ROUTE REWARD AUGMENTATION

ABSTRACT

Different incentives can be provided to a user for the user to take different routes. Information related to a user's specific situation can be gathered and a reward can be associated with a route. A user can input an intended destination and different routes can be taken, where the routes have various characteristics. The route can be analyzed and a determination can be made as to what routes can be associated with a user taking a particular route. Commonly, different companies can supply rewards such that the user travels past their advertisement or makes a stop at their store.

FIG.1