

CLAIMS

1. A method for implementing service operations based on images, the method comprising:
receiving an image sharing request sent by a first user, the image sharing request including
5 one or more images to be shared;

storing (S101) attribute information comprised in the image sharing request, wherein the
attribute information comprises first location information of the one or more images and text
information entered by the first user when the first user shares the one or more images;

searching (S102), based on the first location information and the text information, a
10 database for a service object associated with the one or more images, the searching (S102)
comprising:

searching the database for a service object that matches the first location
information to determine a matching service object, and only

when a plurality of service objects are found, additionally matching the text
15 information against the respective information about each found service object to determine the
matching service object, and

determining that the determined matching service object is the service object that
is associated with the one or more images;

sending (S103) the one or more images to a second user associated with the first user ;

20 sending (S103) information about the matching service object to the second user based on a
predetermined policy ; and

sending, by a server to a first device used by the first user, an identifier of the service object.

2. The method according to claim 1, wherein sending (S103) the information about the
25 service object to the second user based on the predetermined policy comprises:

in response to receiving a service operation request for the one or more images that is sent
by the second user, sending the information about the service object to the second user.

3. The method according to claim 2, wherein the service operation request is an
30 identification request of the service object.

4. The method according to claim 3, wherein sending (S103) the information about the service object to the second user comprises:

 sending name information of the service object to the second user.

5 5. The method according to claim 3, wherein sending (S103) the information about the service object to the second user comprises:

 sending second location information of the service object in the database to the second user, so that a client of the second user invokes a map app and locates the service object in the map app.

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6. The method according to claim 2, wherein the service operation request comprises a service search request of the service object and sending (S103) the information about the service object to the second user comprises:

15 sending service information of the service object to the second user, so that the second user can check the service information.

7. The method according to claim 6, wherein the service information comprises at least one of the following information: an experience service, a contact number, promotion information, and discount information.

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8. The method according to claim 2, wherein the service operation request comprises a payment request and sending (S103) the information about the service object to the second user comprises:

25 sending payment information of the service object to the second user, so that a client of the second user jumps to a payment page oriented to the service object.

9. The method according to claim 1, wherein sending (S103) the information about the service object to the second user based on the predetermined policy comprises:

30 sending the information about the service object and the one or more images to the second user together.

10. The method according to claim 1, wherein the one or more images are displayed (S201) and shared by a first user associated with a current user.

5 11. The method according to claim 10, wherein
in response to detecting predetermined operations performed by the current user on the one or more images shared by the first user, one or more service operation options are displayed, and if the current user selects the service operation option, it is determined that the service operations performed on the one or more images shared by the first user are detected.

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12. A device (900, 1000) for implementing service operations based on images, the device comprising a plurality of modules configured to perform the method of any one of claims 1 to 11.