(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
5 December 2013 (05.12.2013)

WIPO | PCT

(10) International Publication Number
WO 2013/179071 A1

(51) International Patent Classification:
G06Q 30/02 (2012.01)

(21) International Application Number:
PCT/GB2013/051475

(22) International Filing Date:
3 June 2013 (03.06.2013)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/654,716 1 June 2012 (01.06.2012) US

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

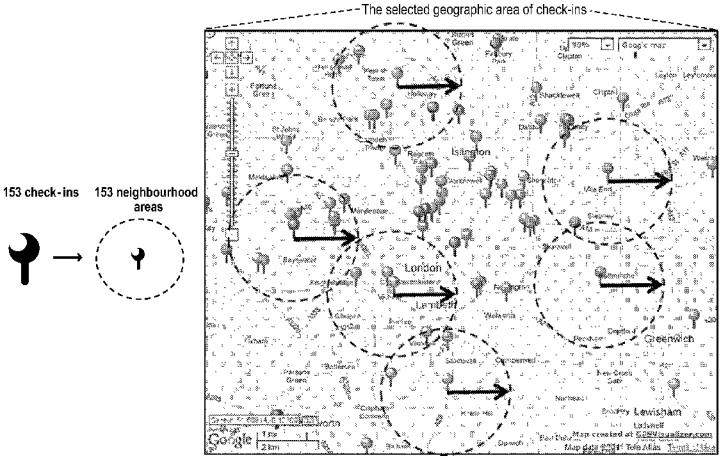
(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

(54) **Title**: INTEREST PROFILE OF A USER OF A MOBILE APPLICATION

FIG. 9 Selecting neighbourhood areas with public activities for each check-in



(57) **Abstract**: A method and electronic device are disclosed. A user is the user of at least one application executable on or accessible via an electronic device. The at least one application is executable to communicate with a check-in service configured to receive check-in data comprising identification data of the user, location data of a venue for which the user is able to perform a check-in event via said application or said service, and time data for the check-in event indicative of when the check-in event took place. The check-in data is obtained and then analyzed to identify at least one activity taking place within the given geographical area and at least one corresponding venue within the given geographical area. Said at least one corresponding venue with regard to the corresponding at least one activity is categorized. The interest profile is generated or amended by the user based on the step of analysing. Said interest profile comprises data of the user's interaction with the at least one activity corresponding to the at least one venue.

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