Method and Electronic Device for Providing Product Information

ABSTRACT

The embodiments of the present disclosure disclose a method for providing product information and an electronic device, the method comprising: displaying a target image in a product information page, where the target image includes image content of at least one product element; in response to a target operation performed by a user at a target position in the target image, segmenting, by an AI large-scale parameter model, the image content of the target product element associated with the target position; and performing matching calculation based on the segmented image content of the target product element against product instances in a product instance collection, and providing information of at least one successfully matched product instance. Through the embodiments of the present disclosure, it is possible, without relying on manual configuration by a merchant, to improve the traffic diversion efficiency for product instances, while providing users with a new way to quickly obtain product search results.

Fig. 2