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January 08, 2015

## RECEIVING WATCH FACES FOR WEARABLE DEVICES

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### Recommended Citation

Koa, Kirsten, "RECEIVING WATCH FACES FOR WEARABLE DEVICES", Technical Disclosure Commons, (January 08, 2015)  
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## RECEIVING WATCH FACES FOR WEARABLE DEVICES

### ABSTRACT

A watch face system transmits a watch face to a user, based on a current context of the user and one or more predetermined criteria associated with the watch face. The system receives the current context for the user (e.g., the user's current location, events, and/or activities associated with the user). The system determines that the current context for the user satisfies the predetermined criteria associated with the watch face. The system then transmits the watch face for display by a wearable computing device associated with the user.

### PROBLEM STATEMENT

With the increased prevalence of wearable computing devices (e.g., smart watches), users expect to personalize their wearable devices as much as they can, e.g., personalized watch straps or personalized watch faces. However, traditional wearable devices typically offer a limited number of digital watch faces and thus users have limited options in personalizing their wearable device. A method and system that transmits a watch face to a user, based on context of the user and one or more predetermined criteria for getting the watch face, is described.

### WATCH FACE SYSTEM

The system and techniques described in this disclosure relate to a watch face system that transmits a watch face to a user's wearable device based on a current context of the user. The watch face system can be implemented for use in an Internet, an intranet, or another client and server environment. The watch face system can be program instructions implemented locally on

a client device or implemented across a client device and server environment. The client device can be any wearable device such as a smart watch, or head mounted display.

Fig. 1 illustrates an example method 100 for transmitting a watch face to a wearable device associated with a user based on a current context of the user. Method 100 can be performed by a system that transmits the watch face to the user, e.g., the watch face system.

As shown in Fig. 1, the system receives a current context of a user (block 110). The context can be any information that describes or provides an indication of a current circumstance of the user. For example, the information can refer to the user's geolocation information, the current time, and/or the user's participation in an event or activity. The system may receive the user's geolocation information from various sources. For example, the system receives global positioning system (GPS) coordinates from one or more electronic devices associated with the user. As a further example, the system receives the geolocation tagged in the user's recent social media posts. The system may receive information about events or activities the user is participating in based on the user's calendar, a correlation between the user's geolocation and the location of the events or activities, or recent/upcoming activities posted on user's social networking account, etc.

The system can determine that the current context of the user satisfies one or more predetermined criteria associated with receiving a watch face (block 120). A database can exist that contains digital files for different watch faces associated with various predetermined criterias. Developer, creators, and designers of watch faces may submit new watch faces to be stored in the database. A watch face can be displayed on the digital screen of a display watch. The watch face can display the time in a digital format, e.g., 12:30 am, or an analog format, e.g.,

hours on periphery and having arms to indicate the time. The watch face may have different backgrounds and themes as designed by the developer, creator, or designer of the watch face.

For each watch face, there is a respective predetermined criteria that must be met by the user for the user to receive the watch face. The predetermined criteria for a watch face can be set by the creator or designer of the watch face. Alternatively, predetermined criteria for watch faces may be determined automatically by the system. The predetermined criteria can be any circumstance that can be satisfied by a user, e.g., visiting a defined location and attending a particular event or activity. For example, the predetermined criteria for a watch face that illustrates the New York City skyline is to be physically located in New York City. As a further example, the predetermined criteria for a watch face illustrating a conference logo can be attending the conference. As a further example, the predetermined criteria for a watch face illustrating the logo of a coffee shop is to be physically located at the coffee shop.

As an additional example, a shoe company may distribute watch faces to publicize their brand. The shoe company's developer may add new watch faces of their shoe brand to the database with predetermined criteria "user who stays in shoe store for more than 30 minutes." If the system determines that the user is in the store from last 30 minutes, the system selects the shoe brand watch face for the user from the database. Hence, based on the user's current context, the system may determine that the the user is eligible for getting the watch face.

Upon receiving the current context of the user, the system checks the database and compares the current context of the user with the predetermined criteria of the watch faces. From the comparison, the system determines whether the current context of the user satisfies the predetermined criteria for any of the watch faces. For example, if the system receives

information that the user is located in New York City, the system determines that the user's context satisfies the predetermined criteria for the New York City watch face. As a further example, if the system receives information that the user is located in the vicinity of where the conference is taking place, the system determines that the user's context satisfies the predetermined criteria for the conference logo watch face.

The system transmits the watch face to a wearable device associated with the user (block 130). The system may transmit the watch face file to the wearable device in the form of a multimedia message, electronic mail, or upload. The system provides a notification to the user to accept or decline the watch face. The notification may include an audible alert, e.g., a ringtone, a physical alert, e.g., vibration, or a visual notification on the user's electronic device.

On accepting the watch face, the wearable device opens the watch face file and installs the watch face on the device. The user can use the watch face or the user may decide to store the watch face for future use. The method 100 increases self-expression of the wearable device by awarding users with the watch face, which they can collect to show off on their social media, or keep it as a souvenir of places they have visited, etc.

Fig. 2 illustrates an example transmittal of a watch face by the watch face system. As shown in Fig. 2, a digital watch 220 of a user 210 has a blank watch face while the user 210 is traveling to a City X. The user 210 reaches City X as shown in step 230. The system receives context for the user 210 identifying that the user 210 is in City X (step 240). Further, the system determines that the user's context (geographically located in City X) satisfies one or more predetermined criteria for watch face 270 in the database. The system transmits the watch face

270 to the digital watch 220 of the user 210 (step 260). On receiving the watch face, the user uses the watch face 270 which displays the identity of City X on user's digital watch 220.

The subject matter described in this disclosure can be implemented in software and/or hardware (for example, computers, circuits, or processors). The subject matter can be implemented on a single device or across multiple devices (for example, a client device and a server device). Devices implementing the subject matter can be connected through a wired and/or wireless network. Such devices can receive inputs from a user (for example, from a mouse, keyboard, or touchscreen) and produce an output to a user (for example, through a display). Specific examples disclosed are provided for illustrative purposes and do not limit the scope of the disclosure.

DRAWINGS

100

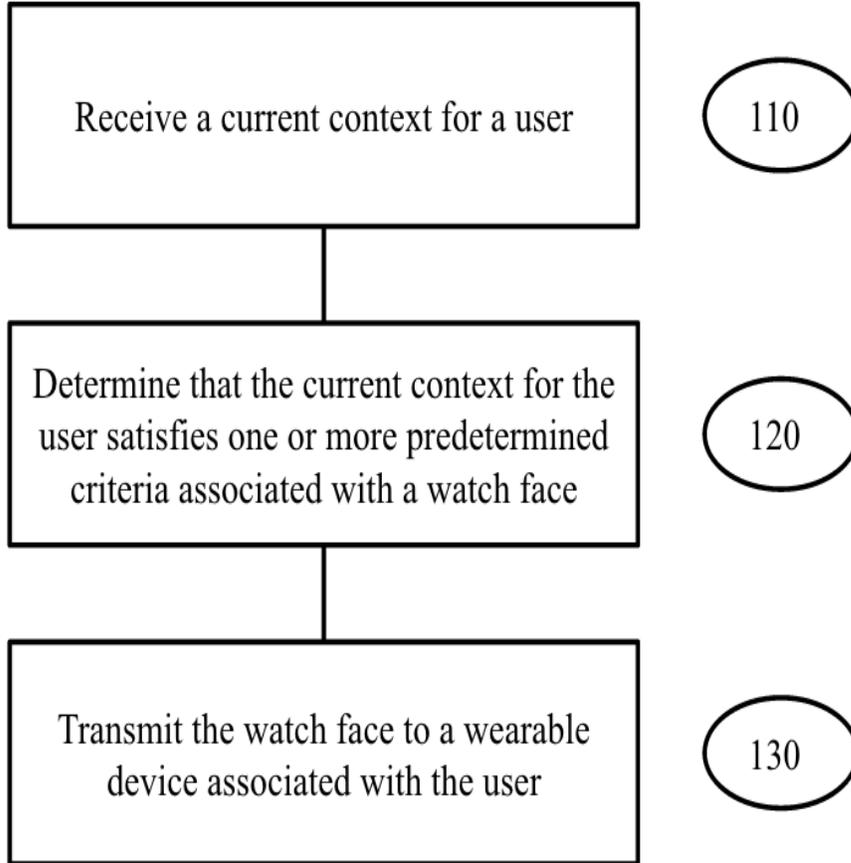


Fig. 1

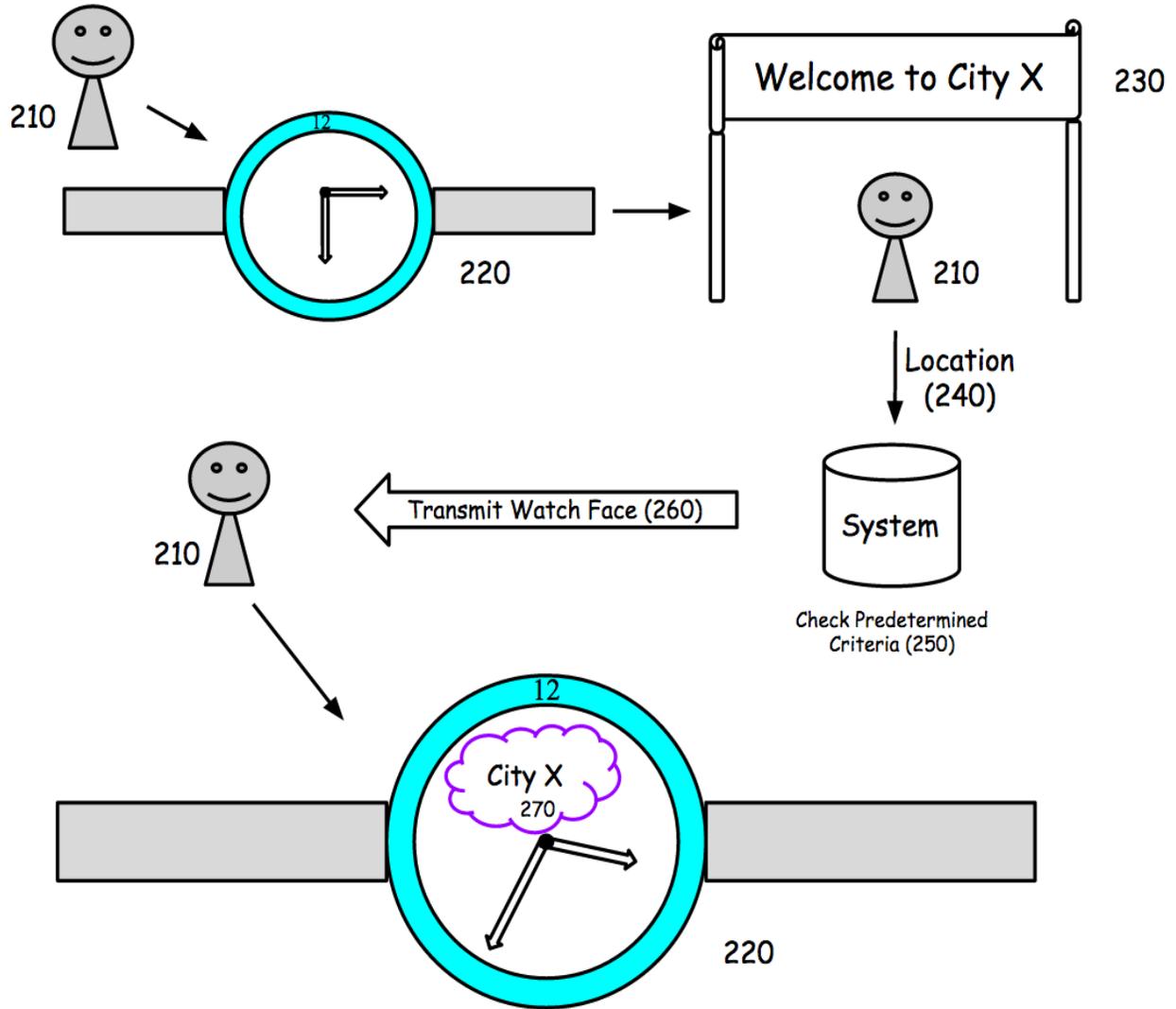


Fig. 2