

# SERVICE EXECUTION METHOD AND DEVICE

## TECHNICAL FIELD

[0001] The present application relates to the field of information technologies, and in particular, to a service execution method and device.

5

## BACKGROUND

[0002] As the information society develops, users are increasingly accustomed to performing services over networks. With the development and popularity of mobile devices, users start to perform services more often by using mobile devices (such as mobile phones and tablets), instead of being limited to only personal computers (PCs).

10 [0003] However, because mobile devices have various operating systems and system versions, it costs a lot to develop dedicated applications (apps) corresponding to the systems and versions to execute services.

[0004] Therefore, in the existing technology, to reduce the costs, a service is provided in the form of a web page in a browser of a mobile device, or an app is developed by using the browser of the mobile device as a kernel to provide a service, instead of developing a dedicated app for the mobile device. Although the app developed by using the browser of the mobile device as a kernel is not called a browser, it functions the same as a browser: it executes services by receiving web page connections, invoking web page information, displaying web pages, sending information based on detected operations, etc. The app is essentially a browser of a mobile device.

15 [0005] However, because malicious plug-ins can be easily installed in a browser, a risk of a browser hijack by a malicious user is usually high. Consequently, security-related information (such as MAC addresses, Wi-Fi addresses, and geographic location information) transmitted through the browser can be easily tampered by the malicious user, thus reducing security of services executed through the browser. Therefore, to resolve the problem, a method for using another security service platform to monitor an executed service, store resources, and verify a user identity is usually used to ensure

security of resources involved in service execution.

[0006] However, when using the security service platform through a web page, the user usually needs to log in to a corresponding account on the security service platform, resulting in complex user operations. Moreover, when a page of the security service platform is displayed through the browser, a local verification service (such as a biometric information verification service) for mobile devices provided by the security service platform cannot be supported. Therefore, security and convenience of service execution are affected.

[0007] If the user wants to obtain complete services provided by the security service platform when the services are executed through a browser, the browser needs to integrate a software development kit (SDK) of the security service platform and use the SDK to wake up a local app of the security service platform on the mobile device, to ensure the security of the resources involved in service execution. It imposes a new requirement on the browser when the services are executed through the browser.

[0008] It can be seen that, in the existing method for executing a service by displaying a web page through a browser, service execution efficiency is low due to inconvenient user operations and high requirement for the browser.

## SUMMARY

[0009] Implementations of the present application provide a service execution method and device to resolve the following problem in the existing technology: in a method for executing a service by displaying a web page through a browser, service execution efficiency is low due to inconvenient user operations and high requirement for the browser.

[0010] An implementation of the present application provides a service execution method, including: receiving, by a server, a web page service request sent by a terminal device; returning a web page to the terminal device based on the web page service request, so the terminal device wakes up a designated application (app) by using the web page; receiving a service execution request that is sent by the app and that corresponds to the web page service request; and executing a service based on the service execution request.

[0011] An implementation of the present application provides a service execution method, including: sending a web page service request to a server; receiving a web page

that is returned by the server based on the web page service request; and waking up a designated app by running the web page, so the app sends a service execution request corresponding to the web page service request to the server, and the server executes a service based on the service execution request.

5    **[0012]**     An implementation of the present application provides a service execution device, including: a first receiving module, configured to receive a web page service request sent by a terminal device; a returning module, configured to return a web page to the terminal device based on the web page service request, so the terminal device wakes up a designated app by using the web page; a second receiving module,  
10   configured to receive a service execution request that is sent by the app and that corresponds to the web page service request; and an execution module, configured to execute a service based on the service execution request.

**[0013]**     An implementation of the present application provides a service execution device, including: a sending module, configured to send a web page service request to  
15   a server; a receiving module, configured to receive a web page returned by the server based on the web page service request; and a wakeup and execution module, configured to wake up a designated app by running the web page, so the app sends a service execution request corresponding to the web page service request to the server, and the server executes a service based on the service execution request.

20   **[0014]**     The implementations of the present application provide the service execution method and device. In the method, the server returns the corresponding web page based on the web page service request sent by the terminal device, so the terminal device wakes up the designated app by using the web page, and the app sends the service execution request corresponding to the web page service request. Eventually,  
25   the server executes the service based on the service execution request. According to the method, even if a browser sending the web page service request does not integrate an SDK of the designated app, the designated app can still be woken up by running the received web page, and the service can be executed by using the app and the server. It can effectively improve convenience of user operations, reduce the requirement for a  
30   browser app during service execution, and improve service execution efficiency.

## **BRIEF DESCRIPTION OF DRAWINGS**

**[0015]**     The accompanying drawings described here are intended to provide a

further understanding of the present application, and constitute a part of the present application. The illustrative implementations of the present application and descriptions thereof are intended to describe the present application, and do not constitute limitations on the present application. In the accompanying drawings:

5   **[0016]**   FIG. 1 illustrates a service execution process, according to an implementation of the present application;

**[0017]**   FIG. 2 is a schematic diagram illustrating a payment routing page returned by a server to a terminal device, according to an implementation of the present application;

10   **[0018]**   FIG. 3 illustrates a service execution process corresponding to FIG. 1, according to an implementation of the present application;

**[0019]**   FIG. 4 is a flowchart illustrating service execution details, according to an implementation of the present application;

15   **[0020]**   FIG. 5 is a schematic structural diagram illustrating a service execution device, according to an implementation of the present application; and

**[0021]**   FIG. 6 is a schematic structural diagram illustrating a service execution device corresponding to FIG. 5, according to an implementation of the present application.

## **DESCRIPTION OF EMBODIMENTS**

20   **[0022]**   In the implementations of the present application, a server receives a web page service request sent by a terminal device (that is, a web page service request initiated by using a browser, or a web page service request initiated by an application (app) having a browser kernel), and returns a web page to the terminal device. Then a designated app on the terminal device is woken up, and the app sends a service  
25   execution request corresponding to the web page service request (that is, the service execution request sent by the designated app replaces the web page service request). Eventually, the service executes a service based on the service execution request. It can be seen that, in the method described in the present application, when the service is executed by using the web page, the designated app can be simply and effectively  
30   woken up, and the app and the server can complete service execution together. As such, user operations are more convenient, and service execution efficiency is higher.

**[0023]**   To make the objectives, technical solutions, and advantages of the present

application clearer, the following clearly and completely describes the technical solutions of the present application with reference to the implementations of the present application and corresponding accompanying drawings. Apparently, the described implementations are merely some but not all of the implementations of the present application. All other implementations obtained by a person of ordinary skill in the art based on the implementations of the present application without creative efforts shall fall within the protection scope of the present application.

**[0024]** FIG. 1 illustrates a service execution process, according to an implementation of the present application. The service execution process includes the following steps:

**[0025]** S101. A server receives a web page service request sent by a terminal device.

**[0026]** In the implementation of the present application, not all service requests received by the server come from web page services, and the present application aims to resolve a problem of low web page service execution efficiency on a terminal device.

Therefore, when receiving a service request, the server can first determine that the service request is a web page service request, and then continue to execute subsequent steps. The web page service request in the present application is sent by a browser or an app having a browser kernel to the server in a form of a web page. The web page service request is used to invoke, from the server, a web page used to execute a corresponding service.

**[0027]** In addition, the web page service request is usually a service request initiated by the terminal device by using a third-party platform. That is, when a user logs in to an account of the third-party platform from the terminal device and initiates a web page service request to the server by using the account, the terminal device sends the web page service request to the server by using the third-party platform. Therefore, the server can receive the web page service request that is sent by the terminal device by using the third-party platform.

**[0028]** It is worthwhile to note that the web page service request in the present application can be a web page order payment request. The following is described by using an example with the web page service request being a web page order payment request. In addition, the terminal device in the present application can be a mobile device such as a mobile phone or a tablet. The server can be a standalone device or a system including a plurality of devices.

**[0029]** For example, Mr. Wang logs in to account *i* of e-commerce platform A (that

is, a third-party platform) in a browser on a mobile phone, and initiates an order transaction on e-commerce platform A by using account *i* in the browser. Assume that transaction services on e-commerce platform A need to be completed by payment server *a*. When Mr. Wang initiates the order transaction by using account *i*, the payment server  
5 can receive, through an interface with e-commerce platform A, a request for invoking a web page order payment page (that is, a web page service request) sent by the browser on Mr. Wang's mobile phone.

**[0030]** S102. Return a web page to the terminal device based on the web page service request, so the terminal device wakes up a designated app by using the web  
10 page.

**[0031]** In the implementation of the present application, after receiving the web page service request, the server can parse the web page service request to determine service parameters, and the service parameters include a service identifier (ID). Then the server returns a web page including the service ID to the terminal device. The  
15 service parameters can include a service type, a service attribute, etc. in addition to the service ID. Certainly, in addition to the service ID, the web page can further carry another service parameter such as the service type.

**[0032]** The web page in the present application can be compiled by using Hyper Text Markup Language 5 (HTML5) or another type of web page code.

**[0033]** Further, when receiving the web page service request by using the third-party platform, the server can return the web page including the service ID to the  
20 terminal device by using the third-party platform.

**[0034]** The following is described still by using the example with the web page service request being a web page order payment request. The server can first parse the web page order payment request to determine order payment parameters needed for  
25 executing the order payment service, such as an order ID, an order type, a transaction amount, a payment channel, information about transaction parties, a service type, an operating system of the terminal device, a MAC address of the terminal device, a network type of the terminal device, etc. In the present application, the order payment  
30 service is executed by the designated app on the terminal device rather than the web page. Therefore, the terminal device can include only the order ID (that is, the service ID) in the web page to be returned to the terminal device, and return the web page to the terminal device. Because the server receives the web page order payment request, the web page returned to the terminal device can be a payment routing page.

[0035] In addition, besides the service ID in the web page, the server can further include code used to wake up the designated app in the web page, to allow the designated app on the terminal device to execute the order payment service. As such, the terminal device loads the code when running the web page, to wake up the designated app to execute the service. The code in the present application includes but is not limited to JavaScript code. Specifically, the code included in the web page can include an ID of the app that needs to be woken up, and the ID is used to wake up the designated app.

[0036] In the previously described example, assume that payment server *a* determines, based on the request for invoking the web page order payment page, the order payment parameters needed for executing the order payment service, as illustrated in Table 1.

**Table 1**

| Article name                            | Blue crystal sweater chain                                                                         |
|-----------------------------------------|----------------------------------------------------------------------------------------------------|
| Order ID                                | 008XXXXX                                                                                           |
| Order type                              | From a browser app on a mobile phone                                                               |
| Transaction amount                      | ¥1                                                                                                 |
| Payment channel                         | Online banking, quick payment, or YU'E BAO                                                         |
| Buyer information                       | Account <i>i</i>                                                                                   |
| Seller information                      | Platform A                                                                                         |
| Operation information                   | The designated app exits after the transaction ends, and the browser returns to a designated page. |
| Service type                            | Payment service                                                                                    |
| Operating system of the terminal device | Android 4.4                                                                                        |
| MAC address of the terminal device      | 08:00:20:0A:8C:6D                                                                                  |
| Network type of the terminal device     | CDMA2000                                                                                           |

[0037] In this case, payment server *a* first includes the order ID illustrated in Table 1 and JavaScript code used to wake up a payment app in the payment routing page, and returns the payment routing page to the terminal device. The returned payment routing page is shown in FIG. 2.

**[0038]** FIG. 2 is a schematic diagram illustrating a payment routing page returned by a server to a terminal device, according to an implementation of the present application. The payment routing page includes two operation options: Payment completed and Web page payment. After completing payment, a user can tap the operation option of "Payment completed" to obtain a payment result. A user who does not want to or cannot use the payment app can tap the operation option of "Web page payment" to stay in the browser, and complete payment by using a payment web page sent by payment server *a* to the browser.

**[0039]** Further, if the payment app (that is, the designated app) is installed on the mobile phone, after running the payment routing page and loading the JavaScript code included in the payment routing page, the browser can further send a wakeup instruction to the payment app to wake up the payment app.

**[0040]** S103. Receive a service execution request that is sent by the app and that corresponds to the web page service request.

**[0041]** In the implementation of the present application, after the designated app is woken up, a service execution request including the service ID can be sent based on the service ID included in the web page. The service execution request, including the service ID, is the service execution request corresponding to the web page service request. The service execution request described in the present application is sent by a non-browser app that is provided by the server and installed on the terminal device. The designated app can be a client software program.

**[0042]** In the present application, because there is usually a default login account in an app that needs to perform account login (that is, an account that the app automatically logs in to upon startup), the designated app can log in to a default account after being woken up. The service can be executed subsequently by using the account.

**[0043]** In the previously described example, if a default login account of the payment app is account *ii*, payment server *a* can receive a request for executing the order payment service sent by the payment app based on account *ii*.

**[0044]** S104. Execute a service based on the service execution request.

**[0045]** In the previously described example, payment server *a* receives the request for executing the order payment service sent by the payment app based on account *ii*, and the request for executing the order payment service also includes the order ID. Therefore, complete order payment parameters illustrated in Table 1 can be determined based on the order ID. The payment service can be executed by using account *ii* based

on the complete order payment parameters.

**[0046]** According to the method, after receiving the web page service request sent by the terminal device, the server returns the web page to the terminal device to wake up the designated app and allow the designated app to send the service execution request corresponding to the web page service request. Eventually, the server executes the service based on the service execution request. Compared with an existing method, in the method provided in the present application, because the app can automatically log in to the default account, the user does not need to log in to the account when executing the web page service request. As such, user operations are more convenient.

In addition, more types of operations can be executed in the designated app compared with operations executed on the web page displayed in the browser (e.g. fingerprint recognition that is not supported on the web page of the browser can be implemented by the payment app). Thus, the service execution method described in the present application is more flexible and secure. Therefore, according to the method provided in the present application, user operations can be more convenient, service execution can be more secure, and service execution efficiency can be higher for a web page service execution request initiated by using a web page of a browser.

**[0047]** Further, in actual applications, when the server executes the service in step S104, it is impracticable to execute the service based on only the service ID, and the server needs to execute the service based on the complete service parameters. Therefore, before executing the service, the server can obtain the complete service parameters (including the service ID) through parsing after receiving the web page service request sent by the terminal device in step S101, and save the complete service parameters to a session serving as a basis for receiving the web page service request.

For ease of description, the session serving as the basis for receiving the web page service request by the server is referred to as a session corresponding to the service ID below. After obtaining the complete service parameters through parsing based on the web page service request, the server can use the session serving as the basis for receiving the web page service request by the server as the session corresponding to the service ID, and save the determined service parameters to the session corresponding to the service ID.

**[0048]** Subsequently, because the web page returned by the server to the terminal device includes only the service ID rather than the complete service parameters, the service ID included in the web page can be transmitted to the app when the terminal

device runs the web page and wakes up the corresponding app. The app sends the service execution request including the service ID to the server. After receiving the service execution request, the server can determine, based on the service ID included in the service execution request, the session corresponding to the service ID, extract the complete service parameters from the determined session, and execute the service based on the extracted service parameters.

**[0049]** When executing the service based on the extracted complete service parameters, the server can first return the complete service parameters to the app. The app can display the complete service parameters to the user for confirmation. After the user confirms the complete service parameters, the app can send confirmation information to the server. Then the server executes the service based on the service parameters.

**[0050]** In addition, after the app sends the confirmation information to the server to allow the server to execute the service, the terminal device can return to the browser graphical user interface. In this case, the web page displayed in the browser is the web page returned by the server to the terminal device in step S102. When the web page is the web page shown in FIG. 2, the user can tap the operation option of "Payment completed" shown in FIG. 2, so the browser sends query information for querying a service result to the server, and displays a service execution result page returned by the server. As such, the user can determine a service execution result of the web page service execution request initiated by using the browser in step S101.

**[0051]** Further, in the present application, in addition to the method for obtaining the service result by clicking the operation option of "Payment completed" by the user, the browser can run the web page received in step S102, and send service result query information for the web page service request to the server. After executing the service based on the service execution request in step S104, the server can return a query result for the service result query information, so the browser can actively obtain the service result query information. The terminal device can send the service result query information to the server at a fixed interval or at a predetermined time point. A method for sending the service result query information to the server is not limited in the present application.

**[0052]** Based on the service execution process shown in FIG. 1, an implementation of the present application further provides another service execution process, as shown in FIG. 3.

**[0053]** FIG. 3 illustrates a service execution process, according to an implementation of the present application. The service execution process includes the following steps:

**[0054]** S301. Send a web page service request to a server.

5 **[0055]** In the implementation of the present application, a browser or an app having a browser kernel on a terminal device sends the web page request to the server. The following is described by using a browser as an example. The web page service request is sent by the browser on the terminal device to the server in a form of a web page. The web page service request is used to invoke, from the server, a web page used to execute  
10 a corresponding service.

**[0056]** In addition, the web page service request is usually a service request initiated by the browser by using a third-party platform. When a user logs in to an account of the third-party platform from the browser and initiates a web page service request to the server by using the account, the server receives, by using the third-party platform, the  
15 web page service request sent by the browser. Therefore, the browser can send the web page service request to the server by using the third-party platform.

**[0057]** S302. Receive a web page that is returned by the server based on the web page service request.

**[0058]** In the implementation of the present application, after receiving the web  
20 page service request, the server can parse the web page service request to determine service parameters, and the service parameters include a service ID. Then the server returns a web page including the service ID to the browser that sends the web page service request in step S301. The service parameters can include a service type, a service attribute, etc. in addition to the service ID.

25 **[0059]** In addition, because the browser sends the web page service request to the server by using the third-party platform, the browser can also receive the web page that is returned by the server and that includes the service ID by using the third-party platform.

**[0060]** S303. Wake up a designated app by running the web page, so the app sends  
30 a service execution request corresponding to the web page service request to the server, and the server executes a service based on the service execution request.

**[0061]** In the implementation of the present application, after receiving the web page returned by the server, the browser runs the web page to load JavaScript code included in the web page, wake up the designated app to execute the service, and

transmit the service ID included in the web page to the designated app, so the designated app sends the service execution request to the server based on the service ID.

**[0062]** FIG. 4 is a flowchart illustrating service execution details, according to an implementation of the present application. The flowchart includes the following steps:

5 **[0063]** S401. A browser sends a web page service request to a server.

**[0064]** S402. The server determines service parameters based on the web page service request, and save the service parameters to a session corresponding to a service ID.

**[0065]** S403. The server returns a web page including the service ID to the browser.

10 **[0066]** S404. The browser wakes up a designated app by using the web page, and transmits the service ID to the app.

**[0067]** S405. The app sends a service execution request including the service ID to the server based on the service ID.

15 **[0068]** S406. The server determines the corresponding session based on the service ID in the service execution request, and extracts the service parameters.

**[0069]** S407. The server returns complete service parameters to the app.

**[0070]** S408. The app displays the complete service parameters to a user for confirmation, and sends a user confirmation result to the server.

20 **[0071]** S409. The server executes a service based on the complete service parameters after receiving the user confirmation result.

**[0072]** S410. The server sends a service execution result to the browser after executing the service.

25 **[0073]** Based on the same idea as the method shown in FIG. 1, an implementation of the present application further provides a service execution device, as shown in FIG. 5.

30 **[0074]** FIG. 5 is a schematic structural diagram illustrating a service execution device, according to an implementation of the present application. The service execution device includes the following: a first receiving module 501, configured to receive a web page service request sent by a terminal device; a returning module 502, configured to return a web page to the terminal device based on the web page service request, so the terminal device wakes up a designated app by using the web page; a second receiving module 503, configured to receive a service execution request that is sent by the app and that corresponds to the web page service request; and an execution module 504, configured to execute a service based on the service execution request.

[0075] The returning module 502 is configured to determine service parameters based on the web page service request, where the service parameters include a service ID; and return a web page including the service ID to the terminal device.

5 [0076] The second receiving module 503 is configured to receive a service execution request that is sent by the app based on the service ID and that corresponds to the web page service request.

[0077] The execution module 504 is further configured to, before executing the service based on the service request, use a session serving as a basis for receiving the web page service request as a session corresponding to the service ID; and save the  
10 determined service parameters to the session corresponding to the service ID.

[0078] The execution module 504 is configured to determine, based on the service ID included in the service execution request, the session corresponding to the service ID, extract the service parameters from the determined session, and execute the service based on the extracted service parameters.

15 [0079] The first receiving module 501 is configured to receive a web page service request that is sent by the terminal device by using a third-party platform.

[0080] The returning module 502 is configured to return a web page to the terminal device by using the third-party platform based on the web page service request.

[0081] The device further includes a result providing module 505, configured to  
20 receive service result query information sent by the terminal device for the web page service request, and return a query result for the service result query information after the execution module 504 executes the service based on the service execution request.

[0082] The service execution device shown in FIG. 5 can be located in a standalone server or in a system including a plurality of servers.

25 [0083] Based on the same idea as the method shown in FIG. 3, an implementation of the present application further provides a service execution device, as shown in FIG. 6.

[0084] FIG. 6 is a schematic structural diagram illustrating a service execution device, according to an implementation of the present application. The service  
30 execution device includes the following: a sending module 601, configured to send a web page service request to a server; a receiving module 602, configured to receive a web page that is returned by the server based on the web page service request; and a wakeup and execution module 603, configured to wake up a designated app by running the web page, so the app sends a service execution request corresponding to the web

page service request to the server, and the server executes a service based on the service execution request.

**[0085]** The receiving module 602 is configured to receive a web page that includes a service ID and that is returned by the server based on the web page service request.

5 **[0086]** The wakeup and execution module 603 is configured to run the web page to wake up the designated app and transmit the service ID to the app, so the app sends a service execution request to the server based on the service ID.

**[0087]** The sending module 601 is configured to send a web page service request to the server by using a third-party platform.

10 **[0088]** The receiving module 602 is configured to receive, by using the third-party platform, the web page that is returned by the server based on the web page service request.

**[0089]** The device further includes a query module 604, configured to run the web page to send service result query information for the web page service request to the server, and receive a query result returned by the server for the service result query information, where the query result is returned for the service result query information after the server executes the service based on the service execution request.

15 **[0090]** The service execution device shown in FIG. 6 can be located in various terminal devices, such as a mobile phone, a personal computer (PC), and a tablet.

20 **[0091]** In a typical configuration, a computing device includes one or more central processing units (CPUs), an input/output interface, a network interface, and a memory.

**[0092]** The memory can take a form of a volatile memory, a random access memory (RAM), and/or a non-volatile memory in a computer readable medium, such as a read-only memory (ROM) or a flash memory (flash RAM). The memory is an example of  
25 the computer readable medium.

**[0093]** The computer readable medium includes persistent, non-persistent, movable, and unmovable media that can store information by using any method or technology. The information can be a computer readable instruction, a data structure, a program module, or other data. Examples of the computer storage medium include but  
30 are not limited to a phase-change random access memory (PRAM), a static random access memory (SRAM), a dynamic random access memory (DRAM), another type of random access memory (RAM), a read-only memory (ROM), an electrically erasable programmable read-only memory (EEPROM), a flash memory or another memory technology, a compact disc read-only memory (CD-ROM), a digital versatile disc

(DVD) or another optical storage, a cassette magnetic tape, a tape and disk storage or another magnetic storage device, or any other non-transmission media that can be configured to store information that a computing device can access. As defined in the present specification, the computer readable medium does not include transitory media

5 such as a modulated data signal and carrier.

**[0094]** Moreover, it is worthwhile to note that the terms "include", "comprise", or their any other variants are intended to cover a non-exclusive inclusion, so a process, a method, an article, or a device that includes a list of elements not only includes those elements but also includes other elements that are not expressly listed; or further  
10 includes elements inherent to such a process, method, article, or device. An element preceded by "includes a..." does not, without more constraints, preclude the existence of additional identical elements in the process, method, article, or device that includes the element.

**[0095]** A person skilled in the art should understand that the implementations of the  
15 present application can be provided as a method, a system, or a computer program product. Therefore, the present application can use hardware only implementations, software only implementations, or implementations with a combination of software and hardware. Moreover, the present application can use a computer program product that is implemented on one or more computer-usable storage media (including but not  
20 limited to a disk memory, a CD-ROM, an optical memory, etc.) that include computer-usable program code.

**[0096]** The above-mentioned descriptions are merely the implementations of the present application, but are not intended to limit the present application. A person skilled in the art can make various modifications and variations to the present  
25 application. Any modification, equivalent replacement, or improvement made without departing from the spirit and principle of the present application shall fall within the scope of the claims of the present application.

## CLAIMS

What is claimed is:

1. A service execution method, comprising:
  - receiving, by a server, a web page service request sent by a terminal device;
  - 5 returning a web page to the terminal device based on the web page service request, so the terminal device wakes up a designated application (app) by using the web page;
  - receiving a service execution request that is sent by the app and that corresponds to the web page service request; and
  - executing a service based on the service execution request.
- 10 2. The method according to claim 1, wherein the returning a web page to the terminal device based on the web page service request comprises:
  - determining service parameters based on the web page service request, wherein the service parameters comprise a service identifier (ID); and
  - returning a web page comprising the service ID to the terminal device; and
  - 15 the receiving a service execution request that is sent by the app and that corresponds to the web page service request comprises:
    - receiving a service execution request that is sent by the app based on the service ID and that corresponds to the web page service request.
- 20 3. The method according to claim 2, wherein before the executing a service based on the service execution request, the method further comprises:
  - using a session serving as a basis for receiving the web page service request as a session corresponding to the service ID; and
  - saving the determined service parameters to the session corresponding to the service ID; and
  - 25 the executing a service based on the service execution request comprises:
    - determining, based on the service ID comprised in the service execution request, the session corresponding to the service ID;
    - extracting the service parameters from the determined session; and
    - executing the service based on the extracted service parameters.
- 30 4. The method according to claim 1, wherein the receiving, by a server, a web page service request sent by a terminal device comprises:
  - receiving, by the server, a web page service request that is sent by the terminal

device by using a third-party platform; and

the returning a web page to the terminal device based on the web page service request comprises:

5 returning a web page to the terminal device by using the third-party platform based on the web page service request.

5. The method according to claim 1, wherein the method further comprises:

receiving, by the server, service result query information sent by the terminal device for the web page service request; and

10 returning a query result for the service result query information after the server executes the service based on the service execution request.

6. A service execution method, comprising:

sending a web page service request to a server;

receiving a web page that is returned by the server based on the web page service request; and

15 waking up a designated app by running the web page, so the app sends a service execution request corresponding to the web page service request to the server, and the server executes a service based on the service execution request.

7. The method according to claim 6, wherein the receiving a web page that is returned by the server based on the web page service request comprises:

20 receiving a web page that comprises a service ID and that is returned by the server based on the web page service request; and

the waking up a designated app by running the web page, so the app sends a service execution request corresponding to the web page service request to the server comprises:

25 running the web page to wake up the designated app and transmit the service ID to the app, so the app sends a service execution request to the server based on the service ID.

8. The method according to claim 6, wherein the sending a web page service request to a server comprises:

30 sending a web page service request to the server by using a third-party platform; and

the receiving a web page that is returned by the server based on the web page service request comprises:

receiving, by using the third-party platform, the web page that is returned by the server based on the web page service request.

9. The method according to claim 6, wherein the method further comprises:

running the web page to send service result query information for the web page service request to the server; and

5 receiving a query result returned by the server for the service result query information, wherein the query result is returned for the service result query information after the server executes the service based on the service execution request.

10. A service execution device, comprising:

a first receiving module, configured to receive a web page service request sent by a terminal device;

10 a returning module, configured to return a web page to the terminal device based on the web page service request, so the terminal device wakes up a designated app by using the web page;

a second receiving module, configured to receive a service execution request that is sent by the app and that corresponds to the web page service request; and

15 an execution module, configured to execute a service based on the service execution request.

11. The device according to claim 10, wherein the returning module is configured to determine service parameters based on the web page service request, wherein the service parameters comprise a service ID; and return a web page comprising the service

20 ID to the terminal device; and

the second receiving module is configured to receive a service execution request that is sent by the app based on the service ID and that corresponds to the web page service request.

12. The device according to claim 11, wherein the execution module is further  
25 configured to, before executing the service based on the service request, use a session serving as a basis for receiving the web page service request as a session corresponding to the service ID; and save the determined service parameters to the session corresponding to the service ID; and

30 the execution module is configured to determine, based on the service ID comprised in the service execution request, the session corresponding to the service ID, extract the service parameters from the determined session, and execute the service based on the extracted service parameters.

13. The device according to claim 10, wherein the first receiving module is configured to receive a web page service request that is sent by the terminal device by

using a third-party platform; and

the returning module is configured to return a web page to the terminal device by using the third-party platform based on the web page service request.

14. The device according to claim 10, wherein the device further comprises:

5 a result providing module, configured to receive service result query information sent by the terminal device for the web page service request, and return a query result for the service result query information after the execution module executes the service based on the service execution request.

15. A service execution device, comprising:

10 a sending module, configured to send a web page service request to a server;

a receiving module, configured to receive a web page that is returned by the server based on the web page service request; and

a wakeup and execution module, configured to wake up a designated app by running the web page, so the app sends a service execution request corresponding to  
15 the web page service request to the server, and the server executes a service based on the service execution request.

16. The device according to claim 15, wherein the receiving module is configured to receive a web page that comprises a service ID and that is returned by the server based on the web page service request; and

20 the wakeup and execution module is configured to run the web page to wake up the designated app and transmit the service ID to the app, so the app sends a service execution request to the server based on the service ID.

17. The device according to claim 15, wherein the sending module is configured to send a web page service request to the server by using a third-party platform; and

25 the receiving module is configured to receive, by using the third-party platform, the web page that is returned by the server based on the web page service request.

18. The device according to claim 15, wherein the device further comprises:

a query module, configured to run the web page to send service result query information for the web page service request to the server, and receive a query result  
30 returned by the server for the service result query information, wherein the query result is returned for the service result query information after the server executes the service based on the service execution request.