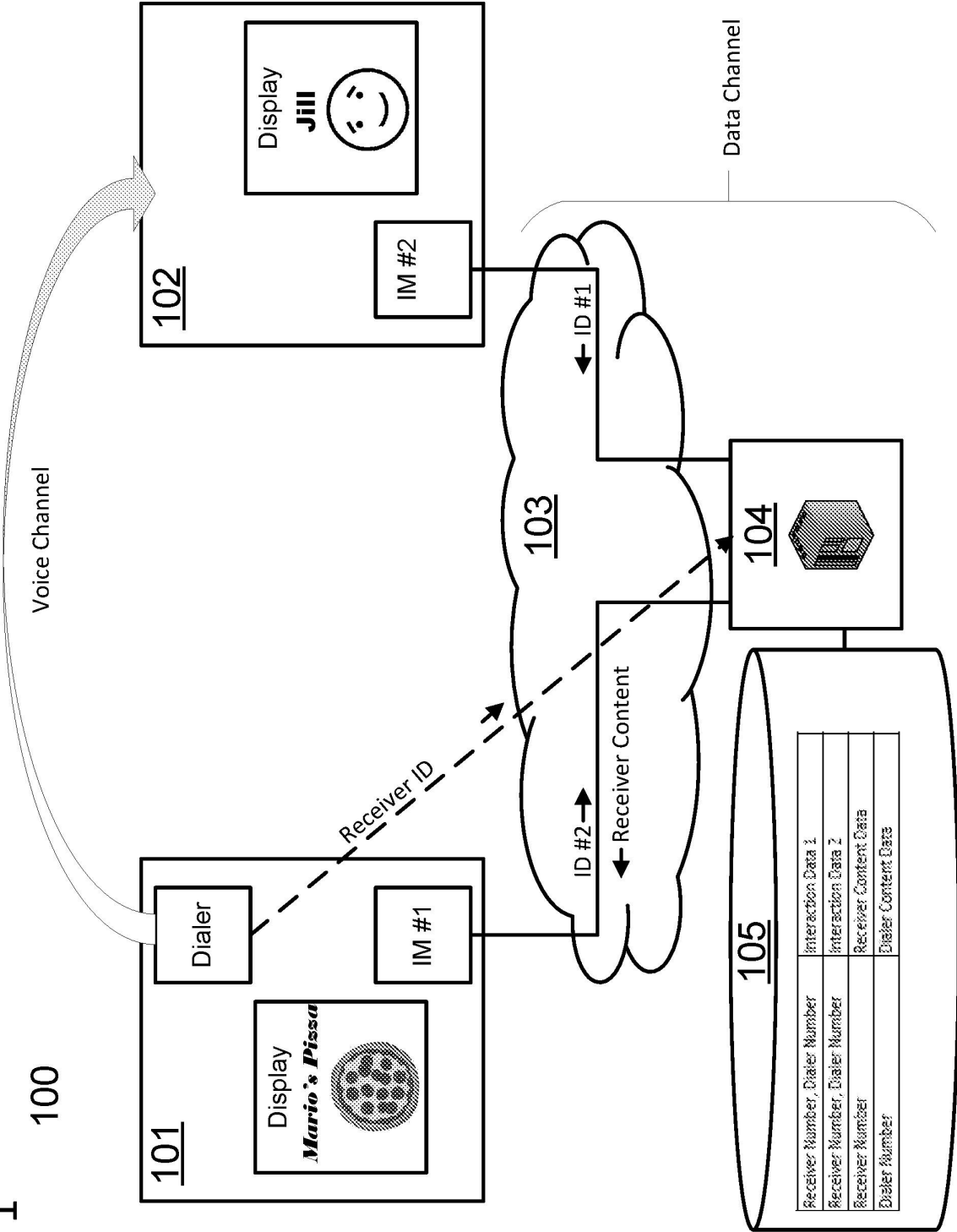


FIG. 1

100



202

Phonedefinity User Relationship - relationshipID				
relationshipID	userID1	userID2	firstRelated	...
123	1	4	20170209	...
234	2	8	20170205	...
567	4	7	20170208	...
789	1	5	20170207	...
...	...	...	...	...

203

Phonedefinity User - key Phone Num, Auth Level				
userID	phoneNum	authLevel	type	configID desc
0	9080662660	5	Phonedefinity	Phonedefinity Entry
1	1112223333	5	Business	Mario's Pizza Friend
2	1112223333	1	Business	Mario's Pizza New Cust.
3	1112223333	5	Personal	Mario Personal
4	5080827777	5	Personal	Uma Personal
...	...	...	...	...
5	2223334444	5	Business	Lucia's Pizzeria
6	5087778888	1	Personal	Travis Howard - unknown
7	5087778888	5	Personal	Travis Howard - friend
...	...	...	...	...

201

Phonedefinity Interaction Fact				
interactionID	callerID	receiverID	initiatedBy	interactionType
1	4	1	C	0
2	1	4	R	1
3	4	1	R	2
4	4	1	C	3
5	4	1	R	4
6	7	5	C	0
7	5	7	R	1
8	7	5	C	5
9	7	4	C	6
10	7	5	C	7
...	...	...	...	...

204

Phonedefinity User Content contentID			
contentID	userID	contentType	timeEntered
1112	1	storefront1	201709091024
2221	1	coupon1	201709101535
3333	1	photo	201709091925
4321	2	coupon2	201709101746
1234	2	storefront1	201709091855
4444	1	gold coin	2017090111200
9999	0	phone call	0000000000000
8787	5	gold coin	201709051045
...	...	...	...

205

Phonedefinity Interaction Type	
interactionID	interactionName
0	Initiate a call
1	Receive a call
2	Send a coupon
3	Redeem a coupon
4	Share a photo
5	Receive a reward
6	Share a reward
7	Redeem a reward
...	...

FIG. 3

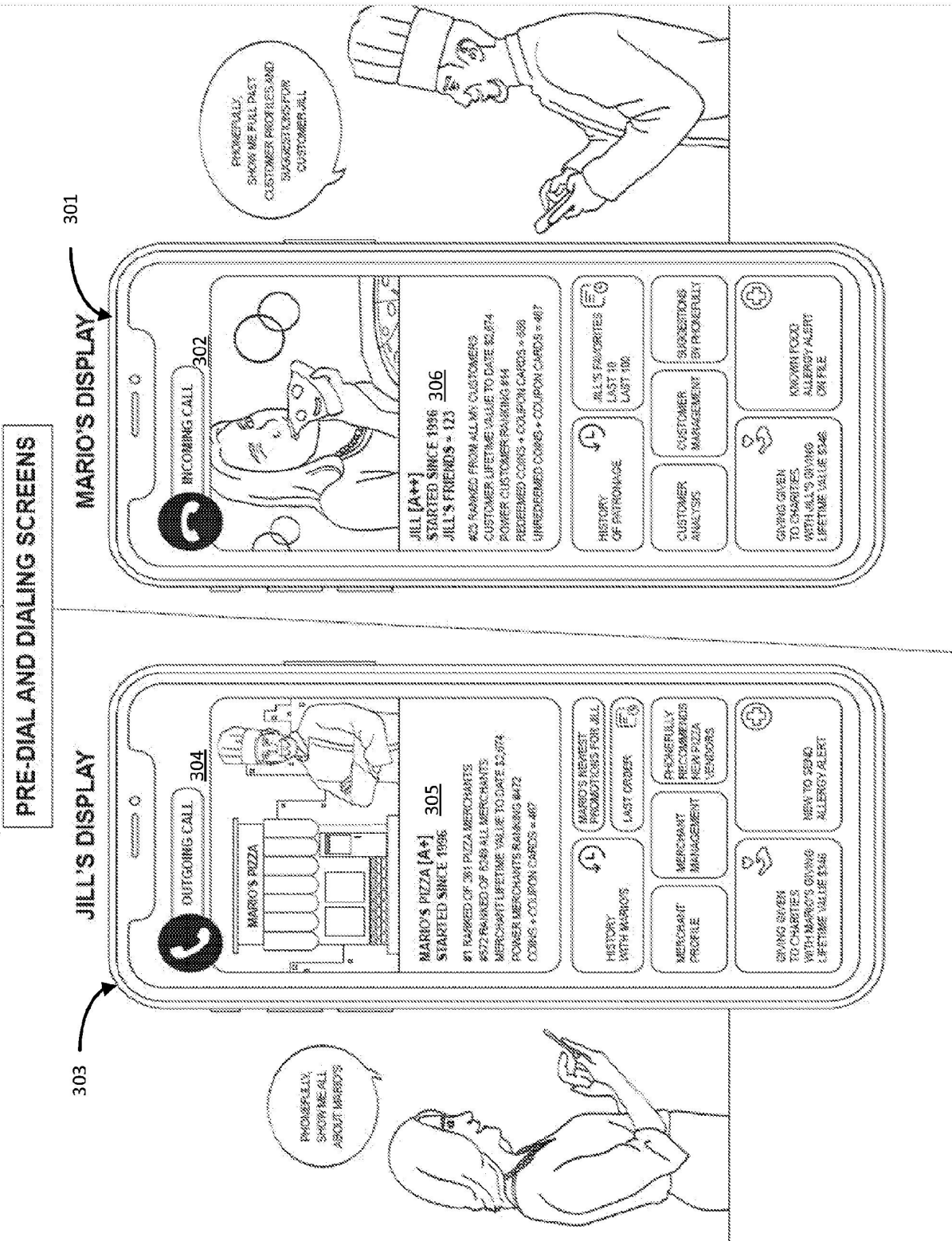


FIG. 4

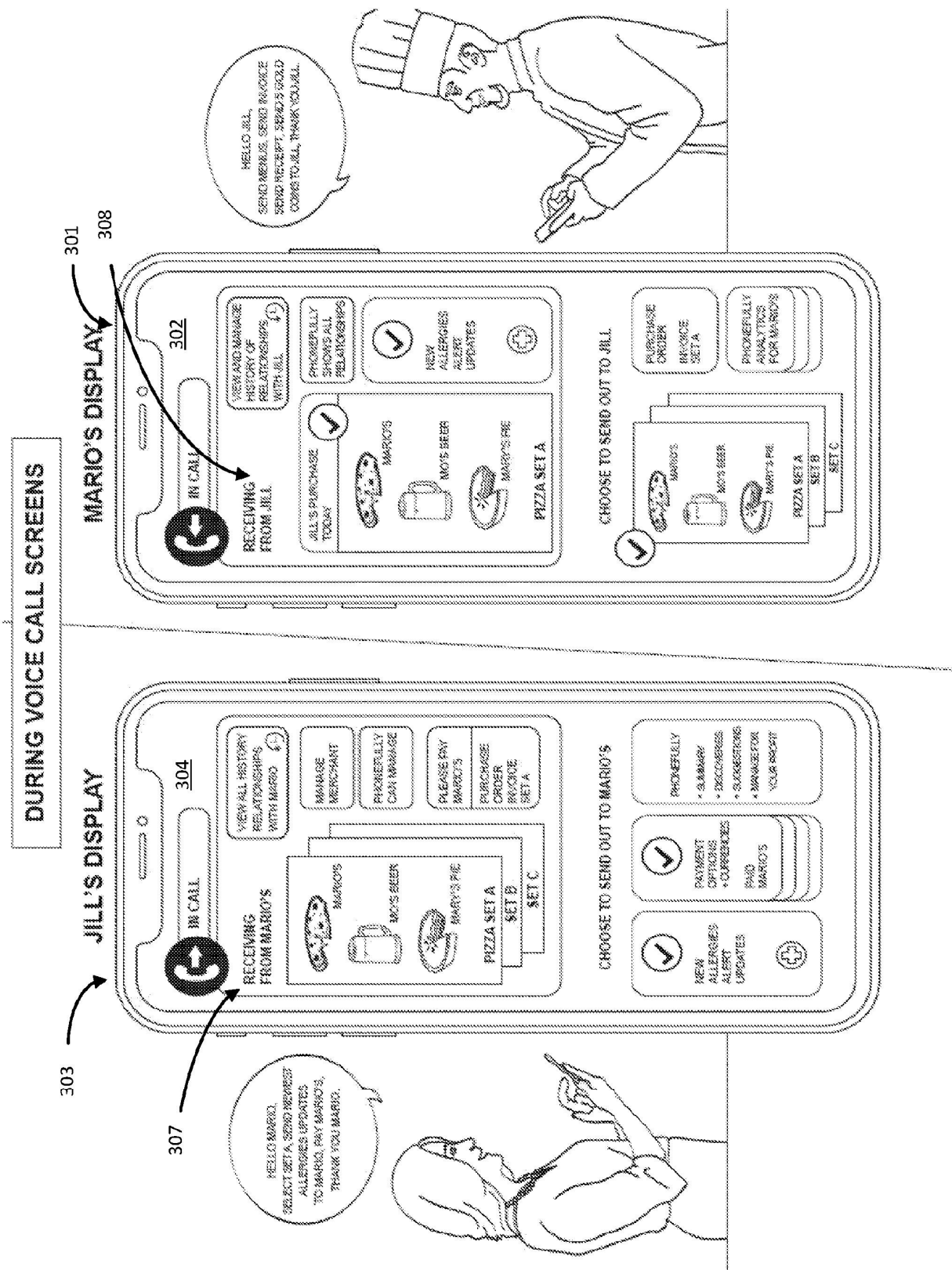
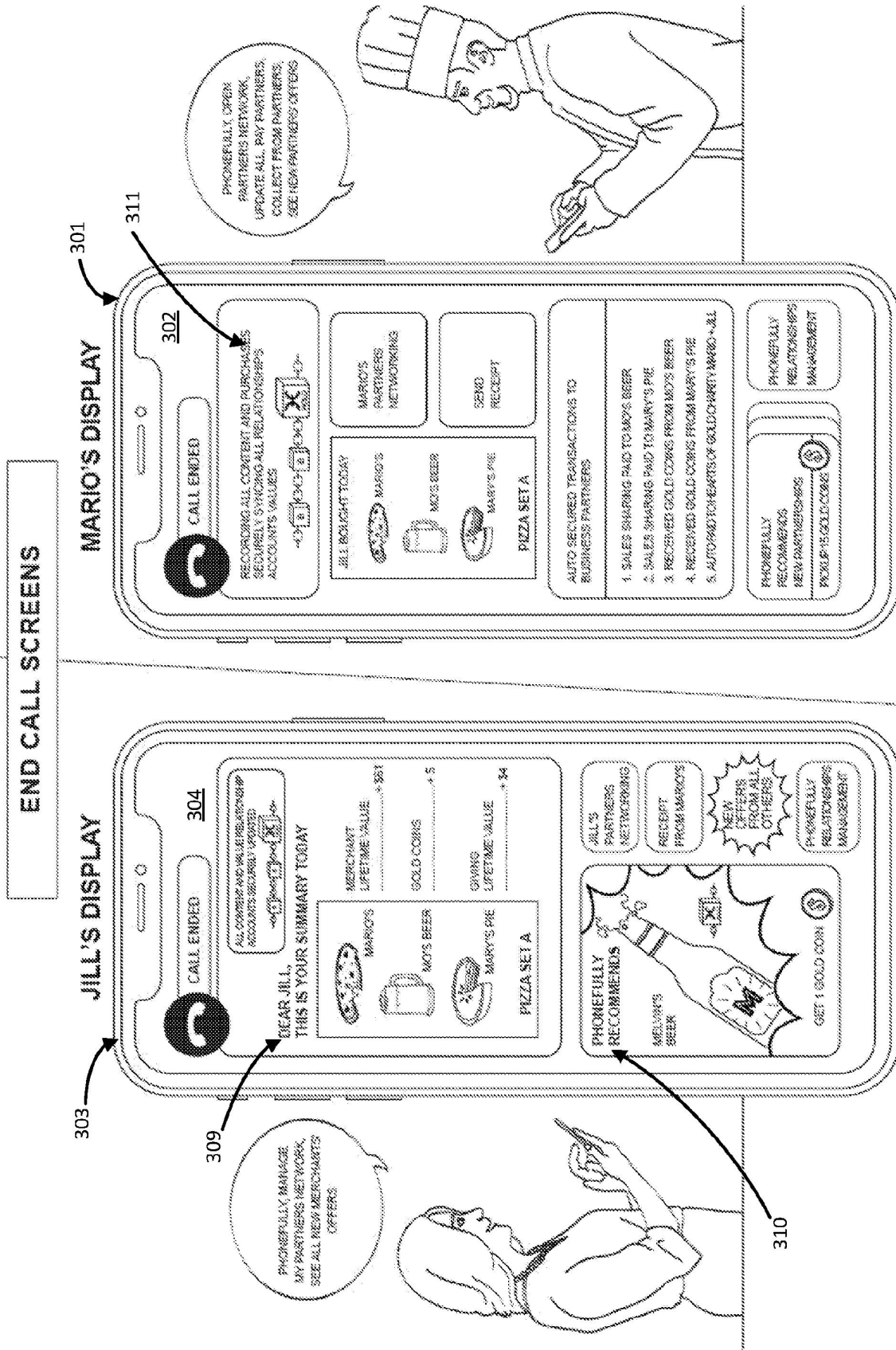


FIG. 5



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FIG. 6

