

What is claimed is

1. A method for starting a service process, applied by a terminal device, comprising:
scanning a displayed QR code that comprises a first QR code and a copywriting text to
obtain barcode information from the first QR code;
5 obtaining a copywriting image, wherein the copywriting image is an image of the
copywriting text used for specifying a service function;
initiating a connection to a server using the barcode information;
sending a service request message comprising the copywriting image to the server,
wherein the server is to recognize the copywriting text in the copywriting image and
10 determine service entry information corresponding to the copywriting text according to a
correspondence relationship between the copywriting text and the service entry information;
and
receiving the service entry information returned by the server; and
starting a service process by using the service entry information, the service process
15 having the service function specified by the copywriting text.
2. The method according to claim 1, wherein the barcode information comprises: a
barcode provider identifier; the service request message further comprises: the barcode
provider identifier; and
20 the server determining service entry information according to a correspondence
relationship between the copywriting text and the service entry information comprises: the
server determining the service entry information according to a correspondence relationship
among the barcode provider identifiers, the copywriting text and the service entry
information.
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3. The method according to claim 1, wherein the copywriting text comprises: attitude
information of the terminal device; and
the scanning the displayed QR code to obtain barcode information and the copywriting
text comprises: scanning the displayed QR code to obtain the barcode information, and using
30 output data of a gyroscope of the terminal device to determine the attitude information of the
terminal device when scanning the displayed QR code.
4. The method according to claim 1, wherein the scanning the displayed QR code to

obtain barcode information and the copywriting text comprises:

scanning the displayed QR code to obtain the barcode information, receiving a fingerprint input by a user and generating fingerprint data, and using the fingerprint data as the copywriting text; or,

- 5 scanning the displayed QR code to obtain the barcode information, receiving a fingerprint input by a user, recognizing the input fingerprint to obtain a corresponding fingerprint identifier, and using the fingerprint identifier as the copywriting text.

10 5. The method according to claim 1, wherein the scanning the displayed QR code to obtain barcode information and obtain the copywriting text comprises:

scanning the displayed QR code to obtain the barcode information, receiving a speech input by a user and generating audio data, and using the audio data as the copywriting text; or,

- 15 scanning the displayed QR code to obtain the barcode information, receiving a speech input by a user, recognizing the input speech to obtain text of speech, and using the text of speech as the copywriting text.

20 6. A method for starting a service process, applied to a server, wherein the server maintains a correspondence relationship between copywriting text and service entry information, and the method comprises:

creating a connection to a terminal device, the connection initiated by the terminal device using barcode information;

- 25 receiving a service request message from the terminal device, wherein the barcode information has been obtained from a first QR code of a scanned displayed QR code, the displayed QR code further comprising a copywriting text, the service request message comprising a copywriting image, wherein the copywriting image is an image of the copywriting text used for specifying a service function;

30 recognizing the copywriting text in the copywriting image, and searching the correspondence relationship to obtain service entry information corresponding to the copywriting text; and

returning the service entry information to the terminal device, for the terminal device to start a service process by using the service entry information, the service process having the service function specified by the copywriting text.

7. The method according to claim 6, wherein the correspondence relationship between copywriting text and service entry information comprises: a correspondence relationship among barcode provider identifiers, the copywriting text and service entry information;
the service request message further comprises: a barcode provider identifier; and
5 the recognizing the copywriting text in the copywriting image, and searching the correspondence relationship to obtain service entry information corresponding to the copywriting text comprises: searching the correspondence relationship to obtain service entry information corresponding to the barcode provider identifier and the copywriting text.
- 10 8. The method according to claim 6, wherein the copywriting text comprises: attitude information of the terminal device; the method further comprising: using the attitude information received from the terminal device as the second function information.
- 15 9. The method according to claim 6, wherein the copywriting text comprises: fingerprint data; and the method further comprises: recognizing the fingerprint data to obtain a corresponding fingerprint identifier; or,
the copywriting text comprises: a fingerprint identifier; and method further comprises: using the fingerprint identifier received from the terminal device as the copywriting text.
- 20 10. The method according to claim 6, wherein the copywriting text comprises: audio data; and the method further comprises: recognizing the audio data and determining a function keyword expressed by the audio data according to a recognition result; or,
the copywriting text comprises: text of speech; and the method further comprises: determining a function keyword expressed by the text of speech.
- 25 11. The method according to claim 6, further comprising: returning default service entry information to the terminal device when the correspondence relationship does not comprise the copywriting text.
- 30 12. An apparatus for starting a service process, applied to a terminal device, the apparatus comprising:
a first function information obtaining unit configured to:
scan a displayed QR code that comprises a first QR code and a copywriting text to obtain barcode information and obtain barcode information of the barcode, the copywriting

text being used for specifying a service function, and

obtaining a copywriting image, wherein the copywriting image is an image of the copywriting text;

a service request sending unit configured to:

5 initiate a connection to a server using the barcode information, and

send a service request message comprising the copywriting text to the server, wherein the server is to recognize the copywriting text in the copywriting image and determine service entry information according to a correspondence relationship between the copywriting text and the service entry information; and

10 a service entry information receiving unit configured to receive the service entry information returned by the server, and start a service process by using the service entry information, the service process having the service function specified by the copywriting text.

13. An apparatus for starting a service process, applied to a server, wherein the server
15 maintains a correspondence relationship between copywriting text and service entry information, and the apparatus comprises:

a service request message receiving unit configured to:

create a connection to a terminal device, the connection initiated by the terminal device using barcode information,

20 receive a service request message from the terminal device, wherein the barcode information has been obtained from a first QR code of a scanned displayed QR code, the displayed QR code further comprising a copywriting text, the service request message comprising a copywriting image, wherein the copywriting image is an image of the copywriting text used for specifying a service function;

25 a second function information unit configured to:

recognize the copywriting text in the copywriting image, and

search the correspondence relationship to obtain service entry information corresponding to the copywriting text; and

a service entry information sending unit configured to return the service entry
30 information to the terminal device, for the terminal device to start a service process by using the service entry information, the service process having the service function specified by the copywriting text.

14. A terminal device, comprising: a memory and a processor, wherein the memory

stores a computer program executable by the processor, and when executing the computer program, the processor implements the steps of any one of claims 1-5.

5 15. A computer device, comprising: a memory and a processor, wherein the memory stores a computer program executable by the processor, and when executing the computer program, the processor implements the steps of any one of claims 6-11.

10 16. A computer readable storage medium storing a computer program, wherein the computer program, when executed by a processor, implements the steps of any one of claims 1-5.

15 17. A computer readable storage medium storing a computer program, wherein the computer program, when executed by a processor, implements the steps of any one of claims 6-11.