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# LINKING EMAIL DATA WITH OTHER APPLICATIONS

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## **LINKING EMAIL DATA WITH OTHER APPLICATIONS**

### **ABSTRACT**

An email management system uses data from emails to launch an application and link the data to the application. In one example, the system may use data such as time, date, title, and attendees from an email. It then launches a calendar application, creates a calendar event, and auto-populates the calendar event with the selected data.

### **PROBLEM STATEMENT**

Emails are becoming increasingly important everyday with most of the communication for the user happening electronically. Lot of information flows to a user from different sources through emails. However, in most cases this information can be best utilized if linked correctly to other applications such as calendar or E-commerce service application. An advanced email management system for linking email data with other applications is described.

### **EMAIL MANAGEMENT SYSTEM**

The systems and techniques described in this disclosure relate to an email management system that links email data to a selected application to best utilize the data and provide great user experience. The system can be implemented for use in an Internet, an intranet, or another client and server environment. The system can be implemented as program instructions locally on a client device or implemented across a client device and server environment. The client

device can be any electronic device such as a mobile device, a smartphone, a tablet, a handheld electronic device, a wearable device, etc.

The email management system retrieves data from an email, selects an application based on the data in the email, and links the data with the application. This application may be available online or stored locally on a user's device.

In one implementation, the application can be an E-commerce service application installed on a user's mobile device. In this example, the user receives an email about an auction ending on the E-commerce service. The user clicks on a link in the email and the email management system receives this input. Upon receiving this input, the email management system retrieves the data from the email to launch the E-commerce service application stored on user's device and to directly open the page for auction that is ending rather than a "home" page for the application. The user can then interact in the application and perform various actions e.g., bid, comment, etc, on the auction. Moreover, if the email management system identifies that the user has selected a back button in the application, the system redirects the user back to the email message. The system therefore, deep links the email data with the application directly rather than redirecting to a website for the E-commerce service.

In another implementation, the email management system uses data from emails to create and auto-populate a calendar event. The system detects pre-defined keywords in an email and provides an option to the user to create a calendar event. Upon receiving affirmative input from the user, the system launches a calendar application and creates a calendar event. The system further auto-populates various fields in the calendar event using data from the email. This data may include time, date, title, location, as well as a list of attendees.

FIG. 1 illustrates an example email 110 shown on a display 100 of an electronic device. The email management system detects pre-defined keywords in the email 110. These keywords can be one or more of time (e.g., 7pm), date (e.g., tomorrow), location (e.g., cyber hub), and phrases (e.g., meet, dinner). Upon detecting such keywords, the system provides an option 120 to create an event to the user. If the user selects “no” 125, then the system does not perform any further action. However, if the user selects “yes” 115, then the email management system launches a calendar application, which may be available online or stored locally on user’s device, and creates a calendar event 150 shown on the display 100. Thereafter, the system auto-populates various fields of the calendar event with the data retrieved from the email. For example, the system auto-populates the ‘title’ of the event using the ‘subject’ of the email, ‘location’, ‘time’, and ‘date’ of the event using the information retrieved from the email, and ‘attendees’ in the event using the email addresses listed in the email. The user can then make any further changes required to the event and save the event.

Optionally, the email management system may suggest more attendees in addition to the ones auto-populated using the data from the email. These suggestions can be based on the attendees of any previous events with the same title, any recent email threads with similar or relevant subject, users’ contacts from their social networking account, data (e.g., title, location) of the calendar event, or frequency of other electronic communication with particular contacts.

This system can be implemented within the email service. Optionally, it may be one of the tools offered by a third party. The email management system can provide integration between emails and applications provided by the same vendor or by different vendors. This system makes email data much more useful and easy to use for the user.

The subject matter described in this disclosure can be implemented in software and/or hardware (for example, computers, circuits, or processors). The subject matter can be implemented on a single device or across multiple devices (for example, a client device and a server device). Devices implementing the subject matter can be connected through a wired and/or wireless network. Such devices can receive inputs from a user (for example, from a mouse, keyboard, or touchscreen) and produce an output to a user (for example, through a display). Specific examples disclosed are provided for illustrative purposes and do not limit the scope of the disclosure.

## DRAWINGS

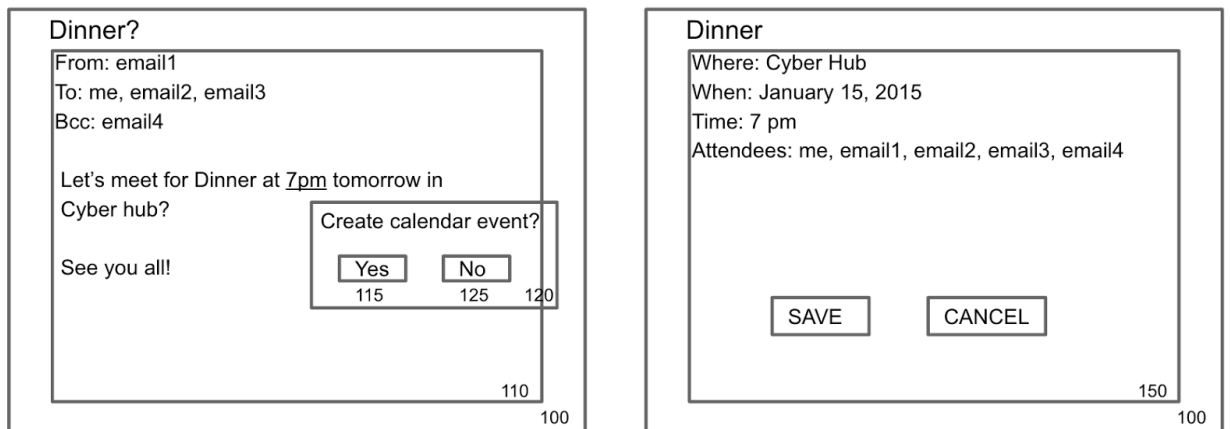


FIG. 1