

Intelligent Interaction Method and Electronic Device

ABSTRACT

Embodiments of the present disclosure disclose an intelligent interaction method and electronic device, the method comprising: during the display of a current page, detecting a shopping need that a user may currently have, based at least on a function provided by the current page and/or behavior data generated by the user on the current page; after detecting a target shopping need that the user may currently have, generating prompt text for conducting a dialogue with an artificial intelligence (AI) content generation model based on the target shopping need; and invoking a pre-trained AI content generation model based on the prompt text to generate target content corresponding to the target shopping need and displaying the target content. Through embodiments of the present disclosure, it is possible to intelligently and dynamically provide solutions corresponding to shopping needs based on the results of user shopping need detection, thereby improving the efficiency of information retrieval by users.

(FIG. 1)