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(54) **Title**: ILLUSTRATION TO CONDUCT AN EXPEDITED ELECTRONIC TRANSACTION

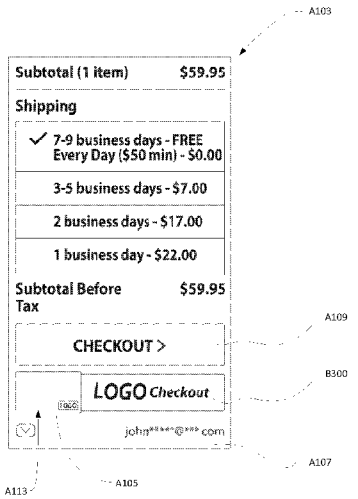

Fig. 1A

(57) **Abstract**: A method to display an illustration to conduct an expedited electronic transaction is provided. Consumer identification information identifying a consumer is received. The consumer identification information is stored in association with a web browser of a consumer's device. A customized illustration is displayed based on the received consumer identification information on the consumer's device. A request is received for the expedited electronic transaction by swiping the customized illustration across a portion of the display of the consumer's device. Transaction data sufficient to complete the electronic transaction is sent to the merchant based on the swipe of the customized illustration across display of the consumer's device.

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