
Network
Server
Client

FIG. 1

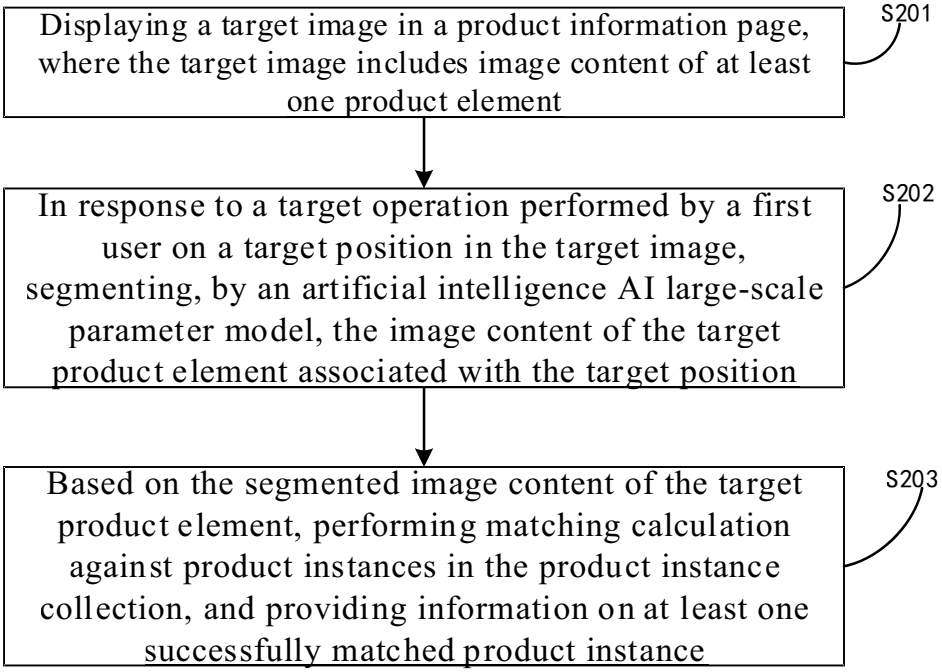

Displaying a target image in a product information page, where the target image includes image content of at least one product element
S201
In response to a target operation performed by a first user on a target position in the target image, segmenting, by an artificial intelligence AI large-scale parameter model, the image content of the target product element associated with the target position
S202
Based on the segmented image content of the target product element, performing matching calculation against product instances in the product instance collection, and providing information on at least one successfully matched product instance
S203

FIG. 2

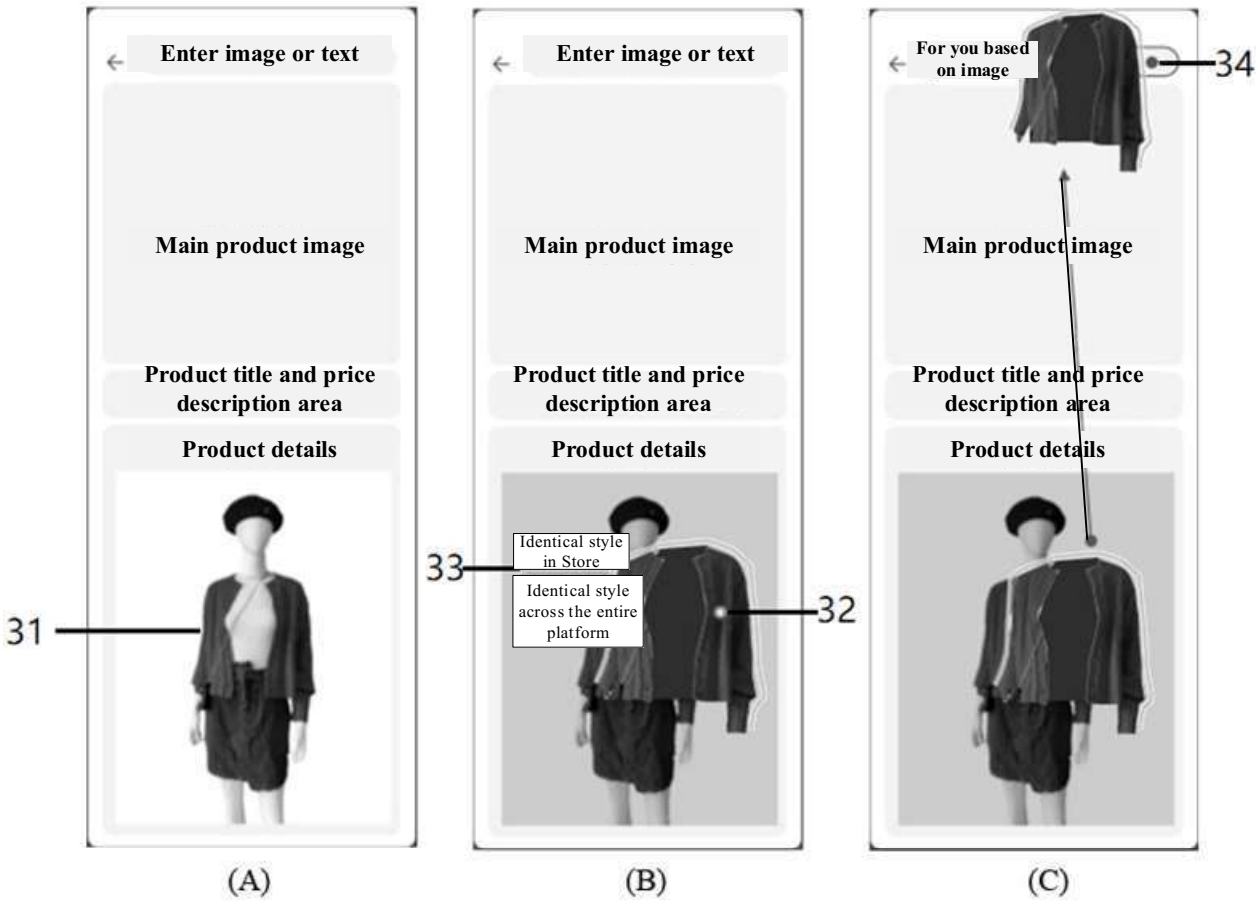

Enter image or text
Main product image
Product title and price description area
Product details
31
(A)
Enter image or text
Main product image
Product title and price description area
Product details
33
Identical style in Store
Identical style across the entire platform
32
(B)
For you based on image
34
Main product image
Product title and price description area
Product details
(C)

FIG. 3

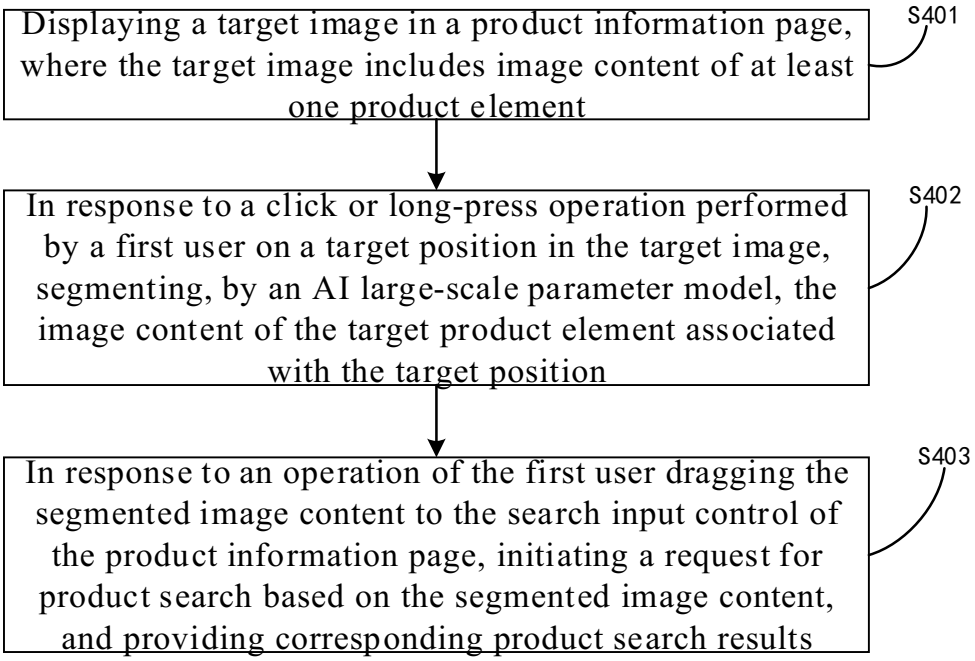

Displaying a target image in a product information page, where the target image includes image content of at least one product element
S401
In response to a click or long-press operation performed by a first user on a target position in the target image, segmenting, by an AI large-scale parameter model, the image content of the target product element associated with the target position
S402
In response to an operation of the first user dragging the segmented image content to the search input control of the product information page, initiating a request for product search based on the segmented image content, and providing corresponding product search results
S403

FIG. 4

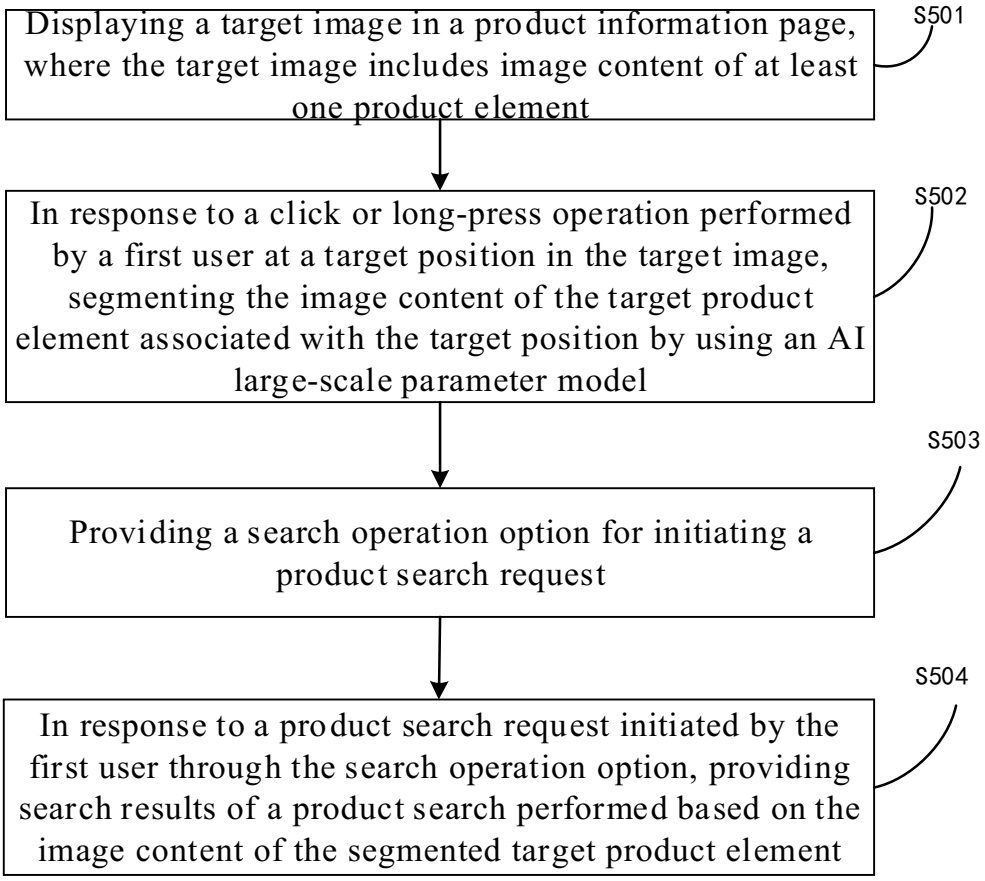

Displaying a target image in a product information page, where the target image includes image content of at least one product element
S501
In response to a click or long-press operation performed by a first user at a target position in the target image, segmenting the image content of the target product element associated with the target position by using an AI large-scale parameter model
S502
Providing a search operation option for initiating a product search request
S503
In response to a product search request initiated by the first user through the search operation option, providing search results of a product search performed based on the image content of the segmented target product element
S504

FIG. 5

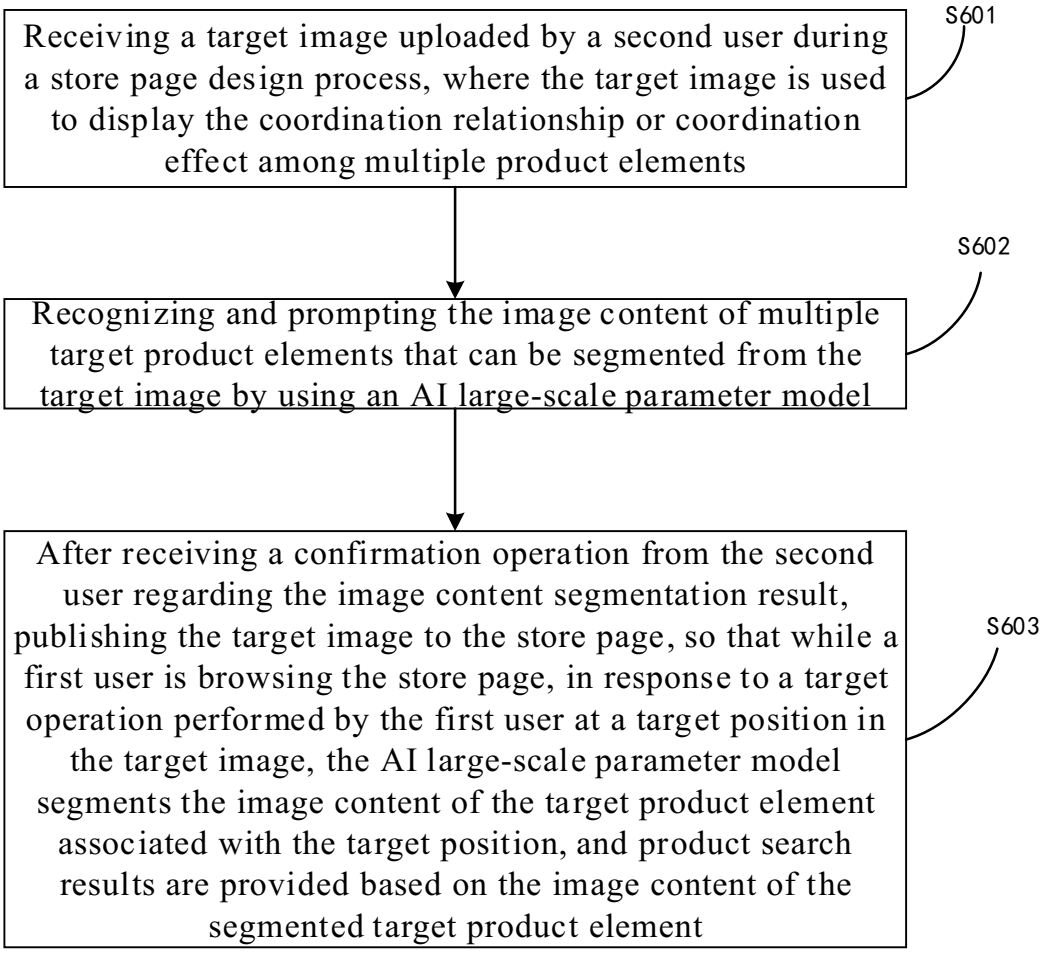

Receiving a target image uploaded by a second user during a store page design process, where the target image is used to display the coordination relationship or coordination effect among multiple product elements
S601
Recognizing and prompting the image content of multiple target product elements that can be segmented from the target image by using an AI large-scale parameter model
S602
After receiving a confirmation operation from the second user regarding the image content segmentation result, publishing the target image to the store page, so that while a first user is browsing the store page, in response to a target operation performed by the first user at a target position in the target image, the AI large-scale parameter model segments the image content of the target product element associated with the target position, and product search results are provided based on the image content of the segmented target product element
S603

FIG. 6

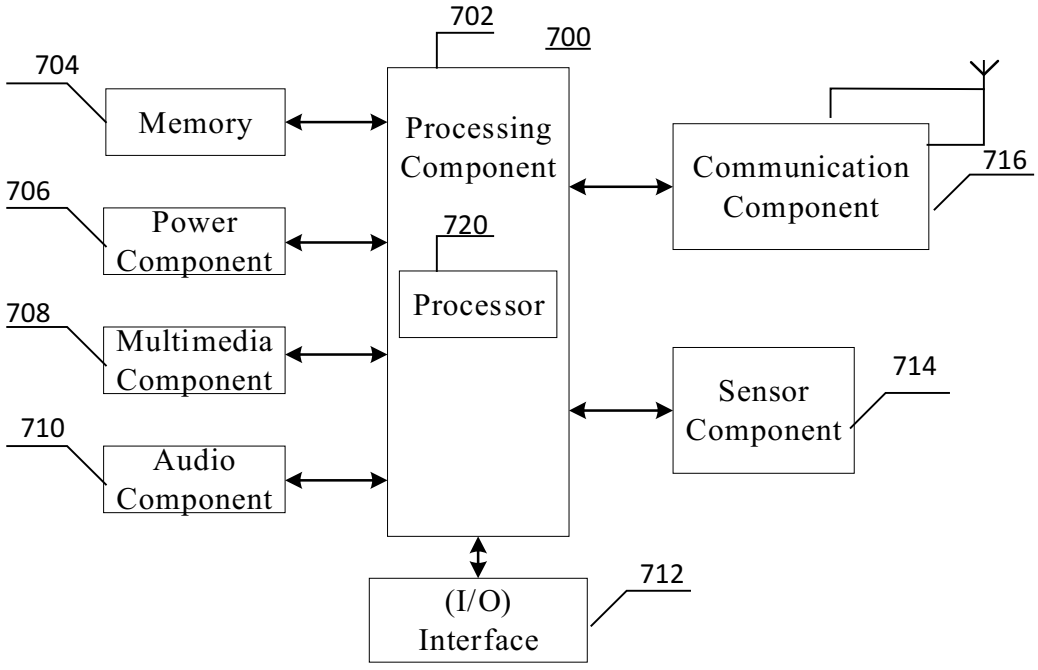

702
700
704
Memory
Processing Component
Communication Component
716
706
Power Component
720
Processor
708
Multimedia Component
714
Sensor Component
710
Audio Component
712
(I/O) Interface

FIG. 7