CLAIMS

1. A contact information presentation method, performed by an electronic device, the method comprising:

presenting a contact interface of a target application, the target application being an application corresponding to a virtual scene;

presenting a front side of a contact card in the contact interface, a virtual avatar of a target contact in the virtual scene being presented on the front side of the card; and

presenting a back side of the contact card in the contact interface in response to a first operation on the front side of the card, at least one interaction control being presented on the back side of the card, the interaction control being used for interaction with the target contact,

wherein before the presenting a front side of a contact card in the contact interface, the method further comprises:

obtaining, from a server, a virtual appearance parameter corresponding to the target contact;

generating a virtual model of the target contact in the virtual scene based on the virtual appearance parameter; and

obtaining the virtual avatar based on the virtual model,

wherein the virtual appearance parameter indicates a virtual decoration of at least one part of the virtual model; and

before the generating a virtual model of the target contact in the virtual scene based on the virtual appearance parameter, the method further comprises:

obtaining, in a case that failure information is obtained from the server, a virtual decoration of the at least one part corresponding to a target user account, the failure

information indicates that the obtaining of the virtual appearance parameter fails, and the target user account being a user account logged in in the electronic device; and

determining the virtual decoration of the at least one part of the virtual model based on the virtual decoration of the at least one part of the target user account, and determining the determined virtual decoration of the at least one part of the virtual model as the virtual appearance parameter.

2. The method according to claim 1, wherein the obtaining the virtual avatar based on the virtual model comprises:

performing a photo shooting on the virtual model to obtain the virtual avatar; or

determining the virtual model as the virtual avatar.

3. The method according to claim 1, wherein before the presenting a front side of a contact card in the contact interface, the method further comprises:

obtaining the virtual avatar from a server, the virtual avatar being generated by the server based on a virtual appearance parameter corresponding to the target contact.

4. The method according to any one of claims 1 to 3, wherein the presenting a back side of the contact card in the contact interface in response to a first operation on the front side of the card comprises:

presenting the back side of the contact card in the contact interface by flipping the front side of the card in response to the first operation on the front side of the card.

5. The method according to any one of claims 1 to 3, wherein basic information of the target contact is further presented on the front side of the card, the basic information comprising at least one of the following information: contact name, level, dan, online state, and intimacy degree.

6. The method according to any one of claims 1 to 3, wherein after the presenting a back side of the contact card in the contact interface in response to a first operation on the front side of the card, the method further comprises:

determining a triggered target interaction control and presenting an interaction interface corresponding to the target interaction control in response to a triggering operation on the interaction control on the back side of the card.

7. The method according to any one of claims 1 to 3, wherein the method further comprises:

presenting an interaction interface corresponding to a target interaction control in the contact interface in response to a second operation on the front side of the card, the target interaction control being any one of the at least one interaction control.

8. The method according to claim 7, wherein the presenting an interaction interface corresponding to a target interaction control in the contact interface in response to a second operation on the front side of the card comprises:

determining the triggered target interaction control based on an operation type of the second operation in response to the second operation on the front side of the card; and

presenting the interaction interface corresponding to the target interaction control in the contact interface.

9. The method according to claim 7, wherein the presenting an interaction interface corresponding to a target interaction control in the contact interface in response to a second operation on the front side of the card comprises:

presenting the back side of the contact card and presenting the interaction interface corresponding to the target interaction control on the back side of the card in response to the second operation on the front side of the card.

10. The method according to claim 9, wherein the presenting the back side of the contact card in response to the second operation on the front side of the card comprises:

performing flip in a flip direction corresponding to the target interaction control to present the back side of the contact card in response to the second operation on the

front side of the card.

11. A contact information presentation apparatus, comprising:

a contact interface presentation module, configured to present a contact interface of a target application, the target application being an application corresponding to a virtual scene;

a front side presentation module, configured to present a front side of a contact card in the contact interface, a virtual avatar of a target contact in the virtual scene being presented on the front side of the card; and

a flip presentation module, configured to present a back side of the contact card in the contact interface in response to a first operation on the front side of the card, at least one interaction control being presented on the back side of the card, the interaction control being used for interaction with the target contact,

wherein the front side presentation module is configured to: obtain, from a server, a virtual appearance parameter corresponding to the target contact; generate a virtual model of the target contact in the virtual scene based on the virtual appearance parameter; and obtain the virtual avatar based on the virtual model,

wherein the virtual appearance parameter indicates a virtual decoration of at least one part of the virtual model, and the front side presentation module is configured to: obtain, in a case that failure information is obtained from the server, a virtual decoration of the at least one part corresponding to a target user account, the failure information indicates that the obtaining of the virtual appearance parameter fails, and the target user account being a user account logged in in the electronic device; and determine the virtual decoration of the at least one part of the virtual model based on the virtual decoration of the at least one part of the target user account, and determine the determined virtual decoration of the at least one part of the virtual model as the virtual appearance parameter.

12. An electronic device for contact information presentation, comprising a processor and a memory, the memory storing at least one computer program, the at

least one computer program being loaded and executed by the processor to implement the contact information presentation method according to any one of claims 1 to 10.

13. A computer-readable storage medium, storing at least one computer program, the at least one computer program being loaded and executed by a processor to implement the contact information presentation method according to any one of claims 1 to 10.

14. A computer program product, comprising a computer program or instruction, the computer program or instruction implementing the contact information presentation method according to any one of claims 1 to 10 when executed by a processor.