

What is claimed is

1. A method for starting a service process, applied by a terminal device, comprising:
scanning a barcode to obtain barcode information and obtain first function information
of the barcode, the first function information being used for specifying a service function;

5 sending, according to the barcode information, a service request message comprising
the first function information to a server, for the server to determine second function
information according to the first function information and determine service entry
information according to a correspondence relationship between the second function
information and the service entry information; and
10 receiving the service entry information returned by the server, and starting a service
process by using the service entry information, the service process having the service
function specified by the first function information.

2. The method according to claim 1, wherein the barcode information comprises: a
barcode provider identifier; the service request message further comprises: the barcode
15 provider identifier; and

the server determining service entry information according to a correspondence
relationship between the second function information and the service entry information
comprises: the server determining the service entry information according to a
correspondence relationship among the barcode provider identifiers, the second function
20 information and the service entry information.

3. The method according to claim 1, wherein the scanning a barcode to obtain barcode
information and obtain first function information of the barcode comprises:

scanning the barcode to obtain the barcode information and a copywriting image of the
barcode, and using the copywriting image as the first function information; or,
25 scanning the barcode to obtain the barcode information and a copywriting image of the
barcode, and using copywriting text obtained by recognizing the copywriting image as the
first function information.

4. The method according to claim 1, wherein the first function information comprises:
attitude information of the terminal device; and

30 the scanning a barcode to obtain barcode information and obtain first function
information of the barcode comprises: scanning the barcode to obtain the barcode
information, and using output data of a gyroscope of the terminal device to determine the
attitude information of the terminal device when scanning the barcode.

5. The method according to claim 1, wherein the scanning a barcode to obtain barcode

information and obtain first function information of the barcode comprises:

scanning the barcode to obtain the barcode information, receiving a fingerprint input by a user and generating fingerprint data, and using the fingerprint data as the first function information; or,

5 scanning the barcode 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 first function information.

6. The method according to claim 1, wherein the scanning a barcode to obtain barcode information and obtain first function information of the barcode comprises:

10 scanning the barcode to obtain the barcode information, receiving a speech input by a user and generating audio data, and using the audio data as the first function information; or,

scanning the barcode 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 first function information.

15 7. A method for starting a service process, applied to a server, wherein the server maintains a correspondence relationship between second function information and service entry information, and the method comprises:

receiving a service request message comprising first function information sent from a terminal device, the first function information being used for specifying a service function;

20 determining second function information according to the first function information, and searching the correspondence relationship to obtain service entry information corresponding to the second function information; 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 first function information.

8. The method according to claim 7, wherein the correspondence relationship between second function information and service entry information comprises: a correspondence relationship among barcode provider identifiers, second function information and service entry information;

30 the service request message further comprises: a barcode provider identifier; and

the determining second function information according to the first function information, and searching the correspondence relationship to obtain service entry information corresponding to the second function information comprises: determining the second function information according to the first function information, and searching the correspondence

relationship to obtain service entry information corresponding to the barcode provider identifier and the second function information.

9. The method according to claim 7, wherein the first function information comprises: a copywriting image; the second function information comprises: copywriting text; and the determining second function information according to the first function information comprises: recognizing the copywriting image to obtain the copywriting text; or,

the first function information and the second function information comprise: copywriting text; and the determining second function information according to the first function information comprises: using the copywriting text received from the terminal device as the second function information.

10. The method according to claim 7, wherein the first function information and the second function information comprise: attitude information of the terminal device; and the determining second function information according to the first function information comprises: using the attitude information received from the terminal device as the second function information.

11. The method according to claim 7, wherein the first function information comprises: fingerprint data; the second function information comprises: a fingerprint identifier; and the determining second function information according to the first function information comprises: recognizing the fingerprint data to obtain a corresponding fingerprint identifier; or,

the first function information and the second function information comprise: a fingerprint identifier; and the determining second function information according to the first function information comprises: using the fingerprint identifier received from the terminal device as the second function information.

12. The method according to claim 7, wherein the first function information comprises: audio data; the second function information comprises: a function keyword; and the determining second function information according to the first function information comprises: recognizing the audio data and determining the function keyword expressed by the audio data according to a recognition result; or,

the first function information comprises: text of speech; the second function information comprises: a function keyword; and the determining second function information according to the first function information comprises: determining the function keyword expressed by the text of speech.

13. The method according to claim 7, further comprising: returning default service entry

information to the terminal device when the correspondence relationship does not comprise the second function information determined according to the first function information.

14. An apparatus for starting a service process, applied to a terminal device, the apparatus comprising:

5 a first function information obtaining unit configured to scan a barcode to obtain barcode information and obtain first function information of the barcode, the first function information being used for specifying a service function;

a service request sending unit configured to send, according to the barcode information, a service request message comprising the first function information to a server, for the server
10 to determine second function information according to the first function information and determine service entry information according to a correspondence relationship between the second function information and the service entry information; and

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
15 information, the service process having the service function specified by the first function information.

15. The apparatus according to claim 14, wherein the barcode information comprises: a barcode provider identifier; the service request message further comprises: a barcode provider identifier; and

20 the server determining service entry information according to a correspondence relationship between the second function information and the service entry information comprises: the server determining the service entry information according to a correspondence relationship among the barcode provider identifiers, the second function information and the service entry information.

25 16. An apparatus for starting a service process, applied to a server, wherein the server maintains a correspondence relationship between second function information and service entry information, and the apparatus comprises:

a service request message receiving unit configured to receive a service request message comprising first function information sent from a terminal device, the first function
30 information being used for specifying a service function;

a second function information unit configured to determine second function information according to the first function information, and search the correspondence relationship to obtain service entry information corresponding to the second function information; and

a service entry information sending unit configured to return 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 first function information.

5 17. 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 1-6.

18. 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 7-13.

10 19. 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 1-6.

15 20. 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 7-13.