

A close-up photograph of a person's hands holding a black smartphone. The person is wearing a grey long-sleeved shirt and a brown sweater. The hands are positioned over a dark wooden table. On the table, there is a magazine titled 'UPPERCASE' with the number '20' on its cover. To the right of the magazine, there are two white ceramic cups of coffee on a light-colored wooden tray. The background is slightly blurred, showing a green chair.

SIMPLE MOBILE REGISTRATION

PATENT #US 9084071 B2

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THE INVENTION

SIMPLE MOBILE REGISTRATION

A mobile-friendly registration method that authenticates users in mobile apps and services with just a single tap.

SIMPLE MOBILE REGISTRATION

In 2004, the model of the web didn't translate to a good user experience on mobile devices.

In an age before smartphones, filling out long registration forms on a mobile phone was a tedious and generally, really bad user experience (and it still is).

How can we rethink the interaction and user experience of the web for touch devices?

More specifically, how do we create a simple registration process that solves the user authentication requirement, allows businesses to capture user data, yet still maintain a simple method of accessing digital services for people?

Google

Michael

Patents

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Simple mobile registration mechanism enabling automatic registration via mobile devices

US 9084071 B2

ABSTRACT

Typically, when accessing a digital service or application, a user ("User") is often asked to register, requiring that he fill out forms, enter a Captcha code and validate his membership by reply email. This process becomes a tedious and unwieldy task when the User must do so on a mobile device. The more logical choice is for the User to sign up or to register in real time, with the very mobile device he is already using via a process and user interface designed for the mobile experience. Simple Mobile Registration ("SMR") is a one-step system for self-registration, authentication and account activation that provides simple and immediate access, via mobile device, to the features and functionality of third-party services or applications. Optionally, the User may, during the registration process, invite friends to also register in real time for the third-party services or applications.

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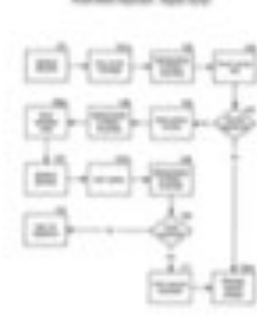
Patent Citations

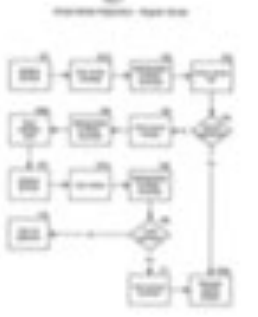
(30), Classifications (4)

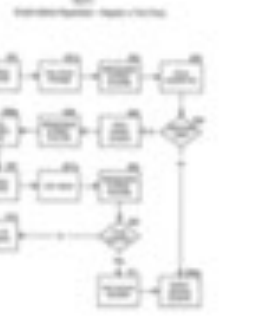
External Links

USPTO, USPTO Assignment, Espacenet

IMAGES (3)







DESCRIPTION

BACKGROUND OF THE INVENTION Field of the Invention

CLAIMS (10)

The invention claimed is:

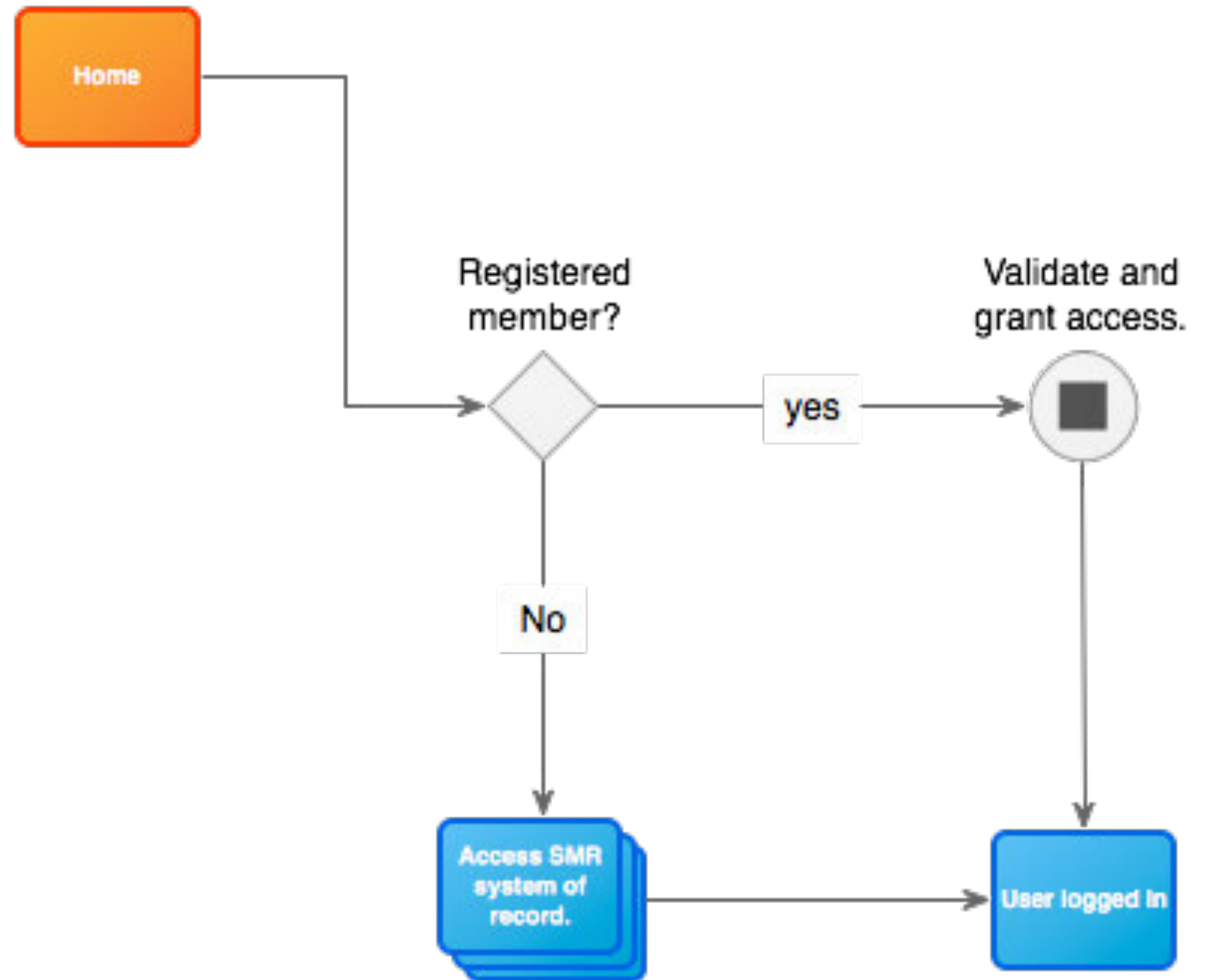
<https://www.google.ie/patents/US9084071>


SIMPLE MOBILE REGISTRATION

Simple Mobile Registration (SMR) is an invention to simplify the registration process on mobile devices by providing users an option register for a service or app with a single tap.

Very simply, when a user taps an SMR-enabled registration button, the app will check a third-party user database to validate whether the user exists in the system. If the user is authenticated through their "unique ID", they are granted access to the mobile app or service.

If the user's account is not found, they are redirected back, and informed that they're not currently registered in the third-party system (and possibly given other methods to register).





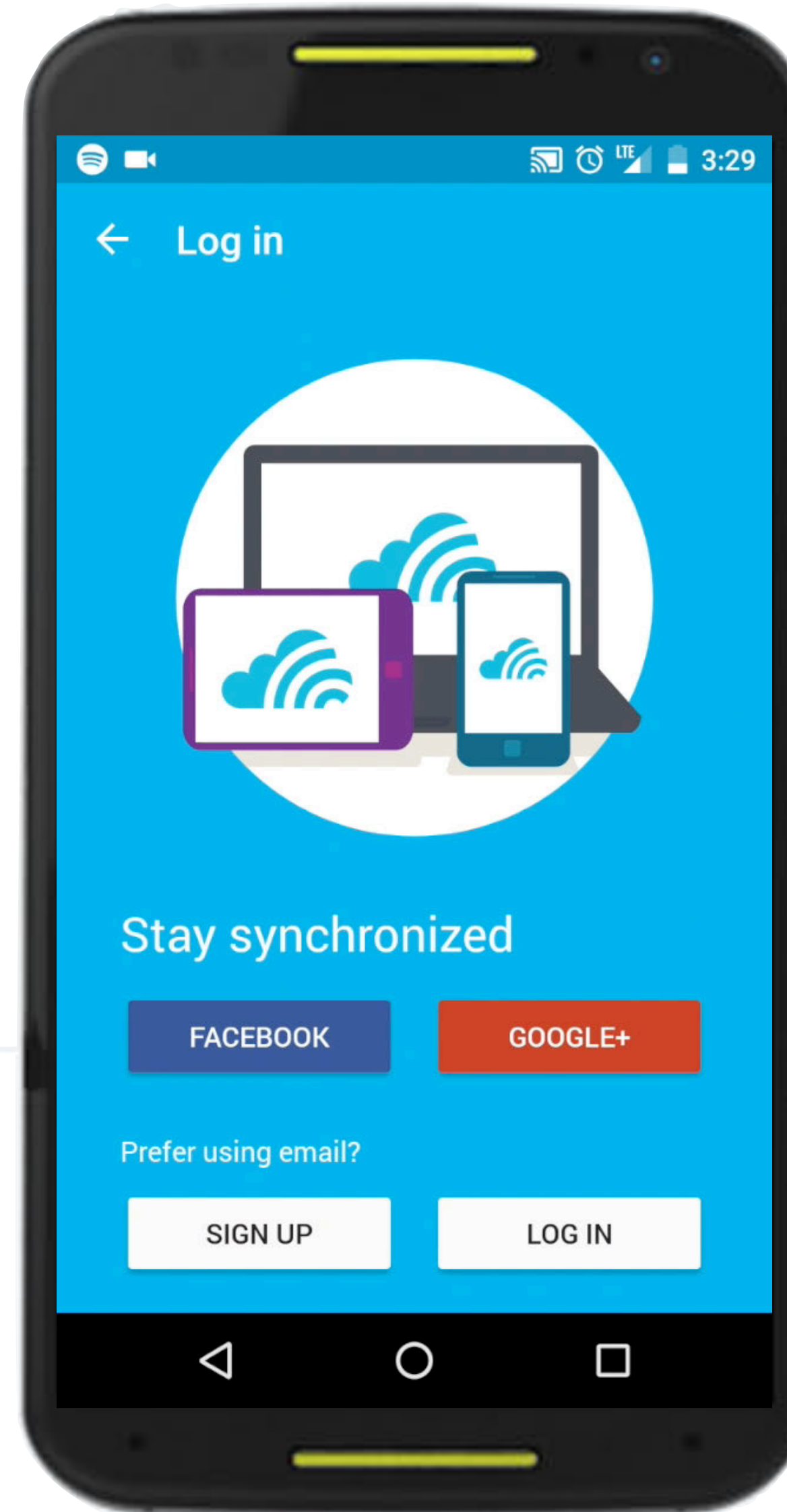
**WE KNOW IT WORKS
BECAUSE SOME OF THE BIGGEST GLOBAL
BRANDS ARE ALREADY USING THIS PATENT**

Simple Mobile Registration has been put into practice by thousands of mobile apps and web sites around the world.

The key providers of *third-party authentication and validation* are Facebook, Google and Twitter. Other providers include Amazon.com and LinkedIn.

The video here displays some examples of how Simple Mobile Registration is currently being used by some popular mobile app services.

Many apps provide multiple options for login, such as "Login with Facebook," "Login with Google," and registration within the app.



Periscope app login with Twitter.

Periscope is a Twitter product, a social media app that allows users to broadcast live video streams from their mobile phones.

Spotify Music app login with Facebook.

Spotify gives instant access to millions of songs on Android and iOS devices. Registered users can create playlists, share songs and playlists through social media and get music recommendations.

Skyscanner app login with Google.

Skyscanner compares millions of flights across hundreds of airlines to find the best travel deals.

Airbnb app login with Facebook.

Airbnb is a disruptive service for crowd-sourcing places to stay and accommodations around the world.

THANK YOU!

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