SYSTEM AND METHOD FOR USER PURCHASE FACILITATION

FIELD OF INVENTION

[0001] The present disclosure relates to systems and methods for user purchase facilitation.

BACKGROUND

[0002] E-commerce (in particular, online shopping) is becoming more popular in recent times. However, online shopping is mainly limited to websites and mobile applications, where consumers visit a merchant's website or use a mobile application on their mobile phones to purchase their products.

[0003] An increasing number of consumers subscribe to cable television in their homes. Cable television services are generally run by private cable service providers and a specific set-top box is provided to each consumer to receive their media content (cable television programmes). Consumers can use a graphical user interface to customize their viewing preferences and select the cable programmes they wish to view. Each individual consumer (i.e. cable television subscriber) may be assigned a unique customer identity and the service provider may store the consumer's viewing preferences, name, address, billing information and other relevant information against the unique customer identity.

[0004] Commercials/advertisements are intermittently shown during the broadcast of cable television programmes. If the consumer wishes to purchase a product (physical good or service) shown in the advertisement, the consumer has to visit the merchant's physical store or online store to make the purchase after viewing the cable television programme. Sometimes, the consumer may forget the website address of the online store, the address of the merchant's physical store or the identity of the merchant selling the product. In addition, when the cable television programme resumes after the advertisement, the consumer may forget what product he wishes to purchase.

[0005] A need therefore exists to provide a method and system for user purchase facilitation that seeks to address one or more of the above problems.

SUMMARY

[0006] According to a first aspect, there is provided a method for user purchase facilitation of a product, comprising: broadcasting a data package to a display module, the data package comprising a visual representation of the product and a corresponding visual product code, wherein the display module is configured to simultaneously display the visual representation of the product and the corresponding visual product code; receiving, 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; retrieving, from a database, user account data associated with the received unique user identity; and transmitting the retrieved user account data and the received product data to a payment module for facilitating the user purchase of the product.

[0007] In an embodiment, the corresponding visual product code may comprise a bar-code or a Quick-Response code (QR code).

[0008] In an embodiment, the visual representation of the product may comprise an advertisement relating to the product.

[0009] In an embodiment, the user device may be configured to retrieve the product data that is encoded on the corresponding visual product code displayed by the display module.

[0010] In an embodiment, the product data may comprise a product description, a product price and a merchant associated with the product.

[0011] In an embodiment, the product data may further comprise at least one of: a product availability and product shipping details.

[0012] In an embodiment, the user account data may comprise an account number of the user for facilitating payment using the payment module.

[0013] In an embodiment, the retrieved user account data and the received product data may be transmitted to the payment module on a condition that a user confirmation is received from the user device.

[0014] According to a second aspect, there is provided a method for user purchase facilitation of a product, comprising: broadcasting a data package to a display module, the data package comprising a visual representation of the product and a corresponding visual product code, wherein the display module is configured to simultaneously display the visual representation of the product and the corresponding visual product code; receiving, from a user device, a product purchase request comprising (i) user account data and (ii) product data that is encoded on the corresponding visual product code; and transmitting the received product data and user account data to a payment module for facilitating the user purchase of the product.

[0015] According to a third aspect, there is provided a system for user purchase facilitation of a product, comprising: 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.

BRIEF DESCRIPTION OF THE DRAWINGS

[0016] Embodiments will be better understood by one of ordinary skill in the art from the following written description, in conjunction with the drawings, in which:

[0017] Figure 1 shows a flow chart illustrating a method for user purchase facilitation according to an example embodiment.

[0018] Figure 2 shows a schematic diagram illustrating the flow of information in a system for user purchase facilitation, according to an example embodiment.

[0019] Figure 3 shows a flow chart illustrating a method for user purchase facilitation according to an example embodiment.

[0020] Figure 4 a schematic diagram of a computer device / system suitable for realizing a facilitator module, according to an example embodiment.

DETAILED DESCRIPTION

[0021] Some portions of the description which follows are explicitly or implicitly presented in terms of algorithms and functional or symbolic representations of operations on data within a computer memory. These algorithmic descriptions and functional or symbolic representations are the means used by those skilled in the data processing arts to convey most effectively the substance of their work to others skilled in the art. An algorithm is here, and generally, conceived to be a self-consistent sequence of steps leading to a desired result. The steps are those requiring physical manipulations of physical quantities, such as electrical, magnetic or optical signals capable of being stored, transferred, combined, compared, and otherwise manipulated.

[0022] Unless specifically stated otherwise, and as apparent from the following, it will be appreciated that throughout the present specification, discussions utilizing terms such as “scanning”, “calculating”, “determining”, “replacing”, “generating”, “initializing”, “outputting”, “identifying”, “authorizing”, “verifying” or the like, refer to the action and processes of a computer system, or similar electronic device, that manipulates and transforms data represented as physical quantities within the computer system into other data similarly represented as physical quantities within the computer system or other information storage, transmission or display devices.

[0023] The present specification also discloses apparatus for performing the operations of the methods. Such apparatus may be specially constructed for the required purposes, or may comprise a computer or other device selectively activated or reconfigured by a computer program stored in the computer. The algorithms and displays presented herein are not inherently related to any particular computer or other apparatus. Various machines may be used with programs in accordance with the teachings herein. Alternatively, the construction of more specialized apparatus to perform the required method steps may be appropriate. The structure of a computer will appear from the description below.

[0024] In addition, the present specification also implicitly discloses a computer program, in that it would be apparent to the person skilled in the art that the individual steps of the method described herein may be put into effect by computer code. The computer program is not intended to be limited to any particular programming language and implementation thereof. It will be appreciated that a variety of programming languages and coding thereof may be used to implement the teachings of the disclosure contained herein. Moreover, the computer program is not intended to be limited to any particular control flow. There are many other variants of the computer program, which can use different control flows without departing from the spirit or scope of the disclosure.

[0025] Furthermore, one or more of the steps of the computer program may be performed in parallel rather than sequentially. Such a computer program may be stored on any computer readable medium. The computer readable medium may include storage devices such as magnetic or optical disks, memory chips, or other storage devices suitable for interfacing with a computer. The computer readable medium may also include a hard-wired medium such as exemplified in the Internet system, or wireless medium such as exemplified in the GSM mobile telephone system. The computer program when loaded and executed on such a computer effectively results in an apparatus that implements the steps of the preferred method.

[0026] Figure 1 is a flow chart 100 illustrating a method for user purchase facilitation of one or more products, according to an example embodiment. Where the context permits, singular (e.g. “product”) or plural terms may also include the plural (e.g. “products”) or singular term, respectively. At step 102, a data package is broadcast to a display module. The data package comprises a visual representation of the product and a corresponding visual product code. The display module is configured to simultaneously display the visual representation of the product and the corresponding visual product code (e.g., as an overlay on the visual representation). At step 104, a product purchase request is received from a user device. The product purchase request comprises a unique user identity and product data that is encoded on the corresponding visual product code. At step 106, user account data is retrieved from a database. The user account data is associated with the received unique user identity. At step 108, the retrieved user account data and the received product data are transmitted to a payment module for facilitating the user purchase of the product.

[0027] Figure 2 shows a schematic diagram illustrating the flow of information in a system 200 for user purchase facilitation of one or more products, according to an example embodiment. The system 200 comprises a facilitator module 202, a broadcast module 204, a display module 206, a payment module 208 and a database 212. The facilitator module 202 is in communication with the broadcast module 204, the payment module 208 and the database 212. The broadcast module 204 is in communication with the display module 206. The facilitator module 202, the broadcast module 204 and the database 212 may be administered by a service provider (e.g. a cable television service provider). In the following description, the term “module” (e.g. display module, biometric authentication module, etc.) can refer to software, a hardware element, or a combination of both.

[0028] The cable television service provider broadcasts television programmes to its subscribers. Advertisements / commercials are typically shown in between television programmes to promote a merchant’s product. The advertisements comprise data packages, each data package comprising a visual representation of the product (e.g. an image of a shirt) and a corresponding visual product code. At step A, the data package is sent from the broadcast module 204 to the display module 206 (e.g. a television at a consumer’s home). The data package may be received at the facilitator module 202 for transmission to the display module 206 via the broadcast module 204. The broadcast module 204 is configured to broadcast the data package to the display module 206. The data package comprises the visual representation of the product and the corresponding visual product code to be simultaneously displayed by the display module 206. For example, if an image of a shirt is being shown, the visual product code corresponding to the shirt is shown at the same time. It will be appreciated that the system 200 can comprise numerous display modules, even though only one is shown in Figure 2. The visual representation may be part of an advertisement of the product(s) that the merchant wishes to promote. The visual representation may also be part of other forms of advertisements, such as product placement (also known as embedded marketing) where merchants subtly promote their products through a non-traditional advertising technique, usually through appearances in film, television, or other media. For example, the cable television programme comprises data packages, each data package comprising a visual representation of the product appearing in the television programme and a corresponding visual product code.

[0029] The visual product code may be a Quick-Response (QR) code that comprises product data of the advertised product. Other forms of the visual product code may be possible, such as a machine-readable one-dimensional or two-dimensional barcodes that can be captured by a suitable image-capturing device. The product data may comprise a product description, a product price and a merchant associated with the product, and/or an address (such as a URL) of a resource located at a server from which such information can be retrieved. The product data may further comprise product availability and product shipping details (or an address from which such information can be retrieved). For example, merchant XYZ wishes to advertise their drilling machine priced at $300 during the broadcast of a cable television programme. Merchant XYZ may send a pre-prepared advertisement together with the visual product code of the drilling machine to a cable broadcast network. When the advertisement of the drilling machine is shown, a QR code appears on the television screen. Data encoded on the QR code may include the description of the drilling machine (model, colour, etc.), the cost of the drilling machine “$300” and an indication that the drilling machine is available for shipping. The QR code may also contain information that the drilling machine is sold by merchant XYZ together with his address and the time required for the drilling machine to be delivered to the customer.

[0030] At step B, the facilitator module 202 receives a product purchase request and a unique user identity from a user device 210. The user device may be a mobile smartphone, a tablet computer or a laptop that is configured to retrieve the product data that is encoded on the corresponding machine-readable visual product code. The user device may also be an image capturing module for reading and/or scanning the visual product code and extracting the product data encoded thereon. The unique user identity may comprise a unique user identification and a password associated with the unique user identification. Continuing from the above example, when the advertisement and QR code of the drilling machine are shown during a cable television programme, a consumer sees the advertisement and wishes to purchase the drilling machine. The consumer then uses his mobile smartphone to log in to a mobile application (e.g. developed by the cable television service provider) by entering his unique user identity and password and subsequently scans the QR code that is shown on the television. When the QR code is scanned, the user interface of the mobile application lists the description of the drilling machine, that the drilling machine costs $300 and is sold by merchant XYZ and that the drilling machine is available for shipping. Further, the mobile smartphone may also indicate to the consumer the approximate number of days for the drilling machine to be delivered to him. Subsequently, the consumer uses the

mobile application to proceed to check out his purchase and the mobile smartphone (user device 210) transmits the unique user identification and the product data to the facilitator module 202.

[0031] At step C, after receiving the unique user identity (e.g. a unique cable television subscriber identity), the facilitator module 202 retrieves user account data that is associated with the unique user identity from the database 212. The user account data may comprise an account number of the user for facilitating payment using a payment module 208. The account number may be a payment card number such as a primary account number (PAN) of a credit card. Optionally, relevant credentials related to an account may also be stored in the database 212. The facilitator module 202 may also retrieve, from the database 212, the name and address of the user to facilitate shipping and delivery of the product to the user. The database may be administered and maintained by the cable television service provider.

[0032] At step D, the facilitator module 202 transmits a purchase confirmation request to the consumer through the user device 210. The purchase confirmation request indicates the product data of the product to be purchased and/or the account data of the account to be used for making the purchase. The consumer confirms the purchase using the user device 210, and the facilitator module 202 receives the confirmation from the consumer via the user device 210. Continuing from the example above, after the facilitator module 202 receives the unique user identity from the consumer, the facilitator module 202 retrieves the credit card details linked to the unique user identity from the database 212. The facilitator module 202 subsequently sends the purchase confirmation request of the drilling machine to the consumer. The consumer provides his confirmation (e.g. through a user interface of a mobile application installed on the user device 210) and the user device 210 transmits this confirmation to the facilitator module 202. On the other hand, if the consumer finds an error in the account data or product data, he may reject the transaction.

[0033] At step E, after the consumer provides his confirmation through the user device 210, the facilitator module 202 transmits the retrieved user account data and the received product data to the payment module 208 for facilitating the purchase of the product. For example, after the consumer provides his confirmation, the payment module 208 can process the payment of the product, e.g. by sending an instruction based on the retrieved user account data and the received product data to debit the price of the drilling machine $300 from the user's account. If debiting of funds is

successful, a payment confirmation message may be sent to the merchant by the payment module 208, and the merchant releases the product to the consumer. On the other hand, if the consumer rejects the transaction, the facilitator module 208 does not send any data or instruction to the payment module 208. The merchant does not release the product to the consumer since payment was not made.

[0034] The payment module 208 can refer to software, a hardware element, or a combination of both. The payment module 208 may be a server that facilitates communication between an acquiring bank associated with the merchant and an issuing bank associated with the user. In an implementation, the payment module 208 may be configured to perform one or more functions of a payment gateway. For example, the merchant may have an account with the acquiring bank and any payment for the products sold by the merchant can be debited from the user's account and subsequently deposited into the merchant's account. After retrieving the user account data from the database 212 (Step C), the facilitator module 202 may transmit the user account data to the payment module 208. The payment module 208 transmits the received user account data and the product price to the issuing bank that is associated with the user. The issuing bank verifies that there are sufficient funds in the user's account for payment of the product and debits the product price from the user's account. Thereafter, the issuing bank sends the payment confirmation via the payment module 208 to the acquiring bank. The payment module 208 may also be configured to encrypt sensitive data such as the primary account number (PAN) of a payment card (e.g. credit card) during communication between different parties to prevent theft of such data by fraudulent parties. The payment module 208 may also provide services such as currency conversion if the issuing bank and the acquiring bank are in different countries.

[0035] Figure 3 shows a flow chart 300 illustrating a method for user purchase facilitation according to an example embodiment. At step 302, a data package is broadcast to a display module. The data package comprises a visual representation of the product and a corresponding visual product code. The display module is configured to simultaneously display the visual representation of the product and the corresponding visual product code. At step 304, a product purchase request is received from a user device (e.g. a smartphone or tablet computer). The product purchase request comprises (i) user account data and (ii) product data that is encoded on the corresponding visual product code. The user account data may be securely stored in the user device and retrieved for the

product purchase request. At step 306, the received product data and user account data are transmitted to a payment module for facilitating the user purchase of the product. Compared to the method 100, the method 300 does not involve retrieving user account data from an external database. Rather, in the implementation of the method 300, the user account data may be securely stored in the user device and the user account data is transmitted from the user device via the product purchase request.

[0036] Use of the term “module” herein may be understood to mean a single computing device or a plurality of interconnected computing devices which operate together to perform a particular function. That is, the module may be contained within a single hardware unit or be distributed among several different hardware units. An exemplary computing device which may be operated as a module is described below with reference to Figure 4.

[0037] Figure 4 shows a schematic diagram of a computer device or computer system 400 suitable for realizing the facilitator module 202, the broadcast module 204 and/or the payment module 208, according to an example embodiment. The following description of the computing device 400 is provided by way of example only and is not intended to be limiting.

[0038] As shown in Figure 4, the example computing device 400 includes a processor 404 for executing software routines. Although a single processor is shown for the sake of clarity, the computing device 400 may also include a multi-processor system. The processor 404 is connected to a communication infrastructure 406 for communication with other components of the computing device 400. The communication infrastructure 406 may include, for example, a communications bus, cross-bar, or network.

[0039] The computing device 400 further includes a main memory 408, such as a random access memory (RAM), and a secondary memory 410. The secondary memory 410 may include, for example, a hard disk drive 412, which may be a hard disk drive, a solid state drive or a hybrid drive and/or a removable storage drive 414, which may include a magnetic tape drive, an optical disk drive, a solid state storage drive (such as a USB flash drive, a flash memory device, a solid state drive or a memory card), or the like. The removable storage drive 414 reads from and/or writes to a removable storage unit 418 in a well-known manner. The removable storage unit 418 may include magnetic tape, optical disk, non-volatile memory storage medium, or the

like, which is read by and written to by removable storage drive 414. As will be appreciated by persons skilled in the relevant art(s), the removable storage unit 418 includes a computer readable storage medium having stored therein computer executable program code instructions and/or data.

[0040] In an alternative implementation, the secondary memory 410 may additionally or alternatively include other similar means for allowing computer programs or other instructions to be loaded into the computing device 400. Such means can include, for example, a removable storage unit 422 and an interface 420. Examples of a removable storage unit 422 and interface 420 include a program cartridge and cartridge interface (such as that found in video game console devices), a removable memory chip (such as an EPROM or PROM) and associated socket, a removable solid state storage drive (such as a USB flash drive, a flash memory device, a solid state drive or a memory card), and other removable storage units 422 and interfaces 420 which allow software and data to be transferred from the removable storage unit 422 to the computer system 400.

[0041] The computing device 400 also includes at least one communication interface 424. The communication interface 424 allows software and data to be transferred between computing device 400 and external devices via a communication path 426. In various embodiments, the communication interface 424 permits data to be transferred between the computing device 400 and a data communication network, such as a public data or private data communication network. The communication interface 424 may be used to exchange data between different computing devices 400 which such computing devices 400 form part an interconnected computer network. Examples of a communication interface 424 can include a modem, a network interface (such as an Ethernet card), a communication port (such as a serial, parallel, printer, GPIB, IEEE 1394, RJ45, USB), an antenna with associated circuitry and the like. The communication interface 424 may be wired or may be wireless. Software and data transferred via the communication interface 424 are in the form of signals which can be electronic, electromagnetic, optical or other signals capable of being received by communication interface 424. These signals are provided to the communication interface via the communication path 426.

[0042] As shown in Figure 4, the computing device 400 further includes a display interface 402 which performs operations for rendering images to an associated display

430 and an audio interface 432 for performing operations for playing audio content via associated speaker(s) 434.

[0043] As used herein, the term "computer program product" may refer, in part, to removable storage unit 418, removable storage unit 422, a hard disk installed in hard disk drive 412, or a carrier wave carrying software over communication path 426 (wireless link or cable) to communication interface 424. Computer readable storage media refers to any non-transitory tangible storage medium that provides recorded instructions and/or data to the computing device 400 for execution and/or processing. Examples of such storage media include magnetic tape, CD-ROM, DVD, Blu-ray™ Disc, a hard disk drive, a ROM or integrated circuit, a solid state drive (such as a USB flash drive, a flash memory device, a solid state drive or a memory card), a hybrid drive, a magneto-optical disk, or a computer readable card such as a PCMCIA card and the like, whether or not such devices are internal or external of the computing device 400. Examples of transitory or non-tangible computer readable transmission media that may also participate in the provision of software, application programs, instructions and/or data to the computing device 400 include radio or infra-red transmission channels as well as a network connection to another computer or networked device, and the Internet or Intranets including e-mail transmissions and information recorded on Websites and the like.

[0044] The computer programs (also called computer program code) are stored in main memory 408 and/or secondary memory 410. Computer programs can also be received via the communication interface 424. Such computer programs, when executed, enable the computing device 400 to perform one or more features of embodiments discussed herein. In various embodiments, the computer programs, when executed, enable the processor 404 to perform features of the above-described embodiments. Accordingly, such computer programs represent controllers of the computer system 400.

[0045] Software may be stored in a computer program product and loaded into the computing device 400 using the removable storage drive 414, the hard disk drive 412, or the interface 420. Alternatively, the computer program product may be downloaded to the computer system 400 over the communications path 426. The software, when executed by the processor 404, causes the computing device 400 to perform functions of embodiments described herein.

[0046] It is to be understood that the embodiment of Figure 4 is presented merely by way of example. Therefore, in some embodiments one or more features of the computing device 400 may be omitted. Also, in some embodiments, one or more features of the computing device 400 may be combined together. Additionally, in some embodiments, one or more features of the computing device 400 may be split into one or more component parts.

[0047] It will be appreciated by a person skilled in the art that numerous variations and/or modifications may be made to the present invention as shown in the specific embodiments without departing from the spirit or scope of the invention as broadly described. The present embodiments are, therefore, to be considered in all respects to be illustrative and not restrictive.

CLAIMS

1. A method for user purchase facilitation of a product, comprising:

broadcasting a data package to a display module, the data package comprising a visual representation of the product and a corresponding visual product code, wherein the display module is configured to simultaneously display the visual representation of the product and the corresponding visual product code;

receiving, 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;

retrieving, from a database, user account data associated with the received unique user identity; and

transmitting the retrieved user account data and the received product data to a payment module for facilitating the user purchase of the product.

2. The method as claimed in claim 1, wherein the corresponding visual product code comprises a bar-code or a Quick-Response code (QR code).

3. The method as claimed in claim 1 or 2, wherein the visual representation of the product comprises an advertisement relating to the product.

4. The method as claimed in any of the preceding claims, wherein the user device is configured to retrieve the product data that is encoded on the corresponding visual product code displayed by the display module.

5. The method as claimed in any of the preceding claims, wherein the product data comprises a product description, a product price and a merchant associated with the product.

6. The method as claimed in claim 5, wherein the product data further comprises at least one of: a product availability and product shipping details.

7. The method as claimed in any of the preceding claims, wherein the user account data comprises an account number of the user for facilitating payment using the payment module.

8. The method as claimed in any of the preceding claims, wherein the retrieved user account data and the received product data are transmitted to the payment module on a condition that a user confirmation is received from the user device.

9. A method for user purchase facilitation of a product, comprising:

broadcasting a data package to a display module, the data package comprising a visual representation of the product and a corresponding visual product code, wherein the display module is configured to simultaneously display the visual representation of the product and the corresponding visual product code;

receiving, from a user device, a product purchase request comprising (i) user account data and (ii) product data that is encoded on the corresponding visual product code; and

transmitting the received product data and user account data to a payment module for facilitating the user purchase of the product.

10. The method as claimed in claim 9, wherein the corresponding visual product code comprises a bar-code or a Quick-Response code (QR code).

11. The method as claimed in claim 9 or 10, wherein the visual representation of the product comprises an advertisement relating to the product.

12. The method as claimed in any one of claims 9 to 11, wherein the user device is configured to retrieve the product data that is encoded on the corresponding visual product code displayed by the display module.

13. The method as claimed in any one of claims 9 to 12, wherein the product data comprises a product description, a product price and a merchant associated with the product.

14. The method as claimed in claim 13, wherein the product data further comprises at least one of: a product availability and product shipping details.

15. The method as claimed in any one of claims 9 to 14, wherein the user account data comprises an account number of the user for facilitating payment using the payment module.

16. The method as claimed in any one of claims 9 to 15, wherein the received product data and user account data are transmitted to the payment module on a condition that a user confirmation is received from the user device.

17. A system for user purchase facilitation of a product, comprising:

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.

18. The system as claimed in claim 17, wherein the corresponding visual product code comprises a bar-code or a Quick-Response code (QR code).

19. The system as claimed in claim 17 or 18, wherein the visual representation of the product comprises an advertisement relating to the product.

20. The system as claimed in any one of claims 17 to 19, wherein the user device is configured to retrieve the product data that is encoded on the corresponding visual product code displayed by the display module.

21. The system as claimed in any one of claims 17 to 20, wherein the product data comprises a product description, a product price and a merchant associated with the product.

22. The system as claimed in claim 21, wherein the product data further comprises at least one of: a product availability and product shipping details.

23. The system as claimed in any one of claims 17 to 22, wherein the user account data comprises an account number of the user for facilitating payment using the payment module.

24. The system as claimed in any one of claims 17 to 23, wherein the retrieved user account data and the received product data are transmitted to the payment module on a condition that a user confirmation is received from the user device.