

Exhibit B

(12) **United States Patent**
Biebesheimer et al.

(10) **Patent No.: US 6,778,193 B2**
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(54) **CUSTOMER SELF SERVICE ICONIC
 INTERFACE FOR PORTAL ENTRY AND
 SEARCH SPECIFICATION**

(List continued on next page.)

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(57) **ABSTRACT**

A graphical user interface for a customer self service system that performs resource search and selection. The interface comprises an entry field enabling entry of a query for a resource and selection of one or more user context icons, each representing a context associated with the current user situation, and having context attributes associated therewith; a first visual workspace is provided for visualizing and exploring the set of resources that the customer self service system has determined to match the user's query, the system indicating a degree of fit of the determined resources with the query, based on the user's context, associated resource selection parameters and associated relevant resource evaluation criteria utilized by a search mechanism in the system; and, a second visual workspace including detail specification workspace for enabling user to select and modify user context attribute values and further relevant resource evaluation criteria; and a mechanism for enabling the user to continuously navigate among the first and second visual workspaces to enable increased specificity and accuracy of query's search parameters and resource evaluation criteria and thereby identify and improve selection logic and response sets fitted to a query. The graphical user interface permits user interactivity for querying a customer self service system and enhancing response set results for a variety of self service domains including education, real estate and travel.

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(65) **Prior Publication Data**

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(51) **Int. Cl.** **G06F 15/00**

(52) **U.S. Cl.** **345/805; 345/854**

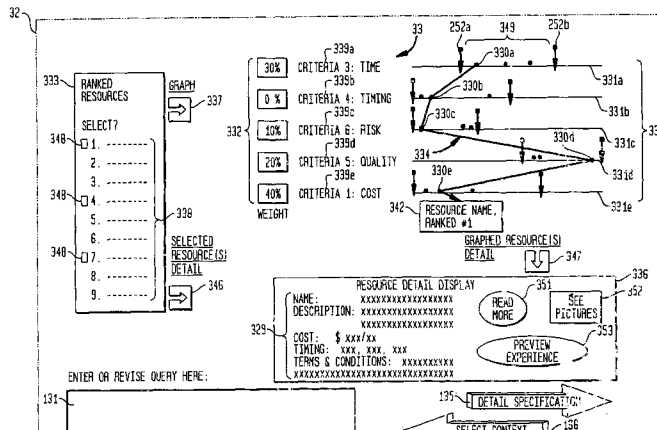
(58) **Field of Search** 345/853-855,
 345/711, 802, 803, 804, 805, 799, 800,
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 811, 815-818; 707/1, 10, 11, 5, 3; 706/60,
 11, 47, 45

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17 Claims, 9 Drawing Sheets



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FIG. 1

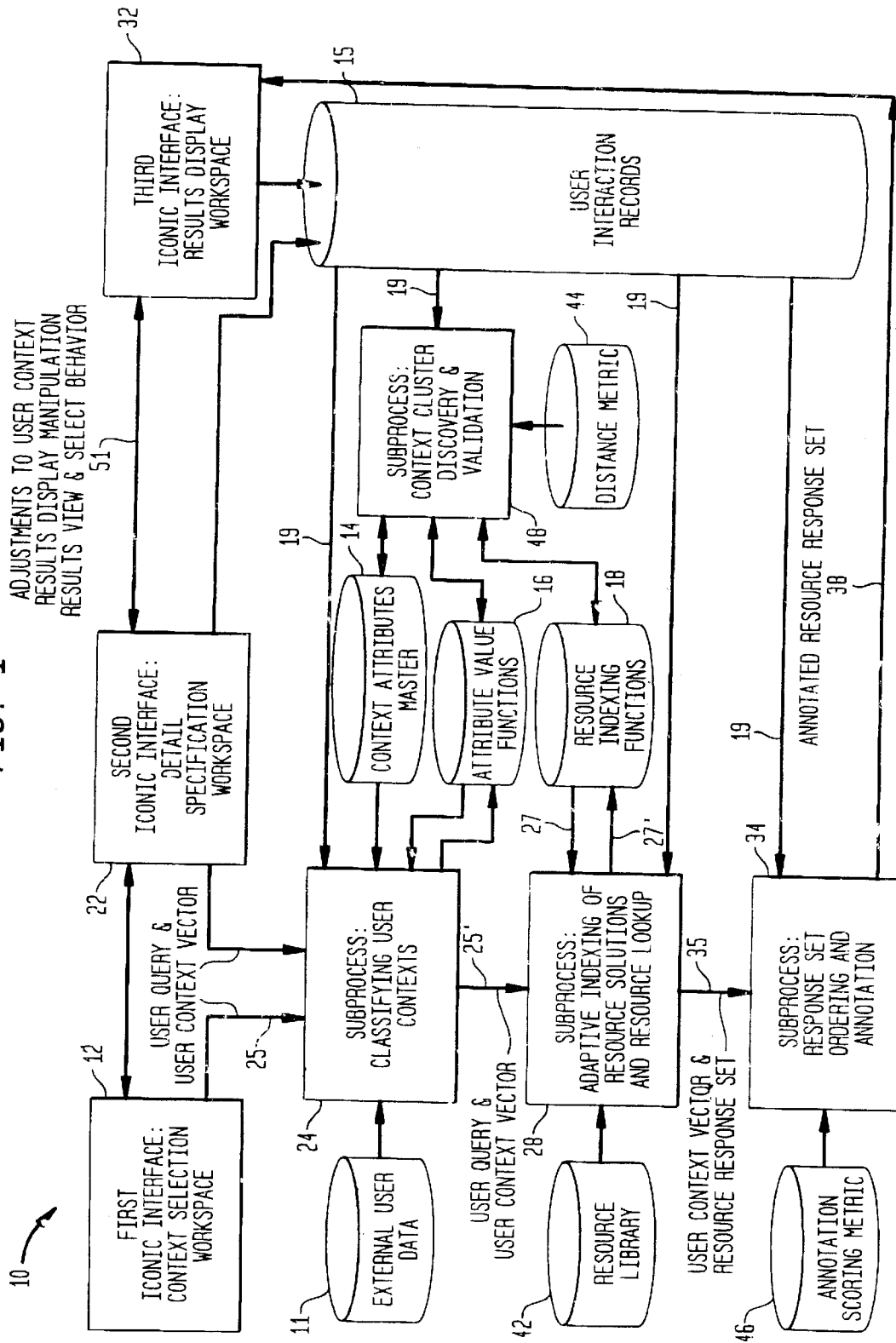
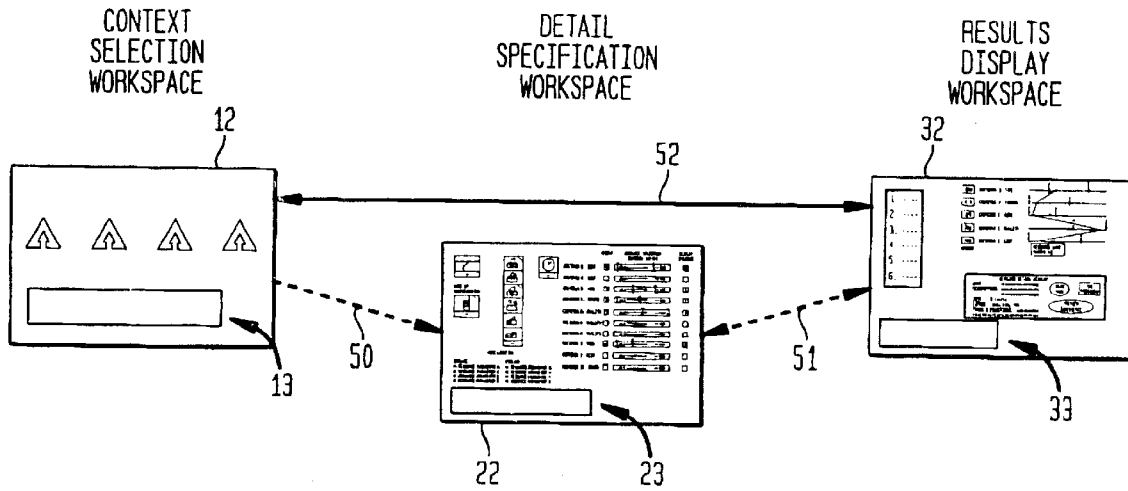


FIG. 2



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