



- (51) International Patent Classification:
G06Q 10/00 (2012.01) G06Q 40/00 (2012.01)
- (21) International Application Number:
PCT/US2019/035656
- (22) International Filing Date:
05 June 2019 (05.06.2019)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
16/001,615 06 June 2018 (06.06.2018) US

OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, 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, ST, 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, KM, ML, MR, NE, SN, TD, TG).

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

- (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, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ,

(54) Title: APPARATUS AND METHOD FOR POLLING APPLICATIONS

(57) Abstract: An application enables users to conduct and participate in polls. A user creates a profile containing identifying information, personal interests, preferences and criteria for polls, and notification preferences. The user may then create polls to be presented to other users of the system, and the polls may be restricted according to criteria chosen by the user. The polls are conducted among users of the system, and results of the polls are made available. Advertising and promotional features may be integrated into the polls, and the application may offer rewards incentives to participating users.

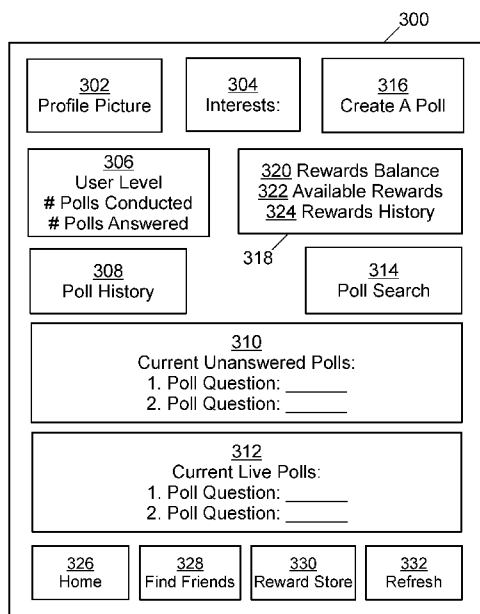


FIG. 3

WO 2019/236751 A1

Apparatus and Method for Polling Applications

Background

[0001] Existing survey applications present people with the ability to conduct surveys via the Internet. For example, commercially available services provided by SurveyMonkey, SoGoSurvey, SurveyLegend, and SurveyPlanet enable users to create surveys and view the survey results. Commercially available services provided by E-Rewards, MySurvey, SwagBucks, and ValuedOpinions incentivize participation by enabling users to earn credits or points which may be redeemed for rewards. United States Patent Application Publication No. 2012/0173305 describes a mobile survey system which gives users points that accumulate in the users' accounts. United States Patent Application Publication No. 2016/0086203 describes a system for dynamic polling based on, among other things, the location of users. There remains a need for improved survey capabilities and functionality.

Summary

[0002] In non-limiting embodiments, disclosed herein is an application that enables users to conduct and participate in polls. A user creates a profile containing identifying information, personal interests, preferences and criteria for polls, and notification preferences. The user may then create polls to be presented to other users of the system, and the polls may be restricted according to criteria chosen by the user. The polls are conducted among users of the system, and results of the polls are made available to the user that created the poll. In known applications, the user is generally limited to subjective feedback, such as through friends or family or others in a known set of recipients. In some embodiments, the advertising and promotional features are integrated into the polls, and the application may offer rewards incentives to participating users.

Brief Description of the Drawings

[0003] The detailed description makes reference to the accompanying figures wherein:

[0004] FIG. 1 illustrates an example of a network diagram in accordance with the principles disclosed herein.

[0005] FIG. 2 illustrates a flowchart in accordance with the principles disclosed herein.

[0006] FIG. 3 illustrates a screen display in accordance with the principles disclosed herein.

[0007] FIG. 4 illustrates a flowchart in accordance with the principles disclosed herein.

[0008] FIG. 5 illustrates a screen display in accordance with the principles disclosed herein.

[0009] FIG. 6 illustrates a screen display in accordance with the principles disclosed herein.

[0010] FIG. 7 illustrates a screen display in accordance with the principles disclosed herein.

[0011] The figures are only intended to facilitate the description of the principles disclosed herein. The figures do not illustrate every aspect of the principles disclosed herein and do not limit the scope of the principles disclosed herein. Other objects, features, and characteristics will become more apparent upon consideration of the following detailed description.

Detailed Description

[0012] A detailed illustration is disclosed herein. However, techniques, methods, processes, systems and operating structures in accordance with the principles disclosed herein may be embodied in a wide variety of forms and modes, some of which may be quite different from those disclosed herein. Consequently, the specific structural and functional details disclosed herein are merely representative.

[0013] None of the terms used herein, including “server,” “network,” “terminal,” “device,” “application,” “software,” and “poll” are meant to limit the application of the principles disclosed herein.

[0014] With reference to Fig. 1, operator terminal(s) 100 is communicatively coupled via wired or wireless connection to server(s) 102, which is communicatively coupled via a distributed communication network 104 to user device(s) 106 and third party server(s) 108. Distributed communication network 104 may comprise, for example, a local area network(s), wide area network(s), the Internet, or a combination thereof. Operator terminal(s) 100 and user device(s) 106 may comprise, for example, desktop computers, mobile telephones, tablets, and other electronics capable of running interactive application software. For simplicity, reference will be made to a single terminal, a single server, a single network, and a

plurality of user devices. Application software is hosted on the server 102 and communicates with user devices 106.

[0015] FIG. 2 depicts a flowchart of the steps a user would take to register. In step 200, a user registers with the polling application through a webpage or downloadable application software. The user creates an account and enters a preferred username and password combination or other credentials to be used for future authentication. In step 202, the user selects a membership level. Membership levels include one or more free levels and one or more varying levels of paid membership which enable access to particular options and features. In step 204, the user enters profile information, which may include the user's name, mailing address, email address, age, gender, education level, personal interests, and field of employment. The user may also enter the identities of the user's friends, which may be entered manually or by connecting to third party social networks via the application. In step 206, the user has the option to enter preferences and criteria for filtering polls that are to be provided to the user. For example, the user may enter a preference for polls that relate to his or her interests, and the user may enter a filter that blocks polls containing specific words or that relate to specific topics. A user may also elect to be notified about polls that are created by contacts identified by the user as "friends" or others located within the user's connected social networks. The user may elect to be notified of only these polls and no other polls. In step 208, the user proceeds to the user's home screen for viewing and creating polls. From the home page, the user may elect to view and modify the membership level or any of the user's information, preferences, and filters.

[0016] FIG. 3 depicts an exemplary home page 300 for a user which is viewable on a screen of a user device. From the home page, the user may access features of the application, including the ability to take a poll, create a poll, and manage the user's profile. Specifically, field 302 displays the user's profile picture, if one has been stored for the application, and allows the user to add a picture, delete a picture, or modify a picture. Field 304 displays the user's listed interests, if any, and permits the user to add/delete/modify the stored interests. Interests may be indicated as affirmative interests (i.e., subjects that the user is interested in) and negative interests (i.e., subjects that the user is not interested in). These may be used to filter polls that are presented to the user. In one non-limiting example, a user may request that the application only present the user with polls that are tagged with one or more of the user's affirmative interests. In another non-limiting example, the user may request that the application not present any polls that are tagged with any of the user's negative interests. Field 306 displays information about the user's past activity, including, for example, the

number of completed polls the user has conducted and the number of polls the user has taken. Field 308 displays a list of polls that the user has conducted or taken and enables the user to view more detailed information about such polls, including the vote totals and information about the distribution of votes in relation to voters' features. Field 310 displays any polls that are open and for which the user may enter an answer. Field 312 displays any polls that the user has created and are open for voting. Field 314 enables the user to search for polls which may interest the user. For example, a user may search for polls related to a topic of interest or a poll that was created by someone in the user's social network. Field 316 enables a user to create a new poll. Field 318 displays information about the user's rewards, if the user is eligible to receive rewards, such as the user's rewards balance 320, the user's available rewards 322, and the user's rewards history 324. Field 326 provides the user the ability to return to the home page 300 as viewed in Fig. 3. Field 328 enables the user to link the user's external social media accounts and/or locate and connect to other people via the application and/or through external social media applications and networks. Field 330 enables the user to access a rewards store where the user may exchange a rewards balance for goods and services. Field 332 enables the user to refresh the page, which updates the information displayed in the home page 300.

[0017] FIG. 4 depicts the process by which a user creates a poll. In step 400, the pollster instructs the application to create a new poll via field 316 (shown in Fig. 3). In step 402, the application prompts the pollster to enter a poll question, such as "Do you prefer the black dress or the white dress?" Polls may optionally incorporate images, which may be limited according to a number of images, image size, and other criteria. Polls may also incorporate multiple choice options for voters wherein the voter must select one of multiple possible answers, wherein the voter may pick multiple answers, or wherein the voter may enter his/her own answer via text or submission of an image or other media. In step 404, the pollster optionally uploads one or more photographs to be included in the poll, such as photographs of a black dress and a white dress for comparison. In step 406, the pollster is prompted to optionally enter one or more additional or follow-up questions to be included in the poll. For example, the pollster may request that if a voter chooses the black dress, the application asks the voter how strong of a preference he/she has for the black dress over the white dress. In step 408, the pollster is prompted to optionally enter one or more subject matter tags to accompany the poll. Tags assist the application to sort polls by subject matter and facilitate searches by voters to identify polls that are relevant to their interests. In step 410, the pollster optionally selects participants for the poll. The pollster may identify users to

receive the poll or may identify categories of users to receive the poll. For example, the pollster individually identifies five close friends to receive the poll. In another example, the pollster enters criteria so that all in-state residents (e.g., New York residents) between the ages of 18 and 30 that are interested in fashion may participate in the poll. In step 412, the pollster optionally enters parameters for the poll, such as the length of time the poll will be open for voting, a maximum number of votes before the poll automatically closes to further voting, or a minimum number of votes required before the poll results are made public. Logical rules may be used to set parameters as well. For example, the pollster may instruct the application to keep the poll open to in-state residents only, until either 100 votes are received or two hours pass, then open up the poll to all users until 100 votes are received, at which point the poll should be closed to further voting. The user may also determine whether the results of the poll should be made public to all users, to only those users that voted, to only the pollster, or to another desired group or subgroup of people. The foregoing options may be entered by a user via check boxes, drop-down menus, text entry (such as with the use of Boolean operators), or other appropriate means. The user may also elect whether voters are restricted to one vote or, if voters can vote multiple times, how many times each voter may vote (e.g., five times total and/or once every 10 minutes). For each of the foregoing options, the application may limit a user to predetermined options (for example, via drop down menus), and may offer additional options to users with premium memberships. In step 414, the application displays a poll preview page which allows the user to view, and if necessary modify, the poll before submitting it. In step 416, the user submits the poll for voting and the application displays a confirmation page to the user.

[0018] FIG. 5 depicts an exemplary poll preview page displayed to the pollster before a poll is conducted. On screen 500 is shown preview window 502, which displays the image a voter will see when taking the poll. In this example, a voter will be presented with a photograph of a black dress and a white dress and prompted to vote for the preferred dress. Window 504 displays any follow-up questions to be presented to voters after making a decision between the options presented in window 502. In this example, voters will receive a follow-up question asking the voters to rank how strong of a preference they have between the two dresses. Voters will be presented with the options: “Little or No Preference” and “Strong Preference.” Window 506 displays subject matter tags to be associated with the poll. Subject matter tags may have been entered by the pollster during creation of the poll or may be generated by the application via, for example, text and pattern recognition software. In the example shown, the poll is associated with tags labeled “Fashion” and “Dress.” The pollster

may edit or delete the subject matter tags as desired. Window 508 displays eligible voters, criteria for voters, and parameters for the poll, each as applicable. In the example shown, the poll will initially be made available to users identified as “friends” in the pollster’s profile and any in-state residents between the ages of 18 and 30. Further, the poll will close after 100 votes are received. If two hours pass and 100 votes are not received, the poll will be made available to any in-state residents regardless of age. Finally, the poll results will remain private. Field 510 enables the pollster to return to a poll creation page to modify the poll, and field 512 enables the pollster to submit the poll for voting.

[0019] FIG. 6 depicts an exemplary poll page displayed to a voter. Window 600 contains first image 602 showing a black dress and second image 604 showing a white dress. Field 606 enables the voter to submit a vote in favor of the black dress, and field 608 enables the voter to submit a vote in favor of the white dress. Once the voter has made a selection between field 606 and field 608, field 610 enables the voter to submit the vote to the system for tabulation. If applicable, another window will appear with follow-up questions for the voter.

[0020] FIG. 7 depicts a window 700 showing the results of a poll. The results may be displayed while voting is ongoing or after voting has closed, and in some embodiments, the user that created the poll is notified in or near real-time that the poll has completed. For ease of reference, the image of the black dress is shown in window 702 and the image of the white dress is shown in window 704. Field 706 displays the total number of votes in favor of the black dress, the percent of voters that chose the black dress and indicated a “Little or No Preference” for the black dress, and the percent of voters that chose the black dress and indicated a “Strong Preference” for the black dress. Field 708 displays the total number of votes in favor of the white dress, the percent of voters that chose the white dress and indicated a “Little or No Preference” for the white dress, and the percent of voters that chose the white dress and indicated a “Strong Preference” for the white dress. Window 710 displays the breakdown of votes according to demographic factors. In the example shown, window 710 shows the number of the pollster’s friends that voted in favor of the black dress and the number that voted in favor of the white dress; the number of voters aged 18-24 that voted in favor of the black dress and the number that voted in favor of the white dress; the number of voters aged 24-30 that voted in favor of the black dress and the number that voted in favor of the white dress; the number of voters that are in-state residents that voted in favor of the black dress and the number that voted in favor of the white dress; and the number of voters that are out-of-state residents that voted in favor of the black dress and the number that

voted in favor of the white dress. In various embodiments, the foregoing poll results information is made available only to the user that created the poll, to voters with premium memberships, to all users with premium memberships (whether they voted or not), or to all users of the application. In some embodiments, whether the results are shared, and to whom, is in the discretion of the user that created the poll.

[0021] The application enables users to participate anonymously or publicly. In some embodiments, a user may select whether any of the user's profile information is shared with other users, with pollsters, or with third parties such as advertisers. Users may make this selection during registration or modify the selection afterwards by editing their profile. In some embodiments, a user's ability to modify his or her anonymity level is restricted by the user's membership level. In such embodiments, a user with a free membership is given limited or no ability to restrict sharing of the user's information (zero or limited anonymity). A user with a higher membership level may be able to restrict the information shared in order to maintain a higher level of anonymity. Membership levels may be determined as a function of fees paid by the user, participation of the user, rewards earned or redeemed by the user, and/or other factors. In some embodiments, a user may select whether to remain anonymous and whether to share particular identifying information in connection with a specific poll or group of polls. For example, a voter may choose to share his or her name or location with a pollster. In another example, a pollster may choose to share his or her name and address with a third party advertiser in order to be eligible for a promotion or additional rewards.

[0022] In some embodiments, the operator of the application coordinates with advertisers, such as third party advertisers, to incorporate advertising and promotions into the application. In such embodiments, server 102 communicates with one or more of third party server(s) 108 owned by advertisers, advertising agencies, or other entities capable of coordinating marketing efforts with the operator of the application. By agreement with a third party, the application integrates advertisements and/or promotional content into the user experience. In one example, a user creates a poll asking voters to choose between a red dress available for sale at Retailer A and a blue dress available for sale at Retailer B. The identities of the retailers are not made available to a voter until after he/she has voted. Voters who participate in the poll and select the red dress will be notified that the dress is available at Retailer A. Voters who participate in the poll and select the blue dress will be notified that the dress is available at Retailer B. In another example, voters who select the red dress will be given a benefit (such as a coupon code) that can be redeemed at Retailer A for a discount. In another example, voters who make a selection will be directed to the applicable retailer's

website. The provision of the identity of the retailer or offer of a benefit may be linked to a voter's membership level. In some embodiments, the ability to learn the identity of the retailer or receive a benefit such as a coupon code is contingent on the voter having a premium level membership. In some embodiments, the application recognizes the user-entered text in a poll, or uses optical character recognition software to recognize text in a user-provided photo. If the text identifies a known product or service or company, the application offers the user to link to the product, service, or company as part of the poll. In some embodiments, the application will generate suggested content for users creating polls. For example, for a user that has indicated an interest in cars, the application may suggest a poll that features the latest model of a popular car, and the application may enable the user to easily click to have a photograph of the car and a link to the manufacturer's website included in the poll. The operator of the application may seek compensation from a third party advertiser in exchange for making any of the foregoing benefits available to users creating polls and voters participating in polls.

[0023] In some embodiments, the application would give the user an option of joining as a business instead of a personal user, allowing a business to use the application as part of its marketing and research efforts. In some of these cases, the business would not receive any incentive, reward or other redeemable benefit. The business would get the results of an anonymous audience at a low cost for another data point in their marketing strategy. For example, a sneaker company will generally conduct market research, involving significant expense, eighteen months in advance of launching a new product line, to obtain information about style, color, fit and other consumer related factors. In this example, the sneaker company could spend thousands of dollars on real time market research asking which of several colors is more appealing to a limited set of participants. Using the application, the company could post four photos and get a result in the selected amount of time for choosing an answer.

[0024] Preferably, participants are required to enter codes, using commercially available software, to confirm they are not a robot, and other software is used to ensure the number of votes made by any participant for any one posted item is limited to a designated number, for example one or two votes.

[0025] In some embodiments, the application provides rewards to users as an incentive to generate polls and vote in polls. In some embodiments, the application will assign points to users for creating polls and voting in others' polls. The application may assign a point value according to particular requirements. For example, a user may be

assigned one point for generating a new poll, plus one point for each photograph included in the poll (up to a maximum number of photographs), plus five points if the subject matter (as determined by the tags) relates to a third party advertiser for which the operator of the application has an advertising agreement, plus one point for every ten people that vote on the poll. In another example, a user may be assigned one point for every poll the user takes. Points may be accumulated by users and redeemed for goods and services, such as gift cards, coupon codes, merchandise, or exclusive content. In some embodiments, premium level users are given additional incentives, such as point multipliers or additional means of earning points which are unavailable to users with free memberships.

[0026] The application contains safeguards against misuse. The application may identify and record unique information about a user or the user's device used to access the application, such as the user's email address or Internet Protocol (IP) address. The application uses the information to prevent unauthorized voting, such as multiple votes by one user in a poll that does not permit multiple votes by one person. The application also uses the information to detect if a person is attempting to create multiple accounts, which would allow the person to vote more than once in a poll that does not permit multiple votes by one person. The application may also use software to detect suspicious behavior, such as multiple requests that occur too quickly to be reasonably expected of a human using the application in good faith, indicating use of malicious software. Referring back to Fig. 1, application server 102 may also obtain information from third party server(s) 108 that offer services or provide information (for example, via a web service) to assist in detection and prevention of unauthorized use. The application also contains safeguards against misuse by way of offensive content or illegal conduct. The application may utilize filters and detection software to identify and remove offensive conduct (e.g., profanity or nudity) from polls. The application may also detect efforts at illegal activity, such as a user that posts a poll offering or encouraging the commission of a crime, so that the applicable poll may be removed. Application server 102 may also obtain information from third party server(s) 108 that offer services or provide information (for example, via a web service) to assist in detection and prevention of offensive content or illegal conduct. If the operator of the application detects attempts at unauthorized voting or other misuse of the application, the appropriate user accounts may be suspended or terminated.

[0027] The detailed description is not intended to be limiting or represent an exhaustive enumeration of the principles disclosed herein. It will be apparent to those of skill

in the art that numerous changes may be made in such details without departing from the spirit of the principles disclosed herein.

Claims

What is claimed is:

1. A computer-implemented method, comprising:
 - receiving, via a communications network, personal information from a first user comprising one or more interests;
 - receiving, via the communications network, a request from a second user to conduct a poll;
 - receiving, via the communications network, poll information from the second user;
 - organizing the poll information to create the poll;
 - generating a subject matter tag for the poll;
 - determining if the subject matter tag corresponds to one or more of the interests of the first user;
 - presenting, via the communications network, the poll to the first user only if the subject matter tag corresponds to one or more of the interests of the first user.
2. The computer-implemented method of claim 1, comprising:
 - assigning a premium membership level to the first user; and
 - restricting access by the second user to the first user's personal information.
3. The computer-implemented method of claim 1, comprising:
 - receiving, via the communications network, a third party advertisement;
 - determining if the third party advertisement corresponds to the subject matter tag for the poll; and
 - presenting, via the communications network, the third party advertisement to the first user only if the third party advertisement corresponds to the subject matter tag for the poll.
4. The computer-implemented method of claim 1, comprising:
 - presenting, via the communications network, a benefit to the first user according to the first user's response to the poll.
5. The computer-implemented method of claim 1, comprising:
 - assigning a rewards amount to the poll;
 - assigning a rewards balance value to the first user;

increasing the rewards balance by the rewards amount when the first user takes the poll.

6. The computer-implemented method of claim 1, comprising:

receiving, via the communications network, a response to the poll from the first user;
presenting, via the communications network, a follow-up question to the first user.

7. The computer-implemented method of claim 1, comprising:

receiving, via the communications network, a request from the second user to limit the poll by one or more criteria comprising: a length of time, a number of votes, and one or more demographic categories of voters;

determining if the length of time has been exceeded;

determining if the number of votes has been met;

determining if the personal information of the first user matches the one or more demographic categories of voters; and

presenting, via the communications network, the poll to the first user only if the length of time has not been exceeded, the number of votes has not been met, and the personal information of the first user matches the one or more demographic categories of voters.

8. A computer-implemented method, comprising:

receiving, via a communications network, personal information from a voter comprising one or more affirmative interests and one or more negative interests;

receiving, via the communications network, requests from a plurality of pollsters to conduct polls;

receiving, via the communications network, poll information from the plurality of pollsters;

organizing the poll information to create a plurality of polls;

generating, for each of the plurality of polls, one or more subject matter tags according to the content of the poll;

determining, for each of the plurality of polls, whether any of the one or more subject matter tags corresponds to one or more of the affirmative interests of the voter;

determining, for each of the plurality of polls, whether any of the one or more subject matter tags corresponds to one or more of the negative interests of the voter; and

for each of the plurality of polls, presenting, via the communications network, the poll to the voter only if one or more of the subject matter tags corresponds to one or more of the affirmative interests of the voter and none of the one or more subject matter tags corresponds to one or more of the negative interests of the voter.

9. The computer-implemented method of claim 8, comprising:

assigning a premium membership level to the voter; and
restricting access by the pollsters to the voter's personal information.

10. The computer-implemented method of claim 8, comprising:

receiving, via the communications network, a third party advertisement;
determining if the third party advertisement corresponds to the subject matter tag for each of the plurality of polls;
presenting, via the communications network, at least one of the plurality of polls to the voter; and
presenting, via the communications network, the third party advertisement to the voter only if the third party advertisement corresponds to the subject matter tag for the at least one of the plurality of polls.

11. The computer-implemented method of claim 8, comprising:

presenting, via the communications network, at least one of the plurality of polls to the voter; and
presenting, via the communications network, a benefit to the voter according to the voter's response to the at least one of the plurality of polls.

12. The computer-implemented method of claim 8, comprising:

presenting, via the communications network, at least one of the plurality of polls to the voter; and
assigning a rewards amount to each of the plurality of polls;
assigning a rewards balance value to the voter;
increasing the rewards balance by the rewards amount when the voter takes one of the plurality of polls.

13. The computer-implemented method of claim 8, comprising:

presenting, via the communications network, at least one of the plurality of polls to the voter; and

receiving, via the communications network, a response to the at least one of the plurality of polls from the voter;

presenting, via the communications network, a follow-up question to the voter.

14. The computer-implemented method of claim 8, comprising:

receiving, via the communications network, requests from the pollsters to limit the polls by one or more criteria comprising: a length of time, a number of votes, and one or more demographic categories of voters;

determining, for each of the plurality of polls, if the length of time has been exceeded;

determining, for each of the plurality of polls, if the number of votes has been met;

determining, for each of the plurality of polls, if the personal information of the voter matches the one or more demographic categories of voters; and

presenting, via the communications network, one of the plurality of polls to the voter only if the length of time has not been exceeded for the poll, the number of votes has not been met for the poll, and the personal information of the voter matches the one or more demographic categories of voters for the poll.

15. A computer-implemented method, comprising:

receiving, via a communications network, personal information from a first voter and a second voter, wherein personal information comprises one or more affirmative interests and one or more negative interests;

receiving, via the communications network, requests from a plurality of pollsters to conduct polls;

receiving, via the communications network, poll information from the plurality of pollsters;

organizing the poll information to create a plurality of polls;

generating, for each of the plurality of polls, one or more subject matter tags according to the content of the poll;

determining, for each of the plurality of polls, whether any of the one or more subject matter tags corresponds to one or more of the affirmative interests of the first voter;

determining, for each of the plurality of polls, whether any of the one or more subject matter tags corresponds to one or more of the affirmative interests of the second voter;

determining, for each of the plurality of polls, whether any of the one or more subject matter tags corresponds to one or more of the negative interests of the first voter;

determining, for each of the plurality of polls, whether any of the one or more subject matter tags corresponds to one or more of the negative interests of the second voter;

for each of the plurality of polls, presenting, via the communications network, the poll to the first voter only if one or more of the subject matter tags corresponds to one or more of the affirmative interests of the first voter and none of the one or more subject matter tags corresponds to one or more of the negative interests of the first voter; and

for each of the plurality of polls, presenting, via the communications network, the poll to the second voter only if one or more of the subject matter tags corresponds to one or more of the affirmative interests of the second voter and none of the one or more subject matter tags corresponds to one or more of the negative interests of the second voter.

16. The computer-implemented method of claim 15, comprising:

assigning a premium membership level to the first voter;

assigning a non-premium membership level to the second user;

restricting access by the pollsters to the first voter's personal information; and

providing, via the communications network, at least some of the second voter's personal information to the pollsters.

17. The computer-implemented method of claim 15, comprising:

assigning a premium membership level to the first voter;

assigning a non-premium membership level to the second user;

18. The computer-implemented method of claim 16, comprising:

receiving, via the communications network, a third party advertisement;

determining if the third party advertisement corresponds to the subject matter tag for each of the plurality of polls;

presenting, via the communications network, at least one of the plurality of polls to the first voter and the second voter; and

presenting, via the communications network, the third party advertisement to the first voter only if the third party advertisement corresponds to the subject matter tag for the at least one of the plurality of polls;

not presenting the third party advertisement to the second voter.

19. The computer-implemented method of claim 16, comprising:

presenting, via the communications network, at least one of the plurality of polls to the first voter and the second voter;

presenting, via the communications network, a benefit to the first voter according to the first voter's response to the at least one of the plurality of polls; and

not presenting the benefit to the second voter.

20. The computer-implemented method of claim 16, comprising:

presenting, via the communications network, at least one of the plurality of polls to the first voter and the second voter; and

assigning a rewards amount to each of the plurality of polls;

assigning a first rewards balance value to the first voter;

assigning a second rewards balance value to the second voter;

increasing the first rewards balance by the rewards amount when the first voter takes one of the plurality of polls; and

not increasing the second rewards balance by the rewards amount when the second voter takes one of the plurality of polls.

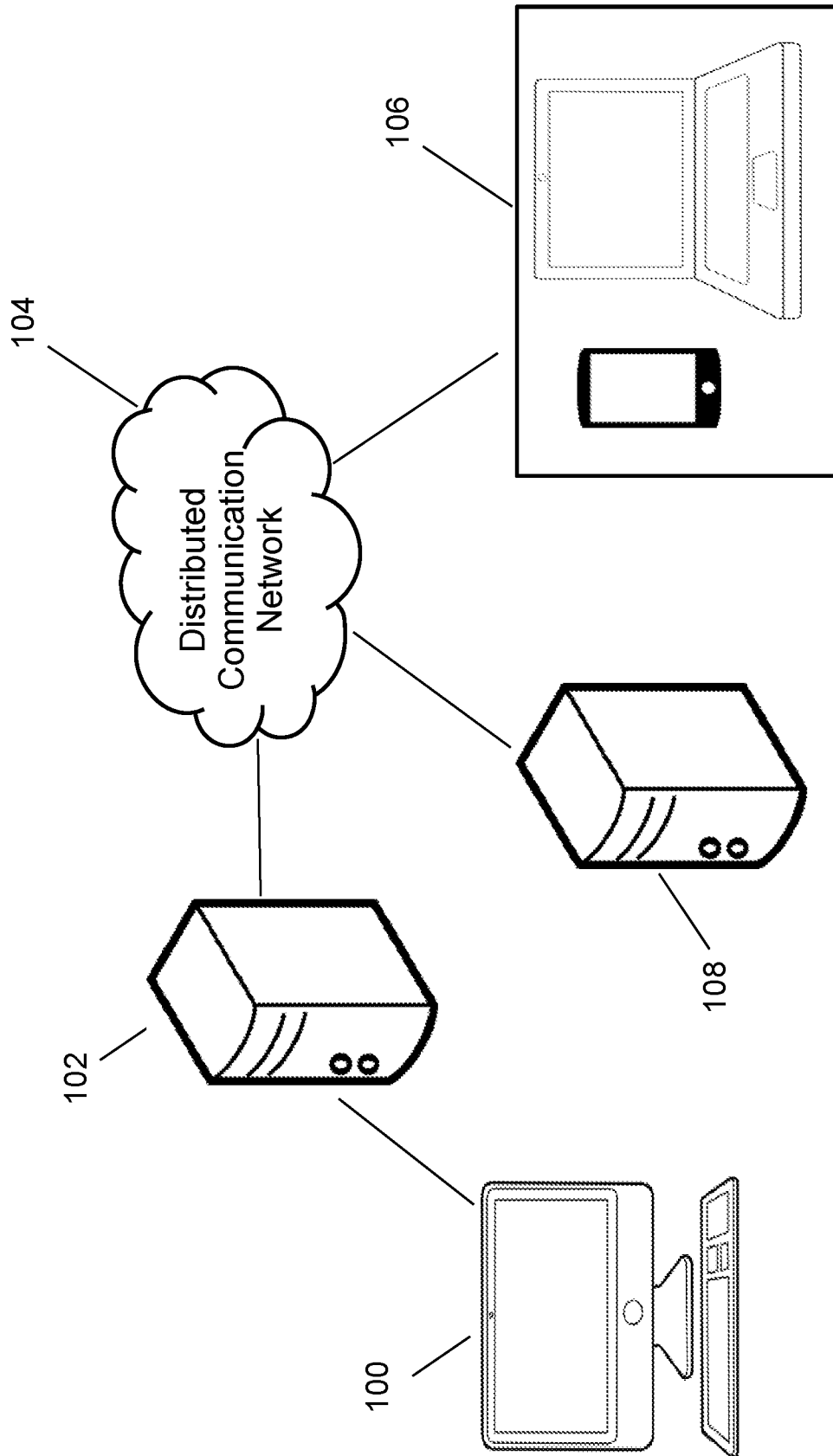


FIG. 1

Creation of User Account

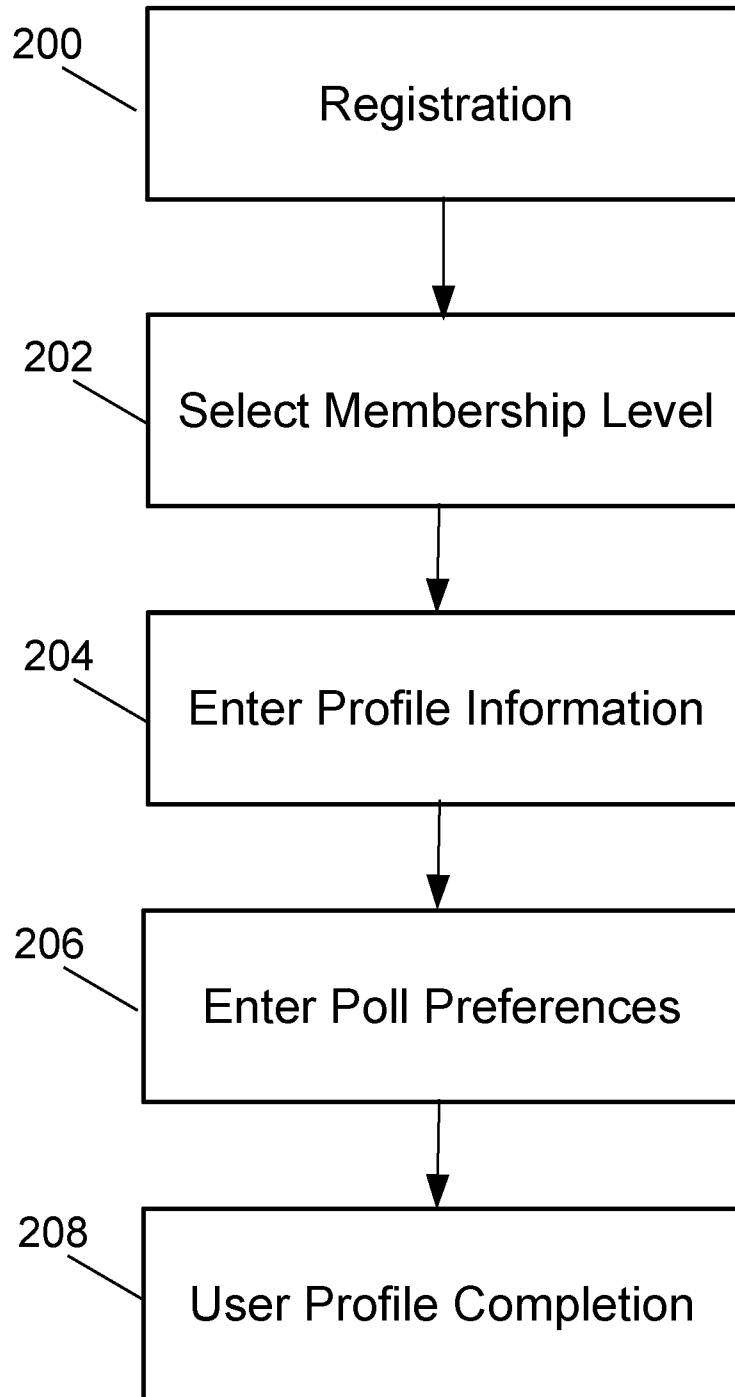


FIG. 2

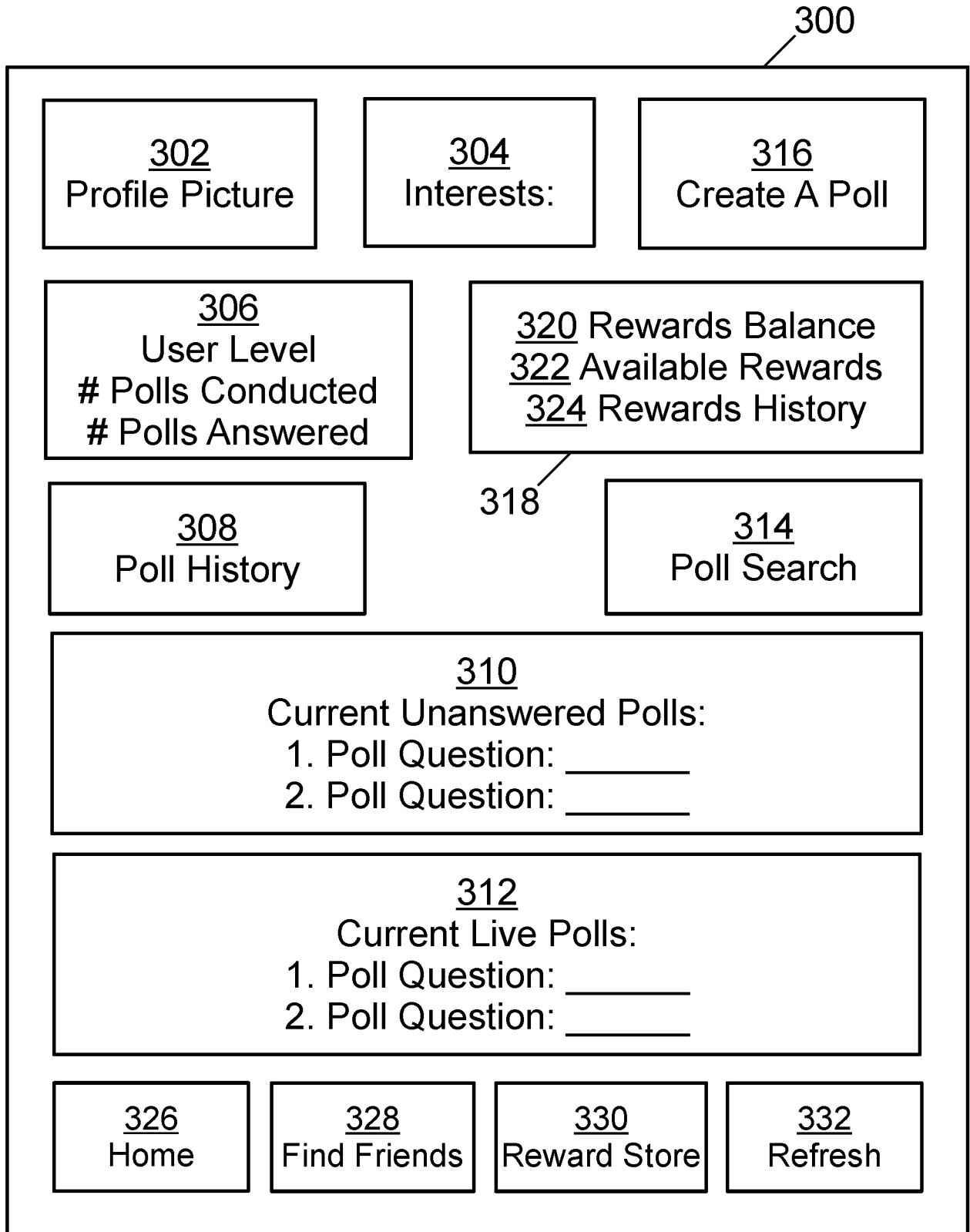


FIG. 3

Creation of A Poll

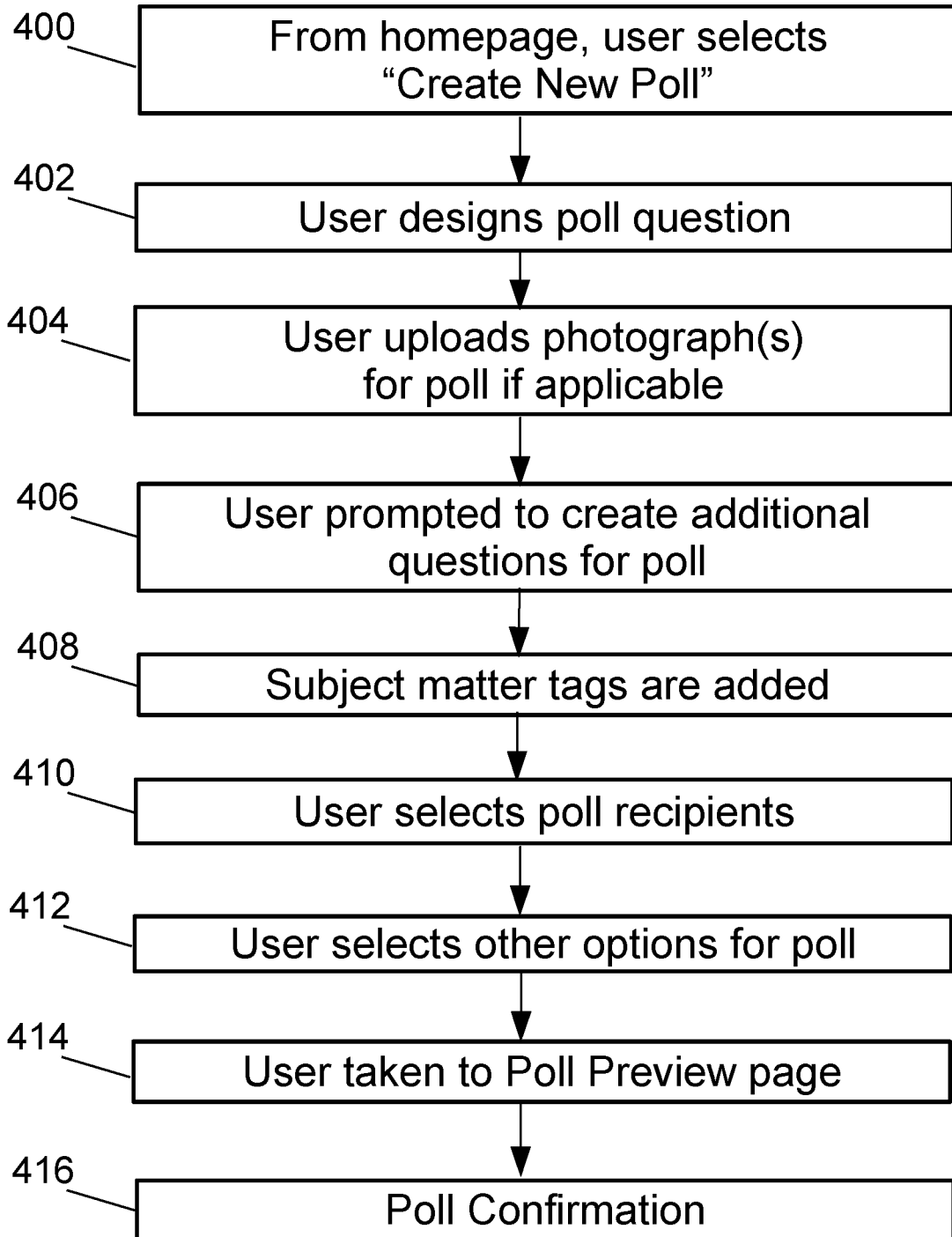
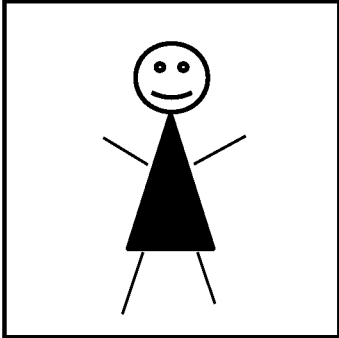
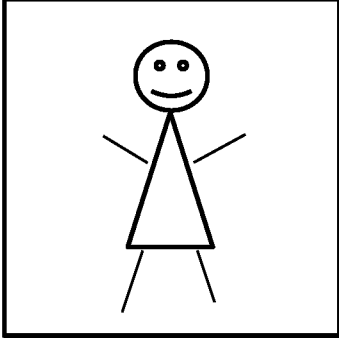


FIG. 4

500

502
Which dress do you prefer?

	
<p>A. Black Dress</p>	<p>B. White Dress</p>

504
Follow-Up Questions:
"Little or No Preference" OR "Strong Preference"

506
Subject Matter Tags: "Fashion" and "Dress"

508
Voter Criteria / Parameters / Limits
Open: "Friends"; "In-State Residents Aged 18-30"
Max: 100 votes
If Max not met within 2 hours, then
open to "In-State Residents"
Results: Private

<input type="button" value="510
Back"/>	<input type="button" value="512
Submit"/>
---	---

FIG. 5

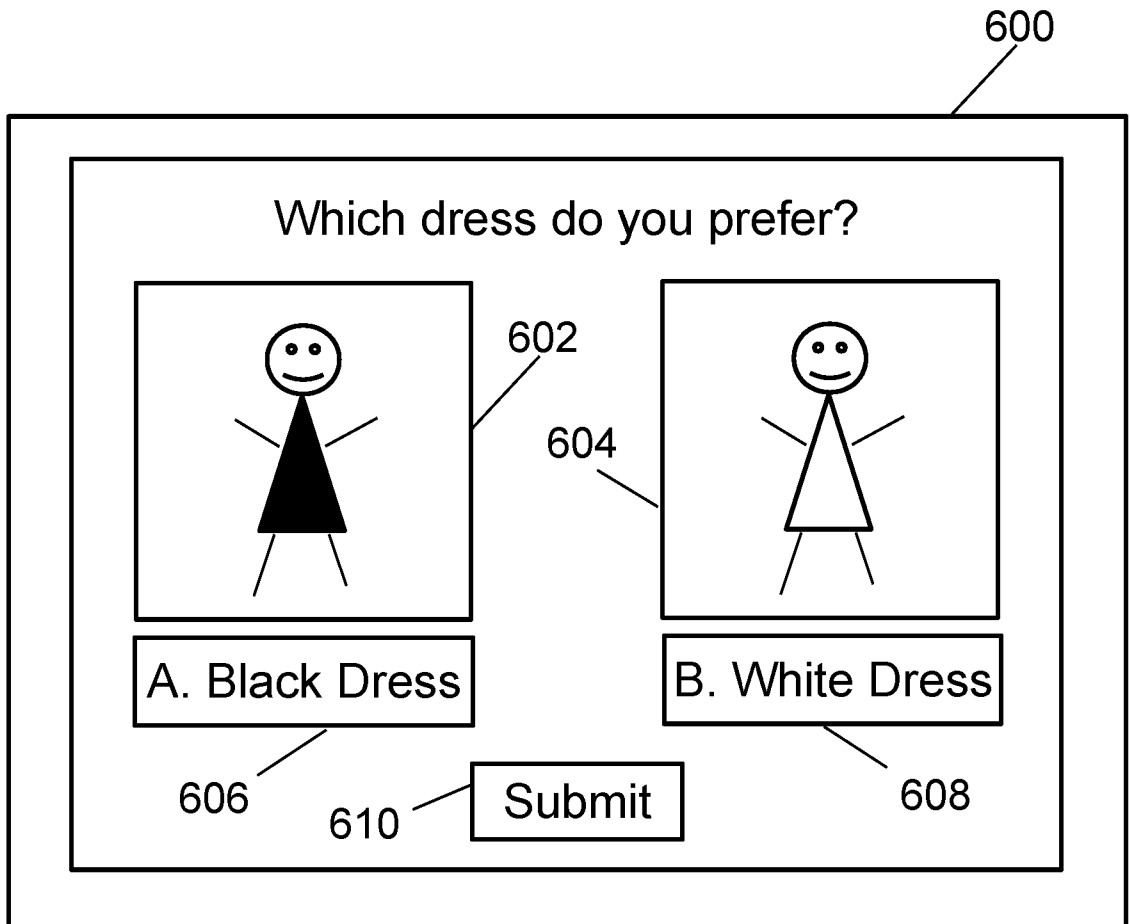


FIG. 6

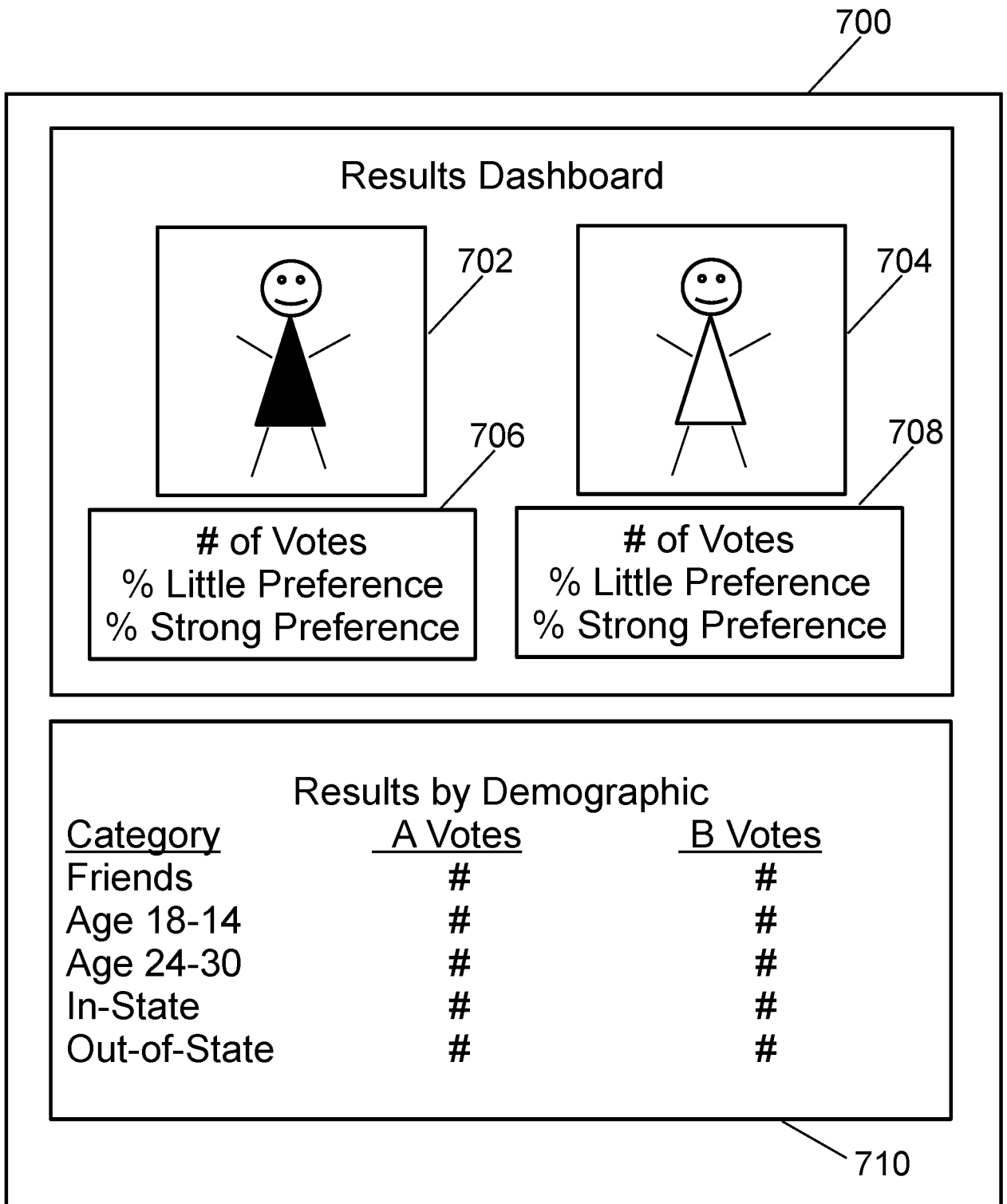


FIG. 7

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 19/35656

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 10/00; G06Q 40/00 (2019/01)
CPC - G06Q 30/0203; G06F 16/248; H04L 67/306

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)

See Search History Document

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

See Search History Document

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

See Search History Document

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2012/0173305 A1 (Bhaskaran) 05 July 2012 (05.07.2012); entire document, especially, abstract, FIG. 2, 3, para [0026], [0031], [0035]-[0037], [0045],	1-20
A	US 2016/0086203A1 (Brilliant Lime, Inc.) 24 March 2016 (24.03.2016); entire document, especially, abstract, FIG. 1, 7, 8, para [0045], [0056], [0061], [0080]	1-20
A	US 2001/0032115 A1 (Goldstein) 18 October 2001 (18.10.2001); entire document, especially, abstract, FIG. 1, para [0028], [0034], [0036]-[0038], [0040], [0062], [0073]	1-20
A	US 2017/0324744 A1 (Rinzler et al.) 09 November 2017 (09.11.2017); entire document, especially, abstract,	1-20
A	US 2016/0078458 A1 (Gold et al.) 17 March 2016 (17.03.2016); entire document, especially, abstract,	1-20
A	US 2018/0096369 A1 (Kayton et al.) 05 April 2018 (05.04.2018); entire document, especially, abstract,	1-20
A	US 2009/0163183 A1 (O'Donoghue et al.) 25 October 2009 (25.10.2009); entire document,	1-20
A	US 2011/0231226 A1 (Golden) 22 September 2011 (22.09.2011); entire document	1-20

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:

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"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

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Date of the actual completion of the international search

19 August 2019

Date of mailing of the international search report

10 SEP 2019

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