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**Libin**

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(54) **AUTOMATIC PRIORITIZATION AND DELIVERY OF AUDIO-VISUAL NOTIFICATIONS OPTIMIZED FOR USER WORKFLOW**

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(52) **U.S. Cl.**

CPC ..... *G06F 9/542* (2013.01); *G06F 9/546* (2013.01); *H04L 67/24* (2013.01)

(58) **Field of Classification Search**

None

See application file for complete search history.

(56) **References Cited**

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(57) **ABSTRACT**

Managing push notifications for a user includes buffering a plurality of notifications, sorting the notifications based on relevance of the notifications to the user and workflow of the user, and delivering the notifications to the user in an order corresponding to sorting the notifications. Sorting may include classifying the notifications into categories that include user notifications, transactional notifications, promotional notifications, and system notifications. Sorting may include associating each of the notifications with aspects of the workflow of the user. Sorting may include scoring notifications according to notification relevance factors and prioritizing the notifications according to an aggregate relevance score of each of the notifications. The notification relevance factors may depend on notification properties, activities of the user, user settings, a physiological and emotional state of the user, and/or user interaction with content. The notification properties may include expiring, non-expiring, recurrence, non-recurrence, audio delivery format, and/or visual delivery format.

**25 Claims, 6 Drawing Sheets**

