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(54) **USER SEGMENTATION USER INTERFACE**

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(52) **U.S. Cl.** **707/805; 707/752; 707/802; 715/853;**
715/854; 705/7.33

(58) **Field of Classification Search** None
See application file for complete search history.

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(57) **ABSTRACT**

A facility for defining a distinguished segment of individuals within a population of individuals is described. The facility displays a prompt for user input specifying a natural-language characterization of a segment membership criterion for identifying individuals who are members of the distinguished segment. The facility then receives, in response to the displayed prompt, user input specifying a natural-language characterization of a segment membership criterion for identifying individuals who are members of the distinguished segment.

6 Claims, 23 Drawing Sheets

