

Welcome aboard.





Rated #1 Coding Bootcamp

Founded in Paris, 2013 2000+ alumni network 150 expert mentors 23 Wagons worldwide and rapidly growing







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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 <u>new style QR codes</u> For Mini Programs May 2017:

Alipay releases "mini-programs" <u>in response to WeChat</u> July 2017:

How will Mini-Programs impact your WeChat sales?













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."

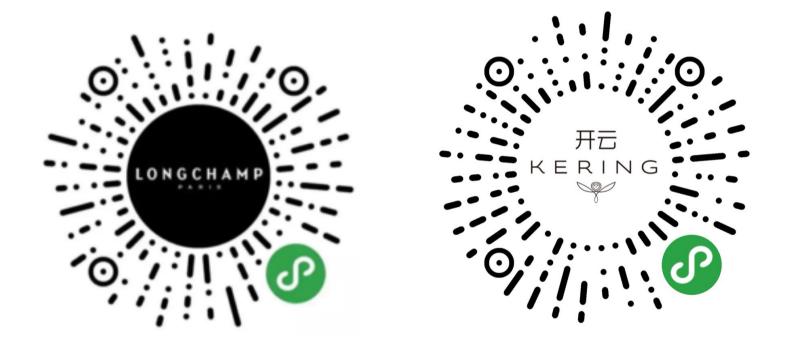


Teng Bao Cofounder, CPO - <u>strikingly.com</u>

More Demos



More Demos

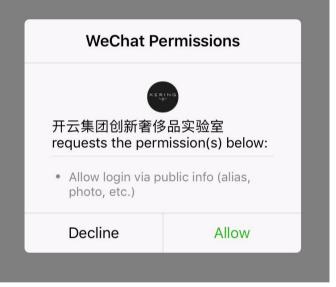


Meh. Let's discuss this.

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! Longchamp 上海静安嘉里中心 旗舰店 09/07/2017

邓伦作为一日店长空降上海静安嘉里中心旗舰店,除 了热心为顾客挑选、包装心仪商品,更贴心带领顾客 体验专属钥匙扣定制,现在就随我们一起回顾当日的 精彩瞬间。





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

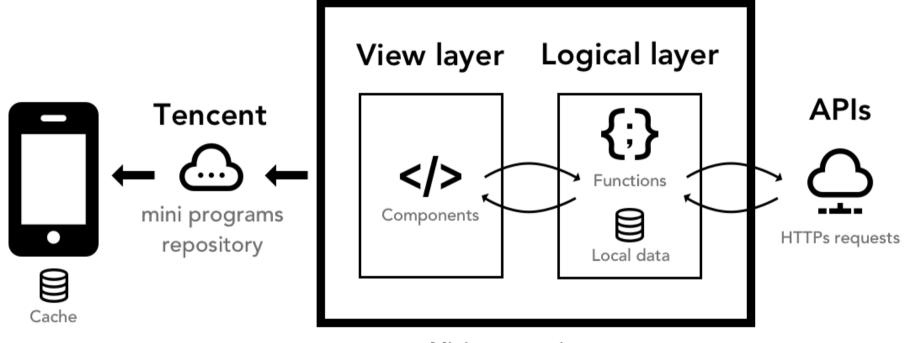
- designed to build, test, debug, ship fast

They rely on very simple web technologies

available to all levels

Technically

Framework



Mini program instance

JUST SOME SIMPLE JAVASCRIPT!

Technically

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			index page shown					index.js?	
			index page ready					index.js?	? [sm]:30

IN A VERY HANDY TOOLKIT



Only about 200,000 third-party developers



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		awesome-github-wechat-weapp 目到这里,也欢迎各位提交项目约 如果收录的项目有错误,可以通过		小程序开源项目库集合。我们会	

What they can do





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

UNIQLO INVENTORY



Scan barcode

BUS TIME CHECKER

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🛱 乌鲁木齐北路延安西路	155 m
₩ 延安中路华山路	169 m
📄 南京西路华山路	303 m

At the stop

MCDONALDS DISCOUNTS



Nearby

" 用完即走 Use it and go "



Empowering O2O (offline to online) transactions and interactions





Empowering O2O (offline to online) transactions and interactions

What they can do

Connect to your official account(s) seamlessly

Profile page





Nav menu

BUILT-IN SERVICE CENTER!

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	Mini Program access	s 1-1 Chat	Notifications

What they can do

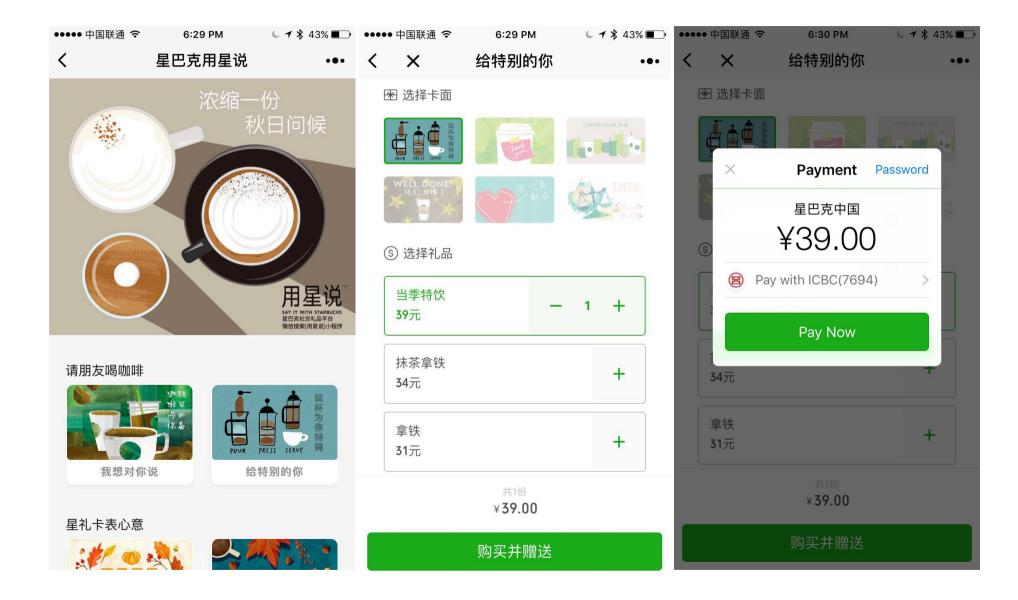
Accelerate mobile payments





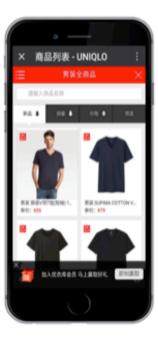
长按识别二维码, 进入用星说。

这个深秋,这一份浓缩的热爱,你想和谁一起分享?



WeChatSell

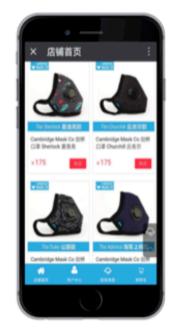
1. Stand-alone website (brand.com)



2. Marketplace (JD/VIP)



3. WeShop (Weidian, Youzan, brand.com)



4. Mini Program

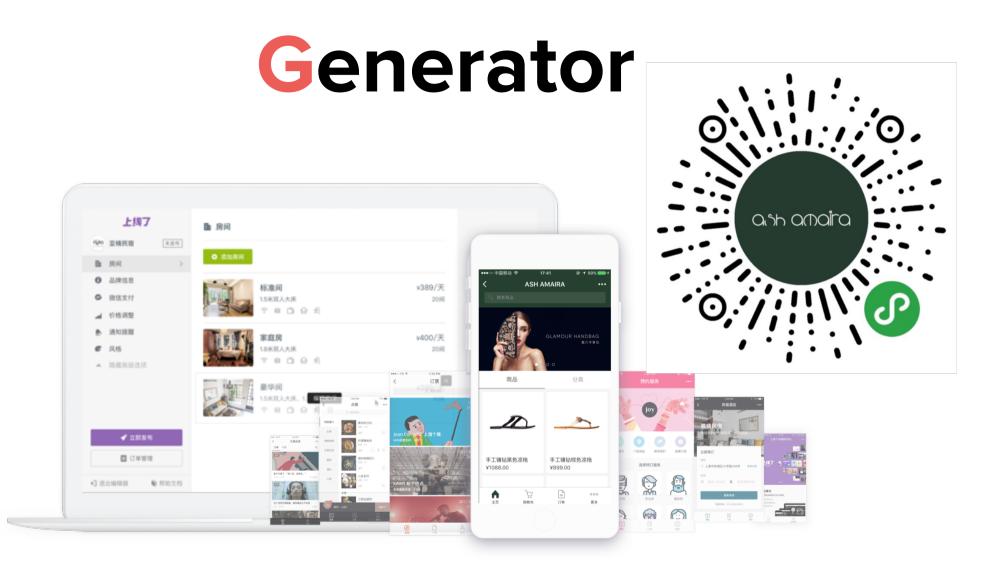


MP





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

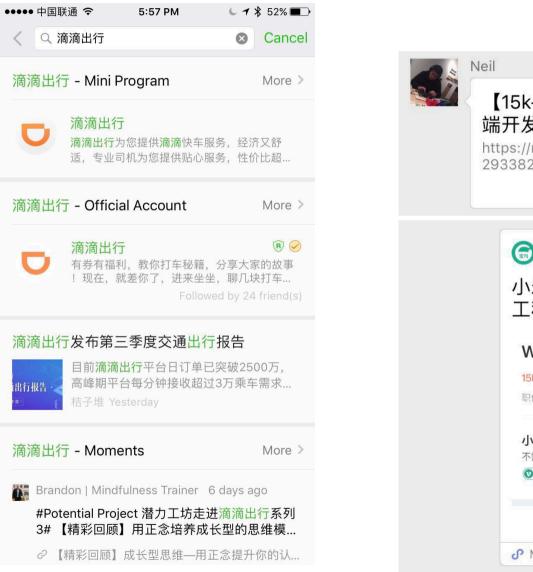


www.sxl.cn/xiaochengxu

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



Resources





Wiki

28/07/2017 Update log

08/02/2017 Update log

Doc

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?