

CLAIMS

~~What is claimed is:~~

1. A method for facilitating online shopping while viewing multimedia content on an electronic device, the method comprising:

receiving, by the electronic device displaying the multimedia content, an input, from a controller, ~~from a user interested wherein the input indicates interest~~ in purchasing at least one item, ~~using a wherein multiple~~ machine-readable codes are displayed in a scene of the multimedia content, the scene comprising the multiple machine-readable codes, ~~the~~ machine-readable code in the multiple machine-readable codes comprising payment related information for purchasing the at least one item;

upon receiving the input, capturing, by an application associated with the electronic device, at least one screenshot of the scene comprising the multiple machine-readable codes without interrupting display of the multimedia content;

identifying the ~~at least one~~ multiple machine-readable codes in the at least one screenshot of the scene; ~~and~~

upon identifying, extracting the ~~at least one~~ multiple machine-readable codes from the at least one screenshot of the scene; ~~and~~

sending the multiple machine-readable codes to a user device for processing a payment based on the payment related information present in the at least one machine-readable code, wherein a user associated with the user device chooses the machine-readable code associated with the at least one item from the multiple machine-readable codes to proceed with a payment process.

2. The method according to claim 1, wherein the input from the user comprises at least one of a pre-defined sequence of keys, press of a dedicated button on the controller, a hand gesture, a voice command, or a touch input.

3. The method according to claim 1, further comprising:

storing the ~~at least one~~ multiple machine-readable codes in a database communicatively coupled with the electronic device; and

sending the ~~at least one~~ multiple machine-readable codes to ~~at the~~ user device associated with

the user, wherein the ~~at least one~~multiple machine-readable codes is a quick response (QR) code.

4. The method according to claim 3, wherein: the payment related information is identified by a machine-readable code scanning application in the user device upon reception of the ~~at least one~~multiple machine-readable codes; and ~~the~~ payment process is initiated using a payment application in the user device for making payment for the at least one item based on the identified payment related information.

5. The method according to claim 1, further comprising:
identifying the payment related information from the ~~at least one~~ machine-readable code; ~~wherein in~~ the ~~at least one~~multiple machine-readable codes associated with the at least one item, wherein the machine-readable code ~~is~~includes a quick response (QR) code; and
sending the identified payment related information to ~~the~~ user device associated with the user.

6. The method according to claim 5, wherein upon receiving the payment related information, ~~the~~ payment process is initiated using a payment application in the user device for making a payment for the at least one item.

7. The method according to claim 1, further comprising:
sending the multiple machine-readable codes to the controller, wherein at least one machine-readable code ~~to the controller~~;
~~wherein in~~ the ~~at least one~~ machine-readable codes is displayed on a display screen of the controller, and wherein ~~the~~ at least one machine-readable code ~~is in the multiple machine-readable codes~~ includes a quick response (QR) code.

8. The method according to claim 7, wherein the at least one machine-readable code displayed on the display screen of the controller is scanned using a payment application configured in the user device, wherein the payment related information is extracted from the at least one machine-readable code for making a payment for the purchase of the at least one

item, and wherein the payment is made, via the payment application, based on the payment related information.

9. The method according to claim 7, further comprising:

identifying and extracting the ~~at least one~~multiple machine-readable codes from the screenshot of the scene;
arranging the ~~at least one~~multiple machine-readable codes in a stack in a database;
sending ~~the~~-at least one machine-readable code from the multiple machine-readable codes to at least one of ~~a~~the user device or the controller; and
displaying the at least one machine-readable code from the multiple machine-readable codes in a sequential manner on at least one of a display screen of the user device or a display screen of the controller.

10. A system for facilitating online shopping while viewing multimedia content on an electronic device, the system comprising:

a controller, associated with a user viewing the multimedia content, for sending a pre-defined input; and
the electronic device configured to stream and display the multimedia content, the electronic device comprising a memory comprising stored instructions, and at least one processor configured to execute the stored instructions to cause the electronic device to perform at least:
receiving the pre-defined input, ~~via from~~ the controller, ~~from the user interested wherein the pre-defined input indicates interest~~ in purchasing at least one item using at least one machine-readable code from multiple machine-readable codes displayed in a scene of the multimedia content, the scene comprising the multiple machine-readable codes, the at least one machine-readable code comprising payment related information for purchasing the at least one item;
upon receiving the pre-defined input, capturing at least one screenshot of the scene comprising the multiple machine-readable codes;
identifying the ~~at least one~~multiple machine-readable codes in the at least one screenshot of the scene, ~~and~~;
upon identifying, extracting the ~~at least one~~multiple machine-readable codes from the

at least one screenshot of the scene for processing a payment based on the payment related information present in the at least one machine-readable code; and sending the multiple machine-readable codes to a user device for processing a payment based on the payment related information present in the at least one machine-readable code, wherein a user associated with the user device chooses the at least one machine-readable code associated with the at least one item from the multiple machine-readable codes to proceed with a payment process.

11. The system according to claim 10, wherein the pre-defined input from the user comprises at least one of a pre-defined sequence of keys, press of a dedicated button on the controller, a hand gesture, a voice command, or a touch input.

12. The system according to claim 10, wherein the system is further caused to perform:
storing the ~~at least one~~multiple machine-readable codes in a database communicatively coupled with the electronic device, wherein the at least one machine-readable code is a quick response (QR) code; and
sending the at least one machine-readable code to a user device associated with the user.

13. The system according to claim 12, wherein: the payment related information is identified by a machine-readable code scanning application in the user device upon reception of the at least one machine-readable code; and a payment process is initiated using a payment application in the user device for making payment for the at least one item based on the identified payment related information.

14. The system according to claim 10, wherein the system is further caused to perform:
identifying the payment related information from the at least one machine-readable code;
and
sending the identified payment related information to ~~a~~the user device associated with the user.

15. The system according to claim 10, wherein the electronic device is further caused to perform at least:

sending the at least one machine-readable code to the controller, wherein the at least one machine-readable code is displayed on a display screen of the controller.

16. The system according to claim 15, wherein the at least one machine-readable code displayed on the display screen of the controller is scanned using a payment application configured in the user device, wherein the payment related information is extracted from the at least one machine-readable code for making a payment for the purchase of the at least one item, and wherein the payment is made, via the payment application, based on the payment related information.

17. The system according to claim 15, wherein the system is further caused to perform at least:

identifying and extracting the ~~at least one~~multiple machine-readable codes from the screenshot of the scene;

arranging the ~~at least one~~multiple machine-readable codes in a stack in a database;

sending the ~~at least one~~multiple machine-readable codes to at least one of a user device or the controller; and

displaying the ~~at least one~~multiple machine-readable codes in a sequential manner on at least one of a display screen of the user device or a display screen of the controller.

18. A method for facilitating online shopping while viewing multimedia content on an electronic device, the method comprising:

receiving an input, from a controller, ~~from a user interested~~wherein the input indicates interest in purchasing at least one item using a machine-readable code displayed in a scene of the multimedia content, the scene comprising ~~the~~multiple machine-readable codes, the machine-readable code comprising payment information for purchasing the at least one item;

capturing at least one screenshot of the scene comprising the multiple machine-readable codes;

identifying the ~~at least one~~multiple machine-readable codes in the at least one screenshot of the scene;

storing the ~~at least one~~multiple machine-readable codes in a database of the electronic

device; and
sending the ~~at least one~~multiple machine-readable codes to the controller which is in
communication with the electronic device; wherein
~~displaying~~ the ~~at least one~~multiple machine-readable codes are displayed on a display screen
of the controller; wherein
~~scanning~~ the ~~at least one~~ machine-readable code, comprising the payment information for
purchasing the at least one item is scanned via ~~the~~a user device, for initiating purchase
of the item; and
~~making wherein a~~ payment transaction, is made via the user device, to complete the purchase
of the item.

19. The method according to claim 18, wherein the payment related information comprises
at least one of a merchant account details, a payment amount or details of the item.

20. The method as claimed in claim 18, wherein the machine-readable code is a quick
response (QR) code.