

METHOD AND SYSTEM FOR PUBLISHING AN ONLINE POST FROM A DEVICE

TECHNICAL FIELD

[0001] This invention relates generally to the web-publishing field, and more specifically to a new and useful method and system for publishing an online post from a device in the web-publishing field.

BACKGROUND

[0002] There are currently many avenues for the public to contribute content to the internet: blogging platforms, review sites, media hosting sites, social networks, micro-blogging platforms, crowd-sourced projects (e.g., Wikipedia), etc. However, much of this content is in a personal or subjective format, which makes it difficult for information to be analyzed from a mass collection of posts. What one person writes cannot be correlated in any obvious way to what another person writes. Furthermore, providing content requires a user to invest considerable time to write and navigate an interface to upload content. This not only is burden to the user, but also indirectly to the system using posted content because less information can be gathered. Thus, there is a need in the web-publishing field to create a new and useful method and system for publishing an online post from a device. This invention provides such a new and useful method and system.

BRIEF DESCRIPTION OF THE FIGURES

[0003] FIG. 1 is a schematic representation of a method of a preferred embodiment of the invention;

[0004] FIG. 2 is a flowchart representation of a method of a preferred embodiment of the invention;

[0005] FIGS. 3A and 3B are variations of single-interaction interfaces of a preferred embodiment; and

[0006] FIG. 4 is a schematic representation of a system of a preferred embodiment of the invention.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0007] The following description of the preferred embodiments of the invention is not intended to limit the invention to these preferred embodiments, but rather to enable any person skilled in the art to make and use this invention.

1. Method for Publishing an Online Post

[0008] As shown in FIGS. 1 and 2, a method for publishing an online post of the preferred embodiment includes receiving a single input that selects a context descriptor S110, and—upon receiving the single input—gathering additional information of a post S120, and publishing the post with the selected context descriptor and additional information S130. The method functions to minimize the amount of human input required to create an informative post. The post is any suitable entry that is compiled with a collection of entries. The posts are preferably hosted on a website, but may alternatively be hosted locally within an application or local database or server. A post is preferably used as a form of reviewing, but may additionally or alternatively be used as a form of micro-blogging, data collection, comments, messaging, gaming, and/or any suitable application. In one embodiment, Step S120 includes the step of collecting the location of a device S122, verifying a user account S124, and collecting time at

the time of creating a post S126. These sub-steps function to provide answers to some of the basic questions in a post such as where, who, and when. In combination with the context descriptor this information provides a rich and complete story with only a single input from a user. The method is preferably applicable for on-site reviewing of businesses (e.g., restaurants), micro-blogging, and/or any other suitable application.

[0009] Step S110, which includes receiving input a single input that selects a context descriptor, functions to use a from a single-interaction interface as a multiple-purpose input for gathering information (e.g., location and time), entering content for a post, and publishing the post. The single-interaction interface preferably receives only a single action of a user as the single input. In one preferred variation, as shown in FIG. 3A, the single-interaction interface receives a sliding input from a user. In other variations, the single-interaction interface may be rotary dial (shown in FIG. 3B), a pressure sensor, sound amplitude sensor, selectable menu, touch sensitive grid, or any suitable interface that can select determinable information. The single-interaction interface is preferably a virtual control displayed on a touch sensitive screen of a device. The single-interaction interface may alternatively be a physical control such as an analog button. The input received is preferably used to initiate several steps that result in a published post.

[0010] A context descriptor is preferably selected when the single input is received. The selection of a context descriptor, which is preferably part of Step 110, is preferably based on the action of the single-interaction interface and preferably sets a variable value. The context descriptor preferably maps to a phrase, a rating, an item name, a feeling, a picture (such as an emoticon), or to any suitable form of media. Selecting a context descriptor preferably includes selecting a context descriptor amongst a plurality of context descriptors (such as strongly dislike, dislike, neutral, like, and strongly like). In one variation, the single-interaction interface is a linear slider, wherein the position of the slider along a linear path selects a particular context descriptor (e.g., “like”). In another variation, the single-interaction interface is a rotary dial, wherein the position of the dial along an arcuate path selects a particular context descriptor (e.g., “11”). In yet another variation, the single-interaction interface is a two-axis “graph”, wherein the position along the graph along both the X-axis and the Y-axis selects two particular context descriptors (e.g., “alone—good time” and “with friends—could be better”). The selection of a context descriptor is preferably amongst a discrete number of context descriptors (e.g., five context descriptors), but may be amongst any number of context descriptors (including a continuous scale). The context descriptors are preferably arranged along a gradient scale from a negative descriptor (e.g., “dislike”) to a positive descriptor (“like”), but may be randomly arranged, strategically arranged in a so-called “tag cloud”, or arranged in any other suitable pattern. In one variation, the number of context descriptors and the actual context descriptors may be adjusted, modified, or created by the user. In other variations, the number of context descriptors and/or the actual context descriptors may be predetermined. In yet other variations, the number of context descriptors and the actual context descriptor may be automatically adjusted or changed according to the location, time, and/or user. For example, the context descriptors for a restaurant may relate to the quality of the food (e.g., “tasty”, “disgusting”) and for a doctor’s office may relate to quality of service (e.g., “timely and professional”, “rude and hasty”).