SEARCH METHOD AND APPARATUS, AND ELECTRONIC DEVICE

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present application claims priority to Chinese Patent Application No. 202510128544.4, filed on January 27, 2025, and entitled "SEARCH METHOD AND APPARATUS, AND ELECTRONIC DEVICE", which is hereby incorporated by reference in its entirety.

TECHNICAL FIELD

[0002] The present disclosure relates to the field of computer technologies, and in particular, to a search method and apparatus, and an electronic device.

BACKGROUND

[0003] With the development of computers, users may use electronic devices to implement various functions. For example, users may watch videos, shop, etc. via electronic devices.

[0004] In some scenarios, a user may browse a product trading platform. The product trading platform may provide a product selection interface. In a search box of the product selection interface, a name of a desired product may be input to search for the desired product.

SUMMARY

[0005] The part of the disclosure is provided so as to introduce ideas in a brief form, which will be described in detail in the following part of detailed description. The part of the disclosure is not intended to identify key features or necessary features of the claimed technical solution, nor is it intended to limit the scope of the claimed technical solution required.

[0006] In a first aspect, an embodiment of the present disclosure provides a search method, including: displaying a first search control in a product information interface; displaying a second search control in the product information interface, where the second search control is obtained based on the first search control; and displaying second product information in the second search control, where the second product information has an association relationship with first product information, and the first product information is determined based on a product on which a user of the product information interface has performed a preset operation.

[0007] In a second aspect, an embodiment of the present disclosure provides a search apparatus, including: a first display unit, configured to display a first search control in a product information interface; a second display unit, configured to display a second search control in the product information interface, where the second search control is obtained based on the first search control; and a third display unit, configured to display second product information in the second search control, where the second product information has an

association relationship with first product information, and the first product information is determined based on a product on which a user of the product information interface has performed a preset operation.

[0008] In a third aspect, an embodiment of the present disclosure provides an electronic device, including: one or more processors; and a storage apparatus, configured to store one or more programs, and when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the search method according to the first aspect.

[0009] In a fourth aspect, an embodiment of the present disclosure provides a computer-readable medium, having a computer program stored thereon, and when the program is executed by a processor, the steps of the search method according to the first aspect are implemented.

BRIEF DESCRIPTION OF THE DRAWINGS

[00010] The above and other features, advantages and aspects of various embodiments of the present disclosure will become more apparent when taken in conjunction with the drawings and with reference to the following detailed description. Throughout the drawings, the same or similar reference numbers refer to the same or similar elements. It should be understood that the drawings are schematic and that the components and elements are not necessarily drawn to scale.

[00011] FIG. 1 is a flowchart of an embodiment of a search method according to the present disclosure;

[00012] FIGS. 2A, 2B and 2C are schematic diagrams of an application scenario of a search method according to the present disclosure;

[00013] FIG. 3 is a schematic diagram of an application scenario of a search method according to the present disclosure;

[00014] FIG. 4 is a schematic diagram of an application scenario of a search method according to the present disclosure;

[00015] FIG. 5 is a schematic structural diagram of an embodiment of a search apparatus according to the present disclosure;

[00016] FIG. 6 is an exemplary system architecture to which a search method of an embodiment of the present disclosure may be applied; and

[00017] FIG. 7 is a schematic diagram of a basic structure of an electronic device provided according to an embodiment of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[00018] Embodiments of the present disclosure will now be described in detail with reference to the drawings. Although certain embodiments of the present disclosure are shown in the drawings, it should be

understood that the present disclosure may be implemented in various forms and should not be construed as limited to the embodiments set forth herein. Instead, these embodiments are provided for a more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are only for illustrative purposes and are not intended to limit the protection scope of the present disclosure.

[00019] It should be understood that the various steps described in the method implementations of the present disclosure may be performed in different orders and/or in parallel. Furthermore, the method implementations may include additional steps and/or omit performing the illustrated steps. The scope of the present disclosure is not limited in this regard.

[00020] As used herein, the term "include/comprise" and variations thereof are open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" is "at least partially based on". The term "an embodiment" means "at least one embodiment"; the term "another embodiment" means "at least one other embodiment"; the term "some embodiments" means "at least some embodiments". Relevant definitions of other terms will be given in the following description.

[00021] It should be noted that concepts such as "first" and "second" mentioned in the present disclosure are only used to distinguish different apparatuses, modules or units, and are not used to limit an order or interdependence of functions performed by these apparatuses, modules or units.

[00022] It should be noted that the modifications of "one" and "a plurality of" mentioned in the present disclosure are illustrative and not restrictive, and those skilled in the art should understand that unless otherwise clearly indicated in the context, they should be understood as "one or more".

[00023] The names of messages or information exchanged between multiple apparatuses in the implementations of the present disclosure are only for illustrative purposes, and are not intended to limit the scope of these messages or information.

[00024] Please refer to FIG. 1, which illustrates a flow of an embodiment of a search method according to the present disclosure. As shown in FIG. 1, the search method includes the following steps:

[00025] Step 101, a first search control is displayed in a product information interface.

[00026] In this embodiment, an execution body (such as a server and/or a terminal device) of the search method may display a first search control in a product information interface.

[00027] Here, the product information interface may be used to display product information. The product information interface may also be used to select products. As an example, the product information interface may include a home page of a trading platform.

[00028] Here, the first search control may be used to receive a search term. A form of the first search control may include a search box.

[00029] Step 102, a second search control is displayed in the product information interface, where the second search control is obtained based on the first search control.

[00030] Here, the first search control may be changed to obtain the second search control. A manner of changing the first search control may be various, which is not limited here.

[00031] Here, changing the first search control to obtain the second search control may refer to that after the first search control is changed, the first search control no longer exists, and the search control becomes the second search control. Changing the first search control includes changing a display style of the first search control, and also includes changing a display position of the first search control.

[00032] Step 103, second product information is displayed in the second search control.

[00033] Here, the second product information has an association relationship with first product information, and the first product information is determined based on a product on which a user of the product information interface has performed a preset operation.

[00034] Optionally, the second product information may be information indicating a specific product, and may be product category information.

[00035] In some embodiments, the second product category information has an association relationship with first product category information, and the first product category information is determined based on a first product on which a user of the product information display interface has performed a preset operation. Optionally, the user of the product information display interface may be a login user of the product information display interface.

[00036] Optionally, the first product may be a product on which a preset operation, as indicated by a previous interface of the product information interface, is completed, or may be a product on which the preset operation is performed and completed within a preset time period (for example, within X minutes before a current time point).

[00037] Optionally, the first product may be any item, either physical or virtual.

[00038] In some embodiments, the preset operation includes one or more of the following: favoriting, adding to shopping cart, and purchasing.

[00039] As an example, the first product is a summer lotion of brand A, and the first product category is summer lotion; and the second product category is facial essence.

[00040] It should be noted that in the search method provided by this embodiment, the first search control may be displayed in the product information interface, and then the first search control is changed to become

the second search control; the second product information is displayed in the second search control, and the second product information has an association relationship with the first product information, and the first product information is determined based on the first product on which the user of the product information display interface has performed the preset operation; and in response to a search operation, a search is performed based on the second product information and a corresponding search result is displayed. In this way, through the change of the search control in the product information interface, that is, from the first search control to the second search control, the second product information in the second search control is highlighted, which facilitates the search for the associated product of the first product on which the preset operation has been performed, and not only the operation steps for the user to initiate the search may be reduced, and the search efficiency of the user may be improved; but also the second product information for search is automatically provided, and the accuracy of the search result may be improved compared with the user's own induction of the search term.

[00041] In some embodiments, the method may include: performing a search based on the second product category information, and displaying a corresponding search result, in response to a search operation.

[00042] Here, the search confirmation operation may be used to confirm that a search is performed based on the search term (that is, the second product category information) in the search control.

[00043] Optionally, the search confirmation operation may include triggering a search confirmation control or triggering the search term.

[00044] It should be noted that in the search method provided by this embodiment, the first search control may be displayed in the product information interface, and then the first search control is changed to become the second search control; the second product category information is displayed in the second search control, and the second product category information has an association relationship with the first product category information, and the first product category information is determined based on the first product on which the user of the product information display interface has performed the preset operation; and in response to a search operation, a search is performed based on the second product category information, and a corresponding search result is displayed. In this way, through the change of the search control in the product information interface, that is, from the first search control to the second search control, the second product category information in the second search control is highlighted, which facilitates the search for the associated product of the first product on which the preset operation has been performed, and not only the operation steps for the user to initiate the search may be reduced, and the search efficiency of the user may be improved; but also the second product category information for search is automatically provided, and the accuracy of the search result may be improved compared with the user's own induction of the search term.

[00045] In some embodiments, the method further includes at least one of the following: displaying a product information interface display control in response to the preset operation performed on the first product

being completed; and displaying the product information interface in response to a trigger operation for the product information interface display control.

[00046] In an optional application scenario, as an example, please refer to FIG. 3, the preset operation includes the completion of purchase, and the product information interface includes a home page interface of a trading platform. Displaying a purchase completion interface in response to the completion of the purchase of the first product, where the purchase completion interface includes a return control to the home page interface of the trading platform (marked as return to mall in FIG. 3); displaying the home page interface of the trading platform (such as the interface shown in FIG. 2A) in response to a trigger operation for the return control to the home page interface of the trading platform, where the home page interface of the trading platform includes the first search control, and the first product category information is displayed in the first search control; changing the first search control to obtain the second search control (such as the interface shown in FIG. 2B), where the display area of the second search control is larger than that of the first search control; and displaying the second product category information in the second search control.

[00047] In this way, the associated product of the first product on which the preset operation has been performed may be provided to the user in time, and the user may be prompted to search for the associated product, thereby improving the accuracy of the search term and the probability of searching based on the second product category.

[00048] In some embodiments, the method further includes: determining a product on which a preset operation performed by the user within a preset time period as the first product in response to displaying the product information interface.

[00049] In an optional application scenario, it is possible to switch from any interface to the home page interface of the trading platform, and it is possible to obtain the product that the user has purchased on the trading platform within a time period X as the first product. An associated product category (as the second product category) is determined based on the first product category. The first search control is changed to obtain the second search control, where the display area of the second search control is larger than that of the first search control; and the second product category information is displayed in the second search control.

[00050] In this way, the product on which the preset operation is performed within the preset time period may be used as the first product; the associated product of the product on which the preset operation is performed within the preset time period may be determined and provided to the user for search; and a comprehensive search prompt may be provided for the associated product of the first product over a relatively long period of time.

[00051] In some embodiments, the method further includes: changing the first search control to obtain the second search control in response to the preset operation performed on the first product in the product information interface being completed.

[00052] In an optional application scenario, as an example, please refer to FIG. 4, on the home page interface of the trading platform, after the operation of adding the first product to the shopping cart is completed (marked with the words "operation completed" in FIG. 4), the associated category of the first product category is obtained as the second product category, and the second product category information is displayed in the second search control (as shown in FIG. 2B).

[00053] In this way, the associated product category of the first product on which the preset operation is performed may be provided in time, which is convenient for the user to quickly complete the joint operation between the associated product (for example, quickly adding matching products to the shopping cart), thereby improving the operation efficiency of the user.

[00054] In some embodiments, the method further includes: dynamically displaying a process of obtaining the second search control based on the first search control.

[00055] Here, the process of changing from the first search control to the second search control may be a dynamic process, that is, the first search control is gradually changed to the second search control.

[00056] As an example, the difference between the first search control and the second search control lies in the interface area, and the interface area of the second search control is larger than that of the first search control; the first search control may be slowly expanded until it becomes the second search control.

[00057] In this way, by dynamically displaying the change process, the change process from the first search control to the second search control may be highlighted. Highlighting the function of performing an associated search for related products after the preset operation is performed on the first product, so as to prompt the user to search based on the associated product of the first product, thereby improving the probability of searching based on the associated product.

[00058] In some embodiments, the difference between the second search control and the first search control includes one or more of the following: a control display area occupied by the second search control is larger than a control display area occupied by the first search control; and a border style of the second search control is different from a border style of the first search control.

[00059] In some embodiments, the difference between the second search control and the first search control may include: the difference between the first search control and the second search control may lie in different styles, for example, the border styles are different in one or more of the following aspects: width, solid or dashed, curved or straight, and color.

[00060] It should be noted that the interface area occupied by the second search control is larger than the interface area occupied by the first search control (that is, the control display area), and the second search control and the search term (that is, the second product category information) displayed in the second search control may be highlighted by increasing the occupied interface area.

[00061] In some embodiments, displaying the second product category information in the second search control includes: displaying an increase process of the second product information from a smaller amount to a larger amount in the second search control.

[00062] As an example, the final state of the second search control may display three second product information items; then, in the second search control, it is possible to display the process of the second product information items changing from one to two, and then from two to three.

[00063] As an example, the final state of the second search control may display three second product category information items; then, in the second search control, it is possible to display the process of the second product category information items changing from one to two, and then from two to three.

[00064] In this way, the information to be displayed in the second search control is gradually displayed in a dynamic manner, and through this dynamic process, the user is prompted of the existence of the second product category information; and the probability of searching based on the second product category information is improved.

[00065] In some embodiments, the method further includes: displaying, in the second search control, a second product image of a second product in the second product category information.

[00066] As an example, please refer to FIG. 2C, in which three second product category information items are shown, which are facial essence, facial toner and facial cleanser respectively. In FIG. 2C, an image of products in the facial essence category, an image of products in the facial toner category and an image of products in the facial cleanser category are shown respectively.

[00067] In this way, it is possible to intuitively associate the product image, and prompt that the search may be performed based on the associated product.

[00068] In some embodiments, the method further includes: displaying first product category information in the first search control; and adding the second product image, the second product category information and prompt information in a process of the first search control changing into the second search control.

[00069] Here, the prompt information is used to prompt the user that the preset operation has been performed on the first product and to prompt the association relationship.

[00070] In this way, the information to be displayed in the second search control is gradually displayed in a dynamic manner, and through this dynamic process, the user is prompted of the relationship between the second product category information and the first product on which the preset operation has been performed previously; and the probability of searching based on the second product category information is improved.

[00071] In some embodiments, there are a plurality of second product categories; and in response to a search operation, performing a search based on the second product category information, and displaying a

corresponding search result includes: performing a search based on second product category information for a trigger operation and displaying a corresponding search result, in response to the trigger operation for the second product category information among the plurality of second product category information items.

[00072] As an example, if there are three second product category information items and the user triggers the first second product category information item, the search is performed based on the first second product category information item.

[00073] In some embodiments, the method further includes: switching the second search control to the first search control in the product information interface, in response to the second search control being displayed in the product information interface and a preset restoration condition being satisfied.

[00074] Here, when the second search control is displayed in the product information interface, and in response to the preset restoration condition being satisfied, the second search control may be switched to the first search control in the product information interface. That is, the second search control is restored to the first search control.

[00075] Here, the preset restoration condition may be set according to an actual application scenario, which is not limited here. Optionally, the restoration condition may include: the display duration of the second search control being greater than a preset duration threshold, and a restoration control associated with the second search control being triggered.

[00076] Restoring the second search control to the first search control may reduce the existence prompt of the search control in the product information interface after the probability of the user searching based on the second product category information decreases, thereby facilitating the user to browse other information in the product information interface, that is, reducing interference with the user obtaining other information in the product information interface.

[00077] Further referring to FIG. 5, as an implementation of the methods shown in the above figures, the present disclosure provides an embodiment of a search apparatus, where the apparatus embodiment corresponds to the method embodiment shown in FIG. 1, and the apparatus may be specifically applied to various electronic devices.

[00078] As shown in FIG. 5, the search apparatus of this embodiment includes: a first display unit 501, a second display unit 502, and a third display unit 503. The first display unit is configured to display a first search control in a product information interface; the second display unit is configured to display a second search control in the product information interface, where the second search control is obtained based on the first search control; and the third display unit is configured to display second product information in the second search control, where the second product information has an association relationship with first product information, and the first product information is determined based on a product on which a user of the product information interface has performed a preset operation.

[00079] In this embodiment, for the specific processing of the first display unit 501, the second display unit 502 and the third display unit 503 of the search apparatus and the technical effects brought about by them, reference may be made to the relevant descriptions of step 101, step 102 and step 103 in the corresponding embodiment of FIG. 1, which will not be repeated here.

[00080] In some embodiments, the apparatus is further configured to: dynamically display a process of obtaining the second search control based on the first search control.

[00081] In some embodiments, the difference between the second search control and the first search control includes one or more of the following: a control display area occupied by the second search control is larger than a control display area occupied by the first search control; and a border style of the second search control is different from a border style of the first search control.

[00082] In some embodiments, displaying the second product category information in the second search control includes: displaying an increase process of the second product information from a smaller amount to a larger amount in the second search control.

[00083] In some embodiments, the apparatus is further configured to: display, in the second search control, a second product image of a second product in the second product category information.

[00084] In some embodiments, the apparatus is further configured to: display first product category information in the first search control; and add the second product image, the second product category information and prompt information in a process of the first search control changing into the second search control, where the prompt information is used to prompt the user that the preset operation has been performed on the first product and to prompt the association relationship.

[00085] In some embodiments, there are a plurality of second product categories; and in response to a search operation, performing a search based on the second product category information, and displaying a corresponding search result includes: performing a search based on second product category information for a trigger operation and displaying a corresponding search result, in response to the trigger operation for the second product category information among the plurality second product category information items.

[00086] In some embodiments, displaying the second product information in the second search control includes: displaying second product category information, where the second product category information has an association relationship with first product category information, and the first product category information is determined based on a first product on which a user of the product information display interface has performed a preset operation.

[00087] In some embodiments, the apparatus is further configured to: perform a search based on the second product category information, and display a corresponding search result, in response to a search operation.

[00088] In some embodiments, the apparatus is further configured to: switch the second search control to the first search control in the product information interface, in response to the second search control being displayed in the product information interface and a preset restoration condition being satisfied.

[00089] In some embodiments, the apparatus is further configured to perform at least one of the following: display a product information interface display control in response to the preset operation performed on the first product being completed; display the product information interface in response to a trigger operation for the product information interface display control; determine a product on which a preset operation performed by the user within a preset time period as the first product in response to displaying the product information interface; and change the first search control to obtain the second search control in response to the preset operation performed on the first product in the product information interface being completed.

[00090] In some embodiments, the preset operation includes one or more of the following: favoriting, adding to shopping cart, and purchasing.

[00091] Please refer to FIG. 6, which illustrates an exemplary system architecture to which a search method of an embodiment of the present disclosure may be applied.

[00092] As shown in FIG. 6, the system architecture may include terminal devices 601, 602, 603, a network 604, and a server 605. The network 604 is used to provide a medium for communication links between the terminal devices 601, 602, 603 and the server 605. The network 604 may include various connection types, such as wired, wireless communication links or fiber optic cables, etc.

[00093] The terminal devices 601, 602, 603 may interact with the server 605 through the network 604 to receive or transmit messages, etc. Various client applications, such as a web browser application, a search application, and a news and information application, may be installed on the terminal devices 601, 602, 603. The client applications in the terminal devices 601, 602, 603 may receive instructions from the user and complete corresponding functions according to the instructions of the user, for example, add corresponding information to the information according to the instructions of the user.

[00094] The terminal devices 601, 602, 603 may be hardware or software. When the terminal devices 601, 602, 603 are hardware, they may be various electronic devices having a display screen and supporting web browsing, including but not limited to smartphones, tablet computers, e-book readers, MP3 (Moving Picture Experts Group Audio Layer III) players, MP4 (Moving Picture Experts Group Audio Layer IV) players, laptop portable computers, desktop computers, etc. When the terminal devices 601, 602, 603 are software, they may be installed in the electronic devices listed above. It may be implemented as a plurality of software programs or software modules (for example, software or software modules for providing distributed services), or may be implemented as a single software program or a software module, which is not specifically limited here.

[00095] The server 605 may be a server that provides various services, such as receiving information obtaining requests sent by the terminal devices 601, 602, 603, obtaining display information corresponding to

the information obtaining requests in various ways according to the information obtaining requests, and sending relevant data of the display information to the terminal devices 601, 602, 603.

[00096] It should be noted that the search method provided by the embodiments of the present disclosure may be executed by a terminal device, and accordingly, the search apparatus may be disposed in the terminal devices 601, 602, 603. In addition, the search method provided by the embodiments of the present disclosure may also be executed by the server 605, and accordingly, the search apparatus may be disposed in the server 605.

[00097] It should be understood that the number of terminal devices, networks and servers in FIG. 6 is merely illustrative. There may be any number of terminal devices, networks and servers as desired for an implementation.

[00098] Reference is made to FIG. 7 below, which illustrates a schematic structural diagram of an electronic device (such as a terminal device or a server in FIG. 6) suitable for implementing the embodiments of the present disclosure. The terminal device in the embodiments of the present disclosure may include, but is not limited to, mobile terminals such as mobile phones, notebook computers, digital broadcast receivers, PDAs (personal digital assistants), tablet computers, PMPs (portable multimedia players), vehicle terminals (such as car navigation terminals), etc., and fixed terminals such as digital TVs, desktop computers, etc. The electronic device shown in FIG. 7 is only an example, and should not impose any limitation to the functions and the range of use of the embodiments of the present disclosure.

[00099] As shown in FIG. 7, the electronic device may include a processing apparatus (such as a central processing unit, a graphics processing unit, etc.) 701, which may perform various appropriate actions and processes according to a program stored in a read-only memory (ROM) 702 or a program loaded from a storage apparatus 708 into a random access memory (RAM) 703. In the RAM 703, various programs and data necessary for operations of the electronic device 700 are also stored. The processing apparatus 701, the ROM 702 and the RAM 703 are connected to each other through a bus 704. An input/output (I/O) interface 705 is also connected to the bus 704.

[000100] Usually, the following apparatuses may be connected to the I/O interface 705: an input apparatus 706 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, a gyroscope, etc.; an output apparatus 707 including, for example, a liquid crystal display (LCD), a speaker, a vibrator, etc.; a storage apparatus 708 including, for example, a magnetic tape, a hard disk, etc.; and a communication apparatus 709. The communication apparatus 709 may allow the electronic device to perform wireless or wired communication with other devices to exchange data. Although FIG. 7 shows an electronic device having various apparatuses, it should be understood that not all of the shown apparatuses are required to be implemented or provided. More or fewer apparatuses may be implemented or provided alternatively.

[000101] In particular, according to the embodiments of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, the embodiments of the present disclosure include a computer program product, which includes a computer program carried on a non-transitory computer-readable medium, and the computer program contains program code for executing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded and installed from a network through the communication apparatus 709, or installed from the storage apparatus 708, or installed from the ROM 702. When the computer program is executed by the processing apparatus 701, the above-mentioned functions defined in the method of the embodiments of the present disclosure are executed.

[000102] It should be noted that the above-mentioned computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination of the two. The computer-readable storage medium may be, for example, but not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus or device, or any combination of the above. More specific examples of the computer-readable storage medium may include, but are not limited to: an electrical connection with one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above. In the present disclosure, the computer-readable storage medium may be any tangible medium that contains or stores a program, and the program may be used by or in combination with an instruction execution system, apparatus or device. In the present disclosure, the computer-readable signal medium may include a data signal propagated on a baseband or as a part of a carrier, and computer-readable program code is carried therein. This propagated data signal may take a variety of forms, including but not limited to an electromagnetic signal, an optical signal, or any suitable combination of the above. The computer-readable signal medium may also be any computer-readable medium other than the computer-readable storage medium, and the computer-readable signal medium may send, propagate or transmit the program used by or in combination with the instruction execution system, apparatus or device. The program code contained on the computer-readable medium may be transmitted by any suitable medium, including but not limited to: a wire, an optical cable, a radio frequency (RF), etc., or any suitable combination of the above.

[000103] In some implementations, clients and servers may communicate using any currently known or future developed network protocol, such as the hypertext transfer protocol (HTTP), and may be interconnected with any form or medium of digital data communication (for example, a communication network). Examples of the communication network include a local area network ("LAN"), a wide area network ("WAN"), an internet (for example, the Internet), a peer-to-peer network (for example, an Ad-Hoc network), and any network currently known or to be developed in the future.

[000104] The above-mentioned computer-readable medium may be contained in the above-mentioned electronic device, or it may exist alone without being assembled into the electronic device.

[000105] The above-mentioned computer-readable medium carries one or more programs, and when the above-mentioned one or more programs are executed by the electronic device, the electronic device is caused to: display a first search control in a product information interface; display a second search control in the product information interface, where the second search control is obtained based on the first search control; and display second product information in the second search control, where the second product information has an association relationship with first product information, and the first product information is determined based on a product on which a user of the product information interface has performed a preset operation.

[000106] The computer program code for executing the operations of the present disclosure may be written in one or more programming languages or a combination thereof, where the above-mentioned programming languages include but are not limited to object-oriented programming languages such as Java, Smalltalk, C++, and also include conventional procedural programming languages such as "C" language or similar programming languages. The program code may be executed entirely on a user's computer, partly on the user's computer, as a stand-alone software package, partly on the user's computer and partly on a remote computer, or entirely on the remote computer or server. In the case of involving the remote computer, the remote computer may be connected to the user's computer through any kind of network, including a local area network (LAN) or a wide area network (WAN), or it may be connected to an external computer (for example, connected by using Internet provided by an Internet service provider).

[000107] The flowcharts and block diagrams in the drawings illustrate the possibly implemented architectures, functions and operations of the system, the method and the computer program product according to various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagram may represent a module, program segment, or part of code, and the module, program segment, or part of code contains one or more executable instructions for implementing the specified logical functions. It should also be noted that, in some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two blocks shown in succession may actually be executed substantially in parallel, or they may sometimes be executed in the reverse order, depending on the functions involved. It should also be noted that each block in the block diagram and/or the flowchart, and a combination of the blocks in the block diagram and/or the flowchart may be implemented by a dedicated hardware-based system that executes specified functions or operations, or may be implemented by a combination of dedicated hardware and computer instructions.

[000108] The involved units described in the embodiments of the present disclosure may be implemented by means of software, and may also be implemented by means of hardware. The name of a unit does not constitute a limitation on the unit itself under certain circumstances, for example, a search unit may also be described as "a unit for performing a search".

[000109] The foregoing functions described herein may be at least partially performed by one or more hardware logic components. For example, without limitation, exemplary types of the hardware logic components that may be used include: a field programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific standard product (ASSP), a system-on-a-chip (SOC), a complex programmable logical device (CPLD) and more.

[000110] In the context of the present disclosure, a machine-readable medium may be a tangible medium that may contain or store a program for use by or in combination with an instruction execution system, apparatus or device. The machine-readable medium may be a machine-readable signal medium or a machine-readable storage medium. The machine-readable medium may include, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus or device, or any suitable combination of the above. More specific examples of the machine-readable storage medium may include an electrical connection based on one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above.

[000111] The above description is only preferred embodiments of the present disclosure and an explanation of the applied technical principles. Those skilled in the art should understand that the scope of disclosure involved in the present disclosure is not limited to the technical solution formed by the specific combination of the above technical features, and should also cover other technical solutions formed by arbitrary combination of the above technical features or their equivalent features without departing from the above disclosure concept. For example, the above features and the technical features provided in the present disclosure (but not limited to) with similar functions may be replaced each other to form a technical solution.

[000112] In addition, although the operations have been described in a particular order, this should not be understood as requiring the operations to be performed in the particular order shown or in a sequential order. Under certain circumstances, multitasking and parallel processing may be beneficial. Likewise, although the above discussion contains a number of specific implementation details, these should not be construed as limiting the scope of the present disclosure. Certain features that are described in the context of separate embodiments may also be implemented in combination in a single embodiment. Conversely, various features described in the context of a single embodiment may also be implemented in a plurality of embodiments individually or in any suitable sub-combination.

[000113] Although the subject matter has been described in language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. On the contrary, the specific features and actions described above are only exemplary forms for implementing the claims.

CLAIMS

1. A search method, comprising:

displaying a first search control in a product information interface;

displaying a second search control in the product information interface, wherein the second search control is obtained based on the first search control; and

displaying second product information in the second search control, wherein the second product information has an association relationship with first product information, and the first product information is determined based on a product on which a user of the product information interface has performed a preset operation.

2. The method of claim 1, further comprising:

displaying dynamically a process of obtaining the second search control based on the first search control.

3. The method of claim 1, wherein a difference between the second search control and the first search control comprises one or more of:

a control display area occupied by the second search control is larger than a control display area occupied by the first search control; or

a border style of the second search control is different from a border style of the first search control.

4. The method of claim 1, wherein displaying the second product information in the second search control comprises:

displaying an increase process of the second product information from a smaller amount to a larger amount in the second search control.

5. The method of claim 1, wherein displaying the second product information in the second search control comprises:

displaying second product category information, wherein the second product category information has an association relationship with first product category information, and the first product category information is determined based on a first product on which the user of the product information interface has performed a preset operation.

6. The method of claim 5, further comprising:

performing a search based on the second product category information and displaying a corresponding search result, in response to a search operation.

7. The method of claim 5, further comprising:

displaying, in the second search control, a second product image of a second product in the second product category information.

8. The method of claim 5, further comprising:

displaying the first product category information in the first search control; and

adding a second product image, the second product category information and prompt information in a process of the first search control changing into the second search control, wherein the prompt information is used for prompting the user that the preset operation has been performed on the first product and for prompting the association relationship.

9. The method of claim 6, wherein there are a plurality of second product categories; and

performing the search based on the second product category information and displaying the corresponding search result, in response to the search operation comprises:

in response to a trigger operation for second product category information among a plurality of second product category information items, performing a search based on the second product category information for the trigger operation and displaying the corresponding search result.

10. The method of claim 1, further comprising:

switching the second search control to the first search control in the product information interface, in response to the second search control being displayed in the product information interface and a preset restoration condition being satisfied.

11. The method of claim 1, further comprising at least one of:

displaying a product information interface display control in response to a preset operation performed on a first product being completed; and displaying the product information interface in response to a trigger operation for the product information interface display control;

determining a product on which a preset operation is performed by the user within a preset time period as a first product in response to displaying the product information interface; or

changing the first search control to obtain the second search control in response to the preset operation performed on the first product in the product information interface being completed.

12. The method of claim 1, wherein the preset operation comprises one or more of: favoriting, adding to shopping cart, or purchasing.

13. A search apparatus, comprising:

a first display unit, configured to display a first search control in a product information interface;

a second display unit, configured to display a second search control in the product information interface, wherein the second search control is obtained based on the first search control; and

a third display unit, configured to display second product information in the second search control, wherein the second product information has an association relationship with first product information, and the first product information is determined based on a product on which a user of the product information interface has performed a preset operation.

14. An electronic device, comprising:

one or more processors; and

a memory, configured to store one or more programs,

wherein, when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the method of any of claims 1 to 12.

15. A computer-readable medium, having a computer program stored thereon that, when executed by a processor, implements the method of any of claims 1 to 12.