

INFORMATION INTERACTION METHOD AND APPARATUS, DEVICE, MEDIUM, AND PRODUCT

CROSS-REFERENCE TO A RELATED APPLICATION

[0001] The present application claims priority to Chinese Patent Application No. 202411304505.7, filed on September 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 information interaction method, a device, an apparatus, a medium, and a product.

BACKGROUND

[0003] In order to achieve the effect of facilitating people's livelihood, more and more platforms and software that enable users to acquire corresponding objects have been created at the right moment. Users may browse objects shown on the platform or software and perform corresponding operations. Optionally, the operations may include a click-to-view object operation, an object acquisition operation, and the like.

[0004] Usually, after the user completes a preset operation (the object acquisition operation), a settlement complete page may be displayed in a display interface. The user usually exits the settlement complete page directly or views object information of a corresponding acquired object through the settlement complete page.

[0005] However, when the object information of the acquired object is shown, a display panel usually pops up in the display interface to display the object information on the display panel. At this time, the user cannot promptly know the content shown in a layer under the display panel, which in turn affects subsequent operations of the user, causing the problem of resource loss.

SUMMARY

[0006] The present disclosure provides an information interaction method, a device, an apparatus, a medium, and a product. By displaying object information of a target object in a target page, the effect of browsing recommended objects recommended in the target page while viewing the object information of the target object may be achieved.

[0007] In a first aspect, an embodiment of the present disclosure provides an information interaction method. The method includes:

- [0008] displaying an operation result prompt page after a preset operation is performed on a target object; and
- [0009] displaying a target page and displaying object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page,
- [0010] where the target page is a profile page of a target tag to which the target object belongs, and the object information is used for representing object attribute information and object logistics information of the target object.
- [0011] In a second aspect, an embodiment of the present disclosure further provides an information displaying device. The device includes:
- [0012] a prompt page displaying module, configured to display an operation result prompt page after a preset operation is performed on a target object; and
- [0013] an object information displaying module, configured to display a target page and show object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page,
- [0014] where the target page is a profile page of a target tag to which the target object belongs, and the object information is used for representing object attribute information and object logistics information of the target object.
- [0015] In a third aspect, an embodiment of the present disclosure further provides an electronic apparatus. The electronic apparatus includes:
- [0016] one or more processors; and
- [0017] a storage device, configured to store one or more programs,
- [0018] where the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the information interaction method according to any one of the embodiments of the present disclosure.
- [0019] In a fourth aspect, an embodiment of the present disclosure further provides a storage medium including computer-executable instructions. The computer-executable instructions, when executed by a computer processor, are configured to perform the information interaction method according to any one of the embodiments of the present disclosure.
- [0020] In a fifth aspect, an embodiment of the present disclosure further provides a computer program product, including a computer program. The computer program, when executed by a processor, implements the information interaction method according to any one of the embodiments of the present disclosure.

BRIEF DESCRIPTION OF DRAWINGS

- [0021] The above and other features, advantages, and aspects of the embodiments of the present disclosure will become more apparent in combination with the drawings and with reference to the following "DETAILED DESCRIPTION" part. Throughout the drawings, the same or similar reference numbers refer to the same or similar elements. It should be understood that the drawings are schematic and that parts and elements are not necessarily drawn to scale.
- [0022] Fig. 1 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure;
- [0023] Fig. 2 is a schematic diagram representing an operation result prompt page according to an embodiment of the present disclosure;
- [0024] Fig. 3 is a schematic diagram representing a jump from an operation result prompt page to a target page according to an embodiment of the present disclosure;
- [0025] Fig. 4 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure;
- [0026] Fig. 5 is a schematic interface diagram of a target page in which object information of a target object is not displayed according to an embodiment of the present disclosure;
- [0027] Fig. 6 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure;
- [0028] Fig. 7 is a schematic diagram representing that a target page includes a target extended region according to an embodiment of the present disclosure;
- [0029] Fig. 8 is a schematic interface diagram representing an object acquisition detail page according to an embodiment of the present disclosure;
- [0030] Fig. 9 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure;
- [0031] Fig. 10 is a schematic interface diagram representing that an object entrance viewing control in a target page is displayed in a preset form according to an embodiment of the present disclosure;
- [0032] Fig. 11 is a schematic interface diagram representing that interactive prompt information is displayed at an object entrance viewing control according to an embodiment of the present disclosure;
- [0033] Fig. 12 is a schematic structural diagram of an information displaying device according to an embodiment of the present disclosure; and
- [0034] Fig. 13 is a schematic structural diagram of an electronic apparatus according to an embodiment of the present disclosure.

DETAILED DESCRIPTION

- [0035] The embodiments of the present disclosure will be described in more detail below with reference to the drawings. Although certain 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 being 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 exemplary purposes and are not intended to limit the protection scope of the present disclosure.
- [0036] It should be understood that various steps described in the method implementations of the present disclosure may be performed in different orders and/or in parallel. In addition, the method implementations may include additional steps and/or omit performing the illustrated steps. The scope of the present disclosure is not limited in this regard.
- [0037] The term "include/comprise" and its variants used herein 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.
- [0038] It should be noted that concepts such as "first" and "second" mentioned in the present disclosure are only used to distinguish different devices, modules, or units, and are not used to limit the order of functions performed by these devices, modules, or units or interdependence therebetween.
- [0039] It should be noted that the modifiers "a" and "a plurality of" mentioned in the present disclosure are illustrative rather than restrictive, and those skilled in the art should understand that they should be understood as "one or more" unless otherwise clearly indicated in the context.
- [0040] The names of messages or information exchanged between a plurality of devices in the implementations of the present disclosure are only used for illustrative purposes, and are not used to limit the scope of these messages or information.
- [0041] It may be understood that before the use of 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 the authorization of the user should be obtained in accordance with relevant laws and regulations.
- [0042] 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 operation requested to be performed will need access to and use of personal information of the user. As such, the user may independently choose, based on the prompt information, whether to provide the personal information to software or hardware, such as an electronic apparatus, an application, a server, or a storage medium, that performs the operations of the technical solutions of the present disclosure.

- [0043] As an optional but non-limiting implementation manner, in response to receiving the active request from the user, the prompt information may be sent to the user in the form of, for example, a pop-up window, in which the prompt information may be presented in text. Furthermore, the pop-up window may also be provided with a selection control for the user to choose whether to "agree" or "disagree" to provide the personal information to the electronic apparatus.
- [0044] 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, and other manners that satisfy relevant laws and regulations may also be applied in the implementations of the present disclosure.
- [0045] It may be understood that the data involved in the technical solution (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.
- [0046] Before the introduction of the technical solution provided by the embodiment of the present disclosure, an application scenario may be exemplarily described. The technical solution provided by the embodiment of the present disclosure may be applied to any application that may implement shopping (acquisition of a virtual object or a physical object).
- [0047] For some applications, a profile page corresponding to a target tag may be entered under an "I" control, and after a preset operation is completed on the profile page, an operation result prompt page may be generated. After clicking to view a first control (an order viewing control) in the operation result prompt page, a seven-split screen of order details may be brought up on the profile page to view the order details based on browsing on the seven-split screen. However, it is difficult to have a fixed perception of the "target tag" in the main interface of the current application in the above manner, which may also affect subsequent behavior of the user. Furthermore, the seven-split screen is mainly shown on the profile page of the target tag, which may cause a certain obscuring of the profile page, resulting in that the user may not continue to browse the content displayed under the seven-split screen, and there is a problem that the objects shown on the profile page cannot be effectively shown.
- [0048] Exemplary content is used to describe an application scenario to which the solution of the present disclosure is applicable, and an application that can achieve acquisition of a virtual object or a physical object is taken as an example for description. After a target user performs a preset operation of acquiring a target object, an operation result prompt page may be displayed. The preset operation may be a payment operation for acquiring the target object. A corresponding operation result prompt page may be a settlement complete page. Usually, after seeing the operation result prompt page, the target user may have two types of behavior. The first type of behavior is to directly exit the operation result prompt page, and the second type of behavior is to click a control for viewing object information of the target object in the operation result prompt page. If it is the second type of behavior, execution may be performed based on the solution provided by the embodiment of the present disclosure.

[0049] Fig. 1 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure. The embodiment of the present disclosure is applicable to a scenario in which a target page is displayed and object information of a target object is displayed in the target page based on a trigger operation of a target user on a first control in an operation result prompt page. The method may be performed by an information interaction device, which may be integrated in a client or a server. The technical solution provided by the embodiment of the present disclosure may be performed by the client, may be performed by the server, or may be performed based on cooperation between the client and the server.

[0050] As shown in Fig. 1, the method in this embodiment may specifically include the following steps.

[0051] S110: displaying an operation result prompt page after a preset operation is performed on a target object.

[0052] At present, an application or a shopping platform has two implementation manners for entering a main page corresponding to a "target tag". In one implementation, a first interface is entered based on a trigger operation on an "I" control, and the main page corresponding to the target tag may be entered based on a trigger operation on a "target entrance" control in the first interface. In another implementation, a main interface of the application includes a plurality of section tags. The plurality of section tags include the target tag, and the main page corresponding to the target tag may be displayed based on a trigger operation on the target tag. A target user may perform operation behaviors such as browsing any shown object and clicking any object on the main page.

[0053] In practical applications, when browsing in the shopping platform or the application, if the user wants to acquire a corresponding virtual object or physical object, he/she needs to log in to an account first and then acquire the corresponding object. A user corresponding to the login account is taken as the target user. An acquired physical object or virtual object is referred to as the target object. Optionally, the physical object may be a certain item, and the virtual object may be any object, such as a coupon and a discount card, of which a physical entity cannot be acquired, and is referred to as a virtual object. If the target object is to be acquired, a preset operation needs to be performed. Optionally, the preset operation may be a payment operation. After the preset operation is completed, a page corresponding to the preset operation may be displayed, and this page is referred to as the operation result prompt page. In practice, the operation result prompt page is a settlement complete page.

[0054] In other words, the target object is an object of which ownership is transferred. For example, current ownership of the target object belongs to a shopping platform or an application, and if the target user performs the preset operation (the payment operation), the ownership of the target object is transferred from the shopping platform or the application to the target user, and an object that satisfies the above conditions may be taken as the target object. A page shown after the preset operation is performed is taken as the operation result prompt page. The operation result prompt page may be a page in which the preset operation is successfully performed or a page in which the preset operation fails to be performed. In

this embodiment, the operation result prompt page is mainly a page corresponding to the successful execution of the preset operation.

[0055] Exemplarily, when the target user wants to acquire a target object A, the preset operation may be performed. After the execution is completed, the operation result prompt page shown in Fig. 2 may be displayed. The operation result prompt page may include a value attribute of the target object A. The preset operation being the payment operation is taken as an example for description, and the operation result prompt page is a payment complete page. Accordingly, after the payment is completed, an order may be generated. Accordingly, a settlement amount of the acquired target object (that is, the order) may be shown in the payment complete page. Furthermore, the operation result prompt page also includes a control for viewing the order (viewing the target object) and a control for browsing a target profile page of a target tag to which the target object belongs. Optionally, the control for browsing the target profile page of the target tag to which the target object belongs may be a "go shopping in the mall" control. That is, after the "go shopping in the mall" control is triggered, the main page corresponding to the mall tag may be directly displayed.

[0056] It should be noted that for the target object that may be acquired by the target user, a corresponding target tag therefor is a mall tag. The mall tag is used for representing a tag corresponding to a mall profile page.

[0057] S120: displaying a target page and displaying object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page.

[0058] The operation result prompt page may include a value attribute of the target object, the first control, a second control, and a showing object. The value attribute may be a settlement amount shown in the operation result prompt page. The first control is a control that is triggered to view the object information of the target object. Optionally, referring to Fig. 2, the first control is an "order viewing" control. The second control is a control that is triggered to view the profile page of the target tag to which the target object belongs. Optionally, referring to Fig. 2, the second control is the "go shopping in the mall" control.

[0059] The target page is a profile page corresponding to the target tag to which the target object belongs. For the target object, the corresponding target tag is mainly the mall tag, and accordingly, the target page is a mall profile page corresponding to the mall tag. The target object may be any entity or virtual object currently acquired by the target user.

[0060] It should be noted that a plurality of recommended objects are also shown in the target page. The shown recommended objects are generated based on historical operation behavior of the target user. Optionally, the historical operation behavior may include behavior of browsing objects, behavior of clicking to purchase objects, and the like. In this embodiment, what the recommended objects shown in

the target page are and what reference factors are relied on are not limited in this embodiment, and a developing user may set them according to actual requirements in a development phase.

[0061] The object information is used for representing object attribute information and object logistics information of the target object.

[0062] After the target user obtains the target object, there are two types of information for each target object, one is the object attribute information and the other is the object logistics information. The object attribute information may include an object title of the target object, a main image of the target object, a specification of the target object, and guarantee information, etc. The specification of the target object may be understood as xx ml or xx g. The guarantee information may be guarantee description text such as " 7-day no-reason return and exchange, genuine product guarantee ". The object logistics information may include a current transport state of the target object, information related to a consignee, etc. Optionally, the transport state includes state descriptions such as pending pickup, various stations in transit, and awaiting pickup by a recipient.

[0063] Specifically, the target user may trigger the first control in the operation result prompt page. After the trigger operation on the first control is detected, the profile page corresponding to the mall tag (the target tag) may be shown, and this profile page is taken as the target page. The object information of the target object is shown in the target page. In order to improve efficiency of viewing the object information of the target object, the object information may include the object attribute information and the object logistics information of the target object.

[0064] It may be understood that after the target user triggers the first control in the operation result prompt page, the target page may be shown, and the attribute information and the object logistics information of the target object are shown in the target page, which enables both the object information of the target object and the recommended objects recommended for the target user to be viewed in the target page, thereby improving reliability of the recommended objects recommended for the target user in the target page which is continued to be browsed by the user.

[0065] Based on the above example, referring to Fig. 3, when it is detected that the target user triggers the first control for viewing the order, the target page shown in (b) of Fig. 3 may be shown. At this time, the target page includes the object information of the target object and the recommended objects recommended for the target object.

[0066] It should also be noted that the target page may be a main page of a certain section (a mall section) in the application. The target page also includes tags of other sections, and the tags of other sections correspond to entrance controls that show contents of other sections. Optionally, section tags corresponding to certain sections may be shown at the top and the bottom of the display interface that shows the target page respectively. After each section tag is triggered, a profile interface corresponding to the section tag may be entered or a multimedia data stream recommended by the section tag may be shown.

- [0067] According to the technical solution provided by the embodiment of the present disclosure, the operation result prompt page may be shown after the preset operation is performed on the target object. The operation result prompt page includes the first control for showing the object information, and if the control is triggered, the profile page of the target tag to which the target object belongs may be shown, that is, the mall profile page is shown. The mall profile page includes not only the object information of the target object but also the recommended objects recommended for the target user, which achieves convenience of viewing the object information of the target object in the mall profile page, and improves reliability of the target user to continue browsing the mall profile page, thereby improving an object conversion rate of the recommended objects shown on the mall profile page.
- [0068] Fig. 4 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure. Based on the foregoing embodiments, the object information of the target object may be shown in any region of the target page. Certainly, in order to improve a drainage effect of a new entrance for viewing the target object, the object information may be shown at a position associated with an object viewing entrance control. For specific implementations, refer to the detailed description of the technical solution, and technical terms the same as or corresponding to those in the above embodiments are not repeated in this embodiment.
- [0069] As shown in Fig. 4, the method includes the following steps.
- [0070] S210: displaying an operation result prompt page after a preset operation is performed on a target object.
- [0071] S220: displaying a target page and displaying object information of the target object in a target extended region associated with an object viewing entrance control in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page.
- [0072] In order to show both the object information of the target object and the recommended objects recommended for the target object in the target page, so as to achieve a corresponding conversion rate based on the trigger operation of the target user on order viewing and enhance a showing effect of the object viewing entrance control, the object information of the target object may be shown in the target extended region corresponding to the object entrance viewing control in the target page.
- [0073] The target extended region is used for showing the object information of the target object. A display position corresponding to the target extended region may be any position in the target page, or any position associated with the object viewing entrance control may be shown. A display state of the target extended region may be a default occluded tile region. The advantage of setting the default occluded tile region is that the object information of the target object may be highlighted. Based on the above example, the object viewing entrance control may be a "my order" control. When the object viewing entrance control is triggered, all target objects historically acquired by the target user may be viewed.
- [0074] Specifically, when the target page is displayed, the target extended region may be inserted into the target page to show the object information of the target object in the target extended region. In order to

enhance cognition and guidance of the object viewing entrance control, the target extended region may be shown at the position associated with the object viewing entrance control, or the target extended region may be simulated as a region expanded from the object viewing entrance control, for example, an arrow is drawn on the target extended region to point to the object viewing entrance control, referring to (b) of Fig. 3.

[0075] In this embodiment, in order to further enhance the cognition of the object viewing entrance control, the target extended region may be a region formed by other navigation regions except a navigation region to which the object viewing entrance control belongs in the target page, and the navigation region is a region in the target page in which a navigation icon is shown.

[0076] It should be noted that when the object information of the target object is not shown in the target page, the presented page is shown in Fig. 5. The target page includes a navigation region and a recommended object showing region. The number of the navigation region may be multiple, and each row of region may be taken as one navigation region, referring to a "navigation region" mark in Fig. 5. The navigation region includes a plurality of navigation icons, and each navigation icon is used for representing a type of object that may be shown after the control is triggered.

[0077] Based on Fig. 5, understanding may continue to be made in conjunction with the schematic diagram shown in (b) of Fig. 3. The target extended region is a region formed by other navigation regions except the navigation region to which the object viewing entrance control belongs in the target page. It may be understood that the navigation regions other than the navigation region to which the object viewing entrance control belongs are mutually exclusive with the target extended region. Certainly, it may also be the case that the target extended region covers the region formed by the other navigation regions, and at this time, a transparency parameter of the target extended region is a first preset parameter 0, that is, the navigation region in the lower layer of the target extended region is in an invisible state. Alternatively, the target region covers the region formed by the other navigation regions, and at this time, the transparency parameter of the target extended region is a second preset parameter. The second preset parameter may be a parameter in which an upper layer is in a visible state and the upper layer is also in a visible state.

[0078] It may be seen based on the above that firstly, the target extended region is inserted into the target profile page corresponding to the target tag, so the problem of drainage of a new entrance may be solved. Secondly, after the target user finishes viewing the object information, he/she is easily attracted by the recommended objects shown in the target page, and then generates the behavior of continuing to browse the recommended objects, which solves the problem that the objects shown on the profile page cannot be effectively shown due to no behavior to a certain extent.

[0079] According to the technical solution provided by the embodiment of the present disclosure, the object information of the target object is shown in the target extended region corresponding to the object viewing entrance control in the target page, which strengthens the guidance of the object viewing entrance

control, thereby improving the effect of subsequently viewing all acquired objects from the object viewing entrance control.

[0080] Fig. 6 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure. Based on the foregoing embodiments, when the target page is shown, other pages may be shown based on a trigger operation of the target user on the target page. For specific implementations, refer to the detailed description of this embodiment, and technical terms the same as or corresponding to those in the above embodiments are not repeated in this embodiment.

[0081] As shown in Fig. 6, the method includes the following steps.

[0082] S310: displaying an operation result prompt page after a preset operation is performed on a target object.

[0083] S320: displaying a target page and displaying object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page.

[0084] S330: displaying an object acquisition detail page corresponding to the target object in response to a trigger operation of the target user in the target page for viewing an acquisition detail of the target object.

[0085] The object information shown in the target extended region includes object attribute information and object logistics information. The object attribute information includes not only an object title, an object image, an object specification, and an object guarantee tag of the target object, but also a control for viewing object acquisition details. The object detail acquisition control is used for showing the object acquisition detail page corresponding to the target object after being triggered, referring to Fig. 7. The object acquisition detail page includes all information of the acquiring target object. Optionally, the all information includes the object attribute information and the object logistics information of the target object, and transaction flow information corresponding to the target object. Optionally, the transaction flow information includes an order number, a transaction flow number, a transaction date, and the like.

[0086] Exemplarily, referring to Fig. 7, when it is detected that an object acquisition request control (that is, the control for viewing details) in the target extended region is triggered, the object acquisition detail page shown in Fig. 8 may be shown. The content shown in the object acquisition detail page is shown in Fig. 8, and the object acquisition detail page includes the object logistics information, the name of the store (XX flagship store) to which the target object belongs in the object attribute information, the object image of the target object, the object title (text title) of the target object, the marked value of the target object, the actual value of the target object, the order number, service guarantee, and other information. The service guarantee information includes information such as return and exchange time information and whether there is freight insurance. Certainly, the object acquisition detail page may also include other information, and if other information needs to be shown, a "show more" control shown in the object acquisition detail page may be triggered.

- [0087] According to the technical solution provided by the embodiment of the present disclosure, when it is detected that the control for showing the object acquisition details in the target page is triggered, the object acquisition detail page may be shown. The object acquisition detail page may include all information of the acquired target object, which achieves the effect of convenience and comprehensiveness in viewing the acquisition information of the target object.
- [0088] Fig. 9 is a schematic flowchart of an information interaction method according to an embodiment of the present disclosure. Based on the foregoing embodiments, if a control for closing the target extended region is triggered, the profile page of the target tag to which the target object belongs may be shown. In the process of showing the target profile page, in order to strengthen the guidance of the user to the object viewing control, the object viewing control may be shown in a preset form. The specific implementations may refer to the detailed description of this embodiment, and technical terms which are the same as or are corresponding to those in the above embodiments are not repeated in this embodiment.
- [0089] As shown in Fig. 9, the method includes the following steps.
- [0090] S410: displaying an operation result prompt page after a preset operation is performed on a target object.
- [0091] S420: displaying a target page and displaying object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page.
- [0092] S430: displaying a navigation icon in a navigation region of the target page in response to a trigger operation for closing the target extended region.
- [0093] The above embodiment has described the object detail page shown when the target user triggers the trigger operation of the object acquisition detail control in the target extended region. Next, a page that may be shown after the target user triggers the control for closing the target extended region shown in the target extended region will continue to be described.
- [0094] The target extended region includes the control for viewing the object acquisition details and the control for closing the target extended region. The closing control for closing the target extended region may view the × mark in Fig. 3. After it is detected that the closing control in the target extended region is triggered, the navigation region covered by the target extended region in the target page may be displayed, and the navigation icon in the navigation region may be shown to obtain the schematic diagram shown in Fig. 5.
- [0095] It may be understood as that when the trigger operation for closing the target extended region is detected, the target extended region may not be shown in the target page, and at the same time, the navigation region covered by the target extended region and the icon located in the navigation region are shown to obtain the target page shown in Fig. 5.
- [0096] S440: displaying an object viewing entrance control in the target page in a preset form and adding an overlay to the target page when it is detected that a preset condition is satisfied.

- [0097] It should be noted that if the currently shown target page is a page shown after the target extended region is closed, the preset condition is a condition that a showing duration of the target page reaches a preset showing duration threshold. If the target page is a page shown after returning from the object detail page, the preset condition may be a condition that returning from the object acquisition detail page to the target page is detected.
- [0098] The preset form may be that a light effect is added to a border of the object viewing entrance control, and the object viewing entrance control is suspended at a certain height. The advantage of such setting is to achieve the effect of highlighting the object viewing entrance control. Furthermore, the preset form also includes that the light effect is played cyclically along the border of the object entrance viewing control in a preset direction.
- [0099] Furthermore, in order to further improve the strengthened guidance to the object viewing entrance control, when the object entrance viewing control is shown in the preset form, an overlay is added to other shown objects to further highlight the object entrance viewing control.
- [0100] In this embodiment, in order to highlight the object entrance viewing control without consuming display information of other objects in the target page, a certain transparency value may be set for the overlay, so that when other objects are occluded by the overlay to highlight the object viewing entrance control, the other objects shown in the target page may still be seen. The advantage of such setting is to achieve the effect of highlighting the object viewing entrance control and guiding the target user to continue browsing the recommended objects shown in the target page.
- [0101] Exemplarily, referring to Fig. 8, when it is detected that a returning control in the object acquisition detail page is triggered, that is, when it is detected that the target user clicks the return control, the object viewing entrance control may be shown in a preset form in the target page, and other objects in the target page are covered with the overlay, referring to Fig. 10. When it is detected that the closing control for closing the target extended object region in the target page shown in (b) of Fig. 3 is triggered, the schematic diagram of the target page shown in Fig. 5 may be shown. When the showing duration of the target page reaches the preset duration threshold, the target page shown in Fig. 10 may be shown. At this time, the target page is that the object viewing entrance control is shown in the preset form, and other objects in the target page are covered with the overlay.
- [0102] Based on the above technical solution, in order to strengthen the guiding effect of the object viewing entrance control again, in the process of showing the object viewing entrance control in the preset form, interactive prompt information corresponding to the object viewing entrance control may also be displayed, so as to determine the entrance control for viewing all target objects based on the interactive prompt information.
- [0103] The interactive prompt information may be shown in the form of text. Optionally, the interactive prompt information may be: "come here to find the target object next time". If it is applied in a shopping scenario, the interactive prompt information may be: "come here to find an order next time". The

interactive prompt information listed above is only an example, and the specific content may be set according to actual needs.

[0104] Exemplarily, referring to Fig. 11, in the process of showing the object viewing entrance control in the target page in the preset form, in order to further strengthen the guiding effect, the interactive prompt information may be shown at the object viewing entrance control. The interactive prompt information may be "come here to find the target object next time" or "come here to find an order next time".

[0105] According to the technical solution provided by the embodiment of the present disclosure, whether the control for closing the target extended region in the target page is triggered or the control for returning to not showing the target extended region in the object detail acquisition page is triggered, the target page not including the target extended region may be shown. In order to further strengthen the guiding effect of the object viewing entrance control, the object viewing entrance control may be shown in the preset form. Finally, in order to strengthen the object viewing entrance control again, the interactive prompt information may also be shown in the process of showing the object viewing entrance control in the preset form, so as to achieve the effect of strengthening again based on the interactive prompt information, thereby realizing the guiding effect of the object entrance viewing control.

[0106] Fig. 12 is a schematic structural diagram of an information displaying device according to an embodiment of the present disclosure. As shown in Fig. 12, the device includes: a prompt page displaying module 510 and an object information displaying module 520.

[0107] The prompt page displaying module 510 is configured to show an operation result prompt page after a preset operation is performed on a target object. The object information displaying module 520 is configured to show a target page and show object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page, where the target page is a profile page of a target tag to which the target object belongs, and the object information is used for representing object attribute information and object logistics information of the target object.

[0108] According to the technical solution of the embodiment of the present disclosure, after the target user finishes performing the preset operation on the target object, the operation result prompt page after the preset operation is performed on the target object may be shown, and the operation result prompt page may include a control for viewing the object information of the target object. When the trigger operation of the target user on the first control for viewing the object information in the operation result prompt page is detected, the target page may be shown, and the object information of the target object is shown in the target page. At this time, the target page includes not only the object information of the target object but also recommended objects recommended for the target user, that is, while viewing the object information of the target object, the recommended objects shown in the target page may also be browsed. Since the recommended objects are determined in combination with historical operation behavior of the target user, the degree of fit with the target user is high, which achieves the effect of maximizing the

showing of objects and improving an object conversion rate when the target user acquires the recommended objects.

[0109] Based on the above technical solution, the object information displaying module is further configured to:

[0110] show the object information of the target object in a target extended region associated with an object viewing entrance control in the target page,

[0111] where the object viewing entrance control is an entrance control for showing all acquired target objects.

[0112] Based on the above technical solutions, the target extended region is a region formed by other navigation regions than a navigation region to which the object viewing entrance control belongs in the target page, and the navigation region is a region in the target page in which a navigation icon is shown.

[0113] Based on the above technical solutions, the device further includes:

[0114] an object acquisition detail page displaying module, configured to show an object acquisition detail page corresponding to the target object in response to a trigger operation of the target user in the target page for viewing an acquisition detail of the target object.

[0115] Based on the above technical solutions, the device further includes:

[0116] a target page displaying module, configured to display a navigation icon in a navigation region of the target page in response to a trigger operation for closing the target extended region.

[0117] Based on the above technical solution, the device further includes:

[0118] a control displaying module, configured to show an object viewing entrance control in the target page in a preset form and add an overlay to the target page when it is detected that a preset condition is satisfied,

[0119] where the preset condition includes returning from an object acquisition detail page to the target page, or the preset condition is that a duration time of the target page to show the navigation region reaches a preset duration threshold.

[0120] Based on the above technical solutions, the device further includes an interactive prompt information displaying module, configured to display interactive prompt information corresponding to the object viewing entrance control, so as to determine, based on the interactive prompt information, the object viewing entrance control for viewing all target objects.

[0121] The information interaction device provided by the embodiment of the present disclosure may execute the information interaction method provided by any embodiment of the present disclosure, and has corresponding functional modules and beneficial effects corresponding to the executing method.

[0122] It is worth noting that the units and modules included in the above devices are only divided according to functional logic, but are not limited to the above division, as long as the corresponding functions may be realized. Furthermore, 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.

[0123] Fig. 13 is a schematic structural diagram of an electronic apparatus according to an embodiment of the present disclosure. Reference is made to Fig. 13 below, which illustrates a schematic structural diagram of an electronic apparatus (such as a terminal apparatus or a server in Fig. 13) 600 suitable for implementing the embodiments of the present disclosure. The terminal apparatus in the embodiments of the present disclosure may include, but are not limited to, mobile terminals such as a mobile phone, a notebook computer, a digital broadcast receiver, a personal digital assistant (PDA), a tablet computer (PAD), a portable multimedia player (PMP), and an in-vehicle terminal (such as an in-vehicle navigation terminal), and fixed terminals such as a digital TV and a desktop computer. The electronic apparatus shown in Fig. 13 is only an example, and should not impose any limitation on the functions and the range of use of the embodiments of the present disclosure.

[0124] As shown in Fig. 13, the electronic apparatus 600 may include a processing device (such as a central processing unit, a graphics processor, etc.) 601, which may perform various appropriate actions and processing based on a program stored in a read-only memory (ROM) 602 or a program loaded from a storage device 608 into a random access memory (RAM) 603. The RAM 603 further stores various programs and data required for operations of the electronic apparatus 600. The processing device 601, the ROM 602, and the RAM 603 are interconnected by means of a bus 604. An editing/output (I/O) interface 605 is also connected to the bus 604.

[0125] Usually, the following devices may be connected to the I/O interface 605: an input device 606 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, and a gyroscope; an output device 607 including, for example, a liquid crystal display (LCD), a speaker, and a vibrator; the storage device 608 including, for example, a magnetic tape and a hard disk; and a communication device 609. The communication device 609 may allow the electronic apparatus 600 to perform wireless or wired communication with other apparatuses to exchange data. Although Fig. 13 shows the electronic apparatus 600 having various devices, it should be understood that it is not required to implement or provide all the devices shown. Alternatively, more or fewer devices may be implemented or provided.

[0126] In particular, according to the embodiments of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, an embodiment of the present disclosure includes 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 via the communication device 609, or installed from the storage device 608, or installed from the ROM 602. When the computer program is executed by

the processing device 601, the functions defined in the method of the embodiment of the present disclosure are executed.

[0127] The names of messages or information exchanged between a plurality of devices in the implementations of the present disclosure are only used for illustrative purposes, and are not used to limit the scope of these messages or information.

[0128] The electronic apparatus provided by the embodiment of the present disclosure belongs to the same inventive concept as the information interaction method provided by the above embodiment. For technical details not described in detail in the embodiment of the present disclosure, reference may be made to the above embodiment, and this embodiment has the same beneficial effects as the above embodiment.

[0129] An embodiment of the present disclosure provides a computer storage medium having a computer program stored thereon, where the information interaction method provided by the above embodiment is implemented when the program is executed by a processor.

[0130] 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 thereof. The computer-readable storage medium may be, for example, but is not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semi-conductive system, device or member, or any combination thereof. More specific examples of the computer-readable storage medium may include, but are not limited to, an electrical connection having one or more wires, a portable computer magnetic 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 disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof. In the present disclosure, the computer-readable storage medium may be any tangible medium that contains or stores a program, which may be used by or in combination with an instruction execution system, device or member. In the present disclosure, a computer-readable signal medium may include a data signal propagated on a baseband or as a part of a carrier, and computer-readable program code is carried therein. This propagated data signal may be in multiple forms, and includes, but is not limited to, an electromagnetic signal, an optical signal, or any suitable combination thereof. 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 the program used by or in combination with the instruction execution system, device or member. The program code contained on the computer-readable medium may be transmitted in any suitable medium, including but not limited to, a wire, an optical cable, a radio frequency (RF), or any suitable combination thereof.

[0131] In some implementations, the client and the server may communicate using any currently known or future developed network protocol, such as the hypertext transfer protocol (HTTP), and may be interconnected with any form or medium of digital data communication (for example, a communication

network). Examples of the communication network include a local area network ("LAN"), a wide area network ("WAN"), an internet (for example, the Internet), a peer-to-peer network (for example, an Ad-Hoc network), and any network currently known or to be developed in the future.

[0132] The computer-readable medium may be contained in the electronic apparatus or may exist alone without being assembled into the electronic apparatus.

[0133] The computer-readable medium carries one or more programs, which, when executed by the electronic apparatus, cause the electronic apparatus to:

[0134] display an operation result prompt page after a preset operation is performed on a target object; and

[0135] display a target page and display object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page,

[0136] where the target page is a profile page of a target tag to which the target object belongs, and the object information is used for representing object attribute information and object logistics information of the target object.

[0137] The computer program code for performing the operations of the present disclosure may be written in one or more programming languages or a combination thereof, where the programming languages include, but are not limited to, an object-oriented programming language, such as Java, Smalltalk, and C++, and further include conventional procedural programming languages, such as "C" language or similar programming languages. The program code may be executed entirely on a user computer, partly on the user computer, as a stand-alone software package, partly on the user computer and partly on a remote computer, or entirely on the remote computer or a server. In the case involving the remote computer, the remote computer may be connected to the user 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, via the Internet using an Internet service provider).

[0138] The flowcharts and block diagrams in the drawings illustrate the possibly implemented architectures, functions, and operations of the system, the method, and the computer program product according to various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagram may represent a module, program segment, or part of code, which contains one or more executable instructions for implementing the specified logical functions. It should also be noted that, in some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two blocks shown in succession may actually be performed substantially in parallel, or they may sometimes be performed in the reverse order, depending on the functions involved. It should also be noted that each block in the block diagram and/or the flowchart, and a combination of the blocks in the block diagram and/or the flowchart may be implemented by a dedicated hardware-based system that executes specified functions or operations, or may be implemented by a combination of dedicated hardware and computer instructions.

- [0139] The units involved 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 the unit does not constitute a limitation on the unit itself under certain circumstances, for example, the first acquisition unit may also be described as "a unit for acquiring at least two internet protocol addresses".
- [0140] The functions described above herein may be performed at least partially 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), and a complex programmable logical device (CPLD), etc.
- [0141] 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 may include, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semi-conductive system, apparatus, or device, or any suitable combination thereof. More specific examples of the machine-readable storage medium may include an electrical connection based on one or more lines, a portable computer magnetic 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 disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof.
- [0142] The above description is merely a preferred embodiment of the present disclosure and an illustration of the technical principles employed. Those skilled in the art should understand that the scope of disclosure 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, without departing from the above disclosed concept, other technical solutions formed by any combination of the above technical features or their equivalent features. 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) may be formed.
- [0143] Furthermore, although the various operations are depicted in a particular order, this should not be understood as requiring that such operations should be performed in the particular order shown or in a sequential order. Under certain circumstances, multitasking and parallel processing may be advantageous. Similarly, although several specific implementation details are included in the above discussion, 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.

[0144] Although the present subject matter has been described in 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 of implementing the claims.

CLAIMS

1. An information interaction method, comprising:
displaying an operation result prompt page after a preset operation is performed on a target object; and
displaying a target page and displaying object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page,
wherein the target page is a profile page of a target tag to which the target object belongs, and the object information is used for representing object attribute information and object logistics information of the target object.
2. The method according to claim 1, wherein the displaying the object information of the target object in the target page comprises:
displaying the object information of the target object in a target extended region associated with an object viewing entrance control in the target page,
wherein the object viewing entrance control is an entrance control for displaying all obtained target objects.
3. The method according to claim 2, wherein the target extended region is a region formed by other navigation regions except a navigation region to which the object viewing entrance control belongs in the target page, and the navigation region is a region in the target page in which a navigation icon is shown.
4. The method according to any one of claims 1 to 3, further comprising:
displaying an object acquisition detail page corresponding to the target object in response to a trigger operation of the target user in the target page for viewing an acquisition detail of the target object.
5. The method according to claim 3, further comprising:
displaying a navigation icon in a navigation region of the target page in response to a trigger operation for closing the target extended region.
6. The method according to claim 4 or 5, further comprising:
displaying an object viewing entrance control in the target page in a preset form and adding an overlay to the target page when it is detected that a preset condition is satisfied,
wherein the preset condition comprises returning to the target page from the object acquisition detail page, or the preset condition is that a display duration of the navigation region displayed on the target page reaches a preset duration threshold.
7. The method according to claim 6, further comprising:

displaying interactive prompt information corresponding to the object viewing entrance control, so as to determine, based on the interactive prompt information, the object viewing entrance control for viewing all target objects.

8. An information interaction device, comprising:

a prompt page displaying module, configured to display an operation result prompt page after a preset operation is performed on a target object; and

an object information displaying module, configured to display a target page and display object information of the target object in the target page in response to a trigger operation of a target user on a first control in the operation result prompt page,

wherein the target page is a profile page of a target tag to which the target object belongs, and the object information is used for representing object attribute information and object logistics information of the target object.

9. An electronic apparatus, comprising:

one or more processors; and

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

wherein the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the information interaction method according to any one of claims 1 to 7.

10. A storage medium comprising computer-executable instructions, wherein the computer-executable instructions, when executed by a computer processor, are configured to perform the information interaction method according to any one of claims 1 to 7.

11. A computer program product, comprising a computer program, wherein the computer program, when executed by a processor, implements the information interaction method according to any one of claims 1 to 7.