

A SYSTEM AND METHOD FOR MANAGING A PROFILE

FIELD OF INVENTION

- 5 This invention relates to system and method for managing a profile of a user on an online platform. In particular, the invention relates to a system and method for allowing at least a partial content of a profile to be provided by a credible party.

10 BACKGROUND OF THE INVENTION

A user profile serves as a digital or online representation of an individual's identity, preferences, activities, and interactions within a platform. The use of a user profile is prevalent in various online services, websites, applications, and social media platforms.

- 15 The user profile contains personal information that contributes to the user's identity and may also include information related to the recognitions received by the user that includes designation of the user within an entity, and credentials such as qualification, achievement, and attribute. Such information about recognitions received by the user contributes to the user's perceived identity within a community.

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Several technologies were introduced to automate the updating of an online profile, such as US10331764B2 that describes techniques involving accessing a resume of a person to obtain information from the resume for updating an online profile. The method comprises the steps of automatically parsing the resume by identifying based

- 25 on formatting of the resume, and a plurality of sections in the resume including a first section; identifying, based at least in part on content in the first section and formatting of the content, a plurality of subsections of the first section; and processing text in the plurality of subsections to identify a plurality of credentials and associated attributes; and updating a profile for the person to reflect the plurality of credentials and the
- 30 associated attributes.

Whilst some online profiles can be automatically updated, it is difficult to ensure authenticity of the information provided by the user. US10331764B2 discloses a method for sharing information in a virtual or online environment, which enable
5 verifying attributes of an individual. The individual registered for participation in a virtual or online environment provides evidence of the attributes from a verification source that exists outside the virtual or online environment. An administrator associated with the virtual or online environment verifies the attributes by receipt of the evidence. In another embodiment, the attribute for the individual can be verified after receipt of
10 one or more signals indicating individuals registered for participation in the virtual or online environment have corroborated the attributes. Upon verifying the attributes, a verification indication may be shared with other individuals in the virtual or online environment.

15 However, this method introduced in US10331764B2 requires extra steps to verify information on the attributes. There is therefore a need to introduce a solution that allows automatic updates of an online profile with authenticated information provided by a credible party.

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SUMMARY OF INVENTION

The main object of the present invention is to provide a system and method for managing a profile of a user on an online platform, such as establishing, editing,
25 removal and sharing of the profile. The profile can be used as an identification means and may include information related to the recognitions received by the user and other information such as interests, hobbies, and relationship with other users.

It is an object of the present invention to enable a link structure that depicts the
30 relationships among individuals or organizations with the user to be established through

a convenient method. Such information is considered a recognition given by one user to another user to create a link between the two. Any addition or changes of the information will be reflected in the user profile of all involved users.

- 5 To ensure credibility of the profile, it is an object of the present invention to allow certain information of the profile such as the recognitions received by the user to be provided by an authoritative or official body. Such information cannot be self-proclaimed by the user. The present invention introduces a convenient and easy way for the authoritative body to add, edit or remove such information.

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It is also an object of the present invention to provide a system and method that allow an online profile to be converted to various profile document to be shared with others. The profile document can be in different forms such as an identity card, business card, social card, resume, curriculum vitae, and poster, based on selected information from
15 the established profile.

It is yet another object of the present invention to provide a system and method that eases sharing of the profile or profile document through capturing a unique code encrypted with information or link to the profile, or through wireless technology.

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- At least one of the preceding objects is met, in whole or in part, by the present invention, in which the present invention provides a system for managing a profile of a user that comprises a server for managing operations of the system; a platform providing at least one interface for managing matters related to the profile; a profile managing module
25 for establishing the profile for each user including a first user profile and a second user profile of a first user and a second user respectively, in which the first user profile includes a link structure with one or more recognitions to be provided by the first user to one or more second users; a code generating module for generating a unique code of each user upon establishing the profile; and a user device of the first user for capturing
30 the unique code of the second user to provide the recognition to the second user;

wherein the second user profile is added with information related to the recognition of the second user that is given by the first user upon capturing the unique code of the second user by the first user using the user device.

- 5 In one of the embodiments of the invention, the system further comprises a profile document module for generating a profile document in the form of any one or a combination of an identity card, business card, social card, resume, curriculum vitae, and poster, based on selected information from the established profile.
- 10 According to a preferred embodiment of the invention, the system further comprises a badge generating module for generating a badge representing the recognition given to the second user that is presented on either or both the second user profile and profile document.
- 15 Preferably, the profile managing module is configured to allow editing or removal of the information related to the recognition given to the second user by the first user through the first user profile.

- It is preferred that the system is configured to prompt a non-user of the platform to view
- 20 the profile on the platform through a web browser, or prompt the non-user to download a mobile application to access the platform upon capturing the unique code of the user.

- Based on a preferred embodiment, the system further comprises a sharing module for sharing the profile document of one user with other user through capturing the unique
- 25 code of the one user by the other user, or through any wireless network.

The recognition preferably includes any one or combination of credential, designation, and membership.

- 30 Another aspect of the present invention is to provide a method for managing a profile

of a user, that comprises the steps of establishing the profile on a platform for each user including a first user profile of a first user and a second user profile of a second user respectively using a profile managing module, in which the first user profile includes a link structure with one or more recognitions to be provided by the first user to one or more second users; generating a unique code of each user upon establishing the profile by a code generating module; and capturing the unique code of the second user using a user device of the first user for providing the recognition to the second user; wherein the second user profile is added with information related to the recognition of the second user that is given by the first user upon capturing the unique code of the second user by the first user using the user device.

According to a preferred embodiment, the method further comprises the step of generating a profile document in the form of any one or a combination of an identity card, business card, social card, resume, curriculum vitae, and poster, based on selected information from the established profile, by a profile document module.

Preferably, the method further comprises the step of generating a badge representing the recognition given to the second user that is presented on either or both the second user profile and profile document, by a badge generating module.

It is preferred that the information related to the recognition given to the second user is editable or removable by the first user through the first user profile using the profile managing module.

Preferably, the method further comprises the step of prompting a non-user of the platform to view the profile on the platform through a web browser, or prompting the non-user to download a mobile application to access the platform upon capturing the unique code of the user.

In addition, the method further comprises the step of sharing the profile document of

one user with other user through capturing the unique code of the one user by the other user, or through any wireless network by a sharing module.

Preferably, the recognition includes any one or combination of credential, designation,
5 and membership.

BRIEF DESCRIPTION OF THE DRAWINGS

10 This invention will now be described in greater detail with reference to the accompanying drawings.

Figure 1 is a block diagram illustrating the main components of an exemplary system for managing a profile of a user.

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Figure 2 is a flowchart illustrating the main steps of an exemplary method for managing a profile of a user.

20 DETAILED DESCRIPTION OF THE INVENTION

For a better understanding of the invention, preferred embodiments of the invention that are illustrated in the accompanying drawings will be described in detail.

25 Disclosed herein is a system and method for managing a profile of a user via a platform
200. A computer-readable memory may also be used for storing the computer program instructions, which can direct a computer or other programmable data processing apparatus to function in an intended manner to carry out the steps of the method as illustrated in the drawings.

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The invention will now be described in greater detail, by way of examples, with reference to the drawings.

The profile represents a user's online identity, in which the user can be an individual or an organization such as a company, association, or a group of individuals. The users can manage their online identity through their profile to shape how they are perceived by others in the digital space. The profile encompasses various types of identity information that may include but not limited to personal data, profile picture, user account information, digital signature, digital certificate, digital footprint, biometric data, digital assets, online reputation, endorsement by another party which can be a user of the platform **200**, and online activities. It should be noted that the personal data may include but not limited to name, date of birth, gender, nationality, nationality, national identity number, passport number, marital status, religion; contact information; financial information; recognitions received by the user, medical history; education background, employment history, social media details, hobbies, interest, and the like.

The term “recognitions” refers to credentials such as honours, awards, or acknowledgments given to individuals or entities by an authoritative body, as well as designation and membership held by the user within an organization that is appointed by the authoritative body. Such recognition may reflect the achievement, qualification, education background, work experience, professional accreditations, and activity participation of the user. The authoritative body, also known as the accrediting body, is an individual or organization that provides or grants the recognition to the user. In an example where the recognition is an award from a competition, the authoritative body is an organization that hosts the competition and grants the award to the user. In another example where the recognition is a position of manager within a company, the authoritative body is the company where the user works as a manager. In an example where the authoritative body is an individual, the recognition given to the second user can be a friend acknowledgement to recognize the second user as a friend to the first user.

The term “management” of the profile used herein refers to tasks involving establishment, editing, sharing, and removal of the identity information of the profile. Such management of the profile is primarily conducted by the user who is the owner of the profile. However, certain identity information of the profile, especially those that involves other parties such as recognitions provided by the authoritative body is added to the profile, edited, or removed from the profile by the authoritative body, instead of the user himself. This ensures credibility of the identity information especially those related to the received recognitions as such information is manipulated by the authoritative body granting the recognition instead of the user receiving the recognition to prevent inauthentic information to appear in the profile.

Referring to **Figure 1**, the exemplary system comprises a server **110** having at least a processor for managing components of the system including modules and the platform **200** to execute the method to manage the profile. The server **110** can be provided with a local database, linked to a cloud database, or both for storing data. As such, these local and cloud databases are collectively known as ‘database **120**’ herein. The database **120** can store any identity information of the profile related to the users of the platform **200**.

The platform **200**, preferably an online platform, is accessible by any computing devices including a system device and user devices **300** with internet access through a software application, web browser, or both. The platform **200** allows interaction between its users through the user device **300** and the server **110**. Such user device **300** can be smartphones, computers, tablets, smart watches, and the like. It is preferred that users have a user account to access and use the platform **200**.

It should be noted that the term “user” herein are users of the platform **200** with a user account created to use the platform **200**. Upon creating a user account, the user establishes his identity through creating a user profile, or simply known as a profile. In the present invention, the users include a first user and a second user of the platform

200, in which the first user has a first user profile, and the second user has a second user profile. The first user profile can include a link structure having one or more recognitions to be provided to one or more second users. The link structure allows the first user to create a link with one or more second users, whereby any second users
5 linked with the first user receives a recognition from the first user. Therefore, the link structure shows relationships between the first user and at least one second user. The first user is the authoritative body providing the recognition to the second user. Therefore, the link structure may define a list of award winners, list of members of an organization, list of participants of an event, list of relatives, list of friends, organization
10 structure and the like. For example, the first user is a charity association, and the link structure defines members of the charity association. The recognition given by the first user to the second user may be a membership of the charity association. Upon receiving the recognition given by the first user, the second user profile is updated with the recognition automatically. Any changes of the information related to the recognition
15 including editing or removal of the recognition made by the first user to the second user will be reflected in both the first user profile and the second user profile.

The platform **200** provides one or more interface for managing the profile of the user. The interface may be part of or a whole webpage that contains various content,
20 including text, images, multimedia, links, and interactive elements. In addition, the platform **200** is preferably a marketplace platform **200** with functions that allow exchanging of items to be performed such as buying/selling, leasing/renting, licensing in/licensing out, assigning/receiving and the like. Also, the platform **200** can provide a community for users with functions for banking or any payment transactions,
25 registration of the user as a member of the platform **200**, logging in or out of user account of the platform **200**, publication and updating of item listing and request listing, communication between users such as potential item provider and requester, appointment scheduling, arrangement of logistic services including courier services, virtual inspection of items, virtual auction of items, performing searches for items,
30 management of digital tokens usable on the platform **200**, recording exchange records

and the like.

In a preferred embodiment, the platform **200** has an identity setting interface that allows users to create an account on the platform **200** and establish their identity by providing
5 their identity information which can be in the form of text, image, audio, video, document, or any combination thereof to establish their profiles. Further, the identity setting interface allows users to modify and remove any identity information from the profile. The identity which is the user account may also be removed through the identity setting interface. Upon establishing the identity, the platform **200** provides a profile
10 interface for displaying the profile including the identity information of the user.

The system provides a profile managing module **130** to establish the profile for each user, where the profile is manageable through the identity setting interface. The profile managing module allows the user to create, edit or remove identity information from
15 his profile. However, identity information related to recognitions received by the user can only be added, edited, or removed by the authoritative body providing the recognition. In particular, the profile managing module **130** is configured to allow editing or removal of the information related to the recognition given to the second user by the first user through the first user profile.

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Further, the system also provides a code generating module **140** for generating a unique code of each user upon establishing the profile that is encrypted with a link of the profile which directs other users to obtain or view the profile. The unique code may be a bar code, QR code, matrix code and the like. Identity information that can be shared through
25 the unique code can be pre-selected by the user through default settings or can be selected after the unique code is captured by a user device where a user interface is opened to allow the selection of identity information to be made.

Besides that, the system is equipped with a user device **300** for capturing the unique
30 code by one user to obtain identity information from the profile of another user, and for

one user to add another user into the link structure of his profile. In particular, the system is provided with a user device **300** of the first user for capturing the unique code of the second user for the first user to provide the recognition to the second user. Upon capturing the unique code of the second user by the user device **300** of the first user, the
5 second user profile is added with information related to the recognition of the second user that is given by the first user.

It is preferred that the system further comprises a profile document module **150** for generating a profile document in the form of any one or a combination of an identity
10 card, business card, social card, resume, curriculum vitae, and poster, based on selected information from the established profile. The profile document module **150** provides a template of the different forms of the profile document to be selected by the user and allows the users to select or deselect identity information from the profile to be displayed on the profile document. The generated unique code may be included in the
15 profile document. The created profile document can be shared with other users by a sharing module **170** through capturing the unique code of the one user by the other user. For example, the first user receives the profile of the second user, or a profile document of the second user that can be decided by the first user or second user upon capturing the unique code of the second user by the user device **300** of the first user. Optionally,
20 the profile or a profile document can be shared with other users through any wireless network. One of such examples is through the NFC technology where the profile or profile document can be electronically transmitted between two nearby user devices **300**.

25 In a preferred embodiment of the present invention, the system further comprises a badge generating module **160** for generating a badge representing the recognition given to the second user by the first user that is presented on either or both the second user profile and profile document. Upon receiving the recognition, the badge generating module **160** generates the badge automatically or through manual setting where the
30 second user may choose where to present the badge. Further in another preferred

embodiment, a badge that represents status of the users on the platform **200** such as whether the user is a verified user, rank of the user on the platform **200**, and a social status of the users that can be based on reputation of the user quantified by a trustworthiness score can also be given to a user, which is displayable on the user's profile or profile document.

The system is configured to prompt a non-user of the platform **200** without a user account to view the profile of a user on the platform **200** through a web browser, or prompt the non-user to download a mobile application to access the platform **200** upon capturing the unique code of the user. The system may request the user to register for a user account and set up a profile through the platform **200** after downloading the mobile application.

In another aspect of the present invention, a method for managing the profile is provided, which is depicted in **Figure 2**. The method starts with setting up a user account on the platform **200** and establishing the profile on the platform **200** for a user using a profile managing module **130** at Step **2001**. For example, a first user sets up a first user profile, whereas a second user establishes a second user profile, in which the first user profile includes a link structure with one or more recognitions to be provided by the first user to one or more second users. The first user is required to set up the link structure by creating the necessary vacant positions defining the recognitions to be assigned or provided to one or more second users, and hierarchy of the positions to show the level of the recognitions such as the different designations within an organization or the different ranking for awards of a competition. The link structure may be a representation that illustrates the connections between one or more second users that are linked to the first user.

Upon setting up a profile, at step **2002**, a unique code is generated for each user by a code generating module **140**. The unique code may be displayed on the profile interface or downloadable to be captured by other users.

To provide a recognition to a second user by the first user in step **2003**, the first user may select the position on the link structure accordingly that represents the recognition to be given to the second user. After that in step **2004**, the first user uses his user device

5 **300** to capture the unique code of the second user. The second user is then given the recognition and is allocated to the selected position within the link structure. Therefore, in the first user profile, the second user is listed in the selected position as the recognition receiver and such information is reflected in the first user profile in step **2005a**. After capturing the unique code of the second user, the second user profile

10 automatically updates by adding the recognition given by the first user in step **2005b**. For example, the second user is listed as a manager in the first user profile which is a company profile of the first user being a company where the second user works after the first user captures the unique code of the second user. At the same time, the second user profile is updated with the recognition received from the first user, whereby in this

15 example, the second user profile lists the employment details of the second user as a manager in the company.

The sharing module **170** may prompt the first user to send the first user profile to the second user after capturing the unique code of the second user. After obtaining the

20 approval from the first user, the first user profile is shared with the second user. Alternatively, the profile managing module automatically shares the first user profile to the second user upon capturing the unique code of the second user.

To edit or remove the information related to the recognition given to the second user,

25 the first user may use the profile managing module **130** to make the necessary changes via the first user profile. For example, the first user may edit the information on the link structure by changing the title of the recognition or remove the recognition. Such changes will automatically reflect in the second user profile.

30 In a preferred embodiment, the method further comprises the step of generating a

profile document in the form of any one or a combination of an identity card, business card, social card, resume, curriculum vitae, and poster, based on selected information from the established profile, by a profile document module **150**. The user may select an available template of a desired form of the profile document and choose the identity
5 information from the established profile to be presented in the profile document. The unique code of the user can also be displayed in the profile document. With the use of a sharing module **170**, the created profile document may be electronically shared with other users or a non-user of the platform **200** through capturing the unique code of the one user by the other user, or through any wireless network.

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The method further comprises the step of generating a badge representing the recognition given to the second user that is presented on either or both the second user profile and profile document, by a badge generating module **160**. The second user may determine whether to display the badge automatically, or through manual settings using
15 the badge generating module **160**.

Upon capturing the unique code of a user, the method may prompt a non-user of the platform **200** to view the profile of a user on the platform **200** through a web browser, or prompt the non-user to download a mobile application to access the platform **200**.
20 After downloading the mobile application, the non-user may be prompted to register for an account to establish a profile.

Although the description above contains many specifications, it is understood that the embodiments of the preferred form are not to be regarded as a departure from the
25 invention and it may be modified within the scope of the appended claims.

CLAIMS

1. A system for managing a profile of a user comprising
a server (110) for managing operations of the system;
5 a platform (200) providing at least one interface for managing matters related to the profile;
a profile managing module (130) for establishing the profile with identity information of each user including a first user profile and a second user profile of a first user and a second user respectively, in which the first user profile
10 includes a link structure with one or more recognitions to be provided by the first user to one or more second users, wherein the link structure that shows relationships between the first user and at least one second user, is created with vacant positions defining the recognitions which include any one or combination of credential, designation, and membership to be assigned or
15 provided to the second users;
a code generating module (140) for generating a unique code of each user upon establishing the profile; and
a user device (300) of the first user for capturing the unique code of the second user to provide the recognition to the second user;
20 wherein, upon capturing the unique code of the second user by the first user using the user device (300) for the second user to share the second user profile with the first user, a position within the link structure is selected by the first user to be allocated to the second user for providing the recognition to the second user, thereby creating a link with the second user by the first user such that the
25 second user profile is added with the identity information related to the recognition received by the second user from the first user.
2. The system according to claim 1, further comprising a profile document module (150) for generating a profile document in the form of any one or a combination

of an identity card, business card, social card, resume, curriculum vitae, and poster, based on selected information from the established profile.

3. The system according to claim 2, further comprising a badge generating module
5 (160) for generating a badge representing the recognition given to the second user that is presented on either or both the second user profile and profile document.
4. The system according to any one of the preceding claims, wherein the profile
10 managing module (130) is configured to allow editing or removal of the information related to the recognition given to the second user by the first user through the first user profile.
5. The system according to any one of the preceding claims, wherein the system
15 is configured to prompt a non-user of the platform (200) to view the profile on the platform (200) through a web browser, or prompt the non-user to download a mobile application to access the platform (200) upon capturing the unique code of the user.
6. The system according to claim 2, further comprising a sharing module (170) for
20 sharing the profile document of one user with other user through capturing the unique code of the one user by the other user, or through any wireless network.
7. A method for managing a profile of a user, comprising the steps of
25 establishing the profile on a platform (200) with identity information of each user including a first user profile of a first user and a second user profile of a second user respectively using a profile managing module (130), in which the first user profile includes a link structure with one or more recognitions to be provided by the first user to one or more second users, wherein the link structure
30 that shows relationships between the first user and at least one second user, is

created with vacant positions defining the recognitions which include any one or combination of credential, designation, and membership to be assigned or provided to the second users;

generating a unique code of each user upon establishing the profile by a code generating module (140); and

capturing the unique code of the second user using a user device (300) of the first user for providing the recognition to the second user;

wherein, upon capturing the unique code of the second user by the first user using the user device (300) for the second user to share the second user profile with the first user, a position within the link structure is selected by the first user to be allocated to the second user for providing the recognition to the second user, thereby creating a link with the second user by the first user such that the second user profile is added with the identity information related to the recognition received by the second user from the first user.

8. The method according to claim 7, further comprising the step of generating a profile document in the form of any one or a combination of an identity card, business card, social card, resume, curriculum vitae, and poster, based on selected information from the established profile, by a profile document module (150).

9. The method according to claim 8, further comprising the step of generating a badge representing the recognition given to the second user that is presented on either or both the second user profile and profile document, by a badge generating module (160).

10. The method according to any one of claims 7 to 9, wherein the information related to the recognition given to the second user is editable or removable by the first user through the first user profile using the profile managing module (130).

11. The method according to any one of claims 7 to 10, further comprising the step of prompting a non-user of the platform (200) to view the profile on the platform (200) through a web browser, or prompting the non-user to download a mobile application to access the platform (200) upon capturing the unique code of the user.
12. The method according to claim 8, further comprising the step of sharing the profile document of one user with other user through capturing the unique code of the one user by the other user, or through any wireless network by a sharing module (170).