

METHOD AND ELECTRONIC DEVICE FOR PROVIDING INFORMATION RELATED TO MEMBERSHIP

Technical Field

5 **[0001]** Example embodiments of the present disclosure relate to a method and electronic device for providing information related to membership.

Background Art

10 **[0002]** With the development of online commerce, a market incorporating an ecosystem of a subscription economy is expanding. Paid membership subscriptions are becoming possible for a certain period of time for various activities such as online shopping, watching videos, and listening to music.

15 **[0003]** Users who sign up for such a paid membership may receive various benefits when compared to users who do not sign up for such a paid membership. In a platform managing membership, it is becoming more important to retain users who have already signed up for membership as well as users who intend to newly sign up for membership.

20 **[0004]** As the related art document which may be referenced, Korean Patent Laid-Open Publication No. 10-2013-0109574 discloses a feature of deleting information on or associated with users who withdraw from membership or providing data to affiliate accordingly but does not disclose providing information for preventing withdrawal in response to the withdrawal of the membership. Accordingly, a method and an apparatus for solving such a problem may be required.

Disclosure of Invention

Technical Goals

25 **[0005]** When a user who signs up for a paid membership withdraws, the user who withdraws from the membership may not use services that are more usefully received than other users who do not sign up for the membership, and the platform managing the membership may incur a loss of profits.

30 **[0006]** In order to solve the above issues, an aspect provides a method and apparatus for providing information to withdraw a request for membership termination based on membership subscription period information of the user and information on or associated with benefits that the user has received through the membership in order

to cope with the user's request for the termination of membership.

Technical solutions

5 [0007] According to an aspect, there is provided a method of providing information related to membership by an electronic device including: receiving first information from a server based on delivery destination information of a user; confirming second information including order history information of the user and membership subscription period information of the user, acquiring a first input related to membership of the user; and confirming whether the first information and the second information satisfy a preset condition in response to the first input, in which the first
10 input may include a request for termination of the subscribed membership.

[0008] According to another aspect, there is provided an electronic device for providing information including: a transceiver; and a processor, in which the processor may be configured to receive first information through the transceiver from a server based on delivery destination information of the user; confirm second information
15 including order history information of the user and membership subscription period information of the user; acquire a first input related to membership of the user; and confirm whether the first information and the second information satisfy a preset condition in response to the first input, in which the first input may include a request for termination of the subscribed membership.

Effects

20 [0009] According to a method of providing information related to membership according to various example embodiments of the present disclosure, it is possible to obtain the effect of withdrawing a request for a membership withdrawal when an input for requesting the membership withdrawal from a user who has signed up for the membership is acquired.

[0010] According to an electronic device according to various example embodiments of the present disclosure, it is possible to provide a corresponding promotion when the user who has signed up for the membership acquires the input for withdrawing a withdrawal request after requesting the withdrawal of membership to allow the user
30 to have the higher loyalty for services related to the membership, thereby effectively managing a membership program.

Brief Description of Drawings

[0011] FIG. 1 is a block diagram of devices for providing a service according to various example embodiments of the present disclosure.

[0012] FIG. 2 is a schematic flowchart of a method of providing information related to membership by an electronic device according to various example embodiments of the present disclosure.

[0013] FIG. 3 is a flowchart of a process of providing a benefit in response to a user's input for membership in an electronic device according to various example embodiments of the present disclosure.

[0014] FIG. 4 is an exemplary diagram of a page, on which an input for membership is performed, according to various example embodiments of the present disclosure.

[0015] FIGS. 5A and 5B are exemplary diagrams of the provision of promotion-related information according to various example embodiments of the present disclosure.

[0016] FIG. 6 is a flowchart of determining whether a preset condition is satisfied according to various example embodiments of the present disclosure.

[0017] FIG. 7 is a flowchart of a process of changing information related to membership of a user by an input for maintaining membership according to various example embodiments of the present disclosure.

[0018] FIG. 8 is a flowchart of an order based on the changed information related to the membership of the user according to various example embodiments of the present disclosure.

Best Mode for Carrying Out the Invention

[0019] General terms that are currently widely used are selected as terms used in example embodiments in consideration of functions in the present disclosure, but may be changed depending on the intention of those skilled in the art or a judicial precedent, the emergence of a new technique, and the like. In addition, in specific cases, there may be terms arbitrarily chosen by the applicant. In this case, the meaning of such a term will be described in detail in a corresponding description portion. Therefore, the terms used in the present disclosure should be defined on the basis of the meanings of the terms and the content throughout the present disclosure rather than the simple names of the terms.

[0020] Throughout the specification, unless otherwise designated, "including" any component means that other components may be further included rather than

excluding other components. In addition, the terms "unit," "module," and the like, described in the specification refer to a processing unit of at least one function or operation and may be implemented by hardware or software or a combination of hardware and software.

5 **[0021]** The expression "at least one of a, b, and c" described throughout the specification may include "a alone," "b alone," "c alone," "a and b," "a and c," "b and c," or "all of a, b, and c."

[0022] A "terminal" described below may be implemented as a computer or a portable terminal that may access a server or other terminals through a network. Here,
10 computers may include, for example, a notebook computer, a desktop computer, a laptop computer, and the like, which are equipped with a web browser, and portable terminals are wireless communication devices that ensure portability and mobility, and may include, for example, all kinds of handheld-based wireless communication devices such as a communication-based terminal, a smartphone, and a tablet personal
15 computer (PC) which support International Mobile Telecommunications (IMT), code division multiple access (CDMA), W-code division multiple access (W-CDMA), Long Term Evolution (LTE), etc.

[0023] Hereinafter, the example embodiments of the present disclosure will be described in detail with reference to the accompanying drawings so that those skilled in the art
20 to which the present disclosure pertains may easily practice the present disclosure. However, the present disclosure may be implemented in various different forms, and is not limited to the example embodiments described herein.

[0024] Hereinafter, example embodiments of the present disclosure will be described in detail with reference to the accompanying drawings.

25 **[0025]** In describing the example embodiments, descriptions of technical contents that are well known in the technical field to which the present disclosure pertains and are not directly related to the present disclosure will be omitted. This is to more clearly convey the gist of the present disclosure without ambiguity by omitting unnecessary descriptions.

30 **[0026]** For the same reason, some components in the accompanying drawings are exaggerated, omitted, or schematically illustrated. In addition, the size of each component does not entirely reflect the actual size. The same reference numerals

are assigned to the same or corresponding components in each drawing.

[0027] Various advantages and features of the present disclosure and methods accomplishing them will become apparent from the following description of example embodiments with reference to the accompanying drawings. However, the present disclosure is not limited to the example embodiments disclosed herein, but may be implemented in various forms. The example embodiments make contents of the present disclosure thorough and are provided so that those skilled in the art can easily understand the scope of the present disclosure. Therefore, the present disclosure will be defined by the scope of the appended claims. Throughout the specification, like reference numerals denote like components.

[0028] In this case, it will be appreciated that each block of a processing flowchart and combinations of the flowcharts may be executed by computer program instructions. Since these computer program instructions may be installed in a processor of a general computer, a special purpose computer, or other programmable data processing apparatuses, these computer program instructions executed through the processor of the computer or the other programmable data processing apparatuses create a means for performing functions described in the block(s) of the flowchart. Since these computer program instructions may also be stored in a computer usable or computer readable memory of a computer or other programmable data processing apparatuses in order to implement the functions in a specific scheme, the computer program instructions stored in the computer usable or computer readable memory can also produce manufacturing articles including an instruction means for performing the functions described in the block(s) of the flowchart. Since the computer program instructions may also be installed in the computer or the other programmable data processing apparatuses, the instructions perform a series of operation steps on the computer or the other programmable data processing apparatuses to create processes executed by the computer, thereby running the computer or the other programmable data processing apparatuses may also provide operations for performing the functions described in the block(s) of the flowchart.

[0029] In addition, each block may indicate some modules, segments, or codes including one or more executable instructions for executing a specific logical function(s). Further, it is to be noted that functions mentioned in the blocks occur regardless of a

sequence in some alternative example embodiments. For example, two blocks that are consecutively shown may in fact be simultaneously performed or performed in a reverse sequence depending on corresponding functions.

5 [0030] FIG. 1 is a block diagram of devices for providing a service according to various example embodiments of the present disclosure.

[0031] Referring to FIG. 1, each of an electronic device and a server and each of an electronic device and a user terminal may exchange data with different nodes, and each of the nodes may be connected through a network.

10 [0032] The electronic device 110 may include, but not limited to, a processor, a transceiver, a storage, and the like as internal components. The processor of the electronic device 110 may process a series of operations for performing a method of providing information related to membership according to various example embodiments of the present disclosure. The processor may control other components of the electronic device 110.

15 [0033] The transceiver of the electronic device 110 may perform a function of transmitting the information stored in the storage of the electronic device 110 or the information processed by the processor to other devices or perform a function of transmitting information from other devices to the electronic device 110.

20 [0034] The storage of the electronic device 110 has a data structure implemented in a predetermined storage space of the electronic device 110, and thus, functions such as storing, searching, deleting, editing, or adding data may be freely performed. For example, the storage may include fields or elements for processing functions such as storing, searching, deleting, editing, or adding data. The storage may store data that allows the electronic device 110 to perform a method of providing information
25 related to membership. For example, the storage may store instructions or data for an execution operation of the processor. The server 120 and the user terminal 130 may be connected to the electronic device 110 through wired or wireless communication to exchange data. The server 120 may include a server that manages at least one distribution center. In an example embodiment, the server 120
30 may be a server that manages one distribution center. In this case, the electronic device 110 may communicate with a plurality of servers 120, and the server 120 may be a server that collectively manages the servers of the plurality of distribution

centers.

[0035] FIG. 2 is a schematic flowchart of the method of providing information related to membership by an electronic device according to various example embodiments of the present disclosure.

5 [0036] FIG. 2 illustrates a flowchart in which the electronic device receives and checks first information from the server, checks second information related to a user, and checks whether a preset condition is satisfied according to acquisition of a first input related to membership of a user. When it is confirmed that the preset condition is satisfied, the electronic device may provide information related to a benefit received
10 through membership during a membership subscription period of a user and promotion-related information according to the availability of the membership.

[0037] In operation S210, the electronic device (for example, the electronic device 110 of FIG. 1) may receive the first information from the server (for example, the server 120 of FIG. 1). For example, the electronic device may receive the first information
15 from the server based on delivery destination information of a user. The first information may include order history information of at least one other user selected from a plurality of other users residing within a preset range based on the delivery destination information of the user, and at least one other user residing within the preset range may sign up for the membership while at least some pieces of the order
20 history information of the at least one other user and the user are the same. For example, at least one other user residing within a preset range may include similar shopping pattern information because at least some pieces of the order history information of the at least one other user and the user are the same. When the proportion of orders related to food and beverage, orders related to electronic
25 products, and orders related to daily necessities in the order history information of the user is large, the first information may be received from the server for other users similar to shopping pattern information of a user among one or more other users residing within a preset range. The preset range may be, for example, a range within a radius of 1 km based on the delivery destination information of the user, but is not
30 limited thereto. In addition, in an example embodiment, the size of the set range may vary according to the number of users located around a delivery destination of a user.

[0038] In operation S220, the electronic device may confirm second information including the order history information of the user and the membership subscription period information of the user. For example, the order history information of the user may include information on or associated with the number of orders and the number of items ordered during the period the user uses the membership by signing up for the membership. The membership subscription period information of the user may include information on a period related to the number of days calculated through the time when the user signs up for the membership and the time of the end of the membership. The terms of membership set forth herein may include the concept of a service in the form of a subscription ticket that is purchased and subscribed to through a periodic payment method on a shopping platform or the like. When a user has signed up for the membership, the user may receive different benefits from other users who have not signed up for the membership through the membership.

[0039] In operation S230, the electronic device may acquire a first input including a request for the termination of the subscribed membership. The electronic device may acquire the request for the termination of membership through a user terminal (for example, the user terminal 130 of FIG. 1).

[0040] In operation S240, the electronic device may confirm whether the information identified based on the information of the user satisfies the preset condition in response to the first input through the user terminal of the user. More specifically, the electronic device may confirm whether the first information and the second information satisfy the preset condition in response to the first input. The first information may include order history information of at least one other user selected from a plurality of other users residing within a preset range based on the delivery destination information of the user, and the second information may include the order history information of the user and the membership period information of the user.

[0041] The preset condition may include a first condition and a second condition. For example, the first condition may include a condition for comparing the order history information of at least one other user included in the first information with the order history information of the user in the second information. The electronic device may confirm that the order history information of the user in the second information

satisfies the first condition when the number of orders of the user is greater than the average number of orders of at least one other user. As another example, the first condition may include a condition for comparing a first threshold value with the order history information of the user in the second information. The electronic device

5 may confirm that the order history information of the user in the second information satisfies the first condition when the number of orders of the user is greater than 10. In this case, the first threshold value may correspond to 10. However, the first threshold value may be set differentially according to the membership subscription period of the user, and the first threshold value may mean the minimum number of

10 orders for the electronic device to provide the promotion-related information to the user in response to the input for terminating the membership. In this case, values that are differentially applied according to the membership subscription period of the user may be stored in the form of a table. The electronic device may confirm that the order history information of the user in the second information satisfies the first

15 condition when at least one of the two comparison conditions exemplified is satisfied. This is because the information on the number of orders may be excessively large in the order history information of at least one other user residing within the preset range, and the number of orders may not be large during the membership subscription period due to the user's personal reasons.

20 **[0042]** The second condition may include a condition for comparing a second threshold value with the membership subscription period information of the user in the second information. The second threshold value may mean a minimum membership subscription period for the electronic device to provide the promotion-related information to the user in response to the user's input for terminating the membership.

25 For example, the second threshold value may be set to one year, and when membership payment is made in a unit of one month, the second threshold value may be set by calculating in units of months.

[0043] In operation S250, the electronic device may provide information on benefits that a user has received so far through a subscribed membership when the preset condition

30 is satisfied. For example, the information on the benefits received by the user may include information on the number of orders ordered through membership, information on the number of items ordered through membership, information on

delivery time saved through membership, information on purchase costs or delivery costs saved through membership, or the like.

5 **[0044]** In operation S260, the electronic device may also provide the promotion-related information when the preset condition is satisfied. The promotion-related information may include information for additionally extending membership and delivery-related benefit information on the premise of withdrawal of the user's first input. For example, the delivery-related benefit information may include information that ensures faster delivery than the delivery benefit service enjoyed by signing up for an existing membership. In the following example embodiments, 10 redundant descriptions may be omitted.

[0045] In an example embodiment, at least one of operations S250 and S260 may be selectively performed, and the preset condition may be different in each operation.

15 **[0046]** FIG. 3 is a flowchart of a process of providing a benefit in response to a user's input for membership in an electronic device according to various example embodiments of the present disclosure.

[0047] Referring to FIG. 3, the electronic device may confirm whether the preset condition is satisfied in response to the acquisition of the first input including the user's input for terminating membership and may provide information related to additional benefits to a user who satisfies the preset condition.

20 **[0048]** In operation 310, the electronic device (for example, the electronic device 110 of FIG. 1) may acquire the first input related to the membership of the user. The first input related to the membership of the user may include an input corresponding to the request for the termination of the subscribed membership.

25 **[0049]** In operation 320, the electronic device may confirm whether the preset condition is satisfied based on the first information and the second information in response to the first input. For example, when the electronic device confirms that the preset condition is satisfied in operation 320, the process may proceed to operation 330, and when the electronic device confirms that the preset condition is not satisfied, the process may proceed to operation 350.

30 **[0050]** In operation 330, the electronic device may provide information on benefits received during the membership subscription period through the membership of the user. For example, the information on the benefits received by the user may include

information on the number of orders ordered through membership, information on the number of items ordered through membership, information on delivery time saved through membership, information on purchase costs saved through membership, or the like.

5 **[0051]** In operation 340, the electronic device may provide the promotion-related information. The promotion-related information may include information for additionally extending membership and the delivery-related benefit information on the premise of withdrawal of the user's first input. For example, the delivery-related benefit information may include information that ensures faster delivery than the
10 delivery benefit service enjoyed by signing up for an existing membership. In operations 330 and 340, the information on benefits received by the user provided by the electronic device and the promotion-related information may be provided on the same page. For example, the electronic device may create a page to prevent the termination of membership in the same or similar format as or to a pop-up according
15 to the user's first input, and provide the information on the benefits received by the user and the promotion-related information on the created page.

[0052] In operation 330 or 340, the electronic device may confirm information that an order has been made and the delivery is in progress through the subscribed membership in the order history information of the user. For example, in a state in
20 which a user places an order before inputting the request for the termination of membership and the input of the request for the termination is made, when the product for the order has not been delivered, the electronic device may confirm that there is the information that has not been delivered as described above. The electronic device may provide the information on the benefits that may be provided
25 when the user maintains the membership for the order.

[0053] In operation 350, the electronic device may perform the withdrawal of the membership by approving the termination of membership in response to the user's first input. For example, when it is confirmed that the first information and the second information do not satisfy the preset condition, the electronic device may not
30 provide the user with information for which a procedure of terminating membership is approved without providing a membership termination defense page.

[0054] FIG. 4 is an exemplary diagram of a page on which an input for membership is

performed, according to various example embodiments of the present disclosure.

[0055] FIG. 4 is an example of a page on which information on or associated with a membership which a user has signed up for and an input for membership may be made.

5 **[0056]** In an example embodiment, the electronic device (for example, the electronic device 110 of FIG. 1) may be configured to provide a kind of membership management page 400 to a user who signs up for membership and allow a user to access the membership management page 400 through the user terminal 130 (for example, the user terminal 130 of FIG. 1)). On the membership management page
10 400, a user may confirm information 410 on the benefits according to the subscribed membership and information 420 related to the benefits enjoyed this month through the subscribed membership.

[0057] The information 410 on the benefits according to the membership may include information on benefits provided according to the membership (for example, paid
15 membership, periodic subscription rights, and the like) which the user signs up for. For example, the electronic device may provide information on a specially priced product with a discounted price only to a user who signs up for membership. As another example, the electronic device may provide information on early morning delivery of fresh food (for example, food and beverages) only to a user who signs up
20 for membership. As another example, the electronic device may provide information that ensures same-day delivery or next-day delivery only to a user who signs up for membership.

[0058] The information 420 related to the benefits enjoyed this month through the membership may include the information related to the benefits enjoyed in the month
25 (for example, June) when the user accesses the membership management page 400 according to the subscribed membership. Here, the information 420 related to the benefits enjoyed this month through the membership is only an example, and the electronic device may provide the information related to the benefits enjoyed through the membership to which the user has subscribed, but the present disclosure is not
30 limited thereto. For example, the electronic device may provide a user who signs up for membership with information on A-time order, purchase of B products, D won saved due to purchase of C specially priced products, use of early morning delivery

of E fresh foods, use of F next-day delivery and same-day delivery during the period of June 2020 until June 14, 2020.

[0059] The electronic device may acquire an input for terminating the subscribed membership input through the membership management page 400 from the user terminal of the user. For example, when the user performs an input for selecting an area 430 in which the first input may be acquired to terminate the membership, the electronic device may acquire the information input to the user terminal. The next operations are shown through FIGS. 5A and 5B.

[0060] FIGS. 5A and 5B are exemplary diagrams of the provision of the promotion-related information according to various example embodiments of the present disclosure.

[0061] FIGS. 5A and 5B are examples of a page for preventing membership termination that may be created according to the first input of the user. The electronic device (for example, the electronic device 110 of FIG. 1) may create the page for preventing membership termination in the same or similar format as or to a pop-up and provide the created page to a user through a user terminal (for example, the user terminal 130 of FIG. 1). The electronic device may provide information on benefits received by the user during the membership subscription period, the promotion-related information, the information on the selection input for terminating the membership, and the like.

[0062] Referring to FIG. 5A, information 510 on benefits received by a user may include information on the number of orders ordered through membership, information on the number of items ordered through membership, information on delivery time saved through membership, information on purchase costs saved through membership, or the like. For example, the electronic device may provide a user with the information related to the benefits received by the user, such as a total of N orders, a total of M product purchases, a total of P won savings, and a total of Q hours savings, during the membership subscription period. Here, the information on the purchase costs saved by the user through the membership or the information on the delivery time saved through the membership may include the information calculated by averaging the information on the purchase costs paid by other users who do not sign up for the membership who purchased the same product purchased by a user

who signs up for the membership or the information on the delivery time.

[0063] Referring to FIG. 5B, promotion-related information 520 may include information for additionally extending membership and delivery-related benefit information on the premise of withdrawal of the user's first input. For example, when a user who wants to terminate the subscribed membership selects to withdraw the termination, the delivery-related benefit information may include information that allows the membership to be used for a certain period (for example, 1 month) for free. As another example, the delivery-related benefit information may include information that ensures faster delivery than the delivery benefit service (for example, same-day delivery and next-day delivery) that users enjoy by signing up for the existing membership. Here, as the information that ensures the faster delivery, the electronic device transmits a flag corresponding to identification information that may identify that the information related to the membership of the user is changed to the server (for example, the server 120 of FIG. 1), and thus, the electronic device may receive, from the server, information assigning a distribution center that may ensure the fastest delivery to the user and provide the information related to the delivery to the user.

[0064] The information 511 and 512 on the selection input for terminating the membership may include selection input information 511 for maintaining the user's first input and input information 512 corresponding to the user's second input. The second input may include an input for withdrawing the first input.

[0065] FIG. 6 is a flowchart of determining whether the preset condition is satisfied according to various example embodiments of the present disclosure.

[0066] Assuming that the electronic device (for example, the electronic device 110 in FIG. 1) provides the information for preventing the termination to the user who wants to cancel the membership, FIG. 6 may correspond to the process of confirming whether the certain conditions are satisfied during the period when the user uses the membership. Confirming whether the certain conditions are satisfied may correspond to confirming active purchase information through the membership of the user by the electronic device.

[0067] In operation 610, the electronic device may confirm the preset condition. The preset condition may include the first condition and the second condition. For

example, the first condition may include a condition for comparing the order history information of at least one other user with the order history information of the user in the second information.

- 5 **[0068]** In operation 620, the electronic device may compare the order history information of the user in the second information with the first threshold value. The electronic device may compare the order history information of the user with order history information of other users. The electronic device may compare the membership subscription period information of the user with the second threshold value. The electronic device may confirm that the order history information of the
- 10 user in the second information satisfies the first condition when the number of orders of the user is greater than the average number of orders of at least one other user. As another example, the first condition may include a condition for comparing the first threshold value with the order history information of the user in the second information. The electronic device may confirm that the order history information
- 15 of the user in the second information satisfies the first condition when the number of orders of the user is greater than 10. In this case, the first threshold value may correspond to 10. However, the first threshold value may be set differentially according to the membership subscription period of the user, and the first threshold value may mean the minimum number of orders for the electronic device to provide
- 20 the promotion-related information to the user in response to the input for terminating the membership. In this case, values that are differentially applied according to the membership subscription period of the user may be stored in the form of a table. The electronic device may confirm that the order history information of the user in the second information satisfies the first condition when at least one of the two
- 25 comparison conditions exemplified is satisfied. This is because the information on the number of orders may be excessively large in the order history information of at least one other user residing within the preset range, and the number of orders may not be large during the membership subscription period due to the user's personal reasons.
- 30 **[0069]** The second condition may include a condition for comparing the second threshold value with the membership subscription period information of the user in the second information. The second threshold value may mean a minimum

membership subscription period for the electronic device to provide the promotion-related information to the user in response to the user's input for terminating the membership. For example, the second threshold value may be set to one year, and when membership payment is made in a unit of one month, the second threshold value may be set by calculating in units of months.

[0070] In operation 650, the electronic device may confirm that the preset condition is satisfied. In operation 650, the electronic device may confirm whether the preset condition is satisfied through operations 620, 630, and 640.

[0071] FIG. 7 is a flowchart of a process of changing the information related to the membership of the user by an input for maintaining membership according to various example embodiments of the present disclosure.

[0072] In operation 710, the electronic device (for example, the electronic device 110 of FIG. 1) may acquire the second input related to the membership of the user. For example, the user may perform the input (for example, the second input) for withdrawing the first input related to the membership through the user terminal (for example, the user terminal 130 of FIG. 1). The input for withdrawing the first input may correspond to the second input. The input for withdrawing the user's request for the termination of membership may correspond to the user's input for maintaining the membership subscription.

[0073] In operation 720, the electronic device may change information related to membership of individual users by differentially applying the promotion-related information to individual users based on whether the preset condition is satisfied and the second information. Assuming that the preset condition is satisfied, the electronic device may differentially apply the promotion-related information to individual users according to the membership subscription period of the user. For example, when a membership subscription period of a first user is 12 months, the electronic device may apply information on or associated with the provision of one additional month of membership and a benefit of faster delivery for one month in response to the input for withdrawing the request for the termination of membership. For example, when a membership subscription period of a first user is 24 months, the electronic device may apply information on the provision of two additional months of membership and a benefit of faster delivery for two months in response to the input

for withdrawing the request for the termination of membership. In this way, the electronic device may differentially apply the promotion-related information to individual users and change the information related to the membership of individual users based on the differentially applied information.

5 **[0074]** In operation 730, the electronic device may change the information related to the membership of the user. The electronic device may change information related to a user's membership expiration date in response to the input for withdrawing the user's request for the termination of membership by applying the promotion-related information to reflect the information that the membership subscription period of the
10 user has been extended. For example, when a user whose membership expiration date expires on June 30, 2020 requests to terminate membership on June 14, 2020, but after that, performs an input for withdrawing the termination request, the electronic device may apply the promotion-related information (for example, the provision of one additional month of membership and the provision of a benefit of
15 faster delivery for one month) to change the information related to the membership expiration date to July 31, 2020 and change and provide the benefit information (for example, information that faster delivery is possible from June 14, 2020 to July 13, 2020). The information related to the membership of the user, for example, the information related to the membership expiration date and the delivery-related
20 benefit information are different from the information related to the membership prior to the request for the termination of membership of the user, and as a result, the electronic device may reflect the changed information and provide the reflected changed information to the user. The electronic device may provide the changed information related to the membership to the membership management page 400 of
25 FIG. 4.

[0075] In operation 740, the electronic device may transmit information for identifying the changed information related to the membership to the server. The electronic device transmits a flag corresponding to identification information that may identify that the information related to the membership of the user is changed to the server
30 (for example, the server 120 of FIG. 1), and thus, the electronic device may receive, from the server, information assigning a distribution center that may ensure the fastest delivery to the user and provide delivery-related information to the user.

- 5 **[0076]** In operation 750, the electronic device may provide the delivery-related benefit in response to the order request from the user in which the information related to the membership is changed by receiving the promotion-related benefit. The electronic device may provide the user whose information related to the membership is changed with the faster delivery than before the change by receiving the promotion-related benefit when the order request after the change is acquired. For example, when the electronic device provides the user with the benefit of completing the delivery of the product before 10 o'clock on the same day when an order is requested before 3 o'clock on the same day due to the benefit of the same-day delivery before the change, the electronic device may provide the benefit of completing the delivery of product before 6 o'clock on the same day when an order is requested before 3 o'clock on the same day in the case where the information related to the membership is changed by receiving the promotion-related benefit.
- 10 **[0077]** FIG. 8 is a flowchart of an order based on the changed information related to the membership of the user according to various example embodiments of the present disclosure.
- 15 **[0078]** FIG. 8 illustrates a flow of a process in which a promotion-related benefit provided in response to the withdrawal of membership termination is provided, and a delivery-related benefit is applied to a user whose information related to membership is changed.
- 20 **[0079]** The electronic device 110 may store the changed information related to the membership of the user through a storage, a separate server, or a separate cloud, and may provide the changed information related to the membership to the user terminal 130 in operation 810.
- 25 **[0080]** In operation 820, the electronic device 110 may transmit the information for identifying the changed information related to the membership of the user to the server 120. The electronic device 110 may transmit, to the server 120, a flag corresponding to identification information for identifying that the information related to the membership of the user terminal 130 is changed. The electronic device 110 may receive, from the server 120, information assigning a distribution center that may ensure the fastest delivery to the user, and provide delivery-related information to the user.
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5 **[0081]** In operation 830, the electronic device 110 may acquire an order request based on the changed information related to the changed membership of the user. The electronic device 110 may acquire order request information through the user terminal 130 through a transceiver, and transmit information indicating that the acquired request information corresponds to a flagged order of a user to the server 120. In operation 840, the electronic device 110 may transmit information requesting faster delivery to the server 120 through the transceiver.

10 **[0082]** In operation 850, the electronic device 110 may transmit the order-related information in step 830 to the user terminal 130. For example, the electronic device 110 may provide information related to delivery of a product ordered according to the order request in operation 830 to the user through the user terminal 130.

15 **[0083]** According to various example embodiments of the present disclosure, a method of providing information by an electronic device may include receiving first information including order history information of at least one other user selected from a plurality of other users residing within a preset range from a delivery destination of the user from a server based on delivery destination information of the user, confirming second information including the order history information of the user and membership subscription period information of the user, acquiring a first
20 input related to the membership of the user, confirming whether the first information and the second information satisfy a preset condition in response to the first input, and providing promotion-related information when the preset condition is satisfied, in which the first input may include a request for termination of the subscribed membership.

25 **[0084]** According to various example embodiments of the present disclosure, in the method of providing information by an electronic device, the at least one other user may sign up for the membership while at least some pieces of the order history information of the at least one other user and the user are the same.

30 **[0085]** In the method of providing information by an electronic device according to various example embodiments of the present disclosure, the preset condition may include a first condition and a second condition, the first condition may include a condition for comparing the order history information or a first threshold value of at

least one other user of the first information with the order history information of the user in the second information, and the second condition may include a condition for comparing a second threshold value with the membership subscription period information of the user in the second information.

5 **[0086]** According to various example embodiments of the present disclosure, the method of providing information by an electronic device may further include providing information on or associated with a benefit received by the user through the subscribed membership when the preset condition is satisfied.

10 **[0087]** According to various example embodiments of the present disclosure, in the method of providing information by an electronic device, the information on the benefit received by the user may include at least one of information on the number of items ordered through the membership, information on the delivery time saved through the membership, and information on purchase costs saved through the membership.

15 **[0088]** According to various example embodiments of the present disclosure, in the method of providing information by an electronic device, the promotion-related information may include information for additionally extending the membership based on the withdrawal of the first input and delivery-related benefit information based on the withdrawal of the first input.

20 **[0089]** According to various example embodiments of the present disclosure, the method of providing information by an electronic device may further include acquiring a second input related to the membership of the user, and changing information related to the membership of the user in response to the second input, in which the second input may include an input for withdrawing the first input, and the information related to the membership of the user may include membership usage period information of the user and benefit information related to delivery to the user.

25 **[0090]** According to various example embodiments of the present disclosure, in the method of providing information by an electronic device, the changing of the information related to the membership of the user may include changing the information related to the membership of the user by differentially applying the promotion-related information to the user based on the second information when the preset condition is satisfied.

[0091] According to various example embodiments of the present disclosure, the method of providing information by an electronic device may further include acquiring an order request from the user based on the changed information related to the membership of the user, and transmitting information for identifying the changed information related to the membership of the user to the server in response to the order request, in which the information for identifying the changed information related to the membership of the user may be information for providing the benefit information related to delivery to the user through the server.

[0092] According to various example embodiments of the present disclosure, the method of providing information by an electronic device may further include confirming information that an order has been made and delivery is in progress through the subscribed membership in the order history information of the user, and providing the information on the benefit to be received by the user based on the information that the order has been made and the delivery is in progress through the subscribed membership.

[0093] According to various example embodiments of the present disclosure, an electronic device for providing information may include a transceiver and a processor, in which the processor may be configured to receive first information including order history information of at least one other user selected from a plurality of other users residing within a preset range from a delivery destination of the user through the transceiver from a server based on delivery destination information of the user, confirm second information including the order history information of the user and membership subscription period information of the user, acquire a first input related to the membership of the user, confirm whether the first information and the second information satisfy a preset condition in response to the first input, and provide promotion-related information when the preset condition is satisfied, and the first input may include a request for termination of the subscribed membership.

[0094] According to various example embodiments of the present disclosure, in the electronic device for providing information, the at least one other user may sign up for the membership while at least some pieces of the order history information of the at least one other user and the user are the same.

[0095] According to various example embodiments of the present disclosure, in the

electronic device for providing information, the preset condition may include a first condition and a second condition, the first condition may include a condition for comparing the order history information or a first threshold value of at least one other user of the first information with the order history information of the user in the second information, and the second condition may include a condition for comparing a second threshold value with the membership subscription period information of the user in the second information.

5 [0096] According to various example embodiments of the present disclosure, in the electronic device for providing information, the processor may provide information on a benefit received by the user through the subscribed membership when the preset condition is satisfied.

[0097] According to various example embodiments of the present disclosure, in the electronic device for providing information, the information on the benefit received by the user may include at least one of information on the number of items ordered through the membership, information on the delivery time saved through the membership, and information on purchase costs saved through the membership.

15 [0098] According to various example embodiments of the present disclosure, in the electronic device for providing information, the promotion-related information may include information for additionally extending the membership based on the withdrawal of the first input and delivery-related benefit information based on the withdrawal of the first input.

[0099] According to various example embodiments of the present disclosure, in the electronic device for providing information, the processor may be configured to acquire a second input related to the membership of the user, and change information related to the membership of the user in response to the second input, the second input may include an input for withdrawing the first input, and the information related to the membership of the user may include membership usage period information of the user and benefit information related to delivery to the user.

25 [0100] According to various example embodiments of the present disclosure, in the electronic device for providing information, the processor may be configured to change the information related to the membership of the user by differentially applying the promotion-related information to the user based on the second

information when the preset condition is satisfied.

[00101] According to various example embodiments of the present disclosure, in the electronic device for providing information, the processor may be configured to acquire an order request from the user based on the changed information related to the membership of the user, and transmit information for identifying the changed information related to the membership of the user to the server in response to the order request, and the information for identifying the changed information related to the membership of the user may be information for providing the benefit information related to delivery to the user through the server.

[00102] According to various example embodiments of the present disclosure, in the electronic device for providing information, the processor may be configured to confirm information that an order has been made and delivery is in progress through the subscribed membership in the order history information of the user, and provide the information on the benefit to be received by the user based on the information that the order has been made and the delivery is in progress through the subscribed membership.

[00103] Meanwhile, the example embodiment of the present disclosure has been disclosed in the present specification and drawings, and although specific terms are used, this is merely used in a general sense to easily describe the technical content of the present disclosure and to aid understanding of the present disclosure, but is not intended to limit the scope of the present disclosure. It is obvious to those of ordinary skill in the art to which the present disclosure pertains that other modifications based on the technical idea of the present disclosure can be implemented in addition to the example embodiments disclosed herein.

[00104] The electronic device or terminal according to the above-described example embodiments may include a processor, a memory that stores and executes program data, a permanent storage such as a disk drive, a communication port for communication with an external device, a touch panel, a key, a user interface device such as a button, and the like. Methods implemented as software modules or algorithms may be stored on a computer-readable recording medium as computer-readable code or program instructions executable on the processor. Here, examples of the computer-readable recording medium may include magnetic storage media

(for example, a read-only memory (ROM), a random-access memory (RAM), a floppy disk, a hard disk, etc.), optical reading media (for example, a compact disk (CD)-ROM or a digital versatile disc (DVD)), and the like. The computer-readable recording medium may be distributed in computer systems connected to each other through a network, and as a result, the computer-readable code may be stored and executed in a distributed scheme. The medium may be readable by a computer, stored in a memory, and executed on a processor.

[00105] The present example embodiment may be represented by functional block configurations and various processing operations. These functional blocks may be implemented by various numbers of hardware and/or software components that execute specific functions. For example, the example embodiment may employ integrated circuit configurations, such as a memory, processing, logic, and a look-up table, capable of executing various functions by control of one or more microprocessors or other control devices. Similar to executing the components in software programming or software elements, the present example embodiment can be implemented by programming or scripting languages such as python, C, C++, Java, and assembler, including various algorithms implemented by a combination of data structures, processes, routines or other programming configurations. Functional aspects may be implemented in algorithms executed on one or more processors. In addition, the present example embodiment may employ conventional techniques for electronic environment setting, signal processing, and/or data processing, and the like. Terms such as "mechanism," "element," "means," and "configuration" may be used broadly and are not limited to mechanical and physical configurations. The terms may include the meaning of a series of routines of software in connection with a processor or the like.

[00106] The above-described example embodiments are merely examples, and other example embodiments may be implemented within the scope of the following claims.

CLAIMS

1. A method of providing information by an electronic device, the method comprising:

receiving first information including order history information of at least one
5 other user selected from a plurality of other users residing within a preset range from a delivery destination of a user from a server based on delivery destination information of the user;

confirming second information including order history information of the user and membership subscription period information of the user;

10 acquiring a first input related to membership of the user;

confirming whether the first information and the second information satisfy a preset condition in response to the first input; and

providing promotion-related information when the preset condition is satisfied, wherein the first input comprises a request for termination of the subscribed
15 membership.

2. The method of claim 1, wherein the at least one other user signs up for the membership while at least some pieces of the order history information of the at least one other user and the user are the same.

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3. The method of claim 2, wherein the preset condition comprises a first condition and a second condition,

the first condition comprises a condition for comparing the order history information or a first threshold value of the at least one other user of the first information
25 with the order history information of the user in the second information, and

the second condition comprises a condition for comparing a second threshold value with the membership subscription period information of the user in the second information.

30 4. The method of claim 1, further comprising:

providing information associated with a benefit received by the user through the subscribed membership when the preset condition is satisfied.

5. The method of claim 4, wherein the information associated with the benefit received by the user comprises at least one of: information associated with the number of items ordered through the membership, information associated with the delivery time saved through the membership, or information associated with purchase costs saved through the membership.

6. The method of claim 1, wherein the promotion-related information comprises information for additionally extending the membership based on the withdrawal of the first input and delivery-related benefit information based on the withdrawal of the first input.

7. The method of claim 1, further comprising:
acquiring a second input related to the membership of the user; and
15 changing information related to the membership of the user in response to the second input,
wherein the second input comprises an input for withdrawing the first input; and
wherein the information related to the membership of the user comprises membership usage period information of the user and benefit information related to
20 delivery to the user.

8. The method of claim 7, wherein the changing of the information related to the membership of the user comprises changing the information related to the membership of the user by differentially applying the promotion-related information to the user based
25 on the second information when the preset condition is satisfied.

9. The method of claim 7, further comprising:
acquiring an order request from the user based on the changed information related to the membership of the user; and
30 transmitting information for identifying the changed information related to the membership of the user to the server in response to the order request,
wherein the information for identifying the changed information related to the

membership of the user is information for providing benefit information related to delivery to the user through the server.

10. The method of claim 4, further comprising:

5 confirming information that an order has been made and delivery is in progress through the subscribed membership in the order history information of the user; and providing the information associated with the benefit to be received by the user based on the information that the order has been made and the delivery is in progress through the subscribed membership.

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11. An electronic device for providing information, the electronic device comprising:
a transceiver; and
a processor,
wherein the processor is configured to:

15 receive first information including order history information of at least one other user selected from a plurality of other users residing within a preset range from a delivery destination of a user through the transceiver from a server based on delivery destination information of the user;

confirm second information including order history information of the user and
20 membership subscription period information of the user;

acquire a first input related to membership of the user;
confirm whether the first information and the second information satisfy a preset condition in response to the first input; and

provide promotion-related information when the preset condition is satisfied,
25 wherein the first input comprises a request for termination of the subscribed membership.

12. The electronic device of claim 11, wherein the at least one other user signs up for the membership while at least some pieces of the order history information of the at least
30 one other user and the user are the same.

13. The electronic device of claim 12, wherein:

the preset condition comprises a first condition and a second condition,
the first condition comprises a condition for comparing the order history
information or a first threshold value of the at least one other user of the first information
with the order history information of the user in the second information, and
5 the second condition comprises a condition for comparing a second threshold
value with the membership subscription period information of the user in the second
information.

14. The electronic device of claim 11, wherein the processor is configured to provide
10 information associated with a benefit received by the user through the subscribed
membership when the preset condition is satisfied.

15. The electronic device of claim 14, wherein the information on the benefit
received by the user comprises at least one of: information associated with the number of
15 items ordered through the membership, information associated with the delivery time
saved through the membership, or information associated with purchase costs saved
through the membership.

16. The electronic device of claim 11, wherein the promotion-related information
20 comprises information for additionally extending the membership based on the
withdrawal of the first input and delivery-related benefit information based on the
withdrawal of the first input.

17. The electronic device of claim 11, wherein the processor is configured to:
25 acquire a second input related to the membership of the user; and
change information related to the membership of the user in response to the
second input,
wherein the second input comprises an input for withdrawing the first input; and
wherein the information related to the membership of the user comprises
30 membership usage period information of the user and benefit information related to
delivery to the user.

18. The electronic device of claim 17, wherein the processor is configured to change the information related to the membership of the user by differentially applying the promotion-related information to the user based on the second information when the preset condition is satisfied.

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19. The electronic device of claim 17, wherein the processor is configured to:
acquire an order request from the user based on the changed information related to the membership of the user; and

transmit information for identifying the changed information related to the membership of the user to the server in response to the order request, and

10 the information for identifying the changed information related to the membership of the user is information for providing benefit information related to delivery to the user through the server.

15 20. The electronic device of claim 14, wherein the processor is configured to:
confirm information that an order has been made and delivery is in progress through the subscribed membership in the order history information of the user; and

provide the information associated with the benefit to be received by the user based on the information that the order has been made and the delivery is in progress
20 through the subscribed membership.