ABSTRACT

METHODS AND SYSTEMS FOR ELECTRONIC SHOPPING THROUGH DISPLAYED MULTIMEDIA CONTENT WHILE VIEWING THEREOF

Embodiments provide methods and systems for facilitating online shopping while watching multimedia content on an electronic device. The method includes receiving an input, from a controller, from a user interested in purchasing at least one item using a machine-readable code displayed in a scene of the multimedia content. The scene comprising the machine-readable code. The machine-readable code comprising payment information for purchasing the item. The method further includes capturing at least one screenshot of the scene comprising the machine-readable code without interrupting display of the multimedia content. The method also includes identifying the at least one machine-readable code in the at least one screenshot of the scene. Upon identifying the at least one machine-readable code the method includes extracting the at least one machine-readable code from the at least screenshot of the scene for processing a payment based on payment information present in the machine-readable code.

FIG. 9