INFORMATION DISPLAY METHOD AND APPARATUS, DEVICE, STORAGE MEDIUM, AND PRODUCT

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present application claims priority to Chinese Patent Application No. 202411547171.6, filed on October 31, 2024 and entitled "INFORMATION DISPLAY METHOD AND APPARATUS, DEVICE, STORAGE MEDIUM, AND PRODUCT", which is incorporated herein by reference in its entirety.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to the technical field of livestream and, in particular, to an information display method and apparatus, a device, a storage medium, and a product.

BACKGROUND

[0003] In a livestream sales scenario, a virtual store may recommend products in the virtual store through network livestream, and users watching the livestream may also know more about the products through the network livestream and select the products online for purchase.

[0004] The products in the virtual store correspond to online selection conditions, and the users may purchase the products online only when the selection conditions are met. At present, no effective solution is given to the problem that the products cannot be purchased because the selection conditions are not met in the livestream scenario, which further affects the effective recommendation of the products.

SUMMARY

[0005] Embodiments of the present disclosure provide an information display method and apparatus, a device, a computer-readable storage medium, and a product, which are used to solve the problem that currently, a product that does not satisfy a selection condition cannot be effectively recommended in a livestream scenario.

[0006] In a first aspect, an embodiment of the present disclosure provides an information display method, including:

[0007] displaying livestream footage in a livestream interface of a virtual store, where the livestream footage includes first product information of a target product, and the first product information includes a selection control;

[0008] in response to a trigger operation for the selection control, displaying multimedia data, where the multimedia data represents that the target product has been added to a to-be-selected list; and

[0009] displaying prompt information on the multimedia data, where the prompt information is used to prompt a reason why the target product does not satisfy a selection condition.

[0010] In a second aspect, an embodiment of the present application provides an information display apparatus, including:

[0011] a first display unit, configured to display livestream footage in a livestream interface of a virtual

store, where the livestream footage includes first product information of a target product, and the first product information includes a selection control;

[0012] a second display unit, configured to, in response to a trigger operation for the selection control, display multimedia data, where the multimedia data represents that the target product has been added to a to-be-selected list; and

[0013] a third display unit, configured to display prompt information on the multimedia data, where the prompt information is used to prompt a reason why the target product does not satisfy a selection condition.

[0014] In a third aspect, an embodiment of the present disclosure provides an electronic device, including: a processor and a memory;

[0015] the memory stores a computer-executed instruction; and

[0016] the processor executes the computer-executed instruction stored in the memory, so that the at least one processor executes the information display method according to the first aspect and various possible designs of the first aspect.

[0017] In a fourth aspect, an embodiment of the present disclosure provides a computer-readable storage medium, where the computer-readable storage medium stores a computer-executed instruction, and when the processor executes the computer-executed instruction, the information display method according to the first aspect and various possible designs of the first aspect is implemented.

[0018] In a fifth aspect, an embodiment of the present disclosure provides a computer program product, including a computer program, where when the computer program is executed by a processor, the information display method according to the first aspect and various possible designs of the first aspect is implemented.

[0019] The information display method and apparatus, the device, the storage medium, and the product provided by the embodiments include: displaying livestream footage in a livestream interface of a virtual store, where the livestream footage includes first product information of a target product, and the first product information includes a selection control; in response to a trigger operation for the selection control, displaying multimedia data, where the multimedia data represents that the target product has been added to a to-be-selected list; and displaying prompt information on the multimedia data, where the prompt information is used to prompt a reason why the target product does not satisfy a selection condition.

BRIEF DESCRIPTION OF THE DRAWINGS

[0020] In order to more clearly describe the technical solutions in the embodiments of the present disclosure or in the prior art, the following will briefly introduce the drawings that need to be used in the description of the embodiments or the prior art. Obviously, the drawings in the following description are some embodiments of the present disclosure. For those of ordinary skill in the art, other drawings may be obtained based on these drawings without creative efforts.

[0021] Fig. 1 is a first schematic diagram of an information display method provided by an embodiment of the present application;

[0022] Fig. 2 is a flowchart of an information display method provided by an embodiment of the present application;

[0023] Fig. 3 is a second schematic diagram of an information display method provided by an embodiment of the present application;

[0024] Fig. 4 is a flowchart of another information display method provided by an embodiment of the present application;

[0025] Fig. 5 is a flowchart of still another information display method provided by an embodiment of the present application;

[0026] Fig. 6 is a third schematic diagram of an information display method provided by an embodiment of the present application;

[0027] Fig. 7 is a structural schematic diagram of an information display apparatus provided by an embodiment of the present application; and

[0028] Fig. 8 is a structural schematic diagram of an electronic device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[0029] In order to make the objectives, technical solutions and advantages of the embodiments of the present disclosure clearer, the technical solutions in the embodiments of the present disclosure will be described clearly and comprehensively below in combination with the drawings in the embodiments of the present disclosure. Obviously, the described embodiments are part of the embodiments of the present disclosure, but not all of the embodiments. Based on the embodiments in the present disclosure, all other embodiments obtained by those of ordinary skill in the art without paying creative efforts belong to the protection scope of the present disclosure.

[0030] For the process of livestream sales, referring to Fig. 1, livestream footage is displayed in a livestream interface, and the livestream footage includes first product information of a target product, and the first product information includes a selection control. After the user triggers the selection control, if the target product does not satisfy a selection condition (for example, a minimum order amount), referring to Fig. 1, one solution is to display prompt information that the selection condition is not met in the livestream interface (as shown in Fig. 1, "the current product is less than the minimum order amount" in (a2)). It can be seen that the solution to the problem that the user cannot select is to display the prompt information on the livestream footage, and the prompt information cannot be clearly prompted to the user, so the reason why the user cannot select cannot be effectively solved, which affects the user experience and realizes the effective recommendation of the target product.

[0031] In order to solve the technical problem, the present disclosure provides an information display method and apparatus, a device, a computer-readable storage medium, and a product. On the one hand, after the selection control is triggered, the target product may be put into a to-be-selected list, and the corresponding multimedia data may be displayed to prompt the user that the target product has been put into the to-be-selected list. On the other hand, by displaying the prompt information on the multimedia data, the user can be clearly prompted of the reason for not satisfying the selection condition, and the user is informed that the selection cannot be made through these two aspects, so that the problem that the user cannot select in the

livestream scenario can be solved, the experience of the user watching the livestream can be improved, and the effective recommendation of the target product can also be realized.

[0032] The information display method provided by the embodiments of the present application will be described in detail below in combination with the drawings.

[0033] On the basis of Fig. 1, Fig. 2 is a flowchart of an information display method provided by an embodiment of the present application, and the information display method may include the following steps.

[0034] S201, livestream footage is displayed in a livestream interface.

[0035] The livestream footage includes first product information of a target product, and the first product information includes a selection control.

[0036] It can be understood that the livestream interface is a livestream interface corresponding to a virtual store, and all content in the livestream interface is associated with the virtual store. The livestream interface includes: a store name, a "Follow" control, livestream footage, audience messages, a message box, first product information, a list identification, and the like.

[0037] The store name is the name of the virtual store. The "Follow" control is associated with the virtual store, and is used to follow the virtual store by triggering the "Follow" control. The content being live streamed in the livestream footage is the target product. The audience messages are message content of multiple audiences watching the livestream footage. The message box is used for the user to input messages. The first product information includes information of the target product and the selection control, the information of the target product is such as an image of the target product, a price of the target product, etc., and the selection control is a control for the user to purchase the target product online. The list identification is used for the user to display product information of multiple livestream products in the virtual store after triggering the list identification.

[0038] For example, referring to Fig. 3, (a1) represents that after the user enters the livestream room, the content of the livestream interface as shown in (a1) is first displayed. The virtual store is "XXXX", and the virtual store is associated with a "Follow" control, and the "XXXX" can be followed by triggering the "Follow" control. The target product is "YYYY", and the host in the livestream footage is explaining the "YYYY". The first product information is the product information of the YYYY being live streamed, and the product information of the YYYY includes: an image of the YYYY, a price of the YYYY "a¥", and the selection control in the product information of the YYYY is used to purchase the "YYYY" online.

[0039] In the embodiment of the present application, the first product information of the target product being live streamed is displayed on the livestream footage during the livestream, and the selection control is provided in the first product information, which is convenient for the user to purchase the target product more quickly and efficiently, improving the user experience.

[0040] S202, multimedia data is displayed, in response to a trigger operation for the selection control.

[0041] The multimedia data represents that the target product has been added to a to-be-selected list. It can be understood that the to-be-selected list is such as a virtual shopping cart in the virtual store.

[0042] In the embodiment of the present application, the multimedia data includes a page of at least one of: image, text or animation. The multimedia data may include one or more pages, which is not limited herein.

[0043] Further, it can be understood that the function of the multimedia data is to clearly prompt the user that the target product has been added to the to-be-selected list.

[0044] S203, prompt information is displayed on the multimedia data.

[0045] The prompt information is used to prompt a reason why the target product does not satisfy a selection condition.

[0046] Further, the selection condition is such as a minimum order amount. It can be understood that if the selection condition does not meet the minimum order amount, the prompt information is "the current product is less than the minimum order amount".

[0047] In addition, the prompt information is also used to prompt that the target product has been put into the to-be-selected list, for example, the prompt information is "the current product is less than the minimum order amount and has been added to the to-be-selected list for you".

[0048] To sum up, on the one hand, after the selection control is triggered, the target product may be put into the to-be-selected list, and the corresponding multimedia data may be displayed to prompt the user that the target product has been put into the to-be-selected list. On the other hand, by displaying the prompt information on the multimedia data, the user can be clearly prompted of the reason for not satisfying the selection condition, and the user is informed that the selection cannot be made through these two aspects, so that the problem that the user cannot select in the livestream scenario can be solved, the experience of the user watching the livestream can be improved, and the effective recommendation of the target product can also be realized.

[0049] Fig. 4 is another flowchart of an information display method provided by an embodiment of the present application, and the information display method includes the following steps.

[0050] S401, displaying livestream footage in a livestream interface.

[0051] For the specific implementation process of this step, reference may be made to S201, which will not be repeated here.

[0052] S402, in response to a trigger operation for the selection control, determining whether a target product is a product with a single attribute.

[0053] If not, executing S403, and if yes, executing S406.

[0054] Referring to Fig. 3, after the user triggers the selection control on the first product information in (a1), it is first determined whether the target product is a product with a single attribute. It can be understood that the single attribute represents that the target product has only one attribute for the user to select, such as only one volume, one color, one weight, and/or one shape for the user to select. The multiple attributes represent that the target product has multiple attributes for the user to select, such as multiple volumes, multiple colors, multiple weights, or multiple shapes for the user to select.

[0055] S403, a second page is displayed.

[0056] The multimedia data further includes a second page, and the second page includes multiple attributes of the target product.

[0057] Referring to (b1) in Fig. 3, the second page may be displayed on the livestream footage. For example, the multiple attributes of the target product include: volume (x ML and y ML), color (color m and color n).

[0058] In the embodiment of the present application, the second page may instruct the user to select target products with different attributes to be added to the to-be-selected list.

[0059] S404, prompt information is displayed on the second page.

[0060] The prompt information is used to prompt the user of the reason why the selection cannot be made, for example, referring to (b1) in Fig. 3, the reason why the user cannot select is that "the current product is less than the minimum order amount".

[0061] Further, the prompt information may also add other content according to the page currently being displayed, for example, referring to (b1) in Fig. 3 as the page for selecting attributes, the prompt information further includes the content of "may be added to the to-be-selected list".

[0062] In the embodiment of the present application, by displaying the prompt information on the second page, the user may be prompted of the reason why the selection cannot be made when the user selects the attribute of the target product.

[0063] S405, a price corresponding to the target attribute is determined, in response to a selection operation for a target attribute of the target product.

[0064] After the user selects different attributes, the prices of the target products with different attributes will be displayed on the second page. For example, in (b1) of Fig. 3, the user selects the attributes of the "YYYY" to be y ML and color m, and the price of a ¥ is correspondingly displayed on the second page. In addition, if the user selects the attributes of the "YYYY" to be x ML and color m, the corresponding price displayed on the second page is b ¥.

[0065] Further, the user may also select a selected quantity in the second page, and the product quantity and total price in the to-be-selected list may be further updated according to the selected quantity, where, if the user selects the selected quantity to be N, after the addition to the to-be-selected list is triggered, the quantity in the to-be-selected list increases by N, and the total price increases by N×a ¥. For example, referring to (b1) of Fig. 3, if the user selects the selected quantity to be "1", after the addition to the to-be-selected list is triggered, the quantity in the to-be-selected list increases by 1, and the total price increases by a ¥.

[0066] In the embodiment of the present application, if the price corresponding to the target attribute and quantity selected by the user does not meet the minimum order amount, the second page further includes an "add to the to-be-selected list" control, and the user may trigger the "add to the to-be-selected list" control to add the selected target product to the to-be-selected list. If the price corresponding to the target attribute and quantity selected by the user meets the minimum order amount, the second page further includes a "checkout" control, and the user may trigger the "checkout" control to checkout.

[0067] For example, in (b1) of Fig. 3, the user selects the attributes of the "YYYY" to be y ML and color m, and the quantity to be 1, then the corresponding price is a ¥. If the minimum order amount is "c ¥", where c>a, the prompt information may be displayed on the second page, and then the "add to the to-be-selected list" control is displayed on the second page, and the user may trigger the "add to the to-be-selected list" control to add one YYYY of "y ML, color m" selected to the to-be-selected list. If the user selects the attributes of the "YYYY" to be y ML and color m, and the quantity to be 2, then the corresponding price is d ¥. If the minimum order amount is "c ¥", the prompt information may no longer be displayed on the second page, and then the

"checkout" control is displayed on the second page, and the user may trigger the "checkout" control to checkout two YYYYs of "y ML, color m" selected.

[0068] In the embodiment of the present application, the second page may instruct the user to select target products with different attributes to be added to the to-be-selected list.

[0069] S406, a first page is displayed.

[0070] In an embodiment, if in S402, it is determined that the target product is a target product with a single attribute, in Fig. 3, the target product is YYYY, and the YYYY has only one attribute, such as "y ML, color m", then the user directly jumps to (b2) in Fig. 3 after triggering the selection control on the first product information.

[0071] In another embodiment, if the user performs the trigger operation of "add to the to-be-selected list" on the target product with the target attribute selected on the second page, it jumps to display the first page. As shown in Fig. 3, the "add to the to-be-selected list" in (b1) is triggered to jump to (b2).

[0072] In the embodiment of the present application, the multimedia data includes a first page. The first page is displayed on the livestream footage.

[0073] It can be understood that the first page includes a livestream product list, the livestream product list includes product information of multiple livestream products in the virtual store, and the multiple livestream products include the target product. The first page includes second product information of the target product and a to-be-selected list icon of the to-be-selected list. As shown in (b2) of Fig. 3, the first page includes the second product information of the target product, and the second product information includes an image, a name, and a price of the target product. In addition, the second product information further includes a selection control, and further, the second product information further includes an "add" control, and the user may trigger the "add" control to add the target product to the to-be-selected list.

[0074] Further, the product information of other livestream products has the same structure as the second product information, and also includes an image, a name, a price, a selection control, and an "add" control of the corresponding livestream product.

[0075] S407, animation from the second product information to the to-be-selected list icon on the first page.

[0076] Referring to (b2) in Fig. 3, the specific content of the animation may be that an animation identification moves from the second product information to the to-be-selected list according to the line shown in the figure.

[0077] In addition, other forms of animation may also be used to represent that the target product is added to the to-be-selected list.

[0078] It can be understood that displaying the animation on the first page can clearly inform the user that the target product has been added to the to-be-selected list, improving the user experience.

[0079] Further, the first page includes a to-be-selected list identification, and the product quantity and product total price in the to-be-selected list are displayed beside the to-be-selected list identification.

[0080] S408, prompt information is displayed on the first page.

[0081] In the embodiment of the present application, the multimedia data includes the first page and/or the second page, the multimedia data is displayed on the livestream footage, and the prompt information is

displayed on the multimedia data.

[0082] In an embodiment, the prompt information is displayed on the first page after the animation ends. In another embodiment, the animation is played after the prompt information is displayed on the first page. In yet another embodiment, the prompt information is displayed while the animation is being played. The present application does not limit the sequence of displaying the prompt information and playing the animation.

[0083] Further, the first page further includes an "Confirm" control, and the user may select other livestream products in the first page to be added to the to-be-selected list, and when the total price of the to-be-selected list reaches the minimum order amount, the "Confirm" control may be triggered to checkout.

[0084] In the embodiment of the present application, if the target product selected by the user is a product with a single attribute, and the target product does not satisfy the selection condition, the target product may be added to the to-be-selected list, the first page is displayed, and the user is prompted in the form of animation that the target product has been added to the to-be-selected list. In addition, the prompt information of the reason for not satisfying the selection condition may also be displayed on the first page, so as to clearly prompt the user, solve the problem that the user cannot select, and improve the user experience. If the target product selected by the user is not a product with a single attribute, and the target product does not satisfy the selection condition, the second page may be displayed for the user to select the attribute of the target product, then the target product is added to the to-be-selected list, and the first page is displayed, and the user is prompted in the form of animation that the target product has been added to the to-be-selected list. In addition, the prompt information of the reason for not satisfying the selection condition may also be displayed on the first page, so as to clearly prompt the user, solve the problem that the user cannot select, and improve the user experience.

[0085] Fig. 5 is another flowchart of an information display method provided by an embodiment of the present application, and the information display method includes the following steps.

[0086] S501, livestream footage is displayed in a livestream interface.

[0087] For the specific implementation process of this step, reference may be made to S201, which will not be repeated here.

[0088] S502, whether a target product is a product with a single attribute is determined, in response to a trigger operation for the selection control.

[0089] If not, executing S503, and if not, executing S506.

[0090] For the specific implementation process of this step, reference may be made to S402, which will not be repeated here.

[0091] S503, a second page is displayed.

[0092] For the specific implementation process of this step, reference may be made to S403, which will not be repeated here.

[0093] S504, prompt information is displayed on the second page.

[0094] For the specific implementation process of this step, reference may be made to S404, which will not be repeated here.

[0095] S505, a price corresponding to the target attribute is determined, in response to a selection operation for a target attribute of the target product.

[0096] For the specific implementation process of this step, reference may be made to S405, which will not be repeated here.

[0097] S506, a third page is displayed.

[0098] The third page includes a first area, the first area is used to display product information of products that have been put into the to-be-selected list, and the first area includes third product information of the target product.

[0099] It can be understood that the product corresponding to the product information displayed in the first area has been put into the to-be-selected list, that is, the target product has been put into the to-be-selected list.

[00100] In the embodiment of the present application, referring to Fig. 6, the user triggers the "add to the to-be-selected list" control in (b1) to put the target product with the target attribute selected into the to-be-selected list, and jumps to the third page.

[00101] Further, the selection condition includes a price condition (such as a minimum order amount), the third page further includes a second area, the second area includes multiple pieces of recommendation product information, and the recommendation product information includes a price of a recommendation product. For example, referring to (c1) in Fig. 6, the recommendation products include VVVV and WWWW. The recommendation product information includes an image of the recommendation product, the price of the recommendation product, and the add control "+" of the recommendation product. The user may trigger the "+" to add the corresponding recommendation product to the to-be-selected list, thereby realizing the recommendation.

[00102] In addition, the third page further includes a third area, the third area includes price difference information, and the price difference information is used to prompt a price difference between the minimum order amount and a total price of the products that have been put into the to-be-selected list. For example, referring to (c1) in Fig. 6, the price difference information in the third area is "still need e yuan to meet the minimum order amount".

[00103] In the embodiment of the present application, the user may select the recommendation product to be selected according to the price difference information and the recommendation product information.

[00104] Further, the third area further includes a "go to select" control, and the user may click the "go to select" control to enter the virtual store and select products in the virtual store for recommendation.

[00105] S507, prompt information is displayed on the third page.

[00106] The prompt information is displayed on the third page to prompt the user.

[00107] It can be understood that after jumping to the third page, the prompt information is displayed on the third page.

[00108] S508, the target recommendation product information is added to the first area of the third page, in response to a trigger operation for target recommendation product information.

[00109] It can be understood that the recommendation product information of the recommendation product selected by the user is the target recommendation product information. Adding the target recommendation product information to the first area represents that the target recommendation product has been added to the to-be-selected list.

[00110] For example, in (c1) of Fig. 6, the user triggers the "+" control on the card of the VVVV to add the VVVV to the to-be-selected list. Referring to (c2) of Fig. 6, after the user triggers the "+" control on the card of the VVVV, the card of the VVVV is added to the first area in the third page, and the price and quantity beside the to-be-selected list identification updated according to the price and quantity of the VVVV, and the price information in the first area is also updated, as shown in (c2) of Fig. 6, the price information is "still need f yuan to meet the minimum order amount".

[00111] Further, if the total price of the products in the to-be-selected list still does not meet the minimum order amount, the user may continue to recommend. For example, the user selects the recommendation product "WWWW" in the second area in (c2) of Fig. 6, and the card of "WWWW" is added to the first area.

[00112] S509, if a total price of products in the to-be-selected list satisfies the price condition, a fourth page is displayed.

[00113] In the embodiment of the present application, if the total price of the products in the to-be-selected list meets the minimum order amount, the "Confirm control" may be directly displayed on the third page, and the user may trigger the "Confirm control" to checkout.

[00114] In another embodiment, if the total price of the products in the to-be-selected list meets the minimum order amount, the fourth page in (c3) of Fig. 4 may be displayed, and the fourth page includes an "Confirm" control. The fourth page further includes product information of all products in the to-be-selected list, so as to facilitate the user to determine the products to be selected, and the user may trigger the "Confirm" control to checkout the products in the to-be-selected list.

[00115] Further, on the third page and the fourth page, a selection identification is included before the product information of the products put into the to-be-selected list, and the user may trigger the selection identification to select whether to checkout the products.

[00116] In the embodiment of the present application, when the user selects the target product in the livestream, if the target product selected by the user is a product with a single attribute, and the target product does not satisfy the selection condition, the target product may be added to the to-be-selected list, and the third page is displayed, where the first area of the third page corresponds to the to-be-selected list, which may prompt the user that the target product has been added to the to-be-selected list. In addition, the prompt information of the reason for not satisfying the selection condition may also be displayed on the third page, so as to clearly prompt the user, solve the problem that the user cannot select, and improve the user experience. In addition, the recommendation product information and the price difference information are displayed on the third page to guide the user to make recommendations. If the target product selected by the user is not a product with a single attribute, and the target product does not satisfy the selection condition, the second page may be displayed for the user to select the attribute of the target product, then the target product is added to the to-be-selected list, and the third page is displayed, which further prompts the user that the target product has been added to the to-be-selected list and the reason for not satisfying the selection condition.

[00117] Fig. 7 is a schematic diagram of a structure of an information display apparatus provided by an embodiment of the present application, and the information display apparatus 70 may include the following units:

[00118] a first display unit 701, configured to display livestream footage in a livestream interface of a virtual store, where the livestream footage includes first product information of a target product, and the first product information includes a selection control;

[00119] a second display unit 702, configured to, in response to a trigger operation for the selection control, display multimedia data, where the multimedia data represents that the target product has been added to a to-be-selected list; and

[00120] a third display unit 703, configured to display prompt information on the multimedia data, where the prompt information is used to prompt a reason why the target product does not satisfy a selection condition.

[00121] In some embodiments, the multimedia data includes a first page and an animation, and the second display unit 702 is further configured to, in response to the trigger operation for the selection control, display the first page, where the first page includes second product information of the target product and a to-be-selected list icon of the to-be-selected list; and display the animation from the second product information to the to-be-selected list icon on the first page.

[00122] In some embodiments, if the target product is a product with multiple attributes, when the second display unit 702 displays the first page in response to the trigger operation for the selection control, the second display unit 702 is further configured to, in response to the trigger operation for the selection control, display a second page, where the second page includes the multiple attributes of the target product; in response to a selection operation for a target attribute of the target product, determine a price corresponding to the target attribute; and display the first page.

[00123] In some embodiments, the third display unit 703 is further configured to display the prompt information on the first page.

[00124] In some embodiments, the multimedia data includes a third page, and the second display unit 702 is further configured to, in response to the trigger operation for the selection control, display the third page, where the third page includes a first area, the first area is used to display product information of products that have been put into the to-be-selected list, and the first area includes third product information of the target product; and the displaying the prompt information on the multimedia data includes displaying the prompt information on the third page.

[00125] In some embodiments, the selection condition includes a price condition, the third page further includes a second area, the second area includes multiple pieces of recommendation product information, and the recommendation product information includes a price of a recommendation product; the information display apparatus 70 further includes an adding unit (not shown), configured to, in response to a trigger operation for target recommendation product information, add the target recommendation product information to the first area of the third page; and a fourth display unit (not shown), configured to, if a total price of products in the to-be-selected list satisfies the price condition, display a fourth page, where the fourth page includes a determination control.

[00126] In some embodiments, the third page further includes a third area, the third area includes price difference information, and the price difference information is used to prompt a price difference between a minimum order amount and the total price of the products that have been put into the to-be-selected list.

[00127] In some embodiments, if the target product is a product with multiple attributes, when the third display unit 703 displays the third page in response to the trigger operation for the selection control, the third display unit 703 is further configured to, in response to the trigger operation for the selection control, display a second page, where the second page includes the multiple attributes of the target product; and in response to a selection operation for a target attribute of the target product, display the third page.

[00128] In some embodiments, the third display unit 703 is configured to display the prompt information on the second page.

[00129] In some embodiments, the multimedia data is displayed on the livestream footage.

[00130] The device or apparatus provided by the embodiments may be used to perform the technical solutions of the above method embodiments, and the implementation principles and technical effects thereof are similar, which will not be repeated here in the embodiments.

[00131] In order to achieve the above embodiments, an embodiment of the present disclosure further provides a computer-readable storage medium, where the computer-readable storage medium stores a computer-executed instruction, and when the processor executes the computer-executed instruction, the information display method according to any one of the above embodiments is implemented.

[00132] In order to achieve the above embodiments, an embodiment of the present disclosure further provides a computer program product, including a computer program, where when the computer program is executed by a processor, the information display method according to any one of the above embodiments is implemented.

[00133] In order to achieve the above embodiments, an embodiment of the present disclosure further provides an electronic device, including: a processor and a memory;

[00134] the memory stores a computer-executed instruction; and

[00135] the processor executes the computer-executed instruction stored in the memory, so that the processor executes the information display method according to any one of the above embodiments.

[00136] Fig. 8 is a structural schematic diagram of an electronic device provided by an embodiment of the present disclosure, and the electronic device 80 may be a terminal device or a server. The terminal device may include, but is not limited to, mobile terminals such as a mobile phone, a notebook computer, a digital broadcast receiver, a personal digital assistant (abbreviated as PDA), a tablet computer, a portable media player (abbreviated as PMP), a vehicle-mounted terminal (such as a vehicle navigation terminal), etc., and fixed terminals such as a digital TV, a desktop computer, etc. The electronic device shown in Fig. 8 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.

[00137] As shown in Fig. 8, the electronic device 80 may include a processing apparatus (such as a central processing unit, a graphics processing unit, etc.) 801, which may perform various appropriate actions and processes according to a program stored in a read-only memory (abbreviated as ROM) 802 or a program loaded from a storage apparatus 808 into a random access memory (abbreviated as RAM) 803. The RAM 803 further stores various programs and data required for the operation of the electronic device 80. The processing apparatus 801, the ROM 802, and the RAM 803 are connected to each other through a bus 804. An

input/output (I/O) interface 805 is also connected to the bus 804.

[00138] Usually, the following apparatuses may be connected to the I/O interface 805: an input apparatus 806 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, a gyroscope, etc.; an output apparatus 807 including, for example, a liquid crystal display (abbreviated as LCD), a speaker, a vibrator, etc.; a storage apparatus 808 including, for example, a magnetic tape, a hard disk, etc.; and a communication apparatus 809. The communication apparatus 809 may allow the electronic device 80 to perform wireless or wired communication with other devices to exchange data. Although Fig. 8 shows the electronic device 80 with various apparatuses, it should be understood that it is not required to implement or have all the shown apparatuses. Alternatively, more or fewer apparatuses may be implemented or provided.

[00139] 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, the embodiments of the present disclosure include a computer program product, which includes a computer program carried on a computer-readable medium, and the computer program contains program codes for performing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded and installed from a network through the communication apparatus 809, or installed from the storage apparatus 808, or installed from the ROM 802. When the computer program is executed by the processing apparatus 801, the above-mentioned functions defined in the method of the embodiment of the present disclosure are executed.

[00140] It should be noted that the above-mentioned computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination of the two. The computer-readable storage medium may be, for example, but not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus or device, or any combination of the above. More specific examples of the computer-readable storage medium may include, but are not limited to: an electrical connection with 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 of the above. In the present disclosure, a computer-readable storage medium may be any tangible medium that contains or stores a program, and the program may be used by or in combination with an instruction execution system, apparatus, or device. In the present disclosure, a computer-readable signal medium may include a data signal propagated in a baseband or as a part of a carrier wave, and computer-readable program codes are carried therein. This propagated data signal may adopt multiple forms, including but not limited to an electromagnetic signal, an optical signal, or any suitable combination of the above. 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, apparatus, or device. The program codes contained on the computer-readable medium may be transmitted by any suitable medium, including but not limited to: a wire, an optical cable, a radio frequency (RF), etc., or any

suitable combination of the above.

[00141] The above-mentioned computer-readable medium may be contained in the above-mentioned electronic device, or may exist alone without being assembled into the electronic device.

[00142] The above-mentioned computer-readable medium carries one or more programs, and when the above-mentioned one or more programs are executed by the electronic device, the electronic device is caused to execute the method shown in the above-mentioned embodiments.

[00143] The computer program codes for performing the operations of the present disclosure may be written in one or more programming languages or a combination thereof. The above-mentioned programming languages include object-oriented programming languages such as Java, Smalltalk, C++, and include conventional procedural programming languages such as "C" language or similar programming languages. The program codes may be executed entirely on a target user computer, partly on the target user computer, as a stand-alone software package, partly on the target user computer and partly on a remote computer, or entirely on the remote computer or server. In the case involving the remote computer, the remote computer may be connected to the target user computer through any kind of network, including a local area network (abbreviated as LAN) or a wide area network (abbreviated as WAN), or it may be connected to an external computer (for example, connected by using Internet provided by an Internet service provider).

[00144] 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, and the module, program segment, or part of code 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 executed substantially in parallel, or they may sometimes be executed 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 the 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.

[00145] The involved units described in the embodiments of the present disclosure may be implemented by software or by hardware. The name of the unit does not constitute a limitation on the unit itself under certain circumstances, for example, the first obtaining unit may also be described as "a unit for obtaining at least two internet protocol addresses".

[00146] The functions described above herein may be at least partially performed 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), a complex programmable logical device (CPLD), etc.

[00147] 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 semiconductor system, apparatus, or device, or any suitable combination of the above. More specific examples of the machine-readable storage medium would include an electrical connection based on one or more wires, a portable computer 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 of the above.

[00148] In a first aspect, according to one or more embodiments of the present disclosure, an information display method is provided, including: displaying livestream footage in a livestream interface of a virtual store, where the livestream footage includes first product information of a target product, and the first product information includes a selection control;

[00149] in response to a trigger operation for the selection control, displaying multimedia data, where the multimedia data represents that the target product has been added to a to-be-selected list; and

[00150] displaying prompt information on the multimedia data, where the prompt information is used to prompt a reason why the target product does not satisfy a selection condition.

[00151] According to one or more embodiments of the present disclosure, the multimedia data includes a first page and an animation, and the displaying the multimedia data in response to the trigger operation for the selection control includes:

[00152] in response to the trigger operation for the selection control, displaying the first page, where the first page includes second product information of the target product and a to-be-selected list icon of the to-be-selected list; and

[00153] displaying the animation from the second product information to the to-be-selected list icon on the first page.

[00154] According to one or more embodiments of the present disclosure, if the target product is a product with multiple attributes, the displaying the first page in response to the trigger operation for the selection control includes:

[00155] in response to the trigger operation for the selection control, displaying a second page, where the second page includes the multiple attributes of the target product;

[00156] in response to a selection operation for a target attribute of the target product, determining a price corresponding to the target attribute; and

[00157] displaying the first page.

[00158] According to one or more embodiments of the present disclosure, the displaying the prompt information on the multimedia data includes: displaying the prompt information on the first page.

[00159] According to one or more embodiments of the present disclosure, the multimedia data includes a third page, and the displaying the multimedia data in response to the trigger operation for the selection control includes:

[00160] in response to the trigger operation for the selection control, displaying the third page, where the third page includes a first area, the first area is used to display product information of products that have been put into the to-be-selected list, and the first area includes third product information of the target product; and

[00161] the displaying the prompt information on the multimedia data includes: displaying the prompt information on the third page.

[00162] According to one or more embodiments of the present disclosure, the selection condition includes a price condition, the third page further includes a second area, the second area includes multiple pieces of recommendation product information, and the recommendation product information includes a price of a recommendation product; the information display method further includes:

[00163] in response to a trigger operation for target recommendation product information, adding the target recommendation product information to the first area of the third page; and

[00164] if a total price of products in the to-be-selected list satisfies the price condition, displaying a fourth page, where the fourth page includes a determination control.

[00165] According to one or more embodiments of the present disclosure, the third page further includes a third area, the third area includes price difference information, and the price difference information is used to prompt a price difference between a minimum order amount and the total price of the products that have been put into the to-be-selected list.

[00166] According to one or more embodiments of the present disclosure, if the target product is a product with multiple attributes, the displaying the third page in response to the trigger operation for the selection control includes:

[00167] in response to the trigger operation for the selection control, displaying a second page, where the second page includes the multiple attributes of the target product; and

[00168] in response to a selection operation for a target attribute of the target product, displaying the third page.

[00169] According to one or more embodiments of the present disclosure, the prompt information is displayed on the second page.

[00170] According to one or more embodiments of the present disclosure, the multimedia data is displayed on the livestream footage.

[00171] In a third aspect, according to one or more embodiments of the present disclosure, an information display apparatus is provided, including: a first display unit, configured to display livestream footage in a livestream interface of a virtual store, where the livestream footage includes first product information of a target product, and the first product information includes a selection control;

[00172] a second display unit, configured to, in response to a trigger operation for the selection control, display multimedia data, where the multimedia data represents that the target product has been added to a to-be-selected list; and

[00173] a third display unit, configured to display prompt information on the multimedia data, where the prompt information is used to prompt a reason why the target product does not satisfy a selection condition.

[00174] According to one or more embodiments of the present disclosure, the multimedia data includes a

first page and an animation, and the second display unit is further configured to, in response to the trigger operation for the selection control, display the first page, where the first page includes second product information of the target product and a to-be-selected list icon of the to-be-selected list; and display the animation from the second product information to the to-be-selected list icon on the first page.

[00175] According to one or more embodiments of the present disclosure, if the target product is a product with multiple attributes, when the second display unit displays the first page in response to the trigger operation for the selection control, the second display unit is further configured to: in response to the trigger operation for the selection control, display a second page, where the second page includes the multiple attributes of the target product; in response to a selection operation for a target attribute of the target product, determine a price corresponding to the target attribute; and display the first page.

[00176] According to one or more embodiments of the present disclosure, the third display unit is further configured to: display the prompt information on the first page.

[00177] According to one or more embodiments of the present disclosure, the multimedia data includes a third page, and the second display unit is further configured to: in response to the trigger operation for the selection control, display the third page, where the third page includes a first area, the first area is used to display product information of products that have been put into the to-be-selected list, and the first area includes third product information of the target product; and the displaying the prompt information on the multimedia data includes: displaying the prompt information on the third page.

[00178] According to one or more embodiments of the present disclosure, the selection condition includes a price condition, the third page further includes a second area, the second area includes multiple pieces of recommendation product information, and the recommendation product information includes a price of a recommendation product; the information display apparatus further includes an adding unit (not shown), configured to, in response to a trigger operation for target recommendation product information, add the target recommendation product information to the first area of the third page; and a fourth display unit (not shown), configured to, if a total price of products in the to-be-selected list satisfies the price condition, display a fourth page, where the fourth page includes a determination control.

[00179] According to one or more embodiments of the present disclosure, the third page further includes a third area, the third area includes price difference information, and the price difference information is used to prompt a price difference between a minimum order amount and the total price of the products that have been put into the to-be-selected list.

[00180] According to one or more embodiments of the present disclosure, if the target product is a product with multiple attributes, when the third display unit displays the third page in response to the trigger operation for the selection control, the third display unit is further configured to: in response to the trigger operation for the selection control, display a second page, where the second page includes the multiple attributes of the target product; and in response to a selection operation for a target attribute of the target product, display the third page.

[00181] According to one or more embodiments of the present disclosure, the third display unit is configured to display the prompt information on the second page.

[00182] According to one or more embodiments of the present disclosure, the multimedia data is displayed on the livestream footage.

[00183] In a third aspect, according to one or more embodiments of the present disclosure, an electronic device is provided, including: at least one processor and a memory;

[00184] the memory stores a computer-executed instruction; and

[00185] the at least one processor executes the computer-executed instruction stored in the memory, so that the at least one processor executes the information display method according to the first aspect and various possible designs of the first aspect.

[00186] In a fourth aspect, according to one or more embodiments of the present disclosure, a computer-readable storage medium is provided, where the computer-readable storage medium stores a computer-executed instruction, and when the processor executes the computer-executed instruction, the information display method according to the first aspect and various possible designs of the first aspect is implemented.

[00187] In a fifth aspect, according to one or more embodiments of the present disclosure, a computer program product is provided, including a computer program, where when the computer program is executed by a processor, the information display method according to the first aspect and various possible designs of the first aspect is implemented.

[00188] The above description is only preferred embodiments of the present disclosure and an explanation 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 to).

[00189] Additionally, although operations are depicted in a particular order, it should not be understood that these operations are required to be performed in a specific order as illustrated or in a sequential order. Under certain circumstances, multitasking and parallel processing may be advantageous. Likewise, although the above discussion includes several specific implementation details, these should not be interpreted as limitations on 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 that are described in the context of a single embodiment may also be implemented in multiple embodiments separately or in any suitable sub-combinations.

[00190] Although the subject matter has been described in language specific to structural features and/or method logical actions, 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. Rather, the specific features and actions described above are merely example forms of implementing the claims.

CLAIMS

1. An information display method, comprising:

displaying livestream footage in a livestream interface, the livestream footage comprising first product information of a target product, and the first product information comprising a selection control;

displaying multimedia data in response to a trigger operation for the selection control, the multimedia data representing that the target product has been added to a to-be-selected list; and

displaying prompt information on the multimedia data, the prompt information being configured to prompt a reason why the target product does not satisfy a selection condition.

2. The information display method of claim 1, wherein the multimedia data comprises a first page and an animation, and displaying the multimedia data in response to the trigger operation for the selection control comprises:

displaying the first page in response to the trigger operation for the selection control, the first page comprising second product information of the target product and a to-be-selected list icon; and

displaying, on the first page, the animation from the second product information to the to-be-selected list icon.

3. The information display method of claim 2, wherein in response to the target product being a product with multiple attributes, displaying the first page in response to the trigger operation for the selection control comprises:

displaying a second page in response to the trigger operation for the selection control, the second page comprising the multiple attributes of the target product;

determining a price corresponding to the target attribute in response to a selection operation for a target attribute of the target product; and

displaying the first page.

4. The information display method of claim 2 or 3, wherein displaying the prompt information on the multimedia data comprises:

displaying the prompt information on the first page.

5. The information display method of claim 1, wherein the multimedia data comprises a third page, and displaying the multimedia data in response to the trigger operation for the selection control comprises:

displaying the third page in response to the trigger operation for the selection control, the third page comprising a first area, the first area being configured to display product information of products that have been put into the to-be-selected list, and the first area comprising third product information of the target product; and

displaying the prompt information on the multimedia data comprises: displaying the prompt information

on the third page.

6. The information display method of claim 5, wherein the selection condition comprises a price condition, the third page further comprises a second area, the second area comprises a plurality of recommendation product information, and the recommendation product information comprises a price of a recommendation product; the information display method further comprises:

adding the target recommendation product information in the first area of the third page in response to a trigger operation for target recommendation product information; and

displaying a fourth page in response to a total price of products in the to-be-selected list satisfying the price condition, the fourth page comprising a determination control.

7. The information display method of claim 6, wherein the third page further comprises a third area, the third area comprises price difference information, and the price difference information is configured to prompt a price difference between a minimum order amount and the total price of the products that have been put into the to-be-selected list.

8. The information display method of claim 5, wherein in response to the target product being the product with multiple attributes, displaying the third page in response to the trigger operation for the selection control comprises:

displaying a second page in response to the trigger operation for the selection control, the second page comprising the multiple attributes of the target product; and

displaying the third page in response to a selection operation for a target attribute of the target product.

9. The information display method of claim 3 or 8, wherein displaying the prompt information on the multimedia data comprises: displaying the prompt information on the second page.

10. The information display method of any of claims 1 to 3 and 5 to 7, wherein the multimedia data is displayed on the livestream footage.

11. An information display apparatus, comprising:

a first display unit configured to display livestream footage in a livestream interface of a virtual store, the livestream footage comprising first product information of a target product, and the first product information comprising a selection control;

a second display unit configured to display multimedia data in response to a trigger operation for the selection control, the multimedia data representing that the target product has been added to a to-be-selected list; and

a third display unit configured to display prompt information on the multimedia data, the prompt information being configured to prompt a reason why the target product does not satisfy a selection condition.

12. An electronic device, comprising: a processor and a memory;

the memory storing computer-executable instructions; and

the processor executing the computer-executable instructions stored in the memory, causing the processor to execute the information display method of any of claims 1 to 10.

13. A computer-readable storage medium, the computer-readable storage medium storing computer-executable instructions which, when executed by a processor, implement the information display method of any of claims 1 to 10.

14. A computer program product, comprising a computer program, the computer program, when executed by a processor, implementing the information display method of any of claims 1 to 10.