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A METHOD TO POPULATE SEARCH AUTO-SUGGESTS ACROSS PLATFORMS

ABSTRACT

A system and method are disclosed that populates search auto-suggests across platforms. The system stores user searches and visits to apps and websites, organizes them, and surfaces them as search auto-suggests across platforms for each individual user. When a user enters a search query on a specific search platform (mobile phone for example), the system executes the search process. The system then organizes and stores the search keywords. When the user executes the same search on another platform, the system auto-suggests relevant keywords from stored history. The system creates a cohesive experience with search functionality for the user.

BACKGROUND

Currently auto-suggests for a search query are available on individual platforms (e.g. mobile phone only, desktop only, tablet only) but do not tie-in across platforms. Users who run searches or interact with websites or apps on one platform (e.g. mobile phone) will not see relevant auto-suggests from his or her mobile phone experiences on desktop. This may apply across platforms as well. Auto suggest in search is a very useful functionality but, it is currently limited to a specific platform.

DESCRIPTION

A system and method is disclosed that populates search auto-suggests across platforms. The system includes a user device which may be a mobile phone, tablet or a desktop and a server to organize and store information. The method includes storing user searches and visits to apps and websites, organizing them, and surfacing them as search auto-suggests across platforms for each individual user. When a user enters a search query on a specific search platform (mobile phone for example), the system executes the search process. The system organizes and stores the

search keywords (title of the page). When the user uses another platform (desktop for example) to execute the same search the system auto-suggests the keywords as shown in FIG. 1.

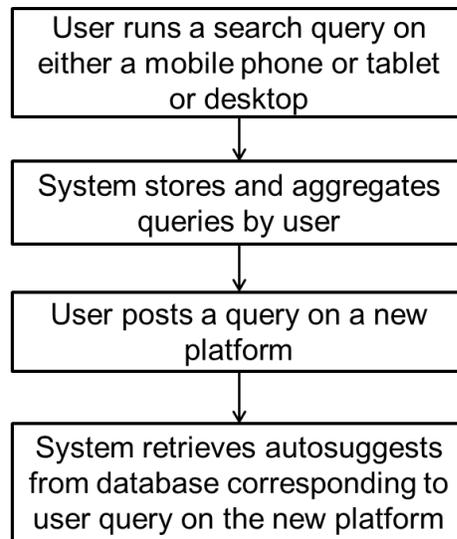


FIG. 1: Method to populate search auto-suggests across platforms

For example, the system may work as follows. User A visits a site on his or her mobile phone device (e.g. Daisy's hair salon). The system stores the search keywords (title of the page). A week later user A needs another trim and starts typing 'hair salon' on his/her mobile phone device. The system auto-suggests Daisy's hair salon as a website or app link for the user to quickly visit. The next day User A is on his or her desktop and starts typing 'hair salon' to confirm the address, but is unable to recall the name Daisy. The browser's auto-suggest feature will pull up Daisy's hair salon as an auto-suggest. The disclosed system and method ties auto-suggest across platforms on desktop or mobile phone or tablet.

By aggregating auto-suggest in search, a more cohesive search experience (one using multiple user touch-points) is enabled. Search across desktop and mobile phone may not be fragmented and so a previous visit to a website on mobile phone may surface when the user is searching on desktop. The method also allows better advertising targeting.