# Refer Engine Provisional Patent

Refer Engine is an online application that re-creates application stores in a social way and enables app developers to integrate their apps with this store in a powerful way.

## General Description

### ReferEngine.com

The first customer interface is the main Refer Engine website which shows the information about applications in different platforms like iOS App Store, Google Play, Windows Store, etc… The user can browse these applications by category/subcategory and sort by different criteria like ratings, number of recommendations, etc… The user can also search for applications in different stores or in specific app stores.

ReferEngine.com will fully integrate with the social graph of Facebook. Every Store, Category and App page will be a Facebook Graph object that support native Facebook graph actions like sharing, liking and posting on timelines, etc…

ReferEngine will enable app developers to fully control the listings of their apps. They can modify all text, add high resolution screenshots and videos and connect their twitter and Facebook feeds on the page. This creates very powerful landing pages for these applications that can be controlled by the developer to a big degree.

### ReferEngine.com/Developer

This is the developer portal where application developers can register their ownership of applications and modify content that shows up within their application’s page on ReferEngine.com. The developers can also get the code packages that they need to install the ReferEngine In-App component within their applications.

### ReferEngine In-App Experience

The ReferEngine in app experience is an additional feature that app developers can sign up for and integrate with their apps. Once integrated, this experience can ask app-customers to submit a verified recommendation on Refer Engine. Verified recommendations are recommendations that can only happen from within the applications. The developer can optionally choose to offer an incentive or an in-app reward based on the result of the customer’s recommendation. Refer Engine will track these recommendations and calculate what rewards every customer earns and notify the developers of these rewards.

Developers who participate in the In-App experience have additional capabilities such as contacting their customers directly through Refer Engine.

## Implementation

Refer Engine is implemented as a native cloud application with several cloud service endpoints, background workers and data stores.

### ReferEngine.Cloud

ReferEngine.Cloud is the main cloud service that responds to all requests made to any part of [www.ReferEngine.com](http://www.ReferEngine.com). This includes all three services mentioned above. It includes those components:

#### ReferEngine.Web Web Worker

This is the main worker that all requests made to [www.ReferEngine.com](http://www.ReferEngine.com) are services. It is implemented as an ASP.NET MVC Application.

#### ReferEngine.DataWriter

This is a background worker that the Web Worker sends database updates to. This is used so web requests are not blocked on database writes which could be costly.

### ReferEngine.Workers

This is a cloud service that contains several background workers that are necessary to make Refer Engine work as required.

#### ReferEngine.Workers.WinApps

Collects Windows 8 apps

#### ReferEngine.Workers.iOSApps

Collects iOS apps info.

#### ReferEnigne.Workers.RewardGenie

This is the worker that scans the latest activity that is happening on Refer Engine and determines which users have earned which rewards from which app developers.

#### ReferEngine.Workers.Pinger

### Data Stores

Refer Engine collects a lot of information.

#### ReferEngine\_db SQL Database

#### Cloudinary Image Delivery Service

#### Melissa IP Check Service