

Pop-up Blocker Enhancement

Description

This internet program would block pop ups based on previous preferences.

In the internet age, users often experience pop up ads in a variety of websites that they visit. To ameliorate this problem, many companies have developed pop-up blockers that prevent many of these pop ups from appearing during the users internet browsing experience. The problem that occurs in many of these pop-up ad blockers is that they often block all ads, even if some ads may be of particular interest to the user. Also, the pop blocker tends to neglect/miss particular pop ups that often times “hide” behind the particular screen that one is viewing on the internet. For example, a user will open a page using a web browser, and the pop up will instantaneously appear, but it will appear “behind” the page the user is viewing. Hence, when the user closes all internet browsing windows, the pop-ups are still on the screen, thus, defeating the purpose of the pop-up blocker.

As mentioned, some pop-ups are of particular relevance to the user, while others are not. The pop-up blocker enhancement, would serve as an add-on to the various web browsers. When the user downloads the application, a screen will appear upon installation asking the user their interests. After the user types their interests, anything outside of these interests will be blocked – whether it is a pop-up or pop-under ad. After the user begins to use the internet, and begins visiting particular sites frequently, the enhancement will detect the subjects the user is interested in. For example, if the user frequently visits the automobile weekly website, the pop-up blocker enhancement will detect that one of the users interests is automobiles, despite the fact that the user may not have initially declared that this was an interest in the “initial” interest screen. Consequently, a pop up screen will appear on the screen asking if the user would be interested in automobile related material, despite the fact that it was not an initial interest (yes or no). If the user checks “yes”, the pop ups relating to automobile material will appear. If the user clicks “no”, the pop ups will continue to be blocked. The user also has the choice to edit their settings. If they would like to add more subjects of “pop-up interest”, they will be able to enter it. If they would like to delete “pop-up interest”, they can do so as well. (See Figure 3)

Figure 3

