

PAGE DISPLAY METHOD AND APPARATUS, ELECTRONIC DEVICE, STORAGE MEDIUM, AND PRODUCT

CROSS-REFERENCE TO RELATED APPLICATION

[0001] The present application claims priority to Chinese Patent Application No. 202411304512.7, filed on September 18, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to a page presentation method, an apparatus, an electronic device, a storage medium, and a product.

BACKGROUND

[0003] With the continuous development of network technologies, more and more users carry out various entertainment activities through the Internet, such as shopping, browsing audio and video, and so on. For any user, in the process of browsing audio and video, the user may browse through some introduction digital cards of objects.

[0004] However, if the user wants to know more information about the object, the user may click on the digital card to pull up a display panel in the home page of the target section to display the object information of the object in the digital card in the display panel. This method has the following problems: firstly, the traffic diversion and reception performance of the section-specific area is poor, and the operation is cumbersome when viewing the object details page, which does not meet the expected display effect of the user, resulting in a poor user experience; secondly, the traffic diversion effect of the object displayed in the target section is poor.

SUMMARY

[0005] The present disclosure provides a page presentation method, an apparatus, an electronic device, a storage medium, and a product.

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

[0007] presenting an object presentation card in a current page, where the current page is configured to present a recommendation data stream pushed for a target user under a preset section, the recommendation data stream includes at least the object presentation card, and the object presentation card is configured to present object information of a first object;

- [0008] presenting a target page and presenting the object presentation card in a preset form in the target page, in response to a first trigger operation of the target user on the object information; where the target page is a main interface of a target section to which the first object belongs, and a section label of the target section is presented in a preset shape in the target page; and
- [0009] presenting an object details page of the first object, in response to detecting that presentation information of the target page meets a preset condition.
- [0010] In a second aspect, an embodiment of the present disclosure further provides a page presentation apparatus, including:
- [0011] an object card presentation module, configured to present an object presentation card in a current page, where the current page is configured to present a recommendation data stream pushed for a target user under a preset section, the recommendation data stream includes at least the object presentation card, and the object presentation card is configured to present object information of a first object;
- [0012] a target section presentation module, configured to present a target page and present the object presentation card in a preset form in the target page, in response to a first trigger operation of the target user on the object information; where the target page is a main interface of a target section to which the first object belongs, and a section label of the target section is presented in a preset shape in the target page; and
- [0013] an object details presentation module, configured to present an object details page of the first object in response to detecting that presentation information of the target page meets a preset condition.
- [0014] In a third aspect, an embodiment of the present disclosure further provides an electronic device, including:
- [0015] one or more processors; and
- [0016] a storage apparatus, configured to store one or more programs,
- [0017] when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the page presentation method according to any one of embodiments of the present disclosure.
- [0018] In a fourth aspect, an embodiment of the present disclosure further provides a storage medium including computer-executable instructions, where the computer-executable instructions, when executed by a computer processor, are configured to perform the page presentation method according to any one of embodiments of the present disclosure.
- [0019] In a fifth aspect, an embodiment of the present disclosure further provides a computer program product, including a computer program, where the computer program, when executed by a processor, implements the page presentation method according to any one of embodiments of the present disclosure.

BRIEF DESCRIPTION OF DRAWINGS

- [0020] The above and other features, advantages, and aspects of embodiments of the present disclosure will become more apparent in combination with the drawings and with reference to the following specific embodiments. Throughout the drawings, the same or similar reference numerals represent the same or similar elements. It should be understood that the drawings are schematic, and the components and elements are not necessarily drawn to scale.
- [0021] Fig. 1 is a schematic flowchart of a page presentation method according to an embodiment of the present disclosure;
- [0022] Fig. 2 is a schematic diagram of an object presentation card presented in a current page according to an embodiment of the present disclosure;
- [0023] Fig. 3 is a schematic diagram of a presentation process of a target page according to an embodiment of the present disclosure;
- [0024] Fig. 4 is a schematic diagram of a presentation process of an object details page according to an embodiment of the present disclosure;
- [0025] Fig. 5 is a schematic flowchart of another page presentation method according to an embodiment of the present disclosure;
- [0026] Fig. 6 is a schematic diagram of a display page of a user according to an embodiment of the present disclosure;
- [0027] Fig. 7 is a schematic diagram of a presentation process of a first preset animation according to an embodiment of the present disclosure;
- [0028] Fig. 8 is a schematic diagram of a presentation process of a second preset animation according to an embodiment of the present disclosure;
- [0029] Fig. 9 is a schematic diagram of a target page according to an embodiment of the present disclosure;
- [0030] Fig. 10 is a schematic flowchart of another page presentation method according to an embodiment of the present disclosure;
- [0031] Fig. 11 is a schematic diagram of a page presentation process corresponding to a second trigger operation according to an embodiment of the present disclosure;
- [0032] Fig. 12 is a schematic diagram of an operation process of presenting a main interface of a target section based on interaction prompt information according to an embodiment of the present disclosure;
- [0033] Fig. 13 is a schematic structural diagram of a page presentation apparatus according to an embodiment of the present disclosure; and
- [0034] Fig. 14 is a schematic structural diagram of an electronic device according to an embodiment of the present disclosure.

DETAILED DESCRIPTION

- [0035] Embodiments of the present disclosure will be described in more detail below with reference to the drawings. Although some embodiments of the present disclosure are shown in the drawings, it should be understood that the present disclosure may be implemented in various forms, and should not be construed as limited to the embodiments set forth herein; on the contrary, these embodiments are provided for a more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are only for exemplary purposes, and are not intended to limit the protection scope of the present disclosure.
- [0036] It should be understood that the various steps described in the method implementations of the present disclosure may be performed in different orders and/or in parallel. Furthermore, the method implementations may include additional steps and/or omit the implementation of some of the steps shown. The scope of the present disclosure will not be limited in this regard.
- [0037] The term "include/comprise" and its variants used herein are open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" is "at least partially based on". The term "an embodiment" means "at least one embodiment"; the term "another embodiment" means "at least one other embodiment"; the term "some embodiments" means "at least some embodiments". Related definitions of other terms will be given in the following description.
- [0038] It should be noted that concepts such as "first" and "second" mentioned in the present disclosure are only used to distinguish different apparatuses, modules, or units, and are not used to limit the order of functions performed by these apparatuses, modules, or units, or interdependence therebetween.
- [0039] It should be noted that the modifications of "a" and "a plurality of" mentioned in the present disclosure are illustrative rather than restrictive, and those skilled in the art should understand that unless clearly indicated in the context, they should be understood as "one or more".
- [0040] It may be understood that before using the technical solutions disclosed in the embodiments of the present disclosure, the user should be informed of the type, the range of use, the use scenarios, etc., of personal information involved in the present disclosure in an appropriate manner in accordance with relevant laws and regulations, and the authorization of the user should be obtained.
- [0041] For example, in response to receiving an active request from a user, prompt information is sent to the user to clearly inform the user that the requested operation will require access to and use of the user's personal information. As such, the user may independently choose, based on the prompt information, whether to provide the personal information to software or hardware, such as an electronic device, an application, a server, or a storage medium, that performs the operations of the technical solutions of the present disclosure.
- [0042] As an optional but non-limiting implementation, in response to receiving the active request from the user, the prompt information may be sent to the user in the form of, for example, a pop-up window, in which the prompt information may be presented in text. In addition, the pop-up window may also include a

selection control for the user to choose whether to "agree" or "disagree" to provide the personal information to the electronic device.

[0043] It may be understood that the above process of notifying the user and obtaining the authorization of the user is only illustrative, and does not constitute a limitation on the implementations of the present disclosure. Other manners that satisfy the relevant laws and regulations may also be applied in the implementations of the present disclosure.

[0044] It may be understood that the data involved in the technical solutions (including but not limited to the data itself, the acquisition or use of the data) should comply with the requirements of corresponding laws, regulations, and related provisions.

[0045] Before the technical solutions are introduced, the application scenarios may be exemplarily described. The technical solutions may be applied to a scenario where, in a process of browsing a page on any platform with a shopping function, in a case where a trigger operation on an object presentation card is detected, a main interface of a section-specific area corresponding to the object presentation card may be jumped to, and an object details page is automatically jumped to.

[0046] Exemplarily, a target section may be integrated in any target application with a video browsing function, where the target section is a section for acquiring some specific objects, for example, the specific objects may be any entity objects (for example, items), or virtual objects (for example, virtual resources, electronic cards, network addresses, etc.) for which no specific entity objects may be acquired. In a process of presenting a video in the target application, in order to achieve a traffic diversion effect, a digital card corresponding to the specific object may be presented as a stream in a video stream, and in a case where a trigger operation on the digital card is detected, a main interface of the target section may be jumped to, and an object details page of the object is presented. The overall process is not only smooth and natural, but also meets the expected presentation effect of the user, improving the user experience.

[0047] Fig. 1 is a schematic flowchart of a page presentation method according to an embodiment of the present disclosure. The embodiment of the present disclosure is applicable to a case where, in a process of browsing a page on any platform with a shopping function, in a case where a trigger operation on an object presentation card is detected, a main interface of a section-specific area corresponding to the object presentation card may be jumped to, and an object details page is automatically jumped to. The method may be performed by a page presentation apparatus, which may be implemented in the form of software and/or hardware. Optionally, the page presentation apparatus may be implemented by an electronic device, which may be a mobile terminal, a PC, a server, or the like.

[0048] As shown in Fig. 1, the page presentation method includes the following steps.

[0049] S110: presenting an object presentation card in a current page.

[0050] The current page is a page that a target user is currently browsing. The current page is configured to present a recommendation data stream pushed for the target user under a preset section, and the recommendation data stream includes at least the object presentation card. Certainly, the recommendation

data stream further includes an audio stream, a video stream, or an audio and video stream pushed to the target user.

[0051] In this embodiment, the preset section is a pre-configured section-specific area, and different preset sections have different functions and different section labels. The recommendation data stream refers to a video stream recommended for the target user by the target application according to factors such as preferences and browsing habits of the target user. Correspondingly, the preset section at this time mainly corresponds to a section label "recommendation". The target user refers to a user corresponding to an account which is currently logged in on the target application.

[0052] The object presentation card is a digital card configured to present the object information of the first object. The first object refers to any entity object for which a specific entity object may be acquired, or a virtual object for which no specific entity object may be acquired. The object information is a key element that may describe the first object. Exemplarily, the first object may be an entity dress, and the object information may include a dress image, an element describing a dress attribute (for example, a dress style name, a value attribute, dress function description text, etc.), a first preset control for viewing object details, a second preset control for closing the object presentation card, and the like.

[0053] In this embodiment, after the target user triggers a preset control corresponding to the target application, a home page of the target application may be entered. At this time, a page that the target user is browsing may be referred to as the current page, and the recommendation data stream pushed for the target user under the preset section is presented in the current page, and the recommendation data stream may include the object presentation card corresponding to the first object. Alternatively, in a process of the target user browsing a web page in the target application, the recommendation data stream pops up in the current page, and the recommendation data stream includes the object presentation card corresponding to the first object.

[0054] Exemplarily, for a schematic diagram of the object presentation card presented in the current page, see Fig. 2. As shown in Fig. 2, the preset section may include at least section 1, section 2, and section 3, where a section label 1 corresponds to the section 1, a section label 2 corresponds to the section 2, and a section label 3 corresponds to the section 3. In the current page, the section label 3 is presented in bold, which indicates that the current page is a main interface of the section 3; and specific content presented in the current page is a recommendation data stream pushed for the target user under the section 3, and the recommendation data stream includes the object presentation card corresponding to the dress. More specifically, an upper portion of the object presentation card includes the dress image; the object presentation card further includes elements describing the dress (for example, a dress name is "dress", and a value attribute is "xxxx.xx"); the object presentation card further includes a first preset control for viewing dress details, for example, a "view details" control, and a second preset control for closing the object presentation card, for example, a "not interested" control.

- [0055] S120: presenting a target page and presenting the object presentation card in a preset form in the target page in response to a first trigger operation of the target user on the object information.
- [0056] The first trigger operation is configured to represent an operation that the target user is about to view more information related to the first object. It may be preset which object information in the object presentation card corresponds to the first trigger operation, and such object information may be referred to as target object information. When the target user clicks on any piece of the target object information in the object presentation card, the first trigger operation is generated. Exemplarily, still referring to Fig. 2, the target object information may include the dress image, the "view details" control, or the elements describing the dress, and the like.
- [0057] In this embodiment, multiple sections may be pre-configured, and different sections have different functions, different section labels, and different main interfaces. The target page is a main interface of a target section to which the first object belongs. The section label of the target section is presented in a preset shape in the target page, for example, the preset shape may be that the section label is presented in bold, the section label is presented in a preset font, the section label is presented in a preset text color, and the like.
- [0058] The preset form is a preset display mode. For example, the preset form may be a display mode that strongly reminds of the object presentation card, such as adding an animation effect to a border of the object presentation card, and/or adding a masking layer to other display content except the object presentation card in the target page.
- [0059] Specifically, when the target user clicks on the target object information in the object presentation card, the first trigger operation is generated, and at this time, a display image of the user is switched from the current page to the target page. In the target page, the object presentation card is presented in a preset strong reminder display mode.
- [0060] Exemplarily, for a schematic diagram of a presentation process of the target page, see Fig. 3. As shown in Fig. 3(A), in the current page, the section label 3 is presented in bold (that is, the preset shape corresponding to the section label of the target section is a bold presentation shape), which indicates that the current page is the main interface of the section 3; and when the target user clicks on the "view details" control in the current page, the first trigger operation on the target object information is generated, and at this time, the target page as shown in Fig. 3(B) may be presented. The first object is attributed to the section 2, so the section 2 is the target section. In the target page, the section label 2 corresponding to the section 2 is displayed in bold, which indicates that the target page is the main interface of the section 2. As shown in Fig. 3(B), the target page includes the object presentation card and other presentation content, for example, at least one recommendation object presentation card, namely, a recommendation object presentation card 1, a recommendation object presentation card 2, and a recommendation object presentation card 3 in Fig. 3(B). The recommendation object is generated according to a historical operation behavior of the target user, and in addition, the recommendation object may also be determined according to other information content, which is not specifically limited here. As compared with other presentation content, the object presentation

card has a gray dotted line on an outer border of the object presentation card, which indicates that the border of the object presentation card has an animation effect, for example, an animation of aperture focusing. The object presentation card is presented in such a preset form, which may distinctively present the object presentation card and other presentation content in the target page, so as to achieve an effect of reminding the target user of a specific position where the object presentation card is located.

[0061] S130: presenting an object details page of the first object in response to detecting that presentation information of the target page meets a preset condition.

[0062] The presentation information may include a presentation duration of the target page, animation progress information of the object presentation card, and the like. The preset condition is a preset rule for determining when to present the object details page of the first object. The object details page refers to a detailed presentation page of the first object, which aims to provide the target user with a detailed description of the first object, for example, the detailed presentation page may include information such as pictures, value attributes, specifications, parameters, and evaluations to help the target user understand and evaluate the first object.

[0063] In this embodiment, the preset condition may include: the presentation duration of the target page reaches a preset presentation duration threshold, and/or the animation progress information of the object presentation card meets a preset progress threshold.

[0064] Specifically, when the presentation duration of the target page reaches the preset presentation duration threshold, for example, when the presentation duration reaches 300 seconds, the object details page of the first object is presented. Alternatively, when the animation progress information of the object presentation card meets the preset progress threshold, for example, when the animation of aperture focusing rotates clockwise around the border of the object presentation card for 3 times, the object details page of the first object is presented.

[0065] Exemplarily, for a schematic diagram of a presentation process of the object details page, see Fig. 4. As shown in Fig. 4(A), when the presentation duration of the target page reaches 300 seconds, the object details page as shown in Fig. 4(B) is presented, and the object details page may include information such as a detailed description of the first object, pictures, value attributes, specifications, parameters, and evaluations.

[0066] In the embodiments of the present disclosure, the object presentation card is presented in the current page, where the current page is configured to present the recommendation data stream pushed for the target user under the preset section, the recommendation data stream includes at least the object presentation card, and the object presentation card is configured to present the object information of the first object; then, the target page is presented and the object presentation card is presented in the preset form in the target page in response to the first trigger operation of the target user on the object information, where the target page is the main interface of the target section to which the first object belongs, and the section label of the target section is presented in the preset shape in the target page; further, the object details page of the first object

is presented in response to detecting that the presentation information of the target page meets the preset condition. In the technical solutions of the embodiments of the present disclosure, when the user triggers the object presentation card, not only the main interface of the target section to which the object belongs may be automatically entered, but also the object presentation card may be presented in the main interface of the target section in a strong reminder manner, thereby improving the traffic diversion and reception performance of the section-specific area; the object details page may be automatically presented through the preset condition, which simplifies the operation process of viewing the object details page, and achieves the expected presentation effect of the user, thereby improving the user experience; in addition, the target user may be reminded of the section to which the object presentation card belongs, thereby improving the traffic diversion effect of the object presented in the target section.

[0067] Fig. 5 is a schematic flowchart of another page presentation method according to an embodiment of the present disclosure. On the basis of the above embodiments, different preset animations are respectively provided for highlighting the section to which the object presentation card belongs, according to different positions of the section label corresponding to the first object; and the object presentation card of the first object is inserted into the first presentation position in the object presentation region and presented in the preset form in response to the first trigger operation of the target user on the object information. The method may be performed by a page presentation apparatus, which may be implemented in the form of software and/or hardware. Optionally, the page presentation apparatus may be implemented by an electronic device, which may be a mobile terminal, a PC, a server, or the like.

[0068] As shown in Fig. 5, the page presentation method includes:

[0069] S210: presenting an object presentation card in a current page, where the object presentation card is configured to present object information of a first object.

[0070] In this embodiment, multiple sections may be pre-configured, and different sections have different functions and different section labels, where the section label is a text description configured to represent the functions of the section. For example, an audio and video browsing section, a resource acquisition section, etc. may be included, where a section label corresponding to the audio and video browsing section is "audio and video", and a section label corresponding to the resource acquisition section is "mall".

[0071] In a display page of the user, the section labels corresponding to each section may be presented, however, for different users, display positions of each section label in the page are different. Exemplarily, for a certain user, for a schematic diagram of the display page of the user, see Fig. 6. As shown in Fig. 6, there are section labels corresponding to six sections in the display page, namely, a section label 1, a section label 2, a section label 3, a section label 4, a section label 5, and a section label 6. The section label 1, the section label 2, and the section label 3 are located at the top of the display page, and the top of the display page may be referred to as the first position; the section label 4, the section label 5, and the section label 6 are located at the bottom of the display page, and the bottom of the display page may be referred to as the second position.

- [0072] In a specific application process, a section to which the current page belongs may be referred to as a first section, and the first section corresponds to a first section label; and a section to which the first object belongs is referred to as a target section, and the target section corresponds to a second section label. For a certain target user, if at the current moment, the second section label of the target user is presented at the first position, S220 is executed in response to detecting the first trigger operation of the target user on the object information; and if at the current moment, the second section label of the target user is presented at the second position, S230 is executed in response to detecting the first trigger operation of the target user on the object information.
- [0073] S220: playing a first preset animation of switching from the first section label to the second section label in response to the first trigger operation of the target user on the object information, when the second section label is presented at the first position of the current page.
- [0074] The preset animation is an animation program pre-stored in the system. The first preset animation is an animation that simulates switching from the current page of the first section label to the target page of the second section label based on the trigger operation of the target user.
- [0075] In this embodiment, for a schematic diagram of a presentation process of the first preset animation, see Fig. 7. As shown in Fig. 7(A), the section label 1 is the first section label, the section label 2 is the second section label, the section label 2 is located at the first position in the current page, the current page is the main interface corresponding to the first section (that is, the section corresponding to the section label 1), and when the target user triggers the "view details" control, the first preset animation of switching from the first section label to the second section label is played. Fig. 7(B) is a video frame in the process of playing the first preset animation. In Fig. 7(B), an arrow between the section label 1 and the section label 2 indicates switching from the first section label to the second section label. At this time, a left image in the display page is the main interface of the first section, and a right image is the main interface of the target section. As shown in Fig. 7(C), when the first preset animation is completely played, the target page is presented, and at this time, the target page is the main interface corresponding to the target section (that is, the section corresponding to the section label 2).
- [0076] S230: folding the object presentation card up to the second section label according to a second preset animation and presenting the second section label in a first form in response to the first trigger operation of the target user on the object information, when the second section label is presented at the second position of the current page.
- [0077] The second preset animation is an animation in which the object presentation card is distorted and scaled down to the second section label. The first form may be that a font color of the second section label is different from that of other section labels, a glowing effect is added to the second section label, and the like.
- [0078] In this embodiment, for a schematic diagram of a presentation process of the second preset animation, see Fig. 8. As shown in Fig. 8(A), the section label 2 is the second section label, the section label

2 is located at the second position in the current page, and when the target user triggers the "view details" control, the object presentation card is folded up to the second section label according to the second preset animation. FIGS. 8(B) and 8(C) are two video frames in the process of executing the second preset animation. It may be seen from FIGS. 8(B) and 8(C) that the object presentation card is distorted into a trapezoid that is wide at the top and narrow at the bottom and scaled down to the section label 2. As shown in Fig. 8(D), when the second preset animation is completely played, the target page is presented, and a gray ellipse on the section label 2 in the target page indicates that the glowing effect is added to the section label.

[0079] In this embodiment, different preset animations are respectively provided for highlighting the section to which the object presentation card belongs, according to different positions of the section label corresponding to the first object, and the traffic diversion effect of the section to which the object presentation card belongs is improved in a dynamic guiding manner.

[0080] S240: inserting the object presentation card of the first object into a first presentation position in an object presentation region and presenting the object presentation card in the preset form.

[0081] Optionally, when the object presentation card is presented in the preset form in the target page, the method may further include: adding an overlay to other presentation objects except the first object in the target page.

[0082] The target page is a main interface of a target section to which the first object belongs. The target page includes an object presentation region, and the object presentation region includes multiple presentation positions for presenting presentation cards corresponding to at least one object. The overlay may be understood as adding a masking layer to other presentation objects, for example, adding a semi-transparent overlaying layer to other presentation objects.

[0083] In this embodiment, for a schematic diagram of the target page, see Fig. 9. As shown in Fig. 9, the object presentation region includes four presentation positions, namely, a first presentation position located in the upper left corner of the page, a second presentation position located in the upper right corner of the page, a third presentation position located in the lower left corner of the page, and a fourth presentation position located in the lower right corner of the page. The object presentation card of the first object is located at the first presentation position (i.e., the first presentation position), and is presented in a preset form that is different from other object presentation cards. The purpose of such setting is to present the object presentation card of the first object at the first presentation position of the object presentation region, so that the user may more easily find the presentation position of the first object presentation card in the target page, which provides convenience for subsequent operations of the user, and improves the user experience.

[0084] Still referring to Fig. 9, a recommendation object presentation card 1, a recommendation object presentation card 2, and a recommendation object presentation card 3 are respectively presented at the second presentation position, the second presentation position, and the third presentation position, and an upper layer of these presentation positions includes a gray semi-transparent overlaying layer, through which

the display effect of other presentation objects may be weakened, and the strong reminder effect of the object presentation card corresponding to the first object is further improved.

[0085] S250: presenting the object details page of the first object in response to the presentation duration of the target page reaching a preset presentation duration threshold in the preset condition.

[0086] The preset presentation duration threshold is a preset duration threshold for determining when to present the object details page of the first object.

[0087] In this embodiment, for example, the preset presentation duration threshold is 300 seconds. As shown in Fig. 4, when the presentation duration of the target page reaches 300 seconds, the object details page of the first object is presented. The purpose of such setting is that when the presentation duration of the target page reaches the preset presentation duration threshold, the object details page of the first object may be automatically switched to, which simplifies the trigger operation of the user and improves the user experience.

[0088] On the basis of the above embodiments, it is also possible that the target page presented is the main interface of the target section, in a process of displaying based on the first preset animation or the second preset animation, and in response to detecting a return operation from the object details page.

[0089] In this embodiment, in the process of playing the first preset animation or playing the first preset animation, the main interface of the target section is presented in the target page. In addition, a "return" control may be pre-configured in the object details page, so that in the process of presenting the object details page, when the current target user clicks on the "return" control, the presented target page is the main interface of the target section. In this way, the traffic diversion performance of the target section may be further improved.

[0090] In the technical solutions of the embodiments of the present disclosure, different preset animations are respectively provided for highlighting the section to which the object presentation card belongs, according to different positions of the section label corresponding to the first object, and the traffic diversion effect of the section to which the object presentation card belongs is improved in a dynamic guiding manner. The object presentation card of the first object may be inserted into the first presentation position in the object presentation region and presented in the preset form in response to the first trigger operation of the target user on the object information, and the object presentation card of the first object is presented at the first presentation position of the object presentation region, so that the user may more easily find the presentation position of the first object presentation card in the target page, which provides convenience for subsequent operations of the user, and improves the user experience. Further, the object details page of the first object is presented in response to the presentation duration of the target page reaching the preset presentation duration threshold in the preset condition, the object details page of the first object may be automatically switched to, which simplifies the trigger operation of the user and improves the user experience.

- [0091] Fig. 10 is a schematic flowchart of a page presentation method according to an embodiment of the present disclosure. On the basis of the above embodiments, a next object to be presented may also be presented in the current page and the object presentation card is folded up to the second section label corresponding to the target section according to a third preset animation in the current page, in response to a second trigger operation of the target user on the object information; then, interaction prompt information is displayed at the second section label, to present the main interface of the target section corresponding to the second section label based on a trigger operation on the interaction prompt information. The method may be performed by a page presentation apparatus, which may be implemented in the form of software and/or hardware. Optionally, the page presentation apparatus may be implemented by an electronic device, which may be a mobile terminal, a PC, a server, or the like.
- [0092] As shown in Fig. 10, the page presentation method includes:
- [0093] S310: presenting an object presentation card in a current page, where the object presentation card is configured to present object information of a first object.
- [0094] S320: presenting a target page and presenting the object presentation card in a preset form in the target page in response to a first trigger operation of a target user on the object information.
- [0095] S330: presenting the object details page of the first object in response to detecting that the presentation information of the target page satisfies a preset condition.
- [0096] S340: presenting a next object to be presented in the current page and folding the object presentation card up to a second section label corresponding to the target section according to a third preset animation in the current page, in response to a second trigger operation of the target user on the object information.
- [0097] The second trigger operation is configured to represent an operation that the target user does not want to view more information related to the first object. It may be preset which object information in the object presentation card corresponds to the second trigger operation, and when the target user clicks on the object information in the object presentation card, the second trigger operation is generated. Exemplarily, still referring to Fig. 2, the second trigger operation is generated when the user clicks on the "not interested" control, swipes up the object presentation card corresponding to the first object, or swipes down the object presentation card corresponding to the first object.
- [0098] The next object to be presented may be a video segment, a live stream, other object presentation cards, etc. The third preset animation may be an animation in which the object presentation card is scaled down and retracted to the second section label.
- [0099] In this embodiment, for a schematic diagram of the page presentation process corresponding to the second trigger operation, see Fig. 11. As shown in Fig. 11(A), when the target user clicks on the "not interested" control in the current page, the second trigger operation on the object information is generated, and at this time, the next object to be presented as shown in Fig. 11(B) may be presented in the current page. FIGS. 11(B) and 11(C) are two video frames in the process of executing the third preset animation. It may be seen from FIGS. 11(B) and 11(C) that while presenting the next object to be presented, the object

presentation card may be scaled down and retracted to the section label 2 through the third preset animation. As shown in Fig. 11(D), when the third preset animation is completely played, all contents of the next object to be presented are presented in the current page. In this way, the target user may be reminded of the section to which the object presentation card belongs, and the traffic diversion effect of the section to which the first object belongs is improved.

[0100] S350: displaying interaction prompt information at the second section label, to present the main interface of the target section corresponding to the second section label based on a trigger operation on the interaction prompt information.

[0101] The interaction prompt information refers to function prompt information of the section to which the first object belongs. A representation form of the interaction prompt information may be a movable component including text, images, and/or symbols, etc.

[0102] Exemplarily, for a schematic diagram of an operation process of presenting the main interface of the target section based on the interaction prompt information, see Fig. 12. As shown in Fig. 12(A), the interaction prompt information at the second section label is "more good things are in the target section", and when the user clicks on the interaction prompt information, the main interface of the target section (that is, the section corresponding to the section label 2) as shown in Fig. 12(B) is presented. In this way, the target user may enter the target section without a cumbersome operation process, and the convenience of user operation is improved.

[0103] It may be understood that if the user clicks on the "not interested" control, only a prompt message, for example, a prompt message of "feedback is successful, and relevant recommendations will be reduced", will be popped up, and the traffic of this part of negative feedback causes traffic resource loss. In this embodiment, when the target user triggers the "not interested" control, swipes up or swipes down, the object presentation card is scaled into the corresponding target section, and at the same time, an education bubble appears: "you may enter the target section from here next time", which meets the dual objectives of education path and negative traffic utilization.

[0104] In the technical solutions of the embodiments of the present disclosure, the next object to be presented may be presented in the current page and the object presentation card is folded up to the second section label corresponding to the target section according to the third preset animation in the current page, in response to the second trigger operation of the target user on the object information; then, the interaction prompt information is displayed at the second section label, to present the main interface of the target section corresponding to the second section label based on the trigger operation on the interaction prompt information, so that the target user may be reminded of the section to which the object presentation card belongs, the traffic diversion effect of the section to which the first object belongs is improved, and the target user may enter the target section without a cumbersome operation process, and the convenience of user operation is improved.

- [0105] Fig. 13 shows a page presentation apparatus according to an embodiment of the present disclosure. The apparatus is applicable to a scenario of presenting feedback information of an invitation object, and the page presentation apparatus may be implemented in the form of software and/or hardware and may be configured in an electronic device, which may be a mobile terminal, a PC, a server, or the like.
- [0106] As shown in Fig. 13, the page presentation apparatus includes: an object card presentation module 410, a target section presentation module 420, and an object details presentation module 430.
- [0107] The object card presentation module 410 is configured to present an object presentation card in a current page, where the current page is configured to present a recommendation data stream pushed for a target user under a preset section, the recommendation data stream includes at least the object presentation card, and the object presentation card is configured to present object information of a first object;
- [0108] the target section presentation module 420 is configured to present a target page and present the object presentation card in a preset form in the target page, in response to a first trigger operation of the target user on the object information; where the target page is a main interface of a target section to which the first object belongs, and a section label of the target section is presented in a preset shape in the target page; and
- [0109] the object details presentation module 430 is configured to present an object details page of the first object in response to detecting that presentation information of the target page meets a preset condition.
- [0110] In the embodiments of the present disclosure, the object presentation card is presented in the current page, where the current page is configured to present the recommendation data stream pushed for the target user under the preset section, the recommendation data stream includes at least the object presentation card, and the object presentation card is configured to present the object information of the first object; then, the target page is presented and the object presentation card is presented in the preset form in the target page in response to the first trigger operation of the target user on the object information, where the target page is the main interface of the target section to which the first object belongs, and the section label of the target section is presented in the preset shape in the target page; further, the object details page of the first object is presented in response to detecting that the presentation information of the target page meets the preset condition. In the technical solutions of the embodiments of the present disclosure, when the user triggers the object presentation card, not only the main interface of the target section to which the object belongs may be automatically entered, but also the object presentation card may be presented in the main interface of the target section in a strong reminder manner, thereby improving the traffic diversion and reception performance of the section-specific area; the object details page may be automatically presented through the preset condition, which simplifies the operation process of viewing the object details page, and achieves the expected presentation effect of the user, thereby improving the user experience; in addition, the target user may be reminded of the section to which the object presentation card belongs, thereby improving the traffic diversion effect of the object presented in the target section.

- [0111] In an optional implementation, the current page includes at least a first section label and a second section label, the current page is a page corresponding to the first section label, and the second section label is a label corresponding to the target section of the target page, the page presentation apparatus further includes: an object information update module; and a preset animation presentation module, including:
- [0112] a preset animation switching module, configured to play a first preset animation of switching from the first section label to the second section label when the second section label is presented at a first position of the current page; and
- [0113] a preset animation folding module, configured to fold the object presentation card up to the second section label according to a second preset animation and present the second section label in a first form in response to the second section label being presented at a second position of the current page,.
- [0114] In an optional implementation, the first preset animation is an animation that simulates switching from the current page of the first section label to the target page of the second section label based on the trigger operation of the target user, and the second preset animation is an animation of the object presentation card distorting and shrinking to the second section label.
- [0115] In an optional implementation, the target page includes an object presentation region, and the target section presentation module 420 is further configured to insert the object presentation card of the first object into a first presentation position in the object presentation region and present the object presentation card in the preset form.
- [0116] In an optional implementation, the target section presentation module 420 is further configured to add a overlay to other presentation objects than the first object in the target page.
- [0117] In an optional implementation, the presentation information includes presentation duration, and the object details presentation module 430 is further configured to present the object details page of the first object in response to the presentation duration of the target page reaching a preset presentation duration threshold in the preset condition.
- [0118] In an optional implementation, the page presentation apparatus further includes: a main interface presentation module;
- [0119] the main interface presentation module is configured to, in a process of playing based on the first preset animation or the second preset animation, and in response to detecting a return operation from the object details page, present the target page as the main interface of the target section.
- [0120] In an optional implementation, the page presentation apparatus further includes: a page retracting module;
- [0121] the page retracting module is configured to, in response to a second trigger operation of the target user on the object information, present a next object to be presented in the current page and fold the object presentation card up to a second section label corresponding to the target section according to a third preset animation in the current page.

- [0122] In an optional implementation, the page presentation apparatus further includes: a prompt information display module;
- [0123] the prompt information display module is configured to display interaction prompt information at the second section label, to present the main interface of the target section corresponding to the second section label based on a trigger operation on the interaction prompt information.
- [0124] The page presentation apparatus provided by the embodiments of the present disclosure may perform the page presentation method provided by any one of the embodiments of the present disclosure, and has function modules and beneficial effects corresponding to the method performed.
- [0125] It is worth noting that the units and modules included in the above apparatus are only divided according to functional logic, but are not limited to the above division, as long as the corresponding functions may be realized; in addition, the specific names of the functional units are only for the convenience of distinguishing from each other, and are not used to limit the protection scope of the embodiments of the present disclosure.
- [0126] Fig. 14 is a schematic structural diagram of an electronic device according to an embodiment of the present disclosure. Reference is made to Fig. 14 below, which illustrates a schematic structural diagram of an electronic device (such as a terminal device or a server in Fig. 14) 500 suitable for implementing the embodiments of the present disclosure. The terminal device in the embodiments of the present disclosure may include, but is not limited to, mobile terminals such as a mobile phone, a notebook computer, a digital broadcast receiver, a PDA (personal digital assistant), a PAD (tablet computer), a PMP (portable multimedia player), a vehicle-mounted terminal (for example, a vehicle navigation terminal), and the like, and fixed terminals such as a digital TV, a desktop computer, and the like. The electronic device shown in Fig. 14 is only an example, and should not impose any limitation on the function and range of use of the embodiments of the present disclosure.
- [0127] As shown in Fig. 14, the electronic device 500 may include a processing apparatus (such as a central processing unit, a graphics processor, etc.) 501, which may perform various suitable actions and processing according to a program stored in a read-only memory (ROM) 502 or a program loaded from a storage apparatus 508 into a random access memory (RAM) 503. The RAM 503 further stores various programs and data required for operations of the electronic device 500. The processing apparatus 501, the ROM 502, and the RAM 503 are connected to each other through a bus 504. An editing/output (I/O) interface 505 is also connected to the bus 504.
- [0128] Usually, the following apparatuses may be connected to the I/O interface 505: an input apparatus 506 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, a gyroscope, etc.; an output apparatus 507 including, for example, a liquid crystal display (LCD), a speaker, a vibrator, etc.; the storage apparatus 508 including, for example, a magnetic tape, a hard disk, etc.; and a communication apparatus 509. The communication apparatus 509 may allow the electronic device 500 to perform wireless or wired communication with other devices to exchange data. Although Fig.

14 shows the electronic device 500 having various apparatuses, it should be understood that it is not required to implement or have all of the apparatuses shown. Alternatively, more or fewer apparatuses may be implemented or provided.

[0129] 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 by a non-transitory computer-readable medium, where the computer program includes program code for performing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded and installed from a network through the communication apparatus 509, or installed from the storage apparatus 508, or installed from the ROM 502. When the computer program is executed by the processing apparatus 501, the above-mentioned functions defined in the method of the embodiments of the present disclosure are executed.

[0130] The names of messages or information exchanged between multiple apparatuses in the implementations of the present disclosure are only for illustrative purposes, and are not intended to limit the scope of these messages or information.

[0131] The electronic device provided by the embodiments of the present disclosure belongs to the same inventive concept as the page presentation method provided by the above embodiments, and for technical details not described in detail in this embodiment, reference may be made to the above embodiments, and this embodiment has the same beneficial effects as the above embodiments.

[0132] An embodiment of the present disclosure further provides a computer storage medium having a computer program stored thereon, where the page presentation method provided by the above embodiments is implemented when the program is executed by a processor.

[0133] It should be noted that the above computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination of the two. The computer-readable storage medium may be, for example, but is 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 having one or more conductors, 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, which 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 on a baseband or as a part of a carrier wave, and computer-readable program code is 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 a program used by or in combination with an instruction execution system, apparatus, or device. The program code contained on the computer-readable medium may be transmitted by any suitable medium, including but not limited to: a wire, an optical cable, an RF (radio frequency), etc., or any suitable combination of the above.

[0134] In some implementations, the client and the server may communicate using any currently known or future developed network protocol, such as the HTTP (HyperText Transfer Protocol), and may be interconnected with any form or medium of digital data communication (for example, a communication network). Examples of the communication network include a local area network ("LAN"), a wide area network ("WAN"), an internet (for example, the Internet), a peer-to-peer network (for example, an Ad-Hoc network), and any network currently known or to be developed in the future.

[0135] The above computer-readable medium may be contained in the above electronic device, or may exist alone without being assembled into the electronic device.

[0136] The above computer-readable medium carries one or more programs, which, when executed by the electronic device, cause the electronic device to:

[0137] present an object presentation card in a current page, where the current page is configured to present a recommendation data stream pushed for a target user under a preset section, the recommendation data stream includes at least the object presentation card, and the object presentation card is configured to present object information of a first object;

[0138] present a target page and present the object presentation card in a preset form in the target page, in response to a first trigger operation of the target user on the object information; where the target page is a main interface of a target section to which the first object belongs, and a section label of the target section is presented in a preset shape in the target page; and

[0139] present an object details page of the first object in response to detecting that presentation information of the target page meets a preset condition.

[0140] The computer program code for performing the operations of the present disclosure may be written in one or more programming languages or a combination thereof, where the above programming languages include but are not limited to object-oriented programming languages, such as Java, Smalltalk, and C++, and may also include conventional procedural programming languages, such as "C" language or similar programming languages. The program code may be executed entirely on a user computer, partly on a user computer, as a stand-alone software package, partly on a user computer and partly on a remote computer, or entirely on a remote computer or a server. In the case of involving a remote computer, the remote computer may be connected to a user computer through any kind of network, including a local area network (LAN) or a wide area network (WAN), or may be connected to an external computer (for example, connected through the Internet using an Internet service provider).

[0141] 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, a program segment, or a part of code, which contains one or more executable instructions for implementing the specified logical functions. It should also be noted that, in some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two blocks shown in succession may actually be 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 a combination of the blocks in the block diagram and/or the flowchart may be implemented by a dedicated hardware-based system that executes specified functions or operations, or may be implemented by a combination of dedicated hardware and computer instructions.

[0142] The involved units described in the embodiments of the present disclosure may be implemented by software or by hardware. Among them, the name of the unit does not constitute a limitation on the unit itself under certain circumstances, for example, the first acquisition unit may also be described as "a unit that acquires at least two internet protocol addresses".

[0143] The functions described above herein may be performed at least in part 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.

[0144] 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 may include an electrical connection based on one or more conductors, 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.

[0145] An embodiment of the present disclosure further provides a computer program product, including a computer program, where the page presentation method provided by any one of the embodiments of the present disclosure is implemented when the computer program is executed by a processor.

[0146] In the process of implementing the computer program product, the computer program code for performing the operations of the present disclosure may be written in one or more programming languages

or a combination thereof, where the programming languages include object-oriented programming languages, such as Java, Smalltalk, and C++, and may also include conventional procedural programming languages, such as "C" language or similar programming languages. The program code may be executed entirely on a user computer, partly on a user computer, as a stand-alone software package, partly on a user computer and partly on a remote computer, or entirely on a remote computer or a server. In the case of involving a remote computer, the remote computer may be connected to a user computer through any kind of network, including a local area network (LAN) or a wide area network (WAN), or may be connected to an external computer (for example, connected through the Internet using an Internet service provider).

[0147] 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, but also covers other technical solutions formed by any combination of the above technical features or their equivalent features without departing from the above disclosed concept. For example, a technical solution formed by replacing the above features with technical features with similar functions disclosed in the present disclosure (but not limited thereto).

[0148] Additionally, although the various operations are depicted in a particular order, it should not be understood as requiring that the operations be performed in the particular order shown or in a sequential order. Under certain circumstances, multitasking and parallel processing may be advantageous. Likewise, although the above discussion contains several specific implementation details, these should not be construed 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 described in the context of a single embodiment may also be implemented in multiple embodiments individually or in any suitable sub-combination.

[0149] Although the subject matter has been described in language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. Conversely, the specific features and actions described above are merely exemplary forms of implementing the claims.

CLAIMS

1. A page presentation method, comprising:

presenting an object presentation card in a current page, wherein the current page is configured to present a recommendation data stream pushed for a target user under a preset section, the recommendation data stream comprises at least the object presentation card, and the object presentation card is configured to present object information of a first object;

presenting a target page and presenting the object presentation card in a preset form in the target page, in response to a first trigger operation of the target user on the object information; wherein the target page is a main interface of a target section to which the first object belongs, and a section label of the target section is presented in a preset shape in the target page; and

presenting an object details page of the first object in response to detecting that presentation information of the target page meets a preset condition.

2. The method of claim 1, wherein the current page comprises at least a first section label and a second section label, the current page is a page corresponding to the first section label, and the second section label is a label corresponding to the target section of the target page, before presenting the target page, the method further comprises:

playing a first preset animation of switching from the first section label to the second section label in response to the second section label being presented at a first position of the current page; and

folding the object presentation card up to the second section label according to a second preset animation and presenting the second section label in a first form, in response to the second section label being presented at a second position of the current page.

3. The method of claim 2, wherein the first preset animation is an animation that simulates switching from the current page of the first section label to the target page of the second section label based on the trigger operation of the target user, and the second preset animation is an animation of the object presentation card distorting and shrinking to the second section label.

4. The method of any of claims 1 to 3, wherein the target page comprises an object presentation region, and presenting the target page and presenting the object presentation card in the preset form in the target page comprises:

inserting the object presentation card of the first object into a first presentation position in the object presentation region and presenting the object presentation card in the preset form.

5. The method of any of claims 1 to 4, wherein when presenting the object presentation card in the preset form in the target page, the method further comprises:

adding an overlay to other presentation objects except the first object in the target page.

6. The method of any of claims 1 to 5, wherein the presentation information comprises presentation duration, and the presenting the object details page of the first object in response to detecting that the presentation information of the target page meets the preset condition comprises:

presenting the object details page of the first object in response to the presentation duration of the target page reaching a preset presentation duration threshold in the preset condition.

7. The method of any of claims 2 to 6, further comprising:

presenting the target page as the main interface of the target section, in a process of playing based on the first preset animation or the second preset animation and in response to detecting a return operation from the object details page.

8. The method of any of claims 1 to 7, further comprising:

presenting a next object to be presented in the current page and folding the object presentation card up to a second section label corresponding to the target section according to a third preset animation in the current page, in response to a second trigger operation of the target user on the object information.

9. The method of claim 8, further comprising:

displaying interaction prompt information at the second section label, to present the main interface of the target section corresponding to the second section label based on a trigger operation on the interaction prompt information.

10. A page presentation apparatus, comprising:

an object card presentation module configured to present an object presentation card in a current page, wherein the object presentation card is configured to present object information of a first object;

a target section presentation module configured to, in response to a first trigger operation of a target user on the object information, present a target page and present the object presentation card in a preset form in the target page; wherein the target page is a main interface of a target section to which the first object belongs; and

an object details presentation module configured to, in response of detecting that presentation information of the target page meets a preset condition, present an object details page of the first object.

11. An electronic device, comprising:

one or more processors; and

a storage apparatus configured to store one or more programs,

wherein when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the page presentation method of any of claims 1 to 9.

12. A computer-readable storage medium, storing a computer program, wherein the computer program, when executed by a processor, implements the page presentation method of any of claims 1 to 9.

13. A computer program product, comprising a computer program, wherein the computer program, when executed by a processor, implements the page presentation method of any of claims 1 to 9.