Wechat Bible for Brands

Version 1.0, May 2016
Foreword

This document is a “verbose” version of a 31Ten presentation used as part of our training programs. It is intended for creatives, digital producers, project managers, product managers and business owners with a minimal understanding of Wechat’s business use cases who want a reference document they can go to for an overview of the app functionalities and capabilities. This presentation will be updated regularly along with Wechat’s new functions: please leave us your email if you want to receive its updates or other Wechat related documents.

About 31Ten: We specialize in helping brands navigate the complexity of China’s digital ecosystem. We provide our clients with trainings, tailor-made strategies and digital solutions to reach ever more connected, agile, and informed Chinese customers.
1. NATIVE OFFICIAL ACCOUNT FEATURES

User / Brand Interaction Features Specific to Wechat
Subscription Account or Service Account?

“Subscription ghetto”

Service accounts

Subscription accounts section
Subscription Account vs Service Account

**Subscription Account**
Content-centric consumer activation and interaction. Limited features, but best content reach

- Best when publishing >4 articles/month
- Daily push, but notifications are placed in the “subscription ghetto”
- Content is searchable on Sogou (搜狗) search engine
- Original content can be certified and re-shared by other accounts with mention to the original publisher
- Revenue from reader “tips”
- Revenue from display ads on articles

**Service Account**
Full consumer experience capabilities. Best for post-sales interaction and sophisticated activation

- 4 push’s/month, push appears as a regular notification
- Follower segmentation
- QR code tracking
- Native E-commerce & payments
- Coupons, loyalty programs
- Can connect to a customer service team (multiway chat)
- API access for follower input processing
- Advertise on Wechat
- Content not searchable on Sogou (搜狗)

Detailed breakdown of the subscription vs service features: [http://cpc.cx/fEg](http://cpc.cx/fEg)
Native OA Messaging Interface

**TYPE OF INTERACTIONS AVAILABLE**

- **Official Account side**
  - Text
  - Embed
  - Video (Sight, video hosted on Tencent video hosting platform 腾讯视频)
  - Audio (voice message, music message)
  - Pictures (Official Account library currently limited to 5,000 pictures)
  - “Wechat cards”:
    - Single media message
    - Rich media message
  - Message templates: service notices to users, such as product purchase successfully completed (only accessible to verified service)
  - WeChat coupon (微信优惠券), Red envelopes (红包)

- **User side**
  - Same interactions as with any Wechat contact: text, audio, pictures, Sights, location data etc. except contact cards, red envelopes, transfers
  - Cannot forward content from conversations to official accounts

![Welcome text message with links](image1)

![Service message: membership program registration confirmation](image2)

ID: LOCCITANE_PROVENCE
# Navigation Menu

## Two-Tier Menu Bar

- **First level:** 菜单
  - 3 tabs maximum
  - 4 Chinese characters maximum (8 letters)
- **Second level:** 子菜单
  - 5 tabs maximum
  - 8 Chinese characters maximum (16 letters)

- Different menu items can be shown to user groups, e.g. based on their Wechat language, gender, location etc.

Best practice: Welcome message. Can be customized according to multiple criteria e.g. user language, source QR code etc.

1st level menu: 3 items max

2nd level menu: 5 items max
MENU ITEMS CAN TRIGGER:

1. Message interaction
   - Text
   - Video
   - Audio
   - Pictures
   - “Wechat cards”: single/rich media message
   - URL sharing

2. Send to pages
   - Web page (preferably optimized for Wechat browser display)
   - WeChat coupon (微信优惠券)
   - Wechat native membership card page
   - Wechat native store page
   - Wechat poll page

3. Wechat app functions
   - QR code scanner
   - Picture taking / upload interface
   - Location picker
SINGLE MEDIA MESSAGE

- Title/Headline
- Date
- Cover picture: 900 x 500px
- Lead in (导语): can be customized, otherwise the first sentence of the first paragraph is used

- Can only link to a wechat-hosted article (http://mp.weixin.qq.com/xx)
Native Messaging System: OA Side

MULTIMEDIA “RICH” MESSAGE

• 1 Highlighted content + up to 7 sub pieces = 8 pieces max (10 through the API)
• Headline can hide 1/4 ~ 1/3 of the picture’s bottom (depends on the length of the headline) => around 120px for a single-lined headline
• Cover pictures: First sub message: 640 x 320px / Sub messages thumbnails: 80 x 80px

ITEMS CAN LINK TO

• Wechat articles
• Web pages (under conditions)
Native Messaging System: Keywords

**KEYWORD BASED AUTOMATIC ANSWERS**

- When user initiates a dialogue with an official account, the account can send the user an automated response based on:
  - keywords the user wrote
  - User info (e.g. location, gender, language etc.)
- Voice messages can be processed to extract keywords (speech to text analysis)
- Rules to determine when and how these responses are sent out:
  - Max. 200 rules
  - Max. 10 keywords per rule
  - Max 5 responses per keyword
  - “exact match” and “partial match”
  - Automatic general response for when user content doesn’t match any keywords
Example: Triggering Information Display

Number based message interaction tree

Latest seasonal products
Example: Simple Quiz

- **Example Question:** A table and lamp are shown. Choose the correct option:
  - [1A]: 维蒙边桌
  - [1B]: 穆斯肯边桌
  - [1C]: 拉克边桌
  - [1D]: 伊萨拉边桌

- **Follow-up Question:** Answer correctly to receive next question with more options:
  - [2A]: 法多台灯
  - [2B]: 维特台灯
  - [2C]: 克拉伯台灯
  - [2D]: 拉姆本台灯

- **Feedback:** Good job! Keep going!
Native Messaging System: Processing API

Extending the Native Messaging System Capabilities by Interfacing the OA with a Server

- Allows virtually unlimited, enriched interactions with the user:
  - Voice based “concierge” type of automated services
  - Sound & video processing (cleaning, auto-tune, face recognition, translation…)

- Server side data limitations:
  - Pictures: JPG 128k
  - Voice: AMR 256k
  - Video: MP4 1M
  - Thumbnails: JPG 64k

- Only one server can be linked to an OA: if multiple user input treatment logics are required, a routing mechanism needs to be implemented at server level

Example source: WalktheChat
Example: Time Sensitive Information Retrieval

Air quality information

Available flights and prices

(IDs: thirty-one-ten, CS95539)
Example: Product Personalization

Send personalized pictures of the brand product with follower’s name
Example: Automated “Siri-like” Concierge

ID: chumenwenwen

Dianping results ID: chumenwenwen

Example:

Automated “Siri-like” Concierge

- What's the weather like?
- What are the restaurants nearby?

Dianping results:

- 韵色老西门店
  - 方斜路446号(近建国新路)
  - 02163463582
  - 订座
  - 外卖

- 沪上潮人馆
  - 评分: 4.0 人均: 52.0元 离我7米
  - 黄浦区建国新路(近周路口)

- 克来小夫咖啡店
  - 评分: 3.5 人均: 36.0元 离我44米
  - 黄浦区方斜路432号

Source: WalktheChat
Example: Crowd Comments Displayed on Screen

Commenters’ avatar picture, nickname and timelined comments

Example source: Alan Siu
ALLOWING INTERACTIONS TO USE THE USER'S LOCATION

• When the conversation interface is opened, the user is prompted to authorize the official account to acquire their location as set by GPS or network triangulation
• User’s location information when they open the interface is reported automatically every five seconds, for as long as the OA page is kept open

• Use cases:
  • Track user route & speed (running, cycling)
  • Display location based information e.g. nearest store
  • Venue navigation

Example source: Jing Digital
Example: Running Tracking

After a running session, user receives a shareable map of his/her route.
2. “H5”

Wechat Rendering of HTML/CSS/JS Content
Wechat’s Rendering Engine “Headache”

The following slides are a first attempt to state which of the latest HTML capabilities are available for your micro sites and “h5” experiences optimized for the Wechat browser. It is by no means intended to be a reference document, but just an array of compatibility tests.

Wechat browser uses various rendering engines according to multiple conditions: iOS versions use the native webview system as a rendering engine, Wechat Android however will use a custom embedded engine developed by Tencent, “TBS X5”.

X5 can be very complex for developers as it can run various core engines according to the phone’s capabilities (e.g. RAM available) and Android environment. Currently, there are three main rendering engines for X5:

- Webkit (TBS 1.X)
- Blink (TBS 2.X), a fork of webkit by the chromium project, used by several browsers like Google Chrome
- QQBrowser for mobiles with custom Android OS overlays like Meizu Flyme

As all of those rendering engines are forks of webkit, our tests showed 3 distinct situations, different according to the webkit version.
Wechat’s Rendering Engine “Headache”

**WECHAT WEBKIT VERSIONS OBSERVED OVER A SAMPLE OF CORPORATE WEBSITE VISITORS**

- **iOS 7.0, 537.51.1**, 3%
- **iOS 7.1, 537.51.2**, 2%
- **Android, 537.36**, 11%
- **Android, 534.30**, 2%
- **iOS 8, 600.1.4**, 14%
- **iOS 9, 601.1.46**, 35%
- **Android, 533.1**, 34%

**SAFARI WEBKIT VERSIONS**

- **iOS 7.0**, 537.51.1
- **iOS 7.1**, 537.51.2
- **iOS 8**, 600.1.4
- **iOS 9**, 601.1.46

**TENCENT’S X5 ENGINE WEBKIT VERSIONS**

- **Android**, 533.1
- **Android**, 534.30
- **Android**, 537.36

Source: 31Ten research, sampled over a corporate website’s visits in December 2015
Accelerometer & Device Orientation

MAIN FEATURES
• Capturing device motion and orientation with a fine time granularity (<100ms)

USAGE EXAMPLES WITHIN WECHAT
• Scrolling & navigating content based on device orientation, creating 3 dimensional illusions (virtual visits)
• Triggering events based on accelerometer
• Game controls based on device orientation & motion
• Taking control of other interactive devices (e.g. screen) through the phone’s orientation or motion

LIMITATIONS
• Webkit v533 might not be able to capture motion, only orientation
• Responsiveness depends on hardware
Web Audio API

**MAIN FEATURES**

- Sound processing: apply unlimited real-time sound effects
- Simultaneous playback of multiple sounds at once
- Sound pre-buffering
- Precise timing controls

**USAGE EXAMPLES WITHIN WECHAT**

- Live mixing of multiple tracks & sound effects
- Sound-related visualization effects: sound waves, equalizers...
- Virtual instruments
- Collaborative music playing between multiple users
- Live digital audio workstation

**LIMITATIONS**

- Complexity limited by the phone’s processing capacity
Vibration Trigger

**MAIN FEATURES**
- Trigger phone vibration: length, number of vibrations

**USAGE EXAMPLES WITHIN WECHAT**
- Better immersion in html games
- Success notification to the user

**LIMITATIONS**
- Vibration intensity is apparently not controllable

### iOS
- **iOS 7.0**: ✔
- **iOS 7.1**: ✔
- **iOS 8**: ✗
- **iOS 9**: ✗

### Android
- **533.1**: ✗
- **534.30**: ✗
- **537.36**: ✔
WebGL

MAIN FEATURES
• Rendering and animating interactive 3D graphics and 2D graphics
• Allows much more complex animations that traditional CSS/JS combination

USAGE EXAMPLES WITHIN WECHAT
• 3D rendering of objects
• Wechat 3D based games

LIMITATIONS
• Complexity limited by the phone’s processing capacity
Key Takeaways

• If you can build it for mobile, you can (mostly) build it for Wechat
• For iOS devices, as long as your page runs fine in Safari, you’ll be good
• On Android, for most sophisticated features (3D, web audio API), you’ll be potentially leaving 30% of users out of the picture. You might want to consider a degraded version of the experience
• By measuring loading microtime and network type, you can serve a lower weight experience to the user (lighter pictures & videos) for remote cities and poor network conditions
3. “JS SDK”

Direct Access to Wechat Native Capabilities Within a Webpage
Introduction

WHAT IS WECHAT JS SDK

• A set of tools to add Wechat native functionalities inside a webpage rendered within the Wechat browser
• Allows developers to drastically enhance the user experience by using Wechat functionalities the user is familiar with (QR scanner, microphone, picture upload)

FEATURES OVERVIEW

• Wechat Login : login and get user information in one click
• QR codes : Use the QR code scanner without leaving the web page
• Multimedia : Microphone, Speech recognition, Camera
• Wechat Payment : Let users pay using Wechat payment without leaving the website
• Other : Intelligent geolocation, get current network used, customize the sharing snippet aspect
FUNCTIONALITY

- Allows the user to instantly signup/login with a click to a web app using his Wechat account
- Same workflow as Google login or Facebook login, needs the user’s explicit consent

USER INFORMATION RETRIEVED

- OpenID: Unique user ID that is specific to the brand’s official account (NOT the actual Wechat ID)
- Nickname: User’s Nickname
- Profile Picture
- Gender: 1 (Male) 2(Female) 0(not defined)
- Wechat language
- Province: From user Wechat signup, not updated according to actual location
- City: From user Wechat signup, not updated according to the location
- Country: From user Wechat signup, not updated according to the location
- Is the user following your Wechat account? (yes/no)

No phone number, actual Wechat ID, first and last name, email etc. To do consumer data binding, you need to give sufficient reason to the follower to share additional information such as email or phone number.
Wechat Login Example: BONAPP

This app will get the following authorizations:

- Allow login via public info (alias, photo, etc.)

[Options]
- Cancel
- OK

Xu Ri Wu
Japanese
Xuhui
¥¥: 100¥ - 200¥

- 0 Check in
- 0 Favorited
- 0 Wishlisted

Address: 533 South Xiangyang Lu, near Zhaojiabang Lu

[Options]
- Add review
- Check in
- Save
- Wechat

DEMO
Wechat Silent Login

**FUNCTIONALITY**
- Allow a web page to obtain the user’s OpenID without authorization prompt

**USER INFORMATION RETRIEVED**
- **OpenID**: Unique user ID that is specific to the brand’s official account (NOT the actual Wechat ID)

**USE CASES**
- Uniquely identifying a web page visitor for web analytics purposes
- For a discount campaign where each user can only apply for one coupon, instead of checking the identifying the user once with a phone number validation, we can use Wechat silent login to make sure a visitor can only have one coupon generated
QR Code Scanner

FUNCTIONALITY
- Use the QR code scanner without leaving the webpage: 1 click instead of back arrow => top menu “+” => QR code scanner

WORKFLOW EXAMPLE: MUSEUM AUDIOGUIDE EXPERIENCE

Scan QRcode from Wechat in Entrance of Museum ➔ Redirects to Wechat Micro Website ➔ Audioguide track starts playing ➔ Click on the Scan button ➔ Audioguide is updated to the specific painting track without leaving the page
Multimedia : Microphone and Speech to Text

FUNCTIONALITY

• Microphone : records the user voice and sends it to a web app
• Speech to text : translates the user recorded message to text *(Chinese recognition only)*

WORKFLOW EXAMPLE : DISCUSSION BOT

Access to Wechat Micro Website  
Bot asks vocally the user how is today’s weather  
User presses a record button and says “its raining” in Chinese  
Bot recognizes the “raining” word and asks the user if it is a light rain
Multimedia : Camera

FUNCTIONALITY
• Camera : allow user to upload picture files and/or take a picture
• Pictures stored on Wechat’s server
• Full picture resolution not activated by default (pictures will be compressed)
• Cannot access directly the camera capture interface in one click, current flow is : click button > File system > Choose camera + Video
• Sights not supported yet

WORKFLOW EXAMPLE : PHOTOMATON WEB APP

Access to Wechat Micro Website, ask the user to choose a picture

add some effects on the picture (texts, filters, etc…)

Share a resulting page with the customized picture
**FUNCTIONALITY**

- Allow the user to purchase using Wechat Wallet and Wechat Cart system

**WORKFLOW EXAMPLE : WECHAT ONE PRODUCT PAGE ECOMMERCE**

Access to Wechat Micro Website

Back on the website, Ask for the address delivery and other information
Other Functionalities

- Intelligent Geolocation
  - Get the user location coordinates (Latitude and Longitude)
  - Fallback on Mobile Network Triangulation if the GPS is not enabled
  - Precision accuracy (in meters)
- Current network used
  - Wifi / 4G / 3G / 2G
  - Contextual information that can be useful to adapt the HTML5 Website experience to the user connection (simpler, lighter experience if on 2G for example)
- Customize the sharing page overview on moments
  - Can customize and personalize the Wechat text and picture sharing for each user to increase sharing virality
  - Only available for 3 domains per official account

Custom description instead of the page URL, custom picture

07 Apr 7/8, got one wrong, but which on...

Joseph L is a Wechat Guru

ABSOLUT-每一天都有值得喝一杯的理由

蓝井暖
This document heavily relies on content previously published by:

- WalktheChat
- ChinaChannel
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QUALITY ENGLISH SOURCES OF WECHAT INFORMATION

WalktheChat
walkthechat.com

ChinaChannel
chinachannel.co

Grata
blog.grata.co

Kawo
blog.kawo.com
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