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

5. Make quick wireframes **http://wireframe.cc/**

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

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)