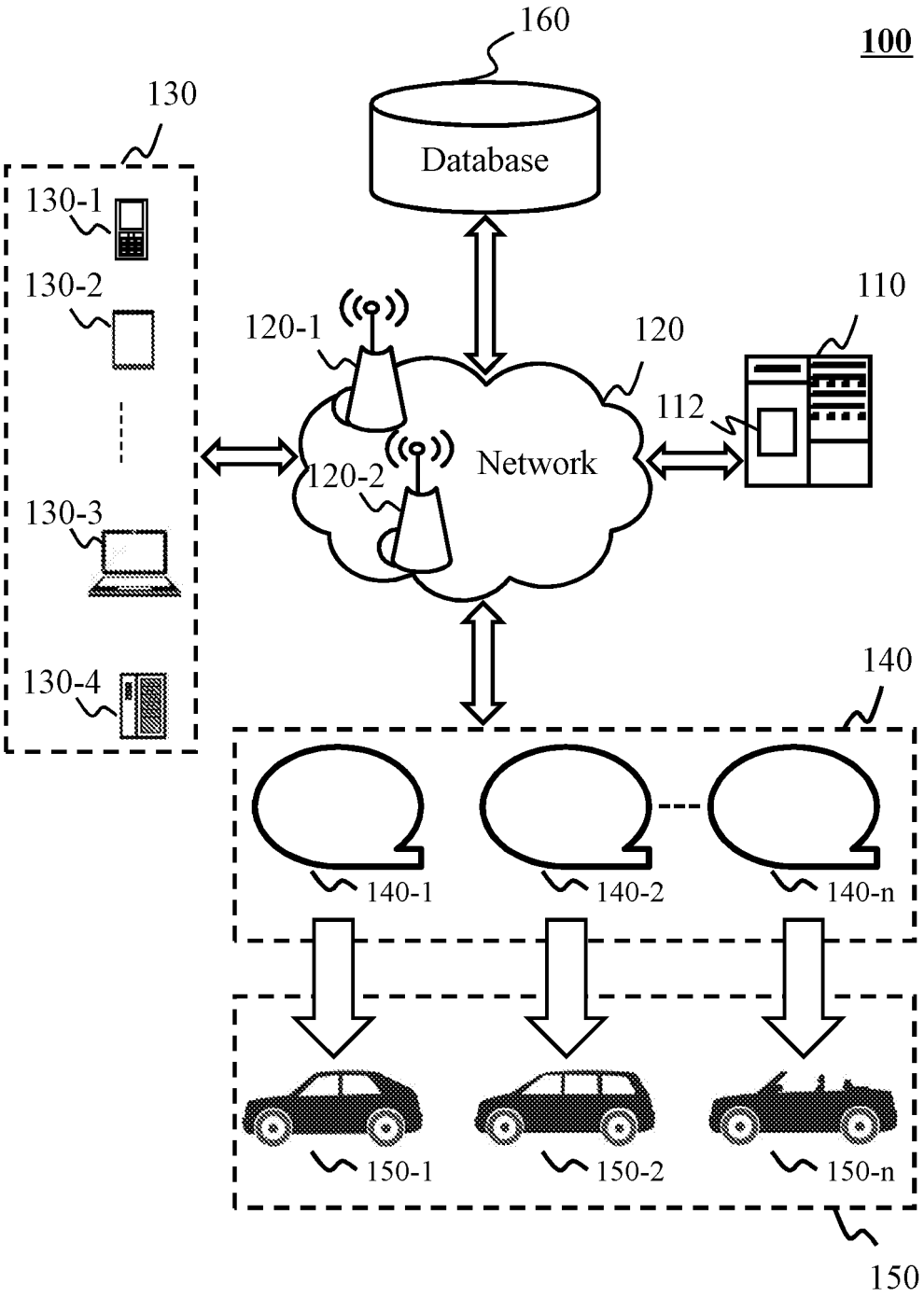

160
100
130
Database
130-1
130-2
120-1
120
110
112
Network
120-2
130-3
130-4
140
140-1
140-2
140-n
150-1
150-2
150-n
150

FIG. 1

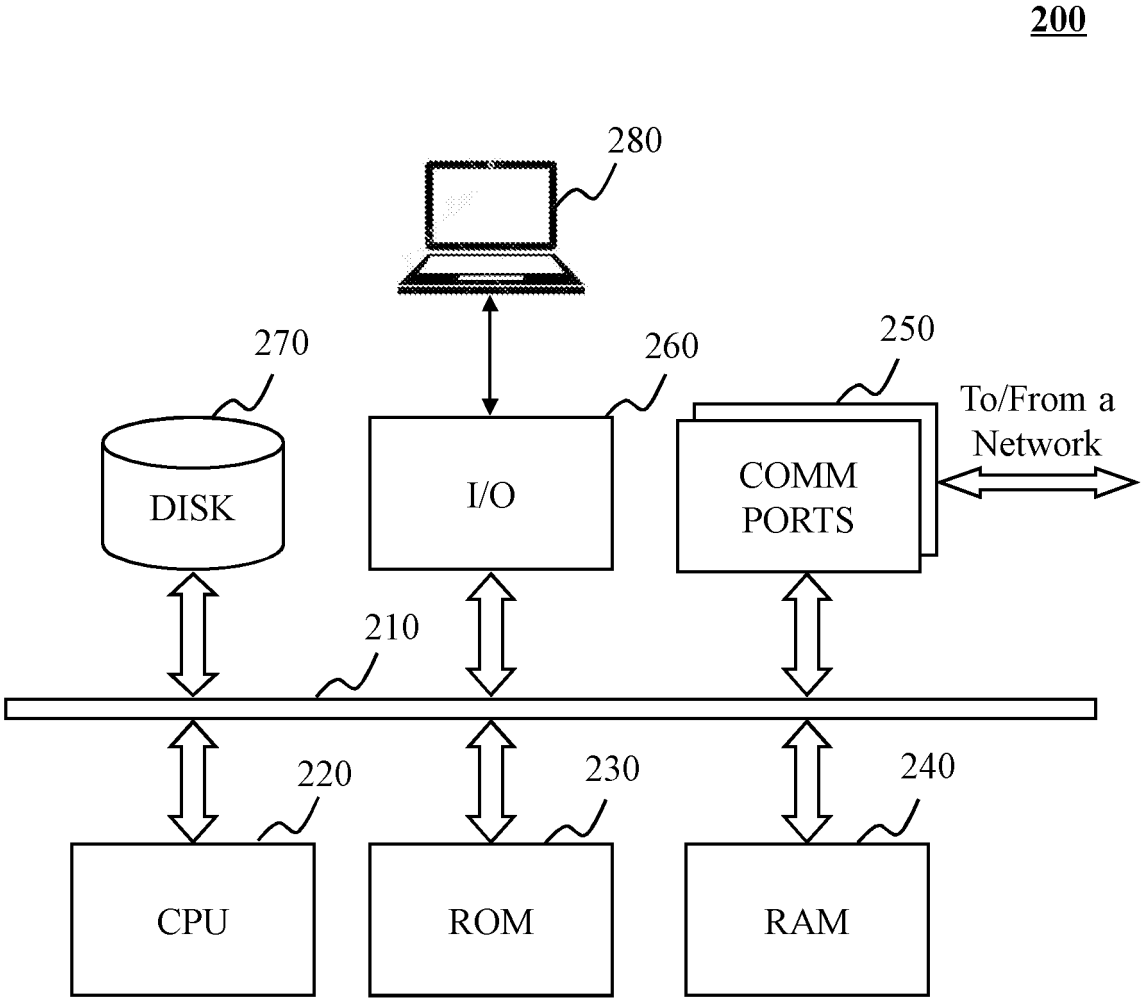

200
280
270
260
250
To/From a Network
DISK
I/O
COMM PORTS
210
220
230
240
CPU
ROM
RAM

FIG. 2

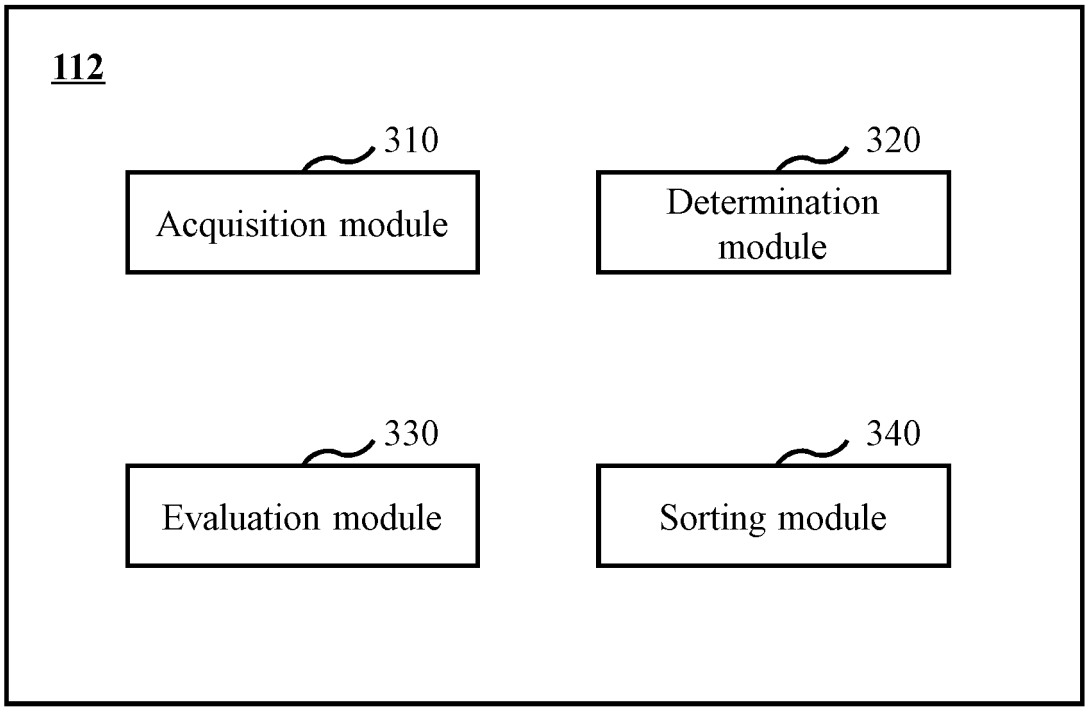

112
310
Acquisition module
320
Determination module
330
Evaluation module
340
Sorting module

FIG. 3

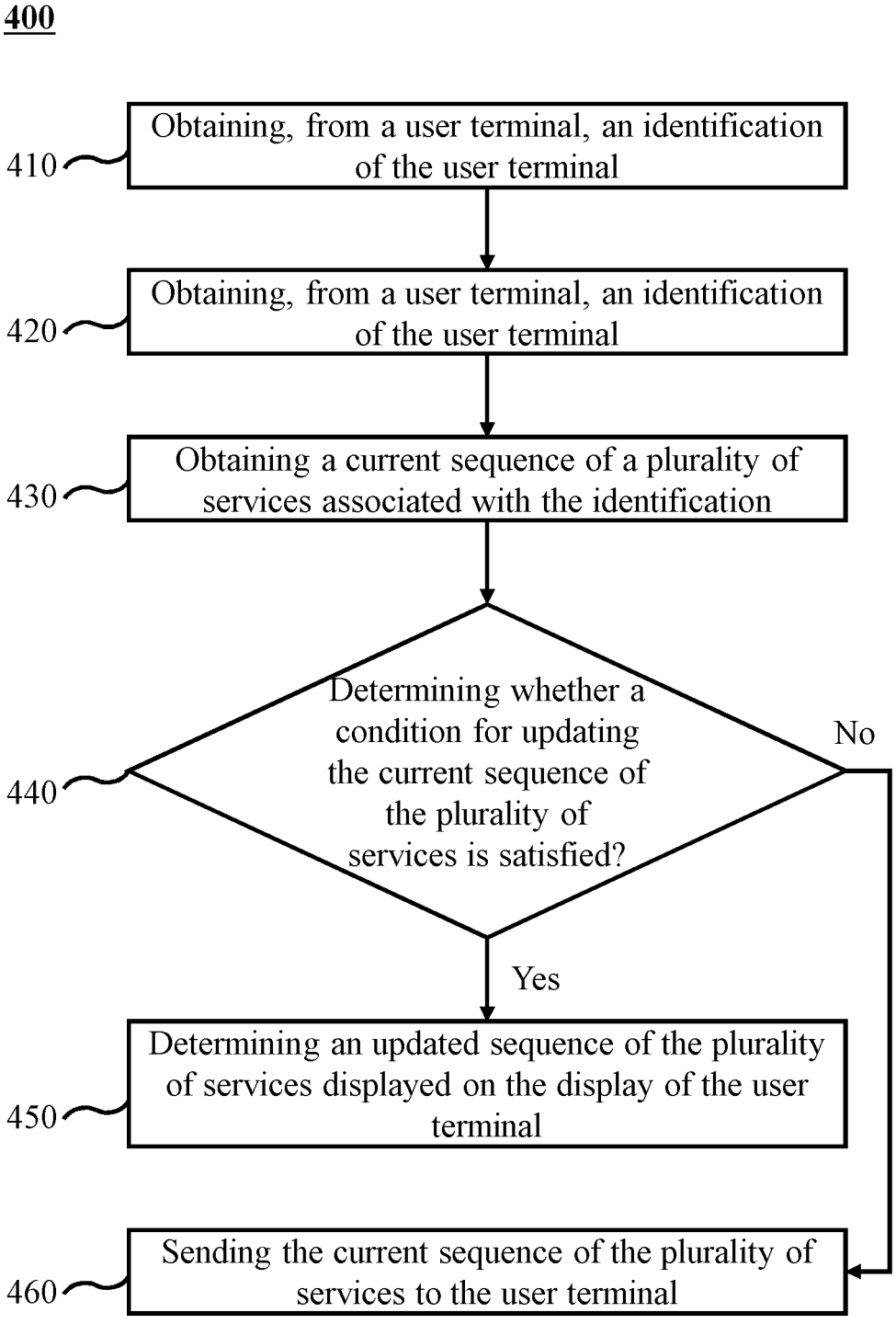

400
Obtaining, from a user terminal, an identification of the user terminal
410
Obtaining, from a user terminal, an identification of the user terminal
420
Obtaining a current sequence of a plurality of services associated with the identification
430
Determining whether a condition for updating the current sequence of the plurality of services is satisfied?
440
No
Yes
Determining an updated sequence of the plurality of services displayed on the display of the user terminal
450
Sending the current sequence of the plurality of services to the user terminal
460

FIG. 4

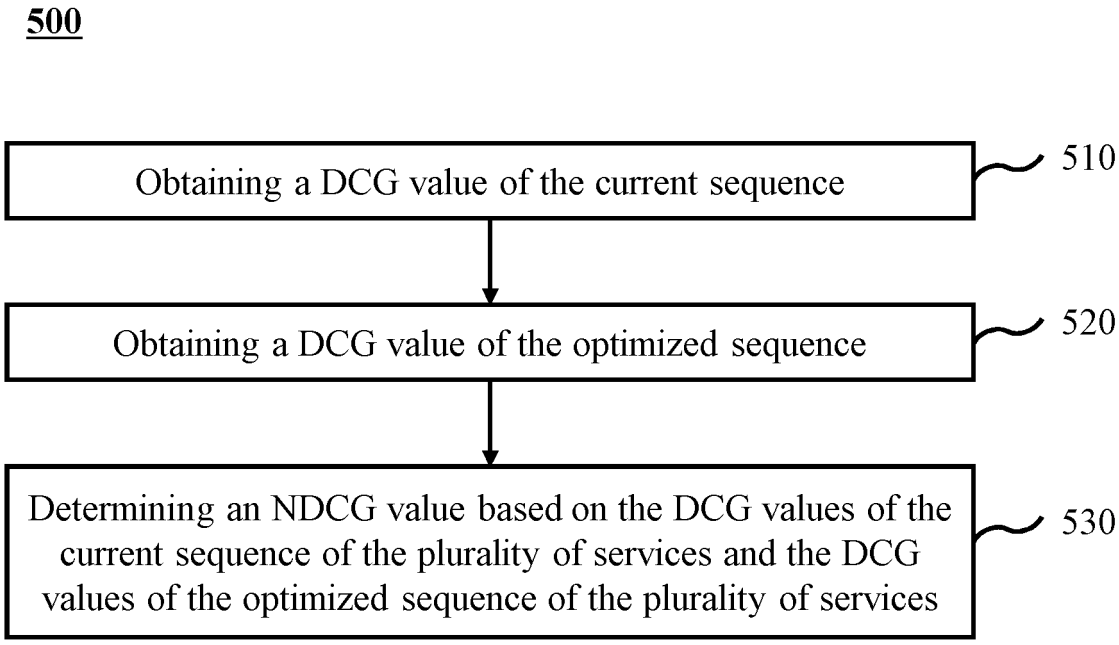

500
Obtaining a DCG value of the current sequence
510
Obtaining a DCG value of the optimized sequence
520
Determining an NDCG value based on the DCG values of the current sequence of the plurality of services and the DCG values of the optimized sequence of the plurality of services
530

FIG. 5

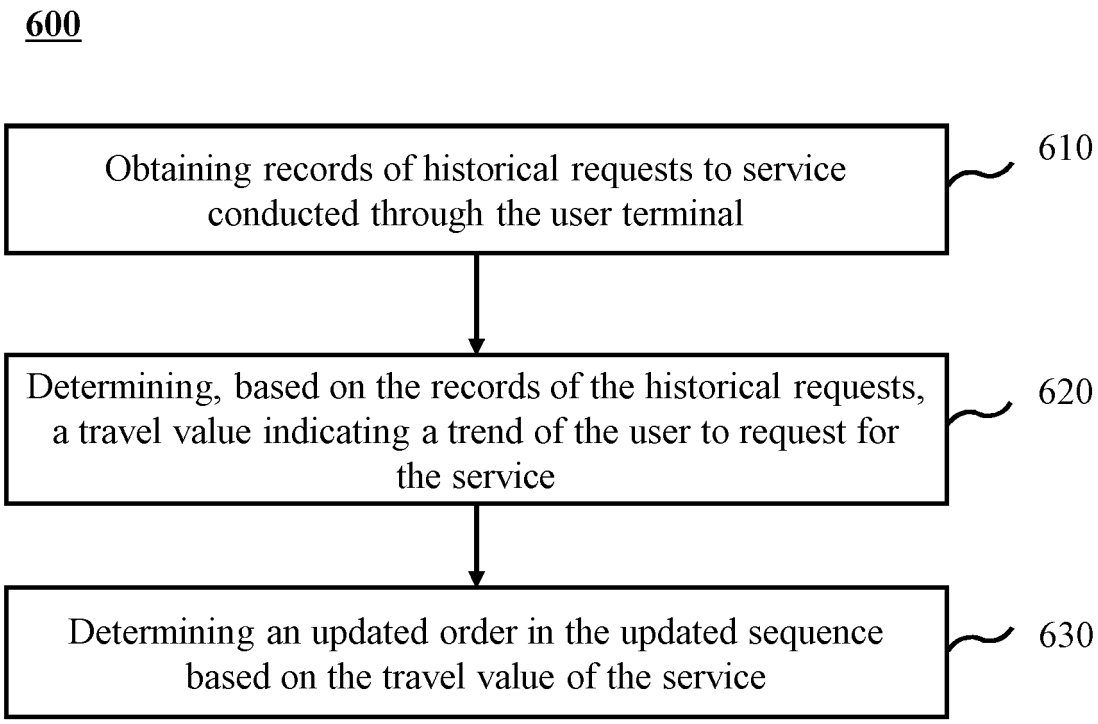

600
Obtaining records of historical requests to service conducted through the user terminal
610
Determining, based on the records of the historical requests, a travel value indicating a trend of the user to request for the service
620
Determining an updated order in the updated sequence based on the travel value of the service
630

FIG. 6

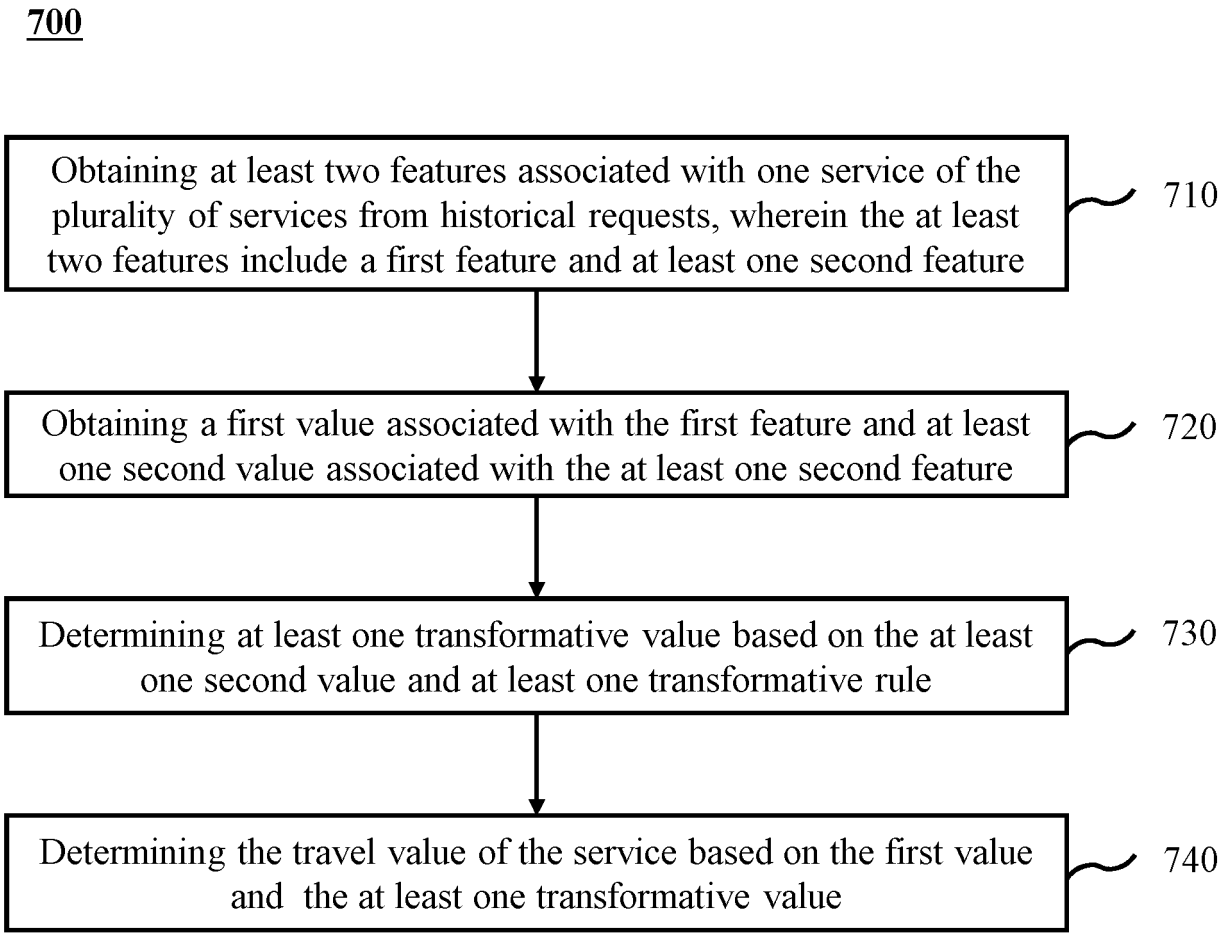

700
Obtaining at least two features associated with one service of the plurality of services from historical requests, wherein the at least two features include a first feature and at least one second feature
710
Obtaining a first value associated with the first feature and at least one second value associated with the at least one second feature
720
Determining at least one transformative value based on the at least one second value and at least one transformative rule
730
Determining the travel value of the service based on the first value and the at least one transformative value
740

FIG. 7

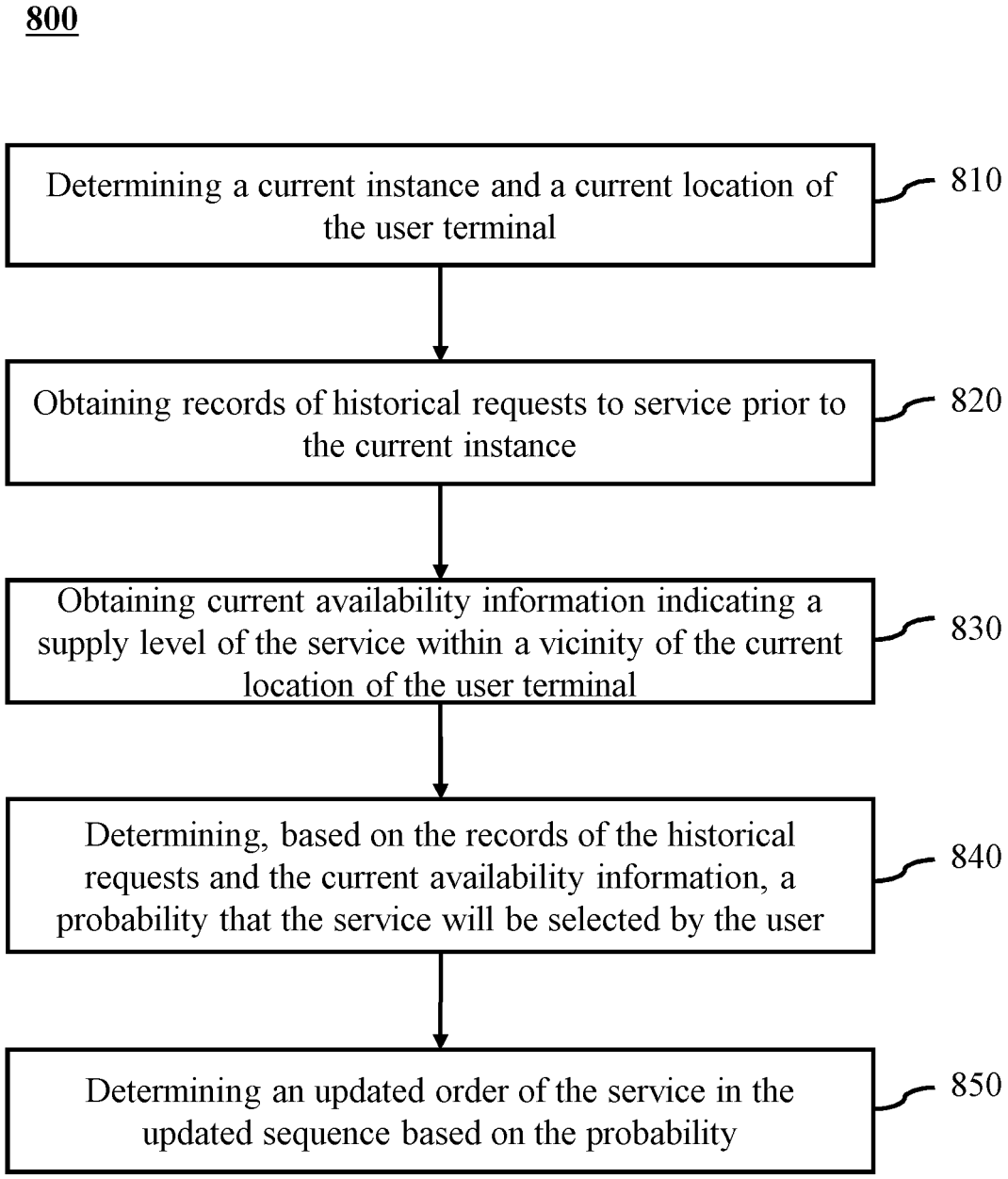

800
Determining a current instance and a current location of the user terminal
810
Obtaining records of historical requests to service prior to the current instance
820
Obtaining current availability information indicating a supply level of the service within a vicinity of the current location of the user terminal
830
Determining, based on the records of the historical requests and the current availability information, a probability that the service will be selected by the user
840
Determining an updated order of the service in the updated sequence based on the probability
850

FIG. 8

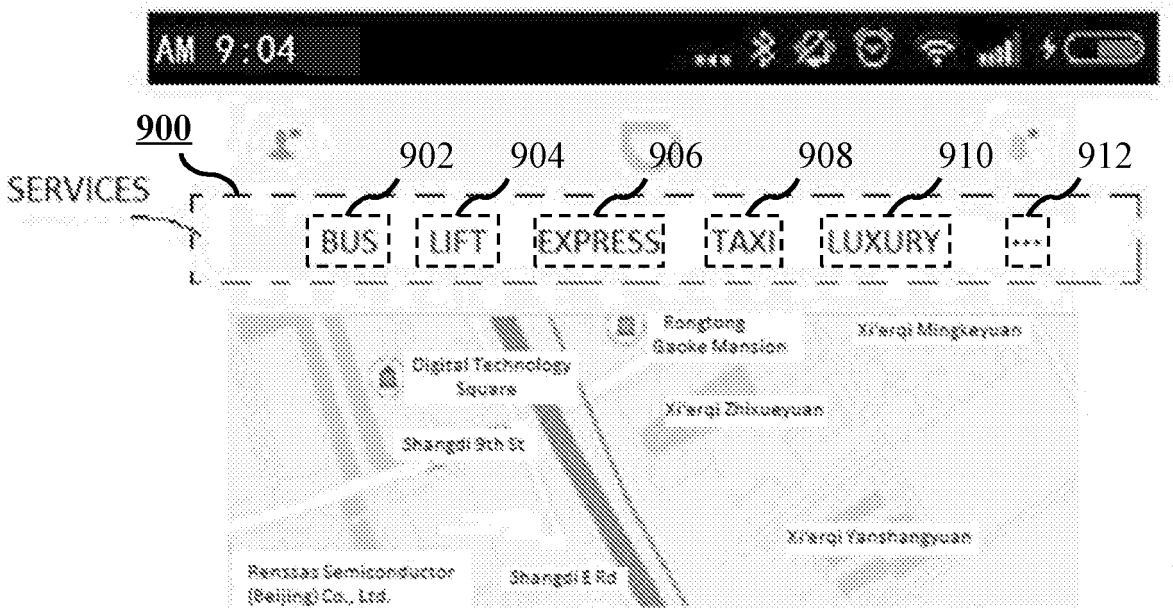

AM 9:04
900
SERVICES
902
904
906
908
910
912
BUS
LIFT
EXPRESS
TAXI
LUXURY
Digital Technology Square
Shangdi 9th St
Shangdi E Rd

FIG. 9