

CLAIMS

1. A service execution method, comprising:
 - receiving, by a server, a web page service request from a browser of a terminal device;
 - determining, by the server, data identifying a service indicated by the web page service request;
 - returning, by the server, a web page to the browser based on the web page service request, wherein the web page includes the data identifying the service, wherein the browser runs the web page to wake up a designated application installed on the terminal device, wherein the browser transmits the data identifying the service to the designated application;
 - receiving, by the server, a service execution request from the designated application, wherein the service execution request includes the data identifying the service; and
 - executing the service based on the service execution request.
2. The method according to claim 1, wherein:
 - returning a web page to the terminal device based on the web page service request comprises:
 - determining service parameters based on the web page service request, wherein the service parameters comprise the data identifying the service, wherein the data identifying the service comprises a service identifier (ID); and
 - returning a web page comprising the service ID to the terminal device; and
 - receiving a service execution request that is sent by the designated application and that corresponds to the web page service request comprises:
 - receiving a service execution request that is sent by the designated application based on the service ID and that corresponds to the web page service request.
3. The method according to claim 2, wherein:
 - before executing a service based on the service execution request, the method further comprises:
 - using a session serving as a basis for receiving the web page service request as a session corresponding to the service ID; and

saving the determined service parameters to the session corresponding to the service ID; and
executing a service based on the service execution request comprises:
determining, based on the service ID comprised in the service execution request,

the session corresponding to the service ID;
extracting the service parameters from the determined session; and
executing the service based on the extracted service parameters.

4. The method according to claim 1, wherein:
receiving, by the server, the web page service request comprises receiving, by the server, a web page service request that is sent by the terminal device by using a third-party platform; and
returning a web page to the terminal device based on the web page service request comprises returning a web page to the terminal device by using the third-party platform based on the web page service request.
5. The method according to claim 1, wherein the method further comprises:
receiving, by the server, service result query information sent by the terminal device for the web page service request; and
returning a query result for the service result query information after the server executes the service based on the service execution request.
6. A service execution method, comprising:
sending, by a browser of a terminal device, a web page service request to a server;
receiving, by the browser, a web page that is returned by the server and is based on the web page service request; and
waking up, by the browser, a designated application installed on the terminal device by running the web page, wherein the designated application sends a service execution request corresponding to the web page service request to the server, and the server executes a service based on the service execution request, wherein the browser wakes up the designated application regardless of whether the browser is integrated with a software development kit of the designated application.
7. The method according to claim 6, wherein:
receiving a web page that is returned by the server based on the web page service request comprises receiving a web page that comprises a service ID and that is returned by the server

based on the web page service request; and

waking up a designated application by running the web page, so the designated application sends a service execution

request corresponding to the web page service request to the server comprises running the web page to wake up the designated application and transmit the service ID to the designated application, wherein the designated application sends a service execution request to the server based on the service ID.

8. The method according to claim 6, wherein:

 sending a web page service request to a server comprises sending a web page service request to the server by using a third-party platform; and

 receiving a web page that is returned by the server based on the web page service request comprises receiving, by using the third-party platform, the web page that is returned by the server based on the web page service request.

9. The method according to claim 6, wherein the method further comprises:

 running the web page to send service result query information for the web page service request to the server; and

 receiving a query result returned by the server for the service result query information, wherein the query result is returned for the service result query information after the server executes the service based on the service execution request.

10. A service execution device, comprising multiple modules configured to perform operations according to the method of any one of claims 1 to 5.

11. A service execution device, comprising multiple modules configured to perform operations according to the method of any one of claims 6 to 9.

12. The method according to claim 1, wherein the browser wakes up the designated application regardless of whether the browser is integrated with a software development kit of the designated application.