

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 January 2003 (16.01.2003)

PCT

(10) International Publication Number
WO 03/005169 A3

(51) International Patent Classification⁷: **G06F 15/16**

Ami [US/US]; 516 Tuxworth Circle, Decatur, GA 30318 (US).

(21) International Application Number: PCT/US02/21411

(74) Agent: **SCHNEIDER, Ryan, A.**; Troutman Sanders LLP, Suite 5200, 600 Peachtree Street, Atlanta, GA 30308-2216 (US).

(22) International Filing Date: 5 July 2002 (05.07.2002)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/303,683 6 July 2001 (06.07.2001) US

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(71) Applicant (*for all designated States except US*): **CLICK-FOX, LLC** [US/US]; 644 Antone Street, N.W., Suite 8X, Atlanta, GA 30318 (US).

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **COHEN, Tal** [IL/US]; 2236 Whitfield Cove, Tucker, GA 30084 (US). **HAREL, Nissim** [IL/US]; 2236 Whitfield Cove, Tucker, GA 30084 (US). **JERDING, Dean** [US/US]; 315 Seventeenth Fairway, Roswell, GA 30076 (US). **FEINSTEIN,**

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR ANALYZING SYSTEM VISITOR ACTIVITIES

The screenshot shows a web browser window with a report titled "Report Summary". The report is for "My Report index-company-employment - 4" created on Jun 20, 2001 at 5:21 PM. The site URL is http://www.mycompany.com. The report includes visitor task data for "index-company-employment" with a task name "index.html > company/ > employment/". The report shows 2845 total visits, with 617 task completions (22.9%) and 598 visits that completed the task (24.4%).

Report Properties		Site Traffic	
Name:	My Report index-company-employment - 4	Number of visits in report:	2845
Created:	Jun 20, 2001 5:21 PM	Total visits in log(s):	2845
Site URL:	http://www.mycompany.com	Avg pages per visit:	4.8
Include:	Visitor task: index-company-employment	Avg visit duration:	0:03:08
Visit date range:	6/12/00 3:46 PM - 8/22/00 2:21 PM		
Visit filter settings for visits to include in report:		Visitor Task	
<ul style="list-style-type: none"> visit start date between 6/12/00 3:46 PM and 8/22/00 2:21 PM 		Task name:	index-company-employment
Site logs used for the report:		Task starts:	2898
<ul style="list-style-type: none"> mycompany.log 		Task completions:	617 (22.9%)
		Visits that started task:	2447 (86.0%)
		Visits that completed task:	598 (24.4%)

(57) Abstract: A method of analysis of the performance of defined visitor tasks at a host's web site. Tasks are defined a sequence of web pages with which the host wishes the visitor to view or interact. The method allows a given task to be provided, compares the desired task to current visitor behavior to determine frequency, manner and completion of the task and analyzes the task-related information for anomalies and trends in the completion, or lack thereof, of the desired tasks.



WO 03/005169 A3



Published:

- *with international search report*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(88) Date of publication of the international search report:

5 June 2003

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US02/21411

<p>A. CLASSIFICATION OF SUBJECT MATTER IPC(7) :G06F 15/16 US CL :709/223, 224 According to International Patent Classification (IPC) or to both national classification and IPC</p>																							
<p>B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 709/223, 224</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched NONE</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) EAST</p>																							
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <thead> <tr> <th>Category*</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X, P</td> <td>US 6,338,066 B1 (MARTIN ET AL.) 08 JANUARY 2002, ABSTRACT</td> <td>1-46</td> </tr> <tr> <td>X, E</td> <td>US 6,539,375 B2 (KAWASKI) 25 MARCH 2003, ABSTRACT</td> <td>1-46</td> </tr> <tr> <td>X</td> <td>6,134,532 A (LAZARUS ET AL.) 17 OCTOBER 2000, ABSTRACT</td> <td>1-46</td> </tr> <tr> <td>X, P</td> <td>US 6,310,630 B1 (KULKARNI ET AL.) 30 OCTOBER 2001, ABSTRACT</td> <td>1-46</td> </tr> <tr> <td>X</td> <td>US 5,809,250 A (KISOR) 15 SEPTEMBER 1998, ABSTRACT</td> <td>1-46</td> </tr> <tr> <td>X</td> <td>US 6,052,730 A (FELCIANO ET AL.) 18 APRIL 2000, ABSTRACT</td> <td>1-46</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X, P	US 6,338,066 B1 (MARTIN ET AL.) 08 JANUARY 2002, ABSTRACT	1-46	X, E	US 6,539,375 B2 (KAWASKI) 25 MARCH 2003, ABSTRACT	1-46	X	6,134,532 A (LAZARUS ET AL.) 17 OCTOBER 2000, ABSTRACT	1-46	X, P	US 6,310,630 B1 (KULKARNI ET AL.) 30 OCTOBER 2001, ABSTRACT	1-46	X	US 5,809,250 A (KISOR) 15 SEPTEMBER 1998, ABSTRACT	1-46	X	US 6,052,730 A (FELCIANO ET AL.) 18 APRIL 2000, ABSTRACT	1-46
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.																					
X, P	US 6,338,066 B1 (MARTIN ET AL.) 08 JANUARY 2002, ABSTRACT	1-46																					
X, E	US 6,539,375 B2 (KAWASKI) 25 MARCH 2003, ABSTRACT	1-46																					
X	6,134,532 A (LAZARUS ET AL.) 17 OCTOBER 2000, ABSTRACT	1-46																					
X, P	US 6,310,630 B1 (KULKARNI ET AL.) 30 OCTOBER 2001, ABSTRACT	1-46																					
X	US 5,809,250 A (KISOR) 15 SEPTEMBER 1998, ABSTRACT	1-46																					
X	US 6,052,730 A (FELCIANO ET AL.) 18 APRIL 2000, ABSTRACT	1-46																					
<p><input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.</p>																							
<table border="0"> <tr> <td>* Special categories of cited documents:</td> <td>"T"</td> <td>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</td> </tr> <tr> <td>"A" document defining the general state of the art which is not considered to be of particular relevance</td> <td>"X"</td> <td>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</td> </tr> <tr> <td>"E" earlier document published on or after the international filing date</td> <td>"Y"</td> <td>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</td> </tr> <tr> <td>"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)</td> <td>"&"</td> <td>document member of the same patent family</td> </tr> <tr> <td>"O" document referring to an oral disclosure, use, exhibition or other means</td> <td></td> <td></td> </tr> <tr> <td>"P" document published prior to the international filing date but later than the priority date claimed</td> <td></td> <td></td> </tr> </table>			* Special categories of cited documents:	"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	"A" document defining the general state of the art which is not considered to be of particular relevance	"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	"E" earlier document published on or after the international filing date	"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	"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)	"&"	document member of the same patent family	"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					
* Special categories of cited documents:	"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																					
"A" document defining the general state of the art which is not considered to be of particular relevance	"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																					
"E" earlier document published on or after the international filing date	"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																					
"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)	"&"	document member of the same patent family																					
"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																							
Date of the actual completion of the international search 25 MARCH 2003		Date of mailing of the international search report 18 APR 2003																					
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-8230		Authorized officer <i>Stephan Willett</i> STEPHAN WILLETT Telephone No. (703) 308-5230																					

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US02/21411

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ✓	US 6,112,240 A (POGUE ET AL.) 29 AUGUST 2000, ABSTRACT	1-46
Y, E ✓	US 6,448,980 B1 (KUMAR ET AL.) 10 SEPTEMBER 2002, ABSTRACT	1-46
Y ✓	US 6,195,679 B1 (BAUERSFELD ET AL.) 27 FEBRUARY 2001, ABSTRACT	1-46