US 20160070442A1

(19) United States

(12) Patent Application Publication

(10) Pub. No.: US 2016/0070442 A1

(43) Pub. Date: Mar. 10, 2016

Sorrentino et al.

(54) **USER INTERFACE FOR IDENTITY SWITCHING**

(71) Applicant: **salesforce.com, inc.**, San Francisco, CA (US)

(72) Inventors: **Glenn Sorrentino**, San Francisco, CA (US); **Darshil Vipul Vora**, San Francisco, CA (US); **Bharath Hariharan**, San Francisco, CA (US)

(21) Appl. No.: **14/664,231**

(22) Filed: **Mar. 20, 2015**

Related U.S. Application Data

(60) Provisional application No. 62/048,378, filed on Sep. 10, 2014.

Publication Classification

(51) **Int. Cl.**

G06F 3/0484 (2006.01)

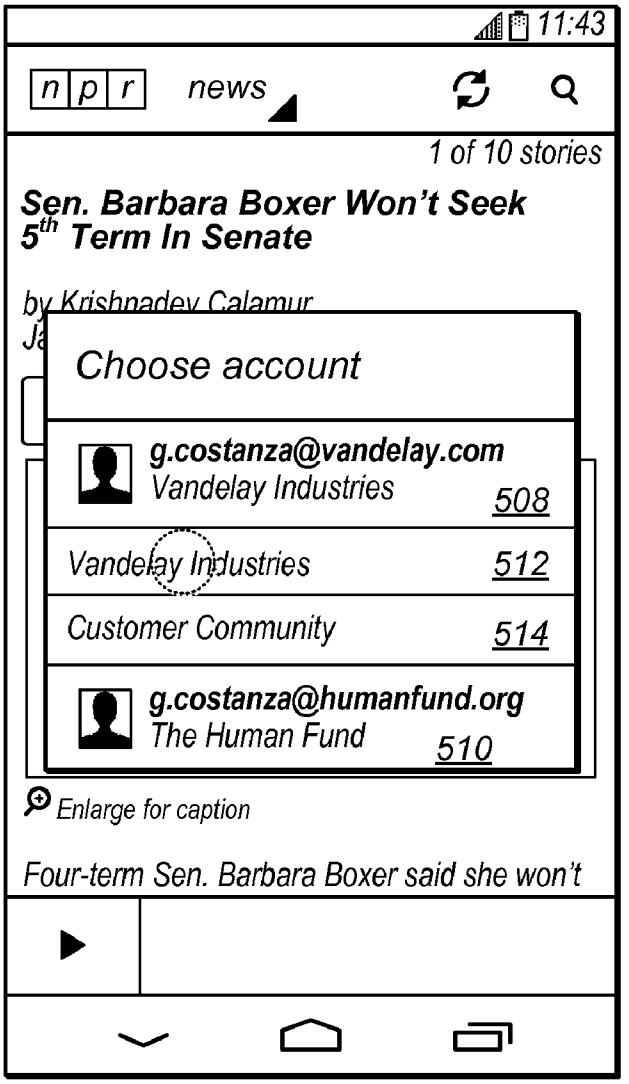
H04L 29/06 (2006.01)

(52) **U.S. Cl.**

CPC ***G06F 3/04842*** (2013.01); ***H04L 65/403*** (2013.01)

(57) **ABSTRACT**

In some cases, a person may have more than one identity that can be used for various purposes, such as sharing content online. For example, different identities might include identities on various social networks, email addresses, work or personal identities, etc. This disclosure provides various techniques that may allow a user to select which identity is to be used. For example, a user may first select one identity for sharing an item of content, and then select a different identity.



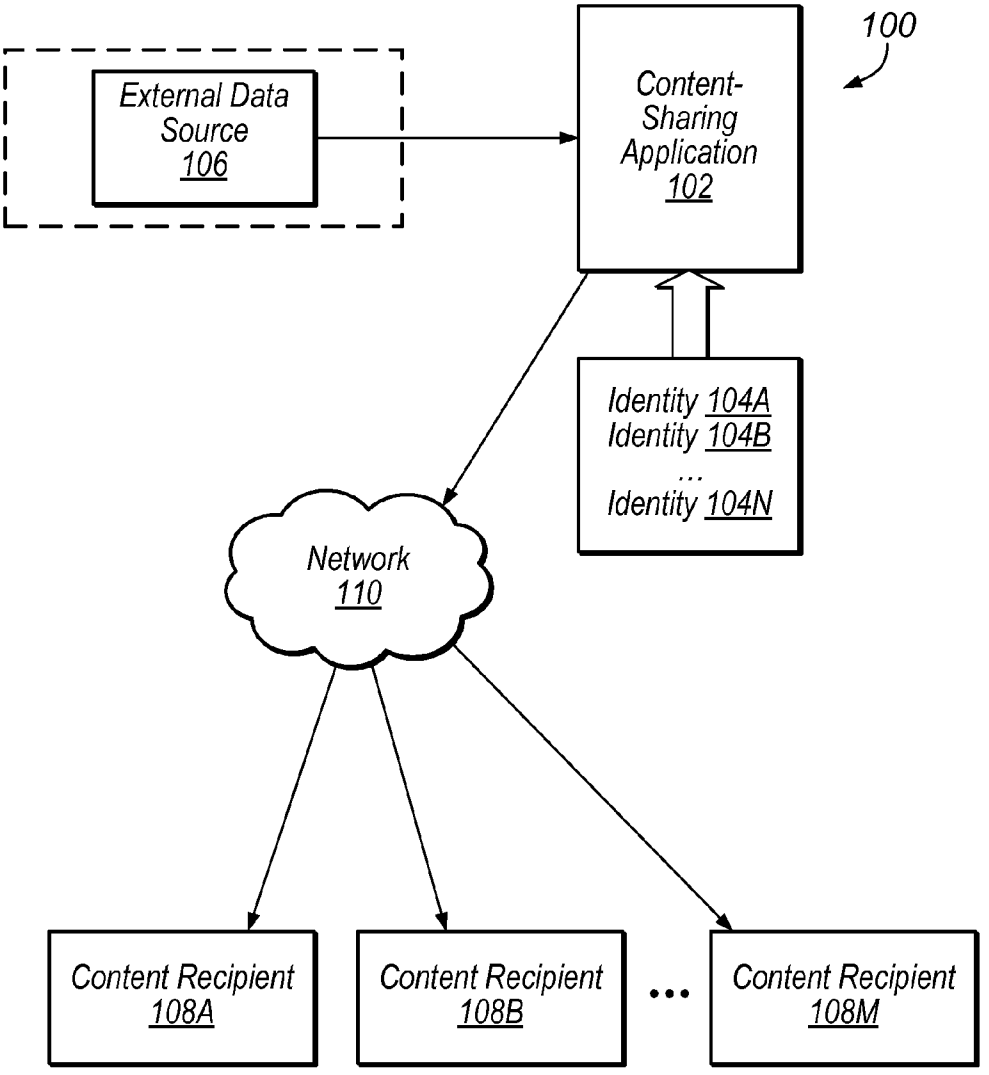

100
External Data Source 106
Content-Sharing Application 102
Identity 104A
Identity 104B
...
Identity 104N
Network 110
Content Recipient 108A
Content Recipient 108B
...
Content Recipient 108M

FIG. 1

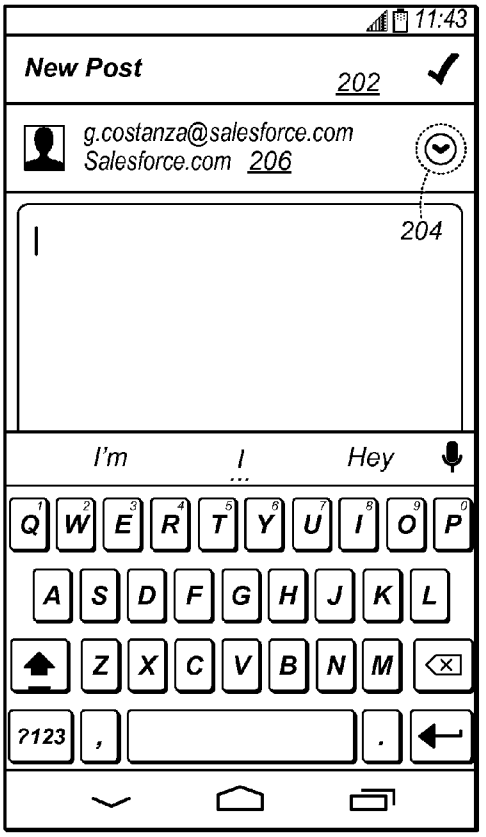

11:43
New Post
202
g.costanza@salesforce.com
Salesforce.com 206
204
I'm
I
Hey
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
?123
,
.

FIG. 2A

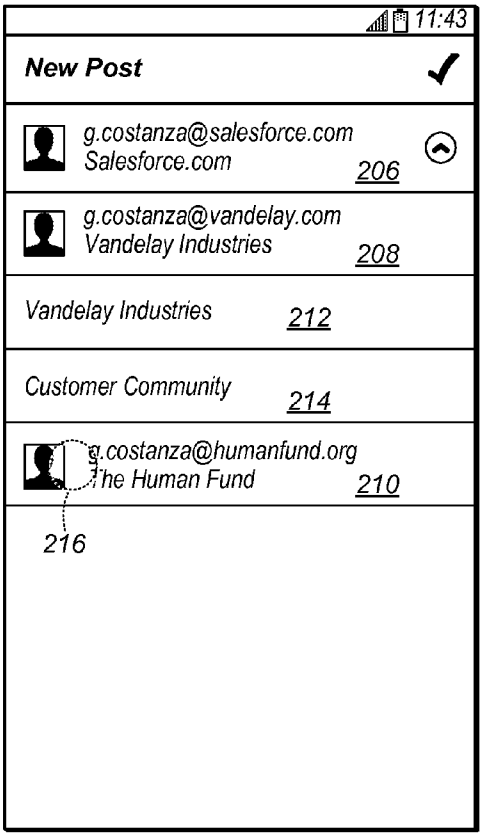

11:43
New Post
g.costanza@salesforce.com
Salesforce.com 206
g.costanza@vandelay.com
Vandelay Industries 208
Vandelay Industries 212
Customer Community 214
g.costanza@humanfund.org
The Human Fund 210
216

FIG. 2B

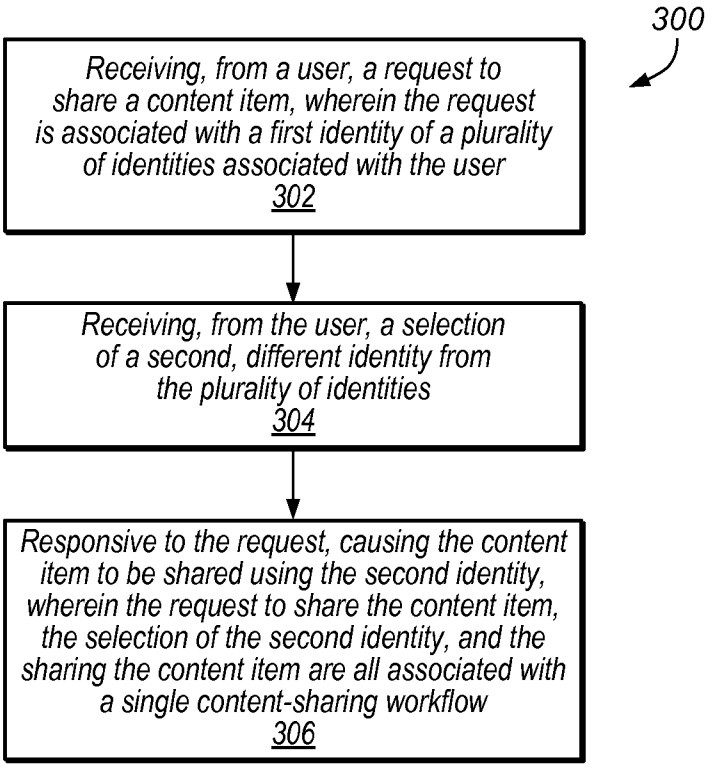

300
Receiving, from a user, a request to share a content item, wherein the request is associated with a first identity of a plurality of identities associated with the user
302
Receiving, from the user, a selection of a second, different identity from the plurality of identities
304
Responsive to the request, causing the content item to be shared using the second identity, wherein the request to share the content item, the selection of the second identity, and the sharing the content item are all associated with a single content-sharing workflow
306

FIG. 3

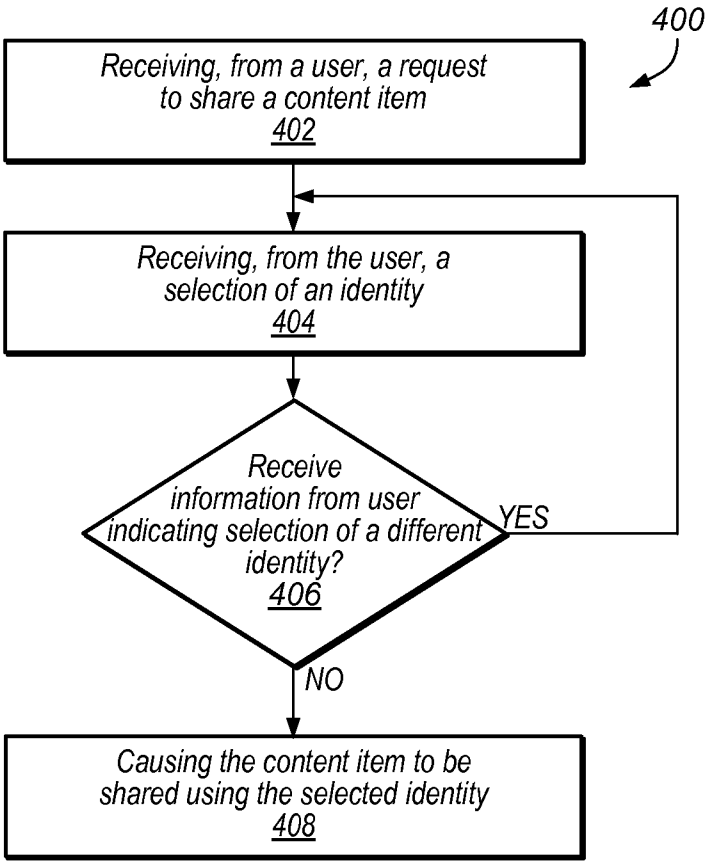

400
Receiving, from a user, a request to share a content item
402
Receiving, from the user, a selection of an identity
404
Receive information from user indicating selection of a different identity?
406
YES
NO
Causing the content item to be shared using the selected identity
408

FIG. 4

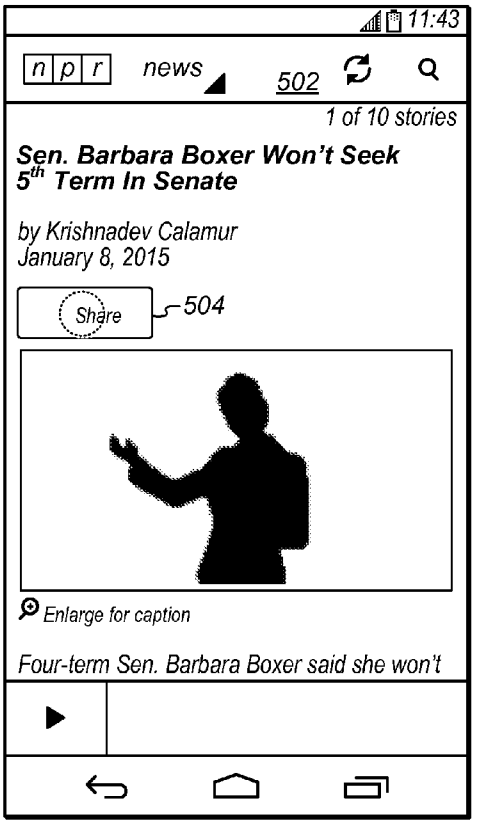

11:43
n p r
news
502
1 of 10 stories
Sen. Barbara Boxer Won't Seek 5th Term In Senate
by Krishnadev Calamur
January 8, 2015
Share
504
Enlarge for caption
Four-term Sen. Barbara Boxer said she won't

FIG. 5A

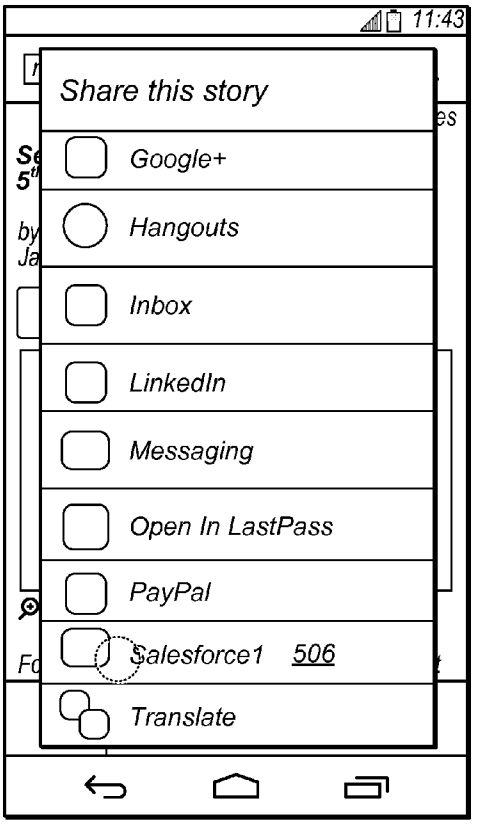

11:43
Share this story
Google+
Hangouts
Inbox
LinkedIn
Messaging
Open In LastPass
PayPal
Salesforce1
506
Translate

FIG. 5B

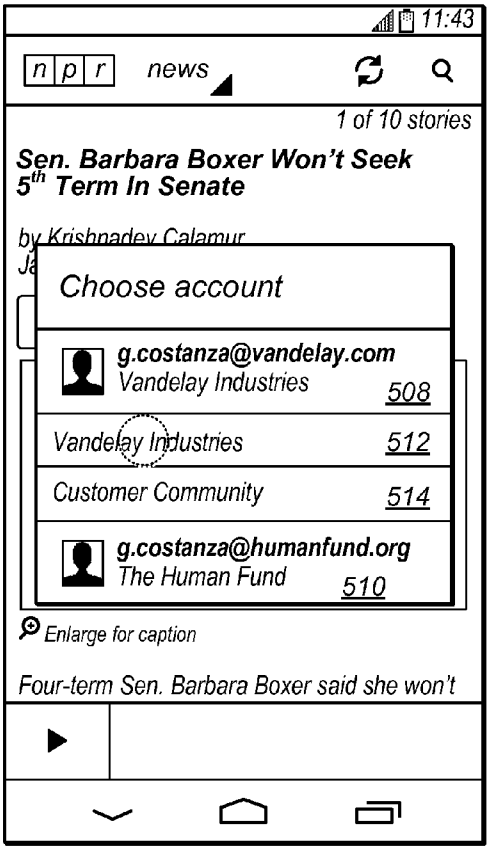

11:43
n p r
news
1 of 10 stories
Sen. Barbara Boxer Won't Seek 5th Term In Senate
by Krishnadev Calamur
Choose account
g.costanza@vandelay.com
Vandelay Industries
508
Vandelay Industries
512
Customer Community
514
g.costanza@humanfund.org
The Human Fund
510
Enlarge for caption
Four-term Sen. Barbara Boxer said she won't

FIG. 5C

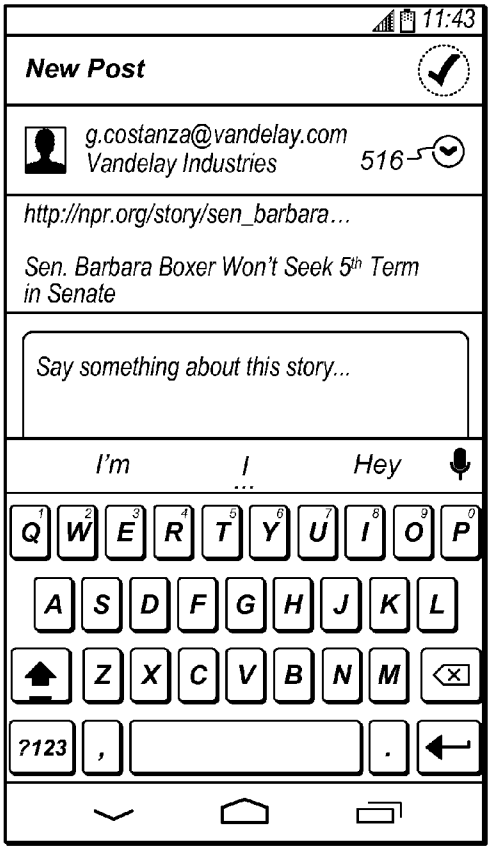

11:43
New Post
g.costanza@vandelay.com
Vandelay Industries
516
http://npr.org/story/sen_barbara...
Sen. Barbara Boxer Won't Seek 5th Term in Senate
Say something about this story...
I'm
I
Hey
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
?123

FIG. 5D

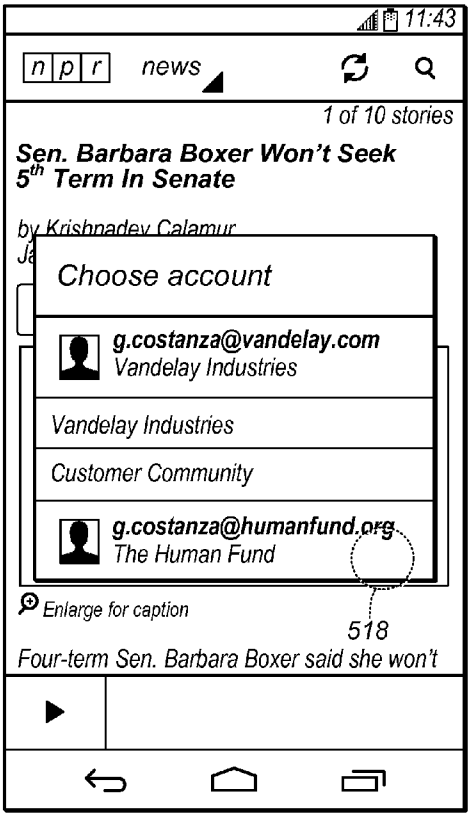

11:43
n p r
news
1 of 10 stories
Sen. Barbara Boxer Won't Seek 5th Term In Senate
by Krishnadev Calamur
Choose account
g.costanza@vandelay.com
Vandelay Industries
Vandelay Industries
Customer Community
g.costanza@humanfund.org
The Human Fund
Enlarge for caption
518
Four-term Sen. Barbara Boxer said she won't

FIG. 5E

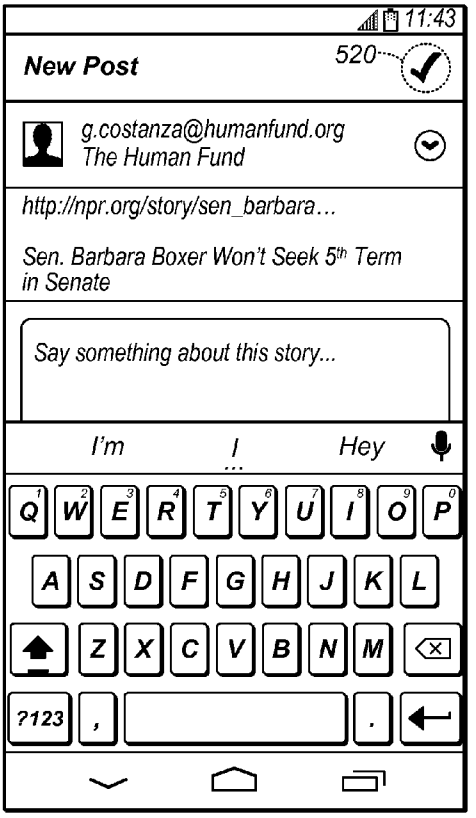

11:43
New Post
520
g.costanza@humanfund.org
The Human Fund
http://npr.org/story/sen_barbara...
Sen. Barbara Boxer Won't Seek 5th Term in Senate
Say something about this story...
I'm
I
Hey
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
?123
,
.

FIG. 5F

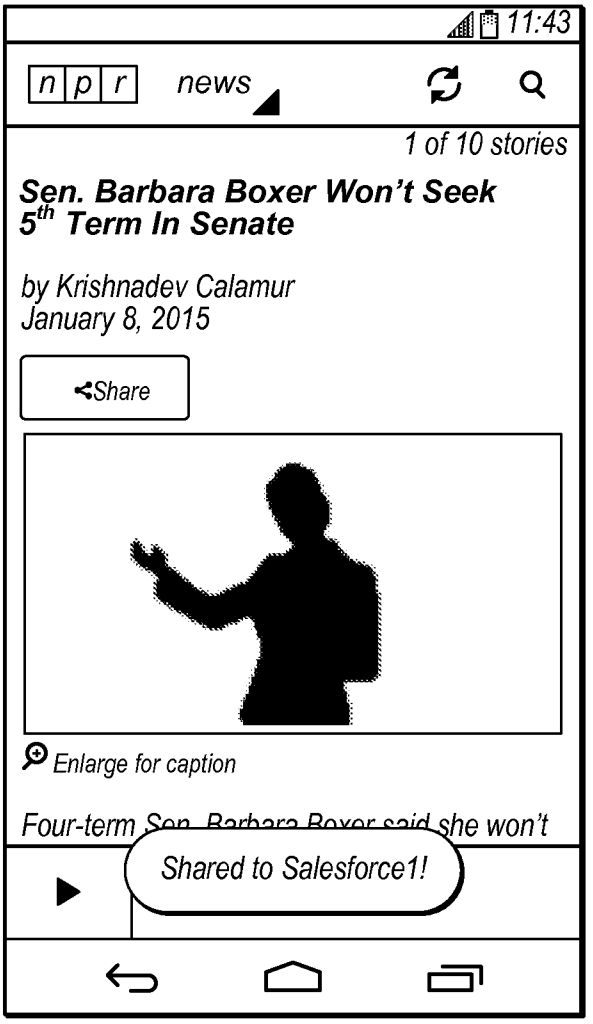

11:43
n p r
news
1 of 10 stories
Sen. Barbara Boxer Won't Seek 5th Term In Senate
by Krishnadev Calamur
January 8, 2015
Share
Enlarge for caption
Four-term Sen. Barbara Boxer said she won't
Shared to Salesforce1!

FIG. 5G

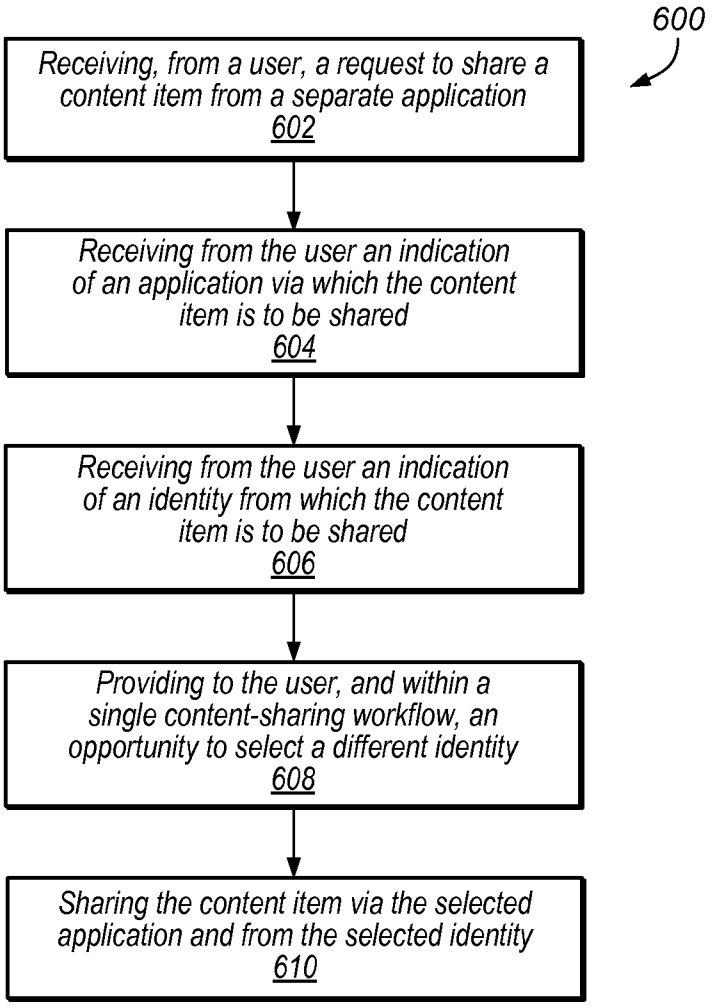

600
Receiving, from a user, a request to share a content item from a separate application
602
Receiving from the user an indication of an application via which the content item is to be shared
604
Receiving from the user an indication of an identity from which the content item is to be shared
606
Providing to the user, and within a single content-sharing workflow, an opportunity to select a different identity
608
Sharing the content item via the selected application and from the selected identity
610

FIG. 6


11:43
What I Follow
Expense Help Desk-Spencer Abrams
26 minutes ago
Hello, I just tried to make a purchase on my P-Card (over the phone, in Canada), and the charge was declined. It was for ~$230. I've made purchases like this in the past with no issues. Any idea...
Continue Reading
Like
6 comments
Expense Help Desk-Heike Young
40 minutes ago
Hi, there is a hotel charge showing up in Concur that I submitted (and has been extracted for payment) months ago. It's a hotel charge from 10/16, but I already submitted this and had it
701

FIG. 7A

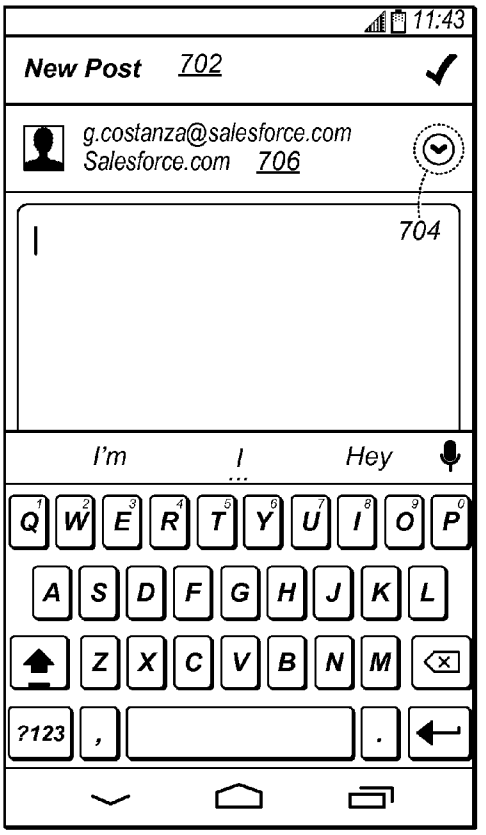

11:43
New Post 702
g.costanza@salesforce.com
Salesforce.com 706
704
I'm
I
Hey
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
?123

FIG. 7B

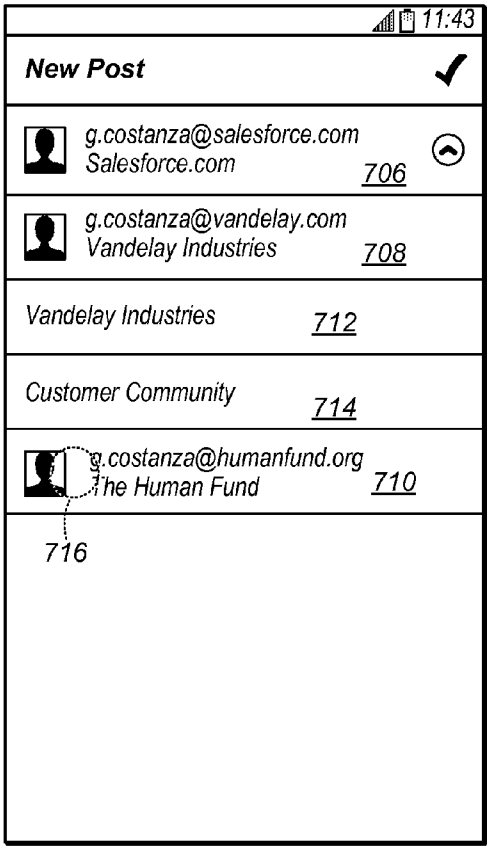

11:43
New Post
g.costanza@salesforce.com
Salesforce.com
706
g.costanza@vandelay.com
Vandelay Industries
708
Vandelay Industries
712
Customer Community
714
g.costanza@humanfund.org
The Human Fund
710
716

FIG. 7C

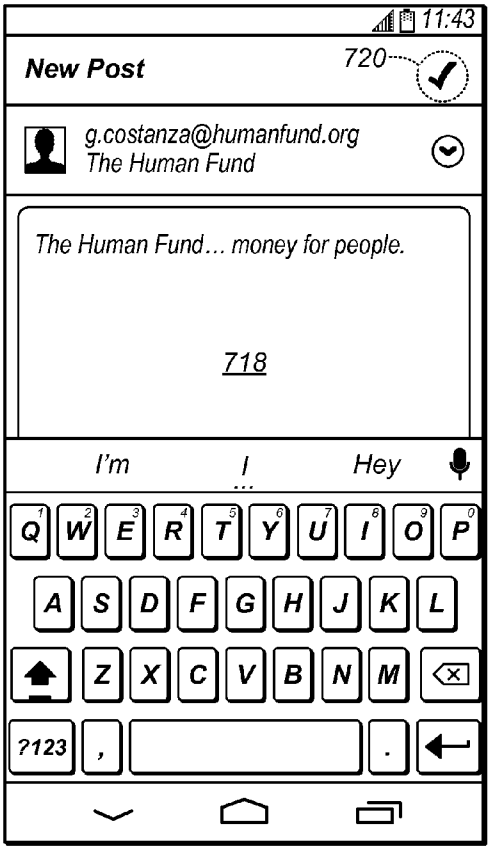

11:43
New Post
720
g.costanza@humanfund.org
The Human Fund
The Human Fund... money for people.
718
I'm
I
Hey
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
?123
,
.

FIG. 7D

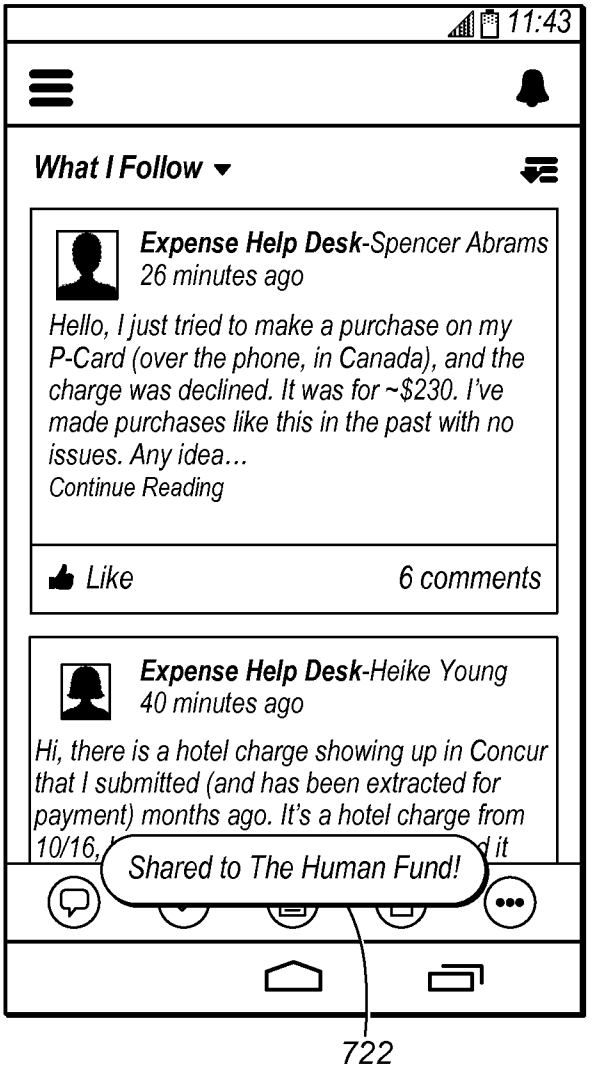

11:43
What I Follow
Expense Help Desk-Spencer Abrams
26 minutes ago
Hello, I just tried to make a purchase on my P-Card (over the phone, in Canada), and the charge was declined. It was for ~$230. I've made purchases like this in the past with no issues. Any idea…
Continue Reading
Like
6 comments
Expense Help Desk-Heike Young
40 minutes ago
Hi, there is a hotel charge showing up in Concur that I submitted (and has been extracted for payment) months ago. It's a hotel charge from
Shared to The Human Fund!
722

FIG. 7E

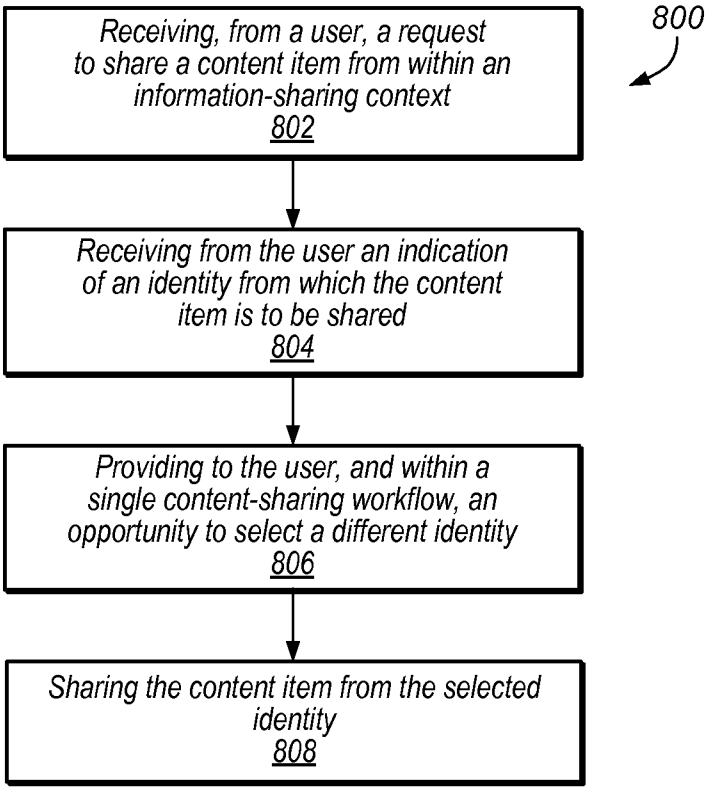

800
Receiving, from a user, a request to share a content item from within an information-sharing context
802
Receiving from the user an indication of an identity from which the content item is to be shared
804
Providing to the user, and within a single content-sharing workflow, an opportunity to select a different identity
806
Sharing the content item from the selected identity
808

FIG. 8

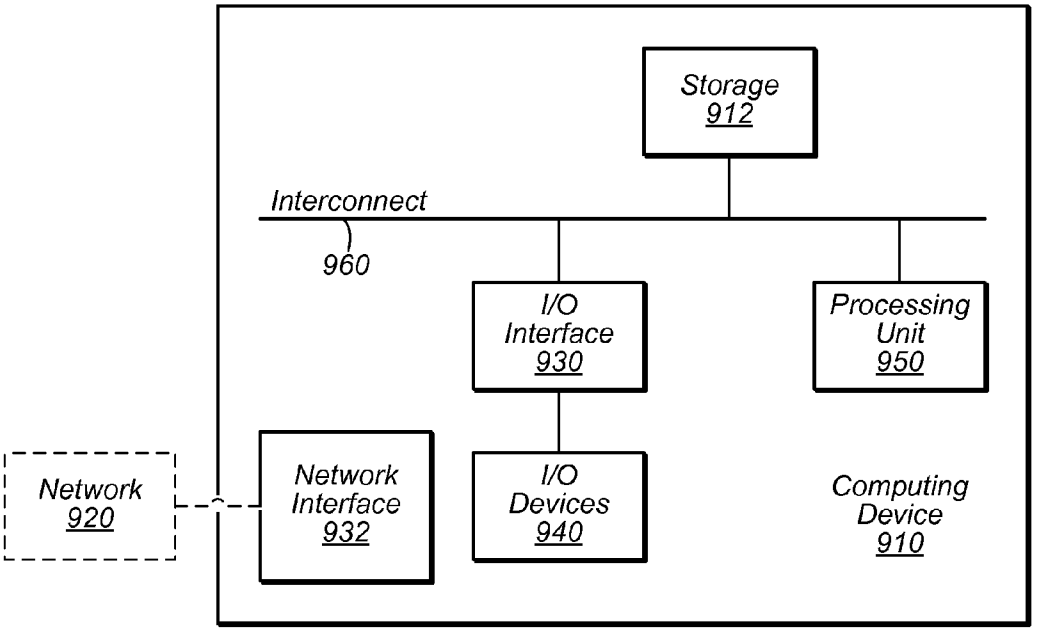

Storage
912
Interconnect
960
I/O
Interface
930
Processing
Unit
950
Network
920
Network
Interface
932
I/O
Devices
940
Computing
Device
910

FIG. 9

USER INTERFACE FOR IDENTITY SWITCHING

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims priority to U.S. Provisional Application Ser. No. 62/048,378, filed on Sep. 10, 2014, which is incorporated by reference herein in its entirety.

BACKGROUND

[0002] 1. Technical Field

[0003] This disclosure relates to the sharing of content (e.g., the online sharing of content), and more particularly to users who have more than one identity from which content may be shared.

[0004] 2. Description of the Related Art

[0005] In recent years, there has been a proliferation of online content sharing services. For example, Facebook®, Twitter®, various other social networking services, and even email can all be considered to be online content sharing services. This has led to a corresponding proliferation in the number of identities than an individual may have that are usable for sharing content (and for various other activities). It has thus become difficult for individuals to manage and share content with the appropriate identity.

BRIEF DESCRIPTION OF THE DRAWINGS

[0006] FIG. **1** is a block diagram illustrating an embodiment of this disclosure.

[0007] FIGS. **2**A-**2**B show an embodiment of a user interface for selecting an identity according to one embodiment.

[0008] FIG. **3** is a process flow according to one embodiment.

[0009] FIG. **4** is a process flow according to another embodiment.

[0010] FIGS. **5**A-**5**G show an embodiment of a user interface for sharing content from an external source, according to one embodiment.

[0011] FIG. **6** is a process flow for sharing content from an external source, according to one embodiment.

[0012] FIG. **7**A-**7**E show an embodiment of a user interface for sharing content from within an application, according to one embodiment.

[0013] FIG. **8** is a process flow for sharing content from within an application, according to one embodiment.

[0014] FIG. **9** is a block diagram illustrating a computing device, according to one embodiment.

DETAILED DESCRIPTION

[0015] It is not uncommon for users to have multiple accounts and/or multiple identities, such as multiple email accounts, multiple usernames, etc. For instance, a user may prefer to keep at least two identities, one for business use and one for personal use, rather than intermixing business and personal communications. Further, the modern digital reality may often be even more complex. A user may have multiple personal identities for different activities, such as a first identity smitty-dude for gaming, a second identity smitty for social networks, a third identity @smitty77 for Twitter®, a fourth identity for some other reason, etc. A user may also have multiple business identities, such as a first identity companyname for the user's role as a representative or owner of the company, a second identity username@companydomain for the user primary business identity, a third identity customer-service@companydomain that the user uses to review and respond to customer inquiries, etc. Such multiple identities may thus include identities from different organizations (e.g., Twitter® vs. an email host). Finally, a user may have some or all of his multiple identities active on his computer or mobile device at the same time.

[0016] For purposes of this disclosure, the term "identity" is used to refer to information that identifies an individual or user within a particular information-sharing context. Examples of information-sharing contexts include email, websites, applications, and the like. Accordingly, examples of identities include, without limitation, email addresses, Twitter® handles, Facebook® names, website user names, message board handles, and the like. It is quite common for a user to have identities for professional use, and other identities for personal use. A user may also have multiple identities within a particular information-sharing context. For example, within the Salesforce1® application, different communities may be associated with different customers. Thus by choosing to share a content item with a particular community, the user is choosing to share it with a subset of all of the users of a particular information-sharing context (the Salesforce1® application, in this example).

[0017] The presence of multiple active identities may cause problems for the user if he or she shares a content item (e.g., by uploading a post or sending an email) from the wrong identity. Accordingly, it would be desirable to allow the user to easily control the identity with which a content item is associated.

[0018] Currently, if a user sharing a content item realizes in time that the wrong identity is selected, she can rectify the situation by first copying the link to the content item (e.g., to the clipboard), then exiting the first identity (which often means exiting the application), then re-opening the application using a different identity, and then posting the copied link. This can be a frustrating and time-consuming experience for the user. Thus, it would be advantageous to have a feature that allows for quick switching of identities.

[0019] Turning now to FIG. **1**, a block diagram of system **100** is shown. It should be noted that various elements shown in FIG. **1** (and other process flows in this disclosure) may be used in conjunction with any of the computer systems, servers, mobile devices, other apparatuses, elements, or components disclosed herein or known in the art, among other devices. In various embodiments, some of elements of process flows shown may be performed concurrently, in a different order than shown, or may even be omitted. Additional process flow elements not shown may also be performed as appropriate or desired.

[0020] In system **100**, content-sharing application **102** allows a user to share a content item with a selected audience. The content item may in some cases be newly created, or it may be a content item which was discovered within content-sharing application **102** (e.g., after having been shared by another user, etc.). In some embodiments, it may be a content item from external data source **106**, such as a different application or site.

[0021] Regardless of the source of the content item, it is commonly the case that the user wishes to share it with one or more of content recipients **108**A-**108**M. Because the user has various identities **104**A-**104**N, the content-sharing application receives a selection of which of the identities should be

used to share the content item. The content item is then shared via network **110** with the desired recipients.

[0022] According to some embodiments, process flows according to this disclosure may include steps that are carried out on a mobile device. In other embodiments, a user may initiate certain aspects from a mobile device, but some steps may be carried out on a server computer system. The mobile device and the server computer system in such embodiments may be connected via a network such as the Internet. For example, in one embodiment, a user interface may be presented to a user via a mobile device, and a database of identities may be stored on a server in communication with the mobile device. In another embodiment, the database of identities may be stored locally at the mobile device. In some embodiments, a database may be used to store the items of content themselves. One of ordinary skill in the art with the benefit of this disclosure will understand that various types of database or other storage technologies may be used in accordance with this disclosure. One of ordinary skill in the art with the benefit of this disclosure will also understand that the teachings herein are applicable to various types of situations in which sharing content is a goal.

[0023] Turning now to FIGS. **2**A-**2**B, an embodiment of a user interface for selecting an identity for content sharing is shown. As shown in FIG. **2**A, a user has elected to share a content item (in this instance, new post **202**). The user has more than one possible identity from which the content item could be shared. For example, one identity **206** is shown as already selected in FIG. **2**A. As shown, identity **206** is in this instance an email address associated with a given domain (salesforce.com). Identity **206** may in some embodiments be a default identity for the user. In other embodiments, the user may have simply previously selected identity **206**. In either case, button **204** allows the user the option of switching to a different identity.

[0024] If the user selects (e.g., clicks or taps on) button **204**, a dropdown menu as shown in FIG. **2**B may be presented. In FIG. **2**B, the user has three identities that may be selected: identity **206** (which is currently selected by default), identity **208**, and identity **210**. Additionally, identity **208** has multiple "communities" associated with it. For purposes of this disclosure, a community refers to a group of potential recipients for the content item within a particular information-sharing context. For example, if the user were to choose to share new post **202** via identity **208**, he or she could also select to share it with community **212** and/or community **214** in this embodiment. In some embodiments, a particular community may be the default recipient group for identity **208**. In this instance, the user selects identity **210** by selecting user interface element **216**.

[0025] Turning now to FIG. **3**, process flow **300** for identity selection according to one embodiment is shown. Process flow **300** may be carried out by any suitable computing system, such as a mobile device, a server computer system, or some other apparatus. Flow begins at step **302**.

[0026] At step **302**, a request to share a content item is received from a user. The content item may in some embodiments be a newly created content item such as new post **202**, discussed above. In other embodiments, the content item may be a pre-existing content item, such as an article on a website, a map location, a text, contact information, a photo, a video, an audio clip, or the like. At step **302**, it is noted that the request is associated with a first identity out of a plurality of identities associated with the user. For example, the first identity may be a default identity that the computing system has associated with the user. In other embodiments, the first identity may instead be a particular identity that the user has previously selected. The plurality of identities may in one embodiment be different identities all associated with the same information-sharing context (e.g., a particular application, etc.). Flow proceeds to step **304**.

[0027] At step **304**, a selection of a second, different identity from the plurality of identities is received. For example, this selection could be received via a user interface element such as what was shown in FIGS. **2**A-**2**B. Various other possibilities for receiving this selection will also be apparent to one of ordinary skill in the art with the benefit of this disclosure. Flow proceeds to step **306**.

[0028] At step **306**, the computing system causes the content item to be shared via the second identity. It is noted that the request to share the content item, the selection of the second identity, and the sharing are all associated with a single content-sharing workflow.

[0029] For purposes of this disclosure, the term "content-sharing workflow" refers to a series of steps performed via one or more user interface elements to share a content item. For example, a series of user interface elements that permit a user to select a content item to be shared via an application, select an identity with which to share the item, and then share the content item via the application would constitute a single content-sharing workflow. If, on the other hand, a user begins a content-sharing workflow, cancels the operation, and then re-commences sharing, this would constitute two different content-sharing workflows. For example, one or more dialog boxes might be user interface elements used in some cases to allow the user to share the content item. Thus FIGS. **2**A-**2**B may be said to depict a single content-sharing workflow (or in some embodiments, a portion of a single content-sharing workflow), and the dropdown menu shown in FIG. **2**B would be a portion of that same single content-sharing workflow. Step **306** specifies that only a single content-sharing workflow is used in this instance. Flow ends at step **306**.

[0030] Turning now to FIG. **4**, another process flow **400** is shown, which illustrates an example of a user selecting different identities. Flow starts at step **402**.

[0031] At step **402**, a request to share a content item is received from a user. In this example, no default identity is selected for the user. Instead, at step **404**, a selection of an identity is received from the user. For example, the user may be prompted with a list of available identities, and the selection may be based on that list. Flow proceeds to decision block **406**.

[0032] At decision block **406**, it is determined whether or not the selected identity is the correct one, or whether information indicating a selection of a different entity has been received from the user. For example, the user could be prompted to confirm that the selected identity is correct. In other embodiments, a user interface element could be displayed to the user to offer the user the option of selecting a different identity. If the selected identity is not correct at decision block **406**, then flow loops back to step **404**, and the user is able to select a different identity. If the selected identity is correct, then flow proceeds to step **408**.

[0033] At step **408**, the content is shared via the selected identity. Flow ends at step **408**.

[0034] FIGS. **5**A-**5**G and FIG. **6** provide details about an embodiment in which content is shared from an external application.

[0035] Turning now to FIGS. **5**A-**5**G, an embodiment of a user interface for sharing content from an external application is shown. As shown in FIG. **5**A, a user has found a content item within external application **502**. The user selects share button **504** to initiate a content-sharing workflow.

[0036] At FIG. **5**B, a user interface element is shown that allows the user to select which content-sharing application is to be used to share the content item. The user in this instance selects content-sharing application **506**.

[0037] At FIG. **5**C, a user interface element (a dropdown menu in this instance) is shown that allows the user to select which identity to use to share the content item. The user in this case selects identity **508**. As noted above with regard to FIG. **2**B, in some instances the user may also select a particular community with which to share the content item. In this instance, the user has the option of selecting either community **512** or community **514**, which are both associated with identity **508**. The user selects community **512**. (In some embodiments, the selection of community may be independent of the selection of identity.)

[0038] At FIG. **5**D, the user may decide that the content item should be shared from a different identity, rather than identity **508**. Accordingly, the user may select user interface element **516**. This may bring the user back to the dropdown menu of FIG. **5**C, as shown in FIG. **5**E. The user may then select a different identity, in this case identity **510**, by selecting user interface element **518**.

[0039] At FIG. **5**F, the content-sharing workflow continues, and as shown, the selected identity has been changed from "g.costanza@salesforce.com" (i.e., identity **508**) to "g.costanza@humanfund.org" (i.e., identity **510**). The user interface element shown in FIG. **5**F may also allow the user to add a comment to the content item before sharing it. Once the user is satisfied with the content item to be shared, and the identity from which it should be shared, he or she may select user interface element **520**. A successful content sharing message is shown at FIG. **5**G. The user is thus able to easily select a first identity, and then change to a different identity, all from within a single content-sharing workflow.

[0040] It should also be noted that in some embodiments, within a single content-sharing workflow, the user may share the same content item from multiple identities. For example, the user might select a first identity, complete the sharing process, and then be given an opportunity (e.g., via a "share again" button not shown in FIGS. **5**A-**5**G) to choose other identities from which the content item is to be shared. This aspect may be useful, for example, in situations where a user has a content item that may be of interest to multiple different groups that are associated with different identities.

[0041] It should also be noted that while FIGS. **5**A-**5**G show the selection of different identities within a single information-sharing context (the Salesforce1® application in this case), this disclosure need not be limited to such embodiments. In some cases, a selection of an identity from a completely different information-sharing context may be selected, and the content item may be shared in that different information-sharing context. For example, a user may start in the Salesforce1® application and begin a content-sharing workflow. The user may then decide that he or she would rather share the content item from Facebook®. The original information-sharing context (the Salesforce1® application) may then allow the user to select a Facebook® identity from which to share the content item. The actual sharing may then be effected in various ways, such as via the Facebook® API, or by making a suitable call to the Facebook® application, etc.

[0042] Turning now to FIG. **6**, process flow **600** is shown for sharing content from an external source. Flow begins at step **602**.

[0043] At step **602**, a request is received from a user to share a content item. Various types of content items have already been described above, and this step may include any suitable type of content item. The request to share may be received at a mobile device or a server computer system, for example via an external application. Flow proceeds to step **604**.

[0044] At step **604**, an indication is received from the user of which application should be used to share the content item. For example, in some embodiments, an operating system-level dialog box may be used to provide the user with options for the available sharing applications. In some embodiments, this functionality may be built into an external application. Flow proceeds to step **606**.

[0045] At step **606**, an indication is received from the user of which identity (e.g., which identity within the context of the selected application) should be used to share the content item. Once the user has selected an identity, flow proceeds to step **608**.

[0046] At step **608**, an opportunity is provided to the user to select a different identity. For example, a button or other user interface element may be provided to the user to activate a list of possible identities. In some embodiments, a confirmation user interface element may be used to confirm that the user has already selected the correct identity. Once the user has selected a new identity or confirmed the existing identity, flow proceeds to step **610**.

[0047] At step **610**, the content item is shared via the selected application and from the selected identity. Flow ends at step **610**.

[0048] As noted above, in some embodiments, the content item to be shared may not come from an external application. That is, in some cases, it may be unnecessary to consider the question of which application is to be used for sharing the content item, because the content item may be coming from the desired application. FIGS. **7**A-**7**E and FIG. **8** provide details about an embodiment in which content is shared from within a particular application, and they may be contrasted with the discussion above of FIGS. **5**A-**5**G and FIG. **6**.

[0049] Turning now to FIGS. **7**A-**7**E, an example of a content-sharing workflow in this context is provided.

[0050] As shown in FIG. **7**A, a user may be browsing existing content items within a content-sharing application. The user may elect to re-share one of these existing content items or create a new content item from within the content-sharing application. For example, a user might discover a content item when interacting with the content-sharing application as a first identity, but then decide to re-share the content item as a second, different identity.

[0051] In this instance, as shown in FIG. **7**A, the user has elected to create a new content item (instead of re-sharing an existing content item) by selecting post button **701**. As shown in FIG. **7**B, the content-sharing application then creates new post **702**, which can be filled out by the user. The user has more than one possible identity from which the content item may be shared. For example, one identity **706** is shown as already selected in FIG. **7**A. As shown, identity **706** is in this instance an email address associated with a given domain (salesforce.com). Identity **706** may in some embodiments be

a default identity for the user. In other embodiments, the user may have simply previously selected identity **706**. In either case, button **704** allows the user the option of switching to a different identity.

[0052] If the user selects button **704**, a dropdown menu as shown in FIG. **7**C may be presented. In FIG. **7**C, the user has three identities that may be selected: identity **706** (which is already selected), identity **708**, and identity **710**. Additionally, identity **708** has communities **712** and **714** associated with it. In this instance, the user selects identity **710** by selecting user interface element **716**.

[0053] At FIG. **7**C, the user enters text **718** which is to become new post **702**. In some embodiments, the user may also include a URL, attach a photo, tag other users, etc. For simplicity, in this example, a plain text content item is shown. Once the user has created new post **702**, the user confirms the sharing by selecting button **720**. At FIG. **7**E, confirmation **722** is shown to confirm that new post **702** has been successfully shared from the selected identity (and in some embodiments, to the selected community).

[0054] For the sake of brevity, some elements in this content-sharing workflow similar to those shown at FIGS. **5**D and **5**E are omitted in this example. One of ordinary skill in the art with the benefit of this disclosure will understand that those elements may apply in this situation as well, and that the user could use such user interface elements to make changes in the selected identity without leaving the single content-sharing workflow.

[0055] Turning now to FIG. **8**, process flow **800** is shown for sharing content from within an application. Flow begins at step **802**.

[0056] At step **802**, a request is received from a user to share a content item. The content item may be an existing content item (e.g., something previously shared by another user), or it may be a newly created content item. The request to share may be received at a mobile device or a server computer system, for example via an external application. Flow proceeds to step **804**.

[0057] At step **804**, an indication is received from the user of which identity (e.g., which identity within the context of the selected application) should be used to share the content item. Once the user has selected an identity, flow proceeds to step **806**.

[0058] At step **806**, an opportunity is provided to the user to select a different identity. For example, a button or other user interface element may be provided to the user to activate a list of possible identities. In some embodiments, a confirmation user interface element may be used to confirm that the user has already selected the correct identity. Once the user has selected a new identity or confirmed the existing identity, flow proceeds to step **808**.

[0059] At step **808**, the content item is shared from the selected identity. Flow ends at step **808**.

[0060] Turning now to FIG. **9**, a block diagram of a computing device (which may also be referred to as a computing system) **910** is depicted, according to some embodiments. Computing device **910** may be used to implement various portions of this disclosure, such as the causing user interface elements to be displayed, for example. Computing device **910** is one example of a device that may be used as a mobile device, a server computer system, or any other computing system implementing portions of this disclosure.

[0061] Computing device **910** may be any suitable type of device, including, but not limited to, a personal computer system, desktop computer, laptop or notebook computer, mobile phone, mainframe computer system, web server, workstation, or network computer. As shown, computing device **910** includes processing unit **950**, storage subsystem **912**, input/output (I/O) interface **930** coupled via interconnect **960** (e.g., a system bus). I/O interface **930** may be coupled to one or more I/O devices **940**. Computing device **910** further includes network interface **932**, which may be coupled to network **920** for communications with, for example, other computing devices.

[0062] As described above, processing unit **950** includes one or more processors. In some embodiments, processing unit **950** includes one or more coprocessor units. In some embodiments, multiple instances of processing unit **950** may be coupled to interconnect **960**. Processing unit **950** (or each processor within processing unit **950**) may contain a cache or other form of on-board memory. In some embodiments, processing unit **950** may be implemented as a general-purpose processing unit, and in other embodiments it may be implemented as a special purpose processing unit (e.g., an ASIC). In general, computing device **910** is not limited to any particular type of processing unit or processor subsystem.

[0063] As used herein, the terms "processing unit" or "processing element" refer to circuitry configured to perform operations or to a memory having program instructions stored therein that are executable by one or more processors to perform operations. Accordingly, a processing unit may be implemented as a hardware circuit implemented in a variety of ways. The hardware circuit may include, for example, custom very-large-scale integration (VLSI) circuits or gate arrays, off-the-shelf semiconductors such as logic chips, transistors, or other discrete components. A processing unit may also be implemented in programmable hardware devices such as field programmable gate arrays, programmable array logic, programmable logic devices, or the like. A processing unit may also be configured to execute program instructions or computer instructions from any suitable form of non-transitory computer-readable media to perform specified operations.

[0064] Storage subsystem **912** is usable by processing unit **950** (e.g., to store instructions executable by and data used by processing unit **950**). Storage subsystem **912** may be implemented by any suitable type of physical memory media, including hard disk storage, floppy disk storage, removable disk storage, flash memory, random access memory (RAM—SRAM, EDO RAM, SDRAM, DDR SDRAM, RDRAM, etc.), ROM (PROM, EEPROM, etc.), and so on. Storage subsystem **912** may consist solely of volatile memory in some embodiments. Storage subsystem **912** may store program instructions executable by computing device **910** using processing unit **950**, including program instructions executable to cause computing device **910** to implement the various techniques disclosed herein.

[0065] I/O interface **930** may represent one or more interfaces and may be any of various types of interfaces configured to couple to and communicate with other devices, according to various embodiments. In some embodiments, I/O interface **930** is a bridge chip from a front-side to one or more back-side buses. I/O interface **930** may be coupled to one or more I/O devices **940** via one or more corresponding buses or other interfaces. Examples of I/O devices include storage devices (hard disk, optical drive, removable flash drive, storage array,

SAN, or an associated controller), network interface devices, user interface devices or other devices (e.g., graphics, sound, etc.).

[0066] This specification includes references to "one embodiment," "some embodiments," or "an embodiment." The appearances of these phrases do not necessarily refer to the same embodiment. Particular features, structures, or characteristics may be combined in any suitable manner consistent with this disclosure.

[0067] Various units, circuits, or other components may be described or claimed as "configured to" perform a task or tasks. In such contexts, "configured to" is used to connote structure by indicating that the units/circuits/components include structure (e.g., circuitry) that performs the task or tasks during operation. As such, the unit/circuit/component can be said to be configured to perform the task even when the specified unit/circuit/component is not currently operational (e.g., is not on). The units/circuits/components used with the "configured to" language include hardware—for example, circuits, memory storing program instructions executable to implement the operation, etc. Reciting that a unit/circuit/component is "configured to" perform one or more tasks is expressly intended not to invoke 35 U.S.C. §112(f) for that unit/circuit/component.

[0068] Although specific embodiments have been described above, these embodiments are not intended to limit the scope of the present disclosure (even where only a single embodiment is described with respect to a particular feature). Examples of features provided in the disclosure are intended to be illustrative rather than restrictive unless stated otherwise. The above description is intended to cover such alternatives, modifications, and equivalents as would be apparent to a person skilled in the art having the benefit of this disclosure. Although some example embodiments are described as providing various advantages, any particular embodiment according to this disclosure may provide some, all, or even none of such advantages.

[0069] The scope of the present disclosure includes any feature or combination of features disclosed herein (either explicitly or implicitly), or any generalization thereof, whether or not it mitigates any or all of the problems addressed herein. Accordingly, new claims may be formulated during prosecution of this application (or an application claiming priority thereto) to any such combination of features. In particular, with reference to the appended claims, features from dependent claims may be combined with those of the independent claims and features from respective independent claims may be combined in any appropriate manner and not merely in the specific combinations enumerated in the appended claims.

What is claimed is:

1. An apparatus, comprising:

a processor; and

a storage device having computer instructions stored therein that are configured to cause the apparatus to perform operations comprising:

receiving, from a user, a request to share a content item, wherein the request is associated with a first identity from a plurality of identities that are associated with the user;

receiving, from the user, a selection of a second, different, identity from the plurality of identities; and

responsive to the request, sharing the content item using the second identity,

wherein the request to share the content item, the selection of the second identity, and the sharing the content item are all associated with a single content-sharing workflow.

2. The apparatus of claim **1**, wherein the first and second identities are each associated with a single information-sharing context.

3. The apparatus of claim **2**, wherein the information-sharing context is an application executable to share content.

4. The apparatus of claim **1**, wherein the operations further comprise:

receiving, from the user, a selection of a group with which the content item is to be shared, the group being selected from a plurality of groups that are associated with the second identity.

5. The apparatus of claim **1**, wherein a plurality of groups are associated with the second identity, and wherein the content item is shared with a default one of the plurality of groups.

6. The apparatus of claim **1**, wherein the operations further comprise:

responsive to an additional request from the user and via the single content-sharing workflow, sharing the content item using the first identity.

7. The apparatus of claim **1**, wherein the apparatus is further configured to:

receive, from the user, a selection of an application via which the content item is to be shared.

8. An article of manufacture including a non-transitory, computer-readable medium having instructions stored thereon that are configured to cause a computing device to perform operations comprising:

receiving, from a user, a request to share a content item, wherein the request is associated with a first identity from a plurality of identities that are associated with the user;

receiving, from the user, a selection of a second, different, identity from the plurality of identities; and

responsive to the request, causing the content item to be shared using the second identity,

wherein the request to share the content item, the selection of the second identity, and the sharing the content item are all associated with a single content-sharing workflow.

9. The article of claim **8**, wherein the article is embodied within a mobile device associated with the user.

10. The article of claim **8**, wherein the article is embodied within a server computer system.

11. The article of claim **10**, wherein the server computer system is configured to receive the request and the selection from a mobile device associated with the user.

12. The article of claim **11**, wherein the server computer system is configured to communicate with the mobile device via an Internet connection, and wherein the content item is shared via the Internet connection.

13. The article of claim **8**, wherein the first identity is a default identity.

14. The article of claim **8**, wherein the first identity is an identity selected by the user.

15. A method, comprising:

receiving, from a user, a request to share a content item, wherein the request is associated with a first identity from a plurality of identities that are associated with the user;

receiving, from the user, a selection of a second, different, identity from the plurality of identities; and

responsive to the request, causing the content item to be shared using the second identity,

wherein the request to share the content item, the selection of the second identity, and the sharing the content item are all associated with a single content-sharing workflow.

16. The method of claim **15**, wherein the first identity and the second identity are associated with a single information-sharing context.

17. The method of claim **15**, wherein the first identity and the second identity are associated with different information-sharing contexts.

18. The method of claim **15**, further comprising:

receiving, from the user, a selection of a group with which the content item is to be shared, the group being selected from a plurality of groups that are associated with the second identity.

19. The method of claim **15**, further comprising:

responsive to an additional request from the user, causing the content item to be shared using a third identity.

20. The method of claim **15**, wherein the first and second identities are email addresses.

* * * * *