



**le wagon**

Welcome aboard.







# Rated #1 Coding Bootcamp

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



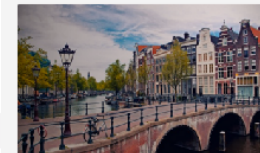
PARIS



LONDON



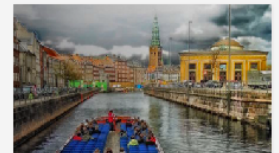
BRUSSELS



AMSTERDAM



LISBON



COPENHAGEN



SÃO PAULO



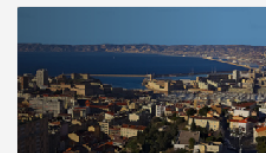
BEIRUT



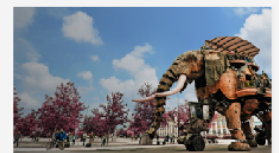
BORDEAUX



LILLE



AIX - MARSEILLE



NANTES



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](https://www.strikingly.com)

# More Demos



# More Demos

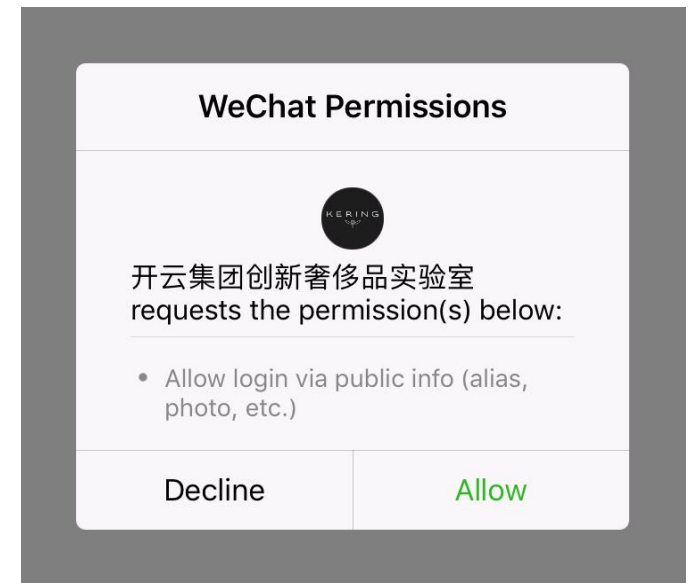


Meh. Let's discuss this.

# 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!

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。



上传图文

签到

**Mini programs can do 80%  
of what native apps are  
doing, with only 20% of the  
development efforts**

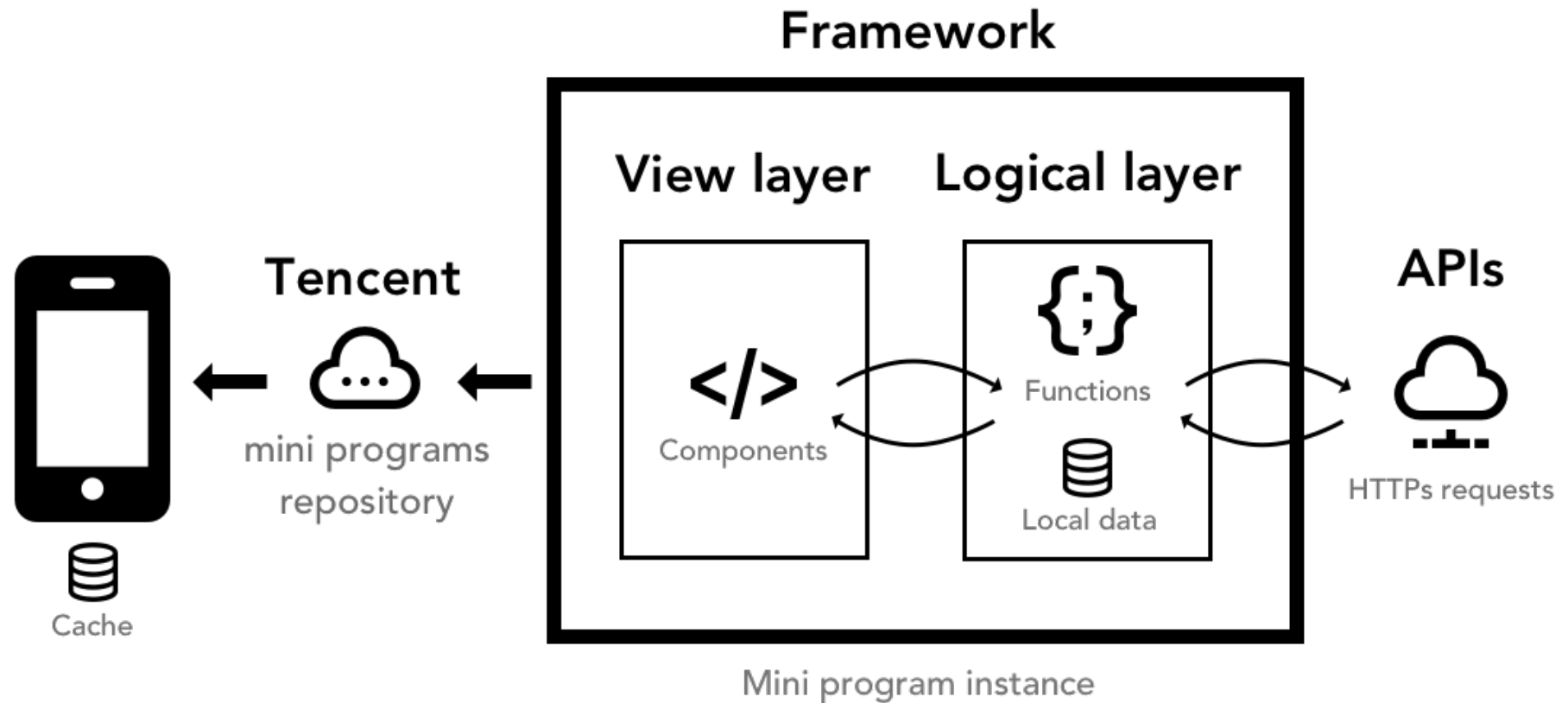
**They're based on a large set of built-in functions**

- designed to build, test, debug, ship fast

**They rely on very simple web technologies**

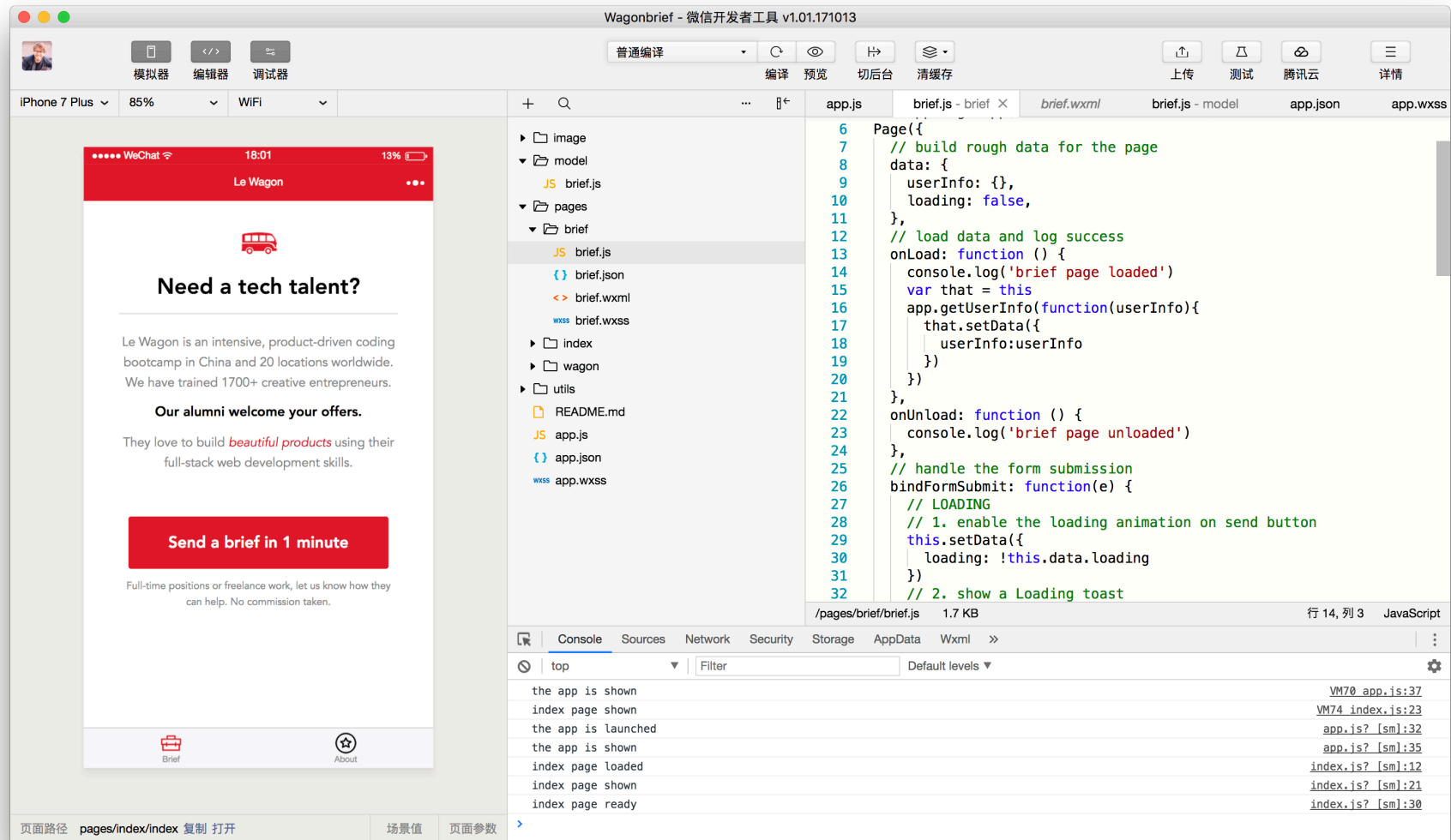
- available to all levels

# Technically



**JUST SOME SIMPLE JAVASCRIPT!**

# Technically

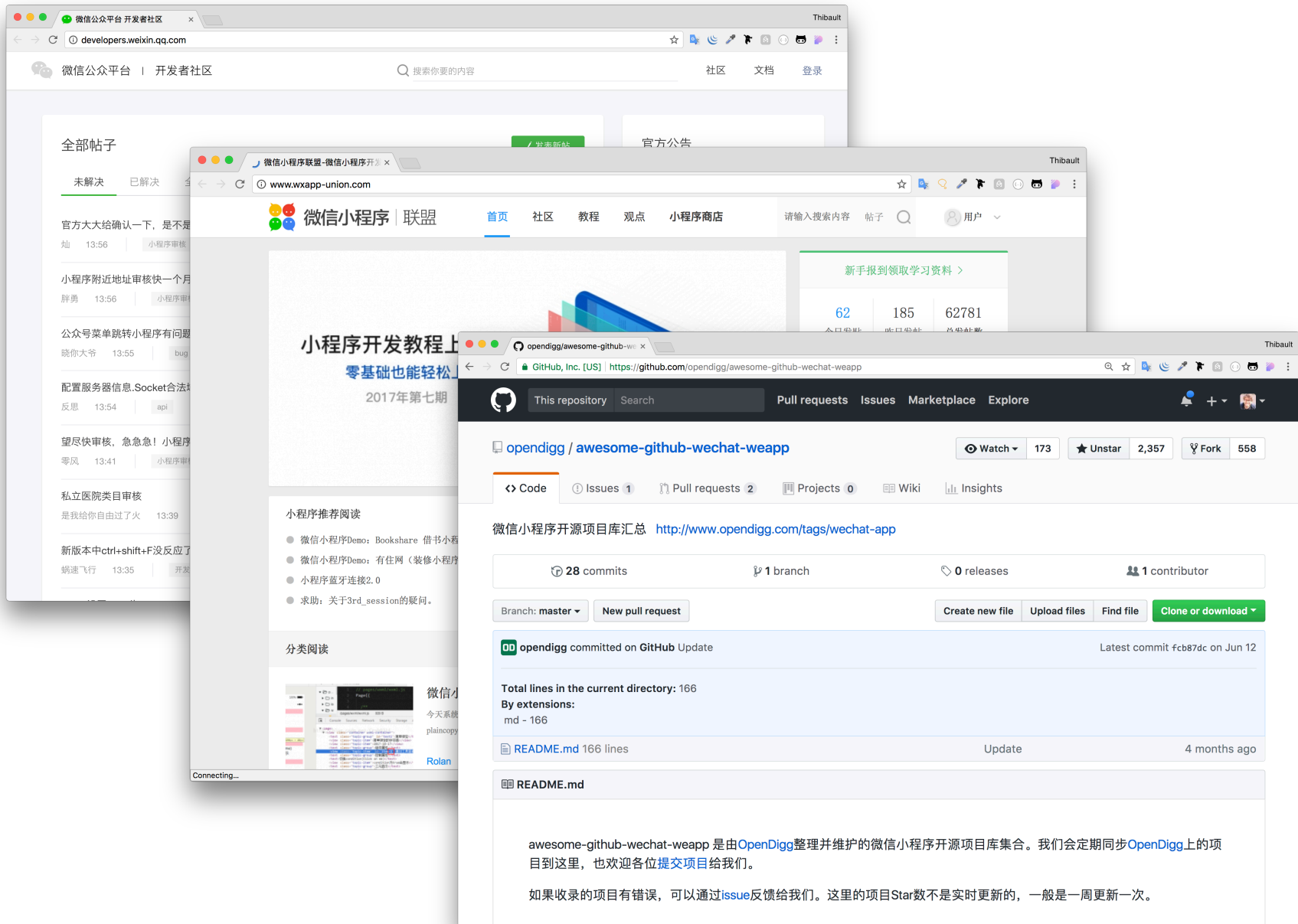


# IN A VERY HANDY TOOLKIT

# **C**ommunity

**Only about  
200,000  
third-party developers**

# Community





# 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**

## UNIQLO INVENTORY



**Step1** 扫吊牌第二行条码，查库存



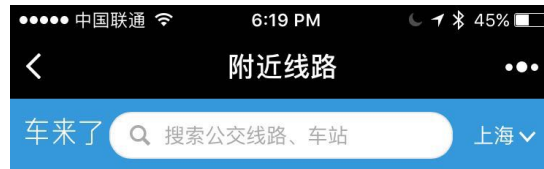
**Step2** 附近门店，有货即GO!



点我查库存

Scan barcode

## BUS TIME CHECKER



附近线路	最近使用	收藏
<div>                      华山路延安中路                 </div> <div>附近 115 m</div>		
113路	4分	⇌
下一站 · 静安寺	5分; 7分	
327路	02:02	⇌
下一站 · 静安寺	下一班时间	
328路	23:13	⇌
下一站 · 胶州路北京西路	下一班时间	
<div>                      华山路                 </div> <div>138 m</div>		
<div>                      延安西路华山路                 </div> <div>154 m</div>		
<div>                      乌鲁木齐北路延安西路                 </div> <div>155 m</div>		
<div>                      延安中路华山路                 </div> <div>169 m</div>		
<div>                      南京西路华山路                 </div> <div>303 m</div>		

At the stop

## MCDONALDS DISCOUNTS



Nearby

“ 用完即走 Use it and go ”



**Empowering O2O (offline to online) transactions and interactions**

“ 用完即走 Use it and go ”



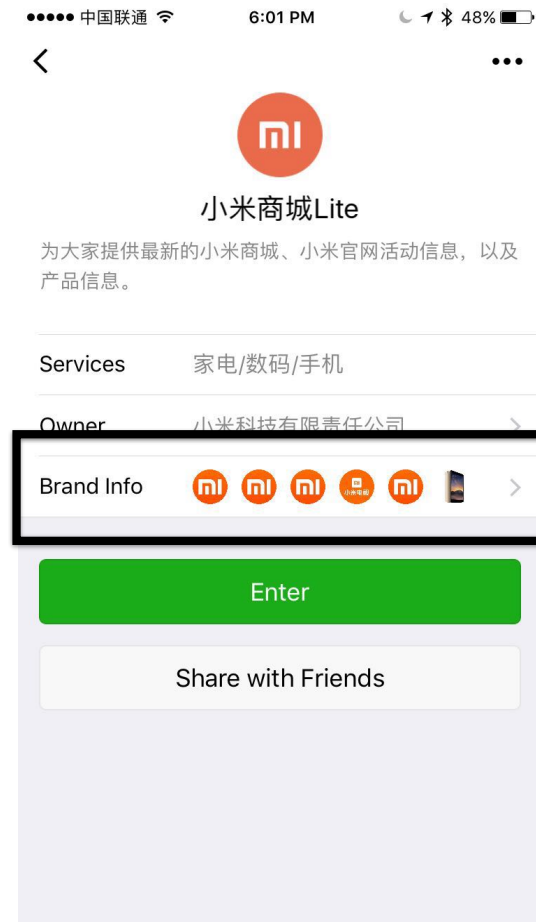
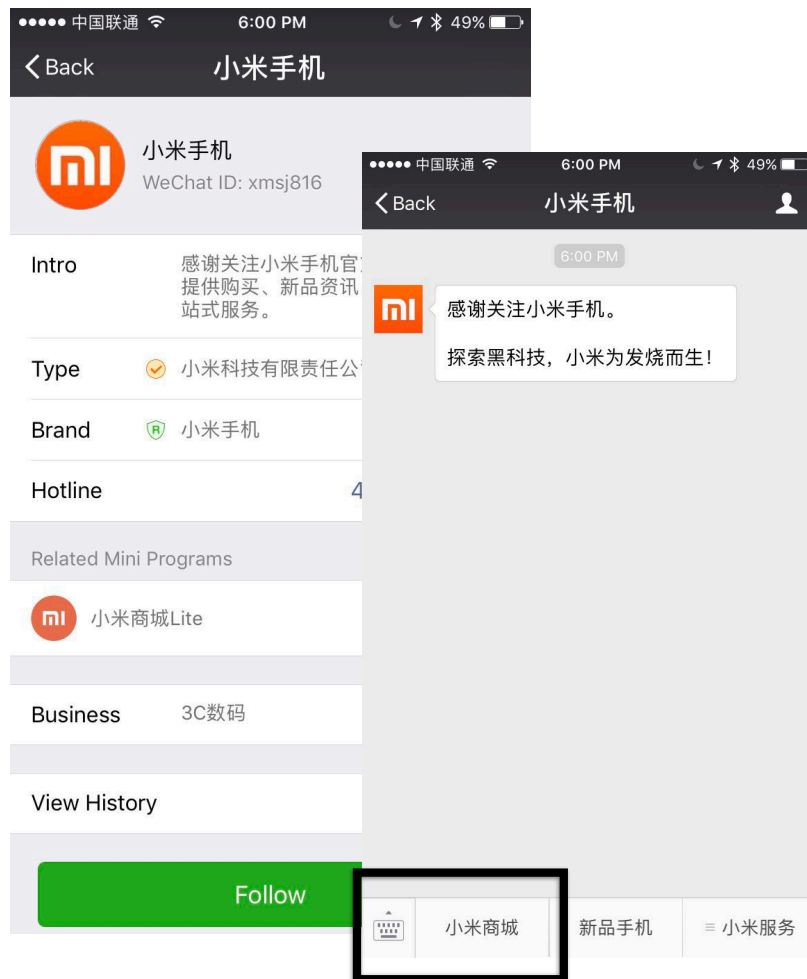
**Empowering O2O (offline to online) transactions and interactions**

# **What they can do**

**Connect to your official  
account(s) seamlessly**



## Profile page



## Nav menu

# BUILT-IN SERVICE CENTER!



**Service Center tool**



**Mini Program access**



**1-1 Chat**



**Notifications**

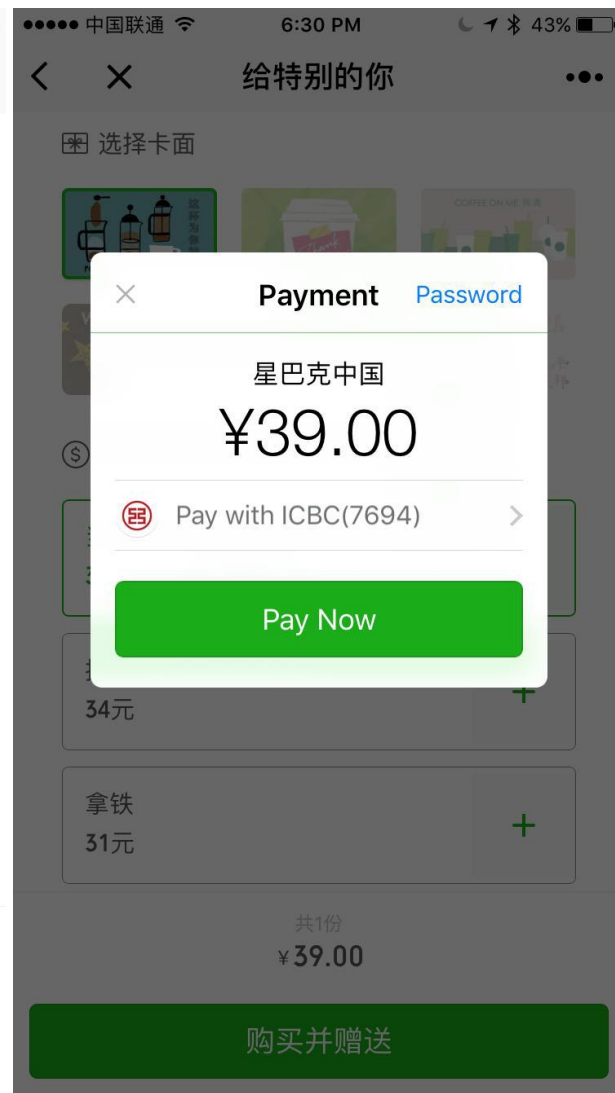
# **What they can do**

**Accelerate mobile  
payments**



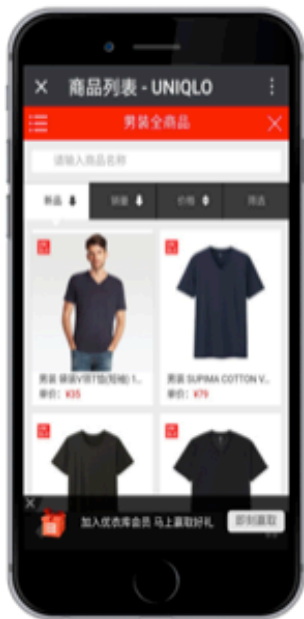
长按识别二维码，  
进入用星说。

这个深秋，  
这一份浓缩的热爱，你想和谁一起分享？



# WeChatSell

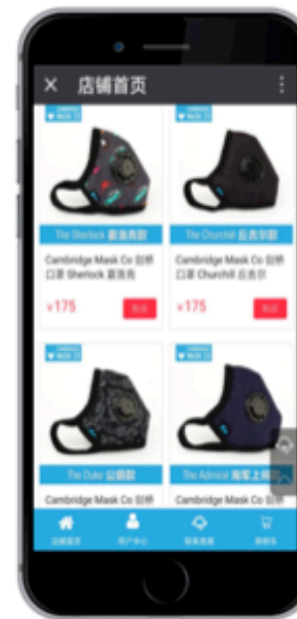
## 1. Stand-alone website (brand.com)



## 2. Marketplace (JD/VIP)



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



## 4. Mini Program



JS-SDK

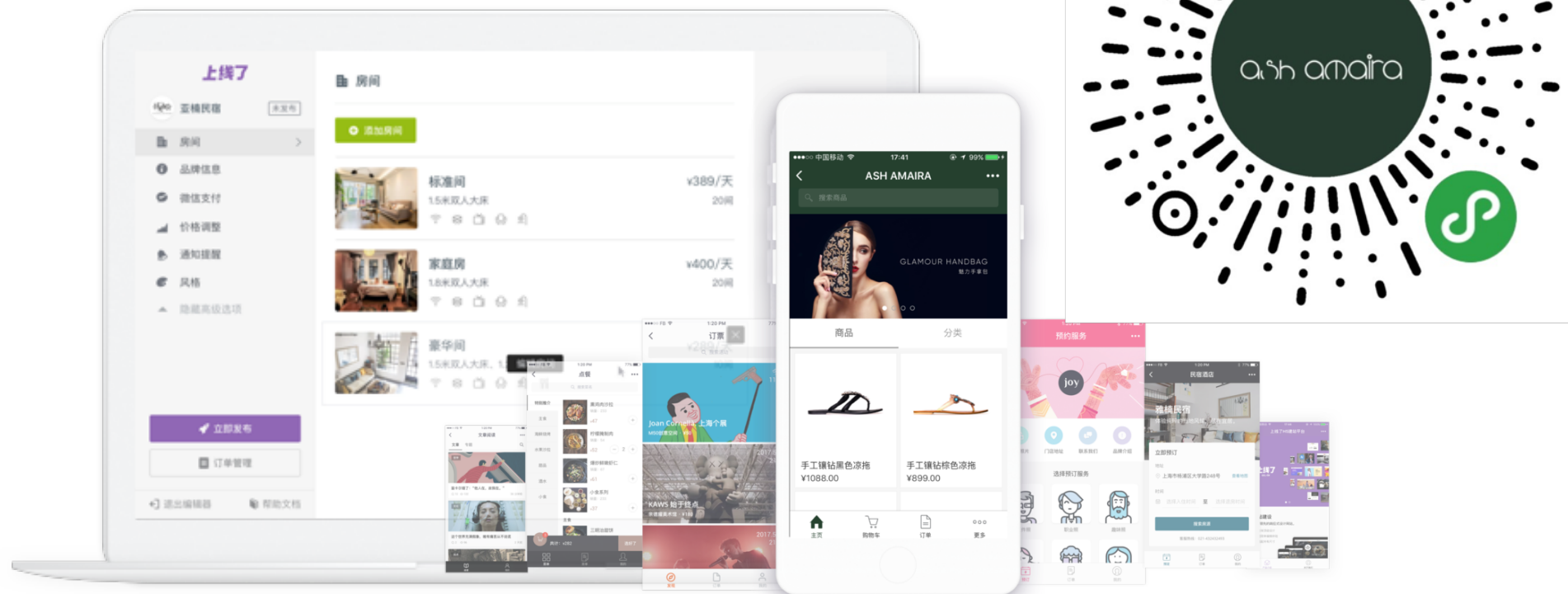
MP

# **H5 vs MP**

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



# Generator



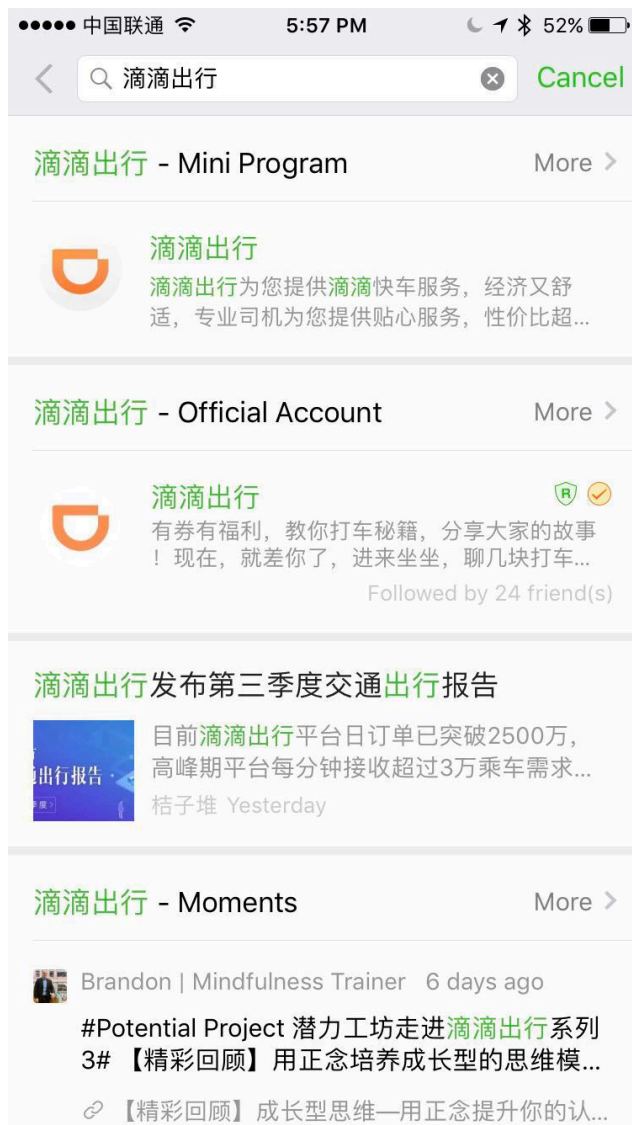
[www.sxl.cn/xiaochengxu](http://www.sxl.cn/xiaochengxu)

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



**Doc**

08/02/2017 Update log

# **F**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?**