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(54) Title: SYSTEMS, METHODS AND APPARATUSES FOR CREATING, EDITING, DISTRIBUTING AND VIEWING ELECTRONIC GREETING CARDS

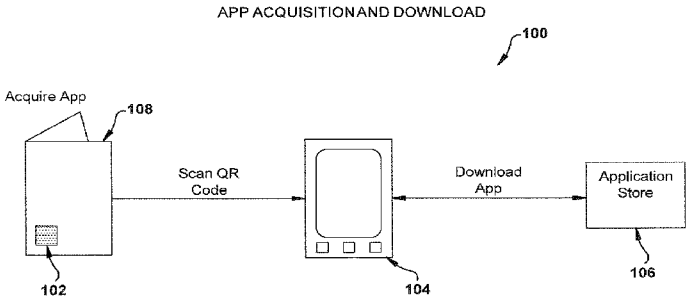


Fig. 1

(57) Abstract: A system is provided for downloading an electronic greeting card application to a portable computing device. The system comprising a server, a paper greeting card, and a code printed on the paper greeting card. The electronic greeting card application is downloaded to the portable computing device from the server in response to the portable computing device scanning the code on the paper greeting card. Further herein, a system is provided where a category of greeting cards are contained within the electronic greeting card application, and at least a greeting card within the category of greeting cards. The greeting card comprises a plurality pages, with at least one of the a plurality pages having an option to customize, and each of the a plurality pages being movable by a touch of a finger.

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SYSTEMS, METHODS AND APPARATUSES FOR CREATING, EDITING, DISTRIBUTING AND VIEWING ELECTRONIC GREETING CARDS

RELATED APPLICATIONS

[0001] This application claims the benefit of and priority to U.S. Provisional Application No. 61/481,028, entitled "ELECTRONIC GREETING SERVICE," which was filed on April 29, 2011 and U.S. Provisional Application No. 61/486,050, entitled "ELECTRONIC GREETING SERVICE," which was filed on May 13, 2011. The entire disclosures of these two applications (U.S. Provisional Application Nos. 61/481,028 and 61/486,050) are incorporated herein by reference.

FIELD OF THE INVENTION

[0002] The general inventive concepts relate to electronic greeting service and, more particularly, to systems, methods, and apparatuses for creating, displaying, editing, distributing and viewing of high-resolution electronic greeting cards or "ecards".

BACKGROUND

[0003] Portable computing devices have become widely adopted in the technology-driven modern world. "Smart" phones (e.g., Apple's iPhone®, Google's Droid®, Research in Motion's Blackberry®) and "Tablet Computers" (e.g. Apple's iPad®) are two types of portable computing devices. While portable computing devices combine the functionality of Personal Digital Assistants ("PDAs") with the functionality of cellular or mobile phones, Tablet Computers bring most features of personal computing to a portable platform. Along with the advent and the wide-spread acceptance of the portable computing devices, came the need for applications ("apps") which operate on said devices and perform specific functions as desired by a consumer ("user"). One such app is an app to send and receive electronic greetings.

[0004] Currently, users may use electronic mail ("email") to send and receive electronic greetings on their portable computing devices. However, there is a need for an app which is deployed on the device's native operating system and which allows the user to send and receive an electronic version of a high definition greeting card.

[0005] In view of the above, there is an unmet need for systems, methods and apparatuses for creating, editing and distributing electronic greeting cards through an app which runs natively on the portable computing device's operating system and which allows the user to communicate with other users and non-users in multiple ways.

BRIEF SUMMARY

[0006] The general inventive concepts contemplate systems, methods, and apparatuses for creating, displaying, editing, distributing and viewing of high-resolution electronic greeting cards for present day and future portable computing devices. By way of example, to illustrate various aspects of the general inventive concepts, several exemplary embodiments of systems methods and/or apparatuses are disclosed herein.

[0007] Systems, methods, and apparatuses, according to one exemplary embodiment, allow downloading an electronic greeting card application to a portable computing device. The downloading system comprises a server, a paper greeting card, and a code printed on the paper greeting card. The electronic greeting card application is downloaded to the portable computing device from the server in response to the portable computing device scanning the code on the paper greeting card. The electronic greeting card application can also be downloaded to the portable computing device directly from the server through an online, internet, consumer decision or transaction to download the app from an app store without purchasing or scanning a paper greeting card.

[0008] Systems, methods, and apparatuses, according to one exemplary embodiment, provide a category of greeting cards in the electronic greeting card application. As contained within the electronic greeting card application, the category of greeting cards has at least one greeting card. The greeting card comprises a plurality of pages, with at least one of the plurality of pages having an option to customize, and each of the plurality of pages being movable by a touch of a finger. The customized greeting card can be previewed and has an area for selecting a medium to be used to send the greeting card.

[0009] Systems, methods, and apparatuses, according to one exemplary embodiment, provides for delivering electronic greeting cards to an electronic greeting card application. The delivery of electronic greeting cards is achieved via inputs to a content merchandising system, which accepts new greeting card categories and new greeting cards. A web server is updated with the new greeting card categories and new greeting cards inputted into the content merchandising system. A portable computing device through operation of the app compares the new greeting card categories and the new greeting cards with application greeting card categories. The portable computing device through operation of the downloaded app retrieves changes to the application greeting card categories and application greeting cards and stores them in a local cache, and updates the portable computing device with information stored in the local cache.

[0010] Additional features and advantages will be set forth in part in the description that follows, and in part will be obvious from the description, or may be learned by practice of the embodiments disclosed herein. The objects and advantages of the embodiments disclosed herein will be realized and attained by means of the elements and combinations particularly pointed out in the appended claims. It is to be understood that both the foregoing brief summary and the following detailed description are exemplary and explanatory only and are not restrictive of the embodiments disclosed herein or as claimed. The claims have their full ordinary meanings and the descriptions of the embodiments herein are not intended to limit them in any way.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] The accompanying drawings, which are incorporated in and constitute a part of this specification, illustrate some embodiments disclosed herein, and together with the description, serve to explain principles of the embodiments disclosed herein.

[0012] **Figure 1** shows a diagram of an exemplary system environment for electronically merchandising and delivering electronic greeting cards over the internet, in accordance with the embodiments of the present disclosure.

[0013] **Figure 2** shows an exemplary Code disposed on a paper greeting card.

[0014] **Figure 3** shows the use of a portable computing device to scan a QR Code.

[0015] **Figure 4** shows a QR Code being captured on a portable computing device.

[0016] **Figure 5** depicts a flow diagram of an exemplary system environment for electronically merchandising and delivering electronic greeting cards over the internet.

[0017] **Figures 6 through 33** show several exemplary embodiments of the various screens in accordance with the embodiments of the present disclosure.

[0018] **Figure 34** depicts a flow diagram for electronically personalizing and delivering electronic greeting cards over the internet.

[0019] **Figures 35 through 41** show several flow diagrams which describe the application and logic flow in the ecard app.

DETAILED DESCRIPTION

[0020] The embodiments disclosed herein will now be described by reference to some more detailed embodiments, with occasional reference to the accompanying drawings. These embodiments may, however, be embodied in different forms and should not be construed as limited to the embodiments set forth herein. Rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the embodiments to those skilled in the art.

[0021] Unless otherwise defined, all technical and scientific terms used herein have the same meaning as commonly understood by one of ordinary skill in the art to which these embodiments belong. The terminology used in the description herein is for describing particular embodiments only and is not intended to be limiting of the embodiments. As used in the specification and the appended claims, the singular forms “a,” “an,” and “the” are intended to include the plural forms as well, unless the context clearly indicates otherwise. All publications, patent applications, patents, and other references mentioned herein are incorporated by reference in their entirety.

[0022] The following are definitions of exemplary terms used throughout the disclosure. Both singular and plural forms of all terms fall within each meaning:

[0023] "Software" or "computer program" as used herein includes, but is not limited to, one or more computer or machine readable and/or executable instructions that cause a computer,

microprocessor, logic circuit, or other electronic device to perform functions, actions, and/or behave in a desired manner. The instructions may be embodied in various forms such as routines, algorithms, modules or programs including separate applications or code from dynamically linked libraries. Software may also be implemented in various forms such as a stand-alone program, an app, a function call, a servlet, an applet, instructions stored in a memory or any other computer readable medium, part of an operating system or other type of executable instructions. It will be appreciated by one of ordinary skill in the art that the form of software is dependent on, for example, requirements of a desired application, the environment it runs on, and/ or the desires of a designer/programmer or the like.

[0024] "Mobile Application" or "Mobile App" or "App" as used herein, includes, but is not limited to, applications that run on smart phones, tablet computers, and other mobile devices. The terms "Mobile Application" or "Mobile App" or "App" can be used synonymously with "software". Mobile applications allow users to connect to services which are traditionally available on the desktop or notebook platforms. Typically, these services access the internet or intranet or cellular or wireless fidelity (Wi-Fi) networks, to access, retrieve, transmit and share data.

[0025] "Computer" or "processing unit" as used herein includes, but is not limited to, any programmed or programmable electronic device, microprocessor, logic circuit, that can store, retrieve, and process data.

[0026] A "Network" as used herein, includes, but is not limited to, a collection of hardware components and computers or machines interconnected by communication channels that allow sharing of resources and information, including without limitation, the worldwide web or internet.

[0027] A "Web browser" as used herein, includes, but is not limited to, a software for retrieving and presenting information resources on the World Wide Web. An information resource may be a web page, an image, a video, or any other type of electronic content.

[0028] A "Server" as used herein, includes, but is not limited to, a computer or a machine or a device on a network that manages network resources. The general term "Server" may include specific types of servers, such as a File Server (a computer and storage device dedicated to storing files), Print Server (a computer that manages one or more printers), a Network Server (a computer that manages network traffic), and a Database Server (a

computer system that processes database queries). Although servers are frequently dedicated to performing only server tasks, certain multiprocessing operating systems allow a server to manage other non-server related resources.

[0029] A "Web Server" as used herein, includes, but is not limited to, a server which serves content to a Web browser by loading a file from a disk and serving it across a network to a user's Web browser, typically using a hyper text transfer protocol (HTTP).

[0030] "E-greeting" or "Electronic Greeting Card" or "E-greeting card" or "ecard" as used herein, includes, but is not limited to, any greeting card, or a personalized message, or a message which delivers a piece of communication from one user to another user or non-user through electronic media.

[0031] "SVG" or "SVG File" or "Scalable Vector Graphics" or "Scalable Vector Graphics File" as used herein, includes, but not limited to, a vector graphics file format which enables the display of certain multi-dimensional images in XML pages on the web.

[0032] "XML" or "Extensible Markup Language" as used herein, includes, but not limited to, a set of rules for encoding documents in a machine-readable form.

[0033] "Call" or "System Call" or "Pull" or "Pulled" as used herein, includes, but not limited to, a mechanism by which a program makes a request for a service from either an operating system or an application program or software.

[0034] "API Files" or "API" or "Application Programming Interface" as used herein, includes, but not limited to, an interface between different software programs or software files, which facilitates the interaction of the different software programs or software files by way of a specific set of rules and specifications.

[0035] "XINCLUDE" as used herein, includes, but not limited to, a mechanism whereby multiple XML documents are merged. The merger is accomplished by incorporating inclusion tags in the source XML document which prompts the source XML document to include other documents or parts of other XML documents resulting in a single XML Information Set.

[0036] "Source Code" or "Product Code" as used herein, includes, but not limited to, a textual software code, or a machine code, or notations in graphical software languages, which specify actions to be performed by a machine, which includes, but not limited to, a computer.

[0037] "Product" as used herein, includes, but not limited to, a single Electronic Greeting Card or a collection of Electronic Greeting Cards. "Product" as used herein, includes, but is not limited to, either the service, or the code, or the user interface or the screen interactions relating to the electronic greeting cards.

DOWNLOADING THE ECARD APP

[0038] Now, with particular reference to the drawings, exemplary embodiments of the invention are described below. Figure 1 depicts a flow diagram of an exemplary environment 100 for electronically acquiring and downloading an electronic greeting service mobile application (the "ecard app"). In one embodiment, environment 100 may include a portable computing device 104, an application store 106, and a Code 102 on a paper greeting card 108. The application store 106 is marked to generally represent any mobile application store, but it is to be understood that the actual identity of the application store 106, such as an App Store® or Android Marketplace®, is dependent on the operating system downloading the ecard app.

[0039] Code 102 is generally disposed on paper greeting cards, but may be disposed on any physical medium or article without deviating from the spirit of this invention. For example, Code 102 may be disposed on store signage and on advertising materials. Code 102 may be a bar code or a Quick Response (QR) code or any other type of code which functions to resolve a Uniform Resource Locator (URL) address upon scanning. A URL is a reference to an internet resource or address, such as an application store or a website. In one embodiment, Code 102 may be rendered based on the operating system which seeks to resolve the address upon scanning. Specifically, Code 102 may be rendered differently for different mobile operating systems. Alternately, Code 102 may be operating system neutral, and may be rendered similarly for any mobile operating system.

[0040] With further reference to Figure 1, the user may wish to download the ecard app by scanning Code 102. The user may choose any known scanning program or application to perform the scanning, as long as the program or application functions to resolve an address upon scanning, such as the mobile application "Scan" (provided by QR Code City).

[0041] In one embodiment, where different Codes 102 exist for different operating systems, after the user scans the desired operating system's Code 102, the portable computing device 104 resolves the scan as a call to download the ecard app from the application store 106. The portable computing device 104 is routed to the application store 106 dedicated to the operating system identified, where the user is prompted to download the ecard app.

[0042] In one embodiment, where the Code 102 may be operating system neutral, after the user scans the Code 102, the portable computing device 104 is routed to a website 110 (not shown). Website 110 is housed on a server 112 (not shown), which further automatically interprets the user's operating system and prompts the user to download the ecard app by re-directing the portable computer device 104 to the application store 106 dedicated to the operating system identified.

[0043] In another embodiment, after the user scans the Code 102, the portable computing device 104 is routed to a website 114 (not shown) which contains links to several application stores which the user may select. Website 114 is housed on a server 112 (not shown). Once the user selects the appropriate application store link, portable computing device 104 is routed to the application store 106 dedicated to the operating system identified, where the user is prompted to download the ecard app.

[0044] In another embodiment, scanning Code 102 may also be utilized to capture statistical and analytical data about the users. For instance, the scanning program or application which is utilized for scanning Code 102 may initially direct the portable computing device 104 to a statistical aggregation site and/or an analytics site 140 (not shown), such as Google Analytics®.

[0045] In each of the embodiments described above, when the user is prompted to download the ecard app, the user may do so and *install* the application on the portable computing device 104 from the application store 106.

[0046] To further illustrate capturing a Code on a portable computing device, with reference to Figure 2, an exemplary Code, styled QR Code 200, is disposed on a paper greeting card. With reference to Figure 3, the user may utilize a portable computing device 300 to scan (e.g. by pointing and shooting using the portable computing device's camera) the QR Code 200. The QR Code is then captured as shown by the exemplary QR Code 400 in Figure 4.

[0047] The various embodiments of downloading an ecard app are described in more detail below, with particular reference to flowcharts which help illustrate the embodiments.

[0048] In one embodiment, with reference to Figure 4A, different Codes 102 exist for different operating systems. After the user scans Code 102 at step 402, the portable computing device 104 resolves the URL for downloading the ecard app at step 404. At step 406, the portable computing device 104 is then routed to the application store 106 dedicated to the operating system identified, where the user is prompted to download the ecard app.

[0049] In another embodiment, with reference to Figure 4B, Code 102 is operating system neutral. After the user scans Code 102 at step 408, the portable computing device 104 resolves the URL for a website 110 (not shown) at step 410. Website 110 is housed on a server 112 (not shown). Website 110 automatically interprets the portable computing device 104 operating system at step 412, by utilizing the header packet information provided by the portable computing device 104 browser. At step 414, the portable computing device 104 resolves the URL for downloading the ecard app. At step 416, the portable computing device 104 is then routed to the application store 106 dedicated to the operating system identified, where the user is prompted to download the ecard app. In another embodiment, after website 110 interprets the portable computing device 104 operating system at step 412, rather than the device 104 resolving a URL for downloading the app, the device 104 may be directed to another website 160 (not shown), which contains multiple download options. At website 160, the user may choose one option before proceeding to steps 414 and 416 described above, to resolve the URL for downloading the app and downloading the app respectively.

[0050] In another embodiment, with reference to Figure 4C, Code 102 is operating system neutral. After the user scans Code 102 at step 418, the portable computing device 104 resolves the URL for a website 114 (not shown) at step 420. Website 114 is housed on a server 112 (not shown). Website 114 presents the user of the portable computing device 104 with multiple download options based on the operating system of the user. At step 422, the user selects a single download option, such as a link to the App Store®. At step 424, the portable computing device 104 resolves the URL for downloading the ecard app. At step 428, the portable computing device 104 is then routed to the application store 106 dedicated to the operating system identified, where the user is prompted to download the ecard app. Once the ecard app is downloaded into the portable computing device, much of the software comprising the app is stored within the portable computing device.

PROVIDING CONTENT TO THE ECARD APP

[0051] Once the ecard app is downloaded to a portable computing device 104, the ecard app provides a system for merchandising and delivering electronic greeting cards. Figure 5 depicts a flow diagram of this exemplary system environment 500 for electronically merchandising and delivering electronic greeting cards over the internet, consistent with the exemplary methods described herein. In one embodiment, system environment 500 may include a content merchandising system 510, a content delivery platform 580 (not shown), a cloud service system 560 and a plurality of portable computing devices 570.

[0052] Content merchandising system 510 may consist of any number of computers or servers that the merchandiser uses to program and create electronic greeting cards and card categories to be downloaded to users' portable computing devices. Content delivery platform 580 is the software platform which enables the content merchandiser to program and create electronic greeting cards and card categories to be downloaded to the users' portable computing devices. A content merchandiser may include the owner/host/provider of the ecard app, or a third party provider which provides content, such as card categories and electronic greeting cards, to the owner/host/provider for use in the content merchandising system 510. A cloud service system 560 is a collection of servers, including web servers 562.

[0053] Using the content merchandising system 510, a content merchandiser programs card categories and electronic greeting cards into the content delivery platform 580. Programming card categories may include, but not limited to, creating new card categories, deleting existing card categories, and modifying existing card categories. Categories may correspond to birthdays, anniversaries, or any other type of holidays or events. Similarly, programming electronic greeting cards may include, but is not limited to, creating new electronic greeting cards, deleting existing electronic greeting cards, and modifying existing electronic greeting cards.

[0054] After the card categories and/or electronic greeting cards are programmed into the content delivery platform 580, the "changes" 520 are propagated or transmitted into the cloud service system 560. Changes 520 include any edits, updates, deletions and additions to the card categories and/or electronic greeting cards. The cloud service system 560 may include or interact with a plurality of web servers 562 (not shown) that are disposed in communication with the system environment 500.

[0055] A plurality of portable computing devices 570 with the downloaded ecard app monitor the cloud service system 560 for changes 520. Once changes 520 are recognized by the plurality of portable computing devices 570, any of said devices 570 request the changes 520 from the cloud service system 560.

[0056] Depending on the type of portable computing device 570 (e.g. Tablet Computers, Smart Phones, and various brands thereof, such as Apple® or Motorola® or HP® or Android®) making the request for changes 520, an Application Programming Interface (an API) of the content delivery platform 580 serves up or transmits changes 520 that correspond to the type of portable computing device 570 making the request. The changes 520 are stored in the portable computing device 570 local cache 550, for later use. Local cache 550 in each portable computing device may assist in reducing network bandwidth, improving User Interface (UI) responsiveness, enabling offline usage and preserving battery life. When the ecard app is loaded initially, the ecard app will download a content catalog and card content through the API. The ecard app also requests card content for new categories and cards based on respective device screen sizes and resolutions (i.e., pixel density). The API provides a nearest match for the requested sizes, so that resources for a tablet computer, for example, will serve larger content than resources for smaller screened devices. In one embodiment, subsequent requests for the content changes 520 are then made by comparison to the applicable local cache 550, each time checking whether the existing content has changed. If the cache has changed, before downloading the any new changes, the app will check with the server whether or not the content has been modified. This validation step helps to prevent unnecessary requests for redundant data. In another embodiment, subsequent requests for the content changes 520 are made to the API without first checking for changes to the existing content in the local cache 550. Here, new content is simply requested from the API, and any new content provided therein by the API is cached in the local cache 550.

[0057] In one exemplary embodiment, the API 540 is utilized for the purposes of facilitating the rendering of Scalable Vector Graphics (Images) (SVG) on the portable computing devices, including external images which are stored in an SVG format. SVG format is a type of format which uses extensible markup language (XML) specifications to render static and dynamic two-dimensional vector graphics. The API is used for, but not limited to, visualization, scalable icons, scalable graphics, scalable text, scalable images, scalable dynamic text and other uses which require scalable data. The system interactions between

the several SVG files, non-SVG files and the API is handled via a communication network, comprised of a portable computing device, the internet and the host server(s) that comprise the cloud 560. The communication network uses the API as the bridge between the user's portable computing device and the SVG graphics and other files that comprise the card content. Source code that comprises the app allows the user of the app to interact with and manipulate the elements within an SVG file and any non-SVG files through the API.

[0058] In several exemplary embodiments, the user interacts with, or edits, or displays, or perform actions with, or views, or adds/edits/replaces information on the user interface. The user interactions are enabled by system interactions between several SVG files, API files and the app Source Code. They include displaying, interacting with, and managing animations, loading text within SVG files, and loading dynamic text in the SVG files. Further, when the user wishes to interact with the screen of the smart phone, such user interactions are enabled by system interactions between several SVG files, API files and the app Source Code. In one exemplary embodiment, the SVG files can be scaled. Unlike the files with Joint Photographic Experts Group (JPEG) properties and/or files with Graphics Interchange Format (GIF) properties, SVG files, and especially SVG images are scalable to the size of the window where the image is viewed. After rendering, the SVG file adjusts in size and resolution to the size of the viewing window. Additionally, the SVG files are interactive. In one exemplary embodiment, the SVG files are formatted such that the resultant SVG file complies with XML specifications. The SVG files are created through text-based commands. In one exemplary embodiment, the SVG files are utilized for many purposes, including but not limited to, transformations of objects, colors of a shape or text, opacity of a shape or text, gradients of a shape or text, textures of a shape or text, filling a shape or text, stroking a shape or text (stroke), clipping a shape or text, filter effects on a shape or text, inserting symbols or images at coordinates, interactive elements, event handling within and outside the script, scripting and animation functions.

[0059] In one exemplary embodiment, a document object may be used to access an SVG file or a non-SVG file. A document object may be used to inquire into the document properties of the SVG file or a non-SVG file as well as to create new document elements within the accessed document. In one exemplary embodiment, several references within the accessed document can be retrieved using calls and pulls. In this context, calls may be viewed as requests for information and pulls may be viewed as the retrieval of said information

requested. Several API methods can be used to manipulate the SVG elements or non-SVG elements, each of which is associated with a definitive property or function. The API files can also be used to register event listeners to work with the SVG files or non-SVG files. An event listener listens for events such as a 'return' call (pressing the return key) within the portable computing device. In one exemplary embodiment, an SVG file (main.svg) is pulled from one of the cloud servers 560. The pulled SVG file creates an entry point into the SVG data associated with that pulled ecard. The pulled SVG file may reference to one or more additional SVG files or non-SVG files creating a *resulting file*. In one exemplary embodiment, the reference from the pulled SVG file to other SVG or non-SVG file(s) is achieved through a pull mechanism via an XINCLUDE or any other XML inclusion means.

[0060] In one exemplary embodiment, the resulting file, as described above, is parsed into a product model. The product model as used herein, includes, but not limited to, a symbol library containing references to images to be used in ecards. In one exemplary embodiment, the symbol library contains references to images for ecards, which include, but are not limited to, sounds, files, static text, dynamic text, functions and images. In one exemplary embodiment, the symbol library contains references to the usage of the images (assets) which include, but are not limited to, identifying whether the image is a background, a sticker, a portion of the e-greeting card, a foreground, a font, a signature element, a text element, an image element, an audio element and an element which defines function of the image. In one exemplary embodiment, the symbol library contains a list of "scenes". The scenes may correspond to pages in a greeting card which is held in a physical (e.g. paper) medium. The list of scenes, includes, but not limited to, a front-cover scene, an inside left scene, an inside right scene, a back-cover scene and a middle page scene. In one exemplary embodiment, the scenes may be comprised mostly of references to objects in the symbol library. For instance, a front cover scene may reference a background image from the symbol library. Also, a front cover scene may reference an audio clip from the symbol library which may be used for the purposes of background audio.

[0061] In one exemplary embodiment, the product code translates the SVG file(s), the non-SVG file(s), the resultant file and any references to the symbol library into a series of "draw" calls that the application performs, which directs the application into drawing or creating a page on the portable computing device's screen. In one exemplary embodiment, the

application is directed into drawing or creating a page, without identifying or "knowing" the underlying SVG data.

USER OPERATION AND FLOW OF ECARD APP

[0062] Reference will now be made in detail to the flow of a user's operation and function of the ecard application on a portable computing device after it has been downloaded to the device. The user interactions are operated through the methods and systems described above with respect to Figure 5.

[0063] In one exemplary embodiment, the ecard app's home screen displays one or more electronic greeting cards. The user may navigate between several electronic greeting cards by interacting with the user interface. For example, as illustrated in Figure 6, the user interface is a touch screen, and the user may tap on an electronic greeting card 606 (or any other cards, such as 602 and 604) to open the selected card's *interactive view*. The user may swipe his or her finger to the right or to the left to view, select and navigate between any of the electronic greeting cards available under the selected occasion. Thus, for example, the user may swipe right to move from the first electronic greeting card 606 to the last electronic greeting card, while the user may swipe left to move from the last electronic greeting card to the first electronic greeting card 606 within the selected occasion.

[0064] With further reference to Figure 6, the ecard app may display a list of categories in response to the user interacting with the user interface. For example, in one embodiment, the user interface is a touch screen, and the user may interact with the touch screen by tapping and dragging any part of a categories graphic icon, styled *Occasions* 608, to view a list of primary occasions 610 for which an electronic greeting card may be created. Further, the user may, by tapping and dragging any part of the Occasions screen 608, be able to view several occasions 610, including, but not limited to, Birthday, Wedding, Thank You and Baby occasions. One of ordinary skill in the art will appreciate that any number and type of occasions may be displayed in the ecard app. For example, the user interface screen of the ecard app may display a set of 6 occasions or a set of 12 occasions as defined by the user. Selecting a single occasion will display all the electronic greeting cards available under the selected occasion. For example, as illustrated in Figure 6, the user may single tap the Birthday occasion to view and select any of the available electronic greeting cards 612, 614, 616 under the Birthday occasion.

[0065] In one exemplary embodiment, the ecard app may display a list of all of user's event reminders. For example, with reference to Figure 6, the user may tap the graphic icon designated to display birthday reminders 618. The tap on the reminders graphic icon 618 will reveal a view of the user's upcoming reminders 620.

[0066] In one exemplary embodiment, the ecard app may display a list of sub categories in response to the user interacting with the user interface. For example, with reference to Figure 7, the user interface is a touch screen, and the user may tap any occasion from the list of occasions to view said occasion's sub categories. The user may scroll through the list either vertically (portrait view) or horizontally (landscape view). To illustrate, the user may tap the occasion Thinking of You 702 to view sub categories 704, under the selected occasion 702. The user may be able to view several sub categories 704, including, but not limited to, Romantic, Friendship, Miss you and Apology. One of ordinary skill in the art will appreciate that any number of sub categories may be displayed in the ecard app. For example, the user interface screen of the ecard app may display a set of 6 sub categories or a set of 12 sub categories as defined by the user. Selecting a single sub category will display all the electronic greeting cards available under the selected sub category.

[0067] In one exemplary embodiment, the ecard app may allow the user to move back to an earlier display screen of the portable computing device, by facilitating interaction with the user interface. For example, in one embodiment, with reference to Figure 7, the user may tap the graphic icon designated to move the user screen behind one screen. The tap on the "Back" graphic icon will reveal the user's last screen. For example, a tap on the Back graphic icon 802 takes the user from the card category (Occasions) screen to the sub category screen 864.

[0068] In one exemplary embodiment, the user may also wish to display on the screen of the portable computing device, a list of all the occasions, by interacting with the user interface. For example, with reference to Figure 7, the user may tap the graphic icon designated to display a certain fixed number of occasions on the user screen. The tap on the Occasions graphic icon 706 will reveal a view of the most popular list of occasions or a pre-determined list of occasions.

[0069] The ecard app may display an interactive preview of an electronic greeting card on the screen of the portable computing device. For example, with reference to Figure 8, the user

may tap anywhere within a listed item 804, 806, 808, 810 (e.g. a thumbnail of an electronic greeting card), to view an interactive preview of the selected card.

[0070] In one exemplary embodiment, the ecard app may display a page view of electronic greeting cards on the screen of the portable computing device. For example, with reference to Figure 8, the user interface is a touch screen, and the user may tap on a graphic icon 812 which allows the user to switch between a grid view 814 and a list view 864 of electronic greeting cards. One of ordinary skill in the art will appreciate that any number of views can be created within the user interface and could be displayed on the user interface.

[0071] With further reference to Figure 8, the ecard app may also display several "Options" within the interactive preview, on the screen of the portable computing device. For example, the user may tap and hold the thumbnail of an electronic greeting card 804, 806, 808 or 810, which allows the user to either view the interactive preview of the selected card or acquire options to personalize the card.

[0072] In one exemplary embodiment, the ecard app may display a *navigation graphic icon bar* on the screen of the portable computing device. For example, with reference to Figure 8, the navigation graphic icon bar 840 is disposed across the bottom section of the ecard app. The navigation graphic icon bar 840 gives the user the option to navigate within the ecard application, for example, occasions, reminders, etc.

[0073] In one exemplary embodiment, the ecard app may display a Personalization Hub on the screen of the portable computing device. For example, with reference to Figure 9, the user interface is a touch screen, and the user may tap on the *Personalize and Send* graphic icon 902 which allows the user to view the Personalization Hub for the selected card.

[0074] In one embodiment, there may be 4 pages within an electronic greeting card. For example, page 1 is the front cover page, page 2 is the inside left page, page 3 is the inside right page and page 4 is the back cover page of the electronic greeting card. The ecard app may also allow users to view an inside page of an electronic greeting card on the screen of the portable computing device. For example, with reference to Figure 9, the user may tap and drag from right to left on page 1 of the electronic greeting card 906, allowing the user to view the inside right page or page 3. Thus, the electronic greeting card 906 that may be generated by the Application is a depiction of a conventional, folded four page paper card with a front page (page 1) and back page (page 4) and two inside pages (pages 2 and 3). Thus, after the

card 906 is received by the recipient, the recipient may interact with the card 906 through the use of the recipient's electronic device (for example, a touch screen of a mobile or portable computing device). The recipient's interaction with the card 906 through the recipient's electronic device is defined as the recipient "pick up experience." The recipient may interact with the four pages of the card 906 by "turning the pages" with finger touches similar to turning the pages of a conventional paper card.

[0075] The ecard app may also allow the user to freeze a current position of an electronic greeting card on the screen of the portable computing device. For example, with further reference to Figure 9, the user may tap and drag from right to left on page 1 of the electronic greeting card 906, but stop dragging less than half way, allowing the user to view the inside right page or page 3 in whatever position left open by the current open point. In a similar embodiment, the user may tap and drag the page more than the half-way point to snap the card 906/complete opening the card 906 all the way to a pre-designated full open point.

[0076] The ecard app may also allow the user to alternate viewing the inside right page and the inside left page of an electronic greeting card, or to return to a front cover page of a greeting card, or to move from and away from a back cover page on the screen of the portable computing device. For example, with further reference to Figure 9, the user may tap and drag from right to left on page 1 of the electronic greeting card 906 which allows the user to view the inside right page or page 3 and a single tap on page 3, switches the user to view page 2. Likewise, the user viewing page 2, may, by a single tap of page 2 return to a full view of page 3. A tap and drag from left to right while viewing page 3, closes the card 906 to page 1. A single tap on page 4 returns the user to page 2.

[0077] In one exemplary embodiment, the ecard app may also allow the user to utilize or view visual cues in viewing an electronic greeting card on the screen of the portable computing device. For example, with reference to Figure 9, the user may use visual cues, such as arrows, to move between the pages of a greeting card. The visual cues fade out from view after a pre-determined period of time. For example, with reference to Figure 9, this period is 1.5 seconds.

[0078] In one exemplary embodiment, the ecard app may also allow the user to add, edit, replace or remove a photo to the electronic greeting card on the screen of the portable computing device. For example, with reference to Figure 10, the user interface is a touch

screen, and the user may tap the photo area 1002 which takes the user to a photo personalization screen 1004. Once a photo has been added at 1006, another single tap would allow the user to go back and edit, replace, or remove the photo that has been added. The ecard app may also allow the user to add, edit, replace or remove a message to the electronic greeting card 1040 on the screen of the portable computing device. For example, with further reference to Figure 10, the user may tap the message area 1008 which takes the user to a message personalization step. Once a message 1010 has been added, another single tap would allow the user to go back and edit, replace, or remove the message that has been added. The ecard app may also allow the user to add, edit, replace or remove a signature to the electronic greeting card on the screen of the portable computing device. For example, in one embodiment, with further reference to FIGURE 10, the user may tap the signature area 1012 which takes the user to a signature personalization step. Once a signature 1014 has been added, another single tap would allow the user to go back and update, clear, or redraw the signature that has been added. Further, with reference to Figure 13, the user interface is a touch screen, and the ecard app may allow the user to control the thickness of the signature 1302 by choosing one of the thickness options 1304 presented to the user on the screen of the portable computing device. An alternative to providing signature thickness options is to provide a slide bar type icon that changes the thickness of the signature based on moving a user's finger to various positions on a slide bar. The user may shake the portable computing device side-to-side to clear any signature applied until that point. The user may also wish to single tap the 'clear signature' graphic icon 1306 to remove the signature. Further, the user may also use freeform gestures to capture the user's movements onto the portable computing device as a signature drawn in real time.

[0079] In one exemplary embodiment, the ecard app may allow the user to view several options as it relates to updates that the user makes in the user area in the electronic greeting card on the screen of the portable computing device. For example, with reference to Figure 10, the user may tap and hold any area that has been updated, which will then present the user an action sheet with the options to delete existing changes, or make changes.

[0080] In one exemplary embodiment, the ecard app may allow the user to preview the electronic greeting card on the screen of the portable computing device. For example, in one embodiment, with reference to Figure 10, the user may tap the preview graphic icon 1030

which then provides the user with the interactive preview screen, with the user personalization included.

[0081] In one exemplary embodiment, the ecard app may allow the user to perform several photo-related actions with the electronic greeting card on the screen of the portable computing device. For example, with reference to Figure 11, the user interface is a touch screen, and the user may select a photo by either choosing one from a photo album 1102 or by taking a picture 1104 with the portable computing device. Further, the user may choose to remove 1106, replace 1108, edit the photo that has already been placed on a card. The user may choose to cancel the photo inserting option 1110 into the electronic greeting card. The user may choose to use the camera interface to take a picture. Further, the user may choose to use a picture from the camera roll or picture roll associated with the portable computing device. The user may choose to tap a zoom graphic icon to zoom in and zoom out by spreading and pinching the screen respectively. With the user's fingers, as is customary with touch screen portable computing devices. The user may choose to move the photograph side-to-side by tapping and dragging on the screen. The user may choose to rotate the photo by interacting with the user screen. Further, the user may choose to select several options from a dialog/action sheet which is presented to the user who has previously added a photo and has returned to add another photo. The dialog/action sheet options include the option to remove the photo, set an animation for the photo, create a delay in an animation in the photo, replacing a photo or selecting a different photo.

[0082] In one exemplary embodiment, the ecard app may allow the user to utilize the standard operating system text keyboard to input text associated with sending the electronic greeting card on the screen of the portable computing device. For example, with reference to Figure 12, the user interface is a touch screen, and the user may choose to use the standard operating system text keyboard 1202 to input text 1204 on the greeting card 1206. The user may also wish to adjust the size of a text associated with sending the electronic greeting card on the screen of the portable computing device. For example, with further reference to Figure 12, the user may choose to tap and drag a slider 1210 which is provided on the screen and which allows the user to adjust the text size smaller or larger by moving the slider left or right respectively.

[0083] In one exemplary embodiment, the ecard app may allow the user to view the various options and media that may be used to send the electronic greeting card on the screen of the

portable computing device. For example, with reference to Figure 14, the user interface is a touch screen, and the user may single tap the email graphic icon 1402 to choose the 'Email Send' screen or single tap the Facebook® graphic icon 1404 to choose the 'Facebook Post' screen or single tap the Text Message graphic icon 1406 to choose the Text Send screen or single tap the Twitter® graphic icon 1408 to choose the 'Twitter Post' screen or single tap the Real Mail graphic icon 1410 to choose the 'Real Mail' screen. Of course, other social networking websites or any other delivery medium could be used as a choice in this menu.

[0084] In one exemplary embodiment, the ecard app may allow the user to view the various options associated with sending the electronic greeting card as an email on the screen of the portable computing device. For example, with reference to Figure 15, the user interface is a touch screen, and the user may single tap the 'To' graphic icon 1502 to choose the email address of the receiver of the electronic greeting card. The user may also add multiple email addresses in this field. The user may also choose a date 1504 to send the email or choose the default date provided by the app. The user may also choose a birthday for the receiver of the electronic greeting card. The user may tap the send graphic icon which sends the electronic greeting card to the recipient of the electronic greeting card over the internet. The user may also see a message which notifies the user of the send status of the electronic greeting card.

[0085] In one exemplary embodiment, the ecard app may allow the user to view the various options associated with sending the electronic greeting card to a social networking website such as Facebook®. For example, with reference to Figure 16, the user interface is a touch screen, and the user may access the user's 'friends' 1602 on 'Facebook®' by tapping the 'My friend's wall' graphic icon 1604 on the user interface. Further, the user may choose a 'friend' from the list of friends 1602 on the Facebook screen, which then pre-populates said friend's name 1606 in the follow-up screen 1608 where the user may enter a personalized message 1610. Further, the user may 'post' the electronic greeting card on the wall of another user or non-user. Further, the user may personalize the 'post' 1612 on the 'friend's' wall by adding a message to the electronic greeting card by utilizing the standard operating system keyboard. The user may also see a message which notifies the user of the send status of the electronic greeting card.

[0086] In one exemplary embodiment, the ecard app may allow the user to login to Facebook® with reference to sending the electronic greeting. For example, with reference to Figure 17, the user interface is a touch screen, and the user may utilize the standard operating

system keyboard to enter the email address 1702, or phone 1704 associated with the Facebook® account and the password associated with the Facebook® account of the sender of the electronic greeting card. Further, with reference to Figure 17, The options that are available to the user can be expanded at a later date and may include any options provided by 'Facebook Connect®', a service of Facebook®, or another social networking service or website.

[0087] In one exemplary embodiment, the ecard app may allow the user to view the various options associated with sending the electronic greeting card utilizing the SMS Text Send on the screen of the portable computing device. For example, with reference to Figure 18, the user interface is a touch screen, and the user may tap the 'To' field 1802 to open a numeric keyboard for the user to manually enter a phone number. The user interface may prompt the user of an invalid number if the phone number does not meet the field limits set by the user interface software program or the user interface app. The 'To' field 1802 may also allow the user to add multiple phone numbers either manually or via selecting phone numbers from the user's portable computing device utilizing the portable computing device's native phone number database, a phone book for instance. The user may send the electronic greeting utilizing the SMS Text Send service by tapping the Send graphic icon 1804. The user may also see a message which notifies the user of the send status of the electronic greeting card.

[0088] In one exemplary embodiment, the ecard app may allow the user to send the electronic greeting card to a recipient by utilizing an option on the screen of the portable computing device. For example, with reference to Figure 19, the user interface is a touch screen, and the user may select an option from 'Mail for Me' 1902 or 'Mail to Me' 1904. This option allows the user to have the electronic greeting card printed as a conventional paper card and sent to the user or recipient by the conventional U.S. Mail. In either option, the user is initially prompted to enter address details 1906 of the recipient. The user is further prompted to enter address details 1908 of the user. The user is then prompted to review the address details of both the recipient and the user at 1910, with a further option to review 1912 and approve 1914 the personalized greeting card.

[0089] In one exemplary embodiment, the ecard app may allow the user to send the electronic greeting card to multiple users by utilizing an option on the screen of the portable computing device. For example, with reference to Figure 20, the user interface is a touch screen, and the user may tap the 'Send Again' graphic icon 2002 to send the same electronic

greeting card to other users and non-users. The user may also choose to send a previously personalized electronic greeting card to another or the same recipient, by further personalizing the electronic greeting card, as illustrated by 'Personalize Another' 2004 in Figure 20.

[0090] In one exemplary embodiment, the ecard app may allow the user to view and use the electronic greeting service's information by utilizing an option on the screen of the portable computing device. For example, with reference to Figure 21, the user may view a list of service information by selecting a 'More' graphic icon 2104. A single tap of the 'Locate a Store' graphic icon 2106 takes user to the Store Locator screen, a described in Figure 22. A single tap of the 'My Account' graphic icon 2108 takes the users to the Account Management screens as described in Figure 24. A single tap of the Setting graphic icon 2110 takes the users to a Setting screen as shown in Figure 33. A single tap of the Help graphic icon 2112 takes the users to the Help screen as shown in Figure 29B. A single tap of the Feedback graphic icon 2114 takes the users to the Survey screen as shown in Figure 29C. A single tap of the About the App graphic icon 2116 takes the users to the About the App screen as shown in Figure 29A. A single tap of the Sales and Order History graphic icon 2118 takes the users to a Send an Order History screen as described in Figure 28.

[0091] In one exemplary embodiment, the user may wish to locate a store by utilizing an option on the screen of the portable computing device. For example, with reference to Figure 22, the user interface is a touch screen, and the user may input a zip code 2202 using the standard on-screen keyboard 2204, to view a list of all stores 2206 in the user's geographic proximity, as defined by the software program or as defined by the app. In one embodiment, the user has the option to view a list of stores 2206 that sell paper greeting card versions of the electronic greeting cards available within the ecard application. The user may also tap the Map graphic icon to view the listed results as pin points on a map and may also tap the Map graphic icon to view a single result as a pin point on the map. The user may also tap a list item to see a detailed view of the result's information, as illustrated in screen 2220. The user may also tap and hold the result to view the options associated with the result, such as 'View Location Details' and 'Show Driving Directions.' The ecard app may prompt the user to give permission to use the user's existing location on the geographic GPS positioning system or by way of the user's proximity to a telecommunications tower to locate stores in the geographic

proximity of the user. The ecard app may also disable the prompt after three affirmative responses from the user to the said prompt.

[0092] In one exemplary embodiment, the ecard app may allow the user to create a user account, or to browse electronic greeting cards, or to login using Facebook® or other social networking website, or login to an existing user account or request a replacement password by utilizing a corresponding option on the screen of the portable computing device. For example, with reference to Figures 23 through 27, the user may choose to create an account by providing the user interface with an email address, first name, last name, password and a birthday (collectively, 2306); all of which might be chosen using the operating system's native keyboard platform. Options to allow the user to sign up for a newsletter 2310, or to catch errors 2312 while registering are also provided. The user may also choose to create an account by utilizing the 'Facebook Connect®' feature 2502 which links the software program or the mobile app with the developer tools provided by 'Facebook®'. The user may also choose to login to the electronic greeting service by entering the login information 2602 created in the said Create step above in Figure 23. The user may also choose to request the electronic greeting service to email the user a copy of the password by utilizing the 'Forgot Password' feature 2604 provided by the software program or the mobile app (*See* Figure 27 for further illustration). In one embodiment, as shown in Figure 24, the user also has the option to revise and edit their name 2402, email address 2404, password 2406, and the birthday 2408, entered either in the Create step of Figure 23, or entered through any subsequent logins to the ecard app.

[0093] In one exemplary embodiment, the ecard app may allow the user to view the user's account information, particularly order history, by utilizing an option on the screen of the portable computing device. For example, with reference to Figure 28, the user interface is a touch screen, and the user may utilize the 'My Cards' feature 2802 to view a list of sent and/or scheduled cards 2806 under each occasion and sub category. A vertical swipe of the list of sent and/or scheduled cards reveals older items under each of the occasions or sub categories. The user may also choose to delete electronic greeting cards from this menu at 2804. Deleting a scheduled card stops the card from being sent in the future, in addition to removing it from the current list on display.

[0094] In one exemplary embodiment, the ecard app may allow the user to view more information about the application, to view helpful answers to frequently asked questions, and

to interact with the ecard app via a feedback/survey mechanism. With reference to Figure 29A, the user interface is a touch screen, and the user may utilize the on-screen graphic icons to view information 2902 pertaining to the electronic greeting card service, including, but not limited to, About the product/company 2904, Terms of Service of the Mobile Application 2906, Privacy Policy 2908 of the service and the Mobile Application, as well as other legal, technical and corporate information as is made available to the user in the future. With reference to Figure 29B, the user interface is a touch screen, and the user may utilize the on screen graphic icon to find answers 2910 to frequently asked questions 2912. With reference to Figure 29C, the user interface is a touch screen, and the user may utilize the on screen graphic icon to render feedback or participate in a survey 2916 for the ecard app.

[0095] In one exemplary embodiment, the ecard app may allow the user to open the 'Connect with Facebook®' prompt to personalize and login to the electronic greeting service using the Facebook login credentials. With reference to Figure 30, the user may use the operating system's native keyboard function to login to Facebook® using Facebook Connect® 3002 and to view and search 3006 a list of the user's 'Friends' 3004 on Facebook®. The user also has the ability to narrow down the list of Friends 3004 by selecting from an Auto-Suggest feature of Facebook®. The user may also choose to display the list of Friends in either ascending or descending order of the Birthday, with the dates calculated by the software program to be the closest or farthest date from today's date respectively. The user has the ability to set reminders 3010 to enable Facebook® to send reminders to the user based on a friend's birthday on Facebook®. Further, the user has the ability to set reminders 3010 such that the user receives a notification of the reminder from outside the ecard application. The notification of the reminder may be set at varying time intervals, for example, a notification on the day of the reminder, and a notification seven days in advance of the reminder.

[0096] In one exemplary embodiment, as referenced in Figure 31, the ecard app may allow the user to view reminders created locally 3102 in the ecard app, as well as via the Facebook® application 3104. As referenced in Figure 32, the ecard app also allows the user to create a reminder 3206, add an associated event to the reminder 3208, and viewing the reminder 3210.

[0097] Figure 33 shows an exemplary embodiment of ecard app's settings, including the settings as they pertain to a portable computing device's operating system and to the ecard app.

[0098] Figure 34 describes the potential life cycle of an electronic greeting card as illustrated in the ecard app. As described in Figure 34, the ecard app allows the user to preview and personalize an electronic greeting card at 3402. The personalized electronic greeting cards may be picked up by and interacted with the recipient users on their mobile devices, at 3404, or on their desktop computers, at 3406. ecard app also allows the users to receive personalized greeting cards through the United States Postal Service (USPS), as shown at 3408. The interactions between the personalization and viewing of the electronic greeting card is facilitated by the API and SVG content, 3410, described earlier with reference to Figure 5.

[0099] Figure 35 is a flow chart describing the "Send Flow" in the ecard app. At 3502, category, product data and content or assets are all cached on the portable computing device's disk for fast loading. Further, the category and product assets are served according to the device running the ecard app and the merchandised categories of cards are pulled from the API and loaded in the background. This is the 'Home' screen. At 3504, in addition to viewing the Categories of cards, the user has an option to either login to the Reminders area 3507 (*See* Figure 37-39), or to view additional information in follow-up pages 3505 (*See* Figure 36). At 3506, the Occasion pages are built dynamically based on the data read from the cache and the API. At 3508, a single selected electronic greeting card is presented for view. At 3510, the user enters the Personalization step by entering into the Card Builder Hub. At 3512, the user personalizes the 'message' portion of the electronic greeting card. At 3514, the user personalizes the 'signature' portion of the electronic greeting card. At 3516, the user personalizes the 'photo' portion of the electronic greeting card. At 3518, the user is presented with an interactive preview of the personalized electronic greeting card. If the user chooses to send the personalized greeting card at 3518, the user progresses to 3520, where the user's sign on status is checked. If the user is not signed in, the user access flow at 3522 is described by Figure 41.

[00100] As described in Figure 41, if a user, who chooses to send the personalized greeting is signed in, the user is directed to the Send Options 4106, which is further described in Figure 35, at step 3524. If a user, who chooses to send the personalized greeting is not signed in, at 4100, the user is directed to create a new account at 4102. The new account is checked for validity at 4104, failing which, the user is directed back to 4102. If the new

account's validity is checked positively, the user is directed to the Send Options 4106, which is further described in Figure 35, at step 3524.

[00101] With reference to step 3524 in Figure 35, the user is presented with an option to Print on Demand at 3526. The Print on Demand option is further discussed in Figure 46. As described in Figure 46, the user is prompted to sign in to the ecard app account at 4602. A 'Forgot Password' feature is made available to the user at 4604. If the user account validity is checked positively at 4606, the user is moved along to 4608, where the user is prompted to agree to the terms of service of the ecard app. If the user account validity is checked negatively at 4606, the user is moved back to 4602 for re-signing in to the user's ecard app account. At 4608, the user is prompted to accept the terms of the ecard app, accepting which, the user is moved to 4610, where the user enters sender and receiver address information. At 4612, the user reviews the order and pays for the order at 4614. The order confirmation step 3534 ends in the flow diagram in Figure 35.

[00102] In Figure 35, the user is presented with an option to send the electronic greeting card via email at 3528. The user is prompted to confirm their choice of send medium (email) at 3536, and a confirmation of the sent email is received at 3538. Similarly, the user is presented with an option to send the electronic greeting card via SMS (text message) at 3530. The user is prompted to confirm their choice of send medium (email) at 3536, and a confirmation of the sent email is received at 3538. In either option, when a receiving user picks up the electronic greeting card at 3540, confirmation of pickup is transmitted back to the user via step 3538.

[00103] With further reference to Figure 35, the user is presented with an option to send the electronic greeting card via Facebook® or some other social networking website at 3532. If the user is connected to Facebook®, the user is prompted to enter their personal message at 3546. If the user is not connected to Facebook®, the user is prompted to sign into the service at 3542 and 3544.

[00104] With reference to Figure 36, the user has access to more navigation flows in the ecard app. At 3602, the user has the option to obtain more information about the ecard app. At 3604, the user has the option to change the application settings. At 3606, the user has the option to review sales and order history. At 3608, the user has the option to review 'help' information. At 3610, the user has the option to provide feedback, which is completed

and confirmed in 3616. At 3612, the user has access to the user account. At 3614, the user has the option to locate a store. With reference to locating a store, at 3620, the geo location permissions are checked. If there is no permission for geo location at 3620, the user is prompted to enter a zip code to locate a store, at 3622. If permission for geo location is given at 3620, the user is provided with a list of results at 3624.

[00105] Figures 37 through 40 disclose the flows of reminders in the ecard app. With reference to Figure 37, the user is reminded with a notification at 3702. The user may wish to cancel the notification at 3704. At 3706, the user chooses to enter the reminder dashboard. At 3708, the user chooses to select a reminder to send an electronic greeting card. At this point, the flow of the ecard app is identical to the flow described in Figure 35. At 3710, the user is prompted to confirm the send medium, with an option to view additional reminders. In Figure 38, the user logs in to the reminder dashboard at 3802. A check of the user's login status is checked at 3804. If not logged in, the user is prompted to connect to Facebook® at 3806 and 3808. At 3810, the user is logged in to the reminder dashboard with the user's Facebook® login information (Facebook® reminders). When the user chooses to tap a 'birthday' in Facebook®, the user is directed to the send flow as described in Figure 35. In Figure 39, the user is provided the option to either view or add a reminder. At 3902, the user is at the reminder dashboard. At 3904, the user makes a choice to add a reminder. At 3908, a prompt for a new reminder is provided to the user. At 3910, the user enters additional details for adding a new reminder. At 3914, the user is prompted to verify their selection to cancel the new reminder. At 3906, the user makes a choice to view a reminder. At 3912, the user views information as it pertains to an existing reminder. Figure 40 shows the various default reminder settings of the ecard app.

[00106] Figures 42 through 45 show the various pick up flows of the recipient. Figure 42 shows the recipient receiving an electronic greeting card at 4202. The recipient picks up the electronic greeting card at 4204. At 4206, the recipient has an option to share their receipt on Facebook®. At 4208, the recipient has an option to thank the their receipt via email. At 4210, the recipient has an option to visit a landing page for the ecard app. In Figure 43, the recipient receives an electronic greeting card at 4302. At 4304, the recipient views the electronic greeting card on a mobile optimized page. At 4306, the recipient has the opportunity to send a thank you note. At 4308, the recipient has the opportunity to share the card on Facebook®. At 4310, the recipient is linked to a mobile landing page, and at 4312,

the recipient lands on the mobile landing page. At 4314, the recipient is linked to an area to download the ecard app or any other mobile application, and at 4316, the recipient downloads the ecard app or any other mobile application.

[00107] Figure 44 shows the recipient receiving the electronic greeting card at 4402. At 4404, the recipient views the electronic greeting card on the ecard app's web site. At 4406, the recipient has the opportunity to share the card on Facebook®. At 4408, the recipient has the opportunity to send a thank you text. At 4410, the recipient visits a mobile landing page.

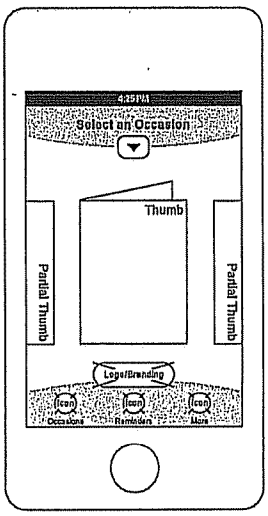
[00108] Figure 45 shows the recipient receiving the electronic greeting card, either via email or via a Facebook® 'wall post', at 4502. The recipient's electronic greeting card pick up experience is based on the operating system and/or browser of the device being used to pick up and view the electronic greeting card. At 4504, for example, the recipient views the electronic greeting card on a HTML 5 wrapped content page for iOS® operating system enabled devices. For Android® operating system enabled devices, at 4504, the recipient views the electronic greeting card using JavaScript. Similarly, for a recipient viewing the electronic greeting card on a web browser, the pick up experience is Flash driven. At 4506, the recipient has the opportunity to 'like' the card on Facebook®. At 4508, the recipient has the opportunity to 'comment' on the card on Facebook®. At 4510, the recipient has the opportunity to visit the ecard app site. At 4512, the recipient has the opportunity to 'become a fan' of the ecard app on Facebook®.

[00109] The above description of specific embodiments has been given by way of example. From the disclosure given, those skilled in the art will not only understand the general inventive concepts and attendant advantages, but will also find apparent various changes and modifications to the structures and methods disclosed. For example, the general inventive concepts are not typically limited to any particular interface between a user and the user's mobile computing device. Thus, for example, use of alternative user input mechanisms, such as voice commands and keyboard entries, are within the spirit and scope of the general inventive concepts. As a further example, the general inventive concepts are not typically limited to downloading the electronic greeting card application by scanning a code on a paper greeting card. The electronic greeting card application can also be downloaded to the portable computing device directly from the server through an online, internet, consumer decision or transaction to download the app from an app store without purchasing or scanning

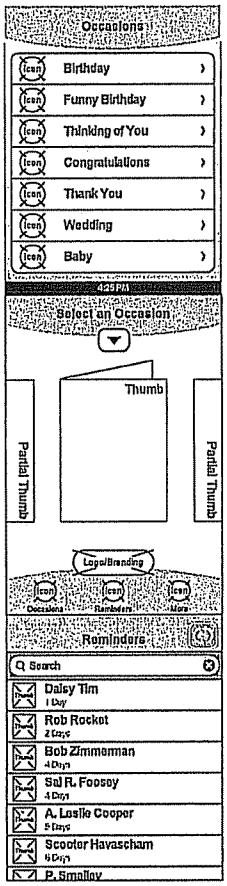
a paper greeting card. As another example, although the embodiments disclosed herein have been primarily directed to a portable computing device, the general inventive concepts could be readily extended to a personal computer (PC) or other relatively fixed console computers, and may be pursued with reference to a website and/or other online or offline mechanisms. Further, other social networking sites other than those specifically described herein may be used as delivery media for ecards. It is sought, therefore, to cover all such changes and modifications as fall within the spirit and scope of the general inventive concepts, as described and claimed herein, and equivalents thereof.

[00110] The invention and embodiments are accomplished through software programs that reside as an app on the portable computing device and the web servers and computers of the merchandising and card system described herein. The interactive description below of this ecard creation system further describes the functions and logic flow of those exemplary software programs.

wireframe



Home Screen



Home Screen
w/ Slide Outs
(Assumes connection to Facebook)

Interaction notes

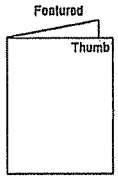


Tap & Drag (down) of the any part of the Occasion "window shade" transitions into a view of the list of primary occasions (see Main Category).

Single tap of the down arrow icon kicks off an automatic transition into the Main Category screen.

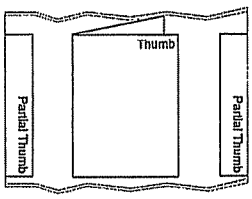






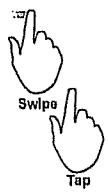
Single tap of the featured card thumb and/or the "I'm featured" text opens that card's Interactive View. (see Interactive Display & Preview).





Swipe to the left or right advances to the next featured card in the series. Once a card is in the center, featured position, a single tap open's the card's Interactive View (see Interaction above). A longer swipe to the left or right can advance two cards at a time.

As cards are moved, speech bubbles shift into place above the cards, giving the appearance that the cards are holding conversations with each other. There are no physical user interactions with these speech bubbles. Further, these speech bubbles can be updated, depending on the time of year/app release.





The tab bar navigation across the bottom of the screen includes links to:

Occasions Tab – See Main Category + Sub Category.
Reminders Tab – Single tap takes the user to the Reminders Dashboard (see Reminders: Dashboard)
More Tab – Single tap takes the user to the More screen (see Navigation: More).

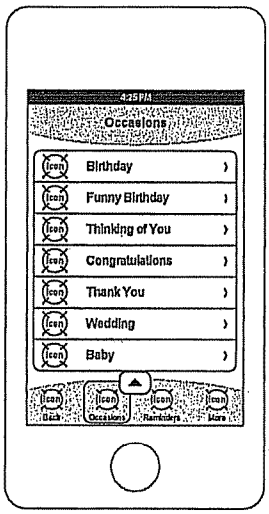


Error Messaging

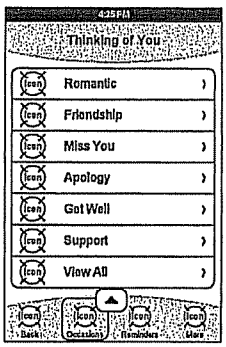
Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API
- Availability of Facebook

wireframe

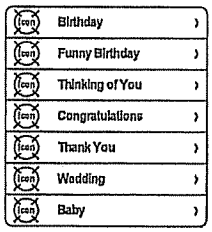


Main Category



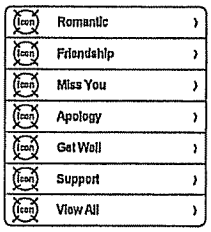
Sub Category

Interaction notes



Single tap of any list item from the main category screen takes the user to that occasion's Sub Category screen (see below, Sub Category). In landscape view, vertical scrolling will be definitely be necessary. Scrolling should also be enabled for portrait view (if needed).





Single tap of any list item from the sub category screen takes the user to the sub category's Card Category screen (see Card Category). In landscape view, vertical scrolling will be definitely be necessary. Scrolling should also be enabled for portrait view (if needed).





Single tap of the Occasions Tab on a Sub Category screen returns the user to the Main Category screen. On the Main Category screen, tapping the Occasions Tab does nothing.

On both the Main Category and Sub Category screens, the Occasions tab should be shown as active.





The tab bar navigation across the bottom of the screen is consistent across both screens:

Back Tab – Single tap returns the user to the Home Screen on the Main Category and it's parent Category from a Sub Category.
Occasions Tab – See Main Category + Sub Category.
Reminders Tab – Single tap takes the user to the Reminders Dashboard (see **Reminders: Dashboard**)
More Tab – Single tap takes the user to the More screen (see **Navigation: More**).
Single tap of the Up Arrow launches a transition and returns the user to the Home Screen.



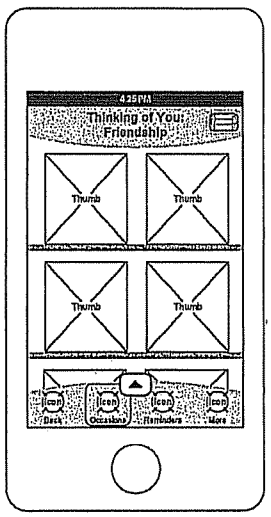


Error Messaging

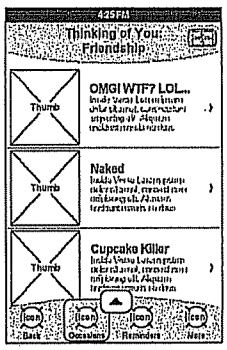
Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System

wireframe



Card Category (grid)



Card Category (list)

Interaction notes



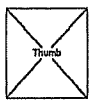
Single tapping the back button in the navigation bar returns the user to the Sub Category screen.





Single tap of the Grid or List icon changes the user's view of the page accordingly. By default, the Grid view appears on first use of the app and if/until the user changes the view to List. When the user changes her view, that selection should be remembered indefinitely.

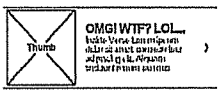




Single tap of card thumb takes the user to the Interactive Preview of that card (see Interactive Display & Preview).

OPTIONAL: Tap & Hold of a card thumb presents the users with options to view the Interactive Preview or Personalize the card.





Single tapping on the thumbnail image within a listed item takes the user to the Interactive Preview of that card (see Interactive Display & Preview).





The tab bar navigation is consistent across the bottom of all Card Category screens. See Main Category + Sub Category for details.



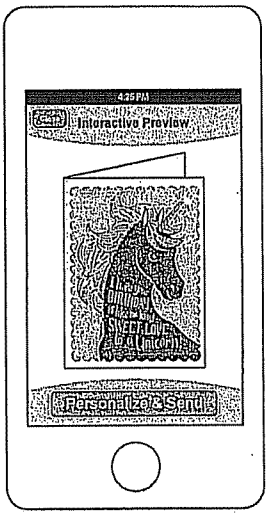


Error Messaging

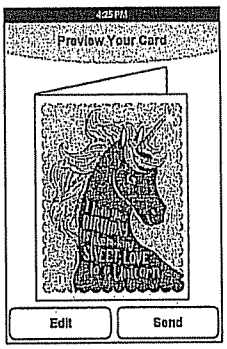
Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

wireframe



Interactive Preview



Interactive Preview

Interaction notes

Personalize & Send

Single tap of the Personalize & Send Button advances the user to the Personalization Hub (see Card Builder Hub). Single tap of the Close Button returns the user to the Card Category screen (see Card Category).

Tap

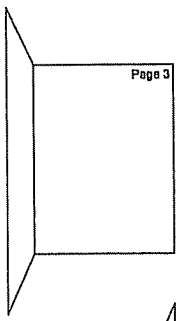


While viewing the cover (Page 1)...
Tap & drag from right to left on page 1 of the card opens the card to view the inside right page (page 3).
Single tap on page 1 also fully opens the card to view page 3.

Once the card is open past the halfway point, it should snap/complete opening it all the way to a pre-designated full open point. Similarly, if a user stops dragging less than half way, the card stops in whatever the current open point is. The user must continue a drag motion to get to snap open threshold.

Tap & Drag

Tap



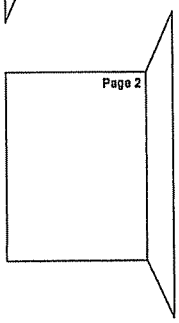
While viewing the inside right page (Page 3)...
Single tap on page 3, switches the users view to page 2. Likewise, if the user is viewing page 2, single tap of page 2 returns the user to a full view of page 3.

Tap & drag from far left to right while viewing page 3, closes the card to page 1.

Tap & Drag

Tap

Between pages 2 and 3...
When the user opens the card to page 3 for the first time, a subtle visual cue – 2 arrows – may need to appear, indicating to the user that she can tap and drag on page 3 to view page 2 (and vice versa). The arrows fade out from view after a second and a half.

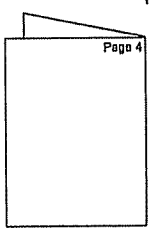


While viewing the inside cover (Page 2)...
AS ABOVE, Single tap on page 2, switches the users view to page 3.

Tap & drag left to right switches the view to page 3. **Tap & drag far right to left** switches the view to the back page (page 4).

Tap & Drag

Tap



While viewing the back page (Page 4)...
Single tap takes the user back to page 2.

Tap & drag left to right on page 4 to returns the user to page 2.

Tap & drag right to left goes to page 1.

Once the card is dragged past the halfway point, it should snap/complete opening it all the way to the pre-designated full open point. If the user stops dragging less than halfway, the card stops in whatever the current open point is. The user must continue a drag motion to have the card snap open.

Tap

Tap & Drag

For the Personalized Card Preview...

The behaviors described in the Interactive Preview are the same as those in the Personalized card Preview. The key differences are:

- Any of the user's personalizations are displayed along with the content of the card.

Edit

Single tap of the Edit Button returns the user to the Personalization Hub (see Card Builder Hub).

Send

Single tap of the Send Button takes the user to the Send Options screen (see Send Options).

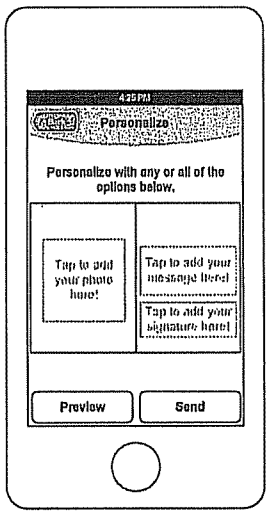
Tap

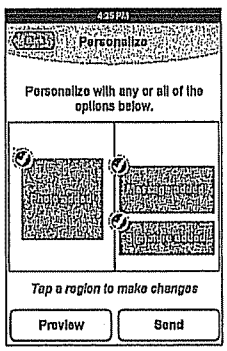
Error Messaging

Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

wireframe



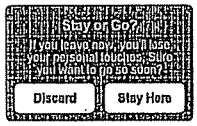


Personalize w/ Status

Interaction notes

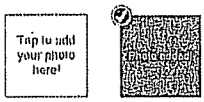


Single tap the Back Button to return to the Interactive Display screen (see Interactive Display & Preview).



Dialog
If a user taps the Back Button after any personalization step (or steps) have taken place, a dialog appears (see content to the left).

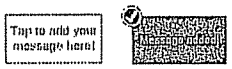




Single tap of the photo area takes the user to the Add a Photo personalization step (see Add Photo Module).

Once a photo has been added, a **single tap** allows the user to go back and edit, replace, or remove the photo that has been added.





Single tap of the message area takes the user to the Add Message personalization step (see Message Module).

Once a message has been added, a **single tap** of the message area allows the user to go back and edit the text that has been added.





Single tap of the signature area takes the user to the Signature personalization step (see Signature Module).

Once a signature has been added, a **single tap** of the message area allows the user to go back and update, clear, or redraw her signature.

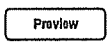


Tap a region to make changes

Upon making the first update to the page, a message should be presented to the user instructing her to tap a region to make changes.

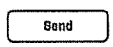
Dialog/Action Sheet
It may also be helpful to add a tap and hold gesture to any area that has been updated and present the user an action sheet with the options to Delete Existing Changes (Destructive, red button) or Make Changes.





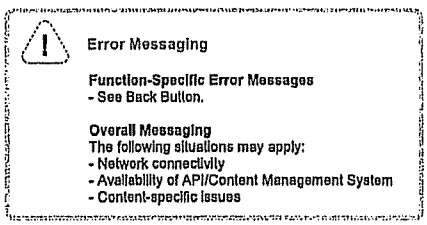
Single tap of the Preview Button takes the user to an Interactive Preview screen with her personalization included (see Interactive Display & Preview).





Single tap of the Send Button takes the user to the Send Options screen (see Send Options), assuming the user is signed in.





wireframe

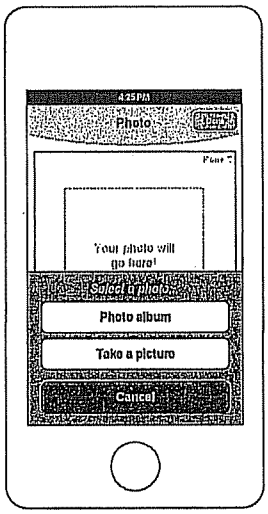


Photo Module on Load (from Personalization Hub)

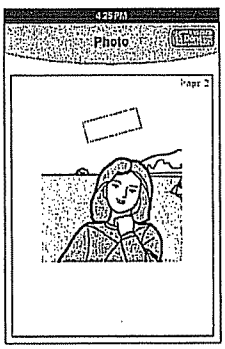


Photo Added

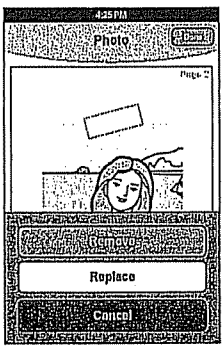


Photo Revision (Either from Personalization Hub or Tap to Photo)

interaction notes

On page load ...

... If no photo has been added (Dialog/Action Sheet):
An action sheet will be presented to the user to select a photo from either a photo album or to take a picture. For devices without cameras, the option to take a photo will be suppressed. If the user taps Cancel, she returns to the Card Builder Hub (see Card Builder Hub).

... If a photo has already been added (the user returns from the Card Builder Hub):
An action sheet will be presented to the user to Remove (Destructive, red button), Replace, or Cancel the photo that's been placed on the card (see below for all interactions). If the user taps Cancel, she returns to the view of page 2 alone.

Photo album

If the user selects Photo album, she will be presented with her device's photo roll to select an existing photo.

Take a picture

If the user selects Take a picture, the system's camera interface will be presented.

Tap

Done

Single tapping the Done Button takes the user back to the Personalization screen (see Card Builder Hub). The Personalization screen will then update to show that a photo was added.

Tap



Once a photo has been added to the layout, the user can **zoom in/out (spread/pinch)** and **move side-to-side (tap & drag)** with the photo directly. The user can also freely **rotate** the photo. The photo is always live on the page and is only 'accepted' as final once the user selects the Done Button.

Pinch

Single tapping the photo once it has been added presents an action sheet with options to Replace or Remove the photo.

Tap

On return to Add Photo ...

Dialog/Action Sheet
Users that have added a photo that come back to the Add Photo screen have the following options:

Remove

Single tapping the Remove Button removes the current action sheet and then presents a dialog asking the user to accept or decline the removal of the photo. Upon accepting the removal, the photo is removed from the layout and the user is returned to the Personalization screen (see Card Builder Hub).

Tap

Replace

Single tapping the Replace Button removes the current action sheet and presents the Select a photo... action sheet, allowing the user to select either either Photo album or Take a picture.

Cancel

Single tapping the Cancel Button returns the user to a a view of page 2 alone.

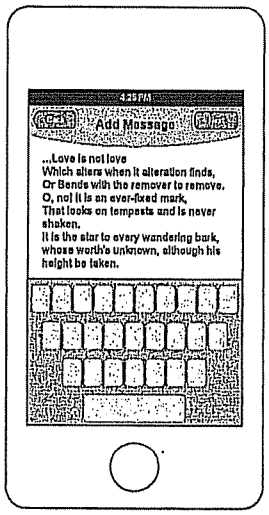
Tap

Error Messaging

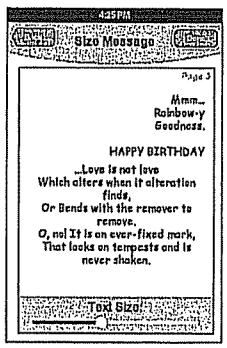
Function-Specific Messaging Scenarios
- See *On page load* and *On return to Add Photo*.

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

wireframe



Message Entry



Message Sizing

Interaction notes

Single tapping the Back Button takes the user back to the Personalization screen (see Card Builder Hub).

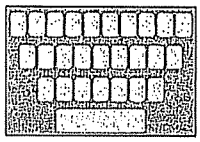
Dialog/Action Sheet
If the user has entered text and then selects the Back Button, a dialog appears asking the user to Delete Message (Destructive, red button) or Cancel (and stay on this screen).

Tap

Single tapping the Next Button advances the user back to the Message Sizing Screen (see below).

Tap

On Message Entry...



The standard OS text keyboard is used for text input.

In step one, the user enters text that appears on screen in a standard OS font and color.

In a second step, the text entered by the user will be converted to the card's intended font and color and then can be resized with the page 3 artwork in the background (see below).

Tap

On Message Sizing...

Single tap of the Back button returns the user to the screen where text is entered.

Single tapping the Done Button accepts the font size and returns the user to the Card Builder Hub. The Personalization screen will then update to show that a message was added.

Tap

Tap

Tap & drag the slider to the left or right adjusts the text size smaller or larger, respectively. During the interaction, the text resizes on screen in real time.

Tap & Drag

On return to Message...

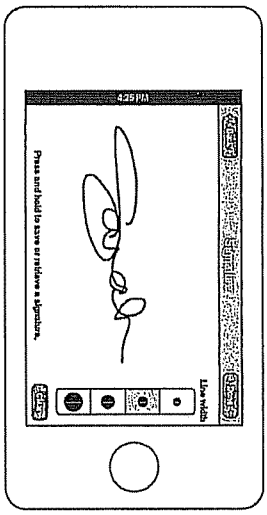
A user returning from the Card Builder Hub after a message has been entered is presented with the first message screen.

Error Messaging

Function-Specific Messaging Scenarios
- See Back Button for screen 1.
- NOTE: NO error messaging around text sizing.

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

wireframe



Interaction notes

NOTE: This page defaults to, and remains in, landscape orientation during use.

Single tap the Back Button to return to the Personalization screen (see Card Builder Hub).

Dialog/Action Sheet
If a user taps this after signing, an action sheet appears asking the user to Delete Signature (Destructive, red button) or Cancel (and stay on this screen).

Tap

Single tap the Done Button to accept the signature and return to the Personalization screen (see Card Builder Hub). The Personalization screen will then be updated.

Tap

Single tap of one of the thickness options control changes the width of the line displayed on screen as the user signs. Users can select one option at a time, however selecting a different line thickness does not remove any finger strokes captured in a previous thickness.

Tap

Press and hold to save or retrieve a signature.

Tapping & holding the signature space once a signature has been added, allows users to save a previously added signature for later. Once the signature has been saved, a dialog will appear letting users know that the signature can be used the next time she attempts to add a signature.

Tap & Hold

Single tapping the Clear Signature Button also removes the signature.

A **side-to-side device shake** clears any finger strokes that have been applied until that point.

Device Shake



Freeform gestures from the user's finger are captured and drawn on screen in real time. Default color is black, however if/ when the user visits the Preview screen the color may change since the signature color is defined by the card (see Interactive Display & Preview).

If a user added a signature and then returns to the signature screen, the previously entered signature will remain on screen.

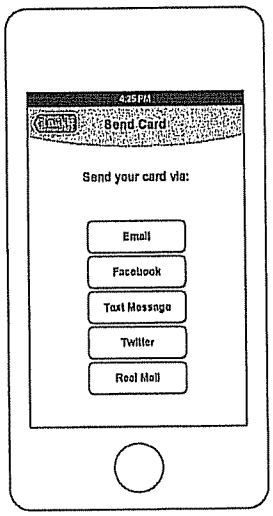
Tap & Drag

Error Messaging

Function-Specific Messaging Scenarios
- See Back Button.
- NOTE: NO error when clearing signature.

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

wireframe



interaction notes

Back — **Single tapping** the Back Button takes the user back to the Personalization screen (see Card Builder Hub).



Email — **Single tap** of the Email Button takes the user to the Email Send screen (see Email Send).



Facebook — **Single tap** of the Facebook Button takes the user to the Facebook Post screens (see Facebook My Wall or Friend's Wall).



Text Message — **Single tap** of the Text Button takes the user to the SMS Send screen (see SMS Send).

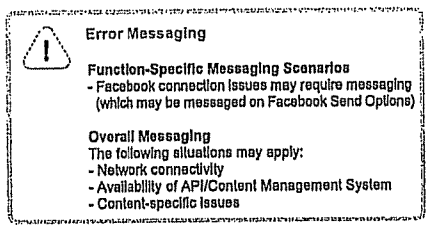


Twitter — **Single tap** of the Twitter Button takes the user to the Twitter Post screen (see Twitter Post).



Real Mail — **Single tap** of the Text Button takes the user to the Real Mail screen (see Real Mail Send).



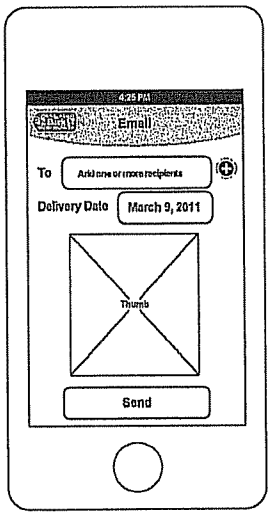


Error Messaging

Function-Specific Messaging Scenarios
- Facebook connection issues may require messaging (which may be messaged on Facebook Send Options)

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

wireframe



Interaction notes

Single tap of the Back Button takes the user back to the Send Method screen (see Send Options). If the user has entered an email address (or multiples), taps the Back Button, and then returns to this screen, her previously entered addresses should remain in the To field.



To Add one or more recipients

Single tap in the to field opens the standard on screen keyboard for the user to manually enter an email address.

Error Messaging (See Message Field Limits).

Invalid email address: An email address is invalid. Please try again.



Single tap of the Add Email Icon opens the devices' contacts and allows the user to add one or multiple email addresses. After selecting email address(es) from the device's contacts, the selected addresses are entered in the email field, separated by commas.



Delivery Date March 9, 2011

Single tap of the Birthday field pulls up a standard OS date picker. Note the default date should be today.

Error Messaging

Invalid date (in the past): The date selected must be today or in the future.



Send

Single tap of the Send Button sends the greeting, once an email has been added by the user. If no email has been added, an error dialog appears instructing the user to add at least one email address.





The preference is for the UI to not be locked on this screen during the send process, e.g., background processes should run and be transparent to the user (see Android Email Send Notifications). That said, it's still likely that a spinner may need to be presented to the user during a part of the Send process.



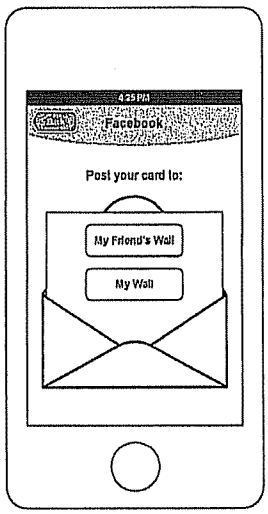
Error Messaging

Function-Specific Messaging Scenarios
- NOTE: No error for Back Button
- See Email field
- See Future Send field
- NOTE: On Send, form validation takes place

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

Wireframe

Interaction notes



Facebook Post Selection

My Friend's Wall

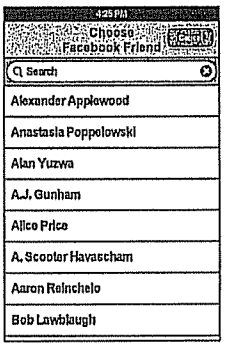
Single tap of the My friend's wall Button closes this action sheet and brings up an alphabetical list of the user's Facebook friends (see Facebook Friend List, below). See Facebook (Not Connected) if the user is not signed in to Facebook.

Tap

My Wall

Single tap of the My wall Button closes this action sheet and takes the user to the Facebook Wall message, below.

Tap



Facebook Friend List

Cancel

Single tap of the Cancel Button dismisses this screen and returns the user to the Facebook Post Selection screen.

Tap

Search

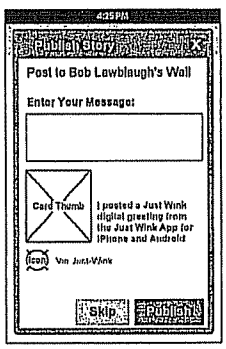
Single tap of the search box brings up a standard OS keyboard and allows users to search their list of Facebook friends. Auto suggest from the list of available friends narrows the list, allowing the user to select from a short list of friends.

Tap

Bob Lawblaugh

Single tap of a friend's name takes the user to the Facebook Wall Message screen, pre-filled with the recipient's name.

Tap



Facebook Wall Message

Enter Your Message:

Single tap of the message field brings up a standard OS screen keyboard, allowing the user to type a message.

Tap

Skip Publish

Options to Cancel, Publish, and/or Skip, are defined by Facebook Connect. Single tap each of these to perform the assigned action.

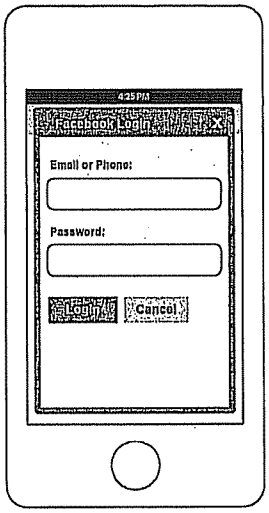
Tap

Error Messaging

Function-Specific Messaging Scenarios
- None on Just Wink app (Facebook is possible)

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues

Wireframe



Facebook Post Modal

Interaction notes

Email or Phone:

Single tap of the Email or Phone field brings up the standard OS keyboard and places focus here. This option is defined by Facebook Connect.



Password:

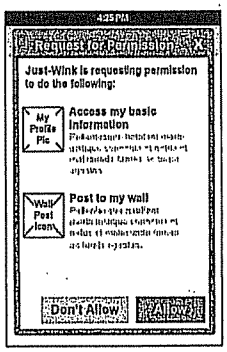
Single tap of the Password field brings up the standard OS keyboard and places focus here. This option is defined by Facebook Connect.



Login Cancel

Options to Cancel, Publish, and/or Skip, are defined by Facebook Connect. Single tap each of these to perform the assigned action.





Allow Facebook Connect

Don't Allow Allow

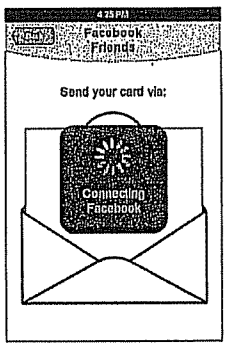
Options to Don't Allow or Allow are defined by Facebook Connect. Single tap each of these to perform the assigned action. Once the user selects Allow, she can post to Facebook via Facebook Wall Message (see Facebook, My Wall or Friend's Wall).



Error Messaging

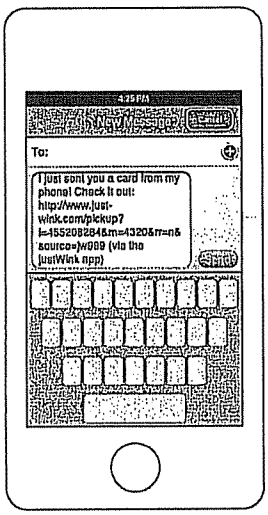
Function-Specific Messaging Scenarios
- None on Just Wink app (Facebook is possible)

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues



Facebook Connect Spinner

wireframe



Interaction notes

Cancel

Single tap of the Cancel Button takes the user back to the Send Options screen (see Send Options). If the user has entered a phone number (or multiples), taps the Back Button, and then returns to this screen, her previously entered phone number should remain in the To field.



To

Single tap in the to field opens the a numeric keyboard for the user to manually enter a phone number

Error Messaging (See Message Field Limits).

Invalid phone number: A phone number is invalid. Please try again.



Single tap of the Add Phone Number Icon opens the devices' contacts and allows the user to add one or multiple phone numbers. After selecting phone number(s) from the device's contacts, the selected numbers are entered in the phone number field, separated by commas.



Send

Single tap of the Send Button sends the greeting, once a phone number has been added by the user. If no phone number has been added, an error dialog appears instructing the user to add at least one phone number.





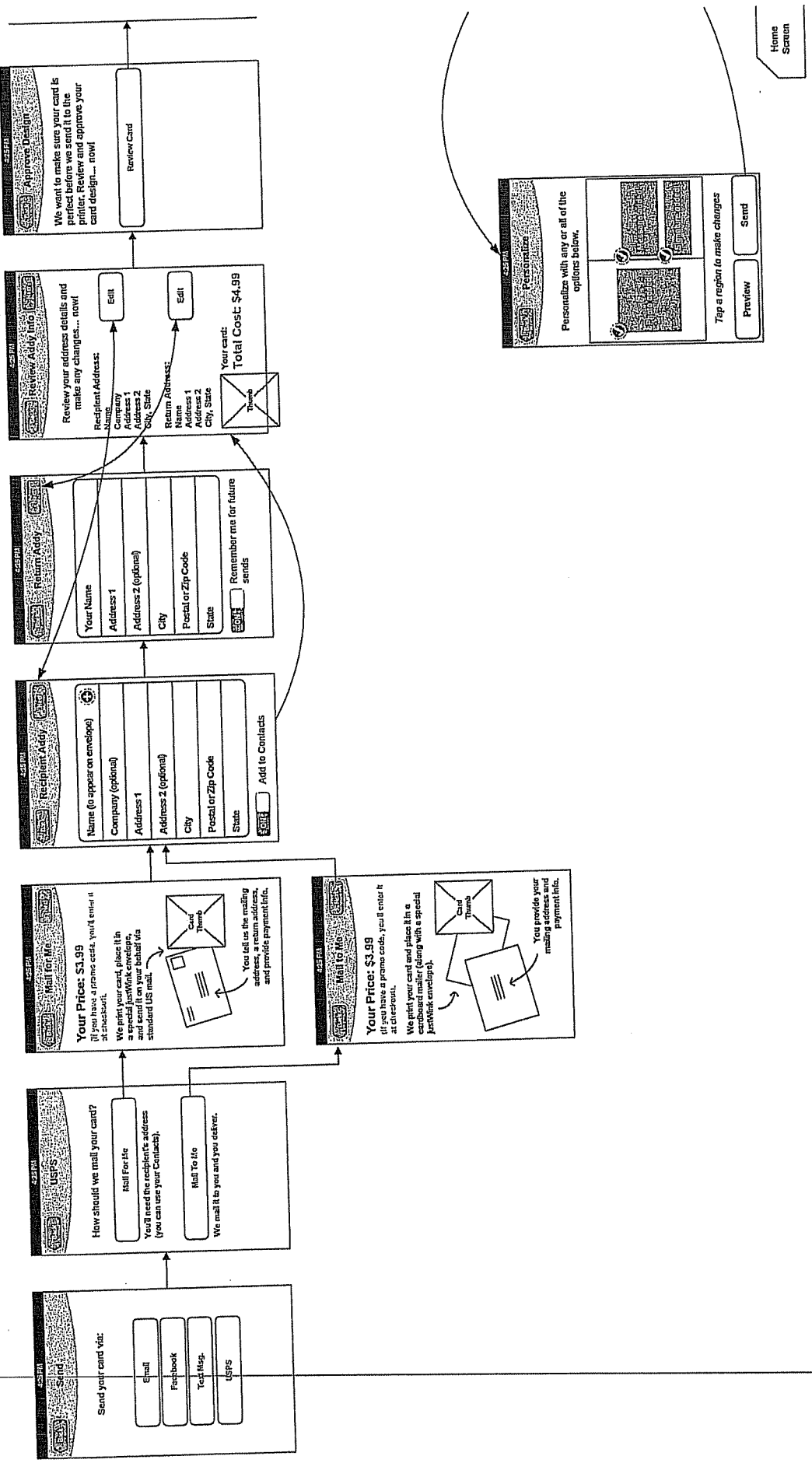
The preference is for the UI to not be locked on this screen during the send process, e.g., background processes should run and be transparent to the user (see Android Email Send Notifications). That said, it's still likely that a spinner may need to be presented to the user during the Send process.



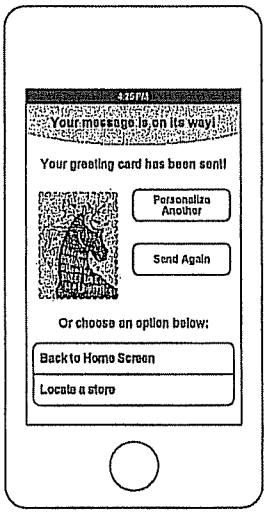
Error Messaging

Function-Specific Messaging Scenarios
- NOTE: No error for Back Button
- See Phone field
- NOTE: On Send, form validation takes place

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System
- Content-specific issues


Send
Send your card via:
Email
Facebook
Text Msg.
USPS
USPS
How should we mail your card?
Mail For Me
You'll need the recipient's address (you can use your Contacts).
Mail To Me
We mail it to you and you deliver.
Mail For Me
Your Price: $3.99
If you have a promo code, you'll enter it at checkout.
We print your card, place it in a special JustWink envelope, and send it on your behalf via standard US mail.
Card Thumb
You tell us the mailing address, as well as and provide payment info.
Mail to Me
Your Price: $3.99
If you have a promo code, you'll enter it at checkout.
We print your card and place it in a cardboard mailer (along with a special JustWink envelope).
Card Thumb
You provide your mailing address and payment info.
Recipient Addy
Name (to appear on envelope)
Company (optional)
Address 1
Address 2 (optional)
City
Postal or Zip Code
State
Add to Contacts
Recipient Addy
Your Name
Address 1
Address 2 (optional)
City
Postal or Zip Code
State
Remember me for future sends
Review Addy Info
Review your address details and make any changes... now!
Recipient Address:
Name
Company
Address 1
Address 2
City, State
Edit
Return Address:
Name
Address 1
Address 2
City, State
Edit
Your card:
Total Cost: $4.99
Thumb
Approve Design
We want to make sure your card is perfect before we send it to the printer. Review and approve your card design... now!
Review Card
Personalize
Personalize with any or all of the options below.
Tap a region to make changes
Preview
Send
Home Screen

wireframe



Interaction notes

Send Again

Single tap of the Send Again button returns the user to the Send Options page to select a send option and proceed through the corresponding send process.



Personalize Another

Single tap of Personalize Another takes the user to the the Card Builder Hub (see Card Builder Hub) for the same card that user just personalized, sans personalizations.



Backk to home

Single tap of Back to home takes the user to the Home screen (see Home Screen).



Locate a store

Single tap of Locate a store takes the user to the Locator screen (see Store Locator).



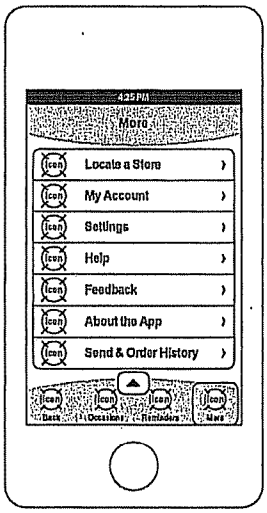


Error Messaging

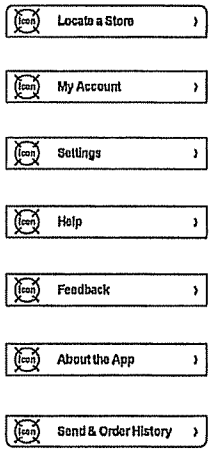
Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API

wireframe



Interaction notes



Single tap of the Locate a Reseller list item takes users to the Store Locator screen (see Store Locator).

Single tap of the About Wink list item takes users to the Account Management screens (see Account Management).

Single tap of the Settings list item takes users to the 3rd Party Settings screen (see App Settings).

Single tap of the Help list item takes users to the Help/FAQs screen (see Help, About).

Single tap of the Feedback list item takes users to feedback survey.

Single tap of the About the App list item takes users to a screen providing more information about the app (see Help, About).

Single tap of the Send & Order History list item takes users to a screen that captures previously sent cards (see Help, About).

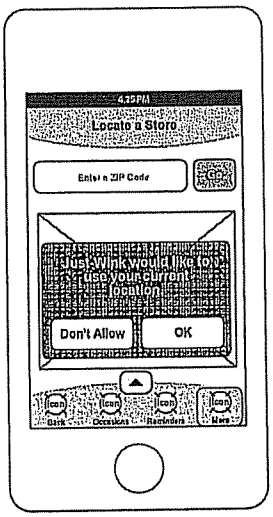


Error Messaging

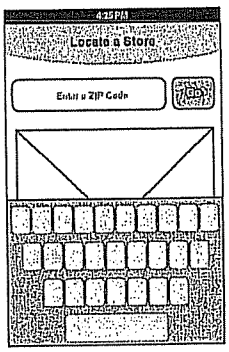
Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System

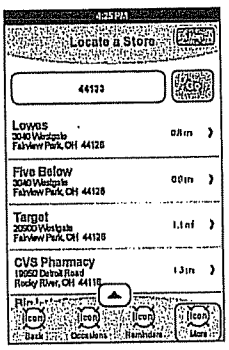
wireframe



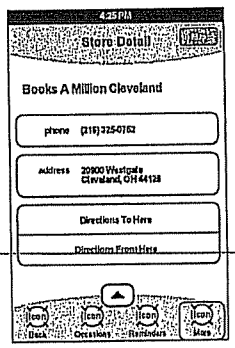
Store Locator (on Load)



Store Locator
(Did not allow geolocation)

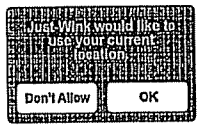


Locator Results List



Locator Detailed Results

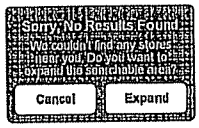
Interaction notes



On page load, a dialog will be presented to the user. **Single tap** of Don't Allow Button dismisses the message and requires the user to enter her zip code on screen. **Single tap** of the OK Button dismisses the dialog and enables device geolocation.

For iOS, after the 3rd time allowing geolocation, the dialog will no longer be presented to the user. If the user later wants to enter a zip code, she can do so from the results page.

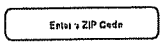
Tap



In the event that no results are returned, a dialog will appear asking the user to expand the default radius. **Single tap** of the Cancel Button dismisses the dialog, **Single tap** of the Expand Button retries the search with a predefined, wider radius.

The preferred behavior would be transparent to the user: If no results are returned, simply retry the search with a larger radius.

Tap



Single tap of the ZIP Code field brings up a standard on-screen keyboard.

Error Messaging (See Message Field Limits).

Invalid ZIP Code. The ZIP Code is invalid. Please try again.

Tap



Single tap of the ZIP Code field brings up a standard on-screen keyboard.

Tap



Single tap of the Back Button returns the user to the Store Locator screen (above).

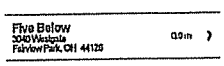
Tap



Single tap of the Map Button (on Search Results List) advances the user to a view of the listed results as pin points on a map.

Single tap of the Map Button (on Search Details) advances the user to a view of the single result as a pin point on a map.

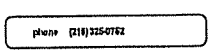
Tap



Single tap of a list item advances the user to a detailed view of that result's information. **Tap & hold** of the result provides the user with options to View Location Details and Show Driving Directions.

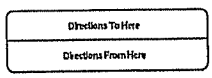
Tap

Tap & Hold



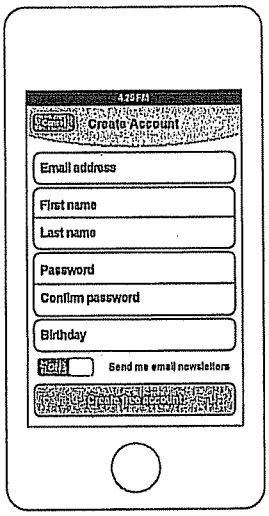
Single tap of the phone item allows the user to call the store on devices that include mobile phones.

Tap

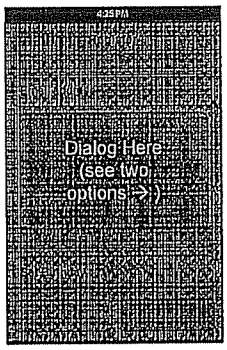


Single tap of Directions to Here and Directions From Here items hands off the user's current location lat/long and the destination's lat/long to a mapping platform for turn-by-turn directions.

wireframe



Account Creation



Account Creation Confirmation

Error Messaging

One or more fields isn't entered:
All fields are required.

Invalid password or email address:
One or more fields are invalid. Please try again.

Password and confirm password don't match:
Passwords do not match.

Email Address already on file:
Email already on file. Please enter a different address or go back and sign in.

Age restriction
Sorry, you are not eligible to use this app.



Interaction notes

Cancel

Single tap of the Cancel Button returns the user to either first time account creation screen (depending on the point at which the user selected the Create free account Button (see Account Management (First-Time).



Email address

Single tap of the Email address field brings up an on-screen email-centric keyboard.



First name
Last name

Single tap of the First name or Last name fields brings up a standard on-screen keyboard.



Password
Confirm password

Single tap of the Password and Confirm Password fields brings up a standard on-screen keyboard (if one isn't already on screen). Passwords should be masked as they are typed using out-of-the box masking behaviors (e.g., in the case of iOS, show the letter typed on screen for a fraction of a second and then replace with a bullet character).



Birthday

Single tap of the Birthday field pulls up a standard OS date picker. Note there is no default date entered.



Send me email newsletters

Single tap of the Send me email newsletters switch/checkbox deselects a standard OS-style mutually exclusive item (by default, this will be set to on/selected).



Create free account

Single tap of the Create free account Button kicks off an account creation process. An on-screen spinner may be required during processing. Upon successful account creation, the user is advanced to the account creation confirmations screen (see to left).

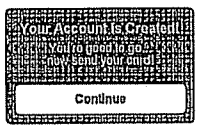




If the user creates an account on first run...

Single tap of the Get started Button advances the user to the Home Screen.





If the user creates an account after personalizing a card...

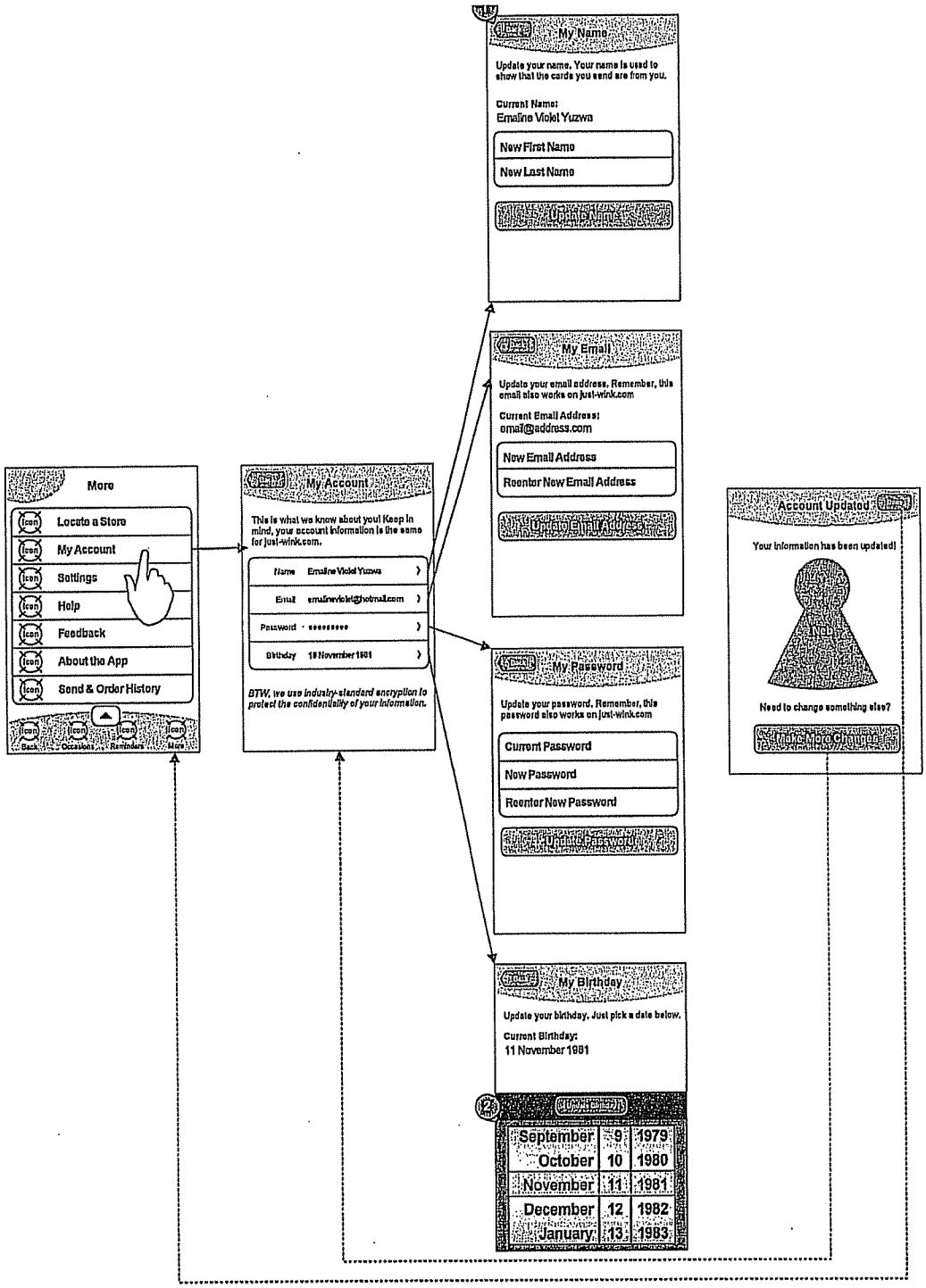
Single tap of the Continue Sending Button advances the user to the Send Options screen.



Error Messaging

Function-Specific Error Messages
See messaging to the left ←
Ideally, messaging is displayed in a single error dialog (see sample below messaging).

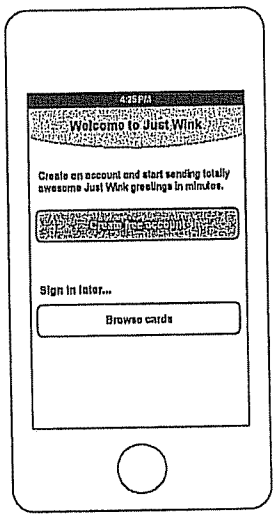
Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API



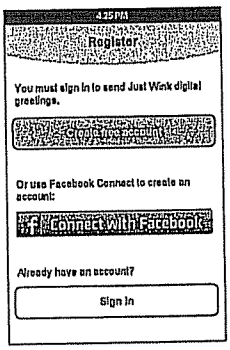
Notes:

1. All Back buttons on the information detail pages function the same as they do today (returning the user to the My Account screen).
2. The date shown in the date picker reflects the date previously entered.

wireframe



First Run
(After Splash Screen)



First Run
(After Personalization)

Interaction notes



Single tap of the Create free account Button takes the user to the account creation screen (see Account Creation).





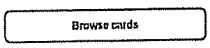
Single tap of the Connect with Facebook Button launches the standard Facebook Connect screen for the user to log in to Facebook (see Personalize: Facebook (Not Connected)). Upon successful log in, the user is directed to the Account Creation screen with user detail filled in.





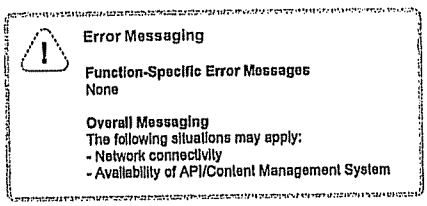
Single tap of the Sign in Button takes users to the account sign in screen (see Sign in).





Single tap of the Browse cards Button takes the user to the home screen (see Home Screen). With this option, the user MUST sign in prior to sending a greeting. First Run (After Personalization), below, is then presented after the personalization steps.



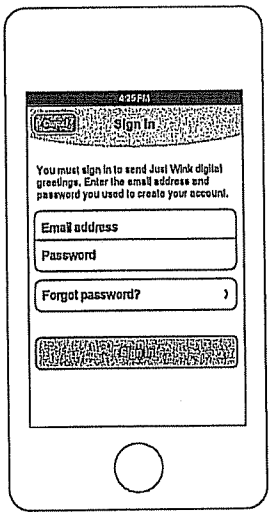


Error Messaging

Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System

wireframe



Sign In

Error Messaging

Password or email address isn't entered:
Email address and password are required to sign in.

Invalid password or email address:
Incorrect email or password.
Please try again.

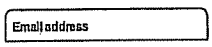


interaction notes



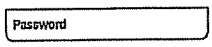
Single tap of the Cancel Button returns the user to one of two account creation screens (depending on the point at which the user selected the Create free account Button). See First-Time Run.





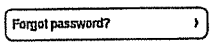
Single tap of the Email address field brings up an on-screen email-centric keyboard.





Single tap of the Password field brings up a standard on-screen keyboard (if one isn't already on screen). Passwords should be masked as they are typed using out-of-the box masking behaviors (e.g., in the case of iOS, show the letter typed on screen for a fraction of a second and then replace with a bullet character).





Single tap of the Forgot password? Link opens a web view of a password reset utility (see Forgot Password).





Single tap of the Sign In Button kicks off a process to validate the email address and password. If successful, the user is taken to the Home Screen or the Send Options screen (depending on where she came from). If unsuccessful, error messaging is presented.



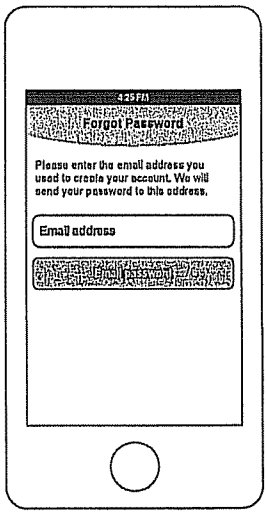


Error Messaging

Function-Specific Error Messages
See messaging to the left ←
Ideally, messaging is displayed in a single error dialog (see sample below messaging).

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API

wireframe



Forgot Password



Forgot Password Confirmation

Error Messaging

Email address isn't entered:
A valid email address is required.

Invalid email address:
Incorrect email. Please try again.

Interaction notes

Email Password

Single tap of the Email password Button kicks off a process to validate the email address. If successful, the user is taken to the Forgot Password Confirmation screen (below). If unsuccessful, error messaging is presented.



Email address

Single tap of the Email address field brings up an on-screen email-centric keyboard.



Done

Single tap of the Done Button dismisses the forgot password confirmation screen (below). The user returns to the Home Screen.



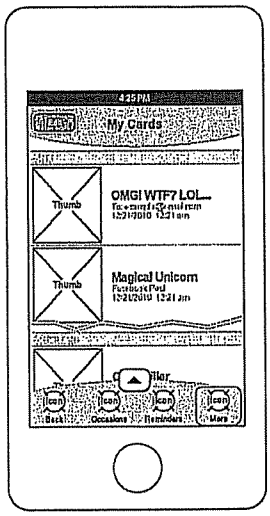


Error Messaging

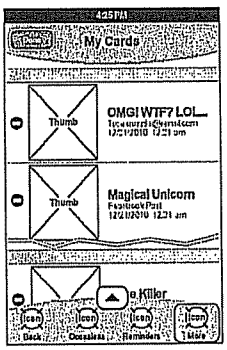
Function-Specific Error Messages
See messaging to the left ←
Messaging should display inline then allow user to fix.

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API

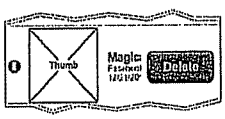
wireframe



My Cards Main



My Cards
(Edit Mode)

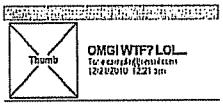


My Cards
(Cancelling Future Send)

Interaction notes

Edit — Single tap of the Edit Button changes the label of the button to Done (see below) and allows the user to remove an item from the list below (also, see below).





Vertical swipe of the list of sent and/or scheduled cards reveals older items under each sub heading. The list item includes the cover verse for the card, the email address, phone number, or whether it was posted to Facebook, and the date and time the greeting was sent.



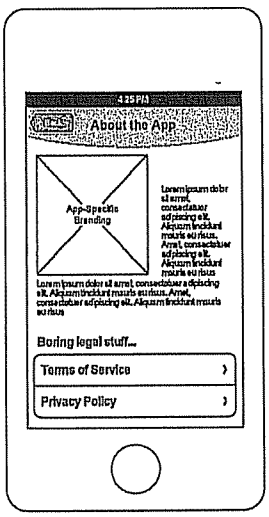
Done — Single tap of the Done Button returns the button text to Edit and restricts users from editing the listed cards.



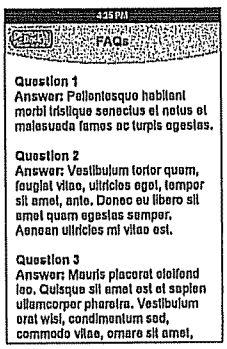
Delete — Single tap of the Delete Icon presents the user with a Delete Button to remove the card from the list. In the case of a scheduled send, a single tap of the Delete Button removes the card from the list and cancels the previously-scheduled send.



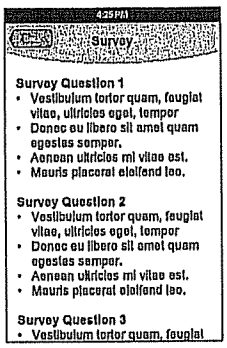
wireframe



About



FAQs



Survey

Interaction notes

In all cases, a single tap of the Back Button returns the user to the HMore Screen (see More Main).

Tap

Terms of Service ›

Single tap of the Terms of Service link opens a web view of the App's Terms of Service.

Tap

Privacy Policy ›

Single tap of the Privacy Policy link opens a web view of the App's Privacy Policy.

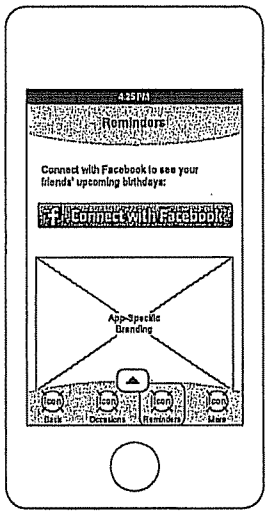
Tap

Error Messaging

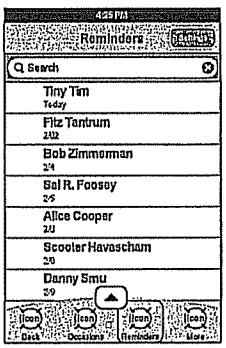
Function-Specific Error Messages
None

Overall Messaging
The following situations may apply:
- Network connectivity
- Availability of API/Content Management System

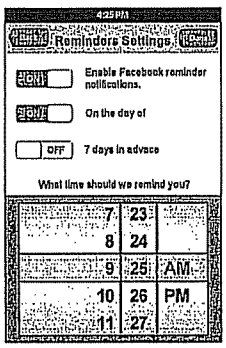
wireframe



Reminders Dashboard
(Not Connected to Facebook)



Reminders Dashboard
(Connected to Facebook)



Reminders Settings

interaction notes



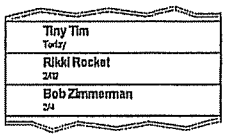
Single tap of the Connect with Facebook Button opens the standard Facebook Connect screen (see Personalize: Facebook (Not Connected)).





Single tap of the search box brings up a standard OS keyboard and allows users to search their list of Facebook friends. Auto suggest from the list of available friends narrows the list, allowing the user to select from a short list of friends.





A **vertical swipe** of friends is provided for the user to browse vertically. The list is provided in order from nearest birthday to the birthday that is furthest from today's date.



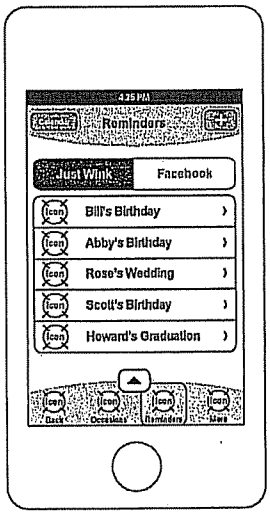


The tab bar navigation is consistent across the bottom of both Reminders screens.

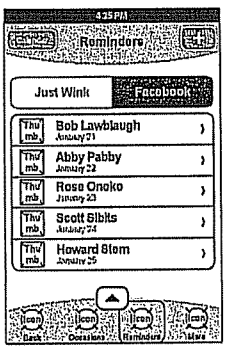


wireframe

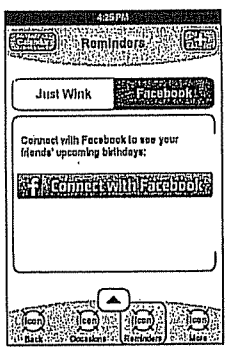
Interaction notes



Reminders Dashboard



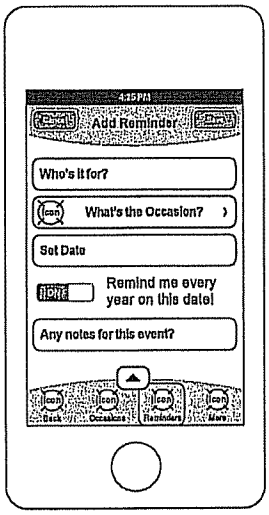
Facebook Reminders (Logged In)



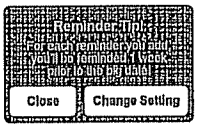
Facebook Reminders (Not Logged In)

wireframe

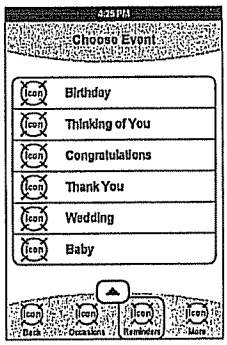
interaction notes



Add Reminder



Add Reminder
(First Run)



Choose Event
(from What's the Occasion?)



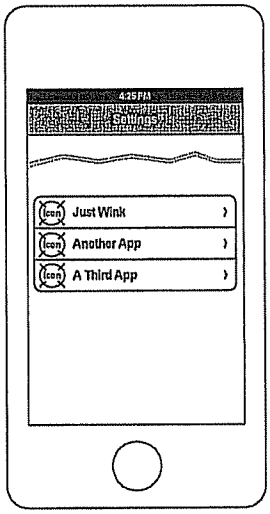
View Reminder



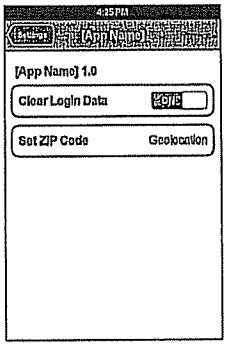
View Reminder
(Edit Mode)

wireframe

interaction notes



IPhone Device Settings



App Settings

CLAIMS

1. An electronic greeting card system including an application downloadable to a portable computing device comprising:

   a server;

   a paper greeting card;

   a code printed on the paper greeting card;

   an electronic greeting card application program that is downloaded to the portable computing device from the server in response to the portable computing device scanning the code on the paper greeting card;

   a category of greeting cards provided by the electronic greeting card application;

   a greeting card within the category of greeting cards, wherein the greeting card comprises four pages, with at least one of the four pages having an option to customize, and each of the four pages being movable by a touch of a finger; and

   a means for selecting a medium to be used to send the greeting card from a group of sending media provided by the electronic greeting card application.

2. The system of claim 1 wherein the medium to be used to send the greeting card is email.

3. The system of claim 1 wherein the medium to be used to send the greeting card is social networking, such as Facebook®.

4. The system of claim 1 wherein the medium to be used to send the greeting card is text message.

5. The system of claim 1 wherein the medium to be used to send the greeting card is postal mail.

6. The system of claim 1 wherein the server is part of a network of servers in a cloud computing environment.

7. The system of claim 1 wherein the code is a Quick Response code.

8. The system of claim 1 wherein the code is a bar code.

9. The system of claim 1 wherein the category of greeting cards has a sub category of greeting cards.

10. The system of claim 1 wherein the greeting card is rendered using scalable vector graphics.

11. An electronic greeting card application for a portable computing device, comprising:

a category of greeting cards;

at least one greeting card within the category of greeting cards, wherein the at least one greeting card comprises four pages, with at least one of the four pages having an option to customize, and each of the four pages being movable by a touch of a finger;

a means for previewing the greeting card; and

a means for selecting a medium to be used to send the greeting card.

12. The electronic greeting card application of claim 11 wherein the category of greeting cards has a sub category of greeting cards.

13. The electronic greeting card application of claim 11 wherein the greeting cards within the category of greeting cards can be viewed as a grid.

14. The electronic greeting card application of claim 11 wherein the greeting cards within the category of greeting cards can be viewed as a list.

15. The electronic greeting card application of claim 11 wherein at least one of the four pages of the greeting card is customized by adding an electronic signature.

16. The electronic greeting card application of claim 11 wherein at least one of the four pages of the greeting card is customized by adding a personalized message.

17. The electronic greeting card application of claim 11 wherein at least one of the four pages of the greeting card is customized by adding a digital photograph.

18. The electronic greeting card application of claim 11 wherein the medium to be used to send the greeting card includes sending the greeting card via email.

19. The electronic greeting card application of claim 11 wherein the medium to be used to send the greeting card includes sending the greeting card via social networking, such as Facebook®.

20. The electronic greeting card application of claim 11 wherein the medium to be used to send the greeting card includes sending the greeting card via social networking, such as Twitter®.

21. The electronic greeting card application of claim 11 wherein the medium to be used to send the greeting card includes sending the greeting card via text message.

22. The electronic greeting card application of claim 11 wherein the medium to be used to send the greeting card includes sending the greeting card via postal mail.

23. The electronic greeting card application of claim 11 further including an option to locate a store.

24. The option to locate a store of claim 23 further including the option to locate a store based on a zip code.

25. The option to locate a store of claim 23 further including the option to locate a store that sells paper version of the electronic greeting card.

26. The electronic greeting card application of claim 11 further including an option to set user reminders.

27. The option to set user reminders of claim 26 further including the option to connect to a social networking site, such as Facebook®, to set user reminders.

28. The option to set user reminders of claim 26 further including the option to create user reminders from within the electronic greeting card application.

29. The option to set user reminders of claim 26 further including the option to receive a reminder notification on the day of the reminder, from outside the electronic greeting card application.

30. The option to set user reminders of claim 26 further including the option to receive a reminder notification seven days in advance of the reminder, from outside the electronic greeting card application.

31. The electronic greeting card application of claim 11 wherein the greeting cards are rendered using scalable vector graphics.

32. A method for delivering electronic greeting cards to an electronic greeting card application comprising:

creating new greeting card categories and new greeting cards;

transmitting the new greeting card categories and the new greeting cards to at least one web server;

comparing the new greeting card categories and the new greeting cards with application greeting card categories and application greeting cards on the electronic greeting card application;

retrieving changes to the application greeting card categories based on the comparison to the new greeting card categories, to the electronic greeting card application;

retrieving changes to the application greeting cards based on the comparison to the new greeting cards, to the electronic greeting card application;

storing changes to the application greeting card categories and application greeting cards in a local cache; and

updating the electronic greeting card application with information stored in the local cache.

33. The method of claim 32 wherein the web server is part of a network of servers in a cloud computing environment.

34. The method of claim 32 wherein changes to the application greeting card categories include any edits, updates, deletions and additions to the application greeting card categories.

35. The method of claim 32 wherein changes to the application greeting cards include any edits, updates, deletions and additions to the application greeting cards.

36. A system for delivering electronic greeting cards to a portable computing device comprising:

a content merchandising system, which accepts greeting card categories and greeting cards;

a web server, which is updated with the greeting card categories and greeting cards; and

an application, which compares the greeting card categories and the greeting cards with application greeting card categories and application greeting cards disposed on the portable computing device, retrieves changes to the application greeting card categories and application greeting cards and stores them in a local cache of the portable computing device, and updates the portable computing device with information stored in the local cache.

37. The system of claim 36 wherein the web server is part of a network of servers in a cloud computing environment.
38. The system of claim 36 wherein changes to the application greeting card categories include any edits, updates, deletions and additions to the application greeting card categories.
39. The method of claim 36 wherein changes to the application greeting cards include any edits, updates, deletions and additions to the application greeting cards.

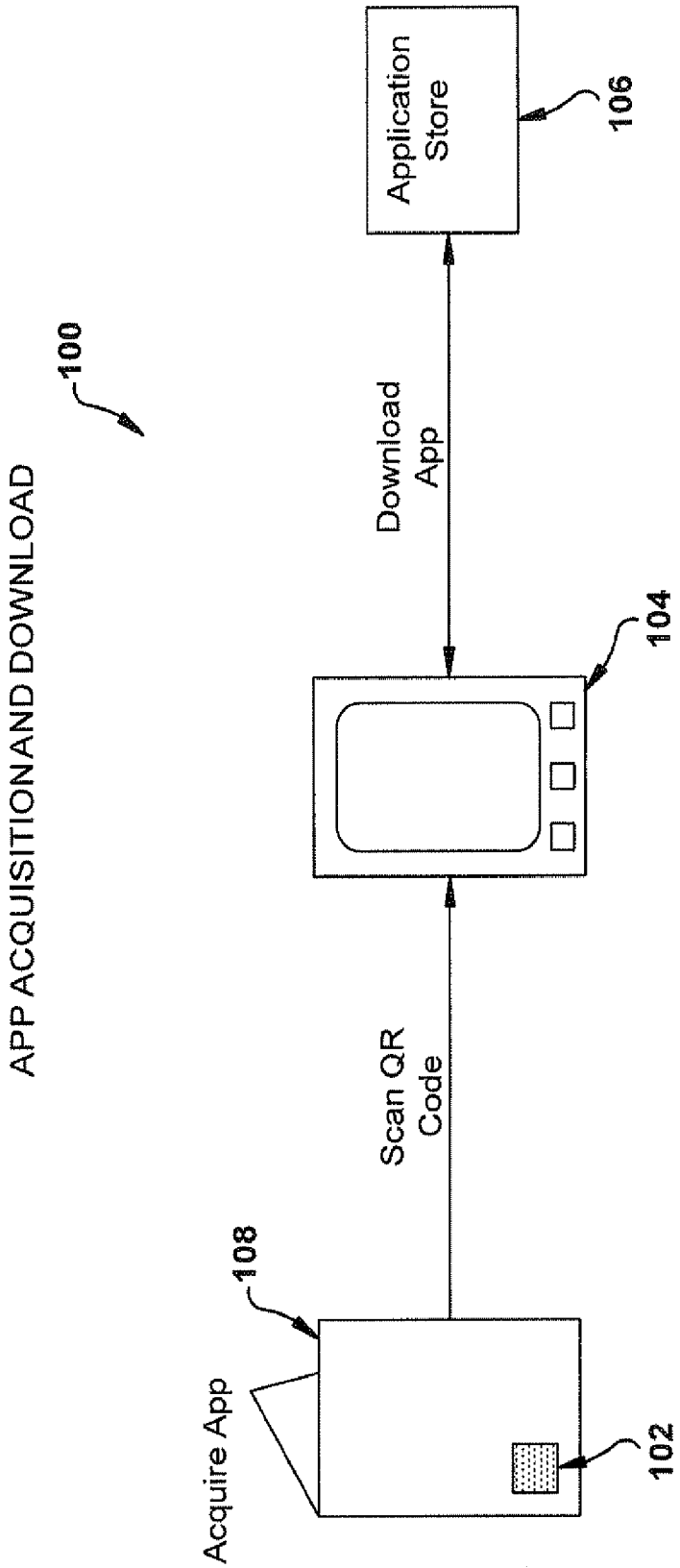

APP ACQUISITIONAND DOWNLOAD
100
Application Store
106
Download App
104
Scan QR Code
108
Acquire App
102

Fig. 1

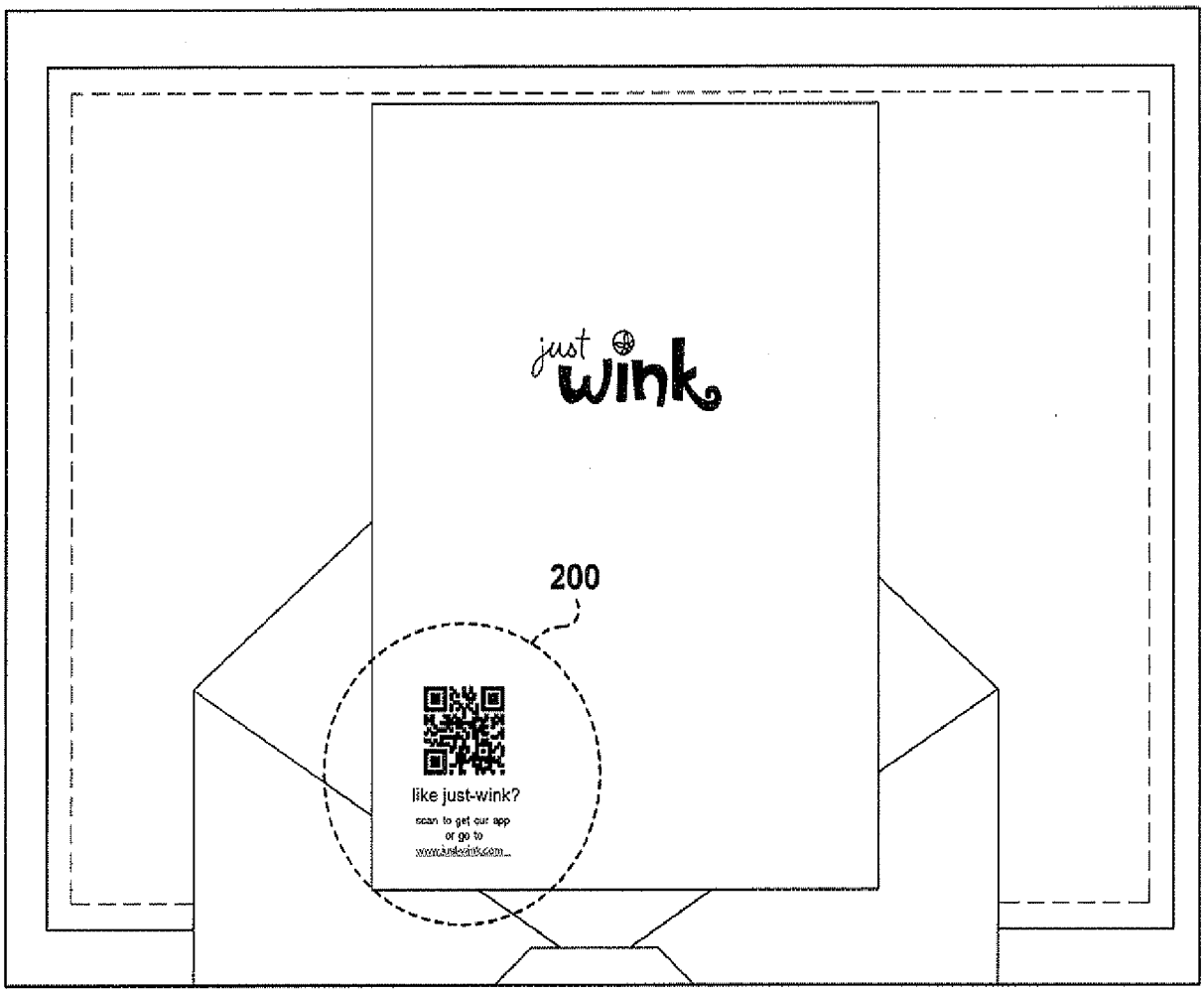


Fig. 2

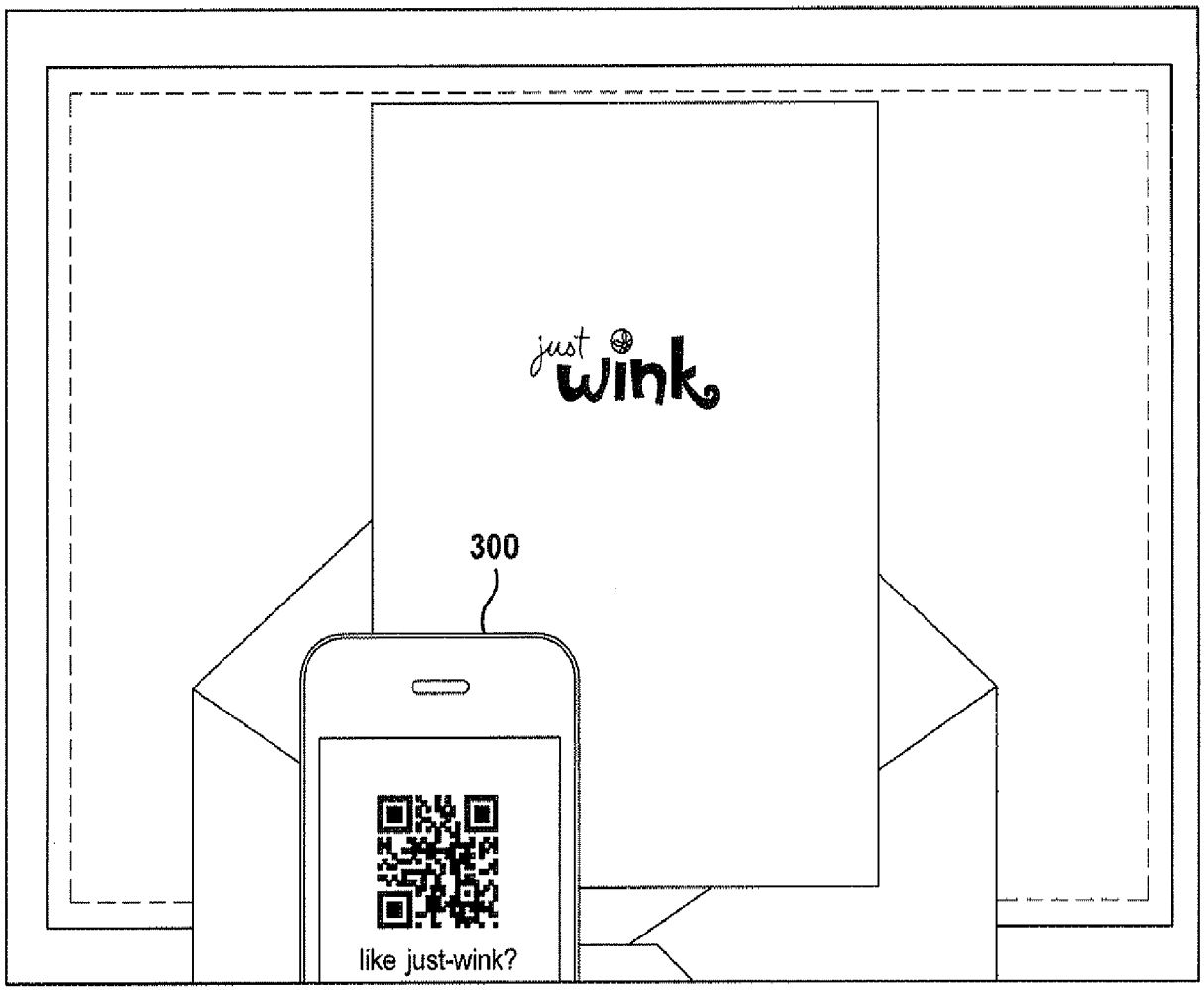


Fig. 3

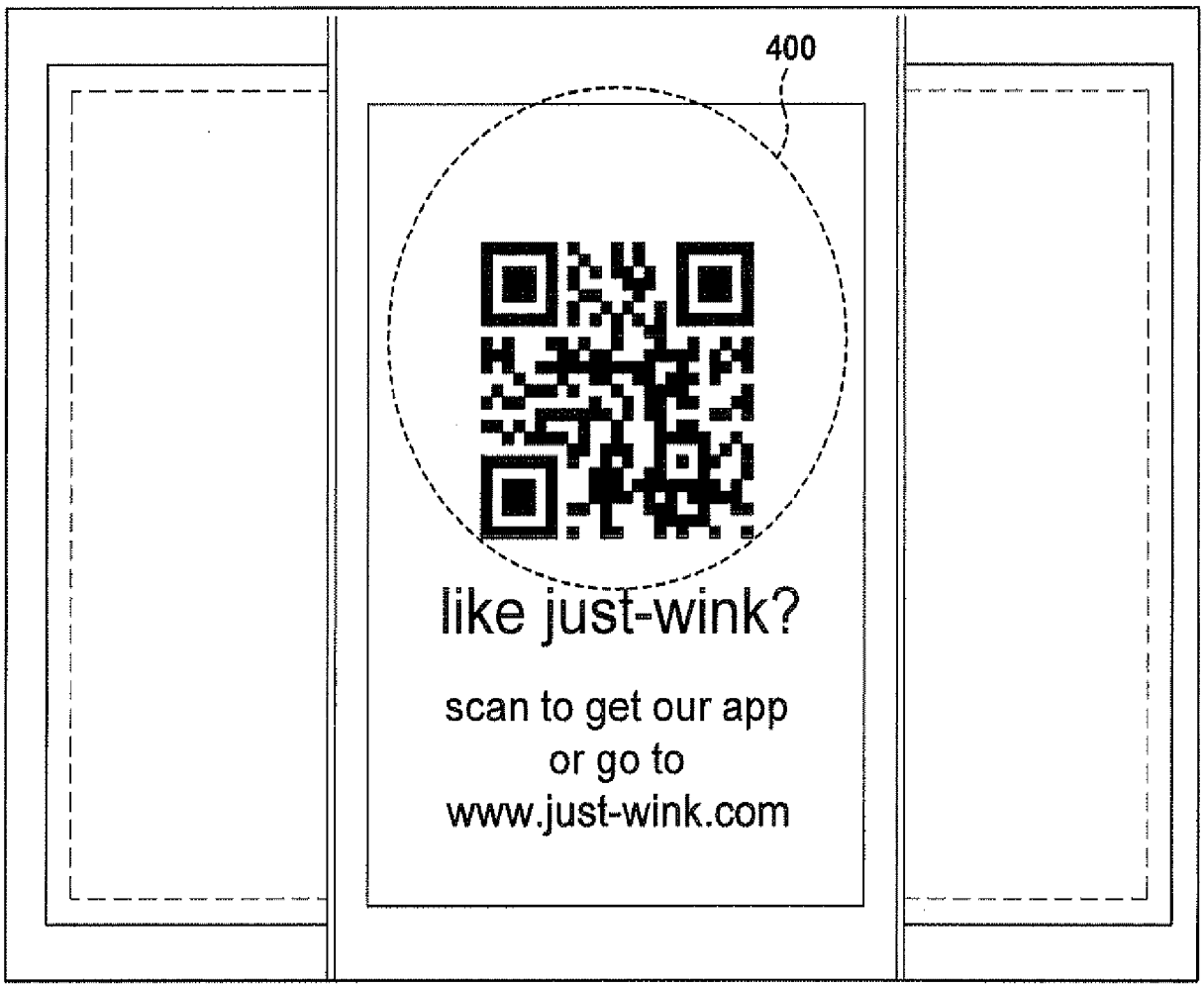

400
like just-wink?
scan to get our app
or go to
www.just-wink.com

Fig. 4

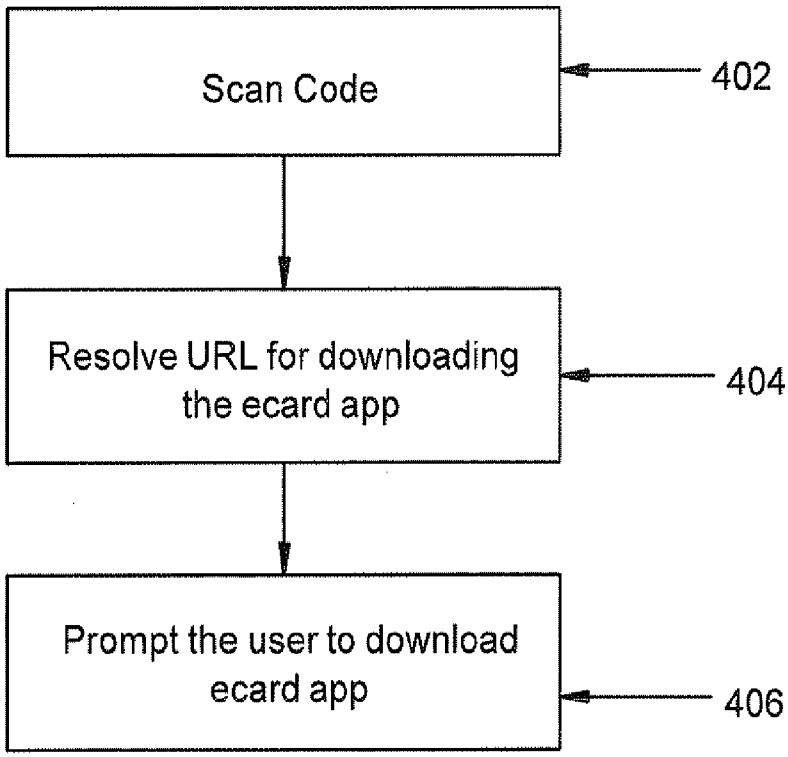

Scan Code
402
Resolve URL for downloading the ecard app
404
Prompt the user to download ecard app
406

Fig. 4A

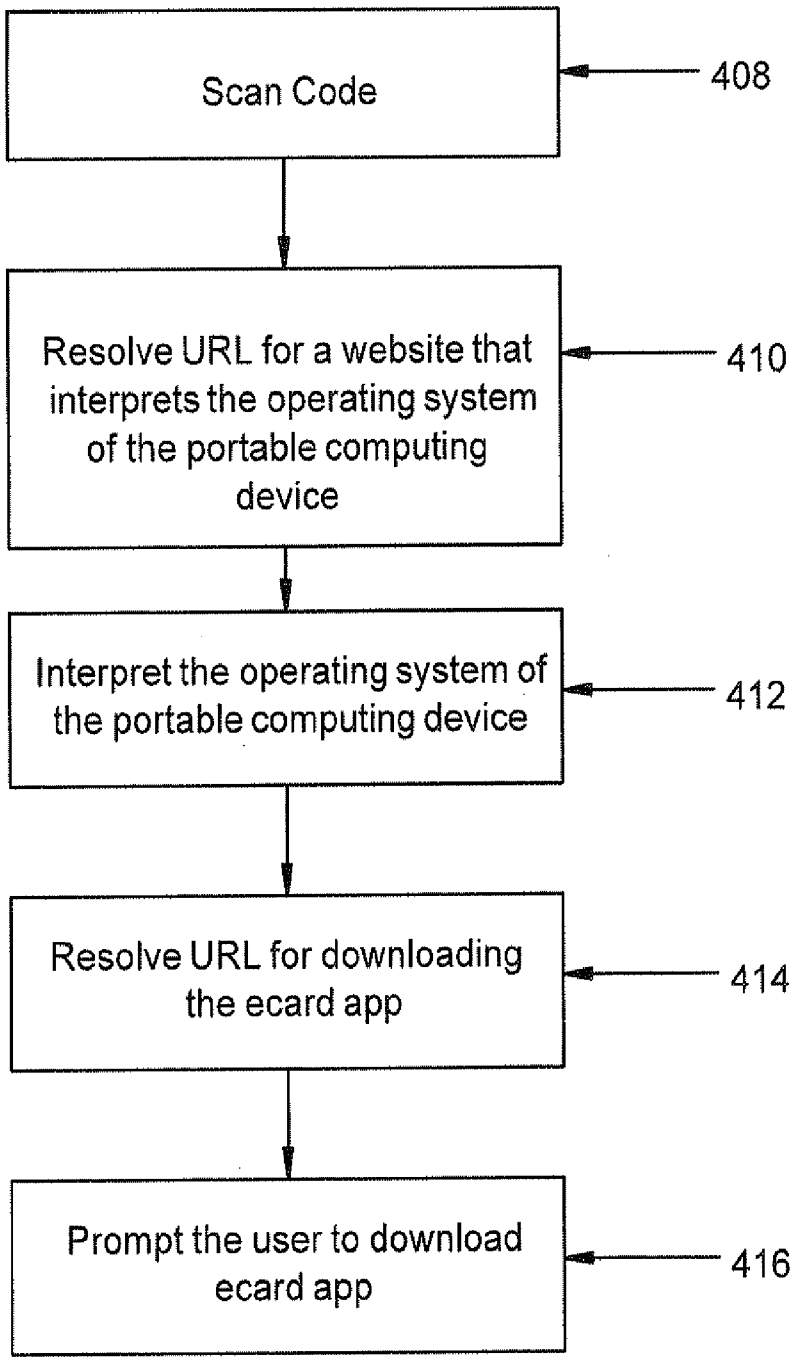

Scan Code
408
Resolve URL for a website that interprets the operating system of the portable computing device
410
Interpret the operating system of the portable computing device
412
Resolve URL for downloading the ecard app
414
Prompt the user to download ecard app
416

Fig. 4B

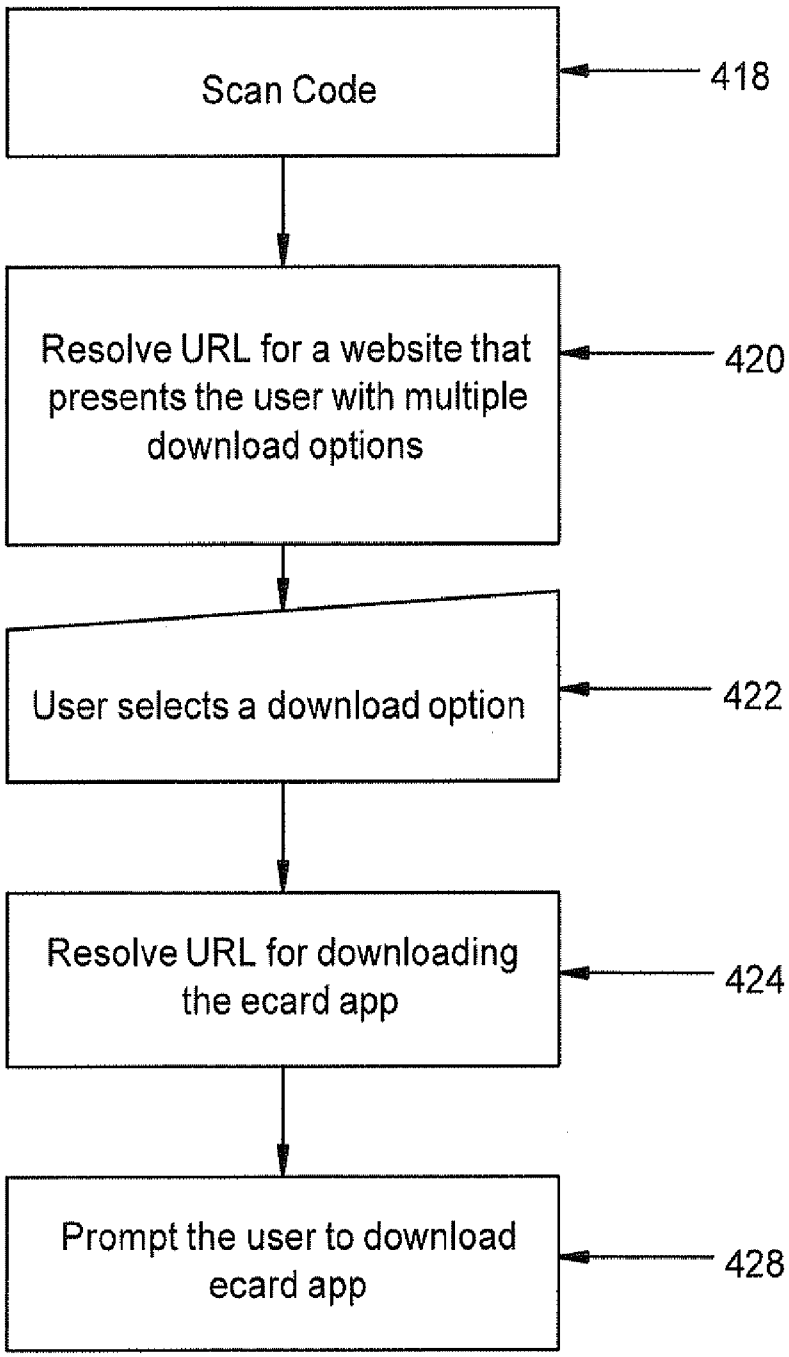

Scan Code
418
Resolve URL for a website that presents the user with multiple download options
420
User selects a download option
422
Resolve URL for downloading the ecard app
424
Prompt the user to download ecard app
428

Fig. 4C

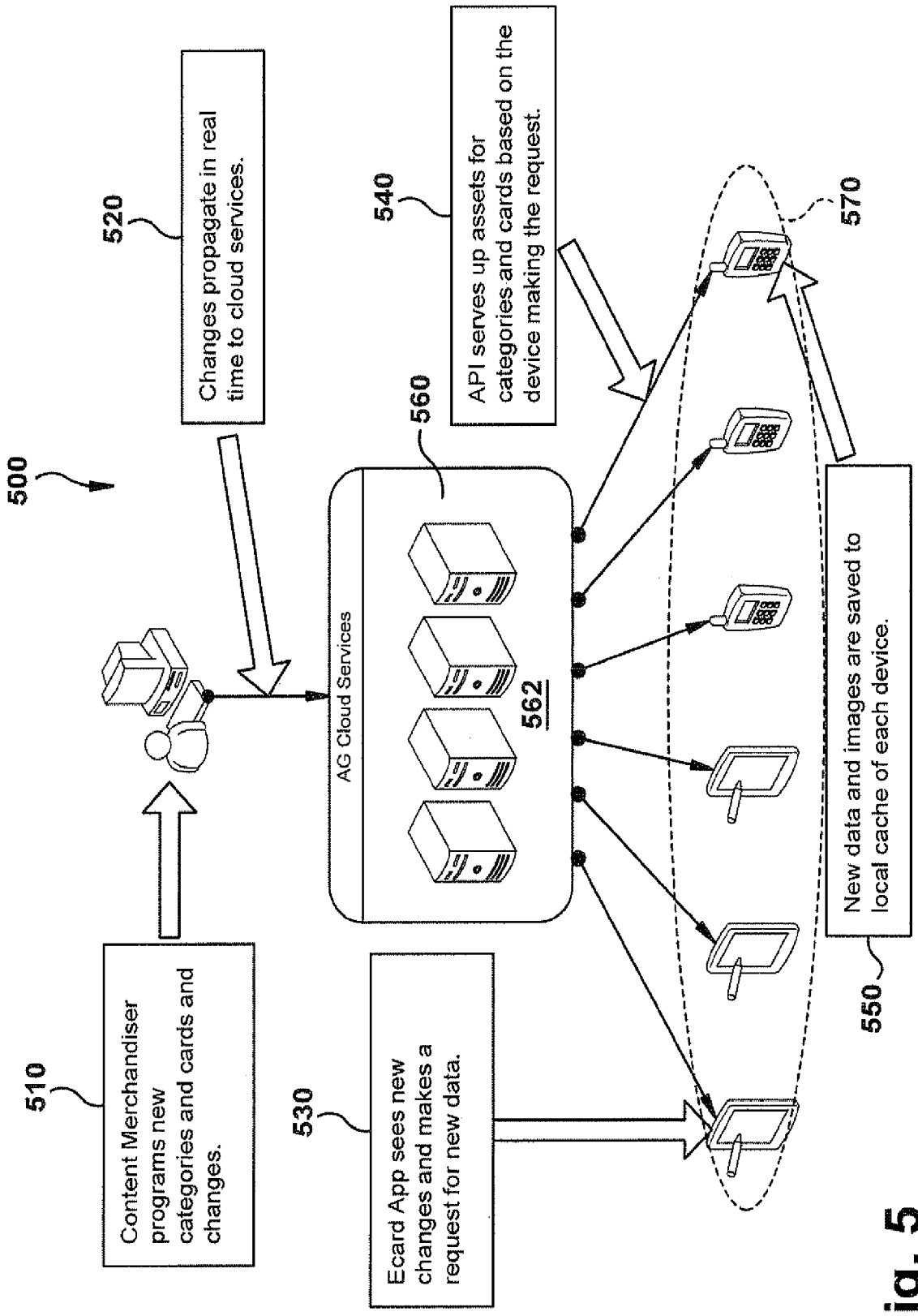
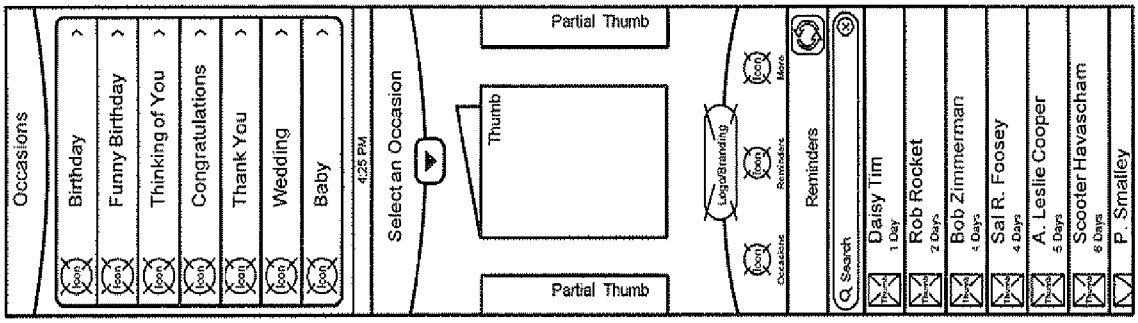

500
510
Content Merchandiser programs new categories and cards and changes.
520
Changes propagate in real time to cloud services.
530
Ecard App sees new changes and makes a request for new data.
540
API serves up assets for categories and cards based on the device making the request.
550
New data and images are saved to local cache of each device.
560
AG Cloud Services
562
570

Fig. 5



Home Screen
w/ Slide Outs
(Assumes connection to Facebook)

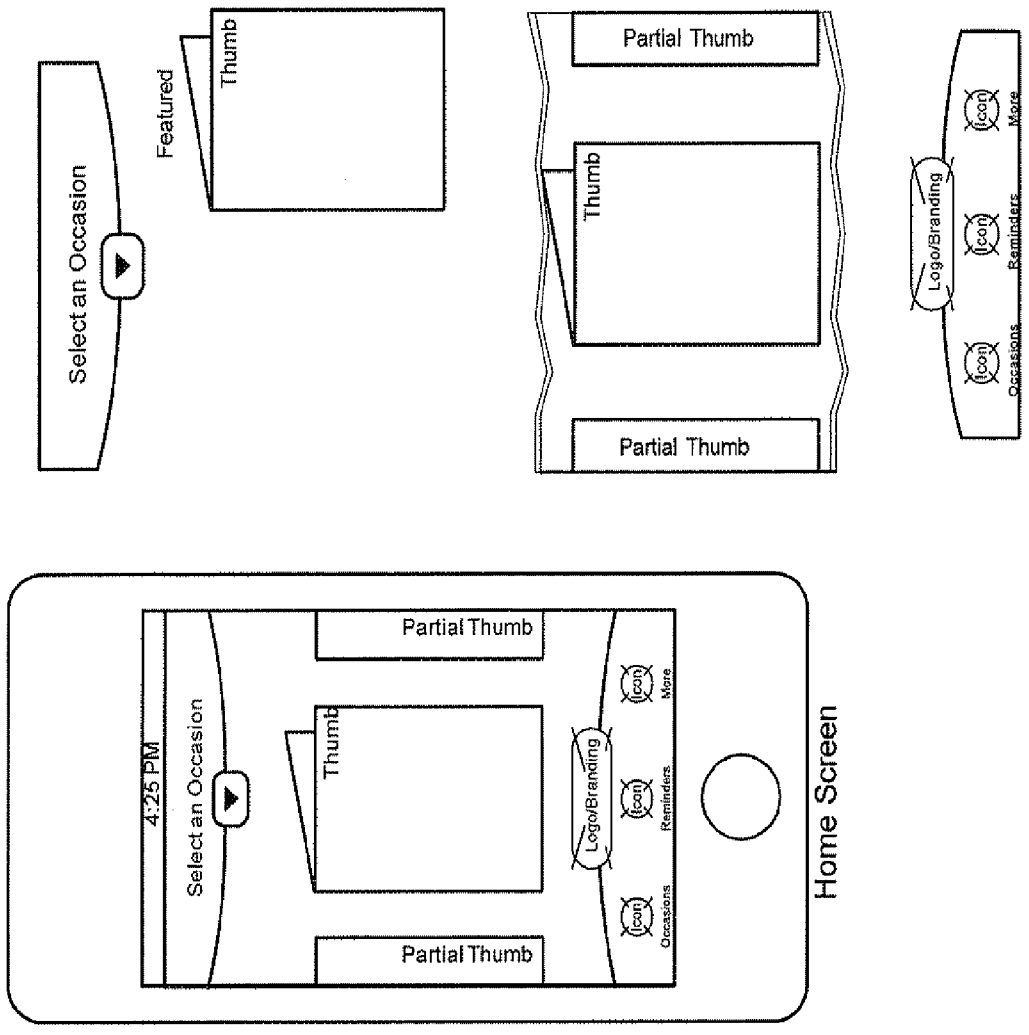
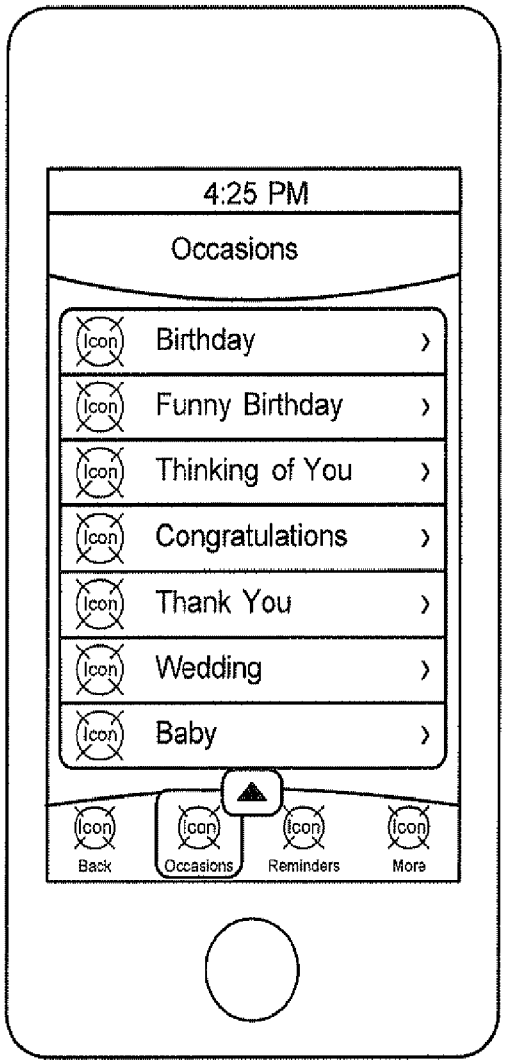
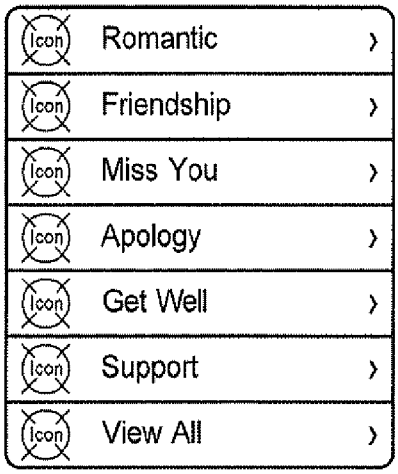


Fig. 6

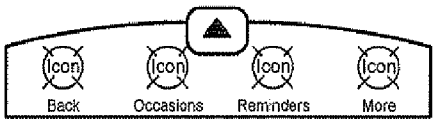


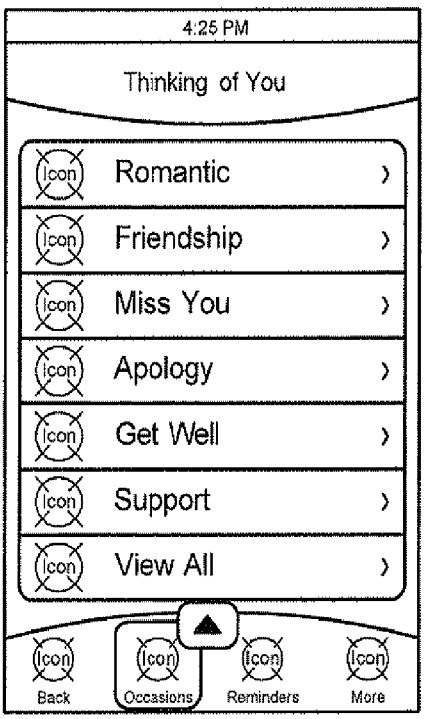
Main Category





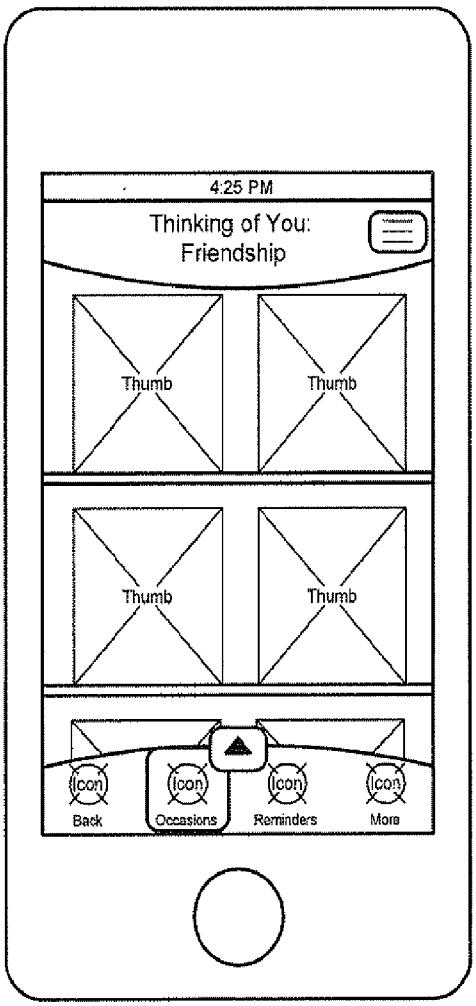






Sub Category

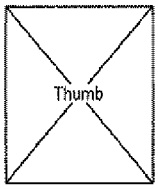
Fig. 7



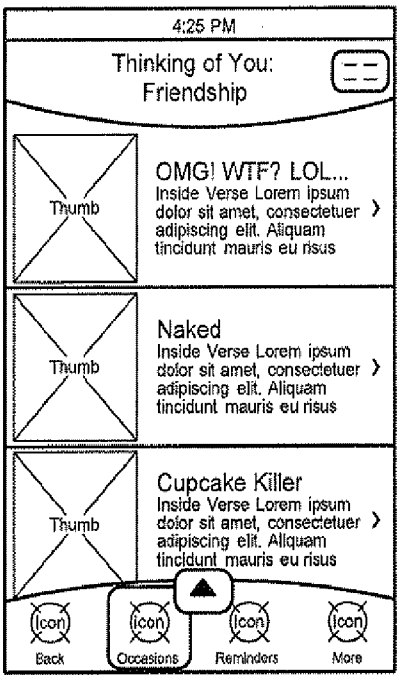
Card Category (grid)











Card Category (list)

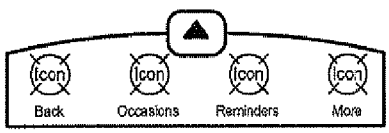
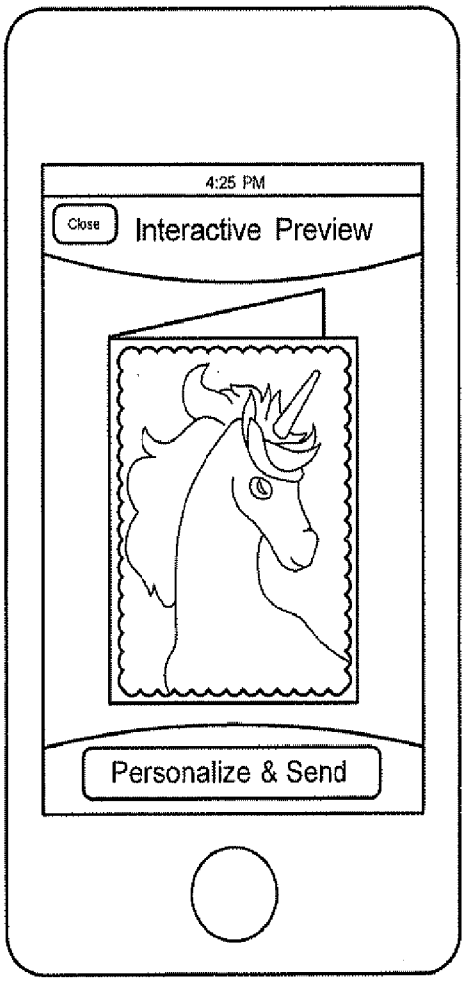
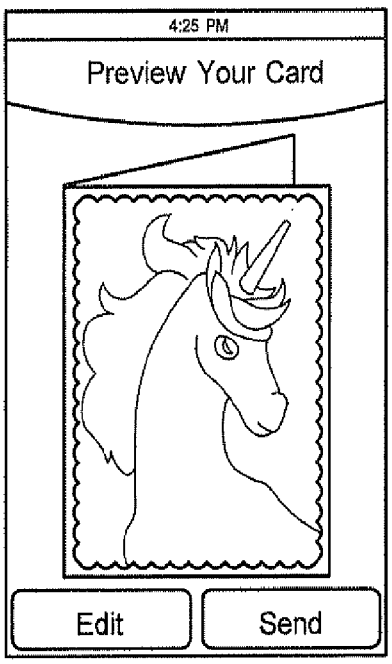


Fig. 8



Interactive Preview



Interactive Preview

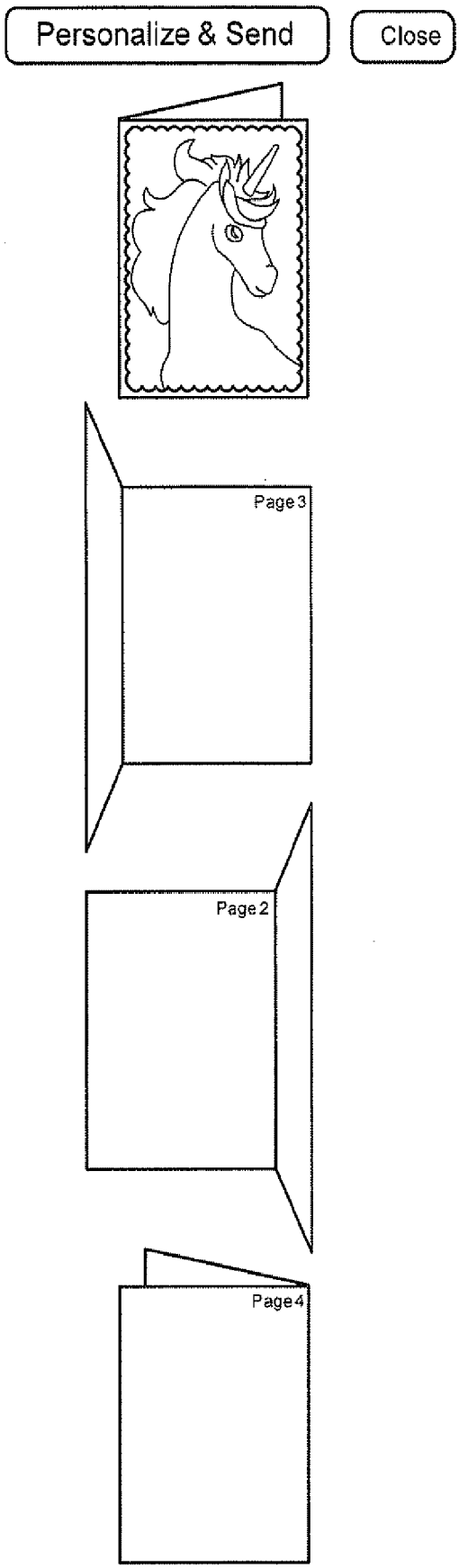
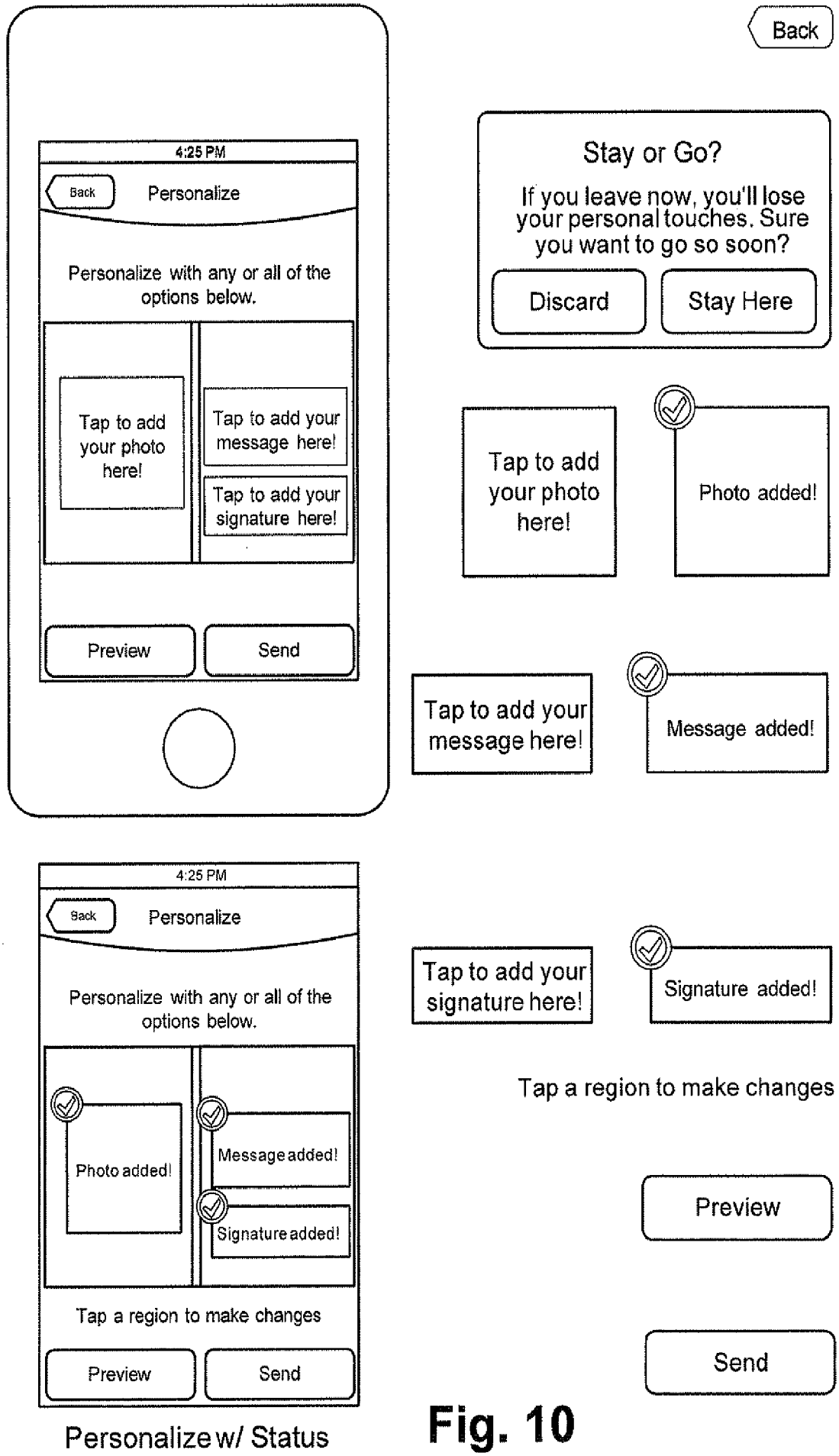


Fig. 9



Personalize w/ Status

Fig. 10

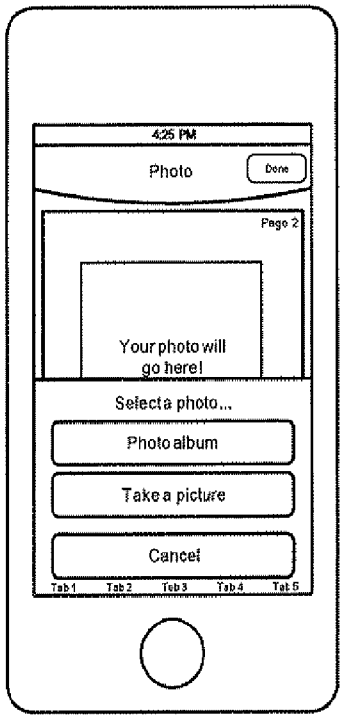


Photo Module on Load
(from Personalization Hub)

On page load...

Photo album

Take a picture

Done

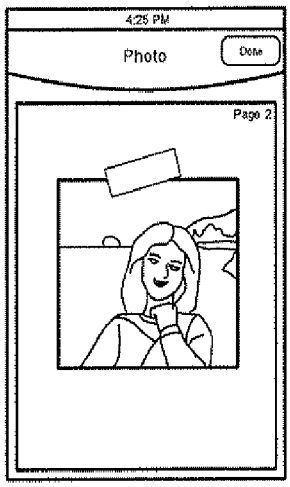


Photo Added



On return to Add Photo...

Remove

Replace

Cancel

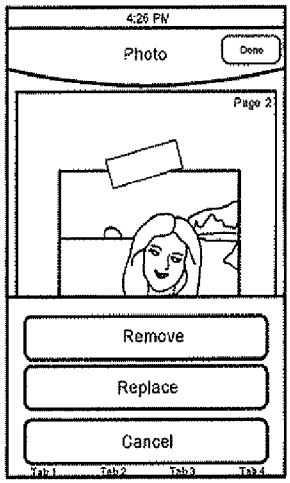
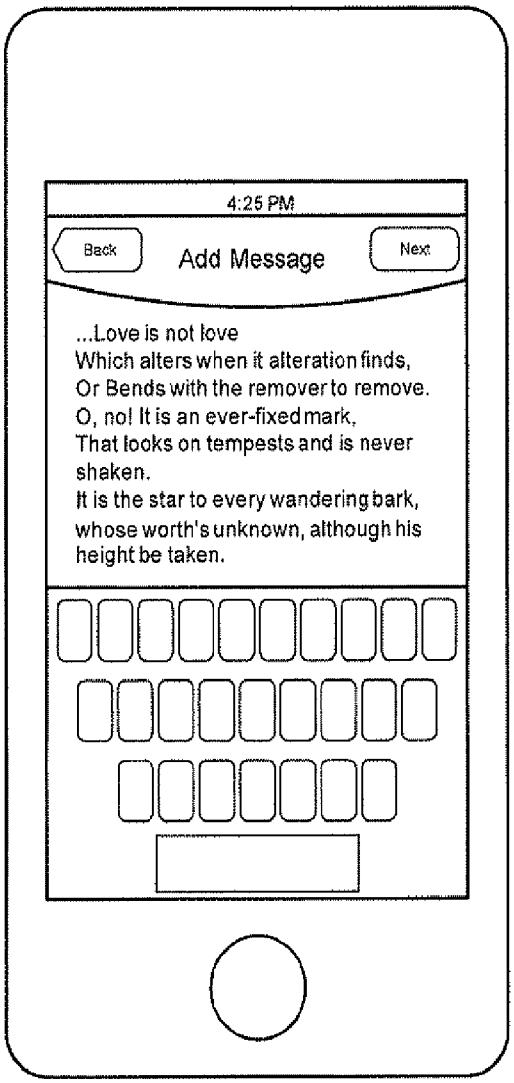


Photo Revision
(Either from Personalization Hub or Tap to Photo)

Fig. 11

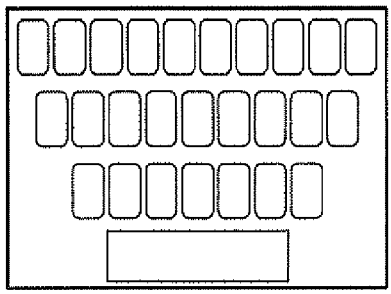


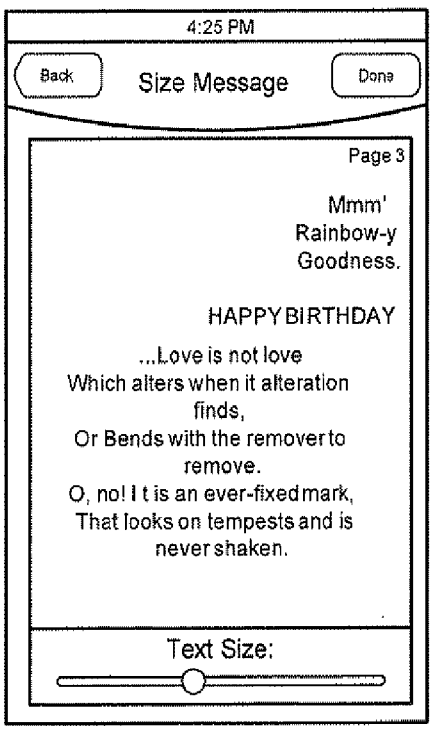
Message Entry

Back

Next

On Message Entry...





Message Sizing

On Message Sizing...

Back

Done

On return to Message...

Fig. 12

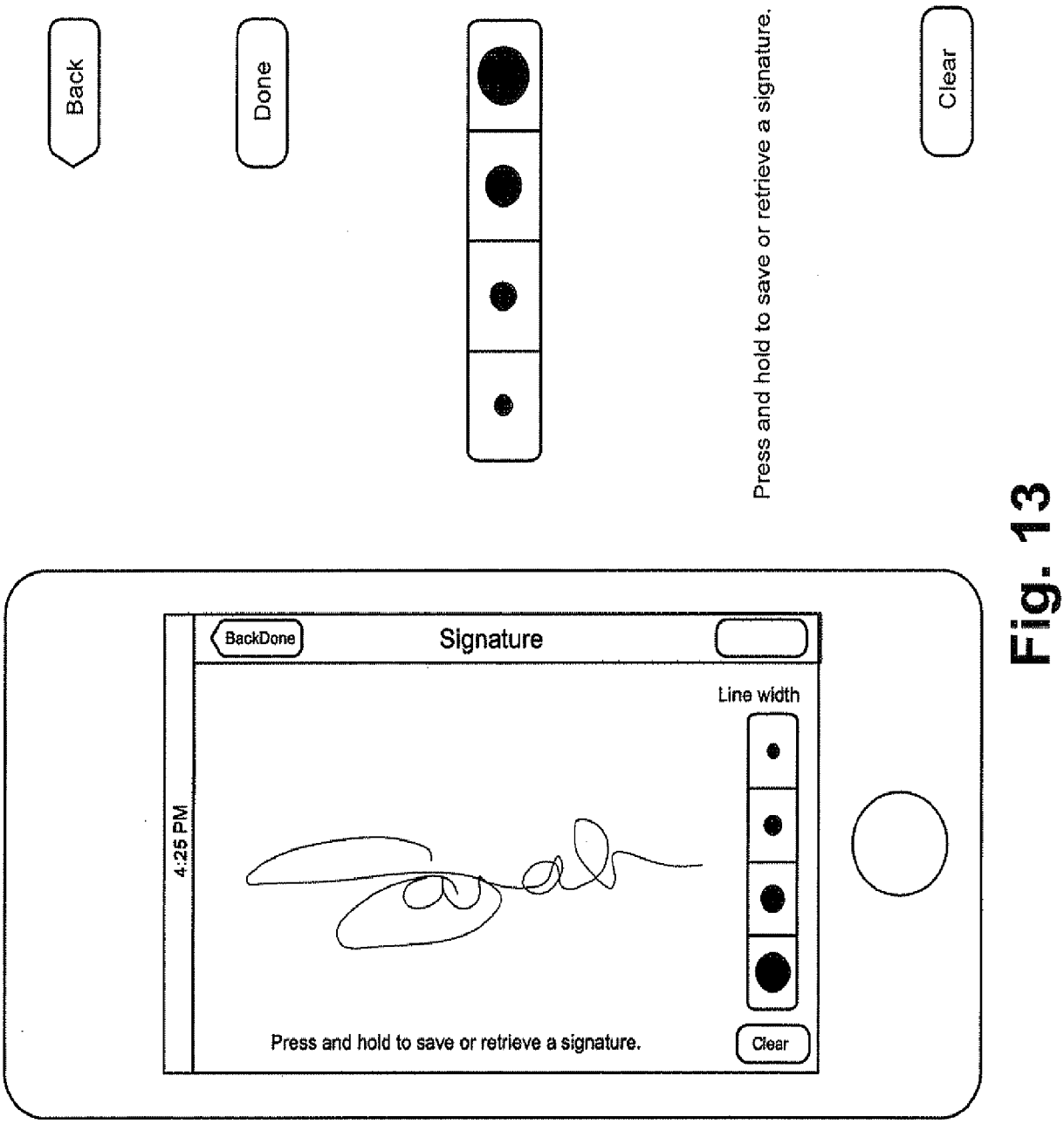

Back
Done
Press and hold to save or retrieve a signature.
Clear
4:25 PM
BackDone
Signature
Line width
Press and hold to save or retrieve a signature.
Clear

Fig. 13

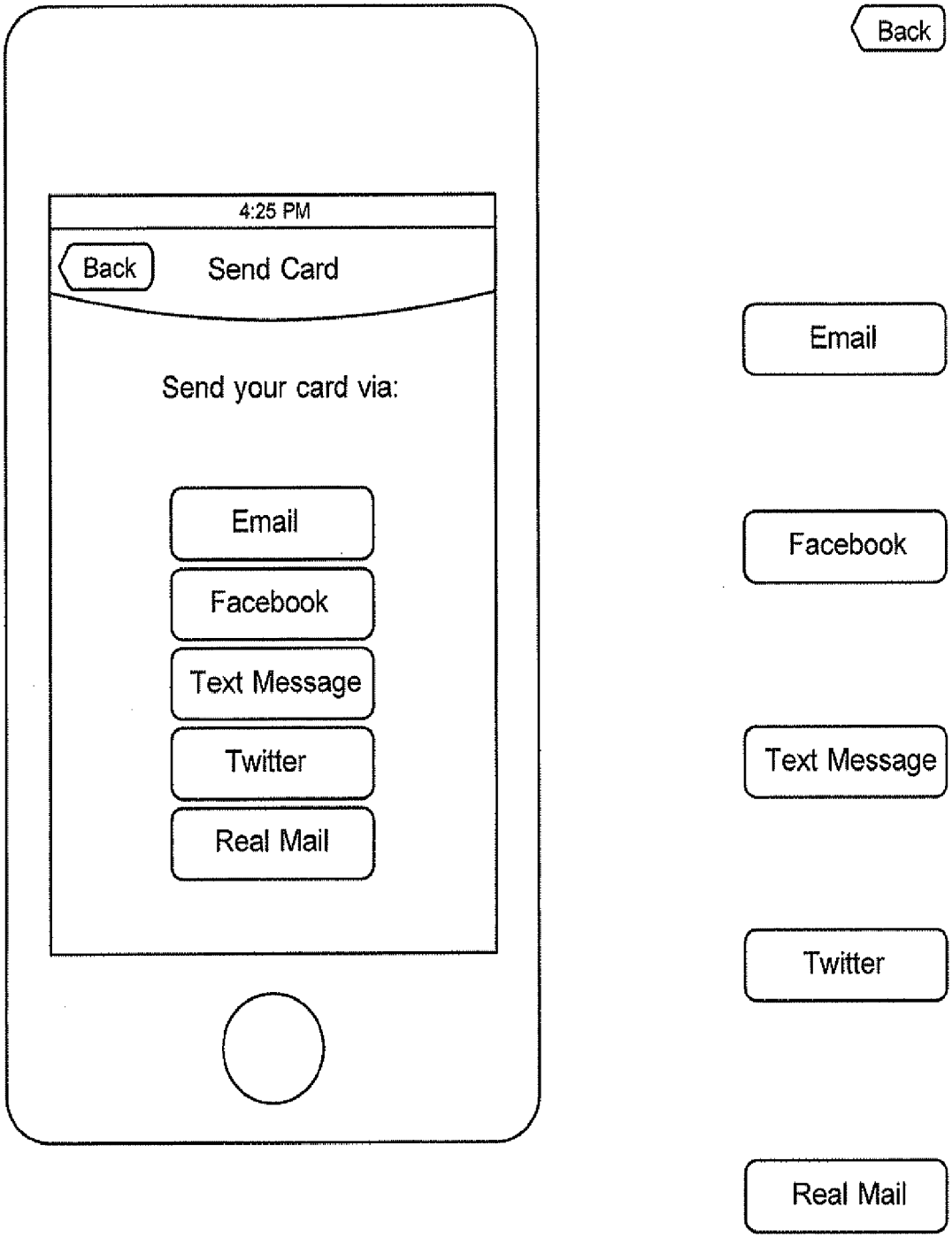

4:25 PM
Back
Send Card
Send your card via:
Email
Facebook
Text Message
Twitter
Real Mail
Back
Email
Facebook
Text Message
Twitter
Real Mail

Fig. 14

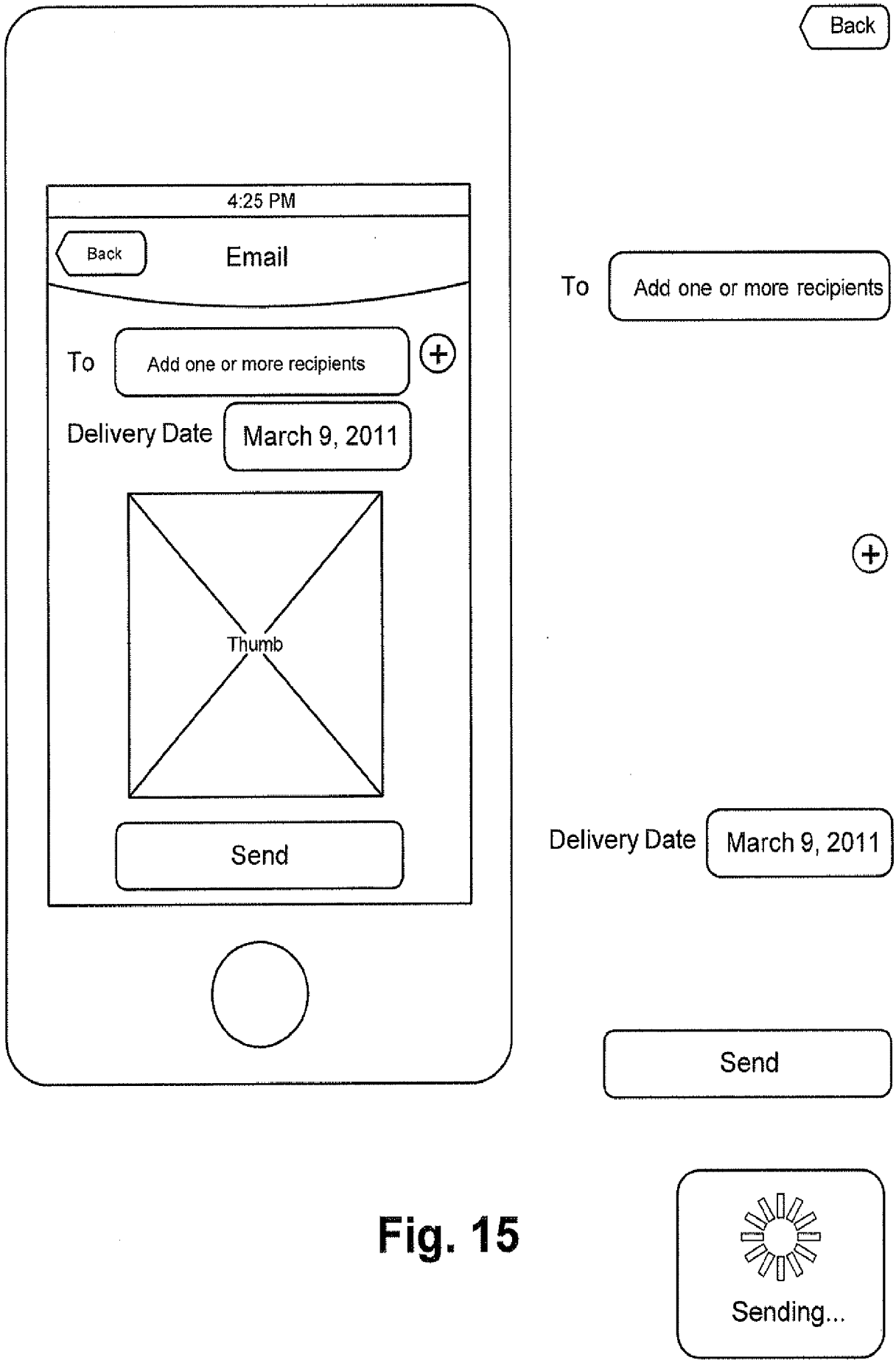
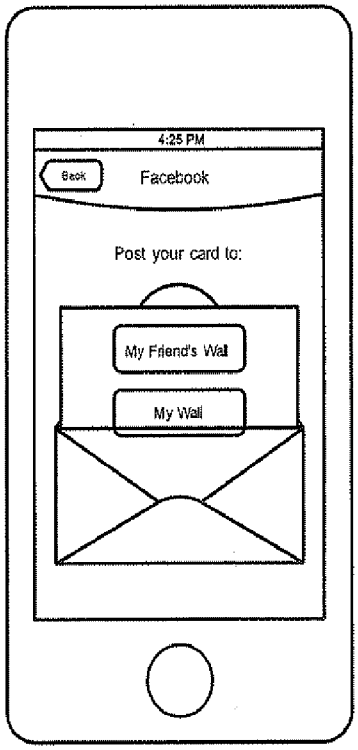

4:25 PM
Back
Email
To
Add one or more recipients
Delivery Date
March 9, 2011
Thumb
Send
Back
To
Add one or more recipients
Delivery Date
March 9, 2011
Send
Sending...

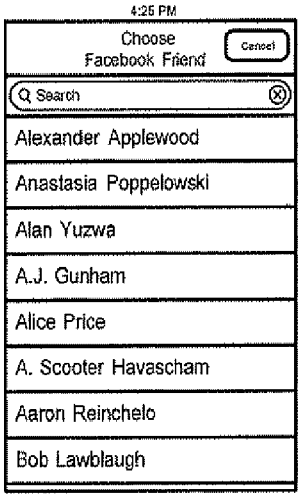
Fig. 15



Facebook Post Selection

My Friend's Wall

My Wall

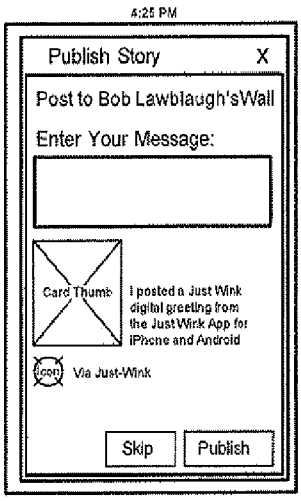


Facebook Friend List

Cancel

Search

Bob Lawblaugh

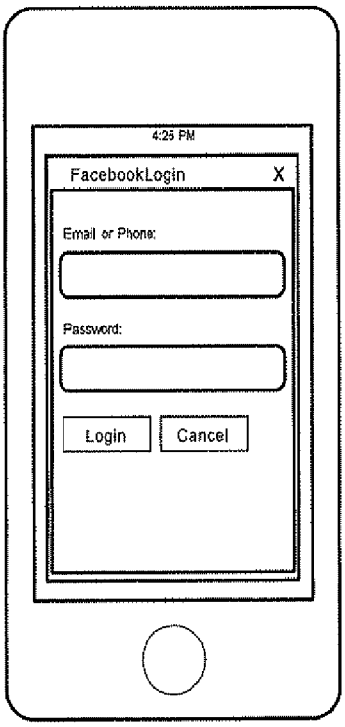


Facebook Wall Message

Enter Your Message:

X Skip Publish

Fig. 16

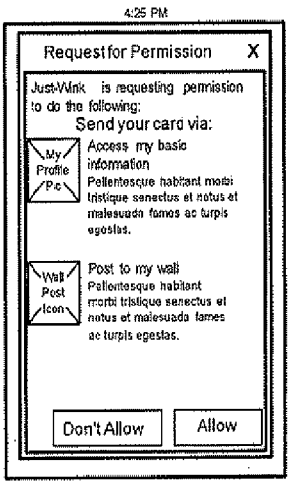


Facebook Post Modal

Email or Phone:

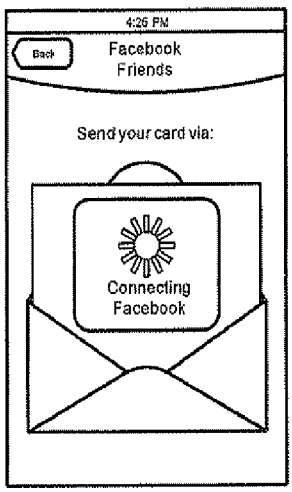
Password:

Login Cancel



Allow Facebook Connect

Don't Allow Allow



Facebook Connect Spinner

Fig. 17

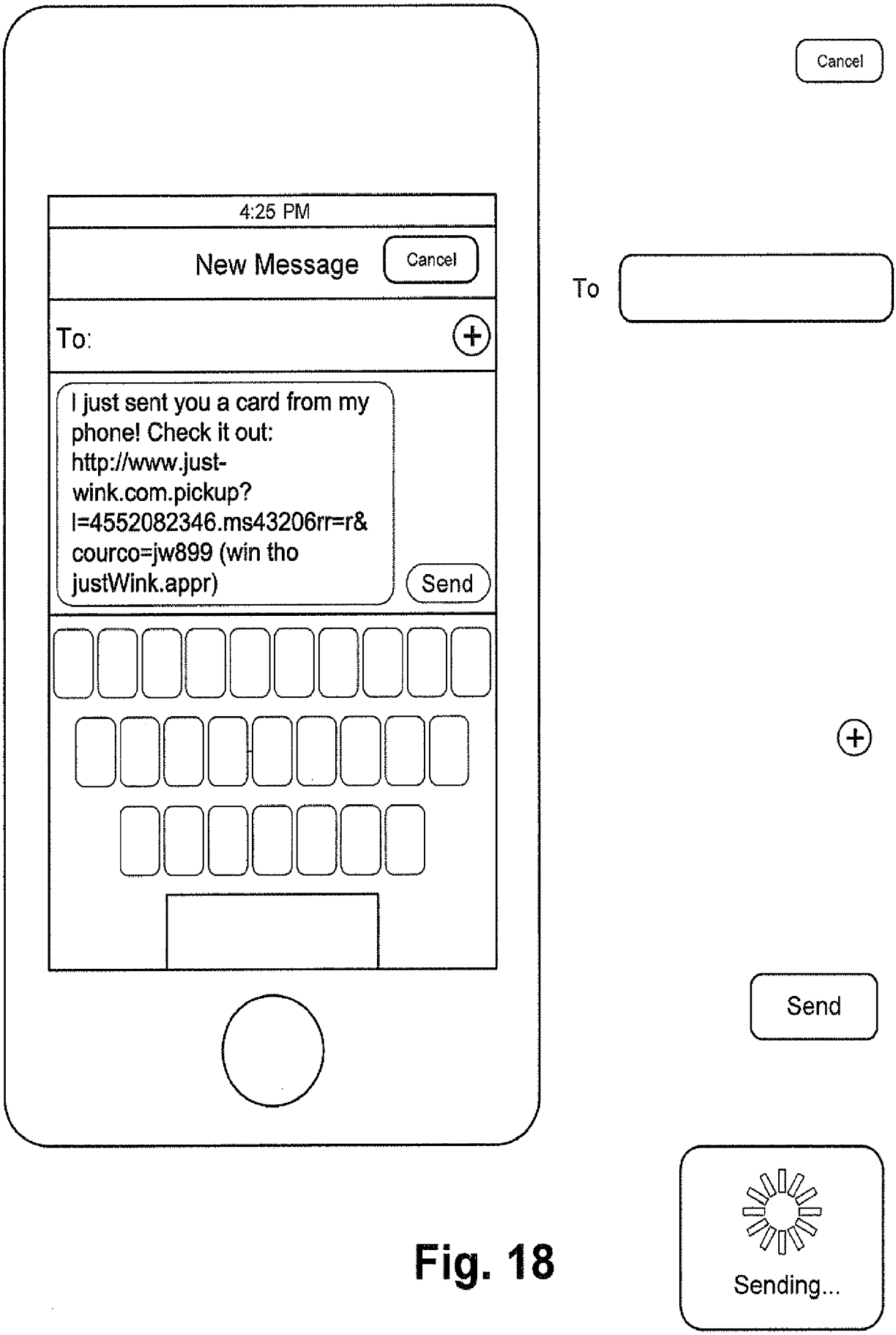

4:25 PM
New Message
Cancel
To:
I just sent you a card from my phone! Check it out: http://www.just-wink.com.pickup?l=4552082346.ms43206rr=r&courco=jw899 (win tho justWink.appr)
Send
Cancel
To
Send
Sending...

Fig. 18

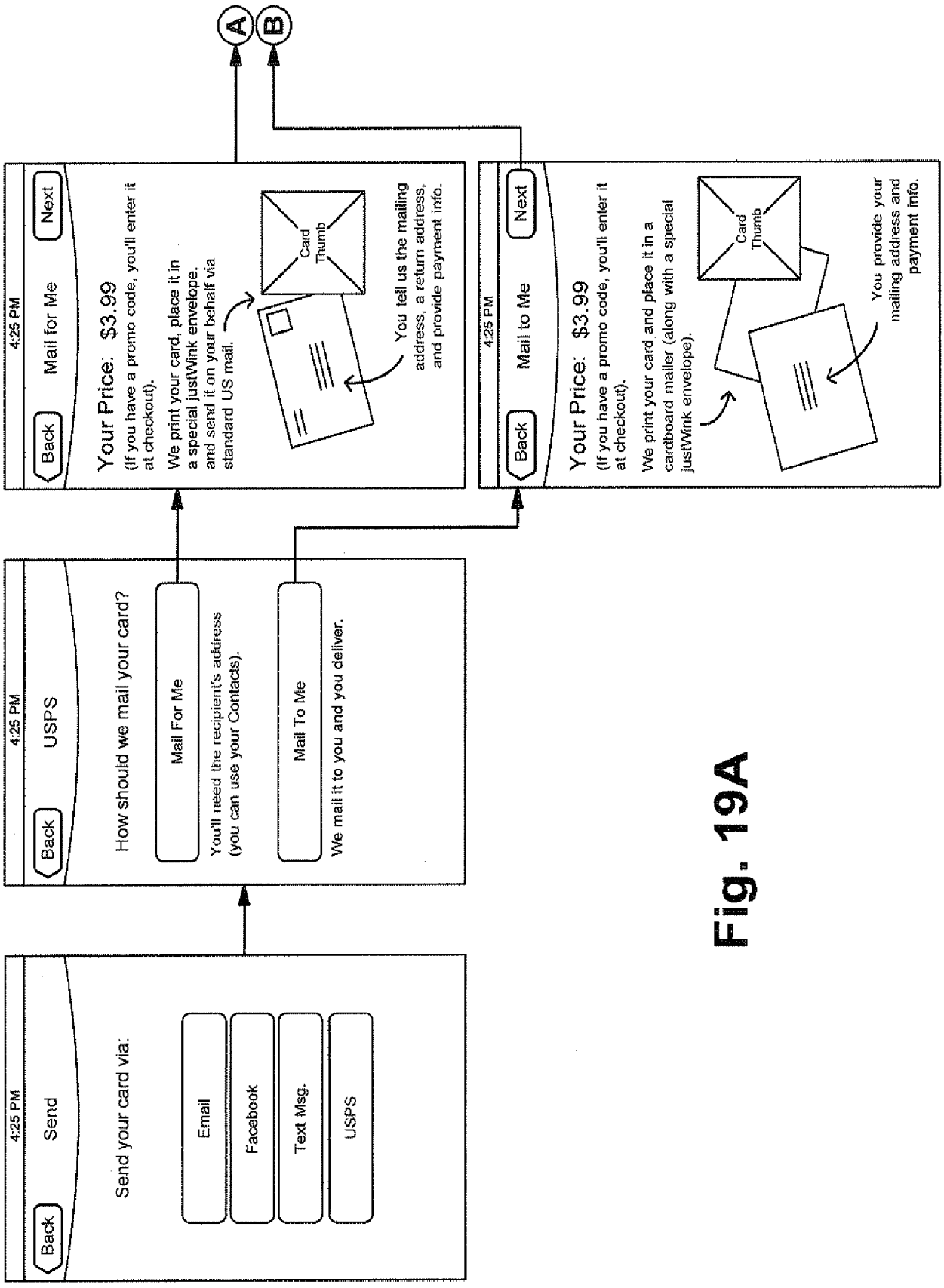

4:25 PM
Back
Send
Send your card via:
Email
Facebook
Text Msg.
USPS
4:25 PM
Back
USPS
How should we mail your card?
Mail For Me
You'll need the recipient's address (you can use your Contacts).
Mail To Me
We mail it to you and you deliver.
4:25 PM
Back
Mail for Me
Next
Your Price: $3.99
(If you have a promo code, you'll enter it at checkout).
We print your card, place it in a special justWink envelope, and send it on your behalf via standard US mail.
Card Thumb
You tell us the mailing address, a return address, and provide payment info.
4:25 PM
Back
Mail to Me
Next
Your Price: $3.99
(If you have a promo code, you'll enter it at checkout).
We print your card and place it in a cardboard mailer (along with a special justWink envelope).
Card Thumb
You provide your mailing address and payment info.
A
B

Fig. 19A

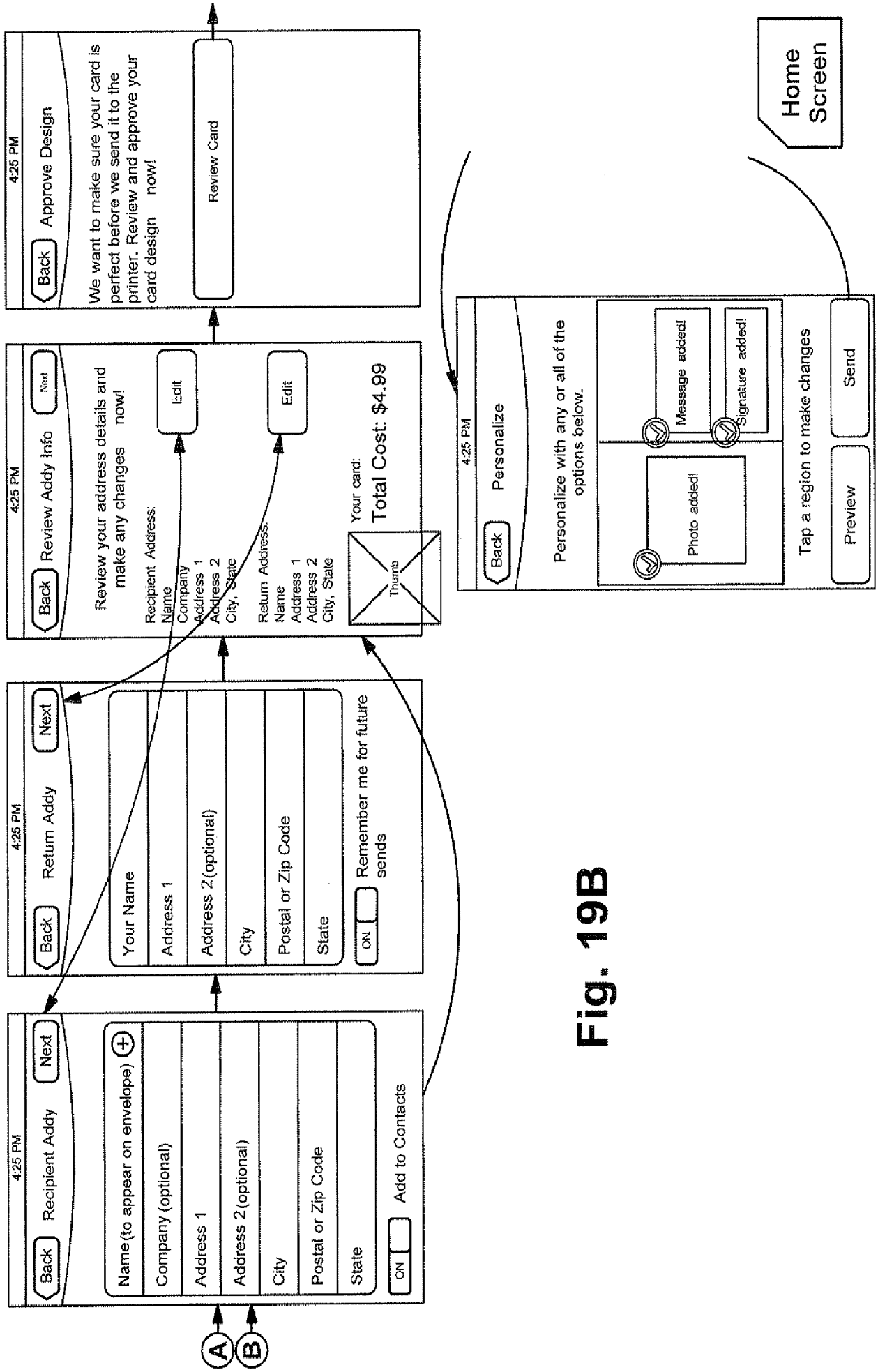

4:25 PM
Back
Recipient Addy
Next
Name (to appear on envelope)
Company (optional)
Address 1
Address 2 (optional)
City
Postal or Zip Code
State
ON
Add to Contacts
4:25 PM
Back
Return Addy
Next
Your Name
Address 1
Address 2 (optional)
City
Postal or Zip Code
State
ON
Remember me for future sends
4:25 PM
Back
Review Addy Info
Next
Review your address details and make any changes now!
Recipient Address:
Name
Company
Address 1
Address 2
City, State
Edit
Return Address:
Name
Address 1
Address 2
City, State
Edit
Your card:
Thumb
Total Cost: $4.99
4:25 PM
Back
Approve Design
We want to make sure your card is perfect before we send it to the printer. Review and approve your card design now!
Review Card
4:25 PM
Back
Personalize
Personalize with any or all of the options below.
Photo added!
Message added!
Signature added!
Tap a region to make changes
Preview
Send
Home Screen
A
B

Fig. 19B

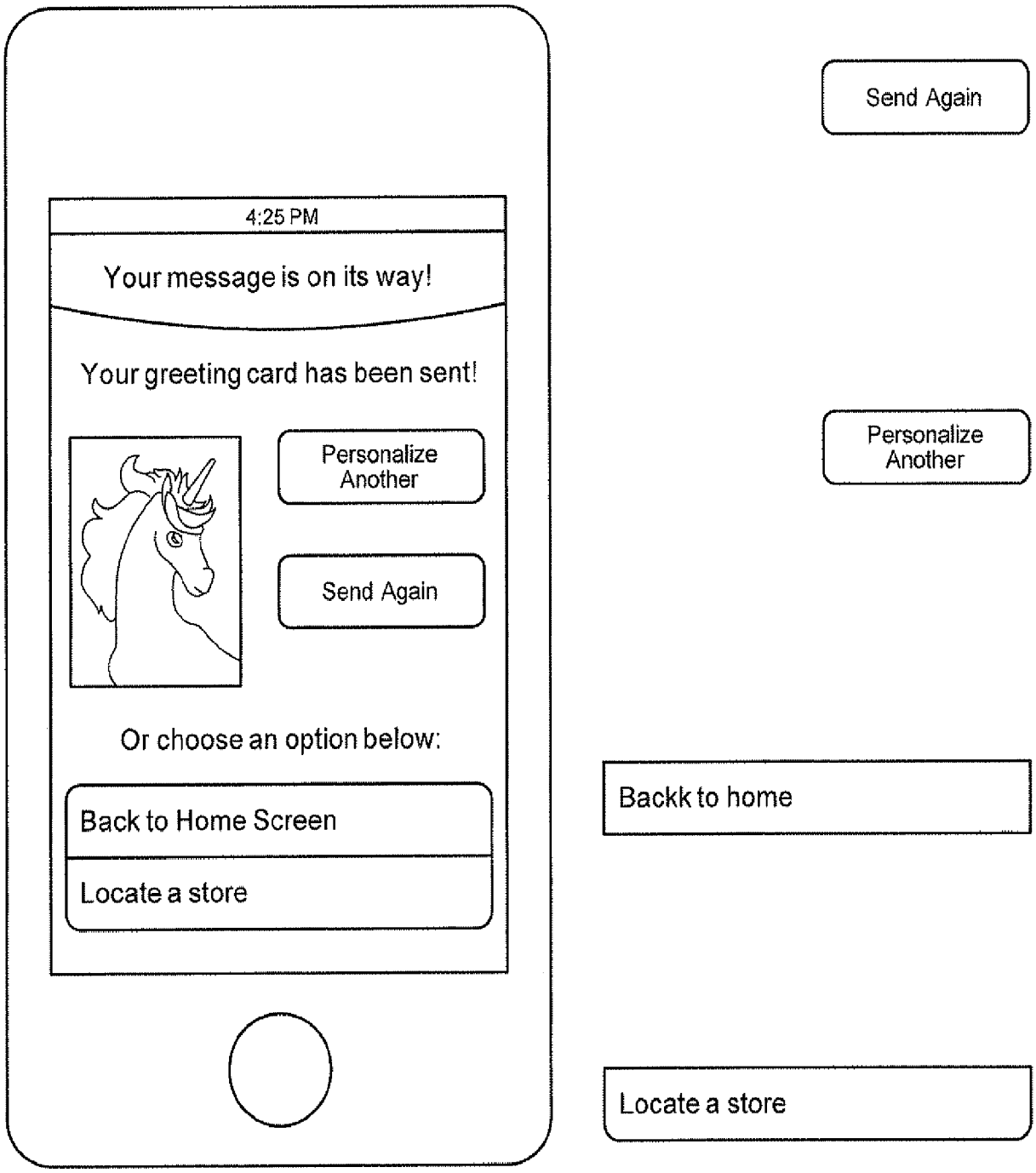

4:25 PM
Your message is on its way!
Your greeting card has been sent!
Personalize Another
Send Again
Or choose an option below:
Back to Home Screen
Locate a store
Send Again
Personalize Another
Backk to home
Locate a store

Fig. 20

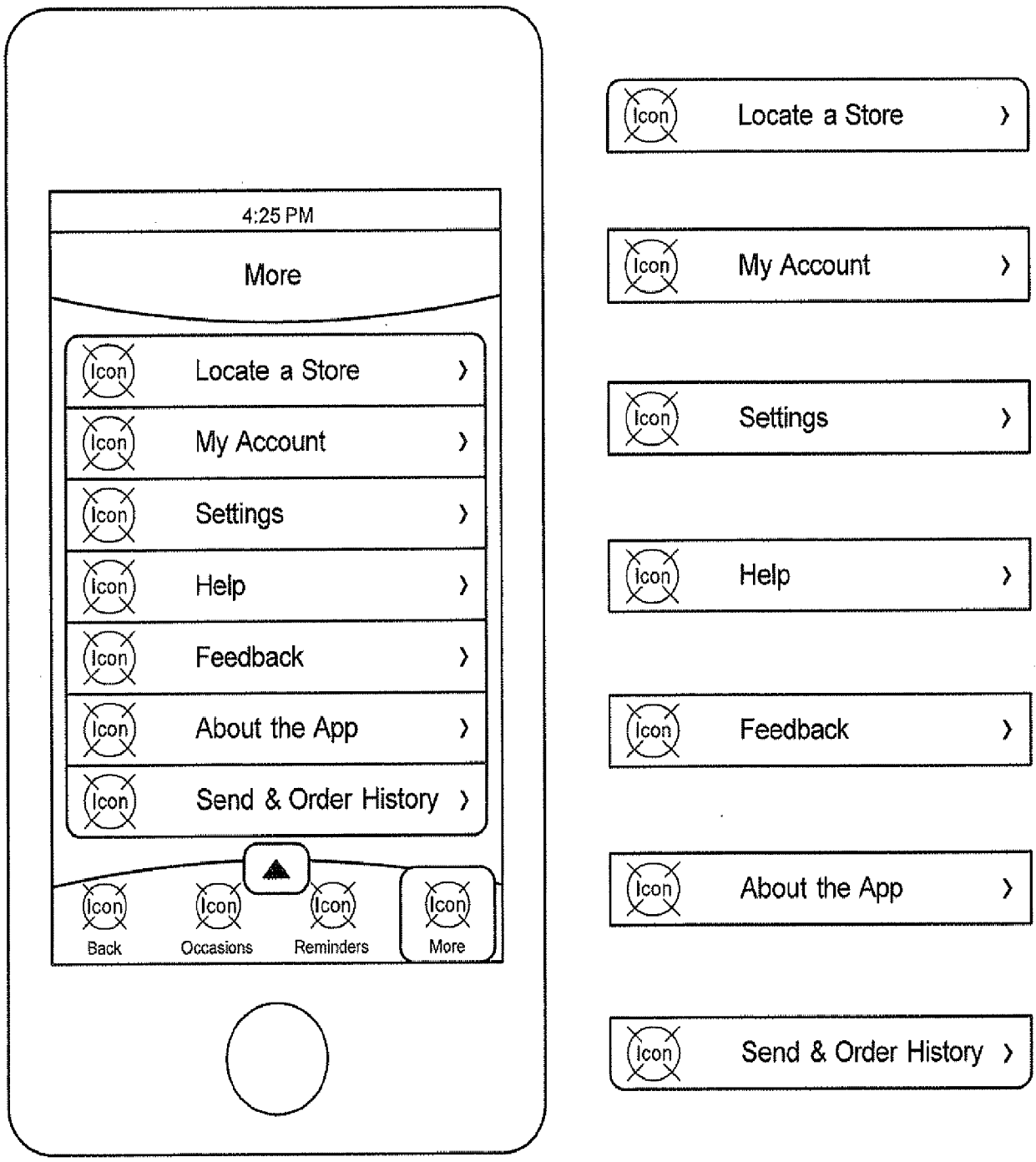

4:25 PM
More
Icon
Locate a Store
Icon
My Account
Icon
Settings
Icon
Help
Icon
Feedback
Icon
About the App
Icon
Send & Order History
Icon
Back
Icon
Occasions
Icon
Reminders
Icon
More
Icon
Locate a Store
Icon
My Account
Icon
Settings
Icon
Help
Icon
Feedback
Icon
About the App
Icon
Send & Order History

Fig. 21

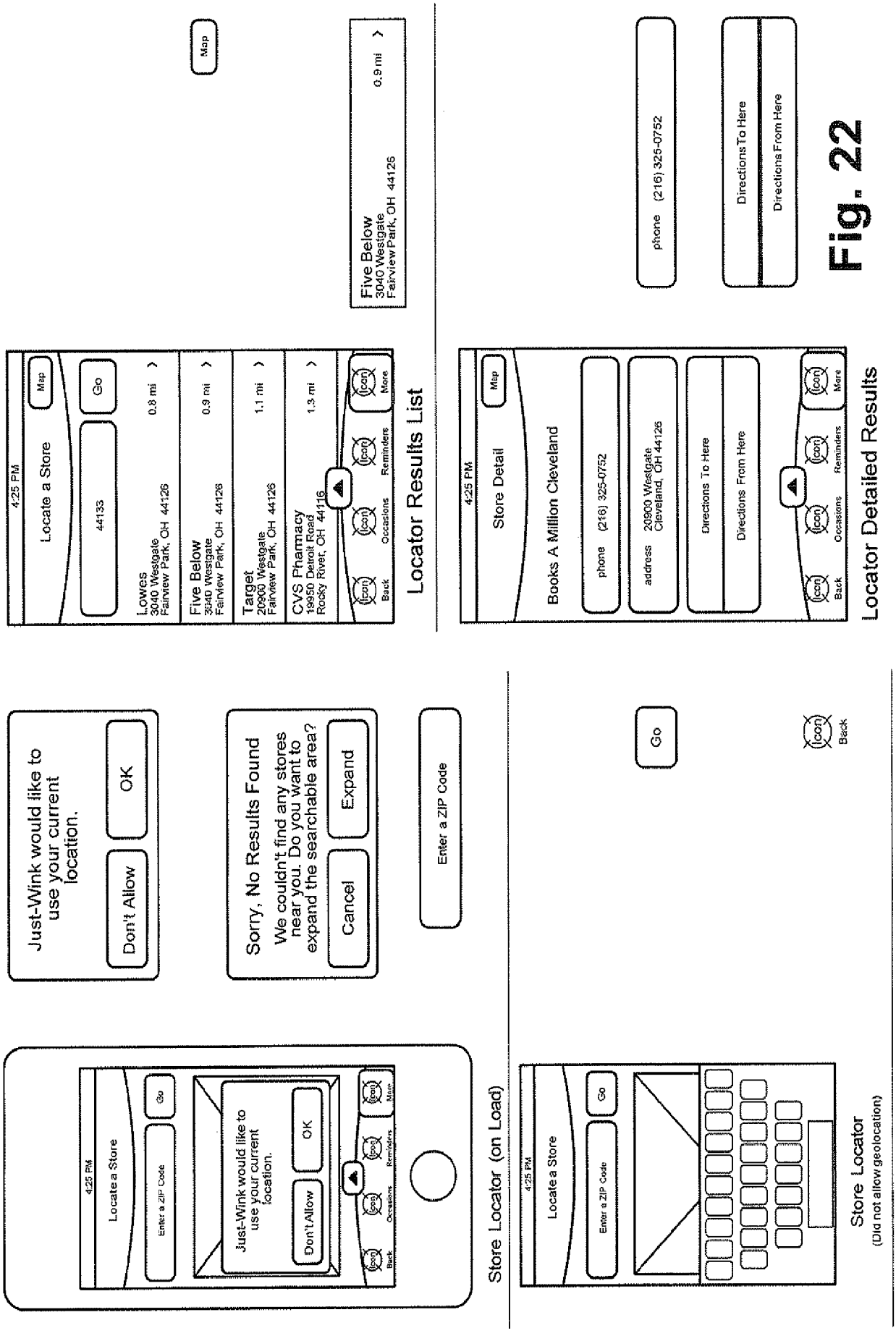

Store Locator (on Load)
Locate a Store
Enter a ZIP Code
Go
Just-Wink would like to use your current location.
Don't Allow
OK
Back
Occasions
Reminders
More
Store Locator
(Did not allow geolocation)
Just-Wink would like to use your current location.
Don't Allow
OK
Sorry, No Results Found
We couldn't find any stores near you. Do you want to expand the searchable area?
Cancel
Expand
Enter a ZIP Code
Locator Results List
4:25 PM
Locate a Store
Map
44133
Go
Lowes
3040 Westgate
Fairview Park, OH 44126
0.8 mi
Five Below
3040 Westgate
Fairview Park, OH 44126
0.9 mi
Target
20900 Westgate
Fairview Park, OH 44126
1.1 mi
CVS Pharmacy
19950 Detroit Road
Rocky River, OH 44116
1.3 mi
Map
Five Below
3040 Westgate
Fairview Park, OH 44126
0.9 mi
Locator Detailed Results
4:25 PM
Store Detail
Map
Books A Million Cleveland
phone (216) 325-0752
address 20900 Westgate
Cleveland, OH 44126
Directions To Here
Directions From Here
phone (216) 325-0752
Directions To Here
Directions From Here

Fig. 22

4:25 PM
Cancel
Create Account
Email address
First name
Last name
Password
Confirm password
Birthday
ON
Send me email newsletters
Create free account
Account Creation
Cancel
Email address
First name
Last name
Password
Confirm password
Birthday
ON
Create free account
Error Messaging
One or more fields isn't entered:
All fields are required.
Invalid password or email address:
One or more fields are invalid.
Please try again.
Password and confirm password don't match:
Passwords do not match.
Email Address already on file:
Email already on file. Please enter a different address or go back and sign in.
Age restriction
Sorry, you are not eligible to use this app.
You're In!
Your account is created, you're all ready to go!
Get started
Your Account is Created!
You're good to go... now send your card!
Continue
Oops!
Something's up with this info. Fix the following issues and try again:
• All fields are required.
• One or more fields are invalid.
• Passwords don't match.
• Email already on file. Please enter a different address or go back and sign in.
• Sorry, you are not eligible to use this app.
Continue
4:25 PM
Cancel
Register
Email address
Dialog Here (see two options →)
Password
Confirm Password
Set Birthday
Cancel
Register
Account Creation Confirmation

Fig. 23

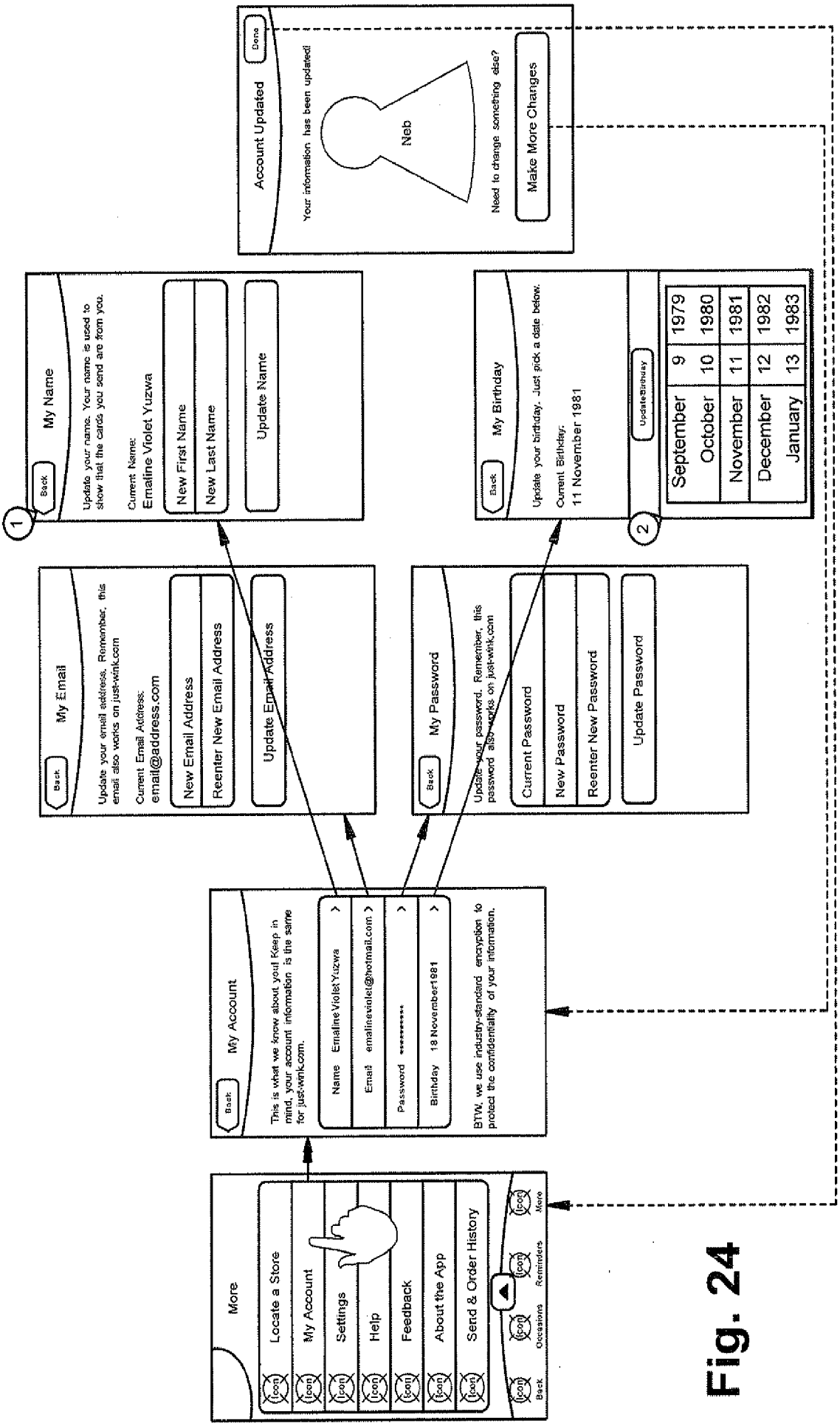
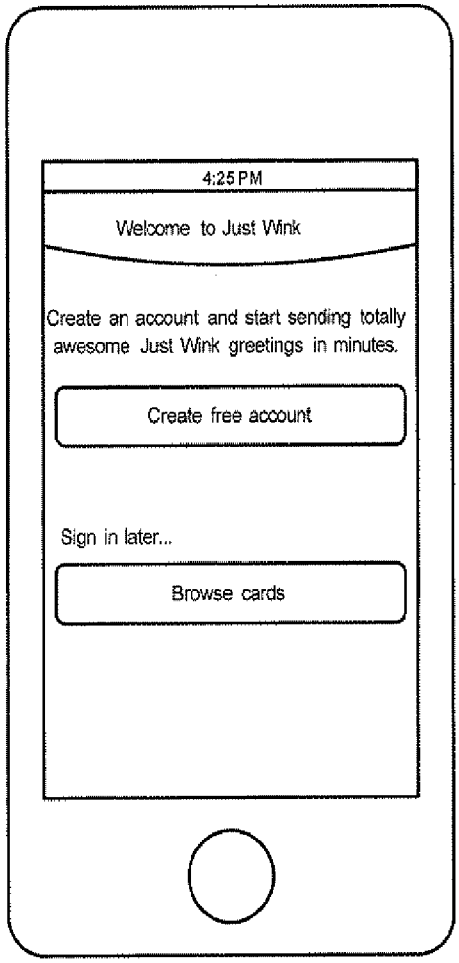
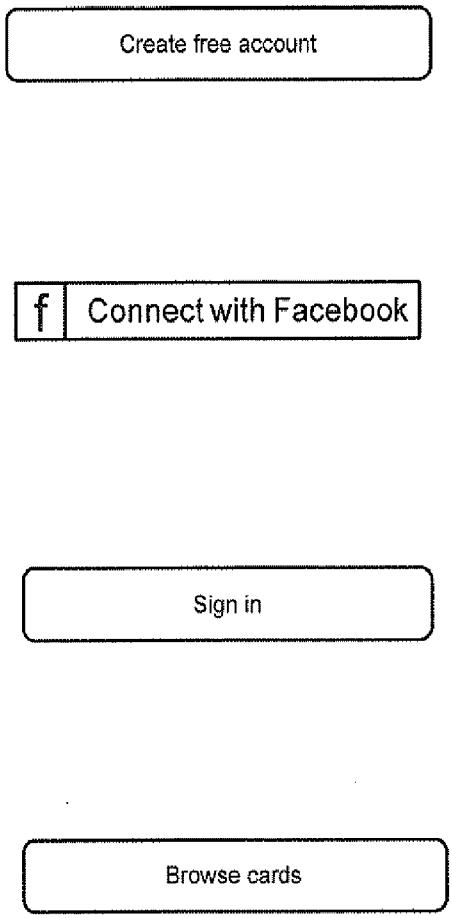
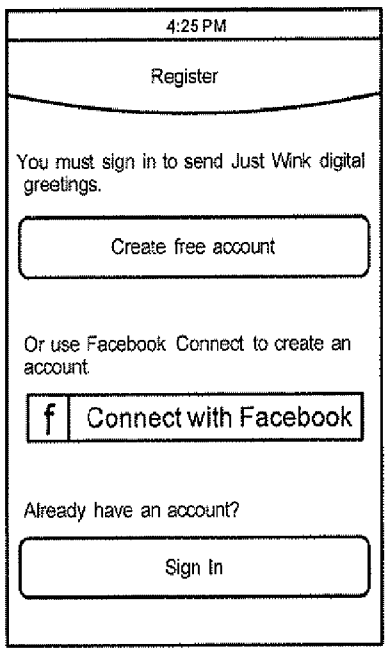

More
Locate a Store
My Account
Settings
Help
Feedback
About the App
Send & Order History
Back
Occasions
Reminders
More
My Account
Back
This is what we know about you! Keep in mind, your account information is the same for just-wink.com.
Name Emaline Violet Yuzwa
Email emalineviolet@hotmail.com
Password **********
Birthday 18 November1981
BTW, we use industry-standard encryption to protect the confidentiality of your information.
My Email
Back
Update your email address. Remember, this email also works on just-wink.com
Current Email Address:
email@address.com
New Email Address
Reenter New Email Address
Update Email Address
My Password
Back
Update your password. Remember, this password also works on just-wink.com
Current Password
New Password
Reenter New Password
Update Password
My Name
Back
Update your name. Your name is used to show that the cards you send are from you.
Current Name:
Emaline Violet Yuzwa
New First Name
New Last Name
Update Name
My Birthday
Back
Update your birthday. Just pick a date below.
Current Birthday:
11 November 1981
UpdateBirthday
September 9
October 10
November 11
December 12
January 13
1979
1980
1981
1982
1983
Account Updated
Done
Your information has been updated!
Need to change something else?
Make More Changes
Neb
1
2

Fig. 24



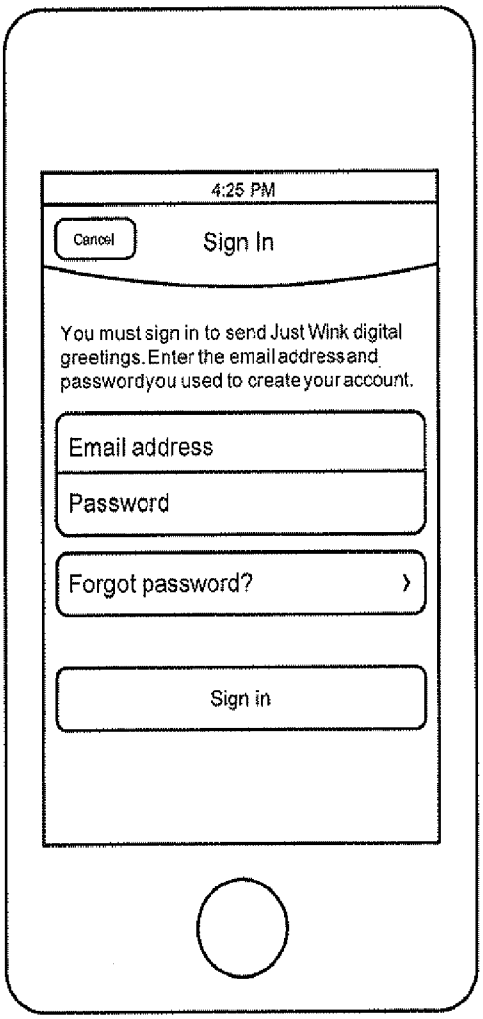
First Run
(After Splash Screen)





First Run
(After Personalization)

Fig. 25

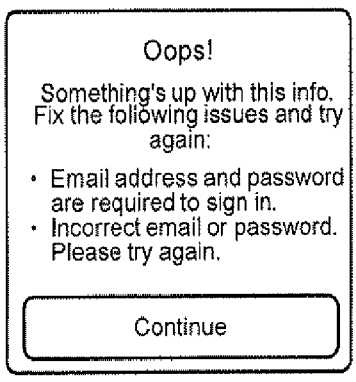


Sign In

Error Messaging

Password or email address isn't entered:
Email address and password are required to sign in.

Invalid password or email address:
Incorrect email or password.
Please try again.



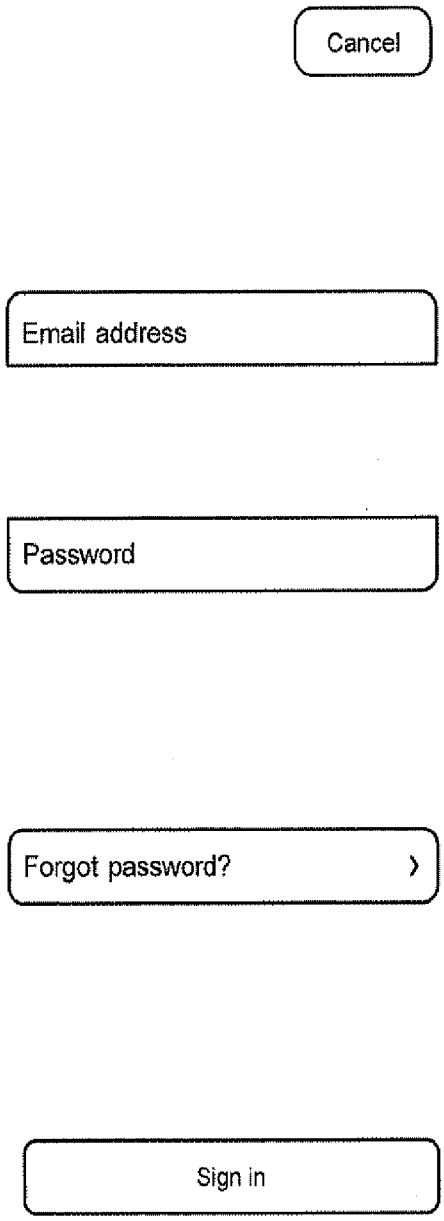
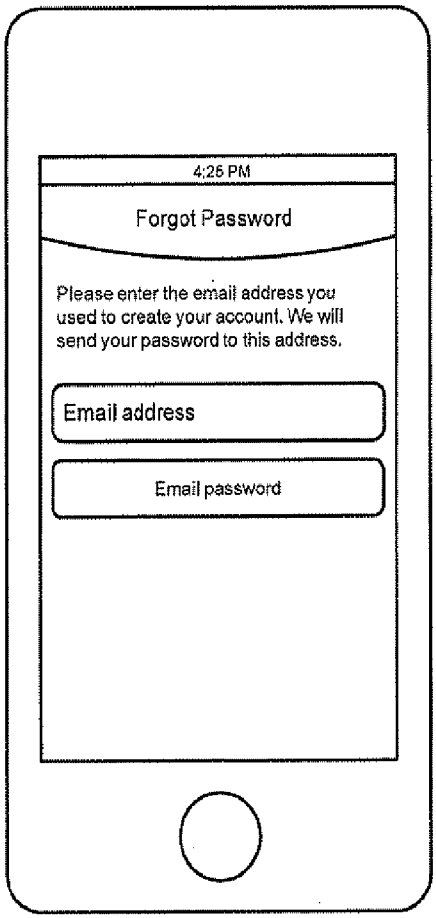
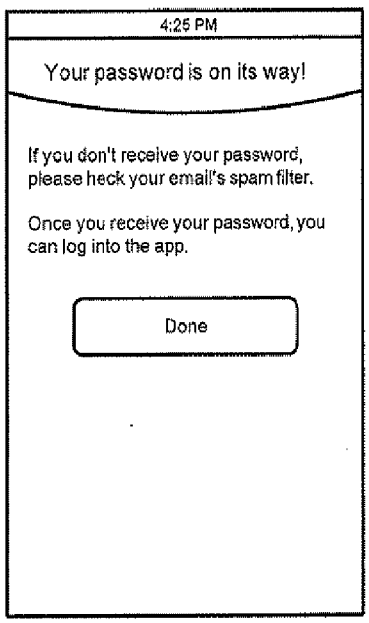


Fig. 26



Forgot Password



Forgot Password Confirmation

Error Messaging

Email address isn't entered:
A valid email address is required.

Invalid email address:
Incorrect email. Please try again.

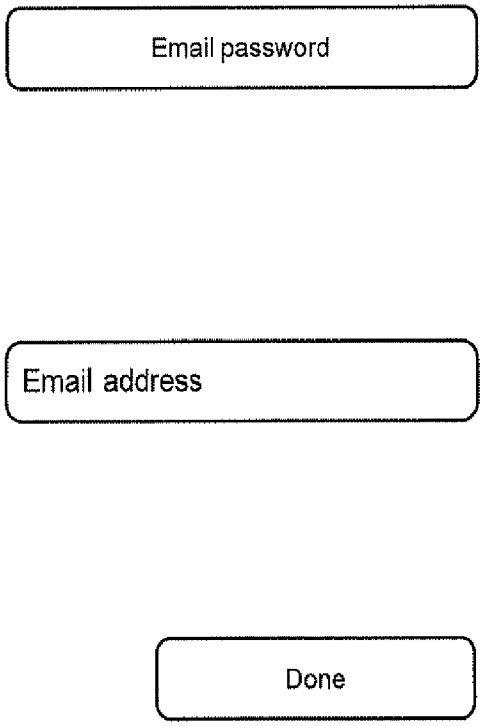
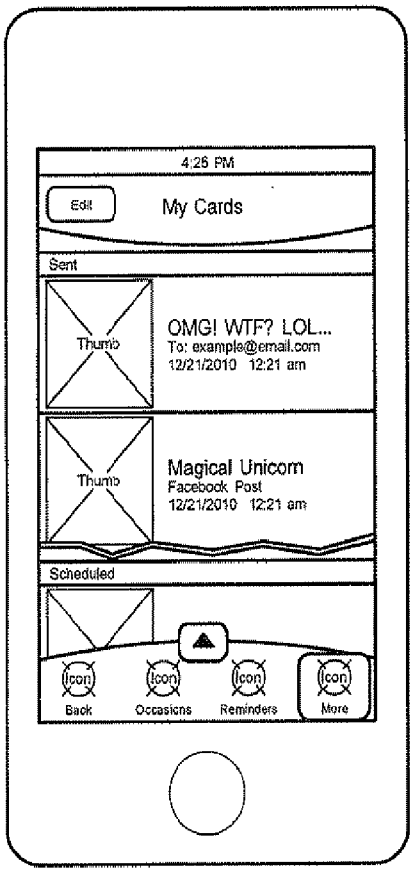
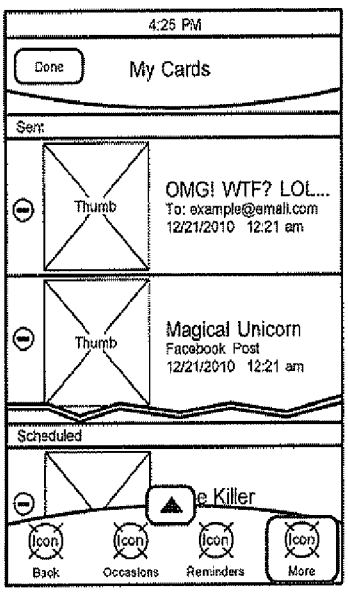


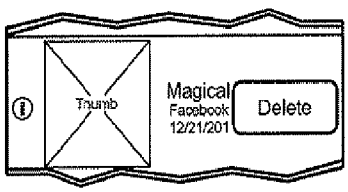
Fig. 27



My Cards Main



My Cards
(Edit Mode)



My Cards
(Canceling Future Send)

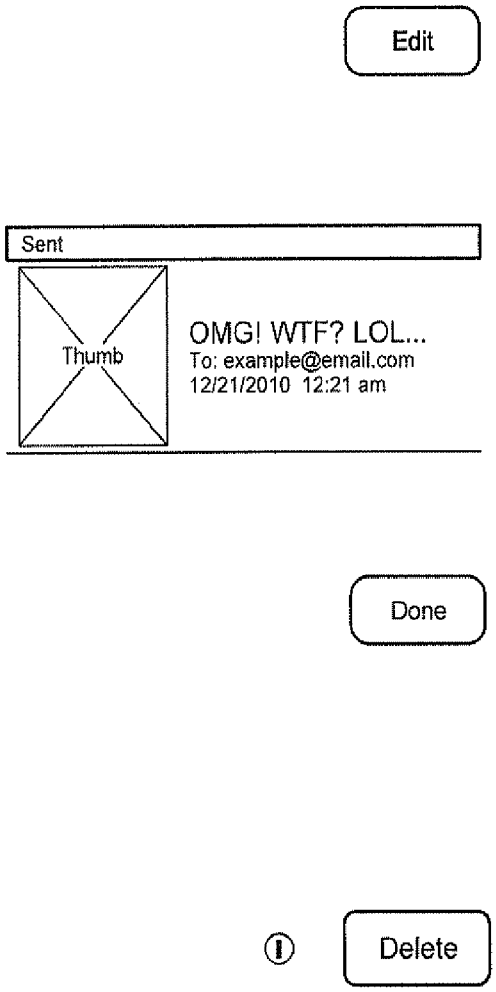
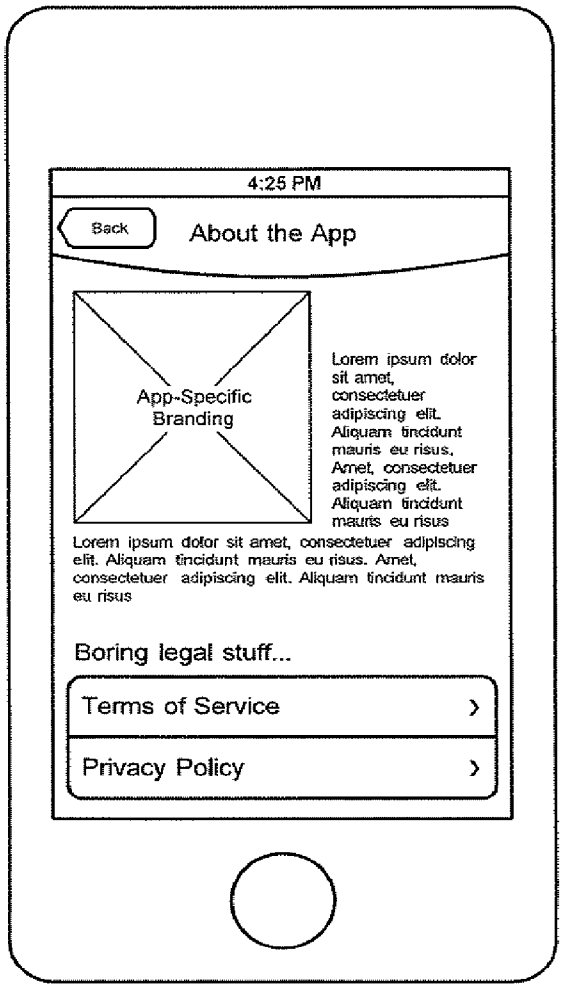
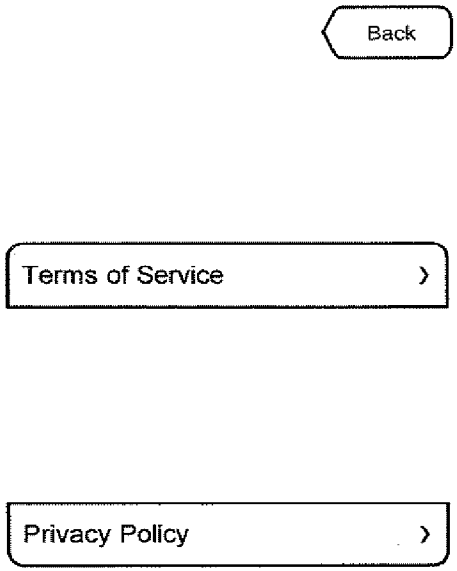


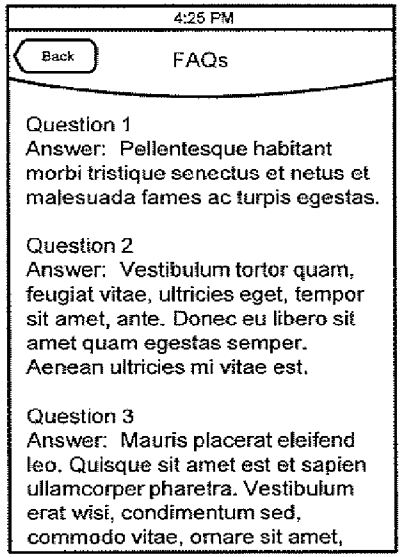
Fig. 28

SUBSTITUTE SHEET (RULE 26)

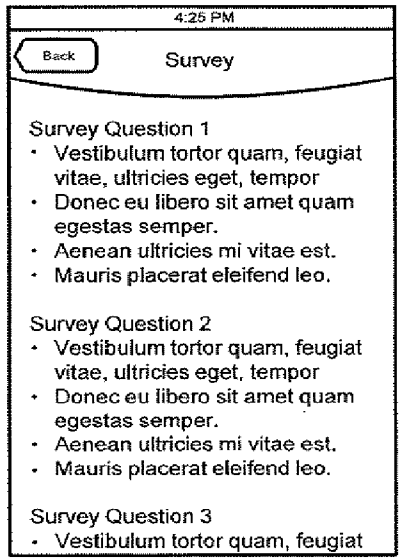


About





FAQs



Survey

Fig. 29

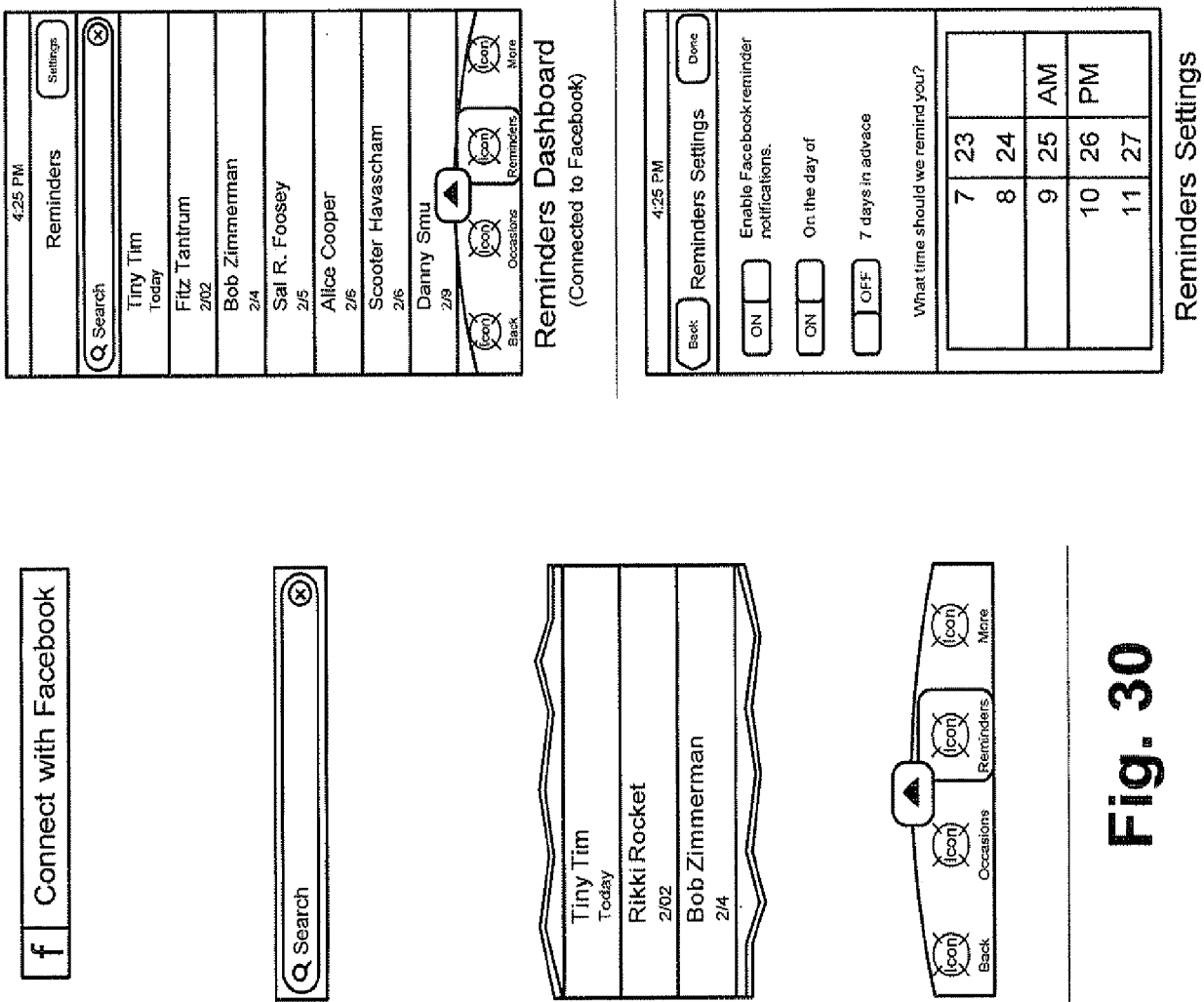
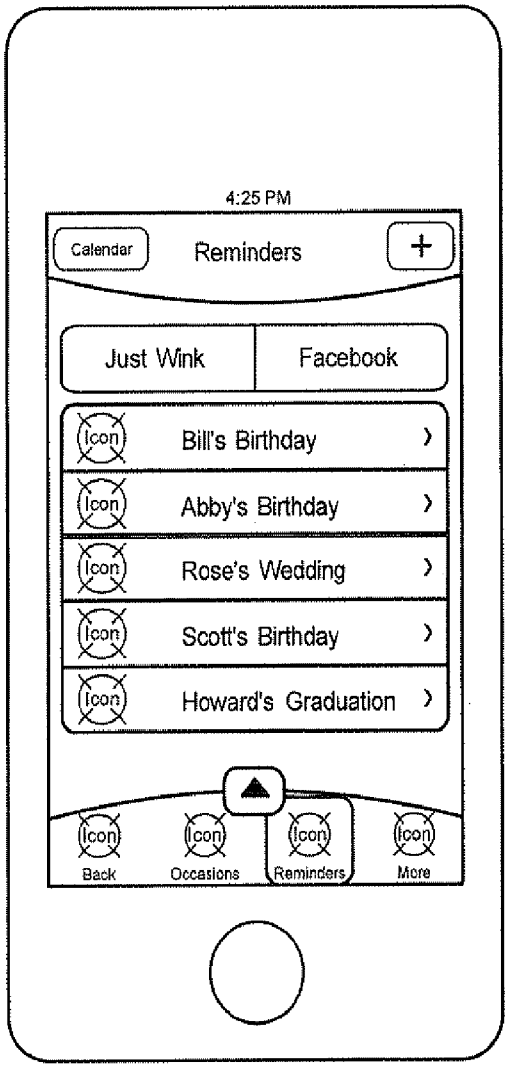
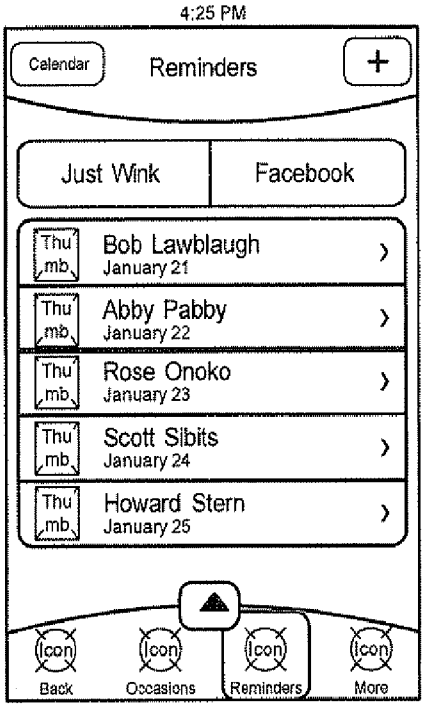

4:25 PM
Reminders
Settings
Search
Tiny Tim
Today
Fitz Tantrum
2/02
Bob Zimmerman
2/4
Sal R. Foosey
2/5
Alice Cooper
2/6
Scooter Havascham
2/6
Danny Smu
2/9
Back
Occasions
Reminders
More
Reminders Dashboard
(Connected to Facebook)
4:25 PM
Back
Reminders Settings
Done
Enable Facebook reminder notifications.
ON
On the day of
ON
7 days in advace
OFF
What time should we remind you?
7 23
8 24
9 25 AM
10 26 PM
11 27
Reminders Settings
Connect with Facebook
Search
Tiny Tim
Today
Rikki Rocket
2/02
Bob Zimmerman
2/4
4:25 PM
Reminders
Connect with Facebook to see your friends' upcoming birthdays:
Connect with Facebook
App-Specific Branding
Back
Occasions
Reminders
More
Reminders Dashboard
(Not Connected to Facebook)

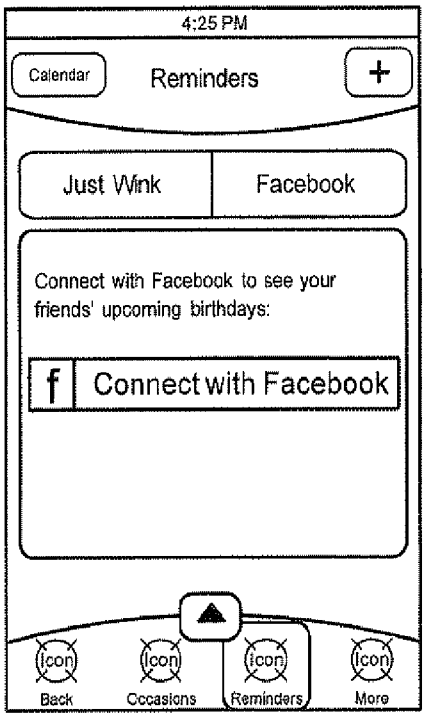
Fig. 30



Reminders Dashboard

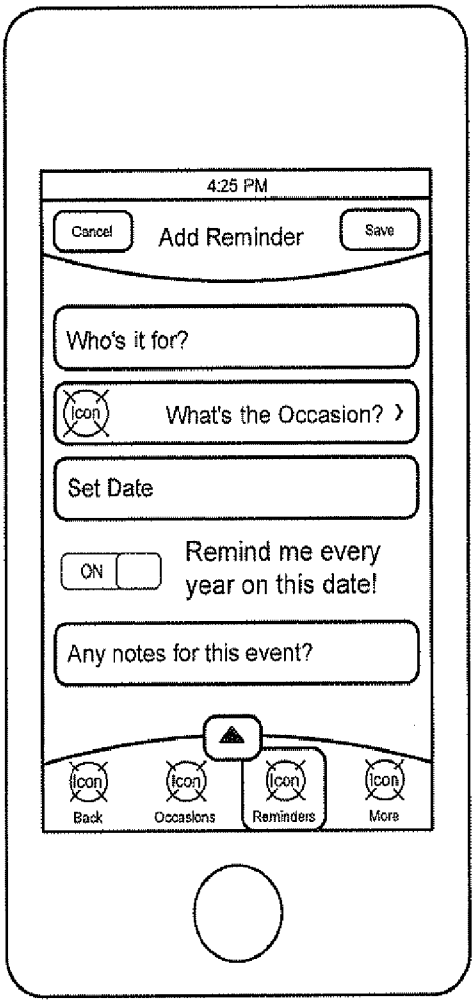


Facebook Reminders
(Logged In)

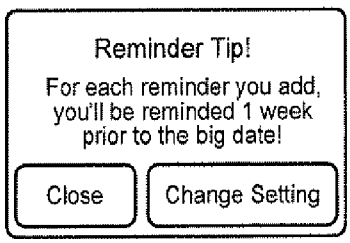


Facebook Reminders
(Not Logged In)

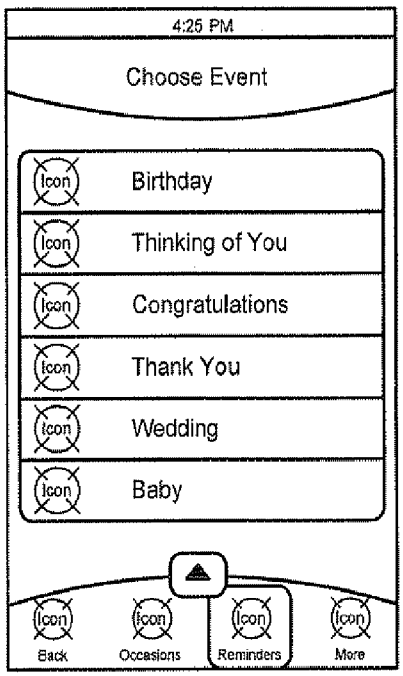
Fig. 31



Add Reminder



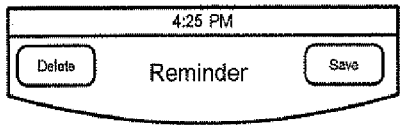
Add Reminder
(First Run)



Choose Event
(from What's the Occasion?)

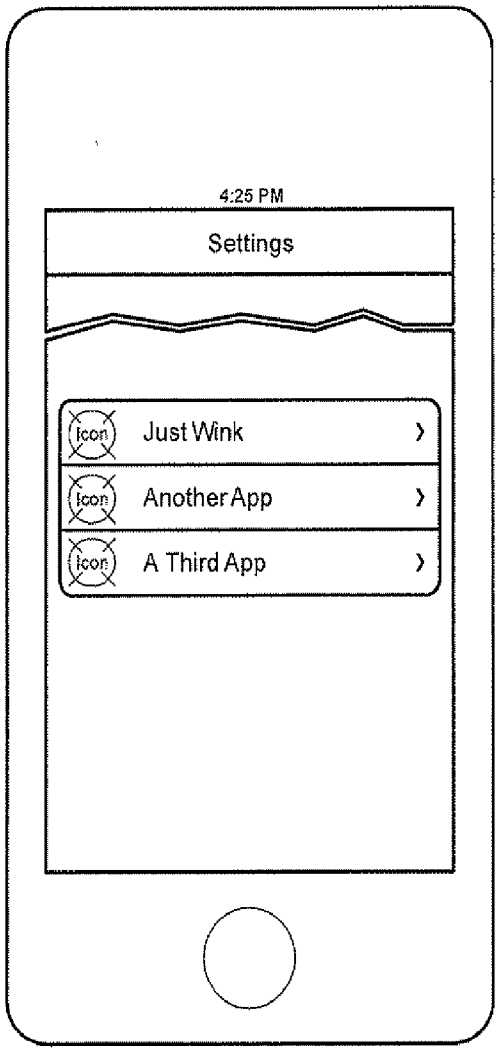


View Reminder

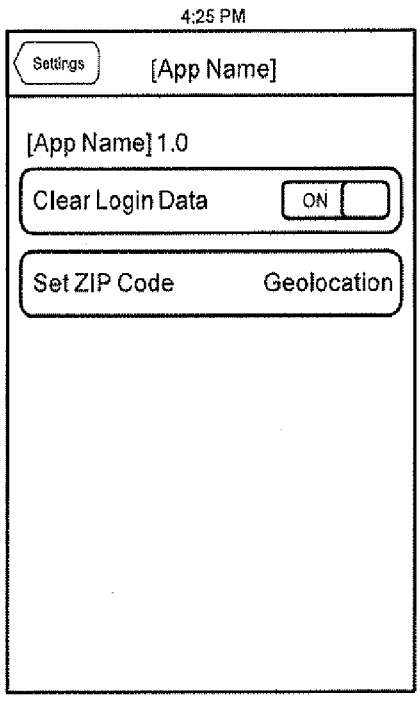


View Reminder
(Edit Mode)

Fig. 32



iPhone Device Settings



App Settings

Fig. 33

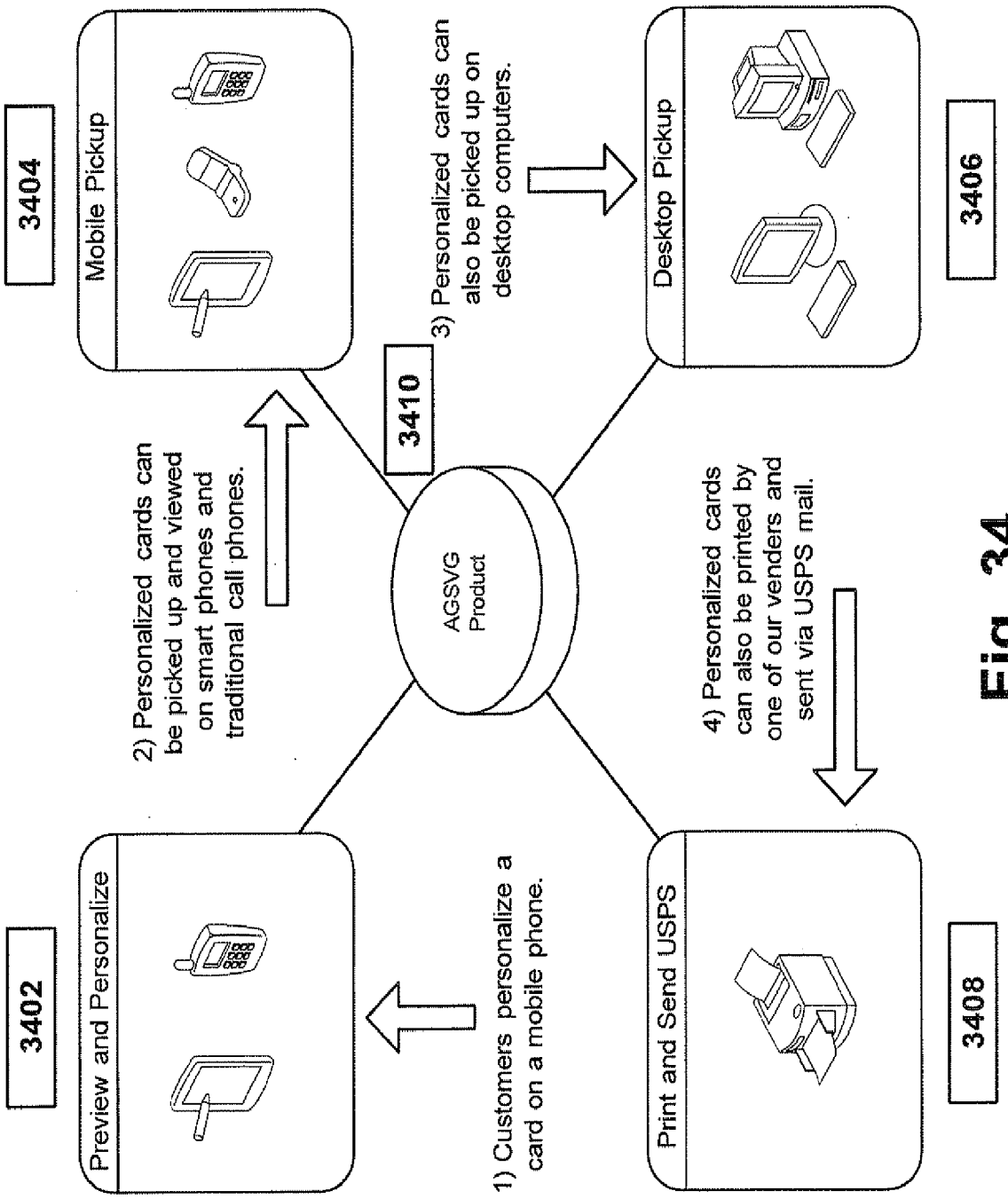

3404
Mobile Pickup
3406
Desktop Pickup
3410
AGSVG Product
3402
Preview and Personalize
3408
Print and Send USPS
2) Personalized cards can be picked up and viewed on smart phones and traditional call phones.
3) Personalized cards can also be picked up on desktop computers.
1) Customers personalize a card on a mobile phone.
4) Personalized cards can also be printed by one of our venders and sent via USPS mail.

Fig. 34

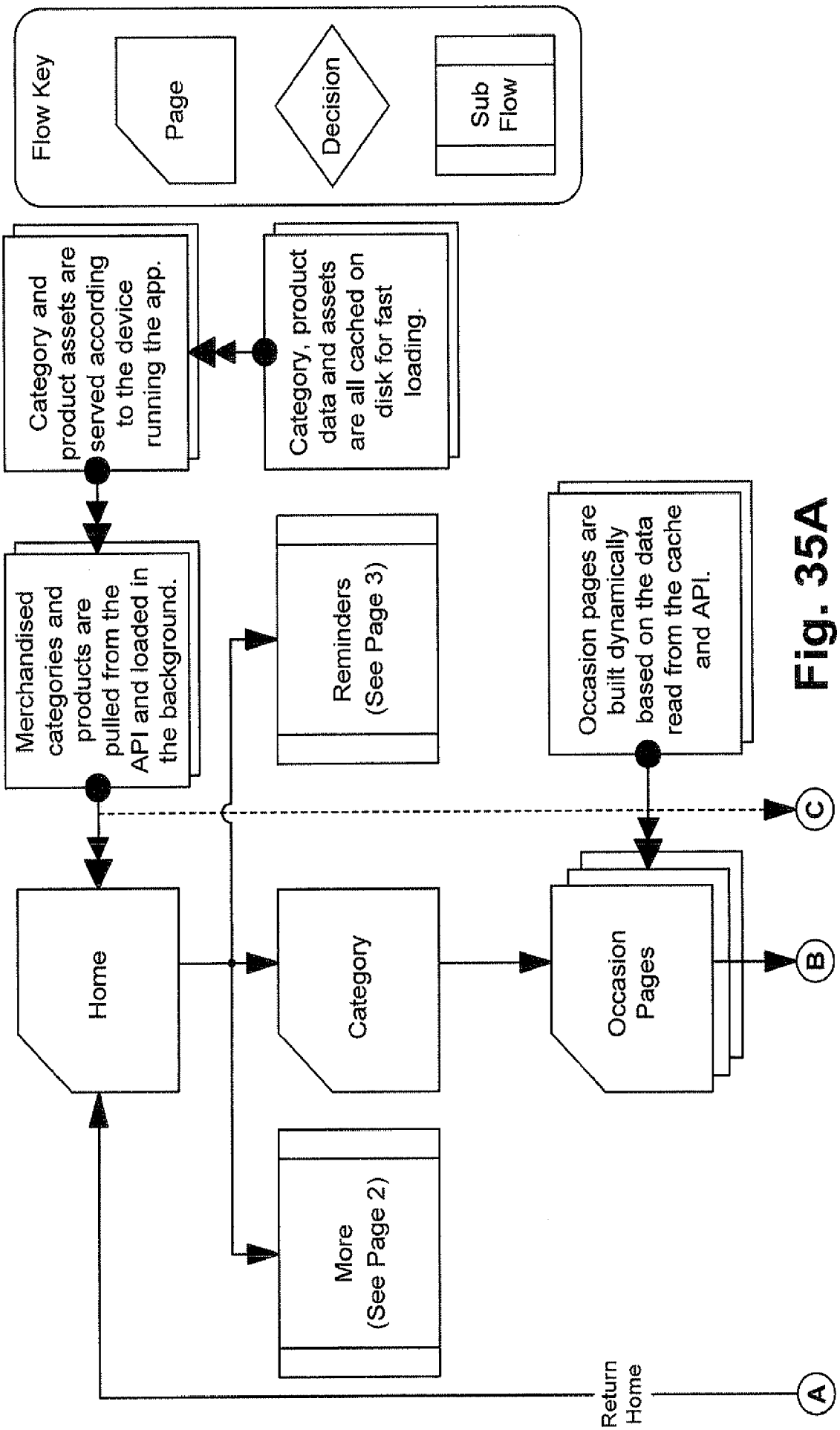

Flow Key
Page
Decision
Sub Flow
Category and product assets are served according to the device running the app.
Category, product data and assets are all cached on disk for fast loading.
Merchandised categories and products are pulled from the API and loaded in the background.
Reminders (See Page 3)
Occasion pages are built dynamically based on the data read from the cache and API.
C
Home
Category
Occasion Pages
B
More (See Page 2)
Return Home
A

Fig. 35A

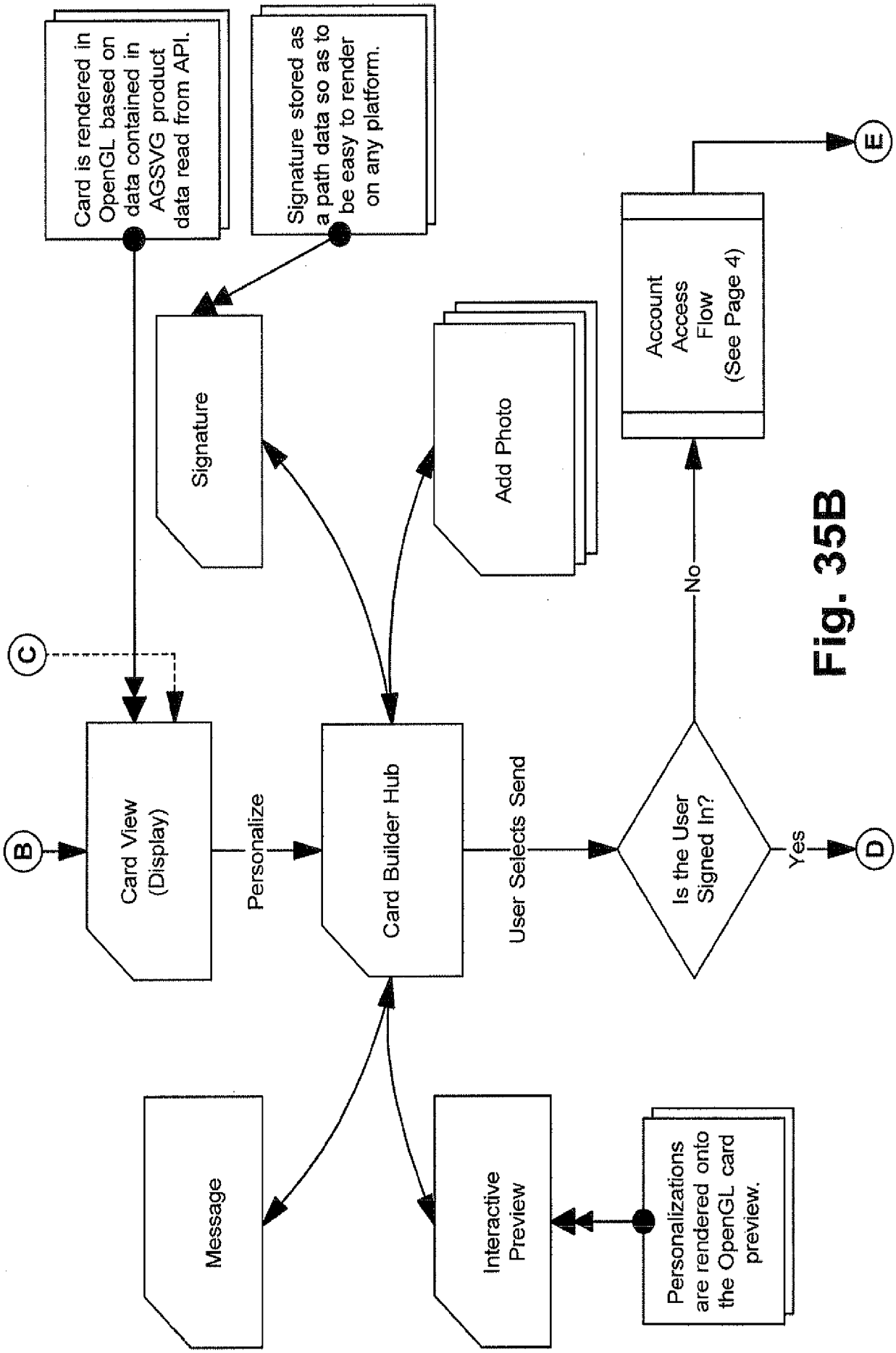

Card is rendered in OpenGL based on data contained in AGSVG product data read from API.
Signature stored as a path data so as to be easy to render on any platform.
Signature
Add Photo
Account Access Flow (See Page 4)
E
C
B
Card View (Display)
Personalize
Card Builder Hub
User Selects Send
Is the User Signed In?
No
Yes
D
Message
Interactive Preview
Personalizations are rendered onto the OpenGL card preview.

Fig. 35B

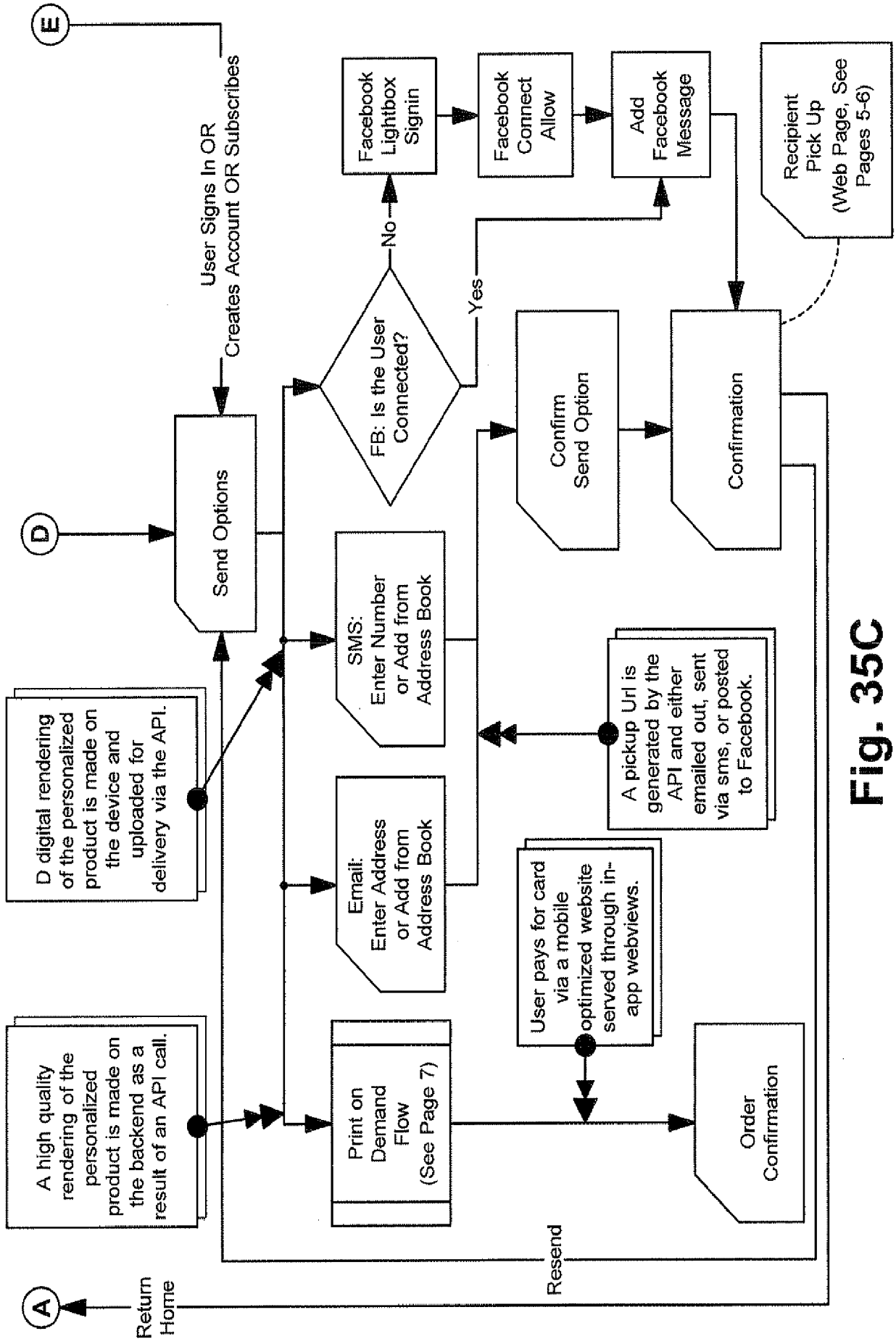

E
User Signs In OR
Creates Account OR Subscribes
Facebook Lightbox Signin
Facebook Connect Allow
Add Facebook Message
Recipient Pick Up (Web Page, See Pages 5-6)
No
Yes
FB: Is the User Connected?
D
Send Options
Confirm Send Option
Confirmation
SMS: Enter Number or Add from Address Book
D digital rendering of the personalized product is made on the device and uploaded for delivery via the API.
A pickup Url is generated by the API and either emailed out, sent via sms, or posted to Facebook.
Email: Enter Address or Add from Address Book
User pays for card via a mobile optimized website served through in-app webviews.
A high quality rendering of the personalized product is made on the backend as a result of an API call.
Print on Demand Flow (See Page 7)
Order Confirmation
Resend
A
Return Home

Fig. 35C

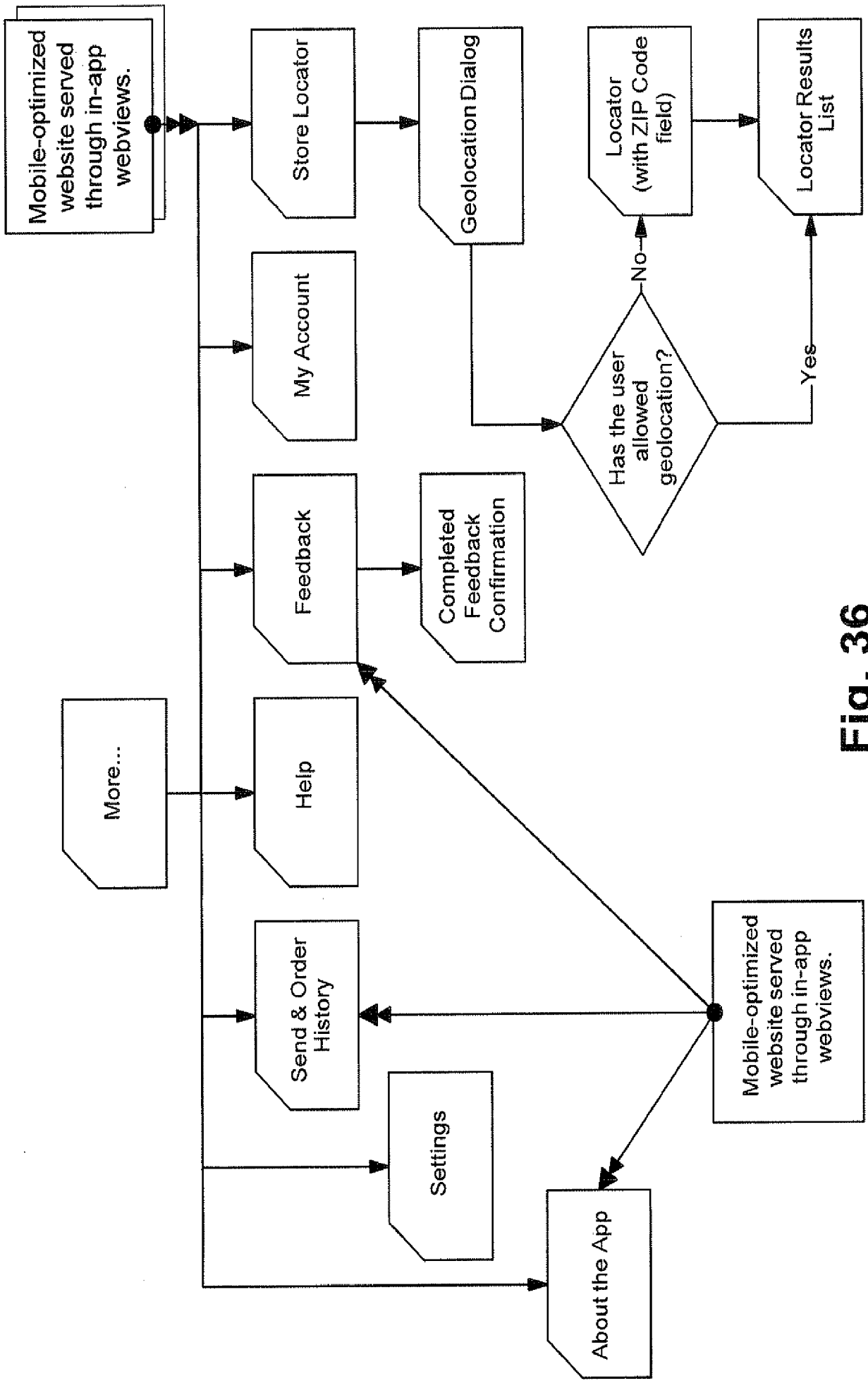

Mobile-optimized website served through in-app webviews.
Store Locator
Geolocation Dialog
Has the user allowed geolocation?
No
Yes
Locator (with ZIP Code field)
Locator Results List
My Account
Feedback
Completed Feedback Confirmation
More...
Help
Send & Order History
Settings
About the App
Mobile-optimized website served through in-app webviews.

Fig. 36

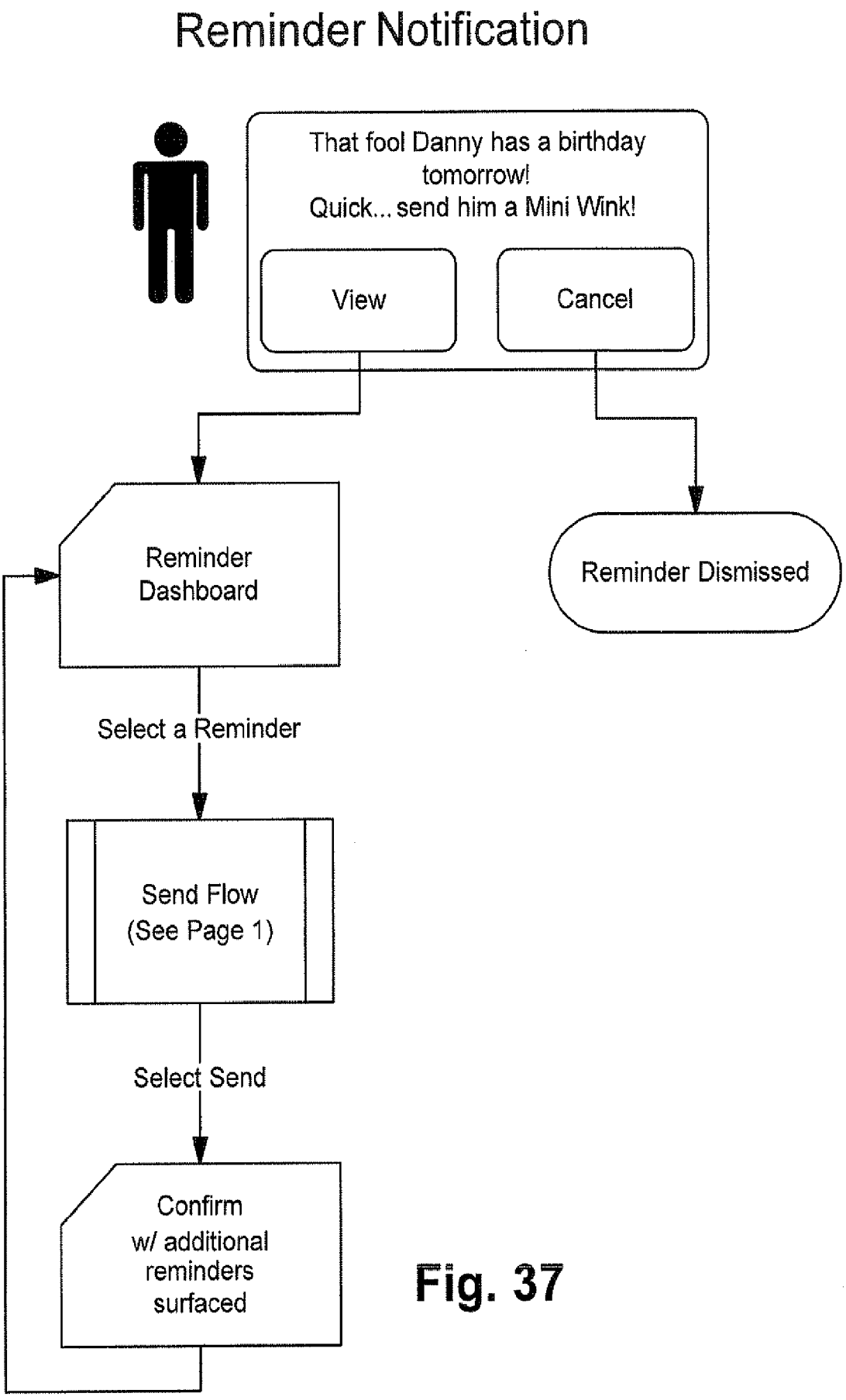

Reminder Notification
That fool Danny has a birthday tomorrow!
Quick... send him a Mini Wink!
View
Cancel
Reminder Dashboard
Reminder Dismissed
Select a Reminder
Send Flow
(See Page 1)
Select Send
Confirm w/ additional reminders surfaced

Fig. 37

View Reminders

(w/ one-time connect to Facebook)

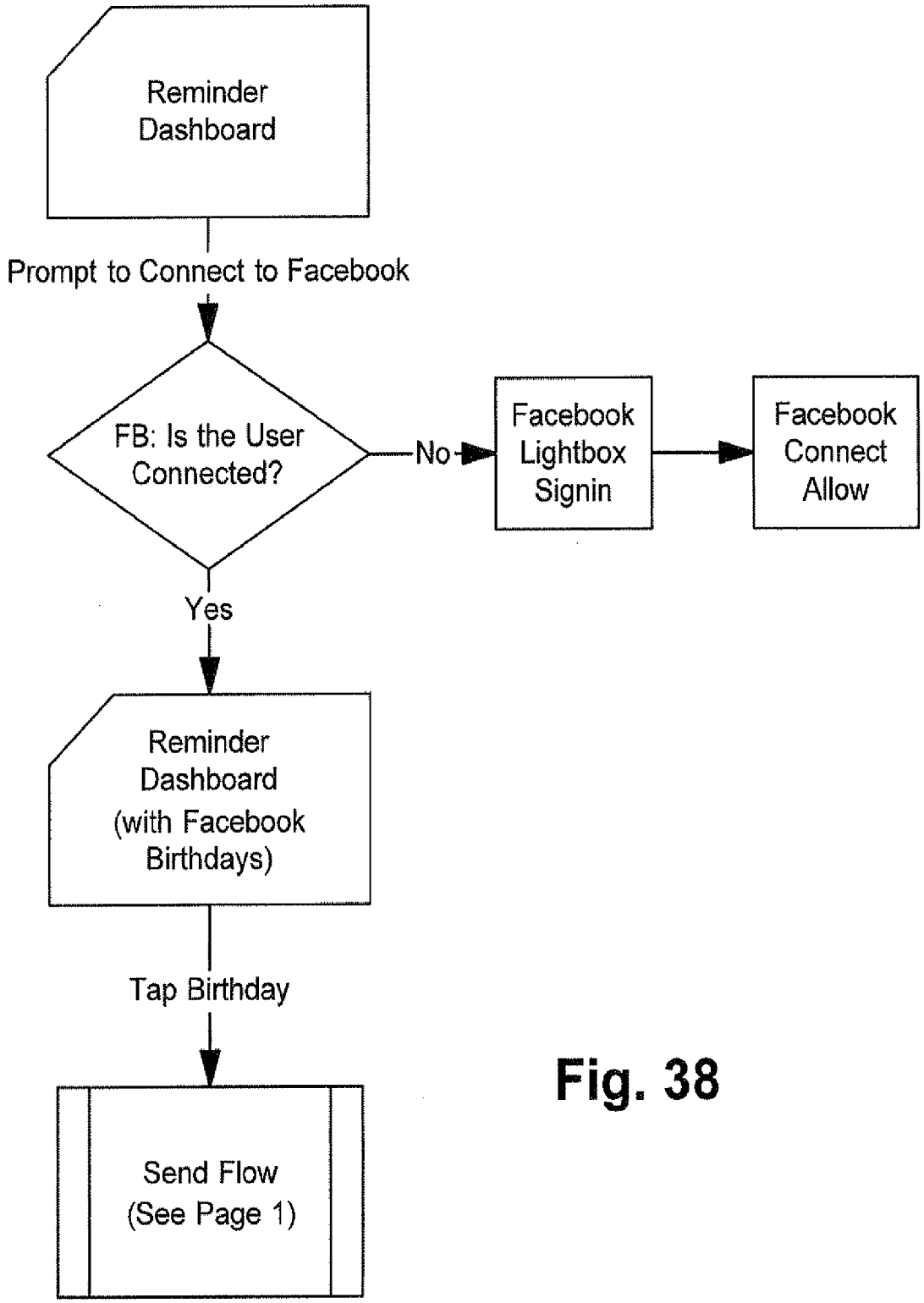


Fig. 38

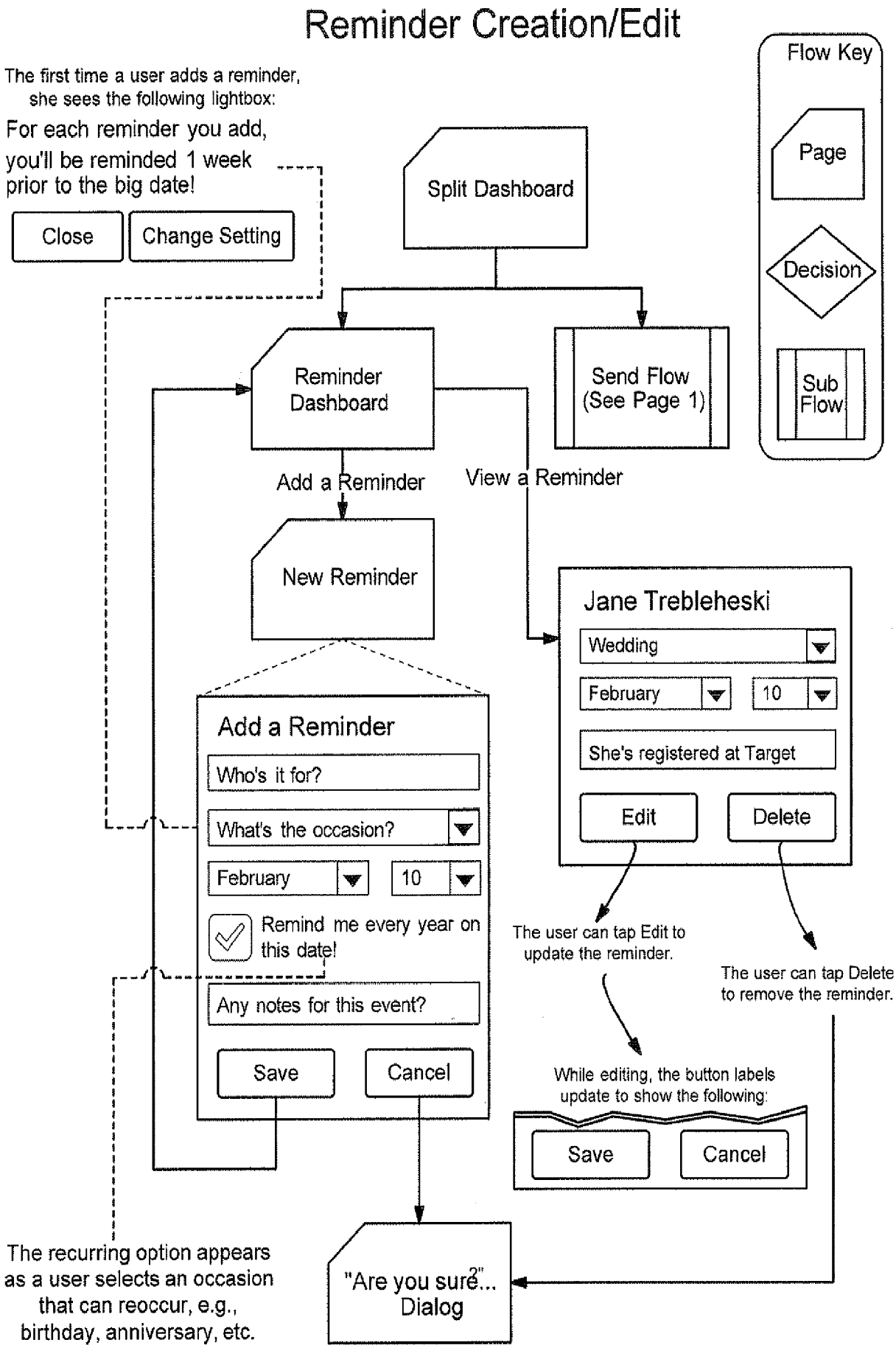

Reminder Creation/Edit
Flow Key
Page
Decision
Sub Flow
The first time a user adds a reminder, she sees the following lightbox:
For each reminder you add, you'll be reminded 1 week prior to the big date!
Close
Change Setting
Split Dashboard
Reminder Dashboard
Send Flow (See Page 1)
Add a Reminder
View a Reminder
New Reminder
Jane Trebleheski
Wedding
February
10
She's registered at Target
Edit
Delete
Add a Reminder
Who's it for?
What's the occasion?
February
10
Remind me every year on this date!
Any notes for this event?
Save
Cancel
The user can tap Edit to update the reminder.
The user can tap Delete to remove the reminder.
While editing, the button labels update to show the following:
Save
Cancel
The recurring option appears as a user selects an occasion that can reoccur, e.g., birthday, anniversary, etc.
"Are you sure?..." Dialog

Fig. 39

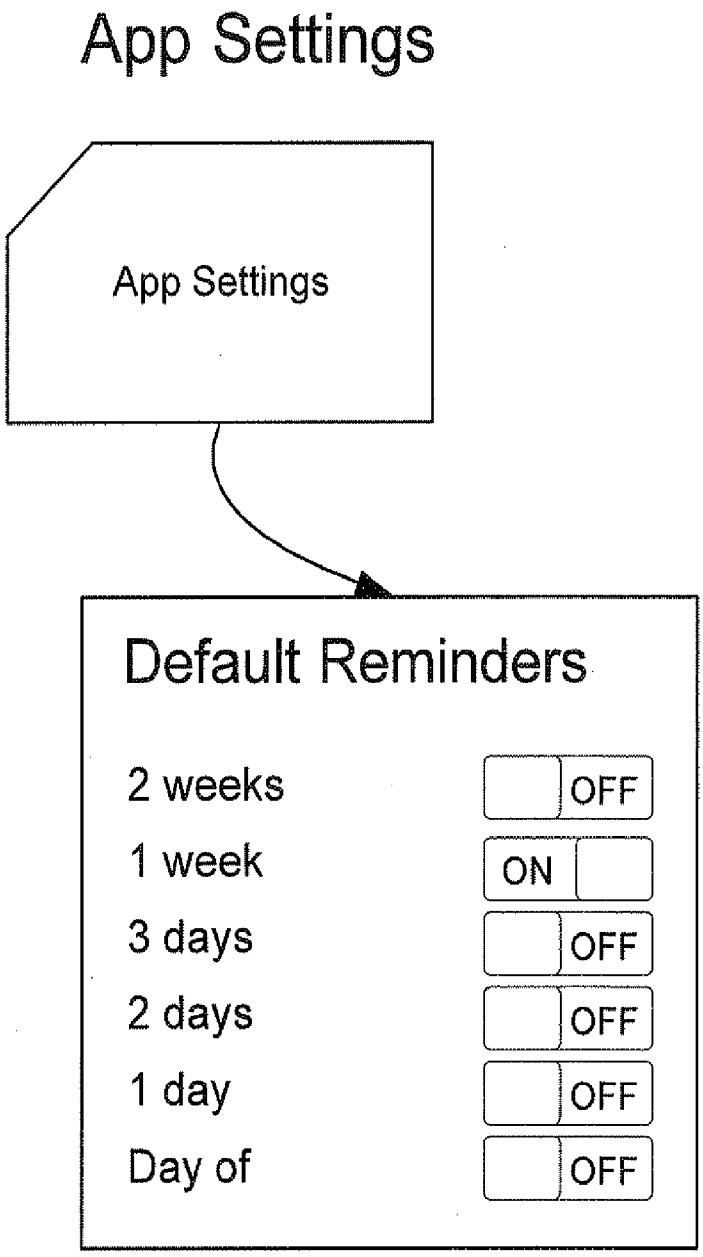

App Settings
App Settings
Default Reminders
2 weeks
OFF
1 week
ON
3 days
OFF
2 days
OFF
1 day
OFF
Day of
OFF

Fig. 40

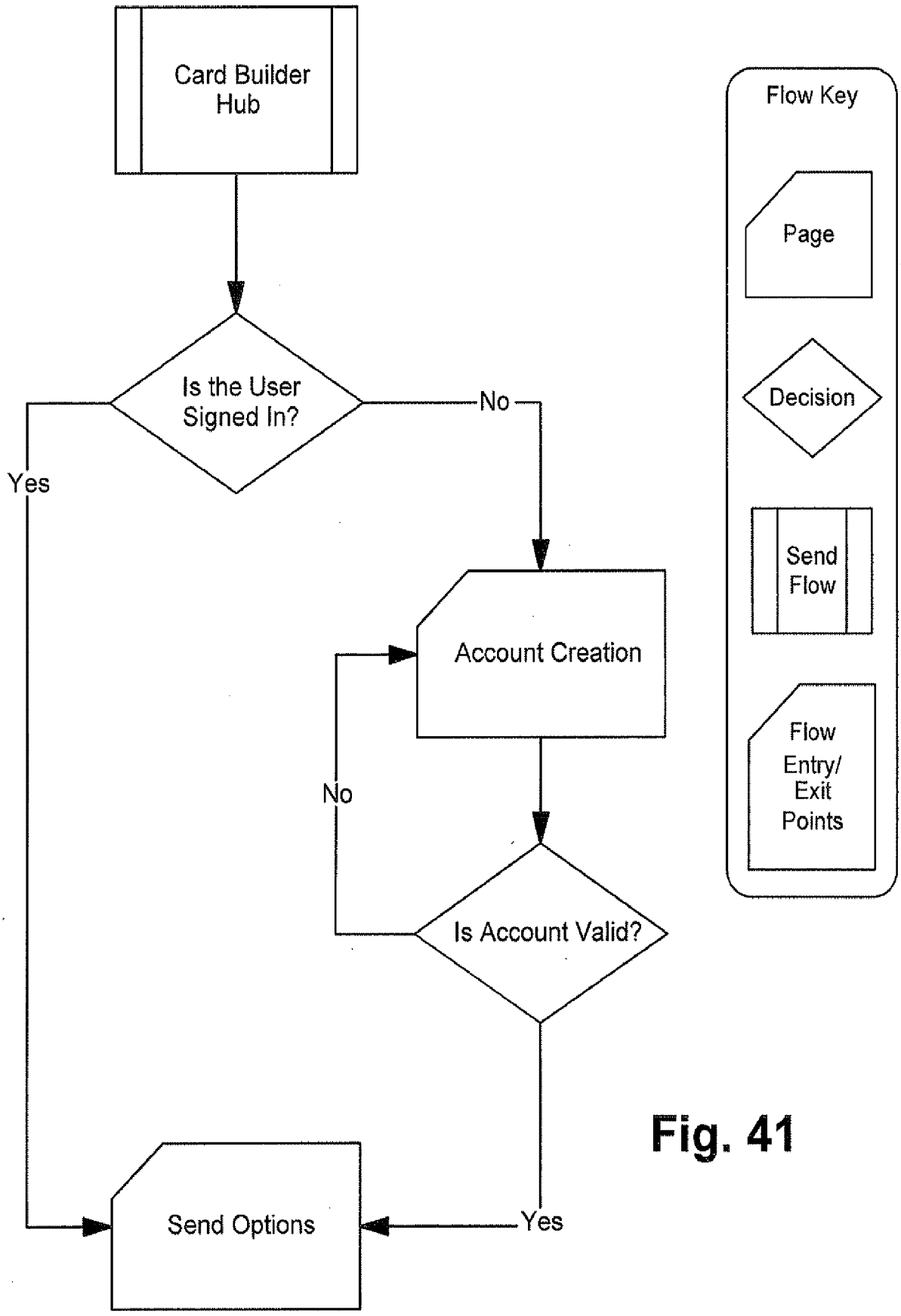

Card Builder Hub
Is the User Signed In?
No
Yes
Account Creation
No
Is Account Valid?
Yes
Send Options
Flow Key
Page
Decision
Send Flow
Flow Entry/ Exit Points

Fig. 41

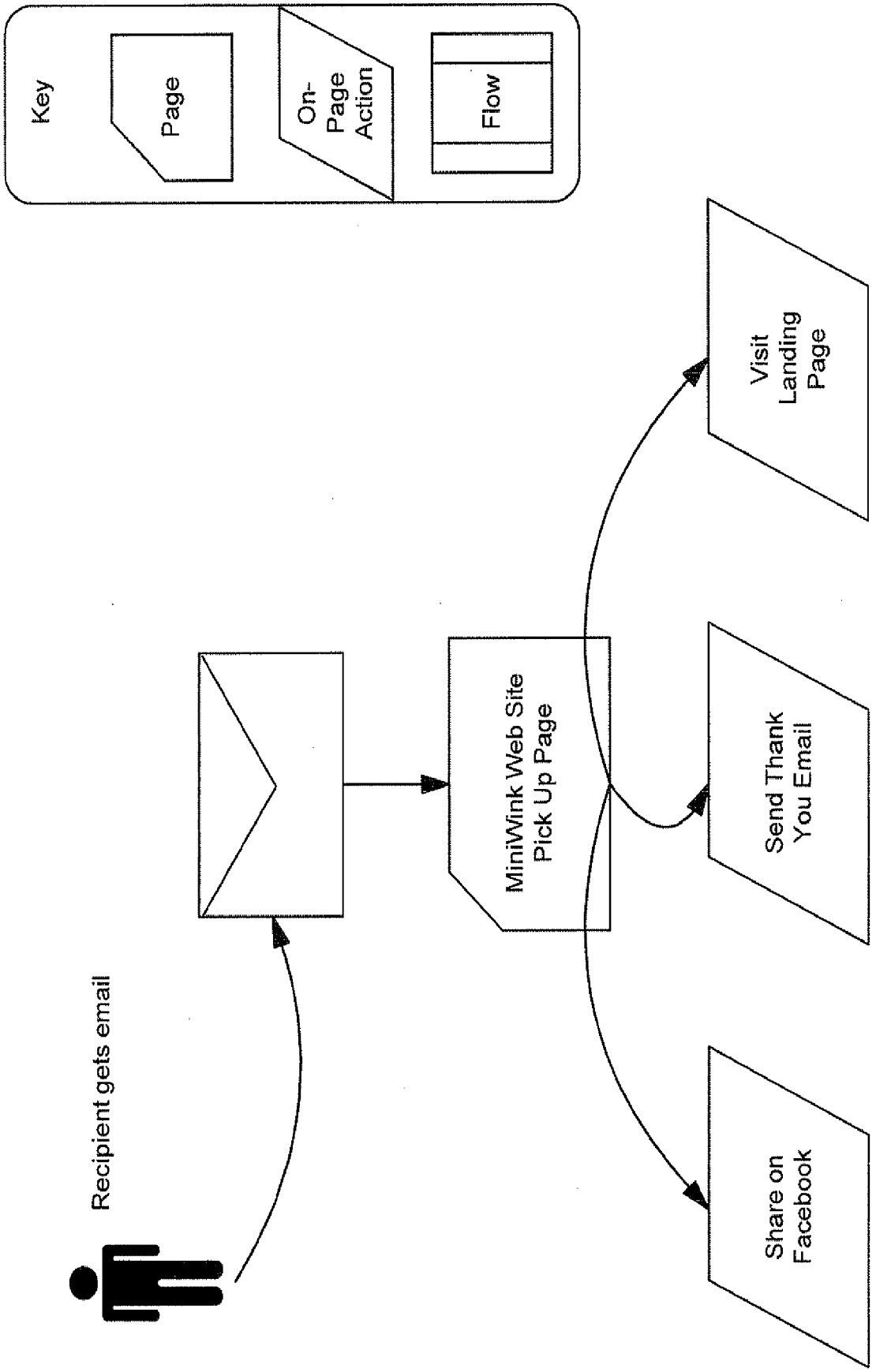

Key
Page
On-Page Action
Flow
Recipient gets email
MiniWink Web Site Pick Up Page
Visit Landing Page
Send Thank You Email
Share on Facebook

Fig. 42

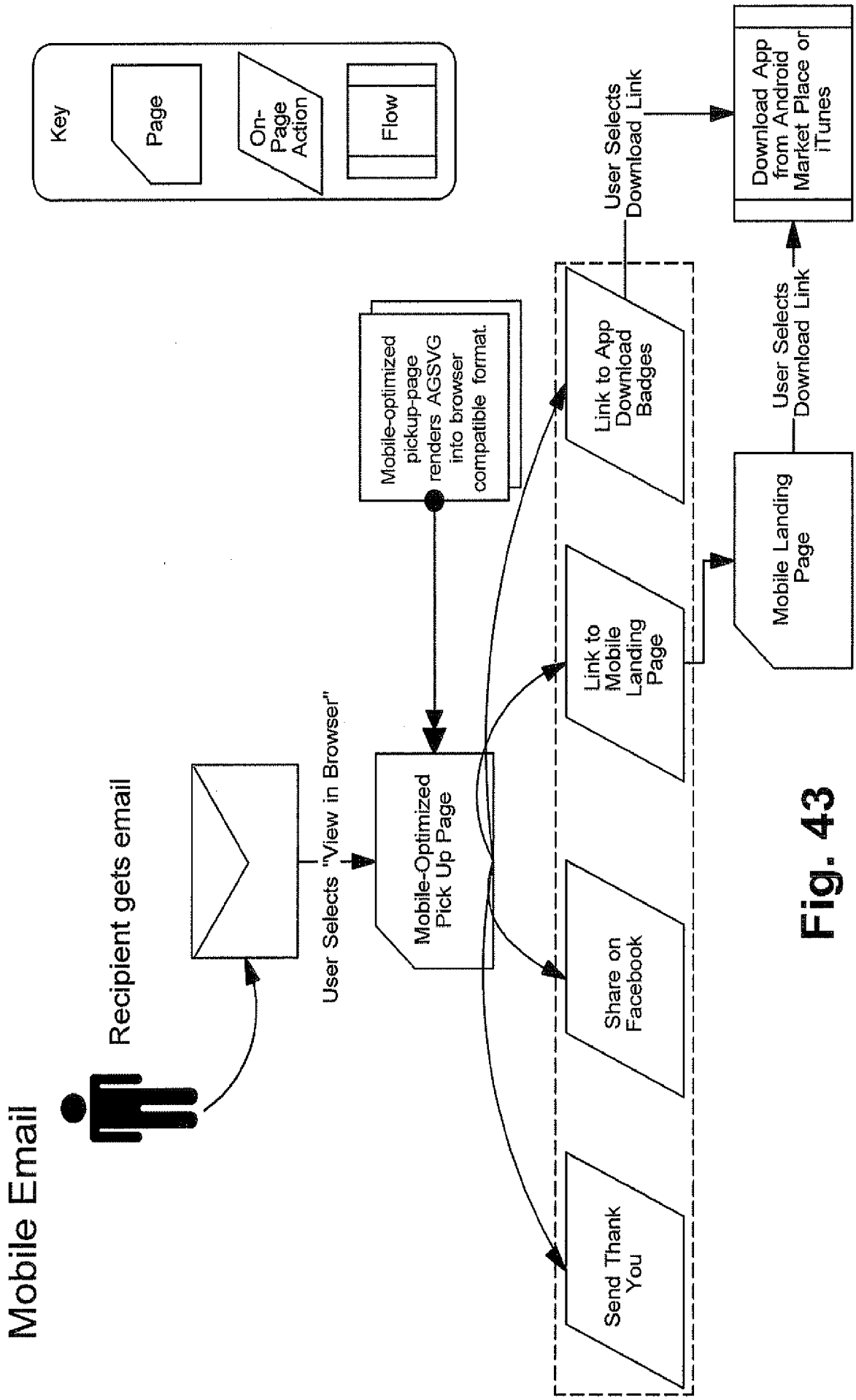
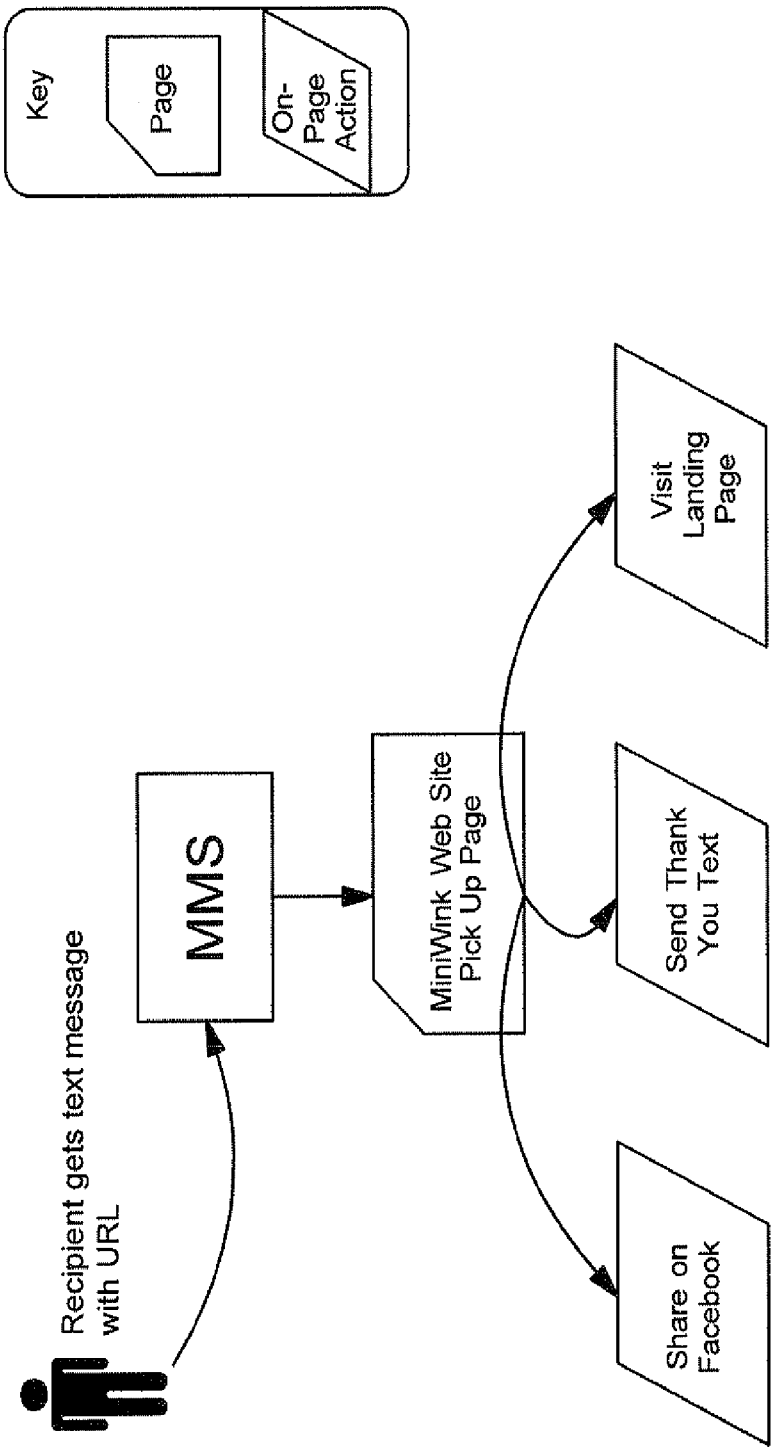
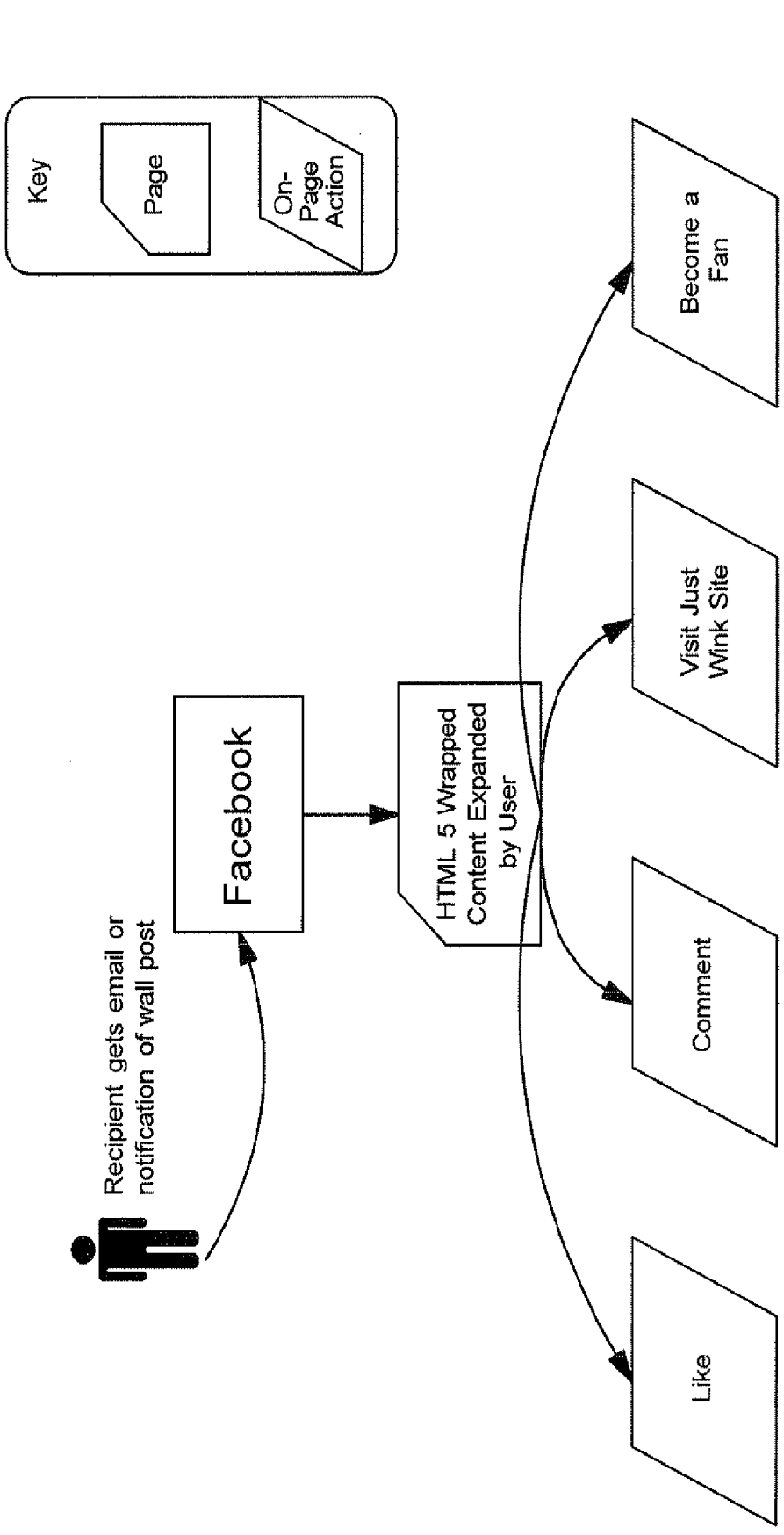

Key
Page
On-Page Action
Flow
Mobile Email
Recipient gets email
User Selects "View in Browser"
Mobile-Optimized Pick Up Page
Mobile-optimized pickup-page renders AGSVG into browser compatible format.
Link to App Download Badges
Link to Mobile Landing Page
Share on Facebook
Send Thank You
Mobile Landing Page
User Selects Download Link
User Selects Download Link
Download App from Android Market Place or iTunes

Fig. 43



Project	Page Name	Version	Author	Last Update
MiniWink App	Pick Up Flow - Facebook (Mobile Web)	1.0	T. Bubnick	03/29/12 | 4:00:44 PM

Fig. 44



Project	Page Name	Version	Author	Last Update
MiniWink App	Pick Up Flow - Facebook App	1.0	T. Bubnick	03/29/12 | 4:00:44 PM

Fig. 45

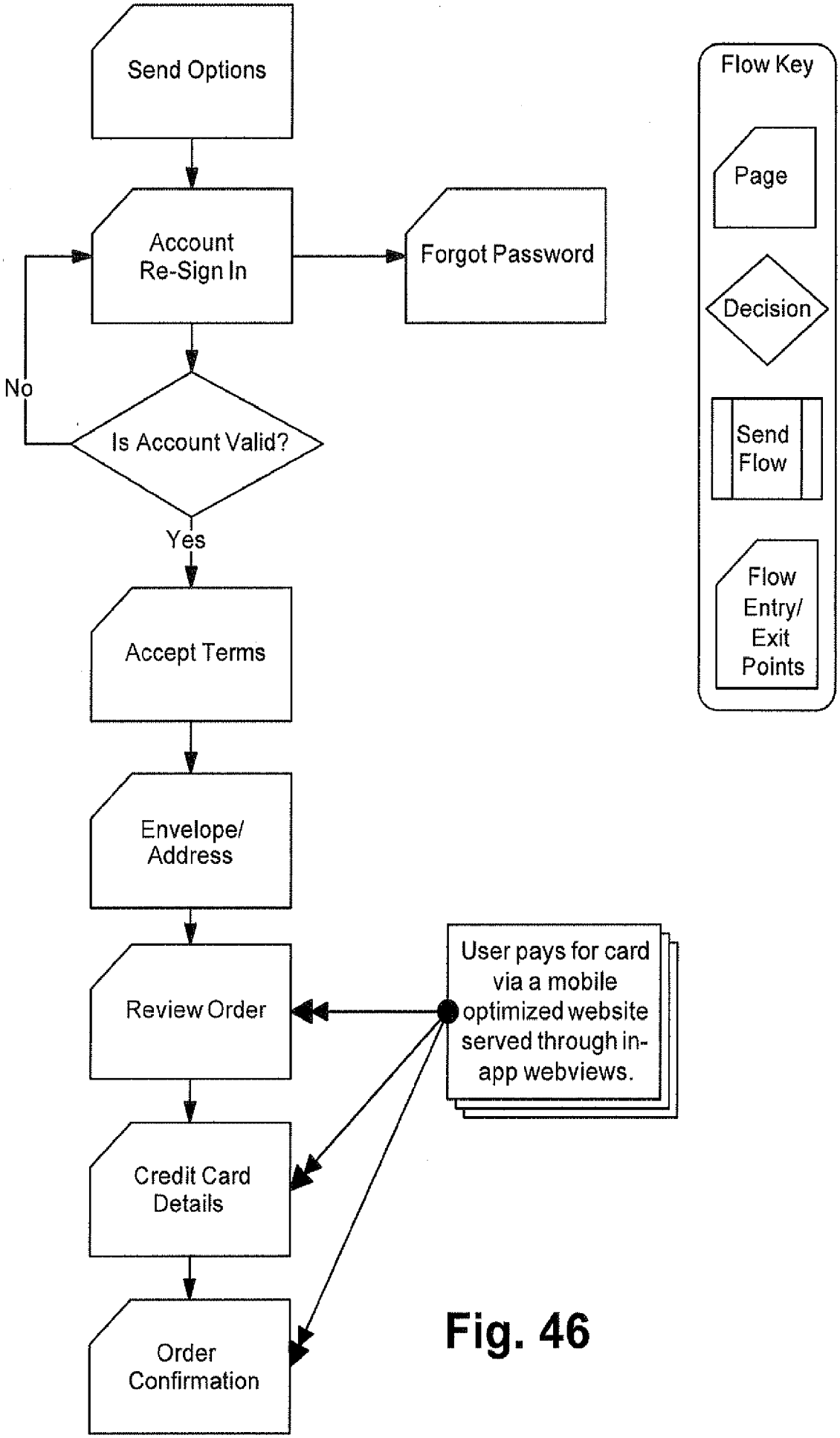

Send Options
Account Re-Sign In
Forgot Password
No
Is Account Valid?
Yes
Accept Terms
Envelope/ Address
Review Order
User pays for card via a mobile optimized website served through in-app webviews.
Credit Card Details
Order Confirmation
Flow Key
Page
Decision
Send Flow
Flow Entry/ Exit Points

Fig. 46

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/035788

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 30/00 (2012.01)
USPC - 705/27.2
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8) - G06Q 30/00 (2012.01)
USPC - 705/26.5, 27.1, 27.2

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Minesoft Patbase, Google Scholar

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	WO 02/03630 A1 (DEN BOER) 10 January 2002 (10.01.2002) entire document	11-22 -------- 1-12, 23-31
Y	US 2009/0247195 A1 (PALMER et al) 01 October 2009 (01.10.2009) entire document	1-10
Y	US 7,574,496 B2 (MCCRORY et al.) 11 August 2009 (11.08.2009) entire document	6
Y	US 7,775,428 B2 (BERKUN) 17 August 2010 (17.08.2010) entire document	7
Y	US 2009/0091792 A1 (SILVERBROOK et al) 09 April 2009 (09.04.2009) entire document	10, 31
Y	US 2005/0160014 A1 (MOSS et al) 21 July 2005 (21.07.2005) entire document	23-25
Y	US 2010/0299192 A1 (ASLANIAN JR) 25 November 2010 (25.11.2010) entire document	26-30
A	US 2009/0260004 A1 (DATTA et al) 15 October 2009 (15.10.2009) entire document	1-31
A	US 2005/0165726 A1 (KAWELL JR et al) 28 July 2005 (28.07.2005) Abstract, paragraphs 23-26	1-31

☐ Further documents are listed in the continuation of Box C. ☐

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
07 September 2012	27 SEP 2012
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Blaine R. Copenheaver PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/035788

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

See Extra Sheet

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.

2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.

3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. ☒ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
1-31

Remark on Protest

☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.

☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.

☒ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/035788

Continuation of Box No. III:

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-31, drawn to an electronic greeting card system including an electronic greeting card application for and downloadable to a portable computing device comprising: an electronic greeting card application program that is downloaded to the portable computing device from the server in response to the portable computing device scanning the code on the paper greeting card; a greeting card within the category of greeting cards, wherein the greeting card comprises four pages, with at least one of the four pages having an option to customize, and each of the four pages being movable by a touch of a finger; and a means for selecting a medium to be used to send the greeting card from a group of sending media provided by the electronic greeting card application.

Group II, claims 32-39, drawn to a method and a system for delivering electronic greeting cards to an electronic greeting card application comprising: comparing the new greeting card categories and the new greeting cards with application greeting card categories and application greeting cards on the electronic greeting card application; retrieving changes to the application greeting card categories based on the comparison to the new greeting card categories, to the electronic greeting card application; retrieving changes to the application greeting cards based on the comparison to the new greeting cards, to the electronic greeting card application; storing changes to the application greeting card categories and application greeting cards in a local cache; and updating the electronic greeting card application with information stored in the local cache.

The inventions listed as Groups I-II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: the special technical feature of the Group I invention: an electronic greeting card application program that is downloaded to the portable computing device from the server in response to the portable computing device scanning the code on the paper greeting card; a greeting card within the category of greeting cards, wherein the greeting card comprises four pages, with at least one of the four pages having an option to customize, and each of the four pages being movable by a touch of a finger; and a means for selecting a medium to be used to send the greeting card from a group of sending media provided by the electronic greeting card application as claimed therein is not present in the invention of Group II. The special technical feature of the Group II invention: comparing the new greeting card categories and the new greeting cards with application greeting card categories and application greeting cards on the electronic greeting card application; retrieving changes to the application greeting card categories based on the comparison to the new greeting card categories, to the electronic greeting card application; retrieving changes to the application greeting cards based on the comparison to the new greeting cards, to the electronic greeting card application; storing changes to the application greeting card categories and application greeting cards in a local cache; and updating the electronic greeting card application with information stored in the local cache as claimed therein is not present in the invention of Groups I.

Groups I and II lack unity of invention because even though the inventions of these groups require the technical feature of an electronic greeting card application program for creating and providing categories of electronic greeting cards, this technical feature is not a special technical feature as it does not make a contribution over the prior art in view of US 2005/0165726 A1 (KAWELL JR. et al) 28 July 2005 (28.07.2005) Abstract, paragraphs 23-26, claim 15.

Since none of the special technical features of the Group I or II inventions are found in more than one of the inventions, unity of invention is lacking.