

ABSTRACT

The present application belongs to the technical field of computers. Disclosed are an interaction method and apparatus based on a virtual billboard, and an electronic device and a storage medium. In the present application, a first virtual object meeting an announcement condition is emphasized and prompted by means of a virtual billboard provided in a virtual scene, such that a user is prevented from ignoring information related to a specific virtual object, thereby improving the information utilization rate and the information acquisition efficiency of the user in a virtual match; on the basis that a display function of the virtual billboard is not affected, a rapid interaction path based on the virtual billboard is additionally provided; and the user can initiate a challenge operation on the first virtual object on the basis of the virtual billboard, and if it is determined that the challenge operation is initiated on the first virtual object, a second virtual object is automatically controlled to move towards the first virtual object, such that an opponent is rapidly searched for and the first virtual object is pursued, thereby completing the efficient interaction between the virtual objects and improving the human-computer interaction efficiency.

FIG. 2