CLAIMS

1. A method for displaying an online product, the method comprising:

retrieving online products waiting to be displayed on a product shelf comprising at least two display slots, each display slot displaying one online product (310);

retrieving priorities of the online products (310); and

displaying an online product based on a priority on a display slot with a respective attention ranking position based on an attention ranking of the display slots on the product shelf, the attention ranking of the display slots being determined based on a distance between a display slot and a visual center of the product shelf, and the visual center of the product shelf being a golden section point in an upper left corner of a product shelf display area (320).

2. The method according to claim 1, wherein the attention ranking of the display slots is determined based on the distance between the display slot and the visual center of the product shelf and a degree of attention paid to the display slot on the product shelf.

3. The method according to claim 2, wherein determining the attention ranking of the display slots comprises:

determining a first reference value of each display slot based on the distance between the display slot and the visual center of the product shelf;

retrieving a second reference value of each display slot based on experimental data of the degree of attention paid to the display slot on the product shelf; and

ranking the display slots based on a weighted sum of the first reference value and the second reference value of each display slot, to determine the attention ranking of the display slots.

4. The method according to claim 2, wherein the product shelf comprises at least one of:

a nine-rectangular-grid product shelf in which the display slots are arranged in three rows and three columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 2, a display slot of row 2 and column 2, a

display slot of row 3 and column 2, a display slot of row 1 and column 1, a display slot of row 1 and column 3, a display slot of row 2 and column 1, a display slot of row 2 and column 3, a display slot of row 3 and column 1, and a display slot of row 3 and column 3;

an eight-rectangular-grid product shelf in which the display slots are arranged in two rows and four columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 2, a display slot of row 1 and column 3, a display slot of row 2 and column 2, a display slot of row 2 and column 3, a display slot of row 1 and column 1, a display slot of row 1 and column 4, a display slot of row 2 and column 1, and a display slot of row 2 and column 4; or

a six-rectangular-grid product shelf in which the display slots are arranged in three rows and two columns, wherein the display slots ranked in descending order of attention are successively: a display slot of row 1 and column 1, a display slot of row 1 and column 2, a display slot of row 2 and column 1, a display slot of row 2 and column 2, a display slot of row 3 and column 1, and a display slot of row 3 and column 2.

5. The method according to claim 1, wherein the distance between the display slot and the visual center of the product shelf comprises a distance between a geometric center of the display slot and the visual center of the product shelf.

6. The method according to any one of claims 1 to 5, wherein the display slots on the product shelf comprise an arrangement structure that is determined based on an aspect ratio of a display screen.

7. The method according to claim 6, wherein the arrangement structure of the display slots on the product shelf is determined based on the following conditions:

if the aspect ratio of the display screen falls within a first ratio range, the display slots are arranged using a 3×3 nine-rectangular-grid product shelf;

if the aspect ratio of the display screen falls within a second ratio range, the display slots are arranged using a 2×4 eight-rectangular-grid product shelf; and

if the aspect ratio of the display screen neither falls within the first ratio range nor the

second ratio range, the display slots are arranged using a 3×2 six-rectangular-grid product shelf, wherein the first ratio range and the second ratio range do not overlap.

8. The method according to any one of claims 1 to 7, wherein the priority is being determined using at least one of a data mining algorithm, a machine learning algorithm, and a big data analytics algorithm.

9. The method according to any one of claims 1 to 8, wherein the priority is being determined based on a user preference indicated by a user’s search.

10. An apparatus for displaying an online product, the apparatus comprising a plurality of modules configured to perform the method according to any one of claims 1 to 9.