



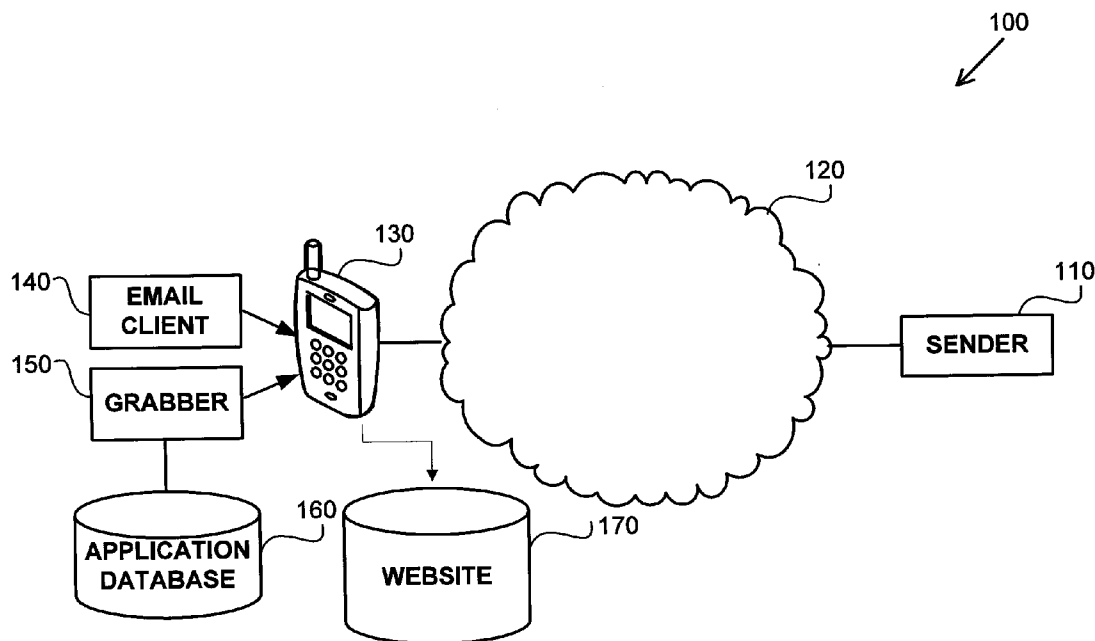
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(19) **United States**(12) **Patent Application Publication**
KIRSHENBOIM(10) **Pub. No.: US 2012/0042024 A1**(43) **Pub. Date: Feb. 16, 2012**(54) **APPARATUS AND METHOD FOR HANDLING
A MESSAGE****Publication Classification**(75) Inventor: **Amir KIRSHENBOIM**, Tel Aviv
(IL)(51) **Int. Cl.**
G06F 15/16 (2006.01)(73) Assignee: **MOBIMATE LTD.**, Lod (IL)(52) **U.S. Cl.** **709/206**(21) Appl. No.: **13/207,440**(57) **ABSTRACT**(22) Filed: **Aug. 11, 2011**

The subject matter discloses a method and a computer readable medium, storing a message handling program, to read and execute following steps: receiving the message, said message is generated by a machine in a structured format, the message comprises a link to a web address; extracting the link from the received message; determining an action to be performed by a user of the computerized device according to the pattern associated with the received message; associating the link with the action.

Related U.S. Application Data

(60) Provisional application No. 61/372,879, filed on Aug. 12, 2010.



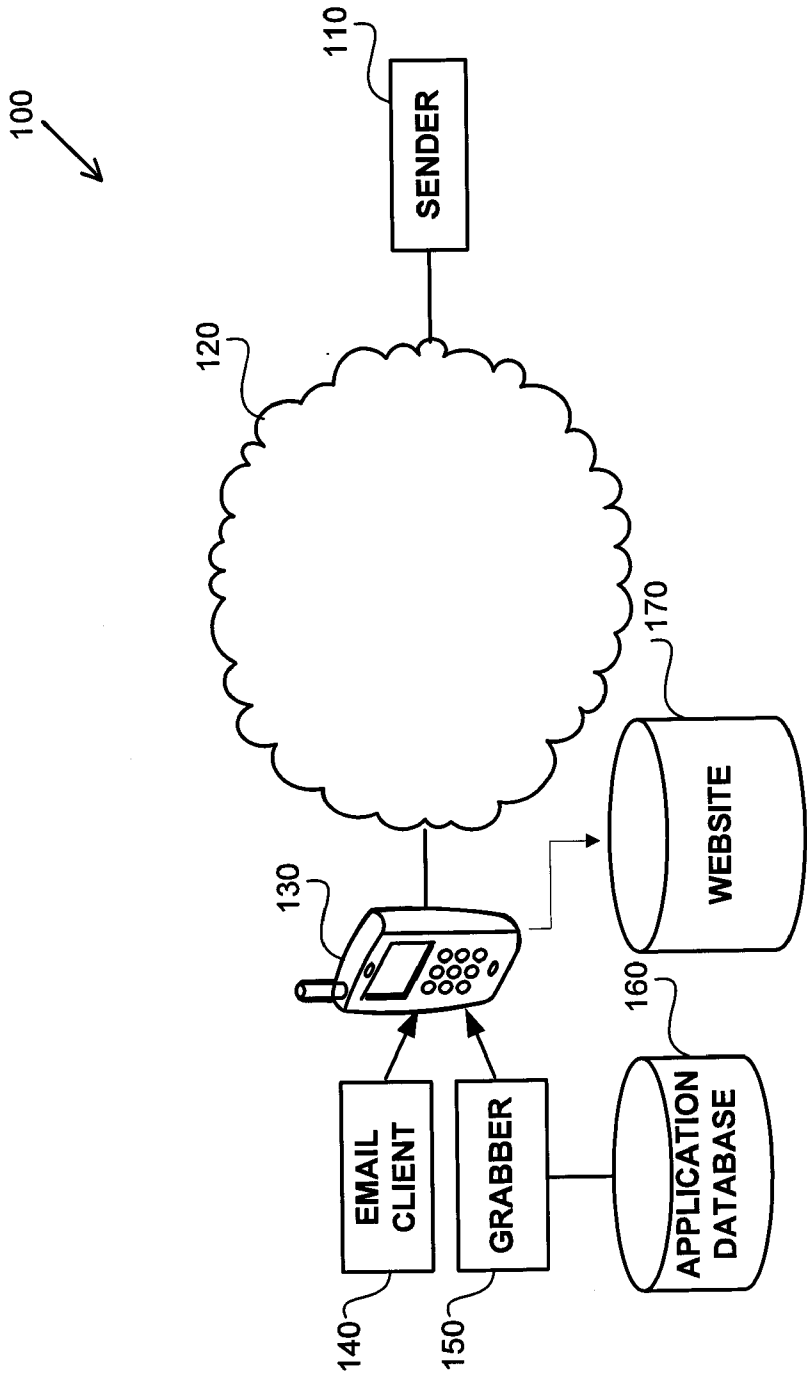


FIG. 1

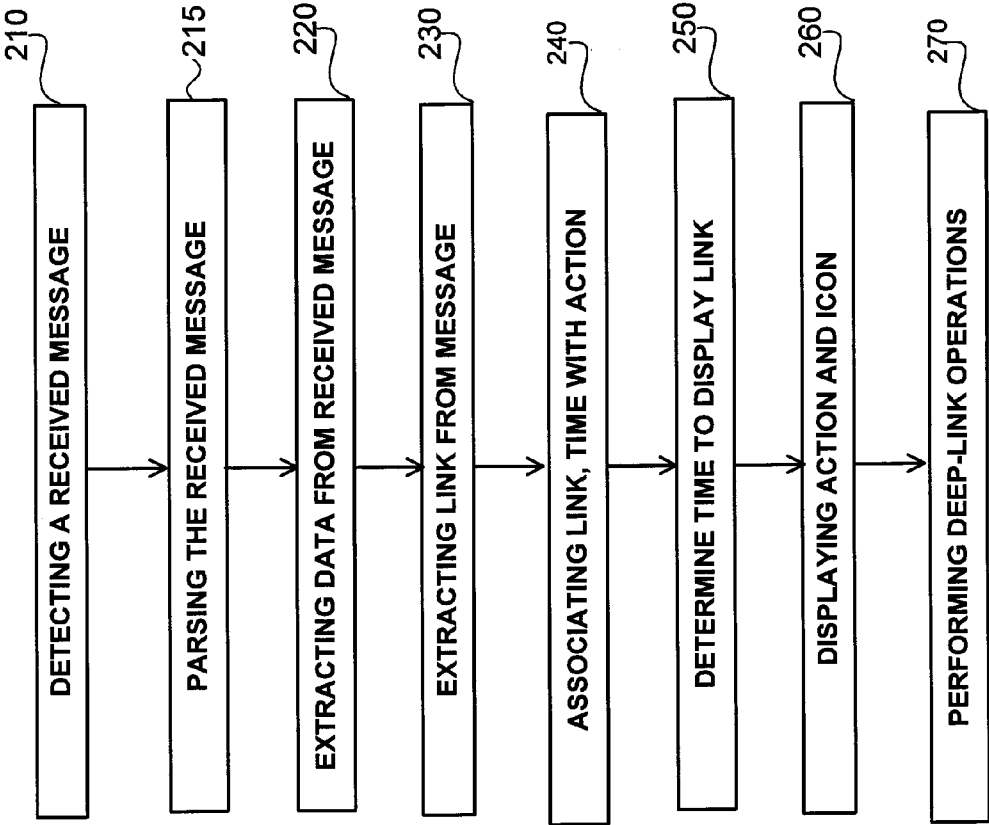


FIG. 2

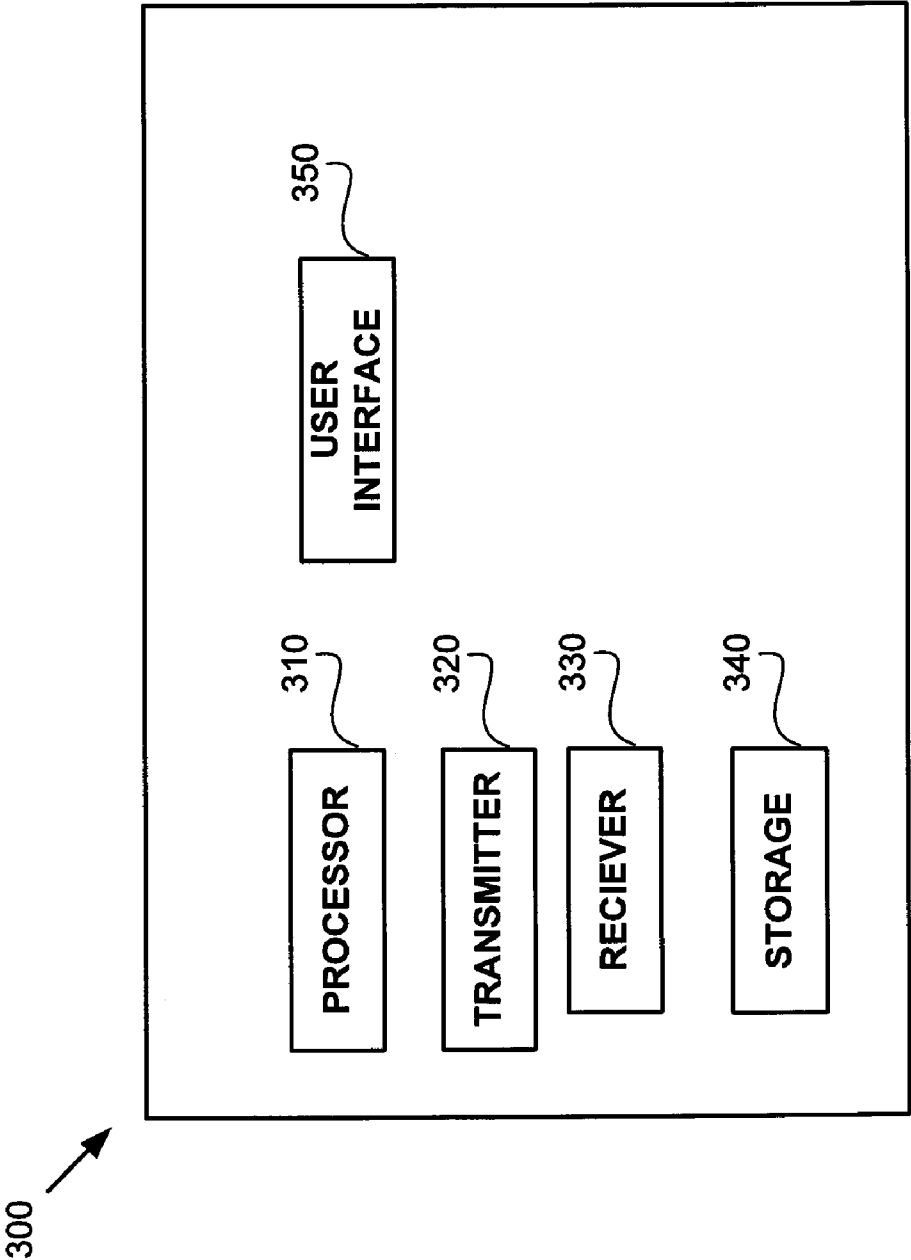


FIG. 3

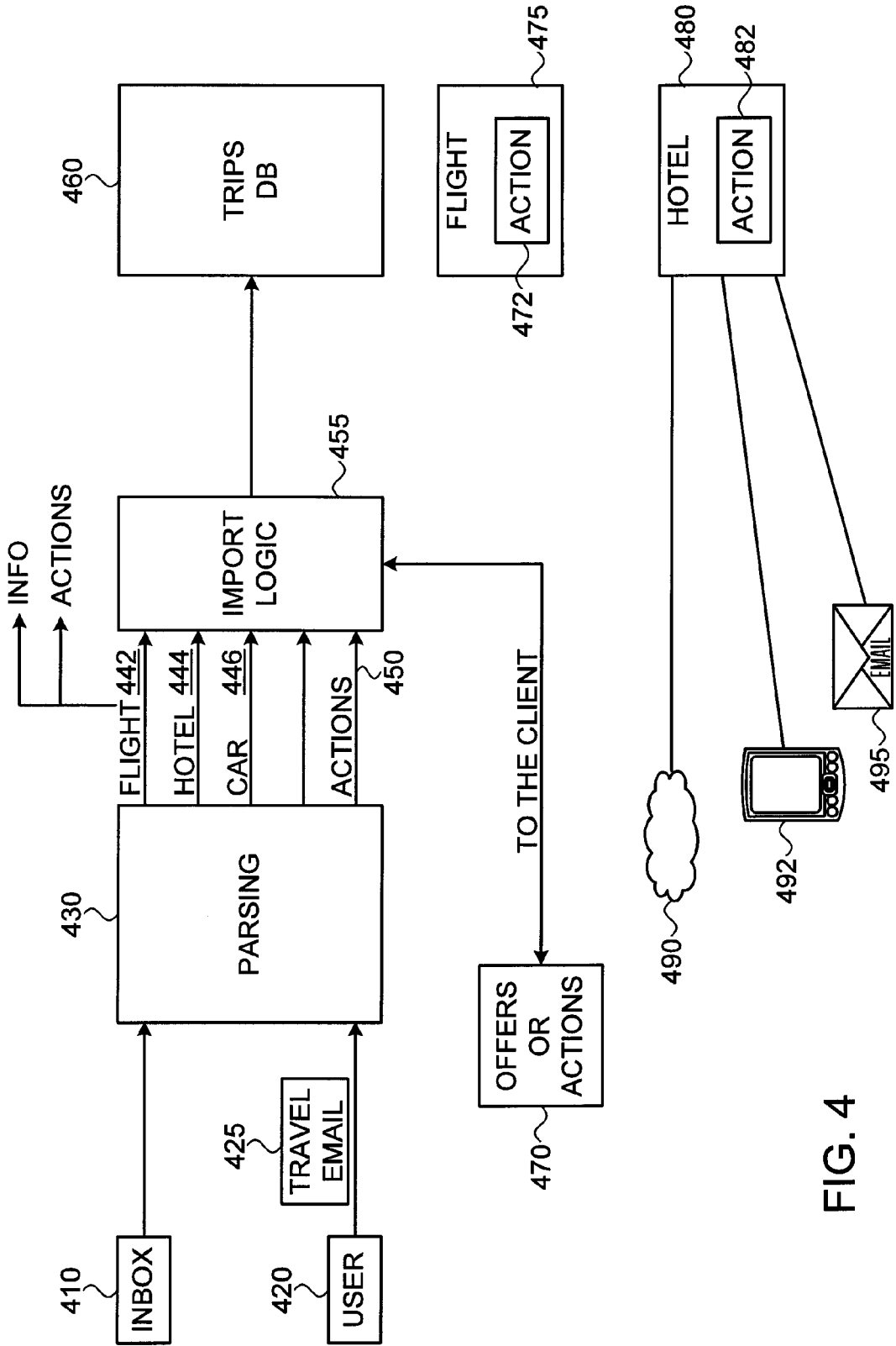


FIG. 4

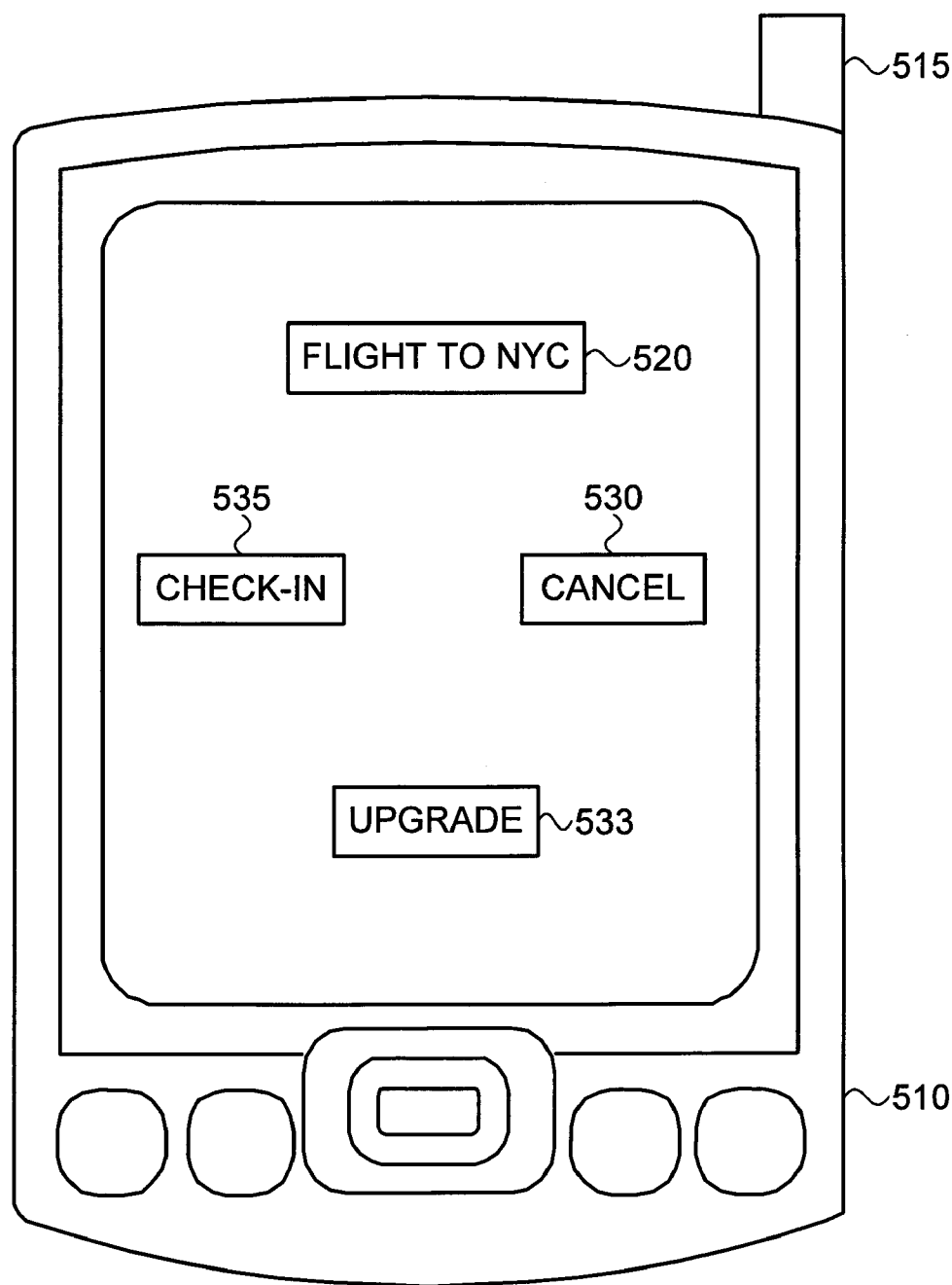


FIG. 5

APPARATUS AND METHOD FOR HANDLING A MESSAGE

BACKGROUND OF THE INVENTION

[0001] 1. Field of the Invention

[0002] The present invention relates to web-based services provided to users of computerized devices and overlaying uniform user interfaces over equivalent services in particular.

[0003] 2. Discussion of the Related Art

[0004] Travel suppliers such as airlines typically provide customers a website and possibly a mobile website where customers can take actions like checking-in to a flight, selecting a seat, checking flight information and the like. Such customers are users of the travel suppliers websites or computerized applications and need to navigate to the site URL to use such services. In the site, customers are also required to navigate a menu system to reach the page of the desired action. While these services are generally comparable, each supplier has a separate website, at a different address (URL), with a different menu system and look-and-feel. Furthermore, the different settings of each site are changed from time to time by the suppliers. Typically, to reach such a site, users need to manually enter the URL, or click a link provided in a message such as an email or SMS to reach the specific address or perform a specific action within the site. Separate bookmarks or messages are required for each supplier or action. This lack of consistency is detrimental from the user's perspective as the user needs to learn how to navigate and use multiple different systems that essentially perform the same operations, and needs to manually retrieve the right addresses for each supplier and/or action.

[0005] In order to provide a user with one-click access to these services, a set of bookmarks or messages needs to be stored on the customer's mobile device or computerized device a-priori, taking into account all the possible travel suppliers that may provide such services. In such a system, all these addresses also have to be updated from time to time in case a provider is added or changes the location or structure of their mobile website. Also in such a case, specific information pertaining to a future reservation made by a traveler or a customer cannot be encoded as it is not known a-priori.

[0006] Alternatively, the user is required to either manually enter a URL in real time, or find the link in a message sent to him. Each of these actions is time consuming and relatively uncomfortable to perform on a mobile device.

SUMMARY OF THE INVENTION

[0007] It is an object of the subject matter to disclose a method of handling a message at a computerized device, comprising receiving the message, said message is generated by a machine in a structured format, the message comprises a link to a web address; extracting the link from the received message; associating the message to a known pattern to determine an action to be performed by a user of the computerized device according to the pattern associated with the received message; and associating the link with the action.

[0008] In some cases, the link comprises mark-up language. In some cases, the link is a deep-link enabling inputting information into a specific web page. In some cases, the link includes information that is required to be passed to fields in the web page. In some cases, the method further comprises

a step of automatically filling fields in the web page. In some cases, the step of automatically filling fields in the web page is performed by a server.

[0009] In some cases, the method further comprises a step of displaying the action on a display unit of the computerized device. In some cases, the method further comprises a step of determining the time in which the action is suggested and displaying the action on the determined time. In some cases, the method further comprises a step of generating an icon on the display unit of the computerized device, said icon displays the action, such that pressing the icon activates one or more commands that perform the message in a manner transparent to the user.

[0010] It is another object of the subject matter to disclose a computer readable medium, storing a message handling program, to read and execute the steps disclosed above.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] Exemplary non-limited embodiments of the disclosed subject matter will be described, with reference to the following description of the embodiments, in conjunction with the figures. The figures are generally not shown to scale and any sizes are only meant to be exemplary and not necessarily limiting. Corresponding or like elements are optionally designated by the same numerals or letters.

[0012] FIG. 1 shows a computerized environment for handling messages in a user's device, according to exemplary embodiments of the subject matter;

[0013] FIG. 2 shows a computerized method for handling messages at a user's device, according to exemplary embodiments of the subject matter;

[0014] FIG. 3 shows a computerized system for handling messages at a user's device, according to exemplary embodiments of the subject matter;

[0015] FIG. 4 shows a method for handling messages and components used to implement the method, according to exemplary embodiments of the disclosed subject matter;

[0016] FIG. 5 shows a user's device behavior in for handling messages, according to exemplary embodiments of the subject matter.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

[0017] The subject matter discloses a system and method for providing a uniform user experience and simplifying user interaction by handling messages sent to a computerized device, such as a Personal computer or a mobile device. The messages may be sent from a supplier to a consumer associated with a message account such as an email account or an SMS account. The subject matter may be used for messages sent from travel suppliers, retails suppliers, entertainment suppliers and the like.

[0018] The method comprises a step of receiving a message concerning an action. The message may be received by an email client, at the email server, at an SMS server and the like. After detection of the message, the message is parsed to determine whether an action is contained in the received message. Such action may be checking in, making a reservation, updating reservation, paying, verifying a purchase, checking stock values, buying, selling and the like.

[0019] According to some exemplary embodiments of the subject matter, the message sent to the user contains a link. The link may be a standard URL link to a web page or another

data representing an address. The link may be to a content provider, for example a website of the travel supplier. The website can alternatively be a computerized application available only upon receipt of the message from the supplier, not to any person surfing the internet.

[0020] After receiving the message that contains the link, the processor that handles the message associates the message with one or more actions. The actions may be described in the message itself. Alternatively, the action is derived from or identified by the data stored at the address targeted in the link. In such case, the processor retrieves data from the link target and determines the action according to the data stored at the link. A storage unit communicating with the processor stores a plurality of actions and settings related to the actions, such as formats and data fields. The storage unit may store identifiers of actions and link targets, such that a link target is associated with an action using the identifiers.

[0021] In some exemplary cases, the message is not associated with an action, but includes links to actions as a by-product. In addition, the message is not processed to figure out the actions but to match to an existing pattern—in which the actions were already figured out. Rather, the specific URL for the specific action by the specific user is extracted.

[0022] FIG. 1 shows a computerized environment for detecting messages in a user's device, according to exemplary embodiments of the subject matter. The computerized environment **100** comprises a sender **110** for sending messages to a receiver's device **130** via a network **120**. The sender may be a colleague, a travel agency, a hotel, a theatre, a service provider, a retail manager or another person or entity related to an action to be performed by the user of the receiver's device **130**.

[0023] The receiver's device **130** comprises a communication receiver, such as an email client **140** or another unit for detecting other messages such as SMS, MMS, instant messages and the like. The receiver's device **130** may also comprise a communication detector, such as a communication grabber **150**, for detecting messages received at the communication receiver. The communication detector comprises a set of rules according to which a detected message is associated with a predetermined action, such as purchase of commodity. The grabber **150** listens to messages received at a user's account. The grabber **150** may also analyze the received message to decide how to handle it. If the grabber **150** is located at the receiver's device **130**, the first step is determining whether the received message should be handled or not. In some cases, the second level parsing and the extraction of the data from the received message are performed at the server.

[0024] The communication detector may comprise a parser unit for parsing at least a portion of the detected message. The parsing unit may parse only a predetermined field or segment of the detected message, for example the sender field, the subject, the first 100 characters and the like. The parsing may include two phases. The first phase provides for parsing the message according to the domain from which the message was sent, for example from a domain listed in a storage connected to the communication grabber **150**. Such storage includes a set of rules and domain names related to the predetermined field, such as domain names of travel agencies, car rental agencies, service providers and the like. The second phase of the parsing includes exclusion of keywords such as reminder and cancellation, detecting regular expressions on subject and attachment name, and searching in email body.

The set of rules on the user's device **130** may be modified frequently or according to actions made by the user. Such modifications may result from periodic updates mechanism or pushed updates etc received from a central unit handling the rules. The user's device **130** also communicates with a website **170**. The website **170** comprises a web page or an online application to which the link of the received message points.

[0025] FIG. 2 shows a computerized method for handling messages at a user's device, according to exemplary embodiments of the subject matter. In step **210**, the message is received at the user's device. The message may be an email, SMS, instant messaging communication and the like. The user's device may be a mobile device, a personal computer, laptop and the like. The message received at the user's device is generated by a machine, not by a person. The message may have a standard format sent to multiple users or recipients. In step **215**, the received message is parsed by a parser. In some cases, the parser contains data related to the location of specific data fields in the message, when the message is provided in patterns.

[0026] In step **220**, data is extracted from the received message. Such data may include time, action, supplier such as a car rental agency, prices and the like. In some cases, the content of the message is compared with a list of actions stored at the user's device or at a server performing the method of the disclosed subject matter. The list of actions may contain actions such as "update", "cancel", "check-in", "book", "buy", "change" and the like. In some other exemplary cases, the message is associated with a pattern of messages, such as a standard message from a specific company. The pattern is analyzed to associate an action with the data extracted from the pattern. As a result, the received message is associated with an action according to the pattern.

[0027] In step **230**, a link contained in the received message is extracted from the message. The link may be a standard link to a web page or another data representing an address or a location in the website of an entity associated with the message. The entity associated with the message may be the sender or another supplier of services or goods offered or included in the message. For example, a message from a travel agency may include a link to a hotel website or a link to a hotel mobile application. The website can alternatively be a computerized application available only upon receipt of the message from the supplier, not to any person surfing the internet. In some cases, the message may be compared to a known pattern, in which links to actions are embedded, to retrieve the specific links sent to the user in the message.

[0028] In step **240**, the link and other data extracted from the received message are associated with an action. For example, when receiving an email message concerning a flight that requires the user to check-in, a link to check-in appears in the message. The action, check-in, also appears in the message. In some exemplary cases, the link and action are also associated with an event, such as the time a purchased item is to be delivered to the person who received the message. Such event may also be a flight.

[0029] In step **245**, an icon is generated on the user's device. Generation of the icon may be performed at the user's device or by a server communicating with the user's device. The icon enables the user to perform the action extracted from the received message. The action may be performed by pressing the icon, as pressing the icon activates a command or several

commands. Such commands may be filling data at a pre-defined address, sending a cancellation message and the like.

[0030] In step 250, a time may be associated with the action. The time is used to determine when to display the action associated with the received message. Such time may also be associated with the event, and with a general rule concerning the event. For example, when the message contains the action of checking in a flight, the flight time is relevant to the time the user is required to check-in. Such time may be 24 hours before the flight for suggesting the user to check-in. In some cases, the actions are displayed immediately after associated with the data extracted from the received message.

[0031] In step 260, the action is displayed to the user. The action may be displayed by an icon generated in step 245. The action may be displayed using an icon on the user's display device. Activating the action enables the user to directly point at the specific web page or web application without the requirement to look for the message, which in many cases is received weeks before the date of the action, or otherwise locate or enter the link. The format of the action displayed to the user may be generic. In such cases, displaying the action to the user when performing the action makes the format of the message irrelevant. In step 270, the link is opened using a browser. When the link is opened, a software agent in the computerized device, such as user's device 130, may fill data fields in the webpage in order to facilitate the action for the user. In some cases, the link contains the data to be inputted in the data fields in the webpage. In some other cases, inputting data in the data fields is performed using a screen scraping method. The data inputted in the data fields may enable authentication of the user of the computerized device, may reduce the number of data fields to be inputted by the user and the like. The data automatically inputted in step 270 may be stored in the computerized device or in the application server, such as 160 of FIG. 1.

[0032] FIG. 3 shows a computerized system for handling messages at a user's device, according to exemplary embodiments of the subject matter.

[0033] The system 300 comprises a receiver 330. The receiver 330 receives a new message at the message account of the user, for example an incoming SMS or an email message. The receiver 330 may listen to the email account of the user's device or to an email server associated with the user's email account. The receiver 330 may be implemented in a copy of the message account stored in the application server or in the user's computerized device. Upon receiving a new message to the user, the receiver 330 notifies a processor 310 of the system 300 that a message has been received. The receiver 330 may not be connected to the message account of the user, as in some cases the user of the computerized device actively sends the message to the system.

[0034] The processor 310 receives the message from the receiver 330 or retrieves the message from the message server. The processor 310 may parse the received message and extract the link from the message. The processor 310 may further determine which of a plurality of links is associated with the computerized device used. For example, the message may contain two or more links for performing the same action, such as "update", each meant to be used on a specific class of computerized device—for instance a desktop computer, a Smartphone and the like. In such case, the processor 310 determines the proper link according to the device in which the action is to be performed. The processor 310 may

further extract an action from the message. Extracting the action may be performed by comparing the message against a known pattern. Extracting the action may also be performed by comparing data parsed from the message with a plurality of actions stored at storage 340. The processor 310 may also associate the extracted link and the action. Such association may be performed by a set of rules or by the content of the message. The processor 310 may also determine the time to use the link to perform the action. The time determined by the processor 310 may be used to activate a reminder on the user's device to perform the extracted action. Such time may be 2 hours before the action, for example in case the action requires opening the link to register for a lecture, or 24 hours, for example in case the event is a flight and the action is checking in the flight.

[0035] The processor 310 may be connected to a storage unit 340 that contains rules concerning identifying a link and an action from the received message. In some exemplary cases, the storage unit 340 stores rules that are received from a server that may also extract data from the received message. Such rules received from the server concern extraction of content from messages and associating time with the action and the link. The rules may also be sent from an application server such as 160 of FIG. 1.

[0036] The system 300 may also comprise a transmitter 320 for transmitting messages to an entity external to the system 300. The transmitter 320 may alternatively send messages from a remote location such as an email server when the system 300 is located externally to the user's mobile device. The transmitter 320 may also send an alert in case the action is required at a specific time and the user did not perform it using the suggested link.

[0037] The system 300 may further comprise a user interface module 350. The user interface module 350 provides the user a display of the link. The user interface module 350 may display the link in a generic format or in a format related to the action or to the link, or according to a rule defined by the user or according to a rule stored in the storage unit 340.

[0038] FIG. 4 shows a method for handling messages and components used to implement the method, according to exemplary embodiments of the disclosed subject matter. The message is received at a user's inbox 410. The user's inbox 410 may reside at an email server. Alternatively or simultaneously, the message may be received at the user's computerized device 420, such as the user's mobile device. The received message may be a travel message 425 or any other message that involves an action. The received action may also relate to entertainment, culture, politics, sports, education and the like.

[0039] A parsing unit 430 parses the received message. The parsing may extract the action and other relevant data from the received message. Such relevant data may be time, sender identity, message type, computerized device used to perform the action, link and the like. The parsing unit may receive a message at a predefined format. For example, travel agencies and flight companies send email messages at a predefined format. Such format may be stored at the parsing unit for extracting data fields from known patterns.

[0040] The parsing unit 430 determines whether the received message relates to a flight 442, a car registration 444, a hotel registration 446 and the like. The parsing unit 430 further extracts actions 450. The data extracted from the parsing unit 430 is transmitted to a logic unit 455. The logic unit 455 analyzes the data extracted from the parsing unit. For

example, the logic unit **455** generates icons associated with the actions **450**. The import logic **455** determines the actions **450** to be suggested to the user. The import logic further determines other offers to be suggested to the user **470**, not only actions. Such offers may relate to update or change parameters related to previous registrations. For example, in case the import logic **455** stores a hotel registration that fits the user more than a previous registration. For example, in case the user registered to a hotel and two weeks later the hotel has a better price, the import logic **455** may send a message to the user **470** with the relevant data and a link to an action of cancelling the previous order and performing a new one.

[0041] The import logic **455** may also be connected to a trip database **460**. The trip database stores data related to the user's trips. In some cases, the import logic is a server communicating with multiple users and the trip database **460** stores data related to multiple users trips. The trip database **460** stores dates, prices, events, meetings and the like. Data records related to the trip may be stored at the trip database **460**. Similarly, data related to other topics may be stored in other databases such as family database, work database, entertainment database and the like. The data records stored in the trips database **460** may be a flight record **475** and a hotel record **480**. The flight record **475** is associated with flight action **472** and the hotel record **480** is associated with a hotel action **482**. The user may review the suggested actions and perform such actions from several systems and architectures, such as email message **495**, mobile application **492** and a website **490** associated with the method of the disclosed subject matter.

[0042] FIG. 5 shows a user's device behavior in for handling messages, according to exemplary embodiments of the subject matter. The user's device **510** may be a smartphone, a cellular phone, a PDA, a tablet, a laptop and the like. The user's device **510** comprises a receiver **515** used to receive signals. The receiver **515** may be an antenna. The signals may be messages handled by the method and system of the subject matter. The user's device **510** comprises a display unit. The display unit displays data to the user, for example time, received messages, files, and the like. The user may also use the display unit **540** to input data into the user's device **510**, for example using a touch screen keyboard.

[0043] When a message is received at the user's device **510**, an action is extracted from the message or identified by a computerized entity handling the received message. Along with the action, the computerized entity may also determine a time for performing the action, a link used to perform the action, and other data relevant for facilitating the user in performing the action.

[0044] The computerized entity may also determine to display an icon on the display of the user's device **510**. Such icon may be used to perform the action in a manner transparent to the user. For example, when a "cancel" icon **530** is generated, the icon **530** is displayed immediately or at the time determined by the processor **310**. When the user presses the "cancel" icon **530**, a set of commands or operations is activated. The set of commands or operations may be stored at the user's device **510** or at a storage communicating with the user's device and used to facilitate performing of such actions. The user is not aware of any actual actions performed as part of the set of actions, for example browsing, filling data, activating an add-on software module and the like. Similarly, the user may press "upgrade" icon **533** and "check-in" icon **535** to perform these actions. The icons may also represent other actions,

such as update, confirm and the like. Data relevant to the actions may be displayed in action display **520**. For example, when the actions in icons **530**, **533** and **535** relate to a flight, the action display **520** displays items related to the flight, such as the flight number and the like.

[0045] In some cases, the information obtained from the received message is not sufficient to perform the action, for example to send the data to a service provider. For example, a "check-in" link may include a user's e-ticket and last name, but the user may need additional information to complete the action. Such additional information may be the user's passport number or frequent flyer number. In some cases, the system may complete such additional information into an automated flow. The system of the disclosed subject matter obtains the additional information from its own databases, for example a database storing information about users, a user profiles etc. The system may also obtain additional information related to other types of information, such as user preferences, for example 'window seat', 'meal type' and the like.

[0046] In some exemplary cases, the method of the subject matter also comprises a step of automatically performing the actions associated with the received message. For example, instead of asking the user to press an icon or a button in order to command execution of an action, the user may configure the system, either a mobile application or website, to automatically perform some actions. The system may use the data obtained from the received message and data stored at the system in order to perform the action. For example, the user may dictate automatic check-in 24 hours before flights. This facilitates the user and saves time and energy.

[0047] While the disclosure has been described with reference to exemplary embodiments, it will be understood by those skilled in the art that various changes may be made and equivalents may be substituted for elements thereof without departing from the scope of the invention. In addition, many modifications may be made to adapt a particular situation or material to the teachings without departing from the essential scope thereof. Therefore, it is intended that the disclosed subject matter not be limited to the particular embodiment disclosed as the best mode contemplated for carrying out this invention, but only by the claims that follow.

1. A method of handling a message at a computerized device, comprising,

receiving the message, said message is generated by a machine in a structured format, the message comprises a link to a web address;

extracting the link from the received message;

determining an action to be performed by a user of the computerized device according to a pattern associated with the received message;

associating the link with the action.

2. The method according to claim 1, wherein the link comprises mark-up language.

3. The method according to claim 1, wherein the link is a deep-link enabling inputting information into a specific web page.

4. The method according to claim 1, wherein the link includes information that is required to be passed to fields in the web page.

5. The method according to claim 4, further comprises a step of automatically filling fields in the web page.

6. The method according to claim 5, wherein the step of automatically filling fields in the web page is performed by a server.

7. The method according to claim 1, further comprises a step of displaying the action on a display unit of the computerized device.

8. The method according to claim 7, further comprises a step of determining the time in which the action is suggested and displaying the action on the determined time.

9. The method according to claim 7, further comprises a step of generating an icon on the display unit of the computerized device, said icon displays the action, such that pressing the icon activates one or more commands that perform the message in a manner transparent to the user.

10. The method according to claim 1, further comprises a step of associating the received message to a known pattern to determine the action associated with the received message.

11. A computer readable medium, storing a message handling program, to read and execute following steps:

receiving the message, said message is generated by a machine in a structured format, the message comprises a link to a web address;

extracting the link from the received message;

determining an action to be performed by a user of the computerized device according to the pattern associated with the received message;

associating the link with the action.

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