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RANKING CONTENT SUGGESTIONS BASED ON CALENDAR DATA

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ABSTRACT

Content suggestions can be ranked by using calendar data in addition to, for example, travel and map data. First, the system receives calendar data input from the user containing information such as business, leisure, and other activities scheduled to occur on certain dates and times. Then, the system receives travel data from the user. For example, the user might book a round trip flight to and from a certain city scheduled to occur on specific dates and times. The system then uses calendar data in addition to, for example, travel and map data to identify suggestions for lodging, dining, or other pertinent activities convenient for the user. Specifically, the improved process uses calendar data to signal, filter, and generate optimally ranked results based on the user's specific location on a given date and time, making the search process more efficient and convenient for the user.

PROBLEM STATEMENT

Calendar applications are routinely used to schedule business, leisure, and other activities on specific dates and times. Presently, when a user plans to travel to a specific destination and conducts a web search for hotels or other points of interest near a calendared event, calendar data is not used to signal, filter, and generate optimally ranked results. Currently, the user must sort through search results that are ranked based upon, for example, travel and geographic data. The user must individually gather and sort calendar and map data to arrive at the most convenient choices among the ranked results. The improved process can use

calendar data in addition to, for example, travel and geographic data to signal, filter, and generate optimally ranked results, making the process more efficient for the user.

IMPROVED PROCESS OF RANKING CONTENT SUGGESTIONS BASED ON CALENDAR DATA

The systems, processes, and techniques described in this disclosure relate to using calendar data in addition to, for example, travel and geographic data to signal, filter, and generate optimally ranked suggestions when a user conducts a search for hotels, restaurants, and other relevant points of interest near a calendared event. The system for ranking content suggestions based on calendar data can be implemented for use in an Internet, an intranet, or another client and server environment. The system can be implemented locally on a client device or implemented across a client device and server environment. Additionally, the client device can be any electronic device such as, for example, a mobile device, smartphone, tablet, handheld electronic device, wearable device, or laptop.

One can imagine a situation where a user plans to travel to New York City on a business trip to Rockefeller Center. The user might enter information into a Calendar system to include, for example, date, exact location, and time of a meeting. When the user books a flight to JFK airport and subsequently begins searching for hotels, the system uses calendar data in addition to, for example, travel and geographic data to generate optimally ranked results within a narrow radius of the calendared event. This improved process benefits the user by narrowing the search results automatically, so the user will not need to spend additional time manually

gathering and sorting through calendar and map data to locate options close in proximity to the calendared event.

Fig. 1 illustrates an example method 100 of using calendar data to generate optimally ranked results for a user. Method 100 can be performed by the system for ranking content suggestions based on calendar data.

The system receives calendar data input from the user including, for example, date, time, and location of event(s) (block 110). The system then receives travel data input from the user including date, time, and location of travel (block 120). The system identifies geographic data related to the user's travel and calendar data scheduled to occur on certain dates and times (block 130). The improved process uses calendar data in addition to, for example, travel and geographic data to signal, filter, and generate ranked results for hotels, dining, and other destinations located closest in proximity to the calendared event(s) (block 140). In addition, the system uses algorithms and heuristic methods to continually optimize ranked results over time.

Under the present method of ranking content suggestions, the system does not use calendar data to signal, filter, or generate results. Therefore, in order to determine which of the search results are conveniently located, the user must individually engage in the tedious process of sorting and comparing calendar and map data. The improved method is more efficient for the user.

Fig. 2 is a block diagram that shows the components of a system for implementing the improved process described in this disclosure. The environment includes calendar data 210, travel data 220, geographic data 230, servers 240, and

client devices 250. Client devices 250 are electronic devices that may be capable of requesting and receiving data/communications. Examples of client devices 250 are personal computers (e.g. laptops), mobile communication devices, (e.g. smartphones, tablet computing devices), set-top boxes, game-consoles, embedded systems, and other devices that may send and receive data/communications. Client devices 250 may be used to input calendar data 210, travel data 220, and geographic data 230. Servers 240 may be a web server capable of receiving, storing, and sending calendar data 210, travel data 220, and geographic data 230. The improved process uses calendar data 210 in addition to travel data 220, and geographic data 230, to signal, filter, and generate an optimally ranked result. The suggestion is then transmitted as output to client devices 250.

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

Drawings

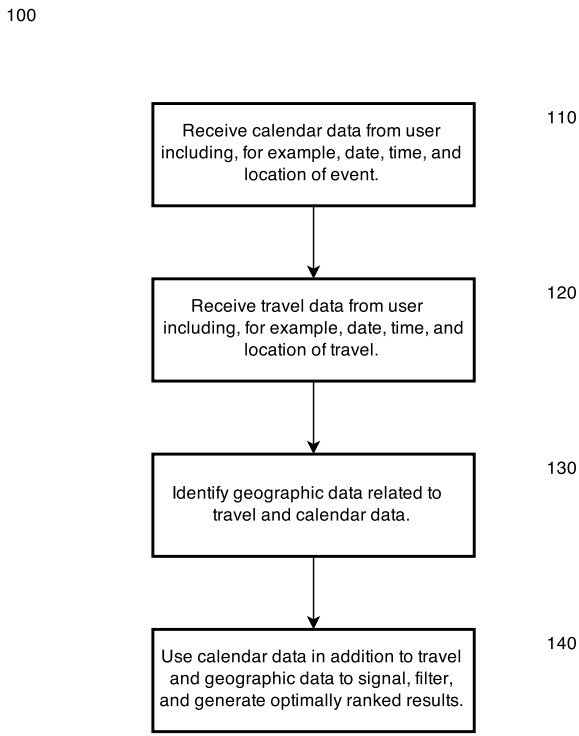

FIG. 1

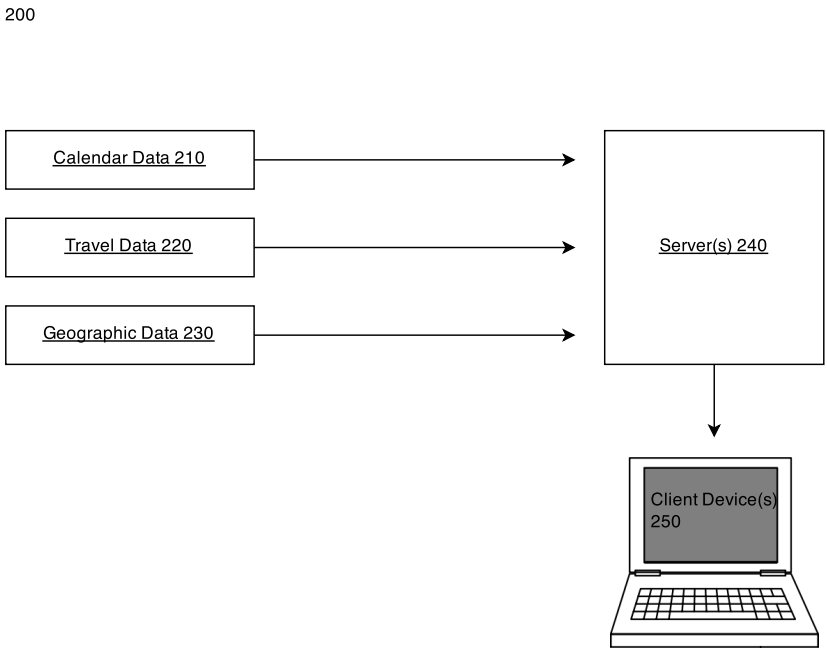
200
Calendar Data 210
Travel Data 220
Geographic Data 230
Server(s) 240
Client Device(s) 250

FIG. 2