

CLAIMS

What is claimed is:

1. A computerized system for displaying delivery date estimation in a webpage, comprising:
 - at least one processor; and
 - at least one non-transitory storage medium comprising instructions that, when executed by the at least one processor, cause the at least one processor to perform steps comprising:
 - receiving, from a remote device, a first request for product information, the first request comprising remote device information and product identification;
 - providing, to a second system, a second request for a delivery date estimate stored in memory, the second request comprising the remote device information and product identification;
 - receiving, from the second system, the delivery date estimate;
 - generating an electronic message comprising the product information and the delivery date estimate; and
 - forwarding, to the remote device, the electronic message.
2. The system of claim 1, where the electronic message further comprises an HTML file comprising the product information, the delivery date estimate, and instructions to modify the webpage.

3. The system of claim 2, wherein the instructions to modify the webpage comprise:
 - identifying the webpage's type, the webpage's type being one of a search result page, a single detail page, a cart page, or an order page and modifying the webpage based on the webpage's type;
 - or
 - modifying product icons to include specific product type or specific time indicators based on the product information.
4. The system of claim 1, wherein the second system comprises a memory storing multiple delivery dates for different products.
5. The system of claim 1, wherein the remote device information comprises a username, a postal code, and a physical location.
6. The system of claim 1, wherein the steps further comprise:
 - determining, by consulting a database, whether delivery of a product in the first request will be fulfilled by a third party;
 - based on determining that the delivery of the product will be fulfilled by a third party, providing the second request to a system associated with the third party; and
 - based on determining that the delivery of the product will not be fulfilled by a third party, providing the second request to a system that pre-stores a plurality of delivery date estimates in memory.

7. The system of claim 1, wherein:

providing the second request comprises:

identifying fulfillment centers based on the remote device information;

requesting available inventory from identified fulfillment centers; and

selecting a fulfillment center from the identified fulfillment centers based on a match between corresponding available inventory and the product identification;

the second request further comprises the selected fulfillment center; and

receiving the delivery date estimate comprises receiving an estimate expiration, the estimate expiration comprising an order expiration time after which the delivery date estimate is no longer available.

8. The system of claim 7, wherein selecting the fulfillment center comprises:

determining whether the product identification is associated with a specific product type or a specific time delivery;

when the product identification is associated with the specific product type product:

identifying at least one fulfillment center carrying the specific product type serving a region associated with the remote device,

requesting available inventory from the at least one fulfillment center, and

selecting one of the fulfillment centers based on the available inventory; and

when the product identification comprises a specific time delivery:

identifying a closest fulfillment center to the remote device;
determining a cutoff based on the region and a distance
between the remote device and the closest fulfillment
center; and
selecting the closest fulfillment center when the cutoff has not
lapsed.

9. The system of claim 7, wherein

the delivery date estimate is a first delivery date estimate; and

the steps further comprise:

determining the estimate expiration for the first delivery
date estimate lapsed;

providing, to the second system, a third request for a
second delivery date estimate;

receiving, from the second system, the second delivery
date estimate; and

generating a second electronic message comprising
instructions to modify the webpage by substituting
the first delivery date estimate with the second
delivery date estimate.

10. The system of claim 6, wherein the delivery date estimate is pre-generated
based on:

a fulfillment center to fulfill the product;

a delivery date estimate associated with the fulfillment center;

an order priority;

an inbound date for the product;

a postal code for delivery; or

a quantity associated with the product.

11. A computer-implemented method for displaying delivery date estimation in a webpage, the method comprising:
 - receiving, from a remote device, a first request for product information, the first request comprising remote device information and product identification;
 - providing, to a fulfillment system, a second request for a delivery date estimate stored in memory, the second request comprising the remote device information and product identification;
 - receiving, from the fulfillment system, the delivery date estimate;
 - generating an electronic message comprising the product information, the delivery date estimate; and
 - forwarding, to the remote system, the electronic message.
12. The method of claim 11, wherein the electronic message further comprises an HTML file comprising the product information, the delivery date estimate, and instructions to modify the webpage.
13. The method of claim 12, wherein the instructions to modify the webpage comprise:
 - identifying the webpage's type, the webpage's type being one of a search result page, a single detail page, a cart page, or an order page and modifying the webpage based on the webpage's type; or
 - modifying product icons to include specific product type or specific time indicators based on the product information.

14. The method of claim 11, wherein the fulfillment system comprises a memory storing multiple delivery dates for different products.
15. The method of claim 11, wherein the remote device information comprises a username, a postal code, and a physical location.
16. The method of claim 11 further comprising:
 - determining, by consulting a database, whether delivery of a product in the first request will be fulfilled by a third party;
 - based on determining that the delivery of the product will be fulfilled by a third party, providing the second request to a system associated with the third party; and
 - based on determining that the delivery of the product will not be fulfilled by a third party, providing the second request to a system that pre-stores a plurality of delivery date estimates in memory.
17. The method of claim 11, wherein:
 - providing the second request comprises:
 - identifying fulfillment centers based on the remote device information;
 - requesting available inventory from identified fulfillment centers; and
 - selecting a fulfillment center from the identified fulfillment centers based on a match between corresponding available inventory and the product identification;
 - the second request further comprises the selected fulfillment center;
 - and

receiving the delivery date comprises receiving an estimate expiration, the estimate expiration comprising an order expiration time after which the delivery date estimate is no longer available.

18. The method of claim 17, wherein selecting the fulfillment center comprises:
- determining whether the product identification is associated with specific product type or a specific time delivery;
 - when the product identification is associated with the with the specific product type:
 - identifying at least one fulfillment center carrying the specific product type serving a region associated with the remote device,
 - requesting available inventory from the at least one fulfillment center, and
 - selecting one of the fulfillment centers based on the available inventory; and
 - when the product identification comprises a specific time delivery:
 - identifying a closest fulfillment center to the remote device;
 - determining a cutoff based on the region and a distance between the remote device and the closest fulfillment center; and
 - selecting the closest fulfillment center when the cutoff has not lapsed.
19. The method of claim 17, wherein
- the delivery date estimate is a first delivery date estimate; and
 - the method further comprises:

determining the estimate expiration for the first delivery date estimate lapsed;

providing, to the second system, a third request for a second delivery date estimate;

receiving, from the second system, the second delivery date estimate; and

generating a second electronic message comprising instructions to modify the webpage by substituting the first delivery date estimate with the second delivery date estimate.

20. A non-transitory computer-readable medium storing instructions that, when executed by a processor, perform operations for displaying delivery date estimation in a webpage, the operations comprising:
- receiving, from a remote device, a first request for product information, the first request comprising remote device information and product identification;
 - providing, to a fulfillment system, a second request for a delivery date estimate stored in memory, the second request comprising the remote device information and product identification;
 - receiving, from the fulfillment system, the delivery date estimate;
 - generating an electronic message comprising an HTML file specifying the product information and the delivery date estimate, and instructions to modify the webpage comprising:
 - identifying the webpage's type, the webpage's type being one of a search result page, a single detail page, a cart page, or an order page; and
 - modifying the webpage based on the webpage's type; and
 - forwarding, to the remote system, the electronic message.