WeChat Report
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1. Introduction

WeChat is one of the most popular Instant Messengers currently developed by Tencent in Jan. 2011. It is one of the largest standalone messengers by monthly active users. WeChat supports multiple platforms, including Android, iPhone, BlackBerry, Windows and OSX. It provides a rich set of features and international service to more than 200 countries. It is the No.1 Users Satisfactory Software in China.

2. Features

WeChat provides more than 50 features to its users. 11 of the most important and most frequently used features are listed in the below table.

Features	Description	Action
Add a friend	User adds a new friend into contacts list: A. By WeChat ID B. By Phone Contact C. By two-dimension code	A. 1.Touch Contacts tab. 2.Touch "Add friend" icons from right top corner. 3.Input friend ID in search bar 4. Wait for response of friend. B. Prerequisite: both friend and you connect WeChat account to phone number. 1. You can see a red bubble on Recommended Friends. 2.Touch Recommended Friends 3. Touch "add" after your friend's name. C.1. Touch Discover Tab 2.Touch Scan QR Code 3.Put Camera Fix on your friends' 2D code
TextChat	Send a text message to your friend	1. Touch Chats Tab 2. Choose a conversation from list 3. Touch the empty bar. 4. Input your message. 5. Touch "Send"
Video Chat	Start a video Chat with your	1. Touch Chats Tab

	friend	2. Choose a conversation from list 3. Touch "Plus" Icon 4. Choose Video Call 5. Wait for your friend to response
Voice Messages	Send a Voice Message to your friend	1. Touch Chats Tab 2. Choose a conversation from list 3. Touch "Voice" Icons from left bot corner 4. Press and Hold the "Hold to Talk" Bar and record your voice. 5. Release the bar and voice message will be sent out
Send a picture	Send a picture in the chat to your friend	1. Touch Chats Tab 2. Choose a conversation from list 3. Touch "Plus" Icon 4. Touch "Camera" to take a new photo or Touch "Photos" to select one from 5. your album.
Group Chat	Start a group chat involving up to 500 friends	1. Touch Chats Tab 2. Choose a conversation from list 3. Touch the "Head" icons on right top corner. 4. Touch the big "Plus" icon on the first row. 5. Choose friends from list and they will auto included in group chat.
Share moments	Share your photos or dairies to your friends as twitter and facebook	1. Touch Discover tab 2. Choose Moments Option 3. Touch "Camera" icon on the right top corner 4. Choose photos or videos from album or take a new photo. 5. Write down description of the moments. 6. Touch "Publish" bar
Voice to Text(Only in Chinese Verision)	Convert Voice Message to Text Voice Message	1. Touch Chats Tab 2. Choose a conversation from list 3. Press a voice message for 3 seconds. 4. Choose "Convert to Text"

		option
Official Account	Add an official Accounts to WeChat	1. Touch Contacts tab. 2. Touch "Add friend" icons from right top corner. 3. Input Official Account ID in search bar 4. Receive Stories and Videos from Official Account everyday
WeChat Payments	Pay money to your friend through WeChat	Prerequisite: You deposit money into your WeChat through banks. 1. Touch "Me" Tab 2. Touch Wallets. 3. Touch "Transfer" icons from list 4. Choose a friend from list. 5. Input amount of money 6. Add a Note to it. 7. Touch Transfer Bar and money will reach their account.
Deposit money	Deposit money in WeChat account	Prerequisite: You have a legal debit card whose bank have contract with WeChat. 1. Touch "Me" Tab 2. Touch Wallets. 3. Touch Quick Pay icons 4. Input your card number and password 5. Input the amount of money you want to deposit in your account.

These features reach every inch of users' daily lives, meet most of their requirements and assist them finish a great number of scenarios in social communications

3. Functionality Analysis

WeChat is designed for social communication and interaction. It is very suitable to use in daily chatting, photo and video sharing, socialization and entertainment, but it is lack of security and other features to support collaboration in workplace. Following is a list of positive and negative points of WeChat.

Positive:
1. User interface is friendly and fits user context. Most users can know how to use it without no extra efforts and instructions.

2. A rich set of functions. Users can get almost all they need from WeChat.
3. Convenience. WeChat supports many activities in daily lives, including payments, buying tickets, dining in restaurants.[2]
4. Account attached on bank account and real-named telephone number. This avoids online frauds efficiently.
5. Flexible in all platforms, including Mac, Windows, Androids, IOs and so on.
6. Official account satisfies the need of getting new videos, news, jokes, essays and all other kinds of entertainments.[4]

Negative:
1. Messages are not safe. There is not any technology of encryption to guarantee the safety of messages. Therefore, it is not suitable for business and workplace.
2. WeChat is a social orientated messenger. It is lack of assist and visual tools to help users with cooperation and collaboration in workplace.[2]
3. Services not supportive outside China. Most banks outside China do not have a cooperation contract with WeChat, so many convenient features such as wallets, payments and buying tickets not supported.
4. There are functions seldom used in WeChat, such as floating bottles, WeChat Shake and Walkie-Talkie. They can be removed from WeChat.
5. Lack of a community to deal with fake advertisements and fraud actions in WeChat.[2]

4. User Community Analysis

(Most of the data are from Reference [3])
Ages: 60% os WeChat Users are in the ages between 15 and 29.
Number of Friends: Each WeChat User has 128 WeChat Friends in average.
Emotional: Users aged 30~60 are much more emotional (based on their contents in chat and Shared moments) than users aged 10~30.
Active Time: The peak of user active time period is between 22:00 p.m.~22:30 p.m.
Chatting Contents: Messages related to work in WeChat is below 0.3%
Daily Users: In Sep. 2015, average daily active user of WeChat is 570 million.
Daily Time for Communication: Each day, users of WeChat spend 280 million seconds chatting in WeChat.
Top 3 Features: Text Message, Moments, Wallet.

From the data above we can see most of WeChat users are students are new employees in workplace. The main usage of WeChat is more possible to be social because the peak of communication is around 22:00 p.m. is relax time.

5. MOCA Model of Wechat.

Below I use MOCA model to analysis the property of WeChat.[5]
Synchronicity: WeChat supports both asynchronous and synchronous. Text messages and voice message users can communicate with them at the same time to make it synchronous, or can ignore and delay the response after some time to make it asynchronous.
Physical Distribution:WeChat is different locations. Users will not communicate with WeChat when they are at same location and able to talk face to face.

Scale: 500. WeChat only allow involving maximum of 500 users in a conversation or group chat.
Number of Communities of Practice: N. Users are from different backgrounds, use WeChat for different purposes and do the chatting in different groups. Therefore we cannot give a bound for number of communities.
Nascence: Routine. The usage of Wechat is stable. It will not develop in a fast pace.
Planned Performance: WeChat should be defined in short-term planned performance because a conversation about a certain topic will not last for very long in general.
Turnover: In a conversation, it is very common for users to leave the conversation, spend some time on other affairs then come back to rejoin the conversation.

6. Conclusion

WeChat is a very powerful and popular instant messenger due to its large user group and rich features. It provides incomparable convenience to users and has become an important part of lives of its users, especially Chinese. However, it is designed only for social activities rather than business and workplace collaboration. Our group wants to design and develop an instant messenger for workplace collaboration, so we need to extract combine the strengths with other essential features from other messengers.

Reference:

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