CLAIMS

1. A method for displaying online products on a display screen of a computing device, the method comprising:

determining an arrangement of display slots of a product shelf based on an aspect ratio of the display screen, the product shelf having a visual center and each of the display slots configured to display one of the online products;

assigning an attention ranking to the display slots by comparing the distances between each one of the display slots and the visual center of the product shelf;

determining a priority ranking for the online products; and

displaying on the display screen, the online products in the display slots according to a matching of the attention ranking of the display slots with the priority ranking of the online products.

2. The method according to claim 1, wherein the attention ranking is assigned to the display slots by further comparing a degree of attention paid to each one of the display slots.

3. The method according to claim 2, wherein the attention ranking is assigned to the display slots based on a weighted sum of the comparison of the distances between each one of the display slots and the visual center of the product shelf, and the comparison of the degree of attention paid to each one of the display slots.

4. The method according to any one of the preceding claims, wherein the product shelf comprises at least one of:

a nine-rectangular-grid product shelf in which the display slots are arranged in three rows and three columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 2, a display slot of row 2 and column 2, a display slot of row 3 and column 2, a display slot of row 1 and column 1, a display slot of row 1 and column 3, a display slot of row 2 and column 1, a display slot of row 2 and column 3, a display slot of row 3 and column 1, and a display slot of row 3 and column 3;

an eight-rectangular-grid product shelf in which the display slots are arranged in two rows and four columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 2, a display slot of row 1 and column 3, a display slot of row 2 and column 2, a display slot of row 2 and column 3, a display slot of row 1 and column 1, a display slot of row 1 and column 4, a display slot of row 2 and column 1, and a display slot of row 2 and column 4; or

a six-rectangular-grid product shelf in which the display slots are arranged in three rows and two columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 1, a display slot of row 1 and column 2, a display slot of row 2 and column 1, a display slot of row 2 and column 2, a display slot of row 3 and column 1, and a display slot of row 3 and column 2.

5. The method according to any one of the preceding claims, wherein the distance between each one of the display slots and the visual center of the product shelf comprises a distance between a geometric center of each one of the display slots and the visual center of the product shelf.

6. The method according to any one of the preceding claims, wherein the visual center of the product shelf is a golden section point in an upper left corner of the product shelf.

7. The method according to any one of the preceding claims, wherein the arrangement structure of the display slots of the product shelf is determined based on the following conditions:

if the aspect ratio of the display screen falls within a first ratio range, the display slots are arranged using a 3×3 nine-rectangular-grid product shelf;

if the aspect ratio of the display screen falls within a second ratio range, the display slots are arranged using a 2×4 eight-rectangular-grid product shelf; and

if the aspect ratio of the display screen neither falls within the first ratio range nor the second ratio range, the display slots are arranged using a 3×2 six-rectangular-grid product shelf, wherein the first ratio range and the second ratio range do not overlap.

8. The method according to any one of the preceding claims, wherein the priority ranking of the online products is determined using at least one of a data mining algorithm, a machine learning algorithm, and a big data analytics algorithm.

9. The method according to any one of the preceding claims, wherein the priority ranking of the online products is determined based on a user preference indicated by a user's search.

10. An apparatus comprising a plurality of modules configured to perform the method according to any one of claims 1 to 9.