

# Choice App and Social Network

## FIELD OF INVENTION

The present invention relates to an app and web based social network designed to be a fast and easy way for people to post, get answers to, and vote on questions in the form of polls and predictions. Choice is a free platform where people can get opinions, share decisions, and discuss the outcome of everything from everyday life to the biggest events.

## BACKGROUND OF THE INVENTION

Traditionally polling and prediction based services focus on two things: one specific topic and gambling. Choice takes a more open approach by allowing users to post questions about any topic they like without the need for gambling or exchanging money in any way. We offer a social environment with public and private forums that allows our users to feel safe and have fun while sharing and getting opinions. We differentiate ourselves from other social networks by filling a fast and easy question-based niche.

## BRIEF DESCRIPTION OF THE DRAWINGS

- FIG. 1 Create a post screen. User can create a poll or prediction from this screen.
- FIG. 2 Native date picker feature available for predictions to set an exact end time.
- FIG. 3 Share To options where a user can select which audience they want to see the post they are creating.
- FIG. 4 Category selection screen is an optional feature where the user can put their post into a category, allowing the post to be found easier.
- FIG. 5 Groups menu appears if a user wants to create their post and add it directly into a group. Access to this page is through the Share To function.
- FIG. 6 Add Choice native menu allows user to add choices through many options: Add Image From Camera, Add Image From Library, Add Image From Internet, Add Text, & Add Yes / No Choices.
- FIG. 7 Image Selection from Camera Roll lets the user select up to 12 images at one time to populate into their choice options for the post.
- FIG. 8 Add Choice menu after a choice has already been made will appear slightly different than the Add Choice menu before any choices were added. User can now Edit Image From Camera, Edit Image From Library, Edit Image From Internet, or Edit/Add Text.
- FIG. 9 Create post screen that shows what it looks like after Ask something text and

image choices have already been added.

- FIG. 10 The More menu shows all additional features not shown other places in the app. A user can also quickly access their profile, groups, and add new groups from this screen. Setting features such as notifications, share choice, rate choice, terms of use, privacy policy, help, and sign out are also found on this screen.
- FIG. 11 Create Group screen let's a user create a new group and then invite followers.
- FIG. 12 Create Group screen filled out: Image, Name, and Description added. User can select if they want the group to be private and/or closed post.
- FIG. 13 The Invite people screen allows the user to invite/add people to the group they are creating. Those users who have their profiles set to private will get an invite, all others will be added to the group automatically.
- FIG. 14 Feed screen showing a post that no one has voted on, reposted, shared, or commented on. The footer has links to the home, search, create, alerts, and more screens. The user can click Feed or Home to reload their feed.
- FIG. 15 Feed screen showing posts that have votes. The predictions (top) has ended but has not yet been resulted. The predictions (bottom) has not yet ended.
- FIG. 16 If a user holds after pressing a choice that is an images, it will open a viewing menu that lets the user swipe left and right through all available choices in full-screen. If the choices have text, the text will appear at the bottom of the screen. Once the user is finished viewing the images, they can click Done to go back to the post.
- FIG. 17 Feed screen showing a resulted prediction and a poll the user has voted on. The resulted prediction was voted on by the user and got the answer wrong. A green border appears around the correct answers and a red border with an X mark appears around the choice the user made but got incorrect.
- FIG. 18 Feed screen showing a poll that the user has voted on and has also been reposted, discussed, and shared as well.
- FIG. 19 Native menu showing additional features for a post the user didn't create. The user can flag the post, save an image of a post, and follow/unfollow the creator of the post.
- FIG. 20 Native menu showing additional features for a post the user created. The user can flag the post, view the group a post was created in, save an image of a post, change the Share To of the post, and delete the post.
- FIG. 21 Shows two things: 1. At the top of the figure it shows the internal, native notification when people have been successfully invited to a group. At the bottom of the figure it shows a group to select from when defining where a post will be directed when it is reposted to a group or created.
- FIG. 22 This is the discussion screen. Users can add comments (up to 160 characters) and debate posts.
- FIG. 23 Shows two things: 1. At the top of the figure it shows the internal, native notification when a group is successfully created. 2. It shows a short list of followers a user can select from inviting or adding people to a group.
- FIG. 24 Native menu for when a user clicks Repost. They can repost to their followers or

to a group. If the user selects group it will open up a list of groups to which the user belongs with the option to create a new group if needed.

FIG. 25 Native menu allowing a user to share a post or use other native functions to manipulate the post.

FIG. 26 Native share menu. User can edit text and select things like album, location, audience, etc.

FIG. 27 Share image when a user shares or saves a post as an image.

FIG. 28 Share image when a user shares or saves a user profile as an image.

FIG. 29 Share image when a user shares or saves a group as an image.

FIG. 30 Share image when a user shares or saves the Choice app as an image.

## DETAILED DESCRIPTION OF THE INVENTION

### Create Post (FIG. 1-9)

Users can chose to create a poll or a prediction.

- Cancel** (FIG. 1) takes user back to screen from which they accessed the create.
- Create** (FIG. 1) will finalize a post that has all required fields completed. Once create, a post can be deleted (FIG. 20) by an admin or the user.
- Poll/Prediction** (FIG. 1) buttons allows the user to switch between creating a poll or a prediction. If the user has already entered information about the post, it will transfer between these two options. There are only a few differences between these two post types...
  - Polls** have no option to set an end time, but the system automatically ends them in 30 days unless the user extends the life of the post.
  - Prediction** creation gives the user the ability to add an **end time** (FIG. 1) if desired. This is an optional feature, but if no expiration is set, the post will be set to automatically end in 30 days. This can be extended as needed by the user.
- Ask something** i is an optional feature where a user can ask a question that is limited to 140 characters.
- Add Choice (square with +)** (FIG. 1) option allows users to add up to 12 possible choices for users to select from. This is a required feature as it is the premise of the app.
  - Add Choice (initial menu)** (FIG. 6) option gives users five initial choices
    - Add Image From Camera** allows a user to take one image at a time and add that image as a choice. The user can then click the plus sign to add additional images as needed. If a user wants to add images, a minimum of 2 images is required for the post to be created.
    - Add Image From Library** (FIG. 7) allows a user to select up to 12 images at once. The images will populate in the order in which they are selected.

- Add Image From Internet** will open a search function to access three search engines to find images and add them directly from the internet: Bing, Google, and Flickr
- Add Text** allows user to add just text as a choice or add text to a choice that already has an image.
- Add Yes / No Choices** is a fast way to create a yes/no post. It will populate two choice options with Yes in one and No in the other. This can be accompanied by images.
- Add Choice (after choices have been added)** (FIG. 8) allows for editing
  - Remove Choice** to remove an added choice. Will remove text and image if there are both.
  - Edit Image From Camera** opens camera to change image.
  - Edit Image From Library** opens photos to change image.
  - Edit Text** allows user to edit text added to a choice.
- End time** (FIG. 1-2) is an optional feature for predictions only that allows users to set an end time.
- Share to** (FIG. 3) allows the user to select the audience they want to view the post being created.
  - Public** – Searchable and viewable by all users.
  - Only Me** – Completely private and viewable by creator
  - Group** (FIG. 5) – Add post to a group to which you created or are a member.
    - Add** button takes the user through the process of creating a new group and then returning the user to the create post screen when done.
  - Followers** – Only viewable by those who follow the post creator
- Category** (FIG. 4) allows users to (optionally) categorize their post for other users to search for and understand easier.
  - Clear** – user can remove a previously selected category. This would make a post uncategorized.

## Create Group (FIG. 10-13)

From the navigation menu a user can access the groups to which they belong and create groups.

- Add new group** (FIG. 10) gives the user access to the Create Group menu.
  - Add photo** (FIG. 11) user can take a new photo or select a photo from their photo album.
    - Crop** to size gives the user the ability to zoom in and out and adjust the place at which their image will be cropped into a square for the group photo.
    - Take Photo** uses the camera to take a photo

- Back** returns the user to their camera to take another photo.
- Use Photo** will set photo (within crop constraints) as the group photo.
- Photo Library** allows the user to select from photos in their library.
  - Back** will take the user back to their photo library.
  - Use Photo** set image (within crop constraints) as the group photo.
- Name** (FIG. 11-12) will be the name of the group (limited to ).
- Description** (FIG. 11-12) will be a short (characters) explanation of the group.
- Private?** (FIG. 11-12) This will set the group so that only invited or active members can view/access the group content.
- Closed Post?** (FIG. 11-12) If this feature is turned on, only the creator of the group can add new posts into the group. If this feature is turned off, any group member can add new posts to the group.
- Create** (FIG. 11-12) will complete the creation of the group and take the user to an invite screen.
- Invite People** (FIG. 13) gives the creator of the group the ability to invite followers to the group.
  - Select followers:** A checkmark will appear next to each selected follower.
  - Finish** will invite selected followers and take the user back to the screen they accessed Add new group from.
    - Notifications:** All invited users will be notified of the invite and allowed to accept or deny the invitation.

## Post (FIG. 14-24)

A post can be a prediction or a poll and can be viewed on individual pages or in feeds.

- Posters profile picture** (FIG. 14) – clicking will take the clicker to users profile page.
- Posters username** (FIG. 14) – clicking will take the clicker to users profile page.
- Post category, type, share to, and end time/ended** (FIG. 14) – these post identifiers will appear in this order and under the username of the post creator. The end time will change to an “ENDED” tag once a post has expired but before it has been resulted.
- Ask something text** (FIG. 14) – will appear if the creator asked a question while creating the post. If there isn’t an text, this area will shrink and the choices will move up.
- Choice options** (FIG. 14) – options appear in two columns with text, images, or both. There can be a maximum of 12 options per post.
  - Long Hold** (FIG. 16) on photo options – text will also appear if available.
    - Swipe left or right** to view more options
    - Done** to exit the full-screen view and vote
  - Making a choice**

- **Users Choice** (FIG. 15) will appear with a teal border around it.
- **Vote percentages** (FIG. 15) of votes will appear in the upper left corner of each possible choice.
- **Results** (FIG. 17) – Any poll that has ended or prediction that has been resulted (a final, correct answer is submitted) that was found on the main feed, will be duplicated to the Results feed.
  - Polls (FIG. 17) are shown as they would appear on the main feed. As there are no correct or incorrect answers, there's no additional identifying markers on these kinds of post
  - Predictions (FIG. 17) will show the final result and (if the user voted) it will show if the user was correct or incorrect.
    - Correct answer (meaning the user selected correctly) will be highlighted in green with a check mark in the upper right hand corner of the selection.
    - Incorrect answer (meaning the user selected incorrectly) will be highlighted in red with an x mark in the upper right hand corner of the selection.
    - Non-select choices (that are not correct or incorrect) will remain the same as the standard display once a user has made a choice; with a light teal border and the % of votes.
- **Statistics bar** (FIG. 18) – displays stats of the post.
  - **Reposts** (FIG. 18) – Display the number of times the post has been shared in Choice.
  - **Comments** (FIG. 18) – How many comments have been posted in the Discuss area.
  - **Shares** (FIG. 18) – How many times the app was shared outside the Choice network.
  - **Votes** (FIG. 18) – How many people have voted on this post.
- **Down arrow (Additional Menu)** (FIG. 19-20) give the user additional information and options related to the post, post creator, and group
  - **Post creation time** (FIG. 19-20) – when the post was created
  - **Flag Post** (FIG. 19-20) – Yes/No to report a post as inappropriate or offensive
  - **Save post as image** (FIG. 19-20) – Saves an image of the post on the users device
  - **Follow/Unfollow user** (FIG. 19) – user can follow or unfollow a post creator
  - **View Group** (FIG. 20) (only if the post is in a group) – takes user to group page
  - **Delete post** (FIG. 20) (if viewed by post creator only) – user can delete the post

- **Change post 'Share to'** (FIG. 20) – Used to change who can see a post. If the post was created in a group and is changed to another option, it will be removed from the group.
- **Additional Functions** (FIG. 18) – gray bar below post.
  - **Repost** (FIG. 24) – user can share this post to their own 'share to's'. It will still display the original creator, category, type, group, end date, and creation date as the original post.
    - **Followers** (FIG. 24) – will repost to the users timeline for anyone to see.
    - **Group** (FIG. 21, 22, 24) – will repost into a current group to which the user belongs or the user is given the option to create a new group.
  - **Discuss** (FIG. 22) – access the discussion board to make comments about the post. The board will slide up from the bottom of the screen. Discussion comments can be deleted by swiping to the left and then clicking delete.
  - **Share** (FIG. 25-30) – Accesses the native iPhone share function so the user can share our posts to other social networks, as a text message, or email.

## Share (FIG. 25-30)

Choice has a very unique share function. While a user can share as they might through other social platforms, we add the ability to share an image designed for the exact post, profile, or group they want to share.

- **Share** (FIG. 25) - If a user wants to share within the app, they would locate what they want to share and click the share button. This would open the native share function within the app and allow them to select where they would like to share (email, SMS, Facebook, Twitter, etc.).
- All shares also includes text and a link (FIG. 26) for users to access a post, profile, group or redirects to the Choice landing page. The user can change the text to suit their own needs.
  - **Share Post** (FIG. 27) – Shares an image of the post (almost) as it appears within the app. We remove certain functions (like repost, discuss, and share) to make the image appear nicer.
  - **Share Profile** (FIG. 28) – Will share a users profile as it appears (at that time) in the app.
  - **Share Group** (FIG. 29) – Will share the main page of the group (no posts) as it appears (at that time) in the app.
  - **Share App** (FIG. 30) – This shares a “fake” post that is an advertisement for the app.

FIG. 1

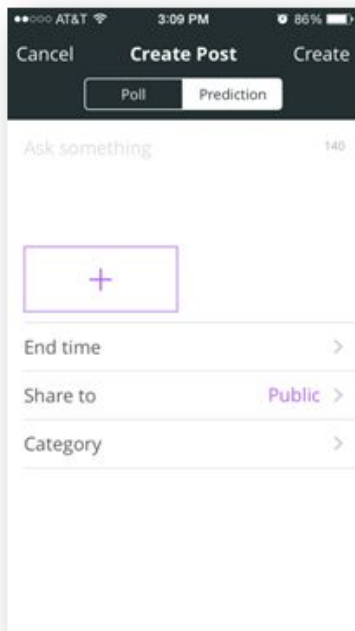


FIG. 2

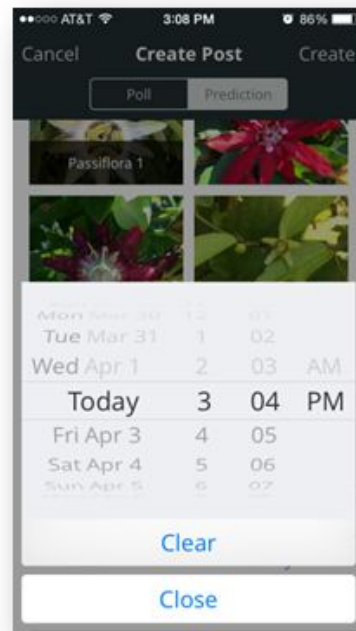


FIG. 3

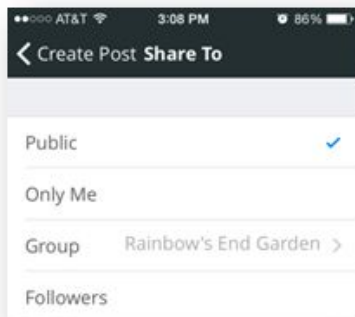


FIG. 4

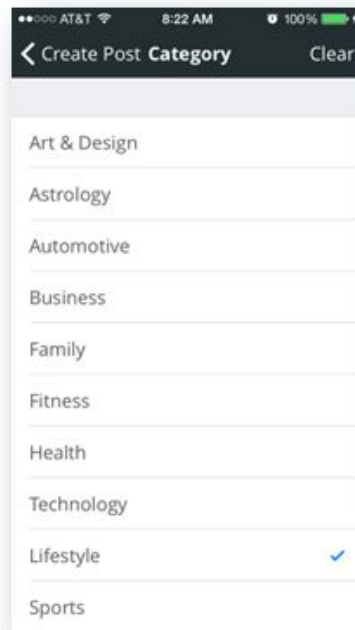


FIG. 5

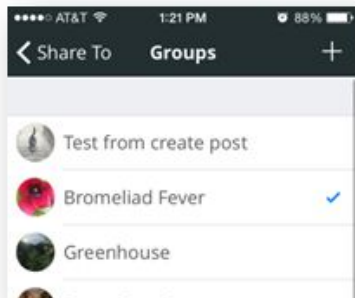




FIG. 6

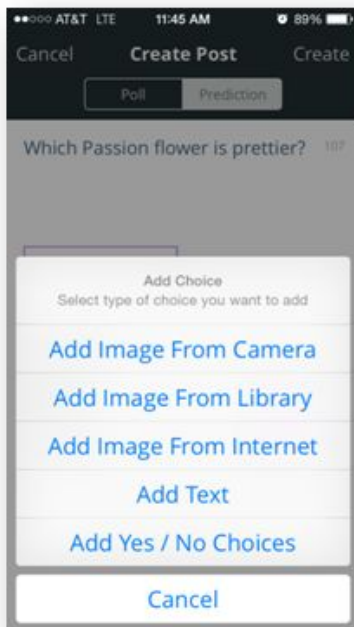


FIG. 7

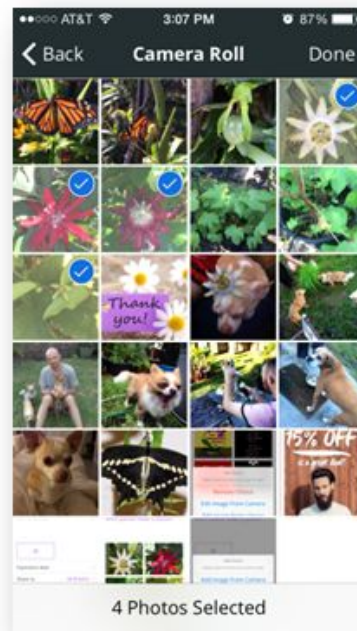


FIG. 8

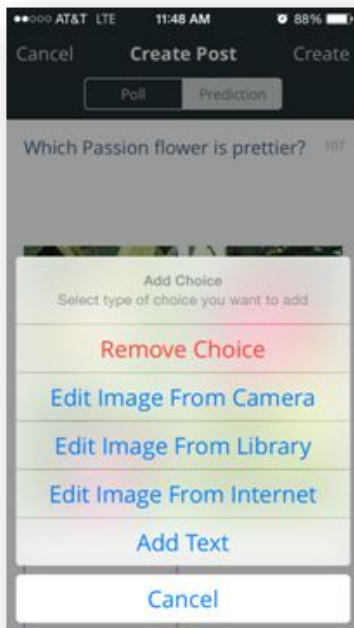


FIG. 9

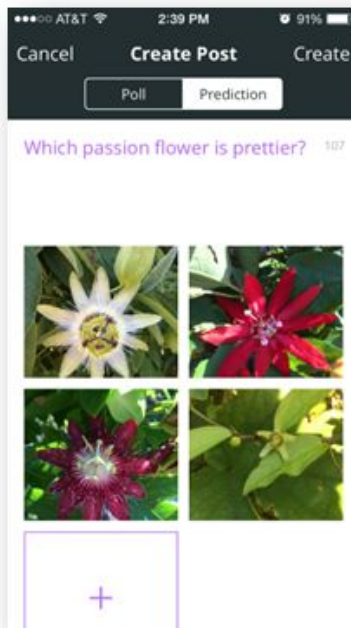


FIG. 10

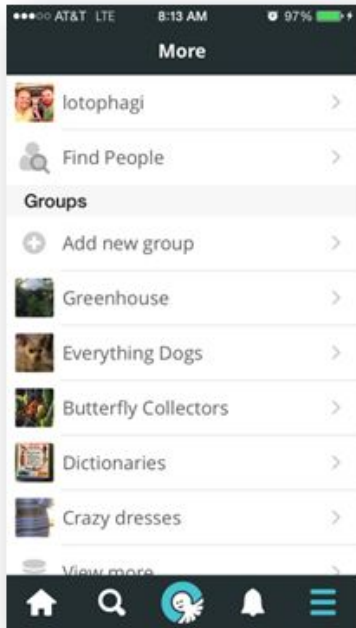


FIG. 11

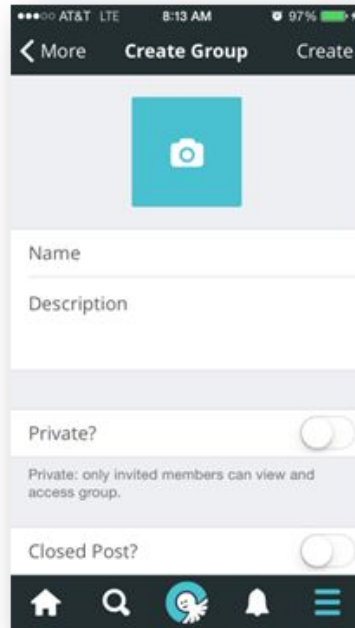


FIG. 12

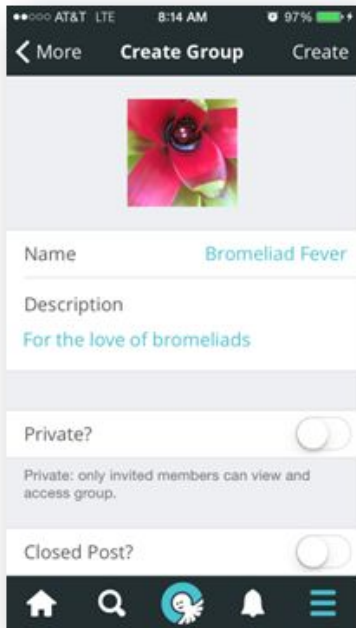


FIG. 13

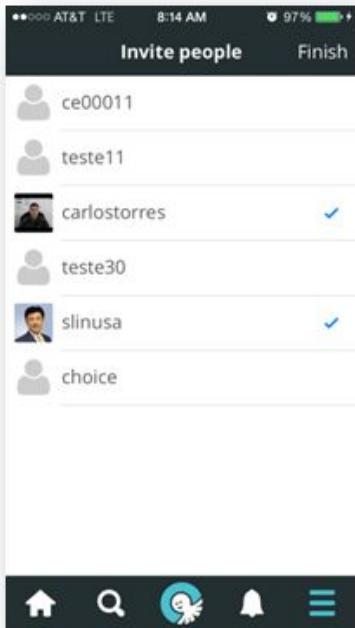


FIG. 14



FIG. 15

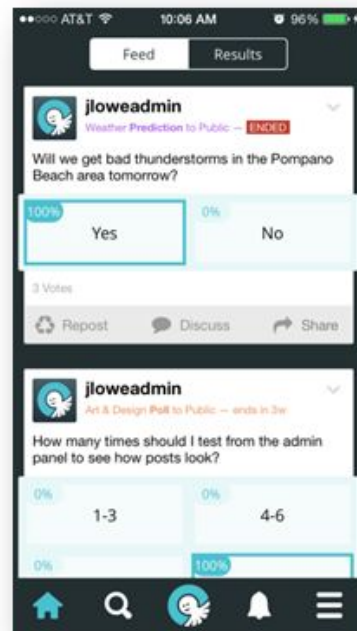


FIG. 16



FIG. 17

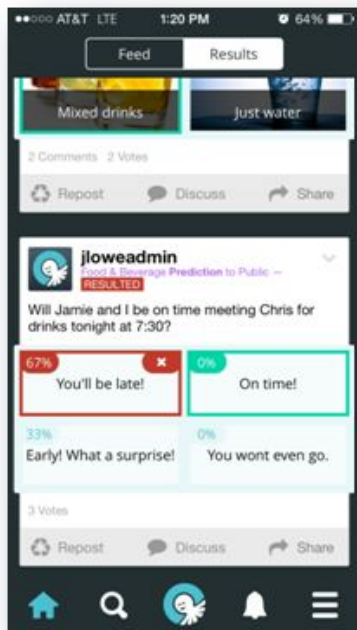


FIG. 18



FIG. 21



FIG. 23

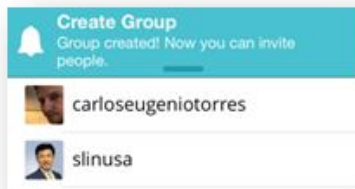


FIG. 24

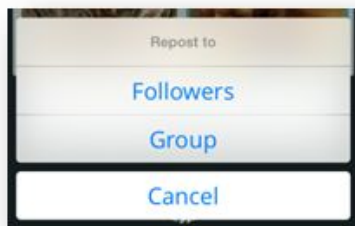


FIG. 1\*

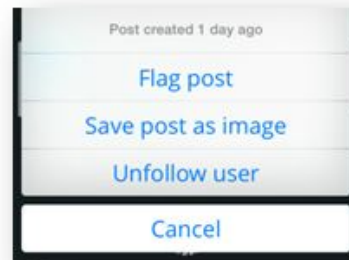


FIG. 20

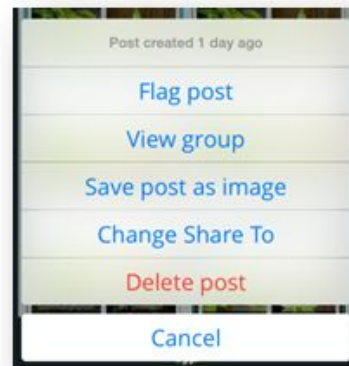


FIG. 22

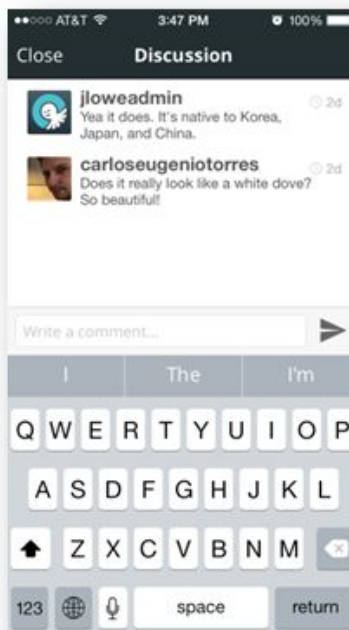


FIG. 25



FIG. 26



FIG. 27



FIG. 28



FIG. 29



FIG. 30

