# SYSTEM AND METHOD FOR USER PURCHASE FACILITATION

## ABSTRACT

A system and method for user purchase facilitation is provided. The system comprises a broadcast module configured to broadcast a data package to a display module, the data package comprising a visual representation of the product and a corresponding visual product code to be simultaneously displayed by the display module; and a facilitator module configured to: receive from a user device, a product purchase request comprising a unique user identity and product data that is encoded on the corresponding visual product code; retrieve, from a database, user account data associated with the received unique user identity; and transmit the retrieved user account data and the received product data to a payment module in communication with the facilitator module for facilitating the user purchase of the product

**Figure 2**