[004] In another example scenario, a consumer visits a retail store where some products are available but others are not. For example, the consumer visits an apparel store and purchases a dress in-store. However, matching shoes are not available in-store in the correct size and therefore the consumer has to order the shoes on-line and separately make payment for the shoes. In other words, the consumer is currently not able to make payment for the dress and shoes via a single transaction.

[005] A need therefore exists to provide systems and methods for facilitating a combined purchase of online and in-store products that seek to address at least some of the above problems.

SUMMARY

[005a] According to a first aspect, the present disclosure refers to a system for facilitating a combined purchase of online products and in-store products, the system comprising: a processor programmed to: receive data corresponding to: a total price of one or more in-store products to be purchased at a physical store, a total price of one or more online products to be purchased using an e-commerce platform, and a combined payment amount paid by a purchaser during a single check-out procedure to pay for the one or more in-store products and the one or more online products; determine that the combined payment amount paid during the single check-out procedure corresponds with the total price of the one or more in-store products and the total price of the one or more online products; and generate a product release message responsive to the determination that the combined payment amount paid corresponds with the total price of the one or more in-store products and the total price of the one or more online products.

[005b] According to a second aspect, the present disclosure refers to a method for facilitating a combined purchase of online products and in-store products, the method comprising: receiving, by a processor, data corresponding to: a total price of one or more in-store products to be purchased at a physical store, a total price of one or more online products to be purchased using an e-commerce platform, and a combined payment amount paid by a purchaser during a single check-out procedure to pay for the one or more in-store products and the one or more online

products; determining, by the processor, that the combined payment amount paid during the single check-out procedure corresponds with the total price of the one or more in-store products and the total price of the one or more online products; and generating, by the processor, a product release message responsive to the determination that the combined payment amount paid corresponds with the total price of the one or more in-store products and the total price of the one or more online products.

[006] According to an example, there is provided a system for facilitating a combined purchase of online products and in-store products. The system comprises a payment processor module that is configured to: (i) receive data corresponding to: (a) a total price of one or more in-store products to be purchased at a physical store; (b) a total price of one or more online products to be purchased using an e-commerce platform; and (c) a combined payment amount for the in-store and the online products made by a purchaser of the in-store and the online products during a check-out procedure; and (ii) generate a product release message on a condition that the combined payment amount corresponds with the total price of the in-store products and the total price of the online products.

[007] According to an example, there is provided a method for facilitating a combined purchase of online products and in-store products, comprising: (i) receiving, at a payment processor module, data corresponding to: (a) a total price of one or more in-store products to be purchased at a physical store; (b) a total price of one or more online products to be purchased using an e-commerce platform; and (c) a combined payment amount for the in-store products and the online products made by a purchaser of the in-store products and the online products during a check-out procedure; and (ii) generating, at the payment processor module, a product release message on a condition that the combined payment amount corresponds with the total price of the in-store products and the total price of the online products.

CLAIMS

1. A system for facilitating a combined purchase of online products and in-store products, the system comprising:
a processor programmed to:

receive data corresponding to: a total price of one or more in-store products to be purchased at a physical store, a total price of one or more online products to be purchased using an e-commerce platform, and a combined payment amount paid by a purchaser during a single check-out procedure to pay for the one or more in-store products and the one or more online products;

determine that the combined payment amount paid during the single check-out procedure corresponds with the total price of the one or more in-store products and the total price of the one or more online products; and

generate a product release message responsive to the determination that the combined payment amount paid corresponds with the total price of the one or more in-store products and the total price of the one or more online products.

2. The system as claimed in claim 1, wherein the processor is further programmed to receive data corresponding to: a unique user identity associated with the purchaser of the one or more in-store products and the one or more online products, and a payment scheme associated with the single check-out procedure.

3. The system as claimed in claim 2, wherein the payment scheme comprises an online payment transaction performed using the e-commerce platform, and wherein the product release message comprises an instruction to a merchant associated with the physical store to release the one or more in-store products to the purchaser of the one or more in-store products and the one or more online products associated with the unique user identity.

4. The system as claimed in claim 3, wherein the processor is further programmed to receive data corresponding to a respective product identifier associated with each of the one or more in-store products, and wherein the product release message comprises a further instruction to the merchant associated with the physical store to release the one or more in-store products associated with the respective product identifier to the purchaser of the one or more in-store products and the one or more online products associated with the unique user identity.

5. The system as claimed in claim 3, wherein the processor is further programmed to transmit the product release message to a point-of-sale (POS) device located at the physical store.

6. The system as claimed in claim 5, wherein the POS device is to encode the data corresponding to the total price of the one or more in-store products to be purchased at the physical store on a machine readable code, and wherein the machine readable code is readable by a mobile device of the purchaser that is used to pay for the combined payment amount to pay for the one or more in-store products and the one or more online products using the e-commerce platform.

7. The system as claimed in claim 2, wherein the payment scheme comprises a payment transaction performed at the physical store, and wherein the product release message comprises an instruction to a merchant associated with the e-commerce platform to release the one or more online products to the purchaser of the one or more in-store products and the one or more online products associated with the unique user identity.

8. The system as claimed in claim 7, wherein the processor is further programmed to receive data corresponding to a respective product identifier associated with each of the one or more online products, and wherein the product release message comprises a further instruction to the merchant associated with the e-commerce platform to release the one or more online products associated with the respective product identifier to the purchaser of the one or more in-store products and the one or more online products associated with the unique user identity.

9. The system as claimed in claim 7, wherein the processor is further programmed to transmit the product release message to a payment gateway module associated with the e-commerce platform.

10. The system as claimed in claim 1, wherein the processor is further programmed to:

receive a unique transaction identifier during the single check-out procedure; and

generate the product release message further responsive to a determination that the received unique transaction identifier corresponds with a reference unique transaction identifier, wherein the received unique transaction identifier and the

reference unique transaction identifier both correspond to either the one or more in-store products to be purchased at the physical store or the one or more online products to be purchased using the e-commerce platform.

11. A method for facilitating a combined purchase of online products and in-store products, the method comprising:

receiving, by a processor, data corresponding to: a total price of one or more in-store products to be purchased at a physical store, a total price of one or more online products to be purchased using an e-commerce platform, and a combined payment amount paid by a purchaser during a single check-out procedure to pay for the one or more in-store products and the one or more online products;

determining, by the processor, that the combined payment amount paid during the single check-out procedure corresponds with the total price of the one or more in-store products and the total price of the one or more online products; and

generating, by the processor, a product release message responsive to the determination that the combined payment amount paid corresponds with the total price of the one or more in-store products and the total price of the one or more online products.

12. The method as claimed in claim 11, further comprising:

receiving, by the processor, data corresponding to: a unique user identity associated with the purchaser of the one or more in-store products and the one or more online products, and a payment scheme associated with the single check-out procedure.

13. The method as claimed in claim 12, wherein the payment scheme comprises an online payment transaction performed using the e-commerce platform, and wherein the product release message comprises an instruction to a merchant associated with the physical store to release the one or more in-store products to the purchaser of the one or more in-store products and the one or more online products associated with the unique user identity.

14. The method as claimed in claim 13, further comprising:

receiving, by the processor, data corresponding to a respective product identifier associated with each of the one or more in-store products, wherein the product release message comprises a further instruction to the merchant associated with the physical store to release the one or more in-store products associated with the

respective product identifier to the purchaser of the one or more in-store and the one or more online products associated with the unique user identity.

15. The method as claimed in claim 13, further comprising:

transmitting the product release message to a point-of-sale (POS) device located at the physical store.

16. The method as claimed in claim 15, further comprising:

encoding, at the POS device, the data corresponding to the total price of the one or more in-store products to be purchased at the physical store on a machine readable code, wherein the machine readable code is readable by a mobile device of the purchaser that is used to pay for the combined payment amount to pay for the one or more in-store products and the one or more online products using the e-commerce platform.

17. The method as claimed in claim 12, wherein the payment scheme comprises a payment transaction performed at the physical store, and wherein the product release message comprises an instruction to a merchant associated with the e-commerce platform to release the one or more online products to the purchaser of the one or more in-store products and the one or more online products associated with the unique user identity.

18. The method as claimed in claim 17, further comprising:

receiving, by the processor, data corresponding to a respective product identifier associated with each of the one or more online products, wherein the product release message comprises a further instruction to the merchant associated with the e-commerce platform to release the one or more online products associated with the respective product identifier to the purchaser of the one or more in-store products and the one or more online products associated with the unique user identity.

19. The method as claimed in claim 17, further comprising:

transmitting the product release message to a payment gateway module associated with the e-commerce platform.

20. The method as claimed in claim 11, further comprising:

receiving a unique transaction identifier during the single check-out procedure; and

generating the product release message is further responsive to a determination that the received unique transaction identifier corresponds with a reference unique transaction identifier, wherein the received unique transaction identifier and the reference unique transaction identifier both correspond to either the one or more in-store products to be purchased at the physical store or the one or more online products to be purchased using the e-commerce platform.