CLAIMS

1. A method for displaying an online product performed by a computing device, the method comprising:

retrieving online products and priorities of the online products, wherein the online products are waiting to be displayed on a product shelf of a graphical user interface of a computing device;

retrieving a resolution and an aspect ratio of a display screen of the computing device;

determining an arrangement structure based on the resolution and the aspect ratio of a display screen of the computing device, the arrangement structure comprising a plurality of display slots, each display slot displaying one online product ;

determining a first reference value of each display slot based on a distance between each display slot and a visual center of the product shelf, wherein the visual center of the product shelf is assigned to a golden section point in an upper left corner of a product shelf display area; obtaining a second reference value of each display slot based on experimental data of a degree of attention paid to each display slot on the product shelf;

ranking, as an attention ranking, each display slot based on a weighted sum of the first reference value and the second reference value; and

displaying the online products based on the arrangement structure, the attention ranking of each slot, and a priority of each display slot of the plurality of display slots with a respective attention ranking position based on the attention ranking of the display slots on the product shelf, wherein each online product is displayed in a respective display slot of the plurality of display slots based on an obtained priority of the online product and the attention ranking of each display slot.

2. The method according to claim 1, wherein the product shelf comprises at least one of:

a nine-rectangular-grid product shelf in which the display slots are arranged in three rows and three columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 2, a display slot of row 2 and column 2, a display slot of row 3 and column 2, a display slot of row 1 and column 1, a display slot of row 1 and column 3, a display slot of row 2 and column 1, a display slot of row 2 and column 3, a display slot of row 3 and column 1, and a display slot of row 3 and column 3;

an eight-rectangular-grid product shelf in which the display slots are arranged in two rows and four columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 2, a display slot of row 1 and column 3, a display slot of row 2 and column 2, a display slot of row 2 and column 3, a display slot of row 1 and column 1, a display slot of row 1 and column 4, a display slot of row 2 and column 1, and a display slot of row 2 and column 4; or

a six-rectangular-grid product shelf in which the display slots are arranged in three rows and two columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 1, a display slot of row 1 and column 2, a display slot of row 2 and column 1, a display slot of row 2 and column 2, a display slot of row 3 and column 1, and a display slot of row 3 and column 2.

3. The method according to any one of the preceding claims, wherein the distance between the display slot and the visual center of the product shelf comprises a distance between a geometric center of the display slot and the visual center of the product shelf.

4. The method according to any one of the preceding claims, wherein the arrangement structure of the display slots of the product shelf is determined based on the following conditions:

if the aspect ratio of the display screen falls within a first ratio range, the display slots are arranged using a 3×3 nine-rectangular-grid product shelf;

if the aspect ratio of the display screen falls within a second ratio range, the display slots are arranged using a 2×4 eight-rectangular-grid product shelf; and

if the aspect ratio of the display screen neither falls within the first ratio range nor the second ratio range, the display slots are arranged using a 3×2 six-rectangular-grid product shelf, wherein the first ratio range and the second ratio range do not overlap.

5. The method according to any one of the preceding claims, wherein the priority of the online products is being determined using at least one of a data mining algorithm, a machine learning algorithm, and a big data analytics algorithm.

6. The method according to any one of the preceding claims, wherein the priority of the online products is being determined based on a user preference indicated by a user's search.

7. An apparatus for displaying an online product, the apparatus comprising a plurality of modules configured to perform the method according to any one of the preceding claims.