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[Continued on next page]

(54) Title: DYNAMIC RECONFIGURATION OF WEB PAGES BASED ON USER BEHAVIORAL PORTRAIT

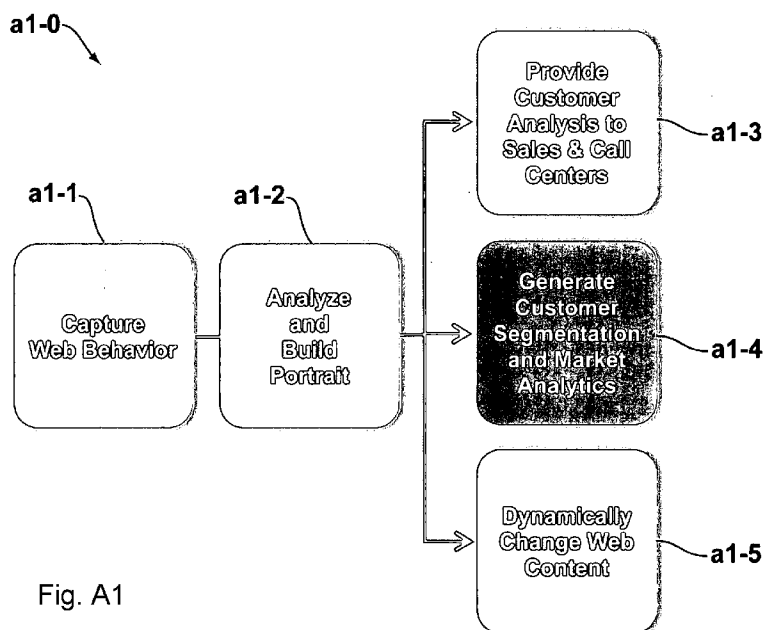


Fig. A1

(57) Abstract: A method is provided for determining a website user behavioral portrait based on navigation on the website and dynamically reconfiguring web pages based on those portraits. In accordance with the method, data relating to the progress of a user through a website is recorded, and an ongoing behavioral portrait of the user is built based on the data. The portrait is then used to dynamically reconfigure web content.

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USPC - 715/744

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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USPC: 706/20, 21, 934; 707/101, 102; 709/218; 715/760 (text search)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
WEST(USPT,PGPB,EPAB,JPAB,USOCR); DialogWEB(Engineering); Google Search terms: psychological behavior profile tracking personalized customized web browser web page tracking user viewer real-time frequency normally habit portrait tailor dynamic java script purchase buy

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 20050288954 A1 (MCCARTHY et al.) 29 December 2005 (29.12.2005), fig 1, 3A, 3B, 6, 8, 9, 11, 12; para [0181]-[0194], [0208]-[0210], [0230]-[0233].	1-66
A	US 2003/0117434 A1 (HUGH) 26 June 2003 (26.06.2003), abstract; para [0101], [0113], [0212], [0288], [0457], [0463], [0471], [0495], [0776], [0778].	1, 25, 26, 31, 36, 63
A	US 2005/0204276 A1 (HOSEA et al.) 15 September 2005 (15.09.2005), Abstract; para [0044]-[0050].	1, 25, 26, 31, 36, 63

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