



(43) International Publication Date  
27 December 2012 (27.12.2012)

- (51) International Patent Classification:  
G06Q 30/02 (2012.01) G06Q 50/30 (2012.01)
- (21) International Application Number:  
PCT/US2012/043386
- (22) International Filing Date:  
20 June 2012 (20.06.2012)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
61/499,120 20 June 2011 (20.06.2011) US  
61/499,417 21 June 2011 (21.06.2011) US
- (71) Applicant (for all designated States except US): **TAN-DEMSEVEN, INC.** [US/US]; 4 Court Street, Plymouth, MA 02360 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **TORBEY, Frank, J.** [US/US]; 321 Wianno Avenue, Osterville, MA 02655 (US). **CLARK, David, W.** [US/US]; 78 Windsor Road, Brookline, MA 02445 (US). **GODDARD, Phil, H.** [US/US]; 44789 Corte Nautia, Temecula, CA 92592 (US). **STEINER, Karl** [US/US]; 7928 Fallmeadow Lane, Dallas, TX 75248 (US).
- (74) Agents: **SUNSTEIN, Bruce, D.** et al.; Sunstein Kann Murphy & Timbers LLP, 125 Summer Street, Boston, MA 02110 (US).

- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

— with international search report (Art. 21(3))

- (88) Date of publication of the international search report:  
18 April 2013

(54) Title: SYSTEM AND METHOD FOR BUILDING AND MANAGING USER EXPERIENCE FOR COMPUTER SOFTWARE INTERFACES

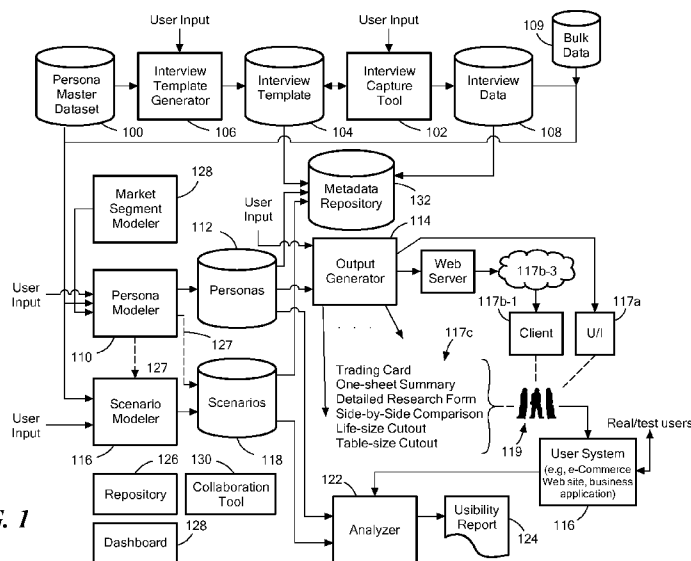




FIG. 1

(57) Abstract: Several computerized tools, methodologies and data structures, according to embodiments of the present invention, are disclosed for collecting data for UX research and development directed to a product, process, and system and for developing personas and scenarios from the data for designing and for measuring the effectiveness of the product, process, and/or systems for use by the personas or real people. The tools, methodologies and data structures may be used individually or in sets.

WO 2012/177791 A3

## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2012/043386**

<b>A. CLASSIFICATION OF SUBJECT MATTER</b>		
<i>G06Q 30/02(2012.01)i, G06Q 50/30(2012.01)i</i>		
According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b>		
Minimum documentation searched (classification system followed by classification symbols) G06Q 30/02; H04N 5/91; G06F 17/30; G06F 17/60; G06F 17/27; G06Q 10/00; G10L 21/00; G06Q 50/30		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Korean utility models and applications for utility models Japanese utility models and applications for utility models		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) eKOMPASS(KIPO internal) & Keywords: experience, interview capture, memory, GUI, display, scenario, collaboration		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X A	US 2010-0114791 A1 (DAVID MARK GOLD et al.) 06 May 2010 See the abstract; paragraphs [0020]-[0030]; claims 1,10-16; figures 1-4.	1-2,4-9,15-16 ,18-23,29 3,10-14,17,24-28 ,30-69
A	US 2008-0294637 A1 (WENYIN LIU) 27 November 2008 See the abstract; claim 1; figures 1-3.	1-69
A	JP 2004-222169 A (DAIKIN IND LTD) 05 August 2004 See the abstract; claim 1; figures 1-3.	1-69
A	WO 03-060792 A1 (TRAVEL ANALYTICS, INC.) 24 July 2003 See the abstract; claim 1; figures 1-21.	1-69
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
* 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 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 28 JANUARY 2013 (28.01.2013)		Date of mailing of the international search report <b>29 JANUARY 2013 (29.01.2013)</b>
Name and mailing address of the ISA/KR  Korean Intellectual Property Office 189 Cheongsu-ro, Seo-gu, Daejeon Metropolitan City, 302-701, Republic of Korea Facsimile No. 82-42-472-7140		Authorized officer PARK Mi Jeong Telephone No. 82-42-481-8379 

**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2012/043386**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2010-0114791 A1	06.05.2010	US 8219502 B2 WO 2010-062691 A2 WO 2010-062691 A3	10.07.2012 03.06.2010 15.07.2010
US 2008-0294637 A1	27.11.2008	CN 1794233 A WO 2007-073697 A1	28.06.2006 05.07.2007
JP 2004-222169 A	05.08.2004	None	
WO 03-060792 A1	24.07.2003	AU 2002-364007 A1 US 2005-0043985 A1	30.07.2003 24.02.2005