

CLAIMS

1. A computer implemented method for providing assertions in response to a travel item query, the method comprising:

as implemented by one or more computing devices configured with specific executable instructions,

receiving usage data reflective of user activity on a travel service, the user activity comprising a plurality of queries for travel items offered by the travel service;

for a set of search criteria, determining, based at least in part on the usage data, a plurality of assertions, each of the plurality of assertions representative of a modified set of search criteria determined based at least in part on a previous action of at least one user taken in response to previously presented query results corresponding to the set of search criteria, and wherein each assertion of the plurality of assertions is selectable by an additional user to generate a new query based at least in part on the modified set of search criteria corresponding to each assertion;

receiving, from a user computing device, a query corresponding to the set of search criteria;

transmitting, to the user computing device, a display page including results of the query corresponding to the set of search criteria and the plurality of assertions associated with the set of search criteria;

receiving selection of an assertion of the plurality of assertions by the user computing device, wherein the selection of the assertion corresponds to a user request to generate the new query based at least in part on the modified set of search criteria;

generating the new query based at least in part on the modified set of search criteria; and
transmitting results of the new query to the user computing device.

2. The computer implemented method of Claim 1, wherein a travel item corresponds to at least one of a flight, an accommodation, ground transportation, activities, tours, travel insurance, day trips, or destination services.

3. The computer implemented method of Claim 1, wherein the user activity corresponds to at least one of searching for travel items or acquiring a travel item.

4. The computer implemented method of Claim 1, wherein generating the new query based at least in part on the modified set of search criteria comprises modifying, within the query received from the user computing device, at least one of a departure date or time, a departure location, an arrival date or

time, an arrival location, a number of stops, a number of travelers, a preferred level of service, and a preferred provider of the travel item.

5. The computer implemented method of Claim 1, wherein the assertion is associated with a categorization of the user activity.

6. The computer implemented method of Claim 5, wherein the categorization of the user activity corresponds to at least one of business, leisure, family, elite, luxury, or economy.

7. A system for providing assertions regarding an item query, the system comprising:

at least one data store configured to store assertions, wherein each assertion is representative of at least one search criterion, and wherein the at least one search criterion is determined based at least in part on a previous action of at least one user taken in response to results of a previously executed query, and wherein each assertion is selectable by an additional user to generate a new query based at least in part on modified set of search criteria corresponding to each assertion; and

one or more processors in communication with the at least one data store, the one or more processors configured to:

receive, from a user computing device, a query including search criteria;

determine an assertion of the stored assertions that is relevant to the received query based at least in part on the search criteria;

transmit, to the user computing device, a display page including results of the query and the assertion that is relevant to the query;

receive a user selection of the assertion, wherein the user selection of the assertion corresponds to a user request to generate a new query based at least in part on modifying the search criteria included within the received query in accordance with the at least one search criterion represented by the assertion;

generate the new query based at least in part on modifying the search criteria included within the received query in accordance with the at least one search criterion represented by the determined assertion; and

transmit results of the new query to the user computing device.

8. The system of Claim 7, wherein the received query corresponds to a query for one or more travel items.

9. The system of Claim 7, wherein each of the stored assertions is further associated with a categorization of the previous action corresponding to the stored assertion.

10. The system of Claim 7, wherein the one or more processors are further configured to determine a categorization of the received query based at least in part on the search criteria included within the received query.

11. The system of Claim 10, wherein the determination of assertion relevant to the received query is further based at least in part on the determined categorization of the received query.

12. The system of Claim 7, wherein the categorization of the received query is further based at least in part on at least one of past activity of the user computing device, a user profile associated with the user computing device, or acquisition history of a user associated with the user computing device.

13. The system of Claim 7, wherein the previous action corresponds to at least one of searching for an item or acquiring an item.

14. The system of Claim 7, wherein the one or more processors are further configured to determine additional information regarding items corresponding to the assertion.

15. The system of Claim 7, wherein the additional information comprises at least one of an average price of the items corresponding to the one or more assertions, a lowest price of an item corresponding to the assertion, and a difference in price between an item corresponding to the assertion and an item corresponding to the received query.

16. A non-transitory computer readable storage medium having computer executable instructions for providing assertions regarding an item query, wherein the computer executable instructions, when executed by a computing system, cause the computing system to:

maintain one or more assertions, wherein each assertion is representative of at least one search criterion, and wherein the at least one search criterion of each respective assertion is determined based at least in part on a previous action of at least one user taken in response to results of a previous query, and wherein each assertion is selectable by an additional user to generate a new query based at least in part on a modified set of search criteria corresponding to each assertion;

determine a query including search criteria based at least in part on activity of a user computing device;

determine at least one of the one or more assertions relevant to the query;

transmit, to the user computing device, a display page including results of the query and the at least one assertion that is relevant to the query;

receive a user selection of the at least one assertion, wherein the user selection of the at least one assertion corresponds to a user request to generate a new query based at least in part on modifying the search criteria included within the received query in accordance with the at least one search criterion represented by the at least one assertion;

generate the new query based at least in part on modifying the search criteria included within the received query in accordance with the at least one search criterion represented by the at least one assertion; and

transmit results of the new query to the user computing device.

17. The non-transitory computer readable storage medium of Claim 16, wherein the previous action corresponding of each of the one or more assertions corresponds to activity of a contact of the user associated with the user computing device, and wherein the contact corresponds to at least one of a contact on a travel service, a contact on a social networking service, or a contact within an address book of the user associated with the user computing device.

18. The non-transitory computer readable storage medium of Claim 16, wherein the computer executable instructions further cause the computing system to generate the one or more assertions based on received usage data, and wherein the usage data reflects previous actions of users taken in response to results of previous queries.

19. The non-transitory computer readable storage medium of Claim 18, wherein generation of the one or more assertions comprises a determination of an action taken by users at least a threshold number of times.

20. The non-transitory computer readable storage medium of Claim 18, wherein generation of the one or more assertions comprises a determination of an action taken by at least a threshold percentage of users in response to the previous queries.

21. A computer implemented method for providing assertions regarding an item query, the method comprising:

as implemented by one or more computing devices configured with specific executable instructions,

determining an assertion associated with a set of search criteria and representative of a modification of the set of search criteria, and wherein the modification of the set of search criteria is determined based at least in part on a previous action of at least one user taken in response to results of a previous query, and wherein the assertion is selectable by an additional user to generate a new query based at least in part on the modification of the set of search criteria corresponding to the assertion;

determine a query including the set of search criteria based at least in part on activity of a user computing device;

generate a user interface comprising results, corresponding to the determined query including the set of search criteria, and the assertion representative of the modification of the set of search criteria; and

transmit the user interface to the user computing device, wherein user selection of the assertion corresponds to a user request to generate a new query based at least in part on the modification of the set of search criteria represented by the assertion and enables generation of the new query based at least in part on the modification of the set of search criteria represented by the assertion.

22. The computer implemented method of Claim 21, wherein the determined assertion corresponds to a first assertion, and wherein the computer implemented method further comprises determining a second assertion corresponding to the set of search criteria and determining a prioritization of the first and second assertions.

23. The computer implemented method of Claim 21, wherein determining the assertion is based at least in part on usage data reflective of the previous action of the at least one user taken in response to the results of the previous query.

24. The computer implemented method of Claim 21 further comprising receiving a user selection of the assertion and generating the new query based at least in part on the modification of the set of search criteria represented by the assertion.

25. The computer implemented method of Claim 21, wherein the determined query is at least one of an explicit query and an inferred query.

CLAIMS

WHAT IS CLAIMED IS:

1. A computer-implemented method for providing assertions in response to a travel item query, the method comprising:

as implemented by one or more computing devices configured with specific executable instructions,

receiving usage data reflective of user activity on a travel service, the user activity comprising a plurality of queries for travel items offered for by the travel service;

for a set of search criteria, determining an assertion based at least in part on the usage data, wherein the assertion is associated with a modified set of search criteria determined based at least in part on a user activity, wherein the user activity is reflective of user action taken in response to a query corresponding to the set of search criteria;

receiving, from a user computing device, a query corresponding to the set of search criteria;

transmitting the determined assertion to the user computing device;

receiving selection of the assertion by the user computing device;

automatically modifying the query in accordance with the modified set of search criteria; and

transmitting results of the modified query to the user computing device.

2. The computer-implemented method of Claim 1, wherein a travel item corresponds to at least one of a flight, an accommodation, ground transportation, activities, tours, travel insurance, day trips, or destination services.

3. The computer-implemented method of Claim 1, wherein the user activity corresponds to at least one of searching for travel items or acquiring a travel item.

4. The computer-implemented method of Claim 1, wherein modifying the query in accordance with the modified set of search criteria comprising modifying at least one of a departure date or time, a departure location, an arrival date or time, an arrival location, a number of stops, a number of travelers, a preferred level of service, and a preferred provider of the travel item.

5. The computer-implemented method of Claim 1, wherein the determined assertion is further associated with a categorization of the user activity.

6. A system for providing assertions regarding an item query, the system comprising:

at least one data store configured to store assertions, wherein each assertion is associated with a set of search criteria and with a modification of the set of search criteria determined based at least in part on a user activity, and wherein the user activity is reflective of user action taken in response to a query corresponding to the set of search criteria; and

one or more processors in communication with the at least one data store, the one or more processors configured to:

receive, from a user computing device, a query including search criteria; and

determine one or more of the assertions corresponding to the query based at least in part on the search criteria;

wherein user selection of the determined one or more assertions enables modification of the query based at least in part on the modification associated with the assertion.

7. The system of Claim 6, wherein the one or more processors are further configured to transmit the determined one or more assertions to the user computing device.

8. The system of Claim 6, wherein each of the determined one or more assertions are further associated with a categorization of the user activity corresponding to the assertion, and wherein the categorization corresponds to at least one of business, leisure, family, elite, luxury, or economy.

9. The system of Claim 6, wherein the one or more processors are further configured to determine a categorization of the query based at least in part on the search criteria, and wherein the determination of one or more of the assertions corresponding to the query is further based at least in part on the determined categorization of the query.

10. The system of Claim 6, wherein the categorization of the query is further based at least in part on at least one of past activity of the user computing device, a user profile associated with the user computing device, or acquisition history of a user associated with the user computing device.

11. The system of Claim 6, wherein the one or more processors are further configured to determine additional information regarding items corresponding to the one

or more assertions, and wherein the additional information comprises at least one of an average price of the items corresponding to the one or more assertions, a lowest price of an item corresponding to the one or more assertions, and a difference in price between an item corresponding to the one or more assertions and an item corresponding to the received query.

12. A computer-implemented method for providing assertions regarding an item query, the method comprising:

as implemented by one or more computing devices configured with specific executable instructions,

determining one or more assertions, wherein each assertion is associated with set of search criteria and with a modification of the set of search criteria determined based at least in part on a user activity, and wherein the user activity is taken in response to a query corresponding to the set of search criteria;

determine a query including search criteria based at least in part on activity of a user computing device; and

determining at least one of the one or more assertions corresponding to the query based at least in part on the search criteria;

wherein user selection of the determined at least one assertion enables modification of the query based at least in part on the modification associated with the assertion.

13. The computer-implemented method of Claim 12, wherein determining at least one of the one or more assertions corresponding to the query further comprising determining a prioritization of the one or more assertions corresponding to the query.

14. The computer-implemented method of Claim 12, wherein determining one or more assertions is based at least in part on usage data reflective of activities of users taken in response to a query corresponding to the set of search criteria.

15. The computer-implemented method of Claim 12, wherein the determined query is at least one of an explicit query and an inferred query.