

ILLUSTRATION TO CONDUCT AN EXPEDITED ELECTRONIC TRANSACTION

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of, and priority to, U.S. Prov. Appl. No. 62/067,884 filed October 23, 2014, entitled "ILLUSTRATION TO CONDUCT AN EXPEDITED ELECTRONIC TRANSACTION," the entire content of which is incorporated herein by reference.

BACKGROUND

[0002] Electronic transactions typically require entry of multiple pieces of information. As the frequency of online transactions increase, the desire for streamlined methods of purchase increases. Many merchants currently offer goods and services available for purchase and distribution from websites. However, creating a display to receive necessary data to complete a transaction is cumbersome and inhibits use of alternate payment systems.

SUMMARY

[0003] Disclosed is a method and system of displaying an illustration to conduct an expedited electronic transaction. The method and system include receiving consumer identification information identifying a consumer wherein the consumer identification information is stored in association with a web browser of a device of a consumer.

According to an aspect, there is provided a processor executed method of displaying an illustration to conduct an expedited electronic transaction, the method comprising: receiving consumer identification information identifying a consumer at a processor, wherein the consumer identification information is stored in association with a web browser of a device of a consumer; displaying, via the processor, a customized illustration based on the received consumer identification information on a display of the device of the consumer; receiving, via the processor, a request for an expedited

electronic transaction by activating the customized illustration on a portion of the display of the device of the consumer; illustrating, by the processor, the customized illustration in a movement from a first position on the display to a second position on the display; the movement defining an entry portion between the first position and the second position; displaying, via the processor, an indicator for the entry of a password in the entry portion; and receiving, via the processor, password information from the consumer in the entry portion of the display adjacent to the customized illustration.

A customized illustration is displayed based on the received consumer identification information on a display of the device of the consumer. A request is received for an expedited electronic transaction by activating the customized illustration to move across a portion of the display of the device of the consumer. Password data is received in the space where the customized illustration moved across the portion of the display. This space is not traditionally available to receive inputs. The efficient use of this space on a display, rather than creating yet another input field or input screen, promotes more use

or creating a pop-up that dominates the clean design of the expedited electronic payment system. Past systems defeated the purpose of the expedited electronic payment system by forcing passwords in additional display screens, space wasting and distracting password entry fields or pop-ups. As a result, the expedited electronic payment system was not used as frequently as possible.

[0028] The additional displays or pop-ups may defeat the purpose of the expedited electronic payment system which may emphasize ease of payment. By accepting a password in the activation space, the clean and easy action of the electronic payment system may be maintained.

[0029] In some embodiments, the expedited electronic transaction system may be pre-populated with a sign on and a variety of payment devices and a password may be necessary to effectuate a transaction. The sign-on may be stored locally on the mobile computing device such as an electronic cookie or may be stored remotely. If the sign-on is known, it may appear in a sign-on space A107. In some embodiments, the sign-on may be partially obscured.

[0030] As an example, consumer John's payment identification which may be an email address A107 may be masked, and he may be prompted for his password to complete his expedited electronic transaction. For privacy purposes, as shown in FIGs. 1C-1F, password entry may be masked by dots, asterisks or other masking symbol A111.

[0031] Figs. 2A-F are illustrations of a sample graphical user interface of the subject technology in accordance with an embodiment of the subject technology. The screens may or may not detect inactive cookies which may represent card art. If card art is not identified or associated with the user, a generic or stylized checkout button may be depicted as shown in Figs. 2A-F.

[0032] Fig. 3 is a flow diagram of a method in accordance with the subject technology. At block B300 consumer identification information is received identifying a consumer, wherein the consumer identification information is stored in association with a web browser of a device of a consumer. The consumer may be identified based on a