

CLAIMS

1. A method for implementing service operations based on images, the method comprising:
receiving an image sharing request sent by a first user (S101);

5 storing attribute information comprised in the image sharing request, wherein the attribute information comprises first location information of the images and text information entered by the first user when the first user shares the images (S101);

searching, based on the first location information and the text information, a database for a service object associated with the images (S102);

10 sending the images to a second user associated with the first user (S103);

sending information about the service object to the second user based on a predetermined policy (S103); and

sending, by a server to a first device used by the first user, an identifier of the service object.

15 2. The method according to claim 1, wherein sending the information about the service object to the second user based on a predetermined policy comprises:

in response to receiving a service operation request for the images that is sent by the second user, sending the information about the service object to the second user.

20 3. The method according to claim 2, wherein the service operation request is an identification request of the service object.

4. The method according to claim 3, wherein sending the information about the service object to the second user comprises:

25 sending name information of the service object to the second user.

5. The method according to claim 3, wherein sending the information about the service object to the second user comprises:

30 sending second location information of the service object in the database to the second user, so that a client of the second user invokes a map app and locates the service object in the map app.

6. The method according to claim 2, wherein the service operation request comprises a service search request of the service object and sending the information about the service object to the second user comprises:

5 sending service information of the service object to the second user, so that the second user can check the service information.

7. The method according to claim 6, wherein the service information comprises at least one of the following information: an experience service, a contact number, promotion information, and discount information.

10

8. The method according to claim 2, wherein the service operation request comprises a payment request and sending the information about the service object to the second user comprises:

15 sending payment information of the service object to the second user, so that a client of the second user jumps to a payment page oriented to the service object.

9. The method according to claim 1, wherein sending the information about the service object to the second user based on a predetermined policy comprises:

20 sending the information about the service object and the images to the second user together.

10. The method according to claim 1, wherein searching, based on the first location information and the text information, the database for the service object associated with the images comprises:

25 searching the database for a service object that matches the first location information;
in response to identifying a plurality of service objects, matching the text information with information about each found service object; and

 determining that a service object whose matching result satisfies a predetermined requirement is the service object that is associated with the images.

30 11. The method according to claim 1, wherein the images are displayed and shared by a first user associated with a current user (S201).

12. The method according to claim 11, wherein

in response to detecting predetermined operations performed by the current user on the images shared by the first user, one or more service operation options are displayed, and if the
5 current user selects the service operation option, it is determined that the service operations performed on the images shared by the first user are detected.

13. A device for implementing service operations based on images, the device comprising a plurality of modules configured to perform the method of any one of claims 1 to 12.