Technical Disclosure Commons

July 03, 2017

Easy Accessibility To Offline App Content

Devesh Kothari

EASY ACCESSIBILITY TO OFFLINE APP CONTENT

ABSTRACT

A system and method are disclosed that enable easy accessibility to offline app and content transfer from the salesperson's device to a customer's device. The salesperson signs up for the service provider's offline app store and gains access to a set of apps and media content. The salesperson installs a special offline store app from the app store server that authenticates and provides reports on transactions. A customer discovers a physical storefront and purchases the desired media content from the salesperson. The salesperson then transfers the content via local p2p technology. The purchase may be authenticated and/or activated using the salesperson's phone or smart card. The customer pays the salesperson locally and enjoys the content offline. The offline store app synchronizes the sales data and the salesperson pays the service provider periodically for sales incurred.

BACKGROUND

An average internet user in developing countries spends about 17% of his monthly spending on entertainment. Developments in technology and communications may not have reached many at the bottom of the pyramid. This segment may find it difficult to access entertainment content online. Currently, in most cases accessing media content requires consistent internet connectivity. Availability of internet access or bandwidth may also be a problem in rural or remote locations.

DESCRIPTION

A system and method are disclosed that enable easy accessibility to offline media content. The system and method enable selling any media content by a salesperson to a customer where one or both may not have consistent access to an online store. The transaction is availed

on payment of cash. The system may include a salesperson interacting with a server for purchasing an app or content, with features to authenticate as shown in FIG. 1.

FIG. 1: System providing easy accessibility to offline app content

The system implements a method of purchasing/ sharing as illustrated in FIG. 2. As shown in FIG. 2, the salesperson signs up for the service provider's offline app store, gains access to a set of apps, songs and media content. The salesperson installs a special offline store app. The app works offline and provides report on the revenue/money transaction. A customer discovers a local store front, and purchases the desired media content such as a song or a video or an image or an e-book or an app from the salesperson. The salesperson then transfers the content via any local p2p technology such as Bluetooth, WiFi or other protocol. The purchase may be authenticated or activated using the salesperson's phone or smart card. The customer pays the salesperson locally and enjoys the content offline. The special offline store app synchronizes the sales data (e.g., when the salesperson's phone has internet connectivity). The salesperson then pays the service provider for the sales incurred during a month.

```
┌─────────────────────────────────────┐
│   Salesperson signs up to activate the   │
│     service provider's offline app      │
└─────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────┐
│   Gains access to specific set of apps and   │
│  media content offline from content server  │
└─────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────┐
│    Offline app authenticates and provides    │
│           transaction reports           │
└─────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────┐
│  A customer reaches the salesperson and   │
│     browses for required media content    │
└─────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────┐
│  Customer pays cash to the salesperson to  │
│              gain access               │
└─────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────┐
│  Salesperson activates/ authenticates the  │
│    purchase using a smart card or mobile   │
└─────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────┐
│   The service provider's offline app store   │
│    syncs sales data with content server    │
└─────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────┐
│    Salesperson then pays the service     │
│     provider monthly on logged sales     │
└─────────────────────────────────────┘
```
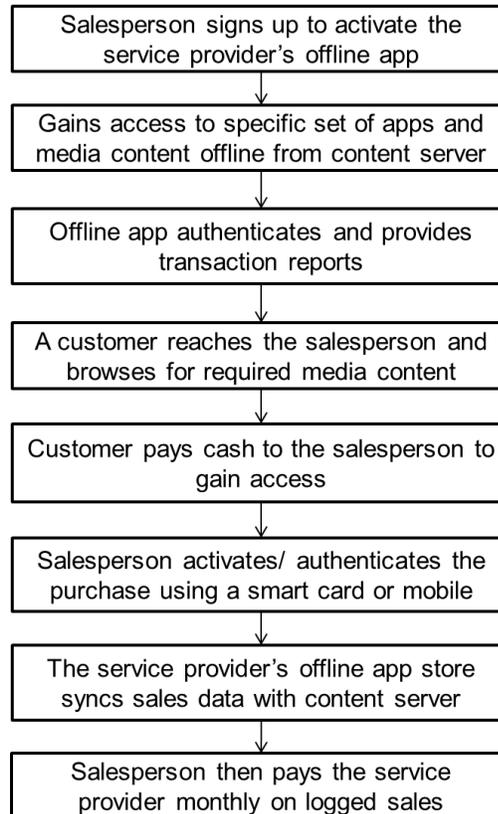
FIG. 2: Method to provide easy accessibility to offline app content

For example, an auto rickshaw driver signs up (sets up account and receives authentication card) for the service provider's offline app store. The auto rickshaw driver gains offline access to a specific set of apps or media content. The auto rickshaw driver installs a special Offline store app. A passenger riding in auto rickshaw can make a purchase from the auto rickshaw driver, the content is p2p transferred. The auto rickshaw driver receives the payment and authenticates/activates the purchased item using his phone or smart card. The special offline app store tracks the transaction details and the auto rickshaw driver pays the service provider on a monthly basis.

The system and method of selling app content to the recipient reduces problems related to accessibility, enables easy cash transfer and eliminates problems associated with illiteracy. The salesperson may not require internet access to enable customer search and for transferring the

content. This system and method enables motivated sales force. The salesperson can use the high speed internet facility available at public places such as a railway station for downloading offline inventory, and for carrying out online transactions. Also, the technology reaches people at the bottom of the pyramid.