



le wagon


Your assignment today

Scope a mini program


1. Select a brand/official account
2. Ideate a value-added, context-driven service
3. Research existing Mini Programs **<http://minapp.com/>**
4. Scope your service with bullet points

WeChat MP Specifications.pdf (page 1 of 2) ▾


Search

 小程序

Mini Program specifications

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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

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)

A stylized illustration of a red and white van, reminiscent of a Volkswagen Transporter, driving on a winding road. The van is shown from a side-front perspective, moving towards the right. The background features stylized, dotted clouds in shades of grey and white, creating a sense of depth and atmosphere. The overall aesthetic is clean and modern, with a focus on geometric shapes and a limited color palette.