METHOD AND APPARATUS FOR THE PROVISION OF DOWNLOADABLE CONTENT TRANSACTIONS

DESCRIPTION

[001] The present invention relates to an Internet application, and a method of buying and selling online solutions, whereby the buyer posts a question online and set a price that he/she is willing to pay for the intended solution and the seller can respond to the question by posing an online solution in the form of downloadable content to sell.

[002] This present invention presents a few mechanisms that will ease the experience of buying and selling online solutions, with one mechanism that calculates the probability of the best solution among those solutions submitted and make recommendation to the prospective buyer about it but the buyer is still free to choose who he/she is willing to buy the solution(s) from.

[003] This invention also presents a mechanism that calculates the buyer's buying certainty index which takes into consideration the buyer's past buying records and the prospective seller can look at the buyer's buying certain index before attempting to work on a solution if they are doubtful that the solution will be purchased.

[004] This invention also presents a mechanism that requires the seller to post 2 solutions, one of them is a partial solution which is visible to the prospective buyer and another one is a full solution which is hidden from the prospective buyer; the seller can decide how much information to put in the partial solution; and the prospective buyer will be given the full solution only if he/she selects to buy the solution.

[005] Some prior art in the context of downloadable content are as follows. In US20080124043, the application wants to address the need to decrease the download time for downloadable content and without sacrificing the quality; a personalized entertainment and information platform is designed to provide downloadable content mainly on movies and videos; the objective is to create a software platform support for PC and non-PC devices such as television set; and using an intelligent recommendation engine, the platform can download additional content for the user to choose from. (Nikolaos Georgis et al, "System and method of selective media content access through a recommendation engine", US20080134043.)

[006] In US20060031785, it features a content download system for downloading a content file and additional content suggested by the system; the third party will provide the additional content and the additional contented provided is related to the downloaded content, for e.g. the same genre/artist as the downloaded song. (Nathan F. Raciborski, "Rich content download", US20060031785.)

[007] In US7891014, the application addresses a way to authenticate and request downloading a digital content automatically if the previous received packet is corrupted. (Nathan F. Raciborski, "Authentication of content download", US7891014 B2.) None of the above prior art is the same as the invention presented here.

[008] According to the present invention, there is provided a system comprising:

a server or plurality of servers on the Internet or Mobile Network that supports the sale and purchase of online solutions ;

a server or a plurality of servers are arranged in operation to support:

(a) registering, via a software user interface for the buyer and seller of the downloadable content;

(b) uploading, via a software user interface of the buyer's question;

(c) updating, via a software user interface of the buyer's settings for the question;

(d) notifying, via a software user interface the prospective sellers of the proposed question;

(e) creating, via a software user interface the partial and proposed solution by the prospective seller;

(f) counter-offering, via a software user interface the price of the solution by the seller;

(g) calculating the sellers' profiles ratings and the probability of the best solution;

(h) displaying, via a software user interface a list of solutions provided by different sellers, the sellers' profiles ratings and the probability of the best solution to the buyer;

(i) selecting, via a software user interface a solution to buy from a list of solutions provided by different sellers;

(j) delivering, via a software user interface the full solution after payment is made;

(k) rating, via a software user interface the seller's solution by the buyer;

[009] Referring to Figure 1, there is shown (i) a buyer and client with a computer or mobile device being connected to a server via the Internet and/or mobile network 1, (ii) a server and a plurality of servers which stores users database in memory, and various mechanisms to support buying and selling of online solutions 2.

[010] There now follows, by way of example, a description of specific embodiments of the present invention, with reference to and as illustrated in the accompany drawings in which:

Figure 1 shows System Layout

Figure 2 shows Flowchart of the operation

Figure 3 shows a buyer receiving a rating number for every question posted.

[011] Figure 2 shows the flowchart of the operation used in the present embodiment.

This includes:

i) The prospective buyers and sellers can register themselves as users of the system 3 by filling up an online form with information not limited to their real names, account name, contact information, their paypal account and area of expertise.

ii) The buyer can upload the question in one of the allowed format 4 and some of the allowed formats include but not limited to .jpg, .pdf, .gif, .doc and .txt

iii) The buyer can set the response time for the question and the price he/she is willing to pay for the solution 5.

iv) Email notification is sent to the prospective sellers with the buyers' buying certainty rating 6.

v) The prospective seller checks if it is still within the response time before attempting to upload the solution 7.

vi) The prospective sellers upload partial and full solution and determine the final price he/she wants to sell the solution 8.

vii) The uploaded solutions are accompanied by each Seller's Profile Index and a list of selected comments from previous solutions that each seller has attempted 9.

viii) Buyer sees partial solutions, Seller's Profile Index, a list of selected comments, the final price and the system's recommendation before deciding on which full solution to buy 10.

ix) Buyer buys and gets full solution via Paypal transaction 11;

x) Seller gets a percentage of the Paypal transaction 12;

xi) Buyer gives rating on the Seller's solution 13.

[012] Buying Certainty Index is calculated based on the following equation:

Buying Certainty Index = Sum of Buying Rating of each question / No of question postings

where Buying Rating of each question posted is given a point between 0 to 1 (with 0 indicating no possibility of purchasing the content and 1 indicating a definite possibility of purchasing the content) as shown in the table in Figure 3.

[013] Based on the table in Figure 3, if the buyer buys a solution, the buyer's rating will be 1 and if the buyer does not buy a solution he/she will receive a rating that is lesser and that value is determined on how many solutions are presented to him/her. The system will set a lower limit (represented by X) and a upper limit (represented by K) on the number of solutions presented. If the number of solutions presented is less than the lower limit and if the prospective buyer chooses not to buy the solution, he/she will get a buyer rating of 0.5. If the number of solutions presented is between the lower limit and the upper limit and if the prospective buyer still chooses not to buy the solution, he/she will get a buyer rating of less than 0.5 (as determined by the system). If the number of solutions presented is bigger than the upper limit, and the prospective buyer still decides not to buy any of the solutions, the buyer rating will be 0.

[014] Seller Profile Index is determined based on the various solution ratings received from buyers in previous transactions, educational background of seller and expertise of seller.

Profile_index_seller = (average_ratings_of_solutions * weight_of_ratings)

+ (educational_background * weight_of_educational_background)

+ (expertise * weight_of_expertise)

where

total_weight = 1 = weight_of_solution_ratings + weights_of_educational_background + weight_of_expertise

average_ratings_of_solution = sum of solution ratings/ number of solutions sold

solution ratings is a number between 0 to 1. (as given by the buyer of each solution, with 1 being the best solution and 0 being worst).

educational background is a number between 0 to 1. (as derived from the education background information given by the seller, with 1 being the highest education, 0 being the lower education. For example, an 'A' level qualification in the domain area could generate a number 0.5 and a degree qualification from a university could generate a number 0.7). This number could be modified by expert domain moderator).

expertise is a number between 0 to 1. (as indicated by seller, with 1 being expert, and 0 being a novice. This number could be modified by expert domain moderator).

[015] The system recommends a solution by comparing Seller Profile Index of the respective solution and recommends the solution with the highest index to the buyer, using the following equation:

max(profile_index_seller_1, profile_index_seller_2, profile_index_seller_3, … , profile_index_seller_n)

[016] An automated method is introduced to show a selected list of comments on the seller based on the subject category for the buyer to see.

[017] The engine determines a credible content provider for a specific content category based on the overall solution ratings achieved for that category for each seller, which must be based on at least a minimum of n number of solutions sold. For example, a seller with the highest overall solution ratings for primary school level mathematics (algebra) is selected.

[018] The system invites the credible content provider to submit e-notes/e-tutorials on the category that he/she has scored the highest mark, and the content provider can specify a price he/she is willing to sell them at.

[019] The content provided for sale by the content provider may be subjected to quality checks by one or multiple expert(s) in this area, and there will be an indication (such as, verified by Mr XYZ) to prospective buyer on whether such quality checks are conducted.

[020] For the above emodiment, a simplified scenario is presented here. A prospective buyer named John, is interested to find out about the solution to a question. He registers and logs on to the website via a computer or mobile phone. He might write out his question and maybe with some illustrations of the problem onto a piece of paper or using any drawing and/or word processing application software. If he has chosen to write on a piece of paper, he just needs to snap a picture of the question and save in one of the permitted formats (for e.g. .JPG) and then he can proceed to post the question on the portal. Similarly,

if he has chosen to write/draw/type out his question using a drawing and/or word processing application software, he can proceed to save the question in the permitted formats for uploads onto the portal. During the upload, the buyer can specify the amount of money he/she is willing to pay for the solution and the duration he/she is willing to wait for a solution. Once the question is uploaded, it will be visible to the public. Registered sellers of solutions will be sent a notification if the category of question posted matches their expertise. Anyone can answer the question by posting a partial and a full solution. The partial solution will be visible to the buyer but the full solution remains hidden until the buyer decides to buy the solution. The buyer can choose to buy from one or more sellers. The system will generate the BEST solution recommendation based on the profile of the sellers and the sellers' ratings. The buyer can overrides the system recommendation by selecting a suitable solution based on the partial solutions presented. The buyer rating will be updated for each question posed. This buyer rating will serve as a guide for the sellers to decide whether or not to pose a solution for a buyer because there may be buyers who have a lower chance of buying any solutions and there is little or no chance of completing a transaction.

[021] In broad emobodiment, the invention is an automated system that allows users (such as buyers and sellers) to buy and sell solutions online, track buyers and sellers behaviour, generates a recommended solution from a number of solutions posed by various sellers and generates a buyer rating for each buyer so that the sellers can make a calculated decision whether to write a solution for them.

CLAIMS

[001] A method of selling online solutions and buying online solutions (in the form of downloadable content) using the Internet and/or Mobile Network, comprising:

(a) registering, via a software user interface for the buyer and seller of the downloadable content;

(b) uploading, via a software user interface of the buyer's question;

(c) updating, via a software user interface of the buyer's settings for the question;

(d) notifying, via a software user interface the prospective sellers of the proposed question;

(e) creating, via a software user interface the partial and proposed solution by the prospective seller;

(f) counter-offering, via a software user interface the price of the solution by the seller;

(g) calculating the sellers' profiles ratings and the probability of the best solution;

(h) displaying, via a software user interface a list of solutions provided by different sellers, the sellers' profiles ratings and the probability of the best solution to the buyer;

(i) selecting, via a software user interface a solution to buy from a list of solutions provided by different sellers;

(j) delivering, via a software user interface the full solution after payment is made;

(k) rating, via a software user interface the seller's solution by the buyer;

[002] The method according to claim 1, wherein updating the subscriber's client information consists of the client's name, contact numbers, email addresses and social media platforms' user name.

[003] The method according to claim 1, wherein updating the subscriber's profile information consists of the subscriber's name, contact numbers, email addresses and social media platforms' user name and passwords.

[004] The method according to claim 1, wherein uploading the buyer's questions consists of at least one sentence or/and at least one diagram in the following formats but not limited to: .jpg, .txt, .doc and.pdf.

[005] The method according to claim 1, wherein updating the buyer's setting consists of the response time desired for this question and the price the buyer is willing to pay for the solution to a question.

[006] The method according to claim 1, wherein notifying the prospective seller's proposed question which based on information on buying certainty index and buyer's ratings and may consist of buying certainty index and buyer's ratings.

[007] The method according to claim 1, wherein the creating of partial and full solution by the prospective seller includes creating at least one free downloadable partial solution (for sampling purpose) and one downloadable full solution (which requires the buyer to pay for it) in at least one of the following formats but not limited to: .jpg, .txt, .doc and .pdf.

[008] The method according to claim 1, wherein the counter offering of the price of the solution can be carried out by the prospective seller, by keying in the price he would like to sell the particular solution for.

[009] The method according to claim 1, wherein the buyer can select one solution from the numerous solutions posted by the different sellers.

[010] The method according to claim 1, wherein the calculating of the seller's profile index is based on the ratings received from buyers in previous transactions, educational background of seller and expertise of seller.

Seller_Profile_Index = (average_ratings_of_solutions * weight_of_ratings)

+ (educational_background * weight_of_educational_background)

+ (expertise * weight_of_expertise)

where

total_weight = 1 = weight_of_ratings + weights_of_educational_background + weight_of_expertise

average_ratings_of_solution = sum of solution ratings/ number of solutions sold

solution ratings is a number between 0 to 1. (given by the buyer, with 1 being the best experience and 0 being worst experience. For example, an 'A' level qualification in the domain area could generate a number 0.5 and a degree qualification from a university could generate a number 0.7. This number could be modified by expert domain moderator).

educational background is a number between 0 to 1. (as allocated by the system based on the seller's education background, with 1 being the highest education, 0 being the lower education. For example, an 'A' level qualification in the domain area could generate a number 0.5 and a degree qualification from a university could generate a number 0.7. This number could be modified by expert domain moderator).

expertise is a number between 0 to 1. (as allocated by the system based on the expertise of the seller, with 1 being expert, and 0 being a novice).

[011] The method according to claim 1, wherein the calculating of the probability of the best solution is carried out using the below formula.

max(seller_profile_index_1, seller_profile_index_2, seller_profile_index_3, … , seller_profile_index_n)

[012] The method according to claim 1, wherein the displaying of the solutions provided by different sellers, the sellers' profiles ratings, previous buyers' comments on the sellers' previous solutions, the probability of the best solution to the buyer that are calculated based on the description in claim 10 and claim 11.

[013] The method according to claim 1, wherein the selecting from a list of solutions provided include a list of partial solutions presented by various sellers and the system recommended solution being highlighted and the buyer can select one or more solutions to buy.

[014] The method according to claim 1, wherein the delivering of the solution when the payment is made includes the delivery of the full solution to the buyer and upon confirmation that the buyer has received the full solution (which contains the partial solution), the seller will be paid a certain percentage of the transaction.

[015] The method according to claim 1, wherein the rating of the seller's solution by the buyer includes the buyer giving a score of between 0 to 1 points for the solution received (with 0 being the minimum score and 1 being the maximum score for satisfaction of the solution) and the buyer can provide comments about the solution received.

[016] A method for determining the buying certainty index for downloadable content transactions system, which consist of the following algorithm: Sum of buying rating / Number of questions the buyer has posted, with the buying rating being determined by the table (Figure 3) where x, k, and y are the numbers set by the system owner.

[017] An apparatus for the provision of selling online solutions and buying online solutions (in the form of downloadable content) using the Internet and/or Mobile Network, comprising:

(a) at least a module registering, via a software user interface for the buyer and seller of the downloadable content;

(b) at least a module uploading, via a software user interface of the buyer's question;

(c) at least a module updating, via a software user interface of the buyer's settings for the question;

(d) at least a module notifying, via a software user interface the prospective sellers of the proposed question;

(e) at least a module creating, via a software user interface the partial and proposed solution by the prospective seller;

(f) at least a module counter-offering, via a software user interface the price of the solution by the seller;

(g) at least a module calculating the sellers' profiles ratings and the probability of the best solution;

(h) at least a module displaying, via a software user interface a list of solutions provided by different sellers, the sellers' profiles ratings and the probability of the best solution to the buyer;

(i) at least a module selecting, via a software user interface a solution to buy from a list of solutions provided by different sellers;

(j) at least a module delivering, via a software user interface the full solution after payment is made;

(k) at least a module rating, via a software user interface the seller's solution by the buyer;

[018] An apparatus according to claim 17, wherein at least a module updating the subscriber's client information consists of the client's name, contact numbers, email addresses and social media platforms' user name.

[019] An apparatus according to claim 17, wherein at least a module updating the subscriber's profile information consists of the subscriber's name, contact numbers, email addresses and social media platforms' user name and passwords.

[020] An apparatus according to claim 17, wherein at least a module uploading the buyer's questions consists of at least one sentence or/and at least one diagram in the following formats but not limited to: .jpg, .txt, .doc and.pdf.

[021] An apparatus according to claim 17, wherein at least a module updating the buyer's setting consists of the response time desired for this question and the price the buyer is willing to pay for tthe solution to a question.

[022] An apparatus according to claim 17, wherein at least a module notifying the prospective seller's proposed question which based on information on buying certainty index and buyer's ratings and may consist of buying certainty index and buyer's ratings.

[023] An apparatus according to claim 17, wherein at least a module creating of partial and full solution by the prospective seller includes creating at least one free downloadable partial solution (for sampling purpose) and one downloadable full solution (which requires the buyer to pay for it) in at least one of the following formats but not limited to: .jpg, .txt, .doc and .pdf.

[024] An apparatus according to claim 17, wherein at least a module counter offering of the price of the solution can be carried out by the prospective seller, by keying in the price he would like to sell the particular solution for.

[025] An apparatus according to claim 17, wherein at least a module provides the buyer an interface to select one solution from the numerous solutions posted by the different sellers.

[026] An apparatus according to claim 17, wherein at least a module calculating of the seller's profile index is based on the ratings received from buyers in previous transactions, educational background of seller and expertise of seller.

Seller_Profile_Index = (average_ratings_of_solutions * weight_of_ratings)

+ (educational_background * weight_of_educational_background)

+ (expertise * weight_of_expertise)

where

total_weight = 1 = weight_of_ratings + weights_of_educational_background + weight_of_expertise

average_ratings_of_solution = sum of solution ratings/ number of solutions sold

solution ratings is a number between 0 to 1. (given by the buyer, with 1 being the best experience and 0 being worst experience. For example, an 'A' level qualification in the domain area could generate a number 0.5 and a degree

qualification from a university could generate a number 0.7. This number could be modified by expert domain moderator)

educational background is a number between 0 to 1. (as allocated by the system based on the seller's education background, with 1 being the highest education, 0 being the lower education).

expertise is a number between 0 to 1. (as allocated by the system based on the expertise of the seller, with 1 being expert, and 0 being a novice).

[026] An apparatus according to claim 17, wherein at least a module calculating of the probability of the best solution is carried out using the below formula.

max(seller_profile_index_1, seller_profile_index_2, seller_profile_index_3, … , seller_profile_index_n)

[027] An apparatus according to claim 17, wherein at least a module displaying of the solutions provided by different sellers, the sellers' profiles ratings, previous buyers' comments on the sellers' previous solutions, the probability of the best solution to the buyer that are calculated based on the description in claim 10 and claim 11.

[028] An apparatus according to claim 17, wherein at least a module selecting from a list of solutions provided include a list of partial solutions presented by various sellers and the system recommended solution being highlighted and the buyer can select one or more solutions to buy.

[029] An apparatus according to claim 17, wherein at least a module delivering of the solution when the payment is made includes the delivery of the full solution to the buyer and upon confirmation that the buyer has received the full solution (which contains the partial solution), the seller will be paid a certain percentage of the transaction.

[030] An apparatus according to claim 17, wherein at least a module rating of the seller's solution by the buyer includes the buyer giving a score of between 0 to 1 points for the solution received (with 0 being the minimum score and 1 being the maximum score for satisfaction of the solution) and the buyer can provide comments about the solution received.

[031] An apparatusa according to claim 17, wherein at least a module determining the buying certainty index for downloadable content transactions system, which consist of the following algorithm: Sum of buying rating / Number of questions the buyer has posted, with the buying rating being determined by the table (Figure 3) where x, k, and y are the numbers set by the system owner.