

[0011] Step S120, which includes gathering information for a post, functions to automatically retrieve additional information that will be included in a post. As described above, Step S120 preferably includes the steps of collecting location of a device S122, verifying a user account S124, and collecting time at the time of creating a post S126. The sub-steps of S120 may be performed in any suitable order including being preemptively gathered before receiving an input as shown in FIG. 2. While the preferred embodiment includes the three sub-steps, Step S120 may alternatively include any suitable combination of the steps or additional steps. As examples of alternative sub-steps, media files may be selected to be included in the post, text may be written or selected for inclusion, web links may be added, and any suitable information may be included in the post.

[0012] Step S122, which includes collecting location of a device, functions to determine where a post is created. A Global Positioning Service (“GPS”) component of a device preferably determines the position of the device. The position of the device may alternatively be determined through wireless triangulation, IP address location, and/or any suitable technique. Additionally, business or location information is preferably used in combination with the geographic location to determine a site name. A site name may be titles of businesses at that geographic location, such as a restaurant name, a place of interest such as a park name, personal location title such as ‘home’, or any suitable description of a location. Due to inaccuracies of positioning techniques and the density of possible sites, a selectable list of nearby sites is preferably listed so that a user may select the appropriate site name. Additionally, the method may record a user selected site name and corresponding geographic information in a user site map. During subsequent posts made in substantially the same location, the step of identifying a site name may include accessing the user site map to automatically select a previously identified site name. These steps related to the user site map function to allow commonly visited locations to be automatically selected when the user is near them. In this way, the most probable site name is chosen for a given location. As an example, a user may select a particular restaurant when in a geographic location. The next time the user is near the restaurant that site name will preferably be automatically selected since a record of the user visiting that restaurant has been recorded. As an alternative, the location information may be adapted for any suitable application such as making the location information relative to a fixed position, a street address, a distance from a fixed point, and/or any other suitable location description.

[0013] Step S124, which includes verifying a user account, functions to use user credentials to determine the author or source of the post. User account credentials are preferably saved or accessed from the device, but may alternatively be required to be entered by the user prior to sending a post to the central server. User credentials preferably include a username and a password, but may alternatively include any suitable description and/or authorization technique for a user. In one variation, the user is determined based on the identification of the device (and not the actual identification of the user). In other variations, the user may be determined in any suitable manner.

[0014] Step S126, which includes collecting time at the time of creating a post, functions to include temporal information from the device. The time preferably provides additional context to the post. Similar to how location information

is converted to site name information, time information can be converted to event information. For example, if a person is at a restaurant as determined by Step S122 and the time is near noon time, then an assumption that the person is having lunch can be made. This may be particularly applicable to a restaurant review (one potential application of the method of the preferred embodiment). Additionally, accessing time logged data, such as a personal calendar may be used in cooperation with the collected time to assign an event name. In one example, a post may be labeled as “business meeting” if a business meeting is scheduled in a personal calendar at the same time as the collected time.

[0015] Step S130, which includes publishing the post with the selected context descriptor and additional information, functions to compile information of the post and send the post for publishing. Preferably the information obtained in Step S110 and Step S120 is preferably combined. The creation of a post is preferably initiated at the termination of the interaction with the single-interaction interface, which preferably occurs when a user releases contact with the interface. Alternatively, the creation of a post may be initiated after a timed interval has transpired since the last change in the single-interaction interface. For example, if the user pauses during the selection of a context descriptor for three seconds then the post may be created. Any suitable rule based on interaction with the single-interaction may alternatively be used for when to create and send the post. The post is preferably sent to a post database which will in effect publish the post for distribution via the internet. Sending the post to a post database preferably saves the post within a collection of posts. The collection of posts preferably residing in a database (or a plurality of locations). The post database is preferably located remotely on a server accessible through an internet connection, but may alternatively be a local database. The post may alternatively or additionally be submitted to a database of an outside datahost such as Facebook Twitter, or Yelp. The post database may be used for a plurality of applications. The posts are preferably used as a form of website entry, such as a blog post or an online review. The posts may alternatively be used as data sources, such as for business applications of tracking performance or other metrics captured with the single-interaction interface. The posts may alternatively be published by sending any suitable message such as an email, text message, or data communication to any suitable system.

2. System for Publishing a Post

[0016] As shown in FIG. 4, a system for publishing a post of the preferred embodiment includes a post content system 210, a single-interaction interface 220, and a post database 230. The system of the preferred embodiment functions to enable a post to be populated with content and posted with only one user interface. In one embodiment content is preferably accessed from various sources automatically on a device. The device is preferably a mobile device such as a smart phone, but may alternatively be any suitable computing device such as a computer. In particular, the system adds relevant site information (location), time of post, the name of the user, and a context descriptor associated with this information. This information preferably allows a user to tell a story with minimal effort. In one exemplary application of creating on-site restaurant reviews, a user can access the system and use the single-interaction interface 220 to say how they feel, which additionally (and automatically) publishes the post. While requiring minimal effort by the user, the post will provide