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Offline Drafting and Posting of UGC Reviews

ABSTRACT

This disclosure describes techniques that enable a user to draft a review when offline, to post it when network connectivity is restored. An offline user can review any entity, e.g., locations visited and select a feature to review. The draft review, comprising text and media, can be stored on device in a lightweight database. An on-device machine learning model can be implemented to provide suggestions for improving text as well as image content of the review. When the user device is online, the review is posted in accordance with user settings. Offline drafting-and-posting can be integrated with third-party apps, enabling cross-posting across social media.

KEYWORDS

- User-generated content
- User review
- UGC review
- Digital map
- Offline post
- Offline writing
- Editing suggestions
- On-device machine learning

BACKGROUND

Prior to travel to a certain region, users can today download to their mobile devices the map of the region for the purposes of navigation. This is useful when wireless connectivity is expected to be poor in the region of interest and allow offline maps to be available during travel.

However, offline maps lack the capability for users to draft and store reviews about places of interest, and to post such reviews later, with adequate time to edit the original post.

DESCRIPTION

This disclosure describes techniques that enable a user to draft a review when offline, e.g., without network connectivity, and to post it when network connectivity is restored. During drafting, when the user is offline, the user can browse through features or locations visited in the past and select a feature to review. The user can draft a review, adding photos or videos as necessary. The draft review is stored on device in a lightweight database.

With user permission, the draft review can be automatically provided to an-device machine learning (ML) model. The machine learning model can suggest drafting and photo-editing improvements for the review. The user can check their draft, accepting suggestions from the ML model as appropriate. The user can choose a time to post the draft. The user can select a preferred network to upload reviews over, e.g., WiFi for large video/photos. When the user device is back online, the review is posted at a user-selected time. In case of multiple reviews, the user can create lists of reviews in the order of posting priority. The lists can be synchronized offline. The user can browse the list to edit offline draft reviews or create new reviews.

Drafting while offline and posting later, as described herein, can be integrated with third-party apps, enabling cross-posting across social media. With user permission, contextual information relevant to the review such as location can be acquired and provided before posting or sharing the review online. On-platform plugins enable users to download and use third-party content in offline mode.

The above-described features of drafting and posting can be preset, enabled, disabled, or configured by the user in a configurations-setting screen.

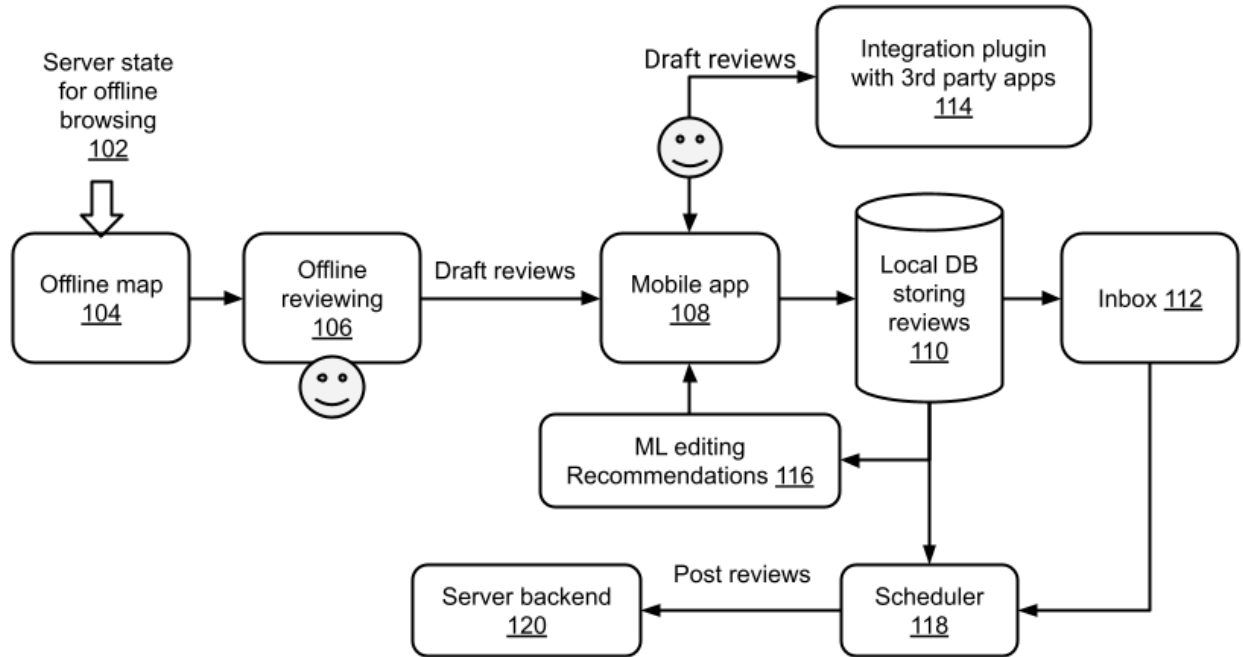


Fig. 1: Offline drafting and posting of UGC reviews

Fig. 1 illustrates offline drafting and posting of UGC reviews. An offline digital map (104) has states configured for offline browsing (102). A user (106), who is presently offline, drafts reviews, e.g., of places visited while offline. The draft reviews are provided to a mobile app (108), and, via integration plugins (114, explained in greater detail below) can also be sent to third-party apps. An on-device database (110) stores the reviews. Reviews can be stored as blobs that support text and media objects, subject to predefined storage limits. Reviews can be encrypted before storage. Editing recommendations (116, explained in greater detail below) can be provided using an on-device machine learning model. The reviews enter an inbox (112), which is similar to an email inbox. A scheduler (118, explained in greater detail below) schedules the reviews for posting to a server backend (120) when network connectivity is restored.

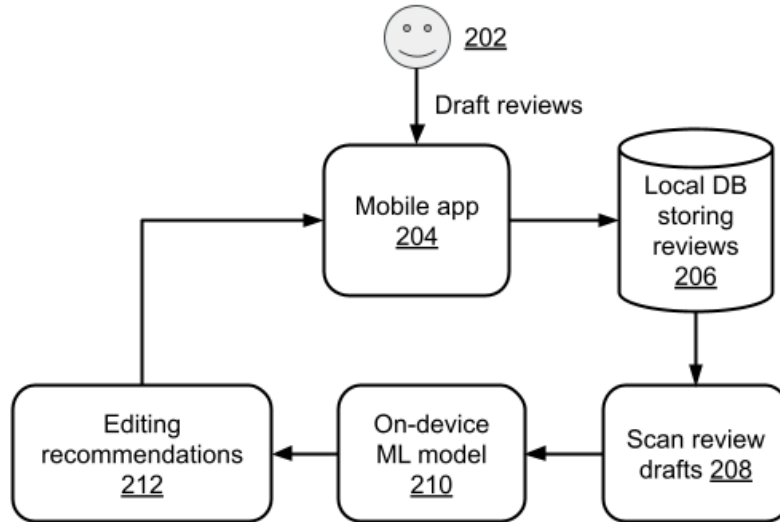


Fig. 2: Generating recommendations for edits to UGC reviews

Fig. 2 illustrates generation of automatic recommendations for edits to UGC reviews. Draft reviews created by a user (202) and received by a mobile app (204) are stored in an on-device database (206) while the device is offline. With user permission, the reviews are scanned (208) and provided to an on-device machine learning model (210) that generates editing recommendations (212) for the user to edit the reviews. Recommendations can be made with reference to the text (e.g., grammar, style) of the review or to the photos or videos (e.g., lighting) included within the review.

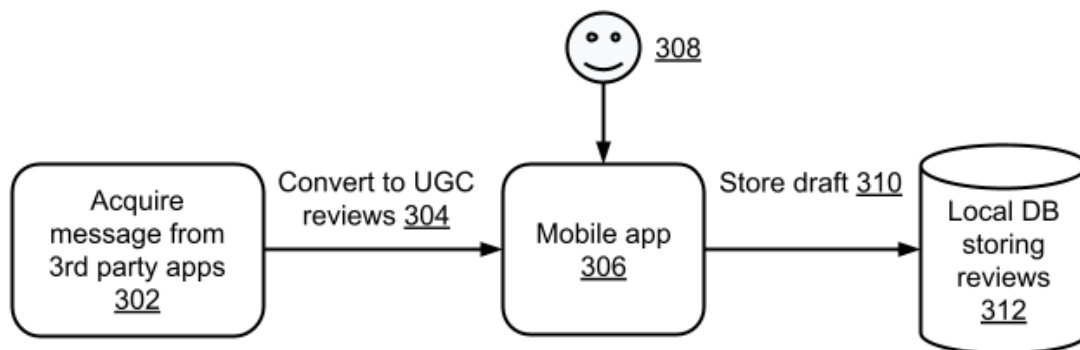


Fig. 3: Integration with third-party apps

Fig. 3 illustrates integration with third-party apps, enabling, for example, a message transmitted over a third-party messaging app to appear as a review. A message from a third-party app is acquired (302) and converted to a UGC review (304). The UGC review is added to the mobile app (306) within which the user can review or revise it. The draft review (310) is stored in an on-device database. When connectivity is restored, draft reviews stored in the database can be posted in accordance with a schedule. By reversing the direction of information flow, a UGC review can similarly be posted in a third-party app.

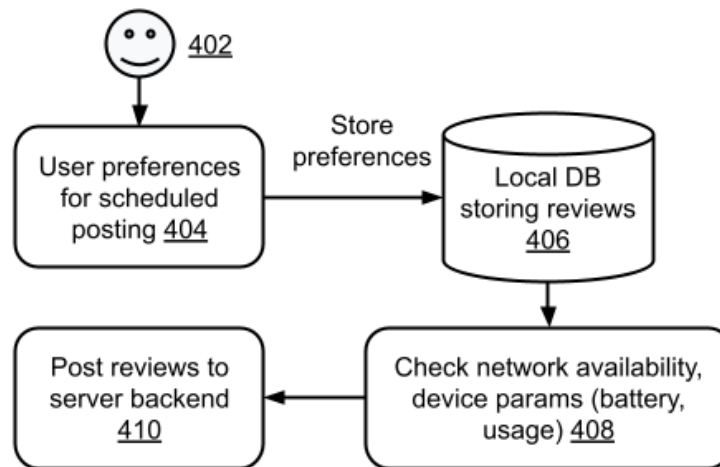


Fig. 4: Scheduled posting

Fig. 4 illustrates scheduled posting of reviews. A user (402) sets or configures preferences for scheduled posting (404). Example settings for scheduled posting can include frequency, priority, and times of posting; criteria for pausing or canceling posting; review sites; etc. The preferences are stored in an on-device database (406) for storing reviews. Network availability is tested for (408), and if network connectivity is available, based on device parameters such as battery levels and usage trends, the reviews are posted to a server (410).

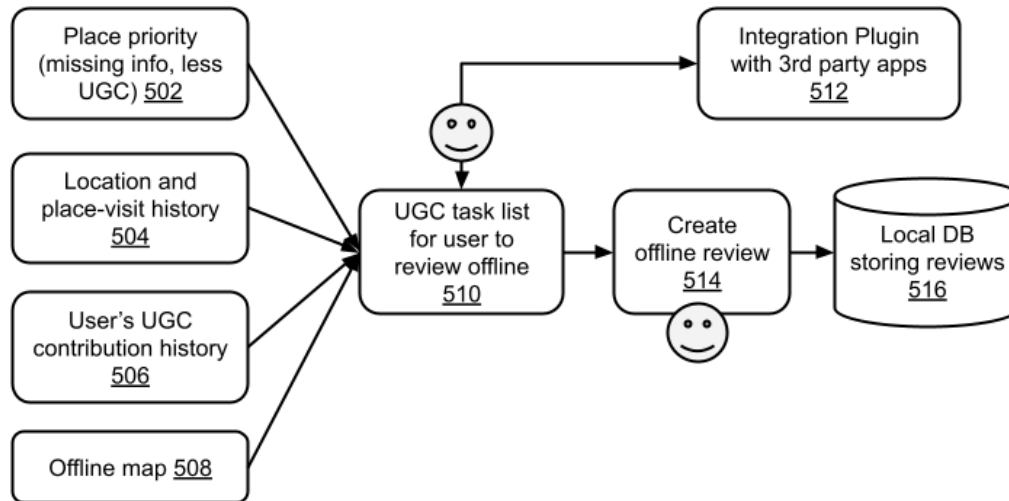


Fig. 5: Offline reviews in a task list

Fig. 5 illustrates creating a task list for offline reviews. Based on the priority (502) of a place (e.g., number of existing reviews, missing information, etc.), location and place-visit history (504), the user's UGC contribution history (506), offline map state (508), etc., a task list (510) of reviews is created for the user to review offline. The user creates offline reviews (514) based on the task list. As explained before, the reviews can be integrated with third-party apps (512) or stored in an on-device database (516).

In this manner, the described techniques improve user experience of writing reviews (or other user-generated content) by enabling the creation, drafting, saving, and managing of draft reviews on device, even when the device is offline. Editing recommendations can also be provided when the device is offline to assist the user in improving accuracy, completeness, style, and presentability. An on-device machine-learning model can be implemented to provide editing recommendations. A draft review can be deleted from the memory of the (offline) device. Integration with third-party apps enables acquisition, sharing, and cross-posting of content. The user can select the conditions for upload of the review to upload when wireless connectivity is restored, e.g., specify a WiFi network for large media uploads. The described techniques

generally assist users visiting or residing in regions of intermittent or low-bandwidth wireless connectivity, e.g., remote areas, hilly regions, etc. in providing reviews.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs, or features described herein may enable the collection of user information (e.g., information about a user's reviews or other user-generated content, social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level) so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes techniques that enable a user to draft a review when offline, to post it when network connectivity is restored. An offline user can review any entity, e.g., locations visited and select a feature to review. The draft review, comprising text and media, can be stored on device in a lightweight database. An on-device machine learning model can be implemented to provide suggestions for improving text as well as image content of the review. When the user device is online, the review is posted in accordance with user settings. Offline drafting-and-posting can be integrated with third-party apps, enabling cross-posting across social media.