

CLAIMS

1. A computer system for generating graphical user interfaces comprising at least one central processor physically configured according to computer executable instructions, a memory for storing computer executable instructions and an input output circuit, the central processor being physically configured for:

receiving, using one or more processors, a product page checkout request from a computing device having a display;

querying, using the one or more processors, for information associated with a merchant and a user;

generating, using the one or more processors, data to be embedded into a wallet-associated checkout button wherein the wallet-associated checkout button occupies an area within the display, wherein the data comprises one or more dynamic images that represent one or more financial accounts and wherein the dynamic images are displayed within the area of the display occupied by the wallet-associated checkout button;

receiving, using the one or more processors, a payment request; and

expanding, using the one or more processors, the wallet associated checkout button into an additional graphical user interface to receive password data associated with the one or more financial accounts.

2. The computer system of claim 1, wherein the additional graphical user interface is displayed in the wallet-associated checkout button.

3. The computer system of claim 1, wherein the additional graphical user interface is displayed in a linear extension of the wallet-associated checkout button.

4. The computer system of claim 1, wherein the additional graphical user interface is displayed in a user defined location.
5. The computer system of claim 1, wherein the additional graphical user interface includes a look and feel defined by one of the wallet-associated checkout button, an account issuer, and the user.
6. The computer system of claim 1, wherein in response to the password data being accepted, providing acceptance feedback.
7. The computer system of claim 6, wherein the acceptance feedback is at least one of a visual display, a sound, or motion feedback.
8. The computer system of claim 6, wherein the acceptance feedback is set by at least one of a payment account provider or by the user.
9. The computer system of claim 8, wherein a user's wallet account stores the user's profile information, payment methods information, and shipping address.
10. The computer system of claim 1, wherein one or more servers contain the one or more processors; wherein the product page checkout request and the one or more dynamic images are transmitted over one or more communications networks.
11. The computer system of claim 1, wherein the one or more dynamic images to be

embedded into the wallet-associated checkout button is to be displayed on a user's wireless mobile communications device.

12. A dynamic checkout button processor-implemented method, comprising:
 - receiving, using one or more processors, a product page checkout request from a computing device having a display;
 - querying, using the one or more processors, for information associated with a merchant and a user;
 - generating, using the one or more processors, data to be embedded into a wallet-associated checkout button wherein the wallet-associated checkout button occupies an area within the display, wherein the data comprises one or more dynamic images that represent one or more financial accounts and wherein the dynamic images are displayed within the area of the display occupied by the wallet-associated checkout button;
 - receiving, using the one or more processors, a payment request; and
 - expanding, using the one or more processors, the wallet-associated checkout button into an additional graphical user interface to receive password data associated with the one or more financial accounts.
13. The method of claim 12, wherein the additional graphical user interface is displayed in at least one of the wallet-associated checkout button, the linear extension of a wallet-associated checkout button, and a user defined location.
14. The method of claim 12, wherein the additional graphical user interface includes a look and feel defined by one of the wallet-associated checkout button, the account issuer, and the user.

15. The method of claim 12, wherein in response to the password data being accepted, providing acceptance feedback wherein the acceptance feedback is at least one of a visual display, a sound, or motion feedback.

16. The method of claim 15, wherein the acceptance feedback is set by at least one of a payment account provider or by the user.

17. The method of claim 15, wherein one or more servers contain the one or more processors, and wherein the product page checkout request and the one or more dynamic images are transmitted over one or more communications networks.

18. The method of claim 15, wherein the one or more dynamic images to be embedded into the wallet-associated checkout button are to be displayed on a user's wireless mobile communications device.