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Shopping Engine

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Shopping Engine

Abstract

The technology described herein relates to a shopping engine for a mapping application that provides users with discounts and promotions (“offers”) from establishments in close proximity to the user. For example, in instances where the user consents to provide location data to the shopping engine, the shopping engine may use the user’s location to determine nearby establishments, such as stores or restaurants. The shopping engine may generate a list of offers being made by the nearby establishments. The shopping engine may provide the list of offers and the corresponding establishments to the user’s computing device. In some instances, the shopping engine may also provide the distance to the nearby establishments from where the user is located. In some examples, the list of offers and the corresponding establishments may be generated based on the user’s interests or preferences. In this regard, the user may be provided with an option to select categories, such as electronics, clothing, cosmetics, home décor, etc., for which they would like to receive offers. The shopping engine may then generate a list with only offers and corresponding establishments within the selected categories. The shopping engine may also function cohesively with electronic payment methods and allow for certain discounts and promotions based on a preferred payment method. The technology described herein allows a user to make a purchasing decision based on the most appealing offer nearest to them, making the entire purchasing process more efficient and convenient.

Background

Users may be subscribed to emails from different stores, retailers, restaurants, cafes, merchants, etc. (“establishments”) that advertise offers, such as promotions and discounts, for the goods or services they provide. When a user wants to buy something at a discount, they must

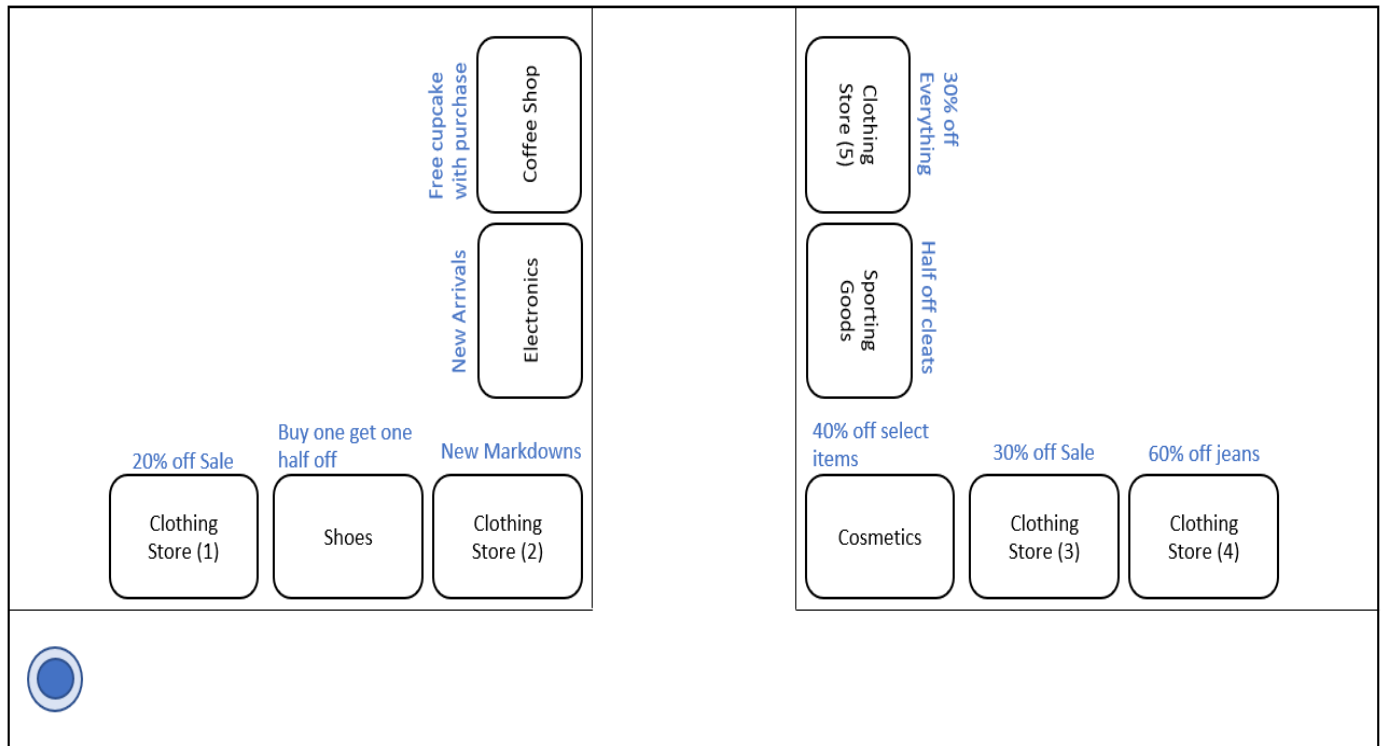
look through their email account(s) to find a promotion that is applicable to what they are interested in buying. However, an average user may receive over 100 emails per day. As such, it may be difficult for the user to find what they are looking for as they need to sift through potentially thousands of emails to find an offer before they make a purchasing decision. Currently, there is no way for a person at a particular location to know what offers, such as promotions or discounts, are offered by establishments located closest to them.

Details

Described herein is a shopping engine for a mapping application that provides offers for establishments in the proximity of a user. The shopping engine can be used at any time, whether the user is at home, walking around, or in an area with a high concentration of establishments (e.g., a shopping center). The offers, such as discounts and promotions, may appear automatically or when a request is submitted to the mapping application by the user. For example, if the shopping engine recognizes that the user is in a shopping center, the application may provide a prompt to the user's device inquiring whether the user would like to view the offers provided by establishments within the shopping area. The shopping engine may also give the user a breakdown of the distance of each store from where the user is located and the details of each offer. Although the shopping engine is described herein as being part of a mapping application, the shopping engine may be part of any type of application, including web applications, mobile applications, etc.

Fig. 1 below shows an example of a map display interface of a mapping application executing on a user device when a user is within an outdoor shopping center. As illustrated, the map display interface, within the mapping application, includes the names and locations of the establishments that are closest to the user (represented by the dot). The map display interface

may also provide an indicator of the offer, if any, that each establishment is offering to the public. It should be understood the map display of Fig. 1 is merely an example, and that other layouts of information and/or other information may be provided.



Additional information or actions may be taken from the starting point of the example seen in Fig. 1. For example, when a store is selected, such as through a user input received by the user device, the shopping engine may provide an option to navigate to the location of the selected store. The navigation provided by the shopping engine and/or the mapping application may include step-by-step directions to guide the user to their selected store. The shopping engine may also provide the user with information like the address, phone number, and website link of the establishment. The information described may be featured in various formats. For example, the offers in the area may also be shown in a list format.

Fig. 2, below, is an example interface displaying stores and their corresponding promotions and distances in a list format. As illustrated, the stores are listed within the interface

with corresponding information, such as the offers provided by the respective stores and the user's distance to the store from the user's location. Although the information is provided horizontally adjacent to the store listings, the information may be provided in other orientations and/or arrangements. The interface may also provide an option, such as selectable links, for the user to obtain more information on the establishments as described with respect to Fig. 1. Fig. 2 is merely an example interface including establishments and offers in a listing. In this regard, other information related to establishments, offers, distances, or the like may also be presented in other listings. Further, the order and layout of the information may be changed.

The information provided by the shopping engine may also be accessed when the user is not located in close proximity to any establishments. In this regard, the shopping engine may allow for the user to prompt the engine to display information for offers of establishments in any geographical location, regardless of where the user is located. For example, the shopping engine may receive a user input, such as a text or audio query for offers provided by establishments near a particular location, such as a particular address, zip code, city, etc. The shopping engine may then provide information for offers of establishments near the location identified in the user

Store	Offers/Discounts/Promos	Distance
1. Clothing Store (1)	20% Off Sale	100 feet
2. Shoes	Buy one get one half off	200 feet
3. Clothing Store (2)	New Markdowns	250 feet
4. Electronics	New Arrivals	350 feet
5. Cosmetics	40% off Select Items	400 feet
6. Sporting Goods	Half off cleats	450 feet
7. Coffee Shop	Free cupcake w/ purchase	500 feet
8. Clothing Store (5)	30% off Everything	500 feet
9. Clothing Store (3)	30% off Sale	600 feet
10. Clothing Store (4)	60% off Jeans	700 feet

input. In another example, if the user plans to travel and would like to know what is being offered near their destination, the shopping engine may generate and present such information.

In some instances, the shopping engine may allow a user to provide a distance threshold from a location within which establishments providing offers may be returned. For example, the user may provide a search request for establishments providing offers for clothing within 10 miles, or other such distance, of a location. The shopping engine may return establishments selling clothing, and their corresponding offers, that are within 10 miles of the user's location.

The establishments and offers provided by the establishments may be determined based on user preferences. For example, the shopping engine may provide the user with options to select interests by category or by product. For example, the shopping engine may provide an interface from which a user may select categories, such as electronics, clothing, or home décor for which the user is interested in seeing establishment offers. In another example, the shopping engine may provide an interface including a text box into which a user may enter a product or category of products they are interested in seeing establishment offers for, such as headphones or

jeans. Based on these preferences, such as selected or provided categories or products, the application may filter available establishments and offers, such that offers from establishments in the vicinity of the user (or other location queried or provided by the user) that offer the user's preferences are provided.

In some instances, the shopping engine may determine a user's preferences based on their previous shopping habits. For instance, the shopping engine may determine, based on the past purchasing history of a user, that the user is interested in high-end clothing stores. The shopping engine may then provide a listing or map showing the locations and offers of high-end clothing stores in the vicinity of the user. In some instances, the order of the establishments and/or offers may be based on the user context. For instance, the shopping engine may list offers from establishments a user frequently visits ahead of other offers from other establishments, even if those other offers are of greater value and/or the other establishments are closer to the user's location.

A loyalty profile may also be created for users based on their shopping behavior or purchase power. A loyalty profile may, for example, keep track of the establishments which the user frequently visits and the common offers relating to those establishments. This will allow a user to easily track their shopping habits and to be reminded of past offers offered by an establishment. For example, if an establishment runs a particular promotion every Friday, the user will be able to be reminded of such by looking through their loyalty profile. The loyalty profile will also allow the user to easily compare offers from establishments they frequently go to or purchase from. The loyalty profile may also provide user-specific information and data on the user's shopping habits to aid in the user's future shopping decisions.

The shopping engine can be integrated with electronic payment methods, such as an electronic payment application or an electronic wallet, enabling a seamless purchasing experience. For example, the shopping engine may be utilized with stores that offer an order pickup system where the purchase is made beforehand, and the product(s) is picked up later. Discounts or other incentives may be offered in conjunction with the use of certain payment methods to promote the use of electronic payments.

The user device can be any type of mobile electronic device capable of GPS/mapping capabilities. For example, the user device may be a smart phone, tablet, laptop, or the like. The user device may store information relating to the user's shopping habits in memory. In some examples, user data or establishment info may be generated by sending the request to a remote server. This user data and establishment information may be wirelessly exchanged with the server over a network such as the Internet. The remote server may then parse through establishment information from various sources to provide the user with the information they are looking for based on their input or location.

A shopping engine is advantageous because it streamlines the shopping process to be beneficial to the user when making purchasing decisions. In this regard, the shopping engine allows for the user to change how they decide where and when to shop for purchases determined by location-based convenience. It also provides a customized purchasing experience in which the user may see offers based on their categorical interests or purchase history. This may be particularly useful to those utilizing the shopping engine in areas with large amounts of commercial establishments, such as New York City, because they have a high concentration of shopping and restaurant possibilities, all offering unique promotions to customers.