Mini Program specifications

Brand Ecosystem

1. Have you got an official account (OA) in WeChat?

ID:

IF YES

1.1 How will you connect the Mini program inside your OA?

1.2 What value does it bring to your followers?

2. Have you got physical stores, counters or real estate?

Where:

IF YES

2.1 How is the Mini Program discovered in store?

2.2 How is this app used in an omnichannel journey?

3. Have you got native APP(s)?

Name, type, goal…

Functional Scope

I want to…

1. Sell sell sell

　　1.1 My full/extended inventory (e.g Zara, Xiaomi)

　　1.2 A collection only (e.g Ikea, Burberry, Boucheron)

　　1.3 Gift cards only (e.g Starbucks, Dior Perfumes)

2. Provide live customer service (Live Chat)

3. Get access to WeChat Receipts (created by WeChat users in "Me" > "My Profile" > "My Receipt")

4. Connect users with customer assistance via Phone call

5. Send automated reminders such as cart pending, appointment, limted time offer… (> "Service messages")

6. Collect user data through WeChat sign-in (avatar, location, openID, language, gender)

7. Authenticate users via their Phone Number, bind them with my CRM

8. Detect languages, provide multiple languages (EN, CN) with switch

9. Fetch/Post app content and user data, in and out of WeChat through HTTPs

　　9.1 Directly to my back-end in China, which has APIs ready

　　9.2 To a Back-end As A Service (BaaS) such as Tencent Cloud, LeanCLoud, iFanr Cloud etc

　　9.3 To a new custom back-end in China, dedicated to this

10. Save user settings in cache (phone memory)

11. List data points on a map

12. Detect users' location and calculate distances

13. Open a web view (mobile web page hosted in China with HTTPS)

14. Provide audio/video content to play

15. Make a video stream

　　15.1 One way (livestream)

　　15.2 Two ways (video chat in Real Time Communication)

16. Record voice audio from users' microphone

17. Record videos from users' camera

18. Upload photos from users' camera or photo album

19. Save photos/videos to user's phone

20. Interact with physical objects through Bluetooth or NFC (IoT)

21. Use the Steps Counter (WeRun)

22. Trigger a QR Code scanner

23. Generate QR codes / images for users to share

24. Create parametric QR codes for tracking my sources of traffic

25. Track and map WeChat groups my users are coming from

26. Track traffic, user behavior and converstions thanks to

    26.1 Tencent built-in analytics

    26.2 A proxy to my Google Analytics (or other platform)

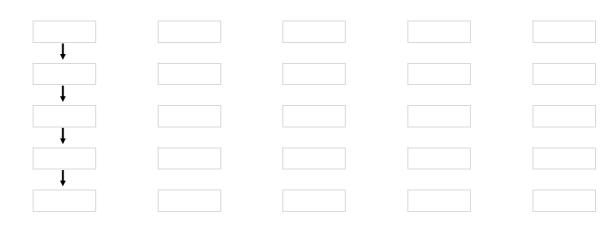   26.3 Third-party local solutions (Aladdin, Talkingdata…)

Other remarks:

App structure

Write a descriptive page name in each cell of this navigation tree, and add links if any.

Horizontal navigation tabs (1 to 5)

Windows stack (max 5)

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