

INTERACTION METHOD, APPARATUS, ELECTRONIC DEVICE, AND READABLE MEDIUM

Cross-Reference to Related Application(s)

[0001] The present application claims priority to Chinese Patent Application No. 202410168411.5, filed on February 05, 2024 and entitled "INTERACTION METHOD, APPARATUS, ELECTRONIC DEVICE, AND READABLE MEDIUM", which is incorporated herein by reference in its entirety.

FIELD

[0002] The present application relates to the field of computer application technologies, and in particular, to an interaction method, an apparatus, an electronic device, and a readable medium.

BACKGROUND

[0003] Instant retail is a highly time-sensitive home consumption format based on an instant delivery system. It is a typical new retail and consumption model, and is mainly characterized in that a consumer places an order on an online trading platform, and an offline physical retailer receives the order, picks and packs the goods, and delivers them to an address specified by the consumer, completing the order within about 30 to 60 minutes.

SUMMARY

[0004] In order to solve the above technical problems, the present application provides an interaction method, an apparatus, an electronic device, and a readable medium.

[0005] In order to achieve the above objective, the technical solutions provided by the present application are as follows:

[0006] In a first aspect, the present application provides an interaction method, including: displaying a target page in response to a page display operation, where the target page includes a first area and a second area, the first area is used to display multimedia information corresponding to a first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information corresponding to a candidate object set, the first account and the second account are the same account or associated accounts, and a candidate object in the candidate object set is a selected recommended object from the at least one recommended object; and performing, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation on the candidate object in the candidate object set.

[0007] In a possible implementation, the second area further includes at least one of the following information: an avatar of the second account, a name of the second account, or service information of the second account.

[0008] In a possible implementation, the multimedia information is a live streaming picture, the live streaming picture corresponding to the first account includes an object information card of a first recommended object of the first account, and the object information card includes a first control, and the first control is used to select the first recommended object as a candidate object, and the method further includes: adjusting the first control in the object information card of the first recommended object to a second control in response to an operation on the first control of the first recommended object, the second control being used to adjust the number of the first recommended object added to the candidate object set.

[0009] In a possible implementation, before displaying the target page in response to the page display operation, the method further includes: displaying, in response to a first preset operation in an interface of multimedia information bound to the first account, an introduction page of the second account, a detail page of a second recommended object, or an object list page of the second account on the interface of the multimedia information corresponding to the first account, where the introduction page, the detail page, and the object list page each include an entrance control to a display page of the second account, and the second recommended object is any recommended object included in the multimedia information corresponding to the first account; and displaying the display page of the second account in response to an operation on the entrance control, where the display page includes a third control; and displaying the target page in response to the page display operation includes: displaying the target page in response to a second preset operation on the third control.

[0010] In a possible implementation, displaying the target page in response to the second preset operation on the third control includes: obtaining, in response to the second preset operation on the third control, execution information of the second preset operation, the execution information being used to indicate execution details of the second preset operation; and displaying the target page based on the execution information if the execution information does not satisfy a preset threshold condition.

[0011] In a possible implementation, the third control is a down-sliding control, operation guide prompt information on the third control includes "slide down to display multimedia information", the second preset operation includes an operation of sliding down the down-sliding control, and the execution information is used to indicate a distance of sliding down the down-sliding control; and/or the third control is a first button, operation guide prompt information on the third control includes "click to display multimedia information", the second preset operation includes clicking the first button, and the execution information is used to indicate the number of consecutive clicks on the first button.

[0012] In a possible implementation, the method further includes: displaying the interface of the multimedia information corresponding to the first account if the execution information reaches the threshold condition,

the execution information reaching the threshold condition including: the distance of sliding down the down-sliding control reaches a preset distance, and/or the number of consecutive clicks on the first button reaches a preset number.

[0013] In a possible implementation, displaying the target page in response to the page display operation includes: displaying the target page in response to an operation on the second account in a channel page, the channel page being used to display a plurality of accounts, the plurality of accounts including the second account.

[0014] In a possible implementation, if the first account and the second account are the same account, each recommended object in the multimedia information corresponding to the first account is a recommended object of the second account; and if the first account and the second account are associated accounts, at least one recommended object in the multimedia information corresponding to the first account is the same as a recommended object of the second account.

[0015] In a second aspect, the present application provides an interaction apparatus, including: a first display unit, configured to display a target page in response to a page display operation, where the target page includes a first area and a second area, the first area is used to display multimedia information corresponding to a first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information corresponding to a candidate object set, the first account and the second account are the same account or associated accounts, and a candidate object in the candidate object set is a selected recommended object from the at least one recommended object; and a processing unit, configured to perform, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation on the candidate object in the candidate object set.

[0016] In a possible implementation, the second area further includes at least one of the following information: an avatar of the second account, a name of the second account, or service information of the second account.

[0017] In a possible implementation, the multimedia information is a live streaming picture, the live streaming picture corresponding to the first account includes an object information card of a first recommended object of the first account, and the object information card includes a first control, and the first control is used to select the first recommended object as a candidate object, and the apparatus further includes: an adjustment unit, configured to adjust the first control in the object information card of the first recommended object to a second control in response to an operation on the first control of the first recommended object, the second control being used to adjust the number of the first recommended object added to the candidate object set.

[0018] In a possible implementation, the apparatus further includes: a second display unit, configured to, before displaying the target page in response to the page display operation, display, in response to a first preset operation in an interface of multimedia information bound to the first account, an introduction page of the

second account, a detail page of a second recommended object, or an object list page of the second account on the interface of the multimedia information corresponding to the first account, where the introduction page, the detail page, and the object list page each include an entrance control to a display page of the second account, and the second recommended object is any recommended object of the multimedia information corresponding to the first account; and a third display unit, configured to display the display page of the second account in response to an operation on the entrance control, where the display page includes a third control; and the first display unit is further configured to: display the target page in response to a second preset operation on the third control.

[0019] In a possible implementation, the first display unit includes: an obtaining subunit, configured to obtain, in response to the second preset operation on the third control, execution information of the second preset operation, the execution information being used to indicate execution details of the second preset operation; and a display subunit, configured to display the target page based on the execution information if the execution information does not satisfy a preset threshold condition.

[0020] In a possible implementation, the third control is a down-sliding control, operation guide prompt information on the third control includes "slide down to display multimedia information", the second preset operation includes an operation of sliding down the down-sliding control, and the execution information is used to indicate a distance of sliding down the down-sliding control; and/or the third control is a first button, operation guide prompt information on the third control includes "click to display multimedia information", the second preset operation includes clicking the first button, and the execution information is used to indicate the number of consecutive clicks on the first button.

[0021] In a possible implementation, the apparatus further includes: a fourth display unit, configured to display the interface of the multimedia information corresponding to the first account if the execution information reaches the threshold condition, the execution information reaching the threshold condition including: the distance of sliding down the down-sliding control reaches a preset distance, and/or the number of consecutive clicks on the first button reaches a preset number.

[0022] In a possible implementation, the first display unit is further configured to: display the target page in response to an operation on the second account in a channel page, the channel page being used to display a plurality of accounts, the plurality of accounts including the second account.

[0023] In a possible implementation, if the first account and the second account are the same account, each recommended object in the multimedia information corresponding to the first account is a recommended object of the second account; and if the first account and the second account are associated accounts, at least one recommended object in the multimedia information corresponding to the first account is the same as a recommended object of the second account.

[0024] It should be noted that for the specific implementation of the apparatus and the technical effect achieved, reference may be made to the relevant description of the method provided by the first aspect or any implementation of the first aspect.

[0025] In a third aspect, the present application further provides an electronic device, including: a processor and a memory; the memory is configured to store instructions or a program; and the processor is configured to execute the instructions or the program in the memory to cause the electronic device to perform the method provided by the above target aspect or any implementation of the target aspect.

[0026] In a fourth aspect, the present application further provides a readable medium, where instructions or a program are stored in the readable medium, and the instructions or the program, when executed by a processor, cause the processor to perform the method provided by the above target aspect or any implementation of the target aspect.

BRIEF DESCRIPTION OF THE DRAWINGS

[0027] In order to more clearly illustrate the technical solutions in the embodiments of the present application or in the prior art, the drawings required to be used in the description of the embodiments or the prior art will be briefly introduced below. Obviously, the drawings in the following description are only some embodiments of the present application, and for those of ordinary skill in the art, other drawings may also be obtained from these drawings without any creative effort.

[0028] Fig. 1 is a schematic flowchart of an interaction method according to an embodiment of the present application;

[0029] Fig. 2 is a schematic diagram of entering a target entity bound to a second account from a live room according to an embodiment of the present application;

[0030] Fig. 3 is a schematic diagram of entering a target entity bound to a second account from a channel page according to an embodiment of the present application;

[0031] Fig. 4 is a schematic diagram of a target page according to an embodiment of the present application;

[0032] Fig. 5 is a schematic diagram of a display effect corresponding to a down-sliding operation according to an embodiment of the present application;

[0033] Fig. 6 is a schematic structural diagram of an interaction apparatus 600 according to an embodiment of the present application; and

[0034] Fig. 7 is a schematic structural diagram of an electronic device 700 according to an embodiment of the present application.

DETAILED DESCRIPTION

[0035] With the development of instant retail, more and more users will choose to place orders on an online trading platform for instant retail to achieve fast and convenient daily shopping. However, online shopping often cannot provide the immersive experience of the products as in offline shopping. Therefore, an entity (which may be understood as a merchant) in instant retail may also introduce some or all objects (which may be understood as products or services) it sells more intuitively and in detail through multimedia such as live streaming.

[0036] At present, for an entity in an instant retail scenario, a user may only either view or select an object to be purchased from the entity through a multimedia introduction page or enter a store page of the entity through a channel page to view or select an object to be purchased from the entity, which is very inconvenient for the user.

[0037] With the development of instant retail, various different types of enterprises have settled in online trading platforms (which may also be referred to as e-commerce trading platforms), and different entities of these enterprises that have settled in the online trading platforms on the online trading platforms have become platforms from which consumers may view or purchase specific products or services. For example, after supermarket enterprise A settles in online trading platform B, it has stores a1, a2, and a3 on online trading platform B, and consumers may view or purchase products sold in store a1, store a2, or store a3 through online trading platform B.

[0038] With the development of e-commerce live streaming, an entity in an instant retail scenario may also introduce objects in more detail and sell the objects through live streaming. At present, when the entity is live streaming, in one case, a user may view or select an object to be purchased from the entity in the live room, and in another case, the user may enter a store page of the entity through a channel page to view or select an object to be purchased from the entity. However, the user cannot browse the store page of the entity while watching the live streaming. Even if the live streaming picture may be displayed in the form of a small floating window on the store page, operations such as adding objects in both parts to the shopping cart cannot be performed. As a result, in the instant retail scenario, only one of the advantages of dynamic introduction through live streaming and static display through the entity page may be realized, but cannot be realized at the same time. It may be seen that the current display of the entity is not convenient enough for consumers.

[0039] Based on this, an embodiment of the present application provides an interaction method, and the method may include, for example: in a case where a first account is in a live streaming state, displaying a target page in response to a page display operation, where the target page includes a first area and a second area, the first area is used to display multimedia information (such as a live streaming picture) corresponding to the first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information (such as a price) corresponding

to a candidate object set; and then performing, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation on a candidate object in the candidate object set. In this way, for the target page, the multimedia information of the same or associated account, the attribute information of the at least one recommended object, and the resource attribute information corresponding to the selected candidate object set are displayed, which provides convenience for the user to view or purchase the objects in the entity.

[0040] In this way, on the target page, the user may learn about the one or some recommended objects in detail through the multimedia information displayed in one area, and may also view the attribute information of the at least one recommended object and the resource attribute information corresponding to the candidate object set through another area, which fully realizes the complementary effect between the dynamic introduction method of multimedia such as live streaming and the static display of the at least one recommended object in the instant retail scenario, and provides convenience for the user to view or purchase the objects in the entity. Moreover, the user may learn about the resource attribute information of the candidate object set of the currently selected recommended object and perform interaction operations while watching the multimedia information, which improves the user experience on the format of instant retail, and overcomes the problem that the user cannot quickly perform operations such as adding different objects to the shopping cart or making up the order amount because only the multimedia information or only the attribute information of the static object is presented to the user at the same point of time currently. Considering that consumers usually have the needs to make up the order amount or make a purchase in combination in the instant retail scenario, the interaction method provided by the method may improve the purchase rate of consumers to some extent, thereby promoting the development of the format of instant retail.

[0041] It should be noted that the entity performing the interaction method may be an interaction apparatus provided by an embodiment of the present application. The interaction apparatus may be carried in an electronic device or a functional module of the electronic device. The interaction apparatus may be, for example, a functional module that implements the interaction function provided by the embodiment of the present application on a client provided by an online consumption platform to users or a server corresponding to the client.

[0042] Fig. 1 is a schematic flowchart of an interaction method according to an embodiment of the present application. The method may be applied to an interaction apparatus, and the interaction apparatus may be, for example, an interaction apparatus 600 shown in Fig. 6 below. According to the method of Fig. 1, a user may learn about resource attribute information of a candidate object set of a currently selected recommended object and perform an interaction operation while watching multimedia information, which improves the user experience on the format of instant retail.

[0043] As shown in Fig. 1, the method may include the following steps S101 and S102.

[0044] In S101, a target page is displayed in response to a page display operation, where the target page includes a first area and a second area, the first area is used to display multimedia information corresponding to a first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information corresponding to a candidate object set, the first account and the second account are the same account or associated accounts, and a candidate object in the candidate object set is a selected recommended object from the at least one recommended object.

[0045] The first account may refer to an account of a target entity or an account of any target sub-entity under the target entity. The multimedia information corresponding to the first account may refer to a live streaming or recorded video picture under the first account, and the multimedia information is used to introduce at least one recommended object of the target entity or the target sub-entity corresponding to the first account. The target entity may refer to a chain enterprise that has settled in an online consumption platform in an instant retail scenario. The target entity may be bound to the first account that has been registered on the online consumption platform, and the first account may be provided by the online consumption platform to a staff member of the target entity. The staff member may log in to a work website of the online consumption platform through the account and a password or the account and a verification code, and perform operations such as explaining and putting on a trailer (that is, selling in a live room) on some or all objects in the target entity by live streaming or recording on the work website, so that a consumer may view or purchase the recommended object in the target entity through a page where the live streaming or recording is played. The target sub-entity may refer to any store of a chain enterprise that has settled in the online consumption platform in the instant retail scenario, and the target sub-entity may be bound to the first account that has been registered on the online consumption platform. The first account may be provided by the online consumption platform to a staff member of the target sub-entity, and the staff member may log in to the work website of the online consumption platform through the account and a password or the account and a verification code, and perform operations such as explaining and putting on a trailer (that is, selling in the live room) on some or all objects in the target sub-entity by live streaming or recording on the work website, so that a consumer may view or purchase the recommended object in the target sub-entity through a page where the live streaming or recording is played.

[0046] As an example, if the multimedia information of the first account is a live streaming picture, and the live streaming picture includes an object information card of a first recommended object, the object information card may include at least a first control, and the first control is used to select the first recommended object as a candidate object. For example, the first control may be a control for adding the first recommended object to a shopping cart. Then, the method may further include: adjusting the first control in the object information card of the first recommended object to a second control in response to an operation on the first control of the first recommended object, the second control being used to adjust the number of the

first recommended object added to the candidate object set. For example, when the user clicks on the control for adding to the shopping cart in a product information card of product 1 in the live streaming picture, product 1 is added to the shopping cart. On the other hand, in order to facilitate the user to adjust the quantity of product 1 added to the shopping cart, the control for adding to the shopping cart in the product information card of product 1 is updated to a control that may increase or decrease the quantity, and the user may operate the corresponding button to increase or decrease the quantity of product 1 added to the shopping cart. It should be noted that when the quantity of product 1 added to the shopping cart is 1, if the user continues to operate the corresponding button to decrease, product 1 is removed from the shopping cart, and the control that may increase or decrease the quantity in the product information card of product 1 is updated to the control for adding to the shopping cart.

[0047] The object information card of the first recommended object may further include at least one of the following information in addition to the first control or the second control: a picture (such as a main picture) of the first recommended object, a name of the first recommended object, and resource attribute information (such as a price) of the first recommended object.

[0048] The second account may refer to an account corresponding to a sub-entity specified by the user or recommended to the user among sub-entities included in the target entity corresponding to the first account. The user may specify the sub-entity from which the user wants to place an order by means of inputting-confirming or querying-selecting-confirming. Recommending to the user may refer to recommending a sub-entity from which the user may place an order to the user by means of locating the location of the user or viewing the history of orders frequently placed by the user. If the first account and the second account are associated accounts, at least one recommended object in the multimedia information corresponding to the first account is the same as a recommended object of the second account. For example, the first account is account 1 of chain enterprise A, and the second account is account 2 of store a1 of chain enterprise A that is closest to the user, and at least one product in the multimedia information corresponding to account 1 is a recommended object of account 2. For another example, the first account is account 3 of store a2 of chain enterprise A that is live streaming, and the second account is account 2 of store a1 that is closest to the user, and at least one product in the multimedia information corresponding to account 3 belongs to account 2. If the first account and the second account are the same account, each recommended object in the multimedia information corresponding to the first account belongs to a recommended object of the second account. For example, the first account is account 2 of store a1 of chain enterprise A, and the second account is account 2 of store a1 of chain enterprise A that is closest to the user, and each product in the multimedia information corresponding to account 2 belongs to store a1 corresponding to account 2.

[0049] It should be noted that the scenarios to which the embodiments of the present application are applicable may include: Scenario 1, the first account is in a state of playing multimedia information such as a live streaming state; and Scenario 2, the second account is in a state of playing multimedia information such as a

live streaming state. If the second account is in the state of playing multimedia information, the first account may be the same as the second account. For example, if the second account is account 1 of store a1 of chain enterprise A that is closest to the user, the first account may also be account 1.

[0050] The second area may display at least: attribute information of the at least one recommended object corresponding to the second account and the resource attribute information corresponding to the candidate object set. The attribute information of each recommended object in the at least one recommended object is used to describe an attribute of the recommended object. The attribute information may include, for example, a picture (such as a main picture), a name, a price, or a sales volume. The candidate object set may include at least one candidate object, and the candidate object is a selected recommended object from the at least one recommended object. For example, a certain recommended object or some recommended objects from the at least one recommended object are added to the shopping cart, each recommended object in the shopping cart is one recommended object, and all recommended objects in the shopping cart constitute the candidate object set. The resource attribute information may refer to, for example, a sum of prices of all recommended objects in the recommended object set (which may also be referred to as a total price of the recommended object set).

[0051] In some implementations, the second area may further include at least one of the following information: an avatar of the second account, a name of the second account, or service information of the second account. Assuming that the second account is an account of store a1, the second area may further include an avatar of store a1, a name of store a1, or service information of store a1 (such as activity information of minus 50 for every 500).

[0052] In some possible implementations, if the interface of playing the multimedia information of the first account is currently displayed, in the case of entering the target page from the interface of playing the multimedia information of the first account, the user may first enter the display page of the second account from the interface of playing the multimedia information, and then jump to the target page from the display page of the second account. Before S101, the method may include, for example: S100a, in response to a first preset operation in the interface of the multimedia information bound to the first account, displaying an introduction page of the second account, a detail page of a second recommended object, or an object list page of the second account on the interface of the multimedia information, where the introduction page of the second account, the detail page of the second recommended object, or the object list page of the second account each include an entrance control to a display page of the second account, and the second recommended object is any recommended object involved in the multimedia information corresponding to the first account; and S100b, displaying the display page of the second account in response to an operation on the entrance control, where the display page includes a third control. Then, S101 may include: displaying the target page in response to a second preset operation performed on the third control in the display page of the second account. The above steps S100a and S100b may be understood as an implementation of entering the display page of the second account from the interface of the multimedia information bound to the first account.

[0053] As an example, taking the first account being the same as the second account and the interface of the multimedia information bound to the first account being a live room of the first account as an example, the first preset operation may be a click operation on a display area (such as an avatar display area) of displaying the live streaming account on the interface of the live room of the first account, and the introduction page of the first account may further include, in addition to the entrance control for entering the display page of the first account, but is not limited to, an avatar of the first account, a name of the first account, the number of followers of the first account, the number of fans of the first account, or a follow control of the first account. In this example, S100a and S100b may include, for example: the user clicks on the avatar corresponding to the live streaming account in the interface of the live room to display the introduction page of the first account, and the introduction page includes at least a guide item "Enter the store", and the user clicks on the guide item "Enter the store" to enter the display page of the first account.

[0054] As another example, still taking the first account being the same as the second account and the interface of the multimedia information bound to the first account being the live room of the first account as an example, in the case that the interface of the live room includes an explanation card (which may also be referred to as an object information card herein), assuming that the explanation card corresponds to the second recommended object currently explained in the live room, the first preset operation may be a click operation on the explanation card displayed on the interface of the live room of the first account, and the detail page of the second recommended object may include, in addition to the entrance control for entering the display page of the second account, but is not limited to, a picture of the second recommended object, a price of the second recommended object, a name of the second recommended object, a sales volume of the second recommended object, a customer service control, a shopping cart control, an add-to-shopping cart control, or a buy-now control. In this example, S100a and S100b may include, for example: after the user clicks on the explanation card displayed on the interface of the live room, the detail page of the second recommended object corresponding to the explanation card includes a button "Enter the store", and the user clicks on the button "Enter the store" to enter the display page of the second account.

[0055] As yet another example, still taking the first account being the same as the second account and the interface of the multimedia information bound to the first account being the live room of the first account as an example, the first preset operation may be a click operation on a shopping cart control on the interface of the live room of the first account, and the object list page of the second account may include, in addition to the entrance control for entering the display page of the second account, but is not limited to, a list of at least one recommended object included in the second account, a shopping cart control, or a search control, where the entrance control may be a corresponding control on an area where an avatar of the second account and a name of the second account are located. In this example, S100a and S100b may include, for example: the user clicks on the shopping cart displayed on the interface of the live room, the object list page that displays the at least one recommended object includes the avatar and the name of the second account, and the user clicks on

the area where the name of the second account is located or the area where the avatar of the second account is located to enter the display page of the second account.

[0056] Corresponding to the above three examples, the user may select, according to operating habits, a manner corresponding to any example to enter the display page of the second account from the interface of the multimedia information bound to the first account.

[0057] In the embodiment of the present application, the third control corresponding to the multimedia information is designed on the display page of the second account. The third control may be located at any position on the display page of the second account, for example, may be located above the area where the name of the second account is located, and for another example, may be located between the area where the name of the second account is located and a display area of object classification.

[0058] As an example, the third control may be, for example, a down-sliding control (which may also be referred to as a down-sliding block) of "slide down to enter multimedia information", and "slide down to enter multimedia information" may be operation guide prompt information displayed at a position corresponding to the down-sliding control, which is used to guide the operation performed by the user. In this example, the second preset operation may be, for example, an operation of sliding down the down-sliding control.

[0059] As another example, the third control may be a first button of "enter multimedia information", and "enter multimedia information" may be operation guide prompt information displayed at a position corresponding to the first button, which is used to guide the operation performed by the user. In this example, the first preset operation may be, for example, a click operation on the first button of "enter multimedia information".

[0060] In the above two examples, if the multimedia information is a live streaming picture, "multimedia information" in the operation guide prompt information may be replaced with "live room".

[0061] For example, Fig. 2 shows a schematic diagram of a process of entering a target page from a live room of a first account. If the first account is in a live streaming state, the live room of the first account is as shown in the upper left corner of Fig. 2. At this time, the user may enter a display page of a second account by clicking on an avatar corresponding to the live streaming account on the live room page and clicking on a guide item "enter the store" in an introduction page of the first account that pops up. On the display page of the second account, a search bar may be hidden as a search icon, and a down-sliding control whose operation guide prompt information is "slide down to enter the live room" is inserted before an area where a name of the second account is located, and the effect is shown in the upper right corner of Fig. 2. At this time, when the user slides down the down-sliding control corresponding to "slide down to enter the live room", the interaction apparatus may obtain the target page, and the target page may be seen in the lower right corner of Fig. 2.

[0062] In some other implementations, if a channel page is currently displayed, and the channel page includes a plurality of accounts, and the plurality of accounts include the second account, in the case of entering the target page from the channel page, S101 may include, for example, displaying the target page in response to an operation on the second account in the channel page. The operation on the second account in the channel page may refer to clicking on an area corresponding to a sub-entity bound to the second account in the channel page.

[0063] For example, Fig. 3 shows a schematic diagram of a process of entering a target page from a channel page. The channel page may be seen on the left side of Fig. 3. When a first account is in a live streaming state, the user may click on an area corresponding to sub-entity 1 on the channel page on the left side of Fig. 3, and the interaction apparatus may obtain the target page, and the target page may be seen on the right side of Fig. 3.

[0064] Taking the resource attribute information being the price as an example, in any of the embodiments shown in Fig. 2 or Fig. 3, a shopping cart, a total price, and a settlement control may be displayed in the second area of the target page, and these controls may be located at any position in the second area, such as the bottom of the second area. After the user performs an action of adding a recommended object to the shopping cart through the first area or the second area, the total price in the second area will display the total price of all candidate objects in the candidate object set added to the shopping cart. If the user does not perform the action of adding to the shopping cart, that is, when the candidate object set is empty, the total price in the second area is displayed as 0. It should be noted that if the first account is associated with but not the same as the second account, when the user performs the action of adding to the shopping cart in the first area, the recommended object for which the action is performed may be added to the shopping cart in the second area and affect the total price in the second area only when the recommended object is in the on-sale state and has inventory in the second account. Otherwise, if none of the recommended objects of the first account belong to the second account, or if the recommended objects of the first account have no inventory in the second account or are in the off-sale state, when the user performs the action of adding to the shopping cart in the first area, none of the recommended objects corresponding to the action may be added to the shopping cart in the second area, and the total price in the second area will not be affected. Therefore, in the case that the first account is associated with the second account, if at least one recommended object in the multimedia information corresponding to the first account belongs to the second account, the design effect of the target page in the embodiment of the present application is more prominent.

[0065] It should be noted that, in the target page in S101, the multimedia information displayed in the first area may be content obtained by adaptively adjusting the interface of the multimedia information to be played according to the first area, and the content displayed in the second area may be content obtained by adaptively adjusting the display page of the second account according to the second area.

[0066] The target page refers to a page that includes both the multimedia information of the first account and a static picture corresponding to the second account. The target page may take into account the effects of both dynamic introduction such as live streaming and static page display in the instant retail scenario, and display the two on the same page at the same point of time, which provides convenience for the user to view or purchase the objects in the entity. In particular, in the case that the user has the needs to make up the order amount or make a purchase in combination, it is convenient for the user to view and operate, thereby realizing the effect of one plus one is greater than two.

[0067] Taking the multimedia information being a live streaming picture and the attribute information of the at least one recommended object corresponding to the second account and the resource attribute information corresponding to the candidate object set belonging to an entity picture as an example, the target page will be introduced below.

[0068] In the target page, a display area of the target page may be divided into the first area and the second area according to a preset position and proportion, the first area is used to carry the live streaming picture, and the second area is used to carry the entity picture. For example, the upper half of the display area may be determined as the first area, and the lower half of the display area may be determined as the second area, and the sizes of the first area and the second area may be the same or different. For another example, the left half of the display area may be determined as the first area, and the right half of the display area may be determined as the second area, and the sizes of the first area and the second area may be the same or different. The position and size of the first area and the second area may be flexibly designed according to the aspect ratio of the display area and display requirements. In the following, the case where the upper half of the display area is determined as the first area, the lower half of the display area is determined as the second area, and the sizes of the first area and the second area are the same will be taken as an example for description. In addition, display attributes such as the display brightness of the first area and the second area may be displayed according to the display attributes of the pictures carried by the respective areas, or may be displayed after processing the display attributes of the pictures (for example, reducing the display brightness of the live streaming picture and increasing the display brightness of the entity picture).

[0069] For example, Fig. 3 shows a possible schematic diagram of a target page. As shown in Fig. 3, the upper half of the target page is the first area, and the user may watch the live streaming picture of the first account in the first area of the target page, learn the detailed information of the object explained by the host, and perform operations such as viewing the object in the live room or adding the object to the shopping cart. At the same time, the lower half of the target page is the second area, and the user may see the entity picture of the second account in the second area of the target page, and if the user has the needs for adding purchases, settling accounts, etc., the user may also achieve this through corresponding operations in the second area without being affected by watching the live streaming picture.

[0070] In some implementations, an object under a target category corresponding to the multimedia information may be displayed by default in the second area. Taking the multimedia information being a live streaming picture as an example, an attribute value of the target category is "live streaming". The object under the target category may be the same as the object introduced in the multimedia information. Taking the category "live streaming" of the target category in the target page as an example, the object under the category "live streaming" in the target page is the object on the trailer (that is, the object added to the shopping cart in the live room) in the live streaming picture corresponding to the first area. Still taking the target page shown in Fig. 3 as an example, the target category "live streaming" is displayed by default in the second area, and the object on the trailer in the live streaming picture in the first area may include object 1, object 2, object 3, object 4, and object 5, then the category "live streaming" in the second area also includes object 1 to object 5. In this way, the user may separately see the object under the target category in the live streaming in the entity picture part of the target page, and may learn key information such as the object in the live streaming and the price of the object without opening the shopping cart in the live streaming picture, which may improve the efficiency of the user to obtain information and purchase the object.

[0071] In some implementations, after the target page is displayed, an explanation card corresponding to a target object explained in the live streaming may further be displayed in the first area of the target page. Then, the method may further include: displaying a detail page of the target object in the second area in response to a click operation on the explanation card of the target object in the first area. For example, a picture (such as a main picture) of the target object, a name of the target object, a price of the target object, and a button for adding the target object to the shopping cart may be displayed in the explanation card of the target object. The above click operation on the explanation card of the target object in the first area may be to click on an area corresponding to the picture of the target object, the name of the target object, or the price of the target object in the explanation card. At this time, the target page may include the live streaming picture and the detail page of the target object, which is convenient for the user to know and operate the target object in more detail.

[0072] It should be noted that when the button for adding the target object to the shopping cart in the first area is clicked, the target object may be directly added to the shopping cart. At this time, the button for adding the target object to the shopping cart in the explanation card is displayed as an operation control for selecting the number of target objects added to the shopping cart, and the user may also operate the operation control to modify the number of target objects added to the shopping cart. When the number of target objects added to the shopping cart is 0, the target object is removed from the shopping cart. As shown in the left picture of Fig. 4, when the button for adding the target object in the first area of the target page to the shopping cart is not operated, the button may be a button with the copy of "Add to shopping cart", and after the user clicks on the button, the position of the button is updated to another control, and the another control may modify the number of target objects added to the shopping cart. As shown in the right picture of Fig. 4, the another control may be displayed as "- 1 +", and the user may click on "-" to reduce the number of target objects added to the

shopping cart, the user may click on "+" to increase the number of target objects added to the shopping cart, or the user may also modify the number of target objects added to the shopping cart by modifying "1".

[0073] In some implementations, after the target page is displayed, it is also possible to jump to the live room of the target entity by performing a third preset operation in the first area of the target page.

[0074] As an example, the third preset operation may be an operation of clicking on the live streaming picture displayed in the first area.

[0075] As another example, a fourth control may further be displayed in the first area of the target page, and the fourth control may be located at any position in the first area, for example, may be located at the bottom of the first area, and for another example, may be located on the right side of the first area. The fourth control may be, for example, a down-sliding control of "slide down to enter the live room", and the third preset operation is an operation of sliding down the down-sliding control of "slide down to enter the live room". Alternatively, the fourth control may be a second button of "enter the live room", and the third preset operation is an operation of clicking on the fourth control. The method may further include: jumping from the target page to the live room of the first account in response to the execution of the third preset operation. As shown in the left picture or the right picture of Fig. 4, the target page is provided with a down-sliding control of "slide down to enter the live room" at the bottom of the first area, and when the user slides down the down-sliding control of "slide down to enter the live room", the user may enter the live room of the first account, and the content corresponding to the second area in the target page is no longer displayed to the user. In this way, the page displayed by the online consumption platform to the user may be changed through a simple operation of the user, which is convenient for the user to flexibly view the content that the user needs.

[0076] In the case of entering the display page of the second account from the interface of playing the multimedia information of the first account and then entering the target page through the second preset operation on the third control in the display page, the execution information of the second preset operation may also be obtained, the display mode of the target page is determined according to the execution information, and the target page is displayed based on the display mode corresponding to the execution information. The execution information of the second preset operation is used to indicate the execution details of the second preset operation.

[0077] As an example, if the third control is the down-sliding control of "slide down to enter the live room", and the second preset operation is the operation of sliding down the down-sliding control corresponding to "slide down to enter the live room", then the execution information of the second preset operation may indicate the down-sliding distance for executing the second preset operation, and different down-sliding distances may correspond to different display modes. The display mode may include the proportions of the first area and the second area in the display area of the target page, the display brightness of the first area, the display brightness of the second area, etc. For example, when the down-sliding distance of the first preset operation is less than

or equal to 30% of the entire target page, the height of the first area is equal to the down-sliding distance, and the first area presents a darker color than the color of the live streaming picture; when the down-sliding distance of the first preset operation is between 30% and 60% of the entire target page, the height of the first area is equal to $(1/2)$ of the height of the target page, and the display brightness of the first area is consistent with the display brightness of the live streaming picture; when the down-sliding distance of the first preset operation is between 60% and 80% of the entire target page, the height of the first area is equal to the down-sliding distance, and the first area presents a lighter display brightness than the live streaming picture.

[0078] As another example, if the third control is the first button of "enter the live room", and the second preset operation is the operation of clicking on the first button corresponding to "enter the live room", then the execution information of the second preset operation may indicate the number of consecutive clicks for executing the second preset operation, and different numbers of consecutive clicks may correspond to different display modes. The consecutive clicks may refer to an operation in which the interval between adjacent clicks is less than a preset time threshold. The display mode may include the proportions of the first area and the second area in the display area of the target page, the display brightness of the first area, the display brightness of the second area, etc. For example, when the number of consecutive clicks of the first preset operation is 1, the height of the first area is equal to $(1/2)$ of the height of the target page, and the display brightness of the first area is consistent with the display brightness of the live streaming picture; when the number of consecutive clicks of the first preset operation is 2, the height of the first area is equal to $(2/3)$ of the height of the target page, and the first area presents a lighter display brightness than the live streaming picture.

[0079] In some implementations, the method may further include: jumping from the target page to the interface of playing the multimedia information (such as the live room) of the first account if the execution information of the second preset operation satisfies a preset threshold condition. The preset threshold condition may be a condition that corresponds to the second preset operation and that may trigger the target page to jump to the interface of playing the multimedia information of the first account. Taking the second preset operation being the down-sliding operation on the down-sliding control of "slide down to enter multimedia information" as an example, the preset threshold condition may be: the down-sliding distance of the second preset operation is greater than or equal to 80% of the entire target page, that is, when the down-sliding distance of the second preset operation reaches 80%, the target page jumps to the interface of playing the multimedia information of the first account. Taking the second preset operation being the click operation on the first button of "enter multimedia information" as an example, the preset threshold condition may be: the number of consecutive clicks of the second preset operation is greater than or equal to 3, that is, when the number of consecutive clicks of the second preset operation reaches 3, the target page jumps to the interface of playing the multimedia information of the first account.

[0080] For example, taking the second preset operation being the operation of sliding down the down-sliding control corresponding to "slide down to enter the live room" (hereinafter referred to as the down-sliding

operation) as an example, assuming that the height of the target page is 15 cm, the first picture in Fig. 5 shows the display page of the second account. When the down-sliding distance of the down-sliding operation performed by the user is less than or equal to 30% (that is, 4.5 cm) of the entire target page, the height of the first area is equal to the down-sliding distance, and the first area presents a darker display brightness than the display brightness of the live streaming picture, and the target page may be seen in the second picture in Fig. 5. When the down-sliding distance of the down-sliding operation performed by the user is between 30% and 60% (that is, 4.5 cm to 9 cm) of the entire target page, the height of the first area is equal to (1/2) of the height of the target page, and the display brightness of the first area is consistent with the display brightness of the live streaming picture, and the target page may be seen in the third picture in Fig. 5. When the down-sliding distance of the down-sliding operation is between 60% and 80% (9 cm to 12 cm) of the entire target page, the height of the first area is equal to the down-sliding distance, and the first area presents a lighter display brightness than the display brightness of the live streaming picture, and the target page may be seen in the fourth picture in Fig. 5. When the down-sliding distance of the down-sliding operation is greater than or equal to 80% (that is, 12 cm) of the entire target page, the live room of the target entity is displayed, as shown in the fifth picture in Fig. 5.

[0081] It should be noted that an audio switch button may be provided in the first area on the target page, and when entering the target page, the audio of the multimedia information corresponding to the first account in the first area may be in the on state. After that, the user may choose to operate the audio switch button as needed to turn on and turn off the audio in the multimedia information corresponding to the first account. For details, see the left picture in Fig. 4, the audio switch button in the first area is in the on state, and the audio switch button in the first area shown in the right picture in Fig. 4 is in the off state.

[0082] It should be noted that a floating window (such as a live streaming floating window) of the multimedia information corresponding to the first account may also be displayed in the display page of the second account, which is convenient for the user to switch between the display page of the second account and the interface of playing the multimedia information of the first account as needed, while the floating window of the multimedia information corresponding to the first account may be closed in the target page.

[0083] It should be noted that taking the multimedia information being the live streaming picture as an example, for the at least one recommended object in the second area, the classification display logic of the recommended object may include: (1) if the number of recommended objects on the trailer and with inventory in the live streaming state is greater than or equal to 5, the target category "live streaming" is displayed by default, and the target category "live streaming" may be hidden after the live streaming ends; (2) the categories may also include "I've searched", "recommended", "preferential", and "entity category", where the display priorities from high to low may be: "I've searched", "recommended", "live streaming", "preferential", and other object categories of the store; (3) when the user enters the display page of the second account or the target page from the live room, the target category "live streaming" is anchored and displayed by default; and

(4) the recommended objects under the target category "live streaming" may be dynamically sorted according to the live streaming explanation order, may be sorted according to the order of the recommended objects on the trailer, or may be sorted according to attributes such as the sales volume of the recommended objects.

[0084] It should be noted that when the live streaming picture in the first area is not loaded, a live streaming cover may be displayed by default in the first area of the target page. When the live streaming ends, it may jump to the display page of the second account, and at this time, the display page may not include the third control.

[0085] In S102, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation is performed on the candidate object in the candidate object set.

[0086] The interaction operation may include, for example: an emptying operation on the candidate object set, a settling operation on the candidate object set, a deleting operation on one or more candidate objects in the candidate object set, or a modifying operation on the number of one or more candidate objects in the candidate object set.

[0087] If the interaction operation includes the emptying operation on the candidate object set, the interaction processing corresponding to the interaction operation may include: deleting all the candidate objects in the candidate object set in the shopping cart in the second area in the target page, so that the candidate object set does not include any candidate object, that is, the candidate object set is empty.

[0088] If the interaction operation includes the settling operation on the candidate object set, the interaction processing corresponding to the interaction operation may include: generating an order, where the order may include the name, quantity, unit price, and/or total price of the candidate objects included in the candidate object set, and the order may further include the total price of the candidate object set and the total number of candidate objects. The interaction processing corresponding to the interaction operation may further include: after completing the generated order, emptying the candidate object set in the target page.

[0089] If the interaction operation includes the deleting operation on one or more candidate objects in the candidate object set, the interaction processing corresponding to the interaction operation may include: deleting at least one candidate object from the candidate object set, and displaying the total price of the remaining candidate objects after deletion, which is recorded as the current total price of the candidate object set.

[0090] If the interaction operation includes the modifying operation on the number of one or more candidate objects in the candidate object set, the interaction processing corresponding to the interaction operation may include: modifying the number of at least one candidate object to be modified in the candidate object set, and displaying the remaining number of the candidate objects to be modified and the total price of the candidate object set after the modification.

[0091] It may be seen that with the method, on the target page, the user may learn about the one or some recommended objects in detail through the multimedia information displayed in one area, and may also view the attribute information of the at least one recommended object and the resource attribute information corresponding to the candidate object set through another area, which fully realizes the complementary effect between the dynamic introduction method of multimedia such as live streaming and the static display of the at least one recommended object in the instant retail scenario, and provides convenience for the user to view or purchase the objects in the entity. Moreover, the user may learn about the resource attribute information of the candidate object set of the currently selected recommended object and perform interaction operations while watching the multimedia information, which improves the user experience on the format of instant retail, and overcomes the problem that the user cannot quickly perform operations such as adding different objects to the shopping cart or making up the order amount because only the multimedia information or only the attribute information of the static object is presented to the user at the same point of time currently. In addition, when the user performs an interaction operation on the target page, the effect of conveniently processing the candidate object in the candidate object set on the target page may be achieved through the corresponding interaction processing.

[0092] Correspondingly, an embodiment of the present application further provides an interaction apparatus 600, as shown in Fig. 6. The apparatus 600 may include:

a first display unit 601, configured to display a target page in response to a page display operation, where the target page includes a first area and a second area, the first area is used to display multimedia information corresponding to a first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information corresponding to a candidate object set, the first account and the second account are the same account or associated accounts, and a candidate object in the candidate object set is a selected recommended object from the at least one recommended object; and

a processing unit 602, configured to perform, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation on the candidate object in the candidate object set.

[0093] In a possible implementation, the second area further includes at least one of the following information: an avatar of the second account, a name of the second account, or service information of the second account.

[0094] In a possible implementation, the multimedia information is a live streaming picture, the live streaming picture corresponding to the first account includes an object information card of a first recommended object of the first account, and the object information card includes a first control, and the first control is used to select the first recommended object as a candidate object, and the apparatus 600 further includes: an adjustment unit, configured to adjust the first control in the object information card of the first recommended

object to a second control in response to an operation on the first control of the first recommended object, the second control being used to adjust the number of the first recommended object added to the candidate object set.

[0095] In a possible implementation, the apparatus 600 further includes:

a second display unit, configured to, before displaying the target page in response to the page display operation, display, in response to a first preset operation in an interface of multimedia information bound to the first account, an introduction page of the second account, a detail page of a second recommended object, or an object list page of the second account on the interface of the multimedia information corresponding to the first account, where the introduction page, the detail page, and the object list page each include an entrance control to a display page of the second account, and the second recommended object is any recommended object included in the multimedia information corresponding to the first account; and

a third display unit, configured to display the display page of the second account in response to an operation on the entrance control, where the display page includes a third control; and the first display unit 601 is further configured to: display the target page in response to a second preset operation on the third control.

[0096] In a possible implementation, the first display unit 601 includes:

an obtaining subunit, configured to obtain, in response to the second preset operation on the third control, execution information of the second preset operation, the execution information being used to indicate execution details of the second preset operation; and

a display subunit, configured to display the target page based on the execution information if the execution information does not satisfy a preset threshold condition.

[0097] In a possible implementation, the third control is a down-sliding control, operation guide prompt information on the third control includes "slide down to display multimedia information", the second preset operation includes an operation of sliding down the down-sliding control, and the execution information is used to indicate a distance of sliding down the down-sliding control; and/or the third control is a first button, operation guide prompt information on the third control includes "click to display multimedia information", the second preset operation includes clicking the first button, and the execution information is used to indicate the number of consecutive clicks on the first button.

[0098] In a possible implementation, the apparatus 600 further includes: a fourth display unit, configured to display the interface of the multimedia information corresponding to the first account if the execution information reaches the threshold condition, the execution information reaching the threshold condition including: the distance of sliding down the down-sliding control reaches a preset distance, and/or the number of consecutive clicks on the first button reaches a preset number.

[0099] In a possible implementation, the first display unit 601 is further configured to: display the target page in response to an operation on the second account in a channel page, the channel page being used to display a plurality of accounts, the plurality of accounts including the second account.

[0100] In a possible implementation, if the first account and the second account are the same account, each recommended object in the multimedia information corresponding to the first account is a recommended object of the second account; and if the first account and the second account are associated accounts, at least one recommended object in the multimedia information corresponding to the first account is the same as a recommended object of the second account.

[0101] It should be noted that for the specific implementation of the apparatus 600 and the technical effect achieved, reference may be made to the relevant description of the method shown in Fig. 1.

[0102] Compared with the prior art, the embodiments of the present application have at least the following advantages:

[0103] In the technical solutions provided by the present application, an interaction method is provided, and the method may include, for example: in a case where a first account is in a live streaming state, displaying a target page in response to a page display operation, where the target page includes a first area and a second area, the first area is used to display multimedia information (such as a live streaming picture) corresponding to the first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information (such as a price) corresponding to a candidate object set; and then performing, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation on a candidate object in the candidate object set. In this way, on the target page, a user may learn about a certain recommended object or some recommended objects in detail through the multimedia information displayed in one area, and may also view the attribute information of the at least one recommended object and the resource attribute information corresponding to the candidate object set through another area, which fully realizes the complementary effect between the dynamic introduction method of multimedia such as live streaming and the static display of the at least one recommended object in an instant retail scenario, and provides convenience for the user to view or purchase objects in an entity. Moreover, the user may learn about the resource attribute information of the candidate object set of the currently selected recommended object and perform interaction operations while watching the multimedia information, which improves the user experience on the format of instant retail, and overcomes the problem that the user cannot quickly perform operations such as adding different objects to the shopping cart or making up the order amount because only the multimedia information or only the attribute information of a static object is presented to the user at the same point of time currently.

[0104] In addition, an embodiment of the present application further provides an electronic device, including a processor and a memory, the memory is configured to store instructions or a computer program, and the

processor is configured to execute the instructions or the computer program in the memory to cause the electronic device to perform any implementation of the method provided by the embodiments of the present application.

[0105] Referring to Fig. 7, it shows a schematic structural diagram of an electronic device 700 suitable for implementing an embodiment of the present disclosure. The terminal device in the embodiment of the present disclosure may include, but is not limited to, a mobile terminal such as a mobile phone, a notebook computer, a digital broadcast receiver, a PDA (personal digital assistant), a tablet computer, a PMP (portable multimedia player), an in-vehicle terminal (such as an in-vehicle navigation terminal), etc., and a fixed terminal such as a digital TV, a desktop computer, etc. The electronic device shown in Fig. 7 is only an example, and should not impose any limitation on the function and scope of use of the embodiments of the present disclosure.

[0106] As shown in Fig. 7, the electronic device 700 may include a processing apparatus (such as a central processing unit, a graphics processor, etc.) 701, which may perform various appropriate actions and processing according to a program stored in a read-only memory (ROM) 702 or a program loaded from a storage apparatus 708 into a random access memory (RAM) 703. In the RAM 703, various programs and data required for the operation of the electronic device 700 are also stored. The processing apparatus 701, the ROM 702, and the RAM 703 are connected to each other through a bus 704. An input/output (I/O) interface 705 is also connected to the bus 704.

[0107] Usually, the following apparatuses may be connected to the I/O interface 705: an input apparatus 706 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, a gyroscope, etc.; an output apparatus 707 including, for example, a liquid crystal display (LCD), a speaker, a vibrator, etc.; the storage apparatus 708 including, for example, a magnetic tape, a hard disk, etc.; and a communication apparatus 709. The communication apparatus 709 may allow the electronic device 700 to perform wireless or wired communication with other devices to exchange data. Although Fig. 7 shows the electronic device 700 having various apparatuses, it should be understood that it is not required to implement or have all the apparatuses shown. More or fewer apparatuses may be implemented or provided alternatively.

[0108] In particular, according to the embodiment of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, the embodiment of the present disclosure includes a computer program product, which includes a computer program carried on a non-transitory computer-readable medium, and 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 709, or installed from the storage apparatus 708, or installed from the ROM 702. When the computer program is executed by the processing apparatus 701, the foregoing functions defined in the method of the embodiment of the present disclosure are executed.

[0109] The electronic device provided by the embodiment of the present disclosure belongs to the same inventive concept as the method provided by the foregoing embodiments. For the technical details not described in detail in this embodiment, reference may be made to the foregoing embodiments, and this embodiment has the same beneficial effects as the foregoing embodiments.

[0110] An embodiment of the present application further provides a computer-readable medium, where instructions or a computer program are stored in the computer-readable medium, and the instructions or the computer program, when executed by a device, cause the device to perform any implementation of the method provided by the embodiments of the present application.

[0111] It should be noted that the foregoing computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination thereof. The computer-readable storage medium may be, for example, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, device, or any combination thereof. More specific examples of the computer-readable storage medium may include, but are not limited to, an electrical connection having 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 thereof. In the present disclosure, the 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, the computer-readable signal medium may include a data signal propagated on a baseband or as a part of a carrier, and computer-readable program code is carried in the data signal. This propagated data signal may be in multiple forms, and includes, but is not limited to, an electromagnetic signal, an optical signal, or any suitable combination thereof. 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 code contained on the computer-readable medium may be transmitted in any suitable medium, including but not limited to, a wire, an optical cable, a radio frequency (RF), or any suitable combination thereof.

[0112] In some implementations, the client and the server may communicate using any currently known or future developed network protocol, such as the hyper text transfer protocol (HTTP), 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.

[0113] The computer-readable medium may be contained in the electronic device or may exist alone without being assembled into the electronic device.

[0114] The computer-readable medium carries one or more programs, and the one or more programs, when executed by the electronic device, cause the electronic device to perform the method.

[0115] 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, but are not limited to, an object-oriented programming language, such as Java, Smalltalk, and C++, and further include conventional procedural programming languages, such as "C" language or similar programming languages. The program code may be completely executed on a user computer, partially executed on a user computer, executed as an independent software package, partially executed on a user computer and partially executed on a remote computer, or completely executed on a remote computer or server. In the case of involving a remote computer, the remote computer may be connected to the 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).

[0116] 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, 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.

[0117] The involved units described in the embodiments of the present disclosure may be implemented by software or hardware. The name of the unit/module does not constitute a limitation on the unit itself under certain circumstances.

[0118] 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.

[0119] In the context of the present disclosure, the 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 thereof. More specific examples of the machine-readable storage medium may include an electrical connection based on one or more lines, 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 thereof.

[0120] It should be noted that the embodiments of the specification are described in a progressive manner, and each embodiment focuses on the differences from other embodiments. For the same and similar parts between the embodiments, reference may be made to each other. For the system or apparatus disclosed in the embodiments, since it corresponds to the method disclosed in the embodiments, the description is relatively simple, and for the relevant parts, reference may be made to the description of the method.

[0121] It should be understood that in the present application, "at least one item" refers to one or more, and "a plurality of" refers to two or more. "And/or" describes an association relationship between associated objects, and represents that three relationships may exist. For example, "A and/or B" may represent the following three cases: only A exists, only B exists, and both A and B exist, where A and B may be singular or plural. The character "/" generally indicates an "or" relationship between the associated objects. "At least one of the following items (pieces)" or a similar expression thereof refers to any combination of these items, including a single item (piece) or any combination of a plurality of items (pieces). For example, at least one of a, b, or c may represent: a, b, c, "a and b", "a and c", "b and c", or "a, b, and c", where a, b, and c may be singular or plural.

[0122] It should also be noted that in this article, relational terms such as first and second are only used to distinguish one entity or operation from another entity or operation, and do not necessarily require or imply any actual relationship or order between these entities or operations. Moreover, the terms "include", "include", or any other variant thereof are intended to cover non-exclusive inclusion, such that a process, method, object, or device that includes a list of elements includes not only those elements, but also other elements not explicitly listed or elements inherent to such a process, method, object, or device. Without further restrictions, an element defined by the phrase "includes a" does not exclude that there are other identical elements in the process, method, object, or device that includes the element.

[0123] The steps of the method or algorithm described in conjunction with the embodiments disclosed herein may be directly implemented by hardware, a software module executed by a processor, or a combination thereof. The software module may be placed in a random access memory (RAM), a memory, a read-only

memory (ROM), an electrically programmable ROM, an electrically erasable programmable ROM, a register, a hard disk, a removable magnetic disk, a CD-ROM, or any other form of storage medium known in the technical field.

[0124] It should be noted that in the embodiments of the present application, no user sensitive information is involved, and all user-related information is acquired, used, and determined after user authorization. In an example, before acquiring the user-related information, the corresponding interface displays prompt information related to acquiring authorization for data use, and the prompt information informs the user of the type, range of use, use scenarios, etc., of personal information involved in the present disclosure in an appropriate manner in accordance with relevant laws and regulations, so that the user determines whether to agree to the authorization based on the prompt information. It may be understood that the foregoing process of notifying and acquiring user authorization is only illustrative, and does not constitute a limitation on the implementation of the present disclosure. Other manners that satisfy the relevant laws and regulations may also be applied to the implementation of the present disclosure.

[0125] The foregoing descriptions of the disclosed embodiments enable those skilled in the art to implement or use the present application. Various modifications to these embodiments will be readily apparent to those skilled in the art, and the generic principles defined herein may be implemented in other embodiments without departing from the spirit or scope of the present application. Therefore, the present application is not to be limited to the embodiments shown herein but is to be accorded the widest scope consistent with the principles and novel features disclosed herein.

CLAIMS

1. An interaction method, comprising:

displaying a target page in response to a page display operation, wherein the target page comprises a first area and a second area, the first area is used to display multimedia information corresponding to a first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information corresponding to a candidate object set; and wherein the first account and the second account are the same account or associated accounts, and a candidate object in the candidate object set is a selected recommended object from the at least one recommended object; and

performing, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation on the candidate object in the candidate object set.

2. The method of claim 1, wherein the second area further comprises at least one of the following: an avatar of the second account, a name of the second account, or service information of the second account.

3. The method of claim 1 or 2, wherein the multimedia information is a live streaming picture, the live streaming picture corresponding to the first account comprises an object information card of a first recommended object of the first account, and the object information card comprises a first control, wherein the first control is used to select the first recommended object as a candidate object, and wherein the method further comprises:

adjusting, in response to an operation on the first control of the first recommended object, the first control in the object information card of the first recommended object to be a second control that is used to adjust a quantity of the first recommended object added to the candidate object set.

4. The method of any of claims 1 to 3, wherein the method further comprises, before displaying the target page in response to the page display operation:

displaying, in response to a first preset operation in an interface of multimedia information bound to the first account, an introduction page of the second account, a detail page of a second recommended object, or an object list page of the second account on an interface of the multimedia information corresponding to the first account, wherein each of the introduction page, the detail page, and the object list page comprises an entrance control to a display page of the second account, and the second recommended object is a recommended object comprised in the multimedia information corresponding to the first account; and

displaying the display page of the second account in response to an operation on the entrance control, wherein the display page comprises a third control; and

displaying the target page in response to the page display operation comprises:

displaying the target page in response to a second preset operation on the third control.

5. The method of claim 4, wherein displaying the target page in response to the second preset operation on the third control comprises:

obtaining, in response to the second preset operation on the third control, execution information of the second preset operation, the execution information being used to indicate execution details of the second preset operation; and

in response to the execution information not satisfying a preset threshold condition, displaying the target page based on the execution information.

6. The method of claim 5, wherein

the third control is a down-sliding control, operation guide prompt information on the third control indicates to slide down to display multimedia information, the second preset operation comprises an operation of sliding down the down-sliding control, and the execution information is used to indicate a distance of sliding down the down-sliding control; and/or

the third control is a first button, operation guide prompt information on the third control indicates to click to display multimedia information, the second preset operation comprises clicking the first button, and the execution information is used to indicate a number of consecutive clicks on the first button.

7. The method of claim 6, wherein the method further comprises:

in a case that the execution information reaches the threshold condition, displaying an interface of the multimedia information corresponding to the first account, the execution information reaching the threshold condition comprising: the distance of sliding down the down-sliding control reaches a preset distance, and/or the number of consecutive clicks on the first button reaches a preset number.

8. The method of any of claims 1 to 3, wherein displaying the target page in response to the page display operation comprises:

displaying the target page in response to an operation on the second account in a channel page, the channel page being used to display a plurality of accounts including the second account.

9. The method of any of claims 1 to 8, wherein

in response to the first account and the second account being the same account, each recommended object in the multimedia information corresponding to the first account is a recommended object of the second account; and

in response to the first account and the second account being associated accounts, at least one recommended object in the multimedia information corresponding to the first account is the same as a recommended object of the second account.

10. An interaction apparatus, comprising:

a display unit configured to display a target page in response to a page display operation, wherein the target page comprises a first area and a second area, the first area is used to display multimedia information corresponding to a first account, and the second area is used to display attribute information of at least one recommended object corresponding to a second account and resource attribute information corresponding to a candidate object set; and wherein the first account and the second account are the same account or associated accounts, and a candidate object in the candidate object set is a selected recommended object from the at least one recommended object; and

a processing unit configured to perform, in response to an interaction operation on the candidate object set, preset interaction processing corresponding to the interaction operation on the candidate object in the candidate object set.

11. An electronic device, comprising:

a processor and a memory;

wherein the memory is configured to store instructions or a program; and

wherein the processor is configured to execute the instructions or the program in the memory to cause the electronic device to perform the method of any of claims 1 to 9.

12. A readable medium having instructions or a program stored thereon, wherein the instructions or the program, when executed by a processor, cause the processor to perform the method of any of claims 1 to 9.