Welcome aboard.
NIHAO
Rated #1 Coding Bootcamp

Founded in Paris, 2013
2000+ alumni network
150 expert mentors
23 Wagons worldwide
and rapidly growing
Scan me maybe
WeChat Mini Programs

How they work
What they really can do
What this talk is NOT about

AI
VR
AR
What this talk is about

PART 1
WHAT THEY ARE

PART 2
WHAT THEY CAN/CAN’T DO
History

September 2016:
What are WeChat mini-APP’s and what do they look like?

January 9, 2017:
Tenth anniversary of the iPhone, Mini-Programs Public launch

January 15, 2017:
7 reasons why you don’t need to develop a WeChat mini-program

February 2017:
WeChat mini-programs are already losing traction

March 2017:
WeChat Announces Big Changes to Mini Programs

April 2017:
WeChat launches new style QR codes For Mini Programs

May 2017:
Alipay releases "mini-programs" in response to WeChat

July 2017:
How will Mini-Programs impact your WeChat sales?
Demo
Forget everything you know about traditional APPs

They’re designed to be strictly context-driven
– they should only appear if a situation requires it.

They’re heavily transactional
– they should lead to conversion in 3 steps

They’re always up to date
– they provide a consistent experience to all WeChat users
“The whole point is to have a very smooth experience for the visitor.”

Teng Bao
Cofounder, CPO - strikingly.com
More Demos
More Demos

Meh. Let’s discuss this.
Please DON’T

X Require login on home page...
Make sure your app works without, and require user data only when the context justifies it. Tencent will block it soon. Give before you take!
Please DON’T

X Recycle your past web platforms…
- Burberry: ART OF TRENCH
- Longchamp: Customized PLIAGE
- Michael Kors: VIP program

Think out of the box.
Give immediate value to your customer journey!
Mini programs can do 80% of what native apps are doing, with only 20% of the development efforts.

They’re based on a large set of built-in functions – designed to build, test, debug, ship fast.

They rely on very simple web technologies – available to all levels.
Technically

JUST SOME SIMPLE JAVASCRIPT!
Technically

IN A VERY HANDY TOOLKIT
Community

Only about 200,000 third-party developers
What they can do

- HTTPs requests, WebSocket, Uploads/Downloads
- Save, Get, Remove, Open files
- Set, Get, Remove, Clear data cache
- Get, Select, View location with map
- Network status, System information, Compass, Accelerometer, Make Phone Calls, Scanning Codes, Bluetooth
- Login/User Data, WeChat Pay, WeRun, Forwarding, Templated Messages, Addresses, Data Analysis.
- Navigate to/back between MPs, Fingerprint authentication (Tencent Soter)
What they can do

Integrate digital services into offline journeys
Empowering O2O (offline to online) transactions and interactions
“用完即走 Use it and go”

Empowering O2O (offline to online) transactions and interactions
What they can do

Connect to your official account(s) seamlessly
BUILT-IN SERVICE CENTER!

Service Center tool

Mini Program access  1-1 Chat  Notifications
What they can do

Accelerate mobile payments
长按识别二维码，
进入用星说。

这个深秋，
这一份浓缩的热爱，你想和谁一起分享？
WeChatSell

1. Stand-alone website (brand.com)
2. Marketplace (JD/VIP)
3. WeShop (Weidian, Youzan, brand.com)
4. Mini Program

JS-SDK

MP
H5 vs MP

1. Loading page speed and navigation
2. Accessibility and visibility
3. Development time & cost
4. Security
Generator

www.sxl.cn/xiaochengxu

上线了小程序
极致简单易用功能强大的小程序，即刻拥有。
What they can do

Get better exposure than regular links
What they can do

Be promoted in WeChat Search, MPs nearby, Moments
19 ways to promote your WeChat Mini Program
What they can’t do

- **Push** notifications
- **Games** are not allowed (yet)...
- **VR, AR** experiences (Tencent is working on it)
- Voice Recognition
- Natural Language Processing
- i18n
- Live-streaming (from public APIs)
- Call APIs outside China...
Test this out
FAQ

1. Can anyone register a MP?
2. What is the cost?
3. What is the release process?
4. What are the restrictions?
5. Who owns the data?
6. Who can build MPs?