benefits like browsing contacts, setting reminders, and sending messages from Gmail. The main content area displays a list of recent social updates from various users, such as job title changes, location updates, and relationship status changes, all linked to their LinkedIn profiles.

Updates	Everyone	Favorites	Filter	Show all
Jos Man updated current job title: Lead QA Automation engineer at MyLife.com	5 days ago			
Jos Man is now based in Rosemead, California	5 days ago			
Christopher Mohler updated current job title: Coach at Boys & Girls Clubs of San Dieguito - The Positive Place For Kids!	5 days ago			
Christopher Mohler updated current job title: Coach at Coachmohler@yahoo.com	5 days ago			
Christopher Mohler is now based in Cardiff-by-the-Sea, California	5 days ago			
Jenn Lynn is now engaged	5 days ago			
Baran Pal is now based in Solana Beach, California	6 days ago			
Daniel Lopez is now single	6 days ago			
Lindsey West is now based in Bakersfield, California	6 days ago			
Dante Carmona is now single	6 days ago			
Herman Sonneman is now based in San Clemente, California	6 days ago			
Katerina Vidojevski is now based in Encinitas, California	6 days ago			
Ish Guerrero is now married	6 days ago			
Lydia Jackson Arguelles updated current job title: Assistant Athletic Director/Athletic Trainer at The Best Place on Earth	6 days ago			

November 3 – November 1 Older ▶

Connected Networks:

We like how it Shows you all the Networks your are currently connected to

How much you have left to complete your profile

Data assets from Social Connect

The screenshot shows the Ming.ly Contact Snapshot for Jeff Tinsley. The main profile area displays his photo, name, title (Founder and Chairman at MediaPass), and location (Greater Los Angeles). Below the photo are social media links for Twitter, Facebook, and LinkedIn. A circular callout highlights the Facebook sharing button. On the left, there's a sidebar with news updates (e.g., "Jeff's News") and social network updates. At the bottom, there are options for "Wall Post" or "Private Message". An inline messaging popup is overlaid on the page, centered over the Facebook button. The popup has a blue header with "Mingly" and "Contact Snapshot". It contains a message input field, a note section, and a "Post" or "Cancel" button. The background of the main page is visible through the semi-transparent overlay.

Easy Messaging:

Simplicity of messaging from profile view

Inline Popup to reduce real-estate on page
keeping the user on the same page and
increasing engagement

The screenshot shows the Ming.ly interface for a contact named Jeff Tinsley. The main area displays his profile picture, name, title (Founder and Chairman at MediaPass), and location (Greater Los Angeles Area). It also includes sections for 'Last contacte' (with a 'Get In Touch' button) and 'Keep-in'. A large circular callout highlights the 'Add a note about this contact' button, which is overlaid on the contact's profile information. To the right of the contact profile, there is a sidebar titled 'Updates' showing recent activity from other users. At the top of the page, there are navigation links for 'Support', 'Blog', 'Feedback', and 'Sign out (smejia67@gmail.com)'. A banner at the top right offers 'Upgrade to Mingly Unlimited' and 'Get Unlimited for Free!'. On the left side, there is a sidebar with various account management options like 'Connected Networks' (100%), 'My Contacts', 'Reminders', and 'Contact Snapshot'.

Add a Note:

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The screenshot shows the Ming.ly website interface. At the top, there's a navigation bar with links for Support, Blog, Feedback, and Sign out (smejia67@gmail.com). Below the navigation is a banner for 'Mingly beta' with options to 'Upgrade to Mingly Unlimited' or 'Get Unlimited for Free!'. The main content area has tabs for Dashboard and My Contacts, with 'My Contacts' selected. On the left, there's a sidebar with 'Connected Networks' (100%) and icons for email and social accounts. A large circular callout highlights the 'Add/Edit Groups' modal window. This modal has a search bar and a list of group categories: Friends, Family, Colleagues, My contacts, Coworkers, and Youtube. It also includes a 'Manage Social Networks' section with a link to a blog post about Facebook privacy. The main dashboard shows a 'Reminders' section with a reminder to set some reminders, and a 'Updates' section listing recent activity from other users like Jos Man and Christopher Mohler. A 'Reminder' box is open, showing a note about a contact named Jeff and his current job at MediaPass.

Add Groups:

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The screenshot shows the Ming.ly interface. At the top, there's a navigation bar with links for Support, Blog, Feedback, and Sign out (smejia67@gmail.com). Below the navigation is a banner with options to Upgrade to Mingly Unlimited or Get Unlimited for Free. On the left, there's a sidebar with various account statistics and links like My Account, Settings, and Add Social Networks. The main content area features a "Contact Snapshot" for Jeff Tinsley. The modal window displays his details: Name (Jeff Tinsley), Title (Founder and Chairman), Company (MediaPass), and another section where he is listed as Chairman at MediaPass. The modal also includes a "View & Edit Details" link and a "Close" button. In the background, there are sections for Reminders, Updates, and a list of recent activity items.

Edit Profile Details:

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The screenshot shows the Ming.ly dashboard with a central reminder pop-up for a contact named Jeff Tinsley. The pop-up has a green border and contains the text "Keep-in-Touch Reminder". It lists several reminder frequency options: "Not set", "Every 6 months", "Every 3 months", "Monthly", "Every 2 weeks", "Weekly", and "One time". Below these options, it says "Mingly hasn't found social network connections for this contact. Time to start conversations!".

Connected Networks 100%

- 1 email account
- 3 social accounts

Settings

- Add Social Networks
- MyPeople Digest
- My Account
- Current Plan: Free
- Upgrade to Unlimited
- About Mingly Unlimited
- Referrals

Mingly Beta Contact

Jeff Tinsley

Get Mingly for Gmail

Social Network

- Erika's pumpkin is now at MediaPass. (about a month ago)
- http://allthingsd.com/2012/10/mark-pincus-take-zynga-private/

Reminders

Updates Everyone Favorites

Filter Career Updates

Sign out (smejia67@gmail.com)

Support **Blog** **Feedback** **Upgrade to Mingly Unlimited** **Get Unlimited for Free!**

Reminder:

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[+Armen](#) [Search](#) [Images](#) [Maps](#) [Play](#) [YouTube](#) [News](#) [Gmail](#) [Drive](#) [Calendar](#) [More](#)

Google

Gmail

Mingly

Mingly

Messages

My Contacts

COMPOSE

Inbox

Starred

Important

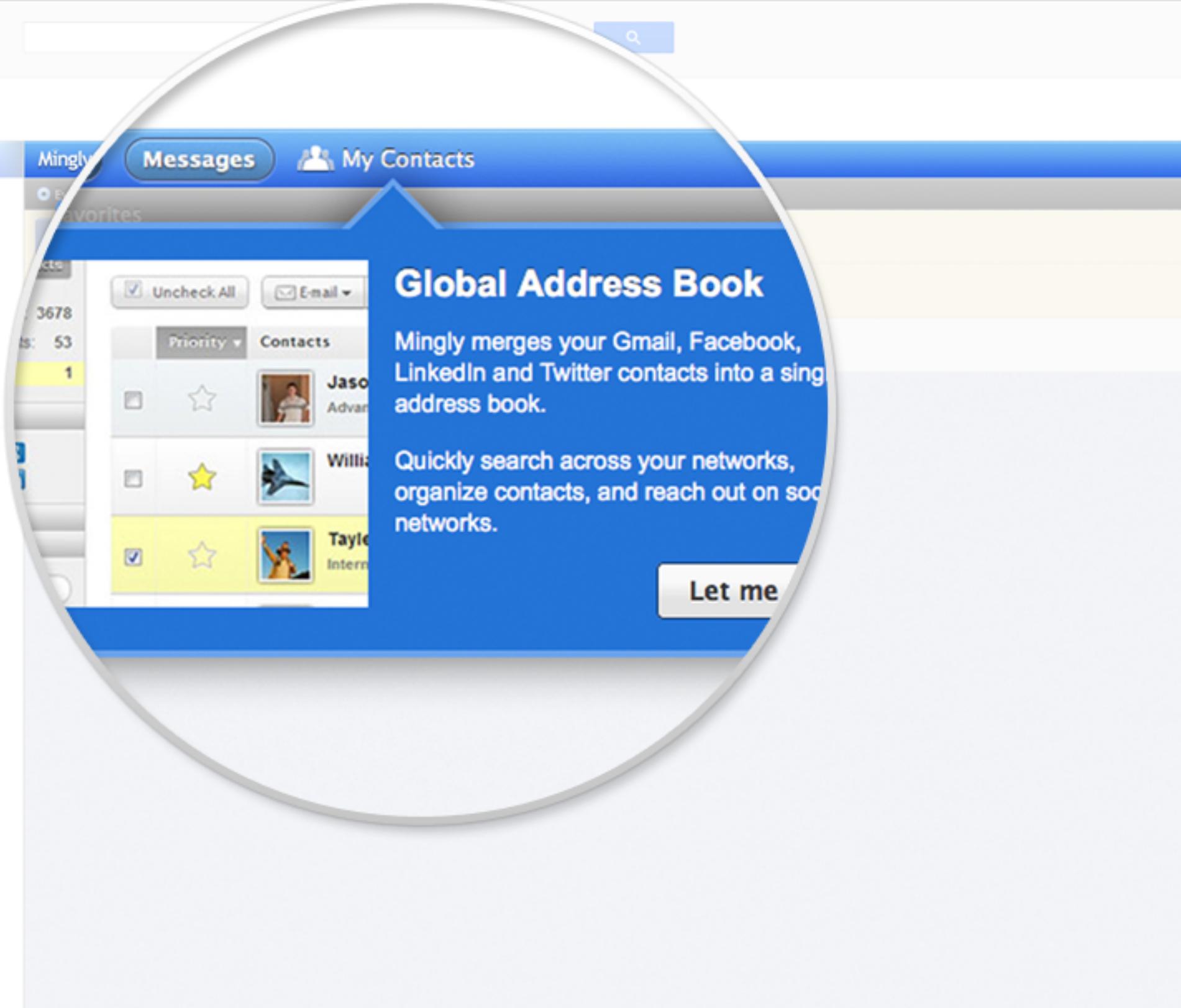
Sent Mail

Drafts

Circles

Search people...

Looks like you don't have anyone to chat with yet. Invite some contacts to get started.

[Learn more](#)**Guide:**

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Connect Social Networks:

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BUSINESS MODEL



LinkedIn Account Type: Basic | Upgrade

Steve Mejia Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

SEO Tools Tips & Secrets - Free webinar. Learn to get to top of Google via free tools. Register now!

Share an update Attach a link Share

All Updates

LinkedIn Today recommends this news for you

iPhone cedes its crown, outsold by Samsung Galaxy S3
qz.com

Why Big Banks Should Be Terrified of Elizabeth Warren
Neil B.

Chris Matthews on Obama win: 'I'm so glad we had that storm'
foxnews.com

More Influencer Posts

Sara Felsenthal is now following news in the Online Media Industry
Send a message • See all top headlines • 2 minutes ago

Sara Felsenthal is now following news in the Management Consulting Industry

PEOPLE YOU MAY KNOW

Lis Luwia, Field Consultant at 7-Eleven

Kellen Anderson, Project Engineer III at Goodrich

Henry Wong, Security Engineer at nCircle

See more »

Ads by LinkedIn Members

Annual eCommerce Report
Stay in the loop: Download the free 2012 eCommerce Industry Recap

MS in Internet Marketing
Get a Master's in Internet Marketing, classes are online. Learn more now!

Earn Your MBA in LA
Choose From 8 Campuses. Alhambra, Long Beach, Palmdale and More. Get Info.

WHO'S VIEWED YOUR PROFILE?

11 Your profile has been viewed by 11 people in the past 7 days.

26 You have shown up in search results 26 times in the past 3 days.

Pros:

1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

Cons:

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The screenshot shows the LinkedIn homepage with several key features highlighted:

- Top Navigation:** LinkedIn logo, Account Type: Pro Grade, and a search bar.
- User Profile:** Steve Mejia's profile with "Add Connections" button.
- Messages:** "MESSAGES (0)" and a "Compose Message" button.
- News Feed:** Posts from Brian Law, Micheal Wong, Marisa Marvin, and Sara Felsenthal.
- Sidebar:** "PEOPLE YOU MAY KNOW" section with profiles for Nicole Naporlee, Anthony Rodgers, and Dave Hernandez, each with a "Connect" button.
- Ad Block:** "Ads by LinkedIn Members" featuring "Amazing Training Offer!", "Gartner Magic Quadrant", and "Product Management App".
- Profile Metrics:** "WHO'S VIEWED YOUR PROFILE?" showing 11 views in the past 7 days and 26 search results in the past 3 days.

Icon Dropdowns:

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LinkedIn Account Type: Basic | Upgrade

Steve Mejia Add Connections

Home Profile Contacts Groups Jobs Inbox

Landing Page Optimizer

Share an update

Attach a link

Update

LinkedIn Today recommends

iPhone cedes its crown, outsold by Samsung Galaxy S3

Consumer Habits Survey of Europe

Josh L.

More Influencer Posts ▾

Sara Felsenthal is now following news in the Online Media Industry

Send a message See all top headlines ▾ 4 minutes ago

Sara Felsenthal is now following news in the Management Consulting Industry

Easy Messaging:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

LinkedIn Account Type: Basic | Upgrade [Email](#) [Flag](#)

Steve Mejia Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Advanced

Domo: The New Face of BI - The User Experience Focused Dashboard BI Has

Profile Stats

Who's Viewed Your Profile

LAST WEEK

Lionel Fujioka 2nd
Server at BJ's Restaurants, Inc.
Greater Los Angeles Area | Restaurants
In Common: > 4 shared connections

Mani Gandham 2nd
Tech Executive. Serial Entrepreneur. Angel Investor.
Greater Los Angeles Area | Information Technology and Services
In Common: > 1 shared connection > 1 shared group

LinkedIn Member

Marc Horne 1st
Senior Product Manager at Sony Network Entertainment Int'l (SNEI)
Greater San Diego Area | Computer Software
In Common: > 41 shared connections > 1 shared group

Stephanie Chaney 1st
Corporate Recruiter
Greater Los Angeles Area | Internet
In Common: > 67 shared connections

Visitation Analytics:

16 views for the week of Sep 3

Total V

2 Aug 26 Sep 9 Sep 23 Oct 7

Premium

Sample
Upgrade to see yours

Viewers by Industry

LinkedIn Account Type: Basic | Upgrade

Steve Mejia Add Connections

Home Profile Contacts Groups Companies News More People Search... Advanced

Where they live...

Location	Count
United States	3958
Greater Los Angeles Area	2083
Orange County, California Area	379
Greater San Diego Area	223
San Francisco Bay Area	217

See more |

Where they work...

Company	Count
Azusa Pacific University	172
Kaiser Permanente	22
Target	13
Russ Reid	12
University of Southern California	10

What they do...

Occupation	Count
Administrative	356
Creative	288
Medical	251
Sales	225
Entrepreneur	157

See more |

4,106 students & alumni found

Hide my profile

Stacy Lane
Software specialist at Parasoft
Greater Los Angeles Area

Aimee Foster
Eating Disorder Therapist at BHC Alhambra
Greater Los Angeles Area

Dagmar Adamec, MBA
Executive Vaccines Specialist at Novartis Vaccines and Diagnostics

Send Message |

Search profiles

Bar Chart:

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LinkedIn Account Type: Basic | Upgrade [Email](#) [Flag](#)

Steve Mejia [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

[SQL Server Training - Your Source for Top IT Microsoft Training Since 1988. 4-Time Award Winner.](#)

People You May Know

See people from different parts of your professional life

Azusa Pacific University San Diego State University of San Diego California Polytechnic State University of California, Los Angeles websense

at Investment Firms in the Greater Denver Area

John Harelson 3rd
VP - Regional Manager North County San Diego and Orange County
Greater San Diego Area

Jay Sherer 2nd
Strategic Marketing Management
Greater Los Angeles Area

Mario Veneroso
United States

salvador arteaga
sales at Border Construction Specialties
Greater San Diego Area

Amy Hoffman 2nd
Sales Engineer at Websense
Greater San Diego Area

Alberto Medellin 2nd
Lead, IT Support at Websense, Inc.
Greater San Diego Area

Connect 10 shared connections

Connect 27 shared connections

Connect

IT Operations Managers
 Learn More »
Boost App Performance w/ Complete App Visibility. Free Trial! Free T-shirt!

SEO Tools Tips & Secrets
 Learn More »
Free webinar. Learn to get to top of Google via free tools. Register now!

Annual eCommerce Report
 Learn More »
Stay in the loop: Download the free 2012 eCommerce Industry Recap

Ads

Profile Connect:

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Online Influence

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TRUSTCLOUD BETA

Log In Sign Up

UNDERSTAND TRUSTCLOUD USE YOUR TRUSTCARD EMPOWER THE SHARING ECONOMY

Search by name, email, @handle

SEARCH

Owning the trust you've earned online. Get [your own TrustCloud](#) > [Sign Up Now](#)



Steve Mejia

f t in g+ y

Product Manager – Data Assets & Search Services
Greater Los Angeles Area

Trust Badges

Badges are awarded by our trust algorithms a

Badge	Description
	Transparency Puts a lot of themselves out there.
	Connector 3 A great networker.

Endorsements

Share your +T and help Steve shape their TrustCloud. It takes 5 endorsements to earn a

The TrustScore measures trustworthiness by analyzing your virtuous online behaviors and transactions. Ending

Scoring System:

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The screenshot shows a user's profile on TrustCloud.com. At the top, there are two sections for "Generous" and "Helpful" traits, each with a progress bar at 0 and a "+T" button. A "Show All Virtues" button is visible. Below this is a circular badge titled "Verifications" containing icons for Email, Mobile, and Postal Address, along with their verification counts. A green callout bubble labeled "INVITED" says "Invited 5 friends to claim their Trustclouds". The bottom section shows an "Achievements" badge with various icons and a "Feedback" section with a single testimonial.

Generous - Selflessly giving to others 0 +T

Helpful - Willing to help others 0 +T

Show All Virtues

Verifications:

LinkedIn Connections: 500+ Recommendations: 12

eBay

Verifications

Email 3 email addresses verified

Mobile 1 phone number verified

Postal Address 1 address verified

INVITED
Invited 5 friends to claim their Trustclouds

Achievements

Ebay Feedback

- Good buyer, prompt payment, valued customer, highly recommended. - grilloutfitterscom (2218) - 06/09/2006

The screenshot shows the TrustCloud.com dashboard with the following sections:

- Achievement Badges:** Displays two badges: "Generous" (Selflessly giving to others) and "Helpful" (Willing to help others), both at level 0. A "+T" button is available to earn more points.
- Networks:** Shows social media connections:
 - Facebook:** Friends: 999+, Likes: 56
 - Twitter:** Followers: 23, Tweets: 464
 - LinkedIn:** Connections: 500+, Recommendations: 12
 - eBay:** (Icon only)
- Email:** Shows 3 email addresses verified.
- Klout:** (Icon only)
- Achievements:** A green callout box highlights the "INVITED" achievement: "Invited 5 friends to claim their Trustclouds". Other achievement icons include: Flag, Chain (3), Chain (5), Mail, Home, People (10), Thumbs Up, Trophy, and a question mark.
- Recent Activity:** Shows eBay Feedback with one item listed: "Good buyer, prompt payment, valued customer, highly rec... outfitterscom (2218) - 06/09/2006"

Achievement Badges:

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UNDERSTAND TRUSTCLOUD USE YOUR TRUSTCARD EMPOWER THE SHARING ECONOMY

Search by name, email, @handle

SEARCH

Understand TrustCloud

Measure Trust

Your Data & Privacy

FAQ

Use Your TrustCard

Empower the Sharing Economy

The Future of Trust

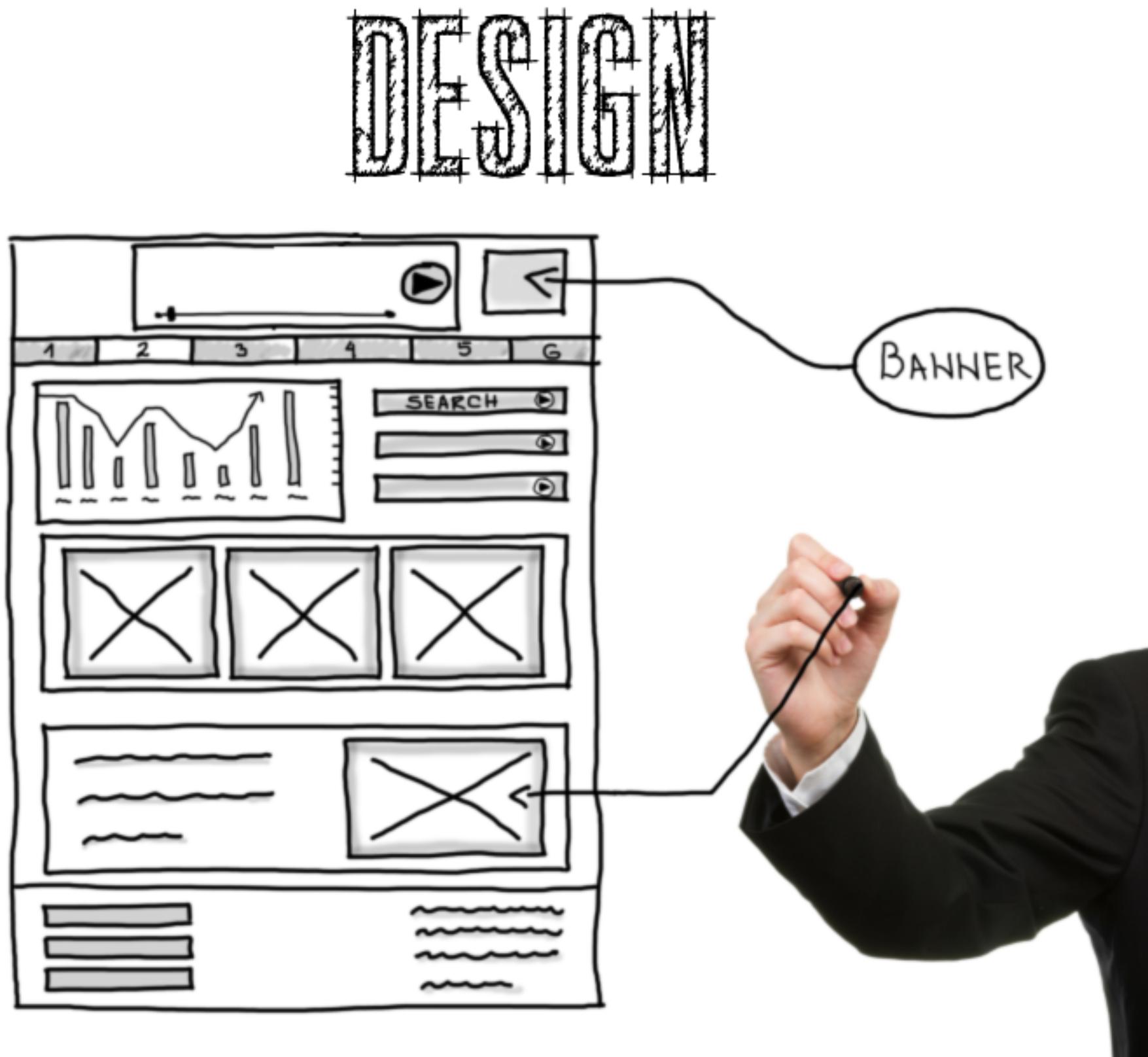
Terms & Conditions

Measure Trust

The diagram illustrates the three dimensions of trust measurement. At the center is a person icon. Three blue arrows point from icons on the left and right towards the person icon. The left side, labeled 'Behavioral', has three circular icons: a starburst, an owl, and a question mark. The right side, labeled 'Transactional', has four circular icons: a house, a car, a person, and a dog. Below these is a horizontal bar with six social media icons: LinkedIn (in), Twitter (t), Facebook (f), Google+ (g+), a phone, and an envelope.

Trust is difficult to quantify— we've all heard the saying "I know trust when I see it." These days, however, there's enough data generated from online activity to detect actual patterns of Trustworthy behavior.

We work with author and trust expert [Charles H. Green](#) to interpret universal indicators of Trust such as Credibility, Reliability, Familiarity, and Consideration. We further validate these assumptions through research collaborations with [Stanford University's Sociology Department](#).



Design

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BRAND-YOURSELF **Dashboard** **My Top 10** **Create or Submit Content** **Boost My Content** **John**

Tip: To Improve your score, you can **add content**, and then **boost it** to the top of results, burying unwanted results.

My Search Engine Score

Poor
[View My Top 10](#)

My Content Added

Plenty
[Add More Content](#)
 Add content you want in your top results

My Content Boosted

Not Much
[Boost My Content](#)
 Boost your content to the top of results

My progress
POSITIVE CONTENT BOOSTED +11 POSITIONS
NEGATIVE CONTENT BURIED -11 POSITIONS
 Search Engine Score Positive in Top 10 Negative in Top 10

My BrandYourself Site Visitors
15 people found you this month
 Most Are From Most Find You On Most Searched For
 Schenectady, NY Google "Sir Cody Von Dischenheimer"

Pros:

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Pros:

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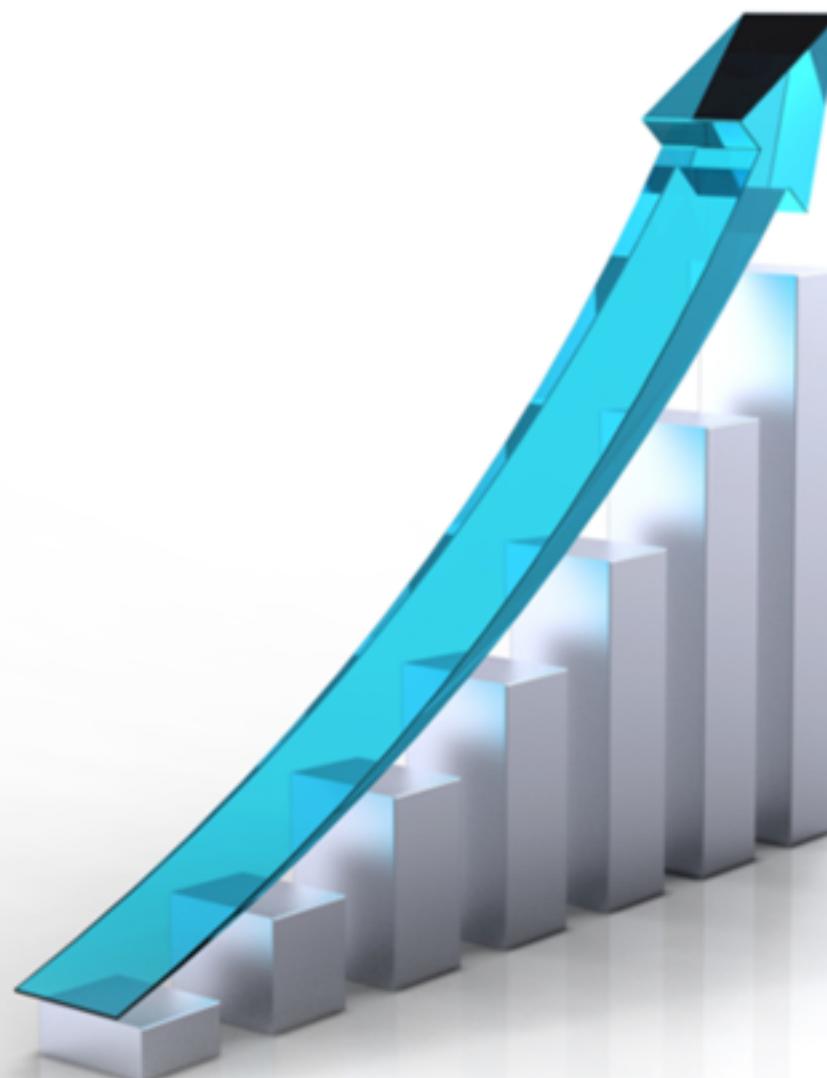
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DATA METRICS



Data Metrics

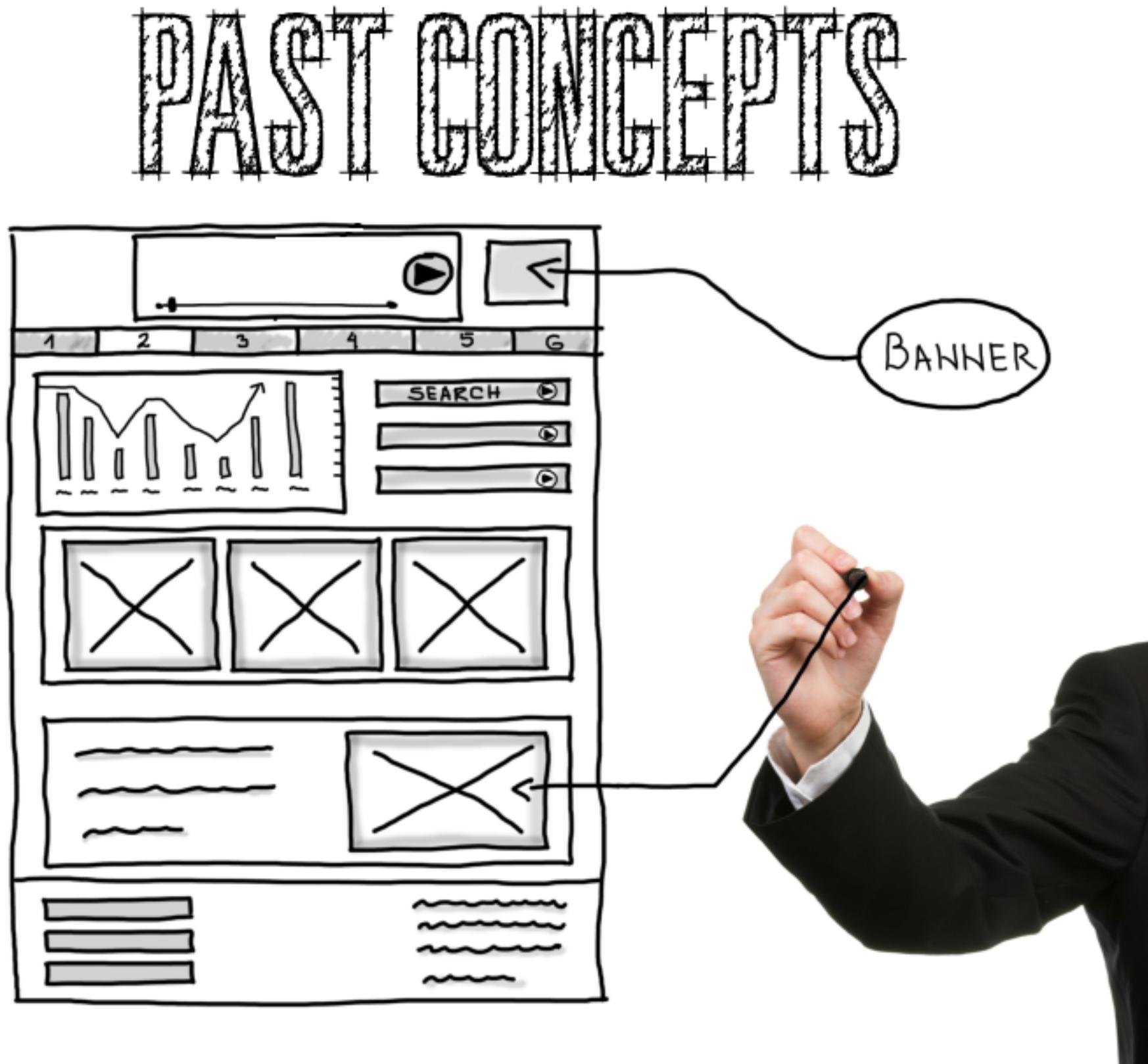
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Data Metrics

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Past Concepts

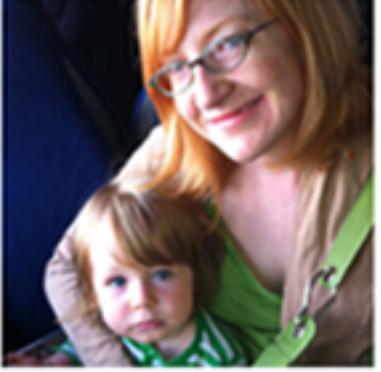
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Home My Searches 63 My Identity Monitor 100+ My Contacts 5 My Memberships Holly Mobile

Friends & Family Classmates Work Contacts & Jobs Local Services Singles

First Name* Last Name* Approx. age* Last known location* Name Email SEARCH


Holly Van Dyke, 29 Beverly Hills, CA [VIEW MY PUBLIC PROFILE](#)

Personal Info Share mylife.com/hollyvandyke/ on: [Twitter](#) [LinkedIn](#) [Facebook](#) [YouTube](#) [Next](#) [Email](#) [Print](#)

Name: Holly Van Dyke Birth date: 05/26/1983
Address: [edit](#) 23124 Beverly Dr.
Beverly Hills CA 90210 Email(s): holly@mac.com [X save](#) hvd@gmail.com

Work privacy settings: Public [edit](#)

Product Manager at AT&T Interactive [edit](#)
2011- Present | Santa Monica, CA

- Promote and market developer program to increase adoption rates among app and web applications
- Responsible for launching new products which access YP.com local data
- Leading development team through all life cycles of product development

Product Manager at Apple Inc [edit](#)
2005- 2011 | Cupertino, CA

- Led successful large scale network content integrations
- Developed core products to syndicate Apple content to large scale publishers
- Responsible for developing and implementing all traffic filtering and optimization points of on site and syndication traffic

Education privacy settings: Private [edit](#)

Harvard School of Business [edit](#)
College Technical Management degree
Redwood City, CA | 2001 - 2004

Lafayette High School [edit](#)
Chicago, IL | Graduated in 2000

Interests privacy settings: Public [edit](#)

[Edit Photo](#)

Profile Completion: 40% 

Completion Tip:
Fill out your [work history](#)

Personal Info Work Info Education Interests Previous Locations

Concept#1

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Home | My Searches 83 | My Identity Monitor 100+ | My Contacts 5 | My Memberships | Holly | Mobile

Friends & Family | Classmates | Work Contacts & Jobs | Local Services | Singles

First Name * Last Name * Approx. age * Last known location * Name Email **SEARCH**

mylife
Connecting everyone. All in one place.™

New! Profile Remover
Remove your personal info from unauthorized websites

LEARN MORE NOW

My Identity Monitor

See who's searching for you + monitor and manage your profiles across the web. **Email Alerts: Real-time**

MyLife Identity Edit

Holly Van Dyke, 29
Beverly Hills, CA
[View profile](#)

Who's Searching for You?

- Erika Tomlinson, 45
South Pasadena, CA
- Rachel Bjork, 29
San Francisco, CA
- Cindy Eversman, 44
Toluca Lake, CA

14 more

Who's Searching for You on Google?

- Paul Rant, 32
Los Alamitos, CA
- Lisa Tremor, 34
San Francisco, CA
- Louis Downing, 40
Tiburon, CA

3 more

Messages & Alerts

You have 34 Messages & Alerts
7 new

Updates

Paula Raison-d'etre, 32 changed her profile

Profile Remover

- Holly Van Dyke, 29
White Pages
- Holly Van Dyke, 29
Spokeo
- Holly Van Dyke, 29
PeekYou

12 more

People You Might Know

Also graduating from New Trier, Illinois, 1982

Sophie Jacobsen, 37 Johann Smith, 36 Stephanie-Anne Peters, 34 Jessica Sampson, 35 Christine Clinton, 37 Josaphine Waters, 36

38 more

Also working at Microsoft, Los Angeles, 2009-Present

Concept#2

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Solution

- New design layout in accordance to Mylife's style guide
- Profile completeness meter to encourage user generated content
- Call to action for auto-filling content via social network engagement
- Social features such as status update and timeline
- Profile verification process and badge
- Ability for users to contribute content on object profiles(?)
- Suggestive/Recommended connections

Pros

- Richer profile viewing experience
- Collect more user generated content
- Brand building around profile value proposition
- Meet paid user's expectations leading to fewer refunds

Cons

- User concerns regarding privacy settings