

INTERACTION METHOD AND APPARATUS, AND DEVICE AND STORAGE MEDIUM

[0001] The present application claims priority to Chinese Patent Application No. 202410309554.3, filed on March 18, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to an interaction method, an apparatus, a device, and a storage medium.

BACKGROUND

[0003] With the rapid development of information technology and the popularization of mobile Internet, users can obtain more and more information. In order to improve the efficiency of information acquisition, users are usually supported to search for information by inputting search keywords and the like, and the information contained in the search results is displayed to users.

SUMMARY

[0004] Embodiments of the present disclosure provide an interaction method, an apparatus, a device, and a storage medium, which may optimize an interaction solution based on information search.

[0005] In a first aspect, an embodiment of the present disclosure provides an interaction method, including: displaying a first page in response to a search instruction for search information, where the first page includes a first area and a second area, the first area is used to display a search result corresponding to the search information, and the second area is used to display service information; and displaying a service page corresponding to the service information in response to a trigger operation for the second area.

[0006] In a second aspect, an embodiment of the present disclosure further provides an interaction apparatus, including: a first page display module, configured to display a first page in response to a search instruction for search information, where the first page includes a first area and a second area, the first area is used to display a search result corresponding to the search information, and the second area is used to display service information; and a service page display module, configured to display a service page corresponding to the service information in response to a trigger operation for the second area.

[0007] In a third aspect, an embodiment of the present disclosure further provides an electronic device, the electronic device includes: one or more processors; a storage apparatus, configured to store one or more programs, when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the interaction method provided by the embodiment of the present disclosure.

[0008] In a fourth aspect, an embodiment of the present disclosure further provides a storage medium including computer-executable instructions, and the computer-executable instructions are used to perform

the interaction method provided by the embodiment of the present disclosure when being executed by a computer processor.

BRIEF DESCRIPTION OF DRAWINGS

[0009] In combination with the drawings and referring to the following specific embodiments, the above-mentioned and other features, advantages, and aspects of the embodiments of the present disclosure will become more apparent. Throughout the drawings, the same or similar reference numerals represent the same or similar elements. It should be understood that the drawings are schematic, and components and elements are not necessarily drawn to scale.

[0010] Fig. 1 is a schematic flowchart of an interaction method provided by an embodiment of the present disclosure;

[0011] Fig. 2 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure;

[0012] Fig. 3 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure;

[0013] Fig. 4 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure;

[0014] Fig. 5 is a schematic flowchart of an interaction method provided by an embodiment of the present disclosure;

[0015] Fig. 6 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure;

[0016] Fig. 7 is a schematic structural diagram of an interaction apparatus provided by an embodiment of the present disclosure; and

[0017] Fig. 8 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[0018] Hereinafter, embodiments of the present disclosure will be described in more detail with reference to the drawings. Although some 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.

[0019] It should be understood that steps described in method implementations of the present disclosure may be executed in different order and/or in parallel. Furthermore, the method implementations may include

additional steps and/or omit the execution of illustrated steps. The scope of the present disclosure is not limited in this regard.

[0020] The term "include/comprise" and its variants used in the present disclosure 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.

[0021] It should be noted that concepts such as "first" and "second" as mentioned in the present disclosure are only used to distinguish different apparatuses, modules, or units, and are not used to limit the sequence or interdependence of functions performed by these apparatuses, modules, or units.

[0022] It should be noted that modifications of "one" and "a plurality of" as mentioned in the present disclosure are illustrative rather than 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".

[0023] It may be understood that before using the technical solutions disclosed in the embodiments of the present disclosure, the user should be informed of the type, range of use, use scenarios, etc., of personal information involved in the present disclosure in an appropriate manner and obtain the authorization of the user in accordance with relevant laws and regulations.

[0024] For example, in response to receiving an active request from a user, prompt information is sent to the user to clearly prompt the user that the requested operation will require access to and use of personal information of the user. In this way, the user may independently choose whether to provide the personal information to software or hardware, such as an electronic device, an application, a server, or a storage medium, that performs operations of the technical solutions of the present disclosure based on the prompt information.

[0025] As an optional but non-limiting implementation, in response to receiving the active request from the user, the manner of sending the prompt information to the user may be, for example, a pop-up window, in which the prompt information may be presented in text. In addition, the pop-up window may also carry a selection control for the user to choose whether to "agree" or "disagree" to provide the personal information to the electronic device.

[0026] It may be understood that the above process of notifying and obtaining user authorization is only illustrative, and does not constitute a limitation on the implementations of the present disclosure. Other manners that satisfy relevant laws and regulations may also be applied to the implementations of the present disclosure.

[0027] It may be understood that the data involved in the technical solutions of the present disclosure (including but not limited to the data itself, acquisition or use of the data) should comply with requirements of corresponding laws, regulations, and related provisions.

[0028] Fig. 1 is a schematic flowchart of an interaction method provided by an embodiment of the present disclosure. The embodiment of the present disclosure is applicable to a case of interaction based on object search. The method may be executed by an interaction apparatus, and the apparatus may be implemented in the form of software and/or hardware. Optionally, the method is implemented by an electronic device. The electronic device may be a mobile terminal, such as a mobile phone, a smart watch, a tablet computer, and a personal digital assistant, or may be a device, such as a personal computer (PC) or a server.

[0029] As shown in Fig. 1, the method includes:

[0030] step 101, displaying a first page in response to a search instruction for search information, where the first page includes a first area and a second area, the first area is used to display a search result corresponding to the search information, and the second area is used to display business information;

[0031] The page in the embodiments of the present disclosure may be a page in a preset application or a web page displayed in an electronic device. The following uses the preset application as an example for illustration. The preset application may provide one or more functions, and may be installed in the electronic device. The specific type of the preset application is not limited, for example, it may be a video application, a live broadcast application, a shopping application, an information application, or a game application, and may also be other types of applications, for example, a composite application that combines video and shopping.

[0032] In the embodiments of the present disclosure, the search information may be information that takes a preset object as a search target and is used to indicate a search condition. The preset object may specifically be a resource object that may be obtained through an Internet platform, such as a commodity, a service, information, or a virtual resource. The following uses a commodity as an example for illustration, and the preset application may support a search function for the preset object. The search information may be actively input by the user, for example, the search information such as a keyword is input in a search box; the search information may also be recommended to the user, for example, a recommended search term, and the specific recommendation manner is not limited.

[0033] Exemplarily, the search instruction for the search information may be generated, for example, by triggering the search information, such as clicking on the search information.

[0034] Exemplarily, when the user generates the search instruction for the search information by inputting a trigger operation for the search information, the first page may be displayed. The first page includes a first area and a second area, the first area is used to display a search result corresponding to the search information, and the second area is used to display business information.

[0035] Optionally, the relative position relationship between the first area and the second area is not limited. For example, the second area and the first area belong to different layers, and may be regarded as two sub-pages with an upper-lower layer relationship in the first page. The size of the second area is smaller than that of the first area, so that the user may browse more object search results. Optionally, the first area may further include page content besides the search result, for example, may further include a search area.

[0036] Exemplarily, the search result displayed in the first area is associated with the search information, and the search result may include object information of a target preset object obtained through a search operation based on the search information, such as an object name, an object schematic diagram, and object attribute information; taking the preset object as a commodity as an example, it may include, for example, price, sales volume, and evaluation, etc. The search result may also include operation business-related information (such as a merchant name, and threshold discount or available coupons, etc.). The page content in the first area is in a triggerable state, for example, in response to the user's trigger operation for the object information of a certain target preset object, a corresponding object detail page is entered; for another example, in response to the user's sliding operation acting on the first area, the search results are slidably displayed following the sliding operation. Optionally, a sorting control and/or a filtering control may also be displayed in the first area, so that the user may quickly adjust the display sequence and/or search range of the target preset object. Optionally, the sorting control and/or the filtering control are hidden in the process of slidably displaying the search results, so as to display more object information of the target preset object to the user.

[0037] Exemplarily, the business information displayed in the second area may be preset associated information of the corresponding business page, so that the user may determine the association between the second area and the business page by viewing the preset associated information, and then may view the business page by inputting the trigger operation based on the second area. The preset associated information may include first associated information and/or second associated information, the first associated information includes a page entry of the business page, and the second associated information includes a page identification of the business page. The business page may be a business interaction page or a business aggregation page, and different business interaction pages may be used to implement different interaction functions. The above page entry may also be understood as a target function entry, that is, it may be an entry of a target function, and the target function may be an interaction function aggregated in the business aggregation page, for example, an order viewing entry, a customer service message viewing entry, and a followed stores list viewing entry, etc. The page identification may be, for example, a page name, such as a home page of XX Mall. The business aggregation page may aggregate interaction functions corresponding to the business interaction page, and may also aggregate other business functions, which is not specifically limited.

[0038] Step 102, displaying a business page corresponding to the business information in response to a trigger operation for the second area.

[0039] Exemplarily, the trigger operation for the second area may be, for example, a click operation or a sliding operation. After receiving the trigger operation for the second area, it may be switched from displaying the first page to displaying the business page corresponding to the business information. The specific switching manner is not limited. For example, the display of the first page may be directly cancelled, and the display of the business page corresponding to the business information may be jumped to; for

another example, the display area of the second area is gradually increased, and the page content in the business page is gradually added to the second area to display the business page, in this way, a dynamic transition of the page may be achieved, and the page display effect may be improved. Optionally, before the display area of the second area is gradually increased, if the second associated information has been displayed, the display of the second associated information in the second area is cancelled after the display area of the second area starts to be increased.

[0040] Fig. 2 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 2, search information 202 of a preset object is displayed in a target page 201. After the user clicks on the search information 202, a search instruction for the search information is received, and a first page is displayed. The first page includes a first area 203 and a second area 204, search results 205 displayed in the first area 203 are associated with the search information 202, business information 206 is contained in the second area 204, and after the user clicks on the second area 204, a business page 207 corresponding to the business information is displayed. Optionally, the target page may also be the business page 207 or other pages.

[0041] According to the interaction method of the embodiment of the present disclosure, a first page is displayed in response to a search instruction for search information, where the first page includes a first area and a second area, the first area is used to display search results corresponding to the search information, and the second area is used to display business information; and a business page corresponding to the business information is displayed in response to a trigger operation for the second area. With the above technical solution, after the user triggers the search instruction for the search information, the search results and the business information are displayed simultaneously in the displayed first page, and after the trigger operation is input for the area where the business information is located, the business page corresponding to the business information is displayed, thereby improving the convenience of viewing the search results and switching the business page, and improving the interaction efficiency.

[0042] In some embodiments, the displaying the business page corresponding to the business information in response to the trigger operation for the second area includes: displaying a business aggregation page in response to a first preset operation for the second area, where the business page includes the business aggregation page, and the business aggregation page is associated with the business information. In this way, the business aggregation page may be conveniently accessed, and the user's need to quickly view the business aggregation page while browsing the search results is satisfied, so as to use more functions in the business aggregation page or participate in more businesses. The first preset operation may be clicking, sliding, etc.

[0043] In some embodiments, the business information includes at least one business identification, and the displaying the business page corresponding to the business information in response to the trigger operation for the second area includes: displaying a business interaction page corresponding to a target business identification in response to a trigger operation for the target business identification, where the

target business identification is one of the at least one business identification, and the business page includes the business interaction page. In this way, the business identification may be displayed in the second area as a page entry of the business interaction page, which is convenient for the user to enter the corresponding business interaction page by triggering the business identification. For the order viewing entry as exemplified above, the order viewing page may be entered by triggering the order viewing entry, and order-related interaction operations may be performed.

[0044] In some embodiments, after the displaying the first page in response to the search instruction for the search information, the method further includes: switching from displaying the at least one business identification in the second area to displaying a page identification of a business aggregation page in the second area in response to a second preset operation input based on the first page, where the page identification is used to trigger display of the business aggregation page; and displaying the business aggregation page in response to a third preset operation for the second area. In this way, it is convenient for the user to switch from the first associated information to the second associated information by inputting the second preset operation, so as to meet trigger requirements of different business pages.

[0045] Optionally, while switching from displaying the at least one business identification in the second area to displaying the page identification of the business aggregation page in the second area, the method may further include: reducing the display size of the second area. In this way, the amount of information of the content displayed in the second area may be reduced and/or the occlusion of the second area to the first area or the occupation of the second area to the page space of the first page may be reduced, so that it is convenient for the user to view the search results more attentively or view more target preset objects, and the display efficiency of the search results is improved.

[0046] The second preset operation may be a search result browsing operation, such as a sliding operation, specifically an upward sliding operation.

[0047] Fig. 3 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 3, a business identification 302, such as my orders, customer service messages, and followed stores, is displayed in a second area 301, and a corresponding business interaction page may be entered by triggering the business identification 302, for example, the user clicks on "my orders", and an order page 305 may be displayed. After the user inputs an upward sliding operation based on the first page, object information in the search results moves upward, and at the same time, the size of the second area 301 is reduced to become a second area 303 of a new size, and the business identification 302 displayed therein is switched to a display page identification 304, such as XX Mall. If the user clicks on the page identification 304, a business aggregation page 306 may be displayed.

[0048] In some embodiments, the second area is located on an upper layer of the first area, and the displaying the business aggregation page in response to the first preset operation for the second area includes: gradually increasing a display area of the second area and gradually adding page content in the business aggregation page to the second area to display the business aggregation page in response to the first preset

operation for the second area. In this way, a dynamic transition from the first page to the business aggregation page may be achieved, and the page display effect may be improved.

[0049] Optionally, the second area is controlled to extend in a first preset direction and display to gradually increase the display area of the second area, the first preset direction is a direction pointing to the first area, and the first area located on the lower layer is gradually covered in the process of extending display, that is, the display area of the first area is gradually reduced until the first area disappears, thus realizing the display of the business aggregation page.

[0050] In some embodiments, the first preset operation is a sliding operation, and the gradually increasing the display area of the second area and gradually adding the page content in the business aggregation page to the second area to display the business aggregation page in response to the first preset operation for the second area includes: gradually increasing the display area of the second area and gradually adding the page content in the business aggregation page to the second area in response to the sliding operation input based on the second area; and at an end of the sliding operation, if the current display area of the second area is greater than or equal to a preset area threshold, continuing to gradually increase the display area of the second area, and continuing to gradually add the page content in the business aggregation page to the second area to display the business aggregation page, where after the displaying the first page in response to the search instruction for the search information, the method further includes: gradually increasing the display area of the second area in response to the sliding operation input based on the second area, and gradually adding the page content in the business aggregation page to the second area; and at the end of the sliding operation, if the current display area of the second area is less than the preset area threshold, keeping the current display area of the second area unchanged before receiving a fourth preset operation. In this way, the display area of the second area may be gradually increased following the sliding direction of the user's sliding operation, and whether to display the business aggregation page may be flexibly determined based on the display area related to the sliding distance.

[0051] The preset area threshold may be set according to actual needs, for example, it may be a preset proportion of the area of the first page, and the preset proportion may be, for example, 0.5. Exemplarily, assuming that the second area is located at the bottom of the screen, before the current display area is equal to the preset area threshold, the height of the second area dynamically increases following the sliding operation, so as to realize the gradual increase of the display area, and the page content in the business aggregation page is gradually added to the second area. If the user ends the sliding operation, the second area may be fixedly displayed, that is, the current display area of the second area is kept unchanged before the fourth preset operation (such as the sliding operation, etc.) is received; after the current display area is greater than or equal to the preset area threshold, if the user ends the sliding operation, the display area of the second area may continue to automatically increase, and the page content in the business aggregation page continues to be added to the second area until the first area disappears.

[0052] In some embodiments, after the displaying the first page in response to the search instruction for the search information, the method further includes: performing change processing on a preset attribute of the second area and/or display content in the second area in response to the user's interaction operation based on the first page satisfying a preset condition. In this way, the user may be reminded by changing the preset attribute and/or the display content, so that it is convenient for the user to view the corresponding business page through the trigger operation for the second area.

[0053] Exemplarily, the preset attribute may include, for example, a size, which may specifically be a page height. For example, text prompt may be added to the display content, for example, it is changed from "XX Mall" to "slide to enter XX Mall". For example, the interaction operation satisfying the preset condition may include at least one selected from the group consisting of the following conditions: no interaction operation is input within a preset duration (such as n seconds, and a value of n may be set according to actual needs); the number of pieces of object information of target preset objects browsed is greater than a preset number (such as m, and a value of m may be set according to actual needs), but no object information of the browsed target preset objects is triggered; and a browsing speed is greater than a preset speed threshold (for example, an upward sliding operation is input as a browsing operation, and a sliding speed of the upward sliding operation is greater than a preset sliding speed threshold).

[0054] In some embodiments, before the displaying the first page in response to the search instruction for the search information, the method further includes: displaying recommended search information in a second page, where the second page is a media stream display page, the recommended search information includes a recommended search term and/or at least one piece of recommended object information determined according to a historical interaction operation, the recommended object information includes object information of a recommended object, and the recommended object is associated with a search result corresponding to the recommended search term determined according to the historical interaction operation, where the displaying the first page in response to the search instruction for the search information includes: displaying the first page in response to a search instruction triggered based on the recommended search information. In this way, the user may view the recommended search information in the process of viewing the media stream, and then enter the first page by triggering the recommended search information.

[0055] Exemplarily, the historical interaction operation may include, for example, an interaction operation input for media content and/or the preset object. The recommended search information may include a recommended search term, such as "women's black suit", the search information may further include one or more pieces of recommended object information as search examples, and the recommended object information may include object information (which may be understood as an example preset object) of a recommended object, such as an object name, an object schematic diagram, and object attribute information (taking the preset object as a commodity as an example, it may include, for example, price, sales volume, and evaluation, etc.), the recommended object is associated with the recommended search term, such as women's black suits provided by different merchants.

- [0056] In some embodiments, the displaying the first page in response to the search instruction triggered based on the recommended search information includes: in response to the search instruction triggered based on the recommended search information, displaying the business aggregation page in response to determining that a preset requirement is satisfied, and switching the displayed page from the business aggregation page to the first page in response to detecting no operation, where the preset requirement is that a number of times of displaying the first page within a recent target period of time is less than a preset number threshold. In this way, by displaying the business aggregation page first and then automatically and dynamically switching to the first page, the user may be more intuitively reminded of the relationship between the business aggregation page and the first page, and then in the case of displaying the first page, whether to view the business aggregation page by inputting the trigger operation based on the second area may be selected according to actual needs.
- [0057] Exemplarily, for a current user, the preset requirement may be determined according to the number of times of displaying the first page within the recent target period of time, for example, the number of times of display is less than the preset number threshold. The target period of time and the preset number threshold may be set according to actual needs. For example, if the current user has not entered the first page within the last 1 month, the preset requirement is satisfied, and the preset number threshold is 1.
- [0058] In some embodiments, the switching the displayed page from the business aggregation page to the first page includes: displaying page content of the business aggregation page in the second area in the first page, and gradually reducing the display area of the second area to display the search results corresponding to the search information in the first area located on the lower layer of the business aggregation page until the display area of the second area is reduced to a preset area value. In this way, the page switching may be made more natural and smooth, and the interaction experience may be improved.
- [0059] Exemplarily, when the preset requirement is satisfied, the business aggregation page is displayed first, and by controlling the business aggregation page to gradually exit the user's sight in a contracted display manner, the first area of the first page located on the lower layer gradually appears in the user's sight, making the page switching more natural and smooth.
- [0060] In some embodiments, the method further includes: in the process of displaying the first page, switching from displaying the first page to displaying the second page in response to a preset page switching operation. In this way, the switching path of a rollback to the second page may be shortened, and the interaction efficiency may be improved.
- [0061] Exemplarily, the first page and the second page may specifically be two different tab pages, and the preset page switching operation may specifically be a tab page switching operation. The tab page switching operation may be, for example, a trigger operation such as clicking on a page tab identification of the second page, and may also be a sliding operation (for example, if the page tab identifications are arranged laterally, the sliding operation may be a lateral sliding, and the specific direction may be

determined according to the direction from the page tab identification of the second page to the page tab identification of the first page), etc.

[0062] In some embodiments, the first page includes a first search area, the business aggregation page includes a second search area, a display style of the first search area is different from a display style of the second search area, the business aggregation page is associated with the business information, and the business page includes the business aggregation page. In this way, by displaying the search areas in different pages in different display styles, it is convenient for the user to quickly distinguish different pages.

[0063] Exemplarily, the search area may specifically be an area for the user to input search-related operations. The difference in display styles may include, for example, the size of the search area, the number of controls included in the search area, and the styles of the controls included in the search area (such as border color, background color, and copywriting, etc.). In some embodiments, the display style of the first search area being different from the display style of the second search area includes at least one selected from the group consisting of the followings: a first search input control is displayed in the first search area, and a second search input control and a preset control are displayed in the second search area, where the preset control is used to trigger display of a preset object in a selected state, and the preset object is associated with the search results; and a size of the first search input control displayed in the first search area is different from a size of the second search input control displayed in the second search area. In this way, different requirements for the preset control when the user browses different pages are satisfied. Exemplarily, the preset control may be a shopping cart control.

[0064] Fig. 4 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 4, the first page includes a first area 401, a second area 402, and a first search area 403. After the user inputs an upward sliding operation based on the second area 402, a business aggregation page 404 is switched to for display, and the business aggregation page 404 includes a second search area 405. A first search input control (such as a search box including a search button in the figure) is displayed in the first search area 403, a second search input control and a preset control 406 (such as a shopping cart in the figure) are displayed in the second search area 405, the size of the first search input control is larger than that of the second search input control, and the border styles are different, and the styles of the search buttons are also different.

[0065] In some embodiments, after the switching from displaying the first page to displaying the business aggregation page, the method further includes: displaying preset prompt information in an associated area of the second search area, where the preset prompt information is used to prompt search function information of the second search area. In this way, it is convenient for the user to quickly locate the search area after entering the business aggregation page, which is convenient for subsequent search operations.

[0066] Optionally, display conditions of the preset prompt information may be preset, for example, the number of times of displaying the preset prompt information within a recent preset period of time is less than a target number threshold. The content in the preset prompt information may be set according to actual

needs. As shown in Fig. 4, the preset prompt information 407 is a text prompt "come here to search next time".

[0067] In some embodiments, the method may further include: in the process of displaying the first page, switching from displaying the first page to displaying a third page in response to a first page switching operation, and in response to a second page switching operation, switching from displaying the third page to displaying the first page in response to a time difference between a trigger time of the second page switching operation and a trigger time of the first page switching operation being less than a preset threshold, and switching from displaying the third page to displaying the business page in response to the time difference being greater than or equal to the preset threshold. In this way, when the user switches from the first page to other pages and then switches back within a short time, the first page may continue to be displayed, so as to prevent the user from being unable to view the first page due to misoperation. If the time is long, it indicates that the probability of misoperation is low, and the possibility that the user has a need to continue browsing the first page is low, and the business page may be displayed, which is convenient for the user to use more interaction functions in the business page.

[0068] Exemplarily, the third page may be any page other than the first page, and may be the same as or different from the second page. The first page switching operation may be a sliding operation (for example, if the page tab identifications are arranged laterally, the sliding operation may be a lateral sliding), the second page switching operation may also be a sliding operation, and the sliding direction is opposite to the sliding direction of the first page switching operation.

[0069] In some embodiments, the method may further include: in the process of displaying the first page, switching from running a first application in foreground to running a second application in foreground in response to a first program switching operation, and switching from running the second application in foreground to running the first application in foreground and displaying the business page in response to a second program switching operation, where the first application is an application to which the first page, the second page, and the third page belong. In this way, after the user switches the application to which the first page belongs to background running and then switches back to foreground running, the business page may be directly displayed, which is convenient for the user to use more interaction functions in the business page.

[0070] Exemplarily, the second application is any application different from the first application, and may include a desktop program of the electronic device.

[0071] Fig. 5 is a schematic flowchart of an interaction method provided by an embodiment of the present disclosure, and the embodiment of the present disclosure is optimized based on various optional solutions in the above embodiments. Specifically, the method includes the following steps.

[0072] Step 501: displaying recommended search information in a second page.

[0073] Fig. 6 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure, and as shown in Fig. 6, the second page 601 is a page used to display a media stream, the media

stream may include media content recommended to the user, the second page 601 is a tab page, and the page tab identification is "recommended". Recommended search information 602 of a preset object is displayed in the second page 601, for example, it includes a recommended search keyword "women's black suit" and two pieces of recommended object information in Fig. 6, the recommended object information may include object information of a recommended preset object, and the recommended preset object is associated with the recommended search keyword, such as women's black suits provided by different merchants.

[0074] Step 502: determining whether a preset requirement is satisfied in response to a search instruction triggered based on the recommended search information, if yes, executing step 503; otherwise, executing step 504.

[0075] Exemplarily, the first page is a different tab page from the second page, and the page tab identification is "Mall". As shown in Fig. 6, the user clicks on the recommended object information 602 to trigger the switching of the tab page. When the preset requirement is currently satisfied, step 503 is executed to display the business aggregation page first and then dynamically switch to display the first page; when the preset requirement is not currently satisfied, step 504 is executed to directly display the first page.

[0076] Step 503: displaying a business aggregation page, and in response to detecting no operation, switching the displayed page from the business aggregation page to the first page, and executing step 505.

[0077] As shown in Fig. 6, if the preset condition is satisfied, the business aggregation page 603 and the second search area 604 are displayed first, and then the business aggregation page 603 is dynamically contracted and displayed downward, and the first area 605 located on the lower layer of the business aggregation page 603 is gradually exposed until the display of the business aggregation page 603 is switched to the display of the first page including the second area 607. The first page includes the first area 605 and the second area 607 located on the upper layer of the first area 605, and the second area 607 includes at least one business identification 608 of the business aggregation page 603, which may specifically be a target function entry, such as "my orders", "customer service messages", and "followed stores" in the figure.

[0078] Optionally, in the process of contracted display, the second search area 604 is changed to the first search area 606. Specifically, the shopping cart control (preset control) in the second search area 604 is hidden, and the search box (first search input control) in the second search area 604 extends laterally and changes the border style, etc., to become the first search area 606.

[0079] Step 504: displaying the first page.

[0080] Exemplarily, as shown in Fig. 6, if the preset condition is not satisfied, the first page may be directly displayed.

[0081] Optionally, in the process of displaying the first page, displaying the first page is switched to displaying the second page in response to a preset page switching operation. As shown in Fig. 6, if the user inputs a leftward sliding operation in the first page, the switching of the tab page is realized, the second page 601 may be returned to following the dotted path in the figure, and the switching of the media content

in the media stream may be realized by inputting a longitudinal sliding operation, etc. in the second page 601, to continue to view the media stream.

[0082] Step 505: gradually increasing a display area of the second area and gradually adding page content in the business aggregation page to the second area to display the business aggregation page in response to a first preset operation for the second area.

[0083] As shown in Fig. 6, the user inputs an upward sliding operation based on the second area 607, the second area extends upward for display, the display area gradually increases, and the page content in the business aggregation page 603 is gradually added to the second area 607 in the process of the gradual increase of the display area, to gradually cover the first area 605. Optionally, in the process of extension display, the first search area is changed to the second search area.

[0084] According to the interaction method provided by the embodiment of the present disclosure, the recommended search information of the preset object is displayed in the second page, and in response to the trigger operation for the recommended object information, it is first determined whether the preset requirement is satisfied. If the preset requirement is satisfied, the business aggregation page is displayed first and then dynamically switched to the display of the first page. If the preset requirement is not satisfied, the first page is directly displayed, which satisfies the presentation mode of the page for the user in different situations. After the first page is displayed, the first preset operation may be input based on the second area in the first page to smoothly and naturally switch to the business aggregation page, thereby improving the convenience and fluency of viewing the search results and switching the business aggregation page, and improving the interaction efficiency and interaction experience.

[0085] Fig. 7 is a schematic structural diagram of an interaction apparatus provided by an embodiment of the present disclosure, and as shown in Fig. 7, the apparatus includes: a first page display module 701, configured to display a first page in response to a search instruction for search information, where the first page includes a first area and a second area, the first area is used to display a search result corresponding to the search information, and the second area is used to display business information; and a business page display module 702, configured to display a business page corresponding to the business information in response to a trigger operation for the second area.

[0086] According to the interaction apparatus provided by the embodiment of the present disclosure, after the user triggers the search instruction for the search information, the search results and the business information are displayed simultaneously in the displayed first page, and after the trigger operation is input for the area where the business information is located, the business page corresponding to the business information is displayed, thereby improving the convenience of viewing the search results and switching the business page, and improving the interaction efficiency.

[0087] Optionally, the business page display module includes: a first display unit, configured to display a business aggregation page in response to a first preset operation for the second area, where the business

page includes the business aggregation page, and the business aggregation page is associated with the business information.

[0088] Optionally, the business information includes at least one business identification, and the business page display module includes: a second display unit, configured to display a business interaction page corresponding to a target business identification in response to a trigger operation for the target business identification, where the target business identification is one of the at least one business identification, and the business page includes the business interaction page.

[0089] Optionally, the apparatus further includes: a content switching module, configured to, after the displaying the first page in response to the search instruction for the search information, switch from displaying the at least one business identification in the second area to displaying a page identification of a business aggregation page in the second area in response to a second preset operation input based on the first page, where the page identification is used to trigger display of the business aggregation page; and an aggregation page display module, configured to display the business aggregation page in response to a third preset operation for the second area.

[0090] Optionally, the second area is located on an upper layer of the first area, and the first display unit is further configured to: gradually increase a display area of the second area in response to the first preset operation for the second area, and gradually add page content in the business aggregation page to the second area to display the business aggregation page.

[0091] Optionally, the first preset operation is a sliding operation, and the first display unit is further configured to: gradually increase the display area of the second area in response to the sliding operation input based on the second area, and gradually add the page content in the business aggregation page to the second area; and continue to gradually increase the display area of the second area, and continue to gradually add the page content in the business aggregation page to the second area to display the business aggregation page in response to the current display area of the second area being greater than or equal to a preset area threshold at an end of the sliding operation.

[0092] The apparatus further includes: an area display module, configured to, after the displaying the first page in response to the search instruction for the search information, gradually increase the display area of the second area in response to the sliding operation input based on the second area, and gradually add the page content in the business aggregation page to the second area; and keep the current display area of the second area unchanged before receiving a fourth preset operation in response to the current display area of the second area being less than the preset area threshold at the end of the sliding operation.

[0093] Optionally, the apparatus further includes: a change processing module, configured to, after the displaying the first page in response to the search instruction for the search information, perform change processing on a preset attribute of the second area and/or display content in the second area in response to an interaction operation of a user based on the first page satisfying a preset condition.

[0094] Optionally, the apparatus further includes: a recommended search information display module, configured to display recommended search information in a second page before the displaying the first page in response to the search instruction for the search information, where the second page is a media stream display page, the recommended search information includes a recommended search term and/or at least one piece of recommended object information determined according to a historical interaction operation, the recommended object information includes object information of a recommended object, and the recommended object is associated with search results corresponding to the recommended search term determined according to the historical interaction operation, here the first page display module is further configured to display the first page in response to a search instruction triggered based on the recommended search information.

[0095] Optionally, the first page display module is further configured to: in response to a search instruction triggered based on the recommended search information, in response to determining that a preset requirement is satisfied, display a business aggregation page, and in response to detecting no operation, switch the displayed page from the business aggregation page to the first page, where the preset requirement is that a number of times of displaying the first page within a recent target period of time is less than a preset number threshold.

[0096] Optionally, the switching the displayed page from the business aggregation page to the first page includes: displaying page content of the business aggregation page in the second area in the first page, and gradually reducing the display area of the second area to display the search results corresponding to the search information in the first area located on the lower layer of the business aggregation page until the display area of the second area is reduced to a preset area value.

[0097] Optionally, the first page includes a first search area, the business aggregation page includes a second search area, a display style of the first search area is different from a display style of the second search area, the business aggregation page is associated with the business information, and the business page includes the business aggregation page, where the display style of the first search area being different from the display style of the second search area includes at least one of the following: a first search input control is displayed in the first search area, and a second search input control and a preset control are displayed in the second search area, where the preset control is used to trigger display of a preset object in a selected state, and the preset object is associated with the search results; and a size of the first search input control displayed in the first search area is different from a size of the second search input control displayed in the second search area.

[0098] Optionally, the apparatus further includes: a first switching module, configured to, in the process of displaying the first page, switch from displaying the first page to displaying a third page in response to a first page switching operation, and in response to a second page switching operation, switch from displaying the third page to displaying the first page in response to a time difference between a trigger time of the second page switching operation and a trigger time of the first page switching operation being less than a

preset threshold, and switch from displaying the third page to displaying the business page in response to the time difference being greater than or equal to the preset threshold; and/or a second switching module, configured to, in the process of displaying the first page, switch from running a first application in foreground to running a second application in foreground in response to a first program switching operation, and in response to a second program switching operation, switch from running the second application in foreground to running the first application in foreground, and display the business page, where the first application is an application to which the first page, the second page, and the third page belong.

[0099] The interaction apparatus provided by the embodiment of the present disclosure may execute the interaction method provided by any embodiment of the present disclosure, and has corresponding functional modules and beneficial effects for executing the method.

[0100] It is worth noting that the units and modules included in the above apparatus are only divided according to functional logic, but are not limited to the above division, as long as the corresponding functions may be realized. In addition, the specific names of the functional units are only for the convenience of distinguishing from each other, and are not used to limit the protection scope of the embodiments of the present disclosure.

[0101] Fig. 8 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure. Reference is made to Fig. 8 below, which illustrates a schematic structural diagram of an electronic device (such as the terminal device or the server in Fig. 8) 800 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, a mobile terminal, such as a mobile phone, a laptop, a digital broadcast receiver, a personal digital assistant (PDA), a tablet computer (PAD), a portable multimedia player (PMP), and a vehicle-mounted terminal (such as a vehicle navigation terminal), and a fixed terminal, such as a digital TV, and a desktop computer. The electronic device shown in Fig. 8 is only an example, and should not bring any limitation to the functions and use scope of the embodiments of the present disclosure.

[0102] As shown in Fig. 8, the electronic device 800 may include a processing apparatus (such as a central processing unit, and a graphics processing unit) 801, which may perform various appropriate actions and processes according to a program stored in a read-only memory (ROM) 802 or a program loaded into a random access memory (RAM) 803 from a storage apparatus 808. The RAM 803 further stores various programs and data required for the operation of the electronic device 800. The processing apparatus 801, the ROM 802, and the RAM 803 are connected to each other through a bus 804. An editing/output (I/O) interface 805 is also connected to the bus 804.

[0103] Usually, the following apparatuses may be connected to the I/O interface 805: an input apparatus 806 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, and a gyroscope; an output apparatus 807 including, for example, a liquid crystal display (LCD), a speaker, and a vibrator; the storage apparatus 808 including, for example, a magnetic tape, and a hard disk; and a communication apparatus 809. The communication apparatus 809 may allow the electronic

device 800 to perform wireless or wired communication with other devices to exchange data. Although Fig. 8 shows the electronic device 800 having various apparatuses, it should be understood that it is not required to implement or provide all the apparatuses shown. More or fewer apparatuses may be implemented or provided alternatively.

[0104] According to the embodiments of the present disclosure, the process described above with reference to the flowcharts 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, where the computer program includes program code for performing 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 809, or installed from the storage apparatus 808, or installed from the ROM 802. When the computer program is executed by the processing apparatus 801, the above-mentioned functions defined in the method of the embodiments of the present disclosure are executed.

[0105] 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 used to limit the scope of these messages or information.

[0106] The electronic device provided by the embodiment of the present disclosure belongs to the same inventive concept as the interaction method provided by the above embodiments. For the technical details not described in detail in this embodiment, reference may be made to the above embodiments, and this embodiment has the same beneficial effects as the above embodiments.

[0107] An embodiment of the present disclosure provides a computer storage medium having a computer program stored thereon, where the interaction method provided by the above embodiments is implemented when the program is executed by a processor.

[0108] An embodiment of the present disclosure provides a computer program product including a computer program, where the interaction method provided by the above embodiments is implemented when the program is executed by a processor.

[0109] It should be noted that the above 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 electronic, 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 electrically connected portable computer disk with one or more wires, 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 in a baseband or as a part of a carrier wave, and computer-readable program code is carried therein. This propagated data signal may take multiple 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 a program used by or in combination with an 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.

[0110] The above computer-readable medium may be included in the above electronic device, or may exist alone without being assembled into the electronic device.

[0111] The above computer-readable medium carries one or more programs, and when the one or more programs are executed by the electronic device, the electronic device: displays a first page in response to a search instruction for search information, where the first page includes a first area and a second area, the first area is used to display search results corresponding to the search information, and the second area is used to display business information; and displays a business page corresponding to the business information in response to a trigger operation for the second area.

[0112] Computer program code for performing operations of the present disclosure may be written in one or more programming languages or a combination thereof, the programming languages including but not limited to object-oriented programming languages, such as Java, Smalltalk, and C++, and 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 executed on a user's computer, executed as an independent software package, partly executed on a user's computer and partly executed on a remote computer, or entirely executed on a remote computer or server. In the case of involving a remote computer, the remote computer may be connected to a 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).

[0113] The flowcharts and block diagrams in the drawings illustrate the architecture, functionality, and operation of possible implementations of systems, methods and computer program products according to various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagrams may represent a module, a program segment, or a portion of code that includes one or more executable instructions for implementing a specified logical function. Furthermore, it should be noted that, in some alternative implementations, functions indicated in the blocks may occur in an order different from that indicated in the drawings. For example, two blocks shown in succession may, in fact, be executed substantially concurrently, or the blocks may sometimes be executed in a reverse order, depending upon the

functionality involved. It also should be noted that each block of the block diagrams and/or flowcharts, or a combination of blocks in the block diagrams and/or flowcharts may be implemented in a special purpose hardware-based system that perform a specified function or operation, or may be implemented in a combination of special purpose hardware and a computer instruction.

[0114] 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 module does not constitute a limitation on the module itself under certain circumstances, for example, the business page display module may also be described as "a module that displays a business page corresponding to the business information in response to a trigger operation for the second area".

[0115] The foregoing functions described in the present disclosure may be performed at least in part by one or more hardware logic components. For example, without limitation, exemplary types of 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 chip (SOC), a complex programmable logical device (CPLD), etc.

[0116] 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 includes, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any suitable combination of the foregoing. More specific examples of the machine-readable storage medium would include an electrical connection on the basis of one or more wires, a portable computer 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 disc read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the foregoing.

[0117] The above description only illustrates the embodiments of the present disclosure and applied technical principles. Those skilled in the art should understand that the disclosed scope involved in the present disclosure is not limited to the technical solutions formed by the specific combination of the above technical features, and should also cover other technical solutions formed by any combination of the above technical features or their equivalent features without departing from the above disclosed concept. For example, a technical solution formed by replacing the above features with technical features with similar functions disclosed in the present disclosure (but not limited thereto).

[0118] Furthermore, although the various operations are depicted 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 advantageous. Likewise, although several specific implementation details are included in the foregoing discussions, 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 multiple embodiments individually or in any suitable sub-combination.

[0119] Although the present disclosure has been described in a 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. Conversely, the specific features and actions described above are merely exemplary forms for implementing the claims.

CLAIMS

1. An interaction method, comprising:

displaying a first page in response to a search instruction for search information, wherein the first page comprises a first area and a second area, the first area is used to display a search result corresponding to the search information, and the second area is used to display business information; and

displaying a business page corresponding to the business information in response to a trigger operation for the second area.

2. The method of claim 1, wherein the displaying a business page corresponding to the business information in response to a trigger operation for the second area comprises:

displaying a business aggregation page in response to a first preset operation for the second area, wherein the business page comprises the business aggregation page, and the business aggregation page is associated with the business information.

3. The method of claim 1 or 2, wherein the business information comprises at least one business identification; and

the displaying a business page corresponding to the business information in response to a trigger operation for the second area comprises:

displaying a business interaction page corresponding to a target business identification in response to a trigger operation for the target business identification, wherein the target business identification is one of the at least one business identification, and the business page comprises the business interaction page.

4. The method of claim 3, wherein after the displaying a first page in response to a search instruction for search information, the interaction method further comprises:

switching from displaying the at least one business identification in the second area to displaying a page identification of a business aggregation page in the second area in response to a second preset operation input based on the first page, wherein the page identification is used to trigger display of the business aggregation page; and

displaying the business aggregation page in response to a third preset operation for the second area.

5. The method of any one of claims 2 to 4, wherein the second area is on an upper layer of the first area, and the displaying a business aggregation page in response to a first preset operation for the second area comprises:

gradually increasing a display area of the second area and gradually adding page content in the business aggregation page to the second area to display the business aggregation page in response to the first preset operation for the second area.

6. The method of claim 5, wherein the first preset operation is a sliding operation, and the gradually increasing a display area of the second area and gradually adding page content in the business aggregation page to the second area to display the business aggregation page in response to the first preset operation for the second area comprises:

gradually increasing the display area of the second area and gradually adding the page content in the business aggregation page to the second area in response to the sliding operation input based on the second area; and

continuing to gradually increase the display area of the second area, and continuing to gradually add the page content in the business aggregation page to the second area to display the business aggregation page in response to a current display area of the second area being greater than or equal to a preset area threshold at an end of the sliding operation; and

wherein after the displaying the first page in response to a search instruction for search information, the interaction method further comprises:

gradually increasing the display area of the second area and gradually adding the page content in the business aggregation page to the second area in response to the sliding operation input based on the second area; and keeping the current display area of the second area unchanged before receiving a fourth preset operation in response to the current display area of the second area being less than the preset area threshold at the end of the sliding operation.

7. The method of any one of claims 1 to 6, wherein after the displaying a first page in response to a search instruction for search information, the interaction method further comprises:

performing change processing on a preset attribute of the second area and/or display content in the second area in response to an interaction operation of a user based on the first page satisfying a preset condition.

8. The method of any one of claims 1 to 7, wherein before the displaying a first page in response to a search instruction for search information, the interaction method further comprises:

displaying recommended search information in a second page, wherein the second page is a media stream display page, the recommended search information comprises a recommended search term and/or at least one piece of recommended object information determined according to a historical interaction operation, the recommended object information comprises object information of a recommended object, and the recommended object is associated with a search result corresponding to the recommended search term determined according to the historical interaction operation,

wherein the displaying a first page in response to a search instruction for search information comprises:

displaying the first page in response to a search instruction triggered based on the recommended search information.

9. The method of claim 8, wherein the displaying a first page in response to a search instruction triggered based on the recommended search information comprises:

in response to the search instruction triggered based on the recommended search information, displaying a business aggregation page in response to determining that a preset requirement is satisfied, and switching a displayed page from the business aggregation page to the first page in response to detecting no operation, wherein the preset requirement is that a number of times of displaying the first page within a recent target period of time is less than a preset number threshold.

10. The method of claim 9, wherein the switching a displayed page from the business aggregation page to the first page comprises:

displaying page content of the business aggregation page in the second area in the first page, and gradually reducing the display area of the second area to display the search result corresponding to the search information in the first area located on the lower layer of the business aggregation page until the display area of the second area is reduced to a preset area value.

11. The method of any one of claims 1 to 10, wherein the first page comprises a first search area, the business aggregation page comprises a second search area, a display style of the first search area is different from a display style of the second search area, the business aggregation page is associated with the business information, and the business page comprises the business aggregation page,

wherein the display style of the first search area being different from the display style of the second search area comprises at least one of followings:

a first search input control being displayed in the first search area, and a second search input control and a preset control being displayed in the second search area, the preset control being to trigger display of a preset object in a selected state, and the preset object being associated with the search result; and

a size of the first search input control displayed in the first search area being different from a size of the second search input control displayed in the second search area.

12. The method of any one of claims 1 to 10, further comprising:

in a process of displaying the first page, switching from displaying the first page to displaying a third page in response to a first page switching operation, and in response to a second page switching operation, switching from displaying the third page to displaying the first page in response to a time difference between a trigger time of the second page switching operation and a trigger time of the first page switching operation

being less than a preset threshold, and switching from displaying the third page to displaying the business page in response to the time difference being greater than or equal to the preset threshold; and/or

in the process of displaying the first page, switching from running a first application in foreground to running a second application in foreground in response to a first program switching operation, and switching from running the second application in foreground to running the first application in foreground and displaying the business page in response to a second program switching operation, wherein the first application is an application to which the first page, the second page, and the third page belong.

13. An interaction apparatus, comprising:

a first page display module, configured to display a first page in response to a search instruction for search information, wherein the first page comprises a first area and a second area, the first area is used to display a search result corresponding to the search information, and the second area is used to display business information; and

a business page display module, configured to display a business page corresponding to the business information in response to a trigger operation for the second area.

14. An electronic device, comprising:

one or more processors; and

a storage apparatus, configured to store one or more programs,

wherein the one or more programs upon being executed by the one or more processors, cause the one or more processors to implement the interaction method of any one of claims 1 to 12.

15. A storage medium comprising computer-executable instructions, wherein the computer-executable instructions are used to perform the interaction method of any one of claims 1 to 12 when being executed by a computer processor.