

## Implementing Partners



# WeChat Mini-Programs: You don't need an App for China (or do you?)

31Ten, January 30th 2019

# Watch the webinar recording:

**Click this link:**

**<http://cpc.cx/nTq>**

**Or scan QR code:**



# Get Ready for China!

The EU SME Centre is an EU Commission funded project which helps EU SMEs prepare to do business in China by providing them with a range of information, advice, training and support services.

The Centre is implemented by a consortium of six partners and was established in October 2010. It successfully completed its first phase in July 2014 and has now entered its second phase which will run until 6<sup>th</sup> July 2019.



- ▶ **WeChat Solutions Design & Development**
- ▶ **UX & UI**
- ▶ **Online Performance & Web Analytics**

31Ten is a digital agency specialized in building tailor-made web applications for WeChat: Mini Programs, "H5" or integrations with existing customer-facing or enterprise-grade solutions. In 3 years of existence, we have served 40+ brands across 90+ projects.

31° 10'N: our name is derived from Shanghai's latitude, where we are based to serve as a compass that guides our clients in leveraging China's super app to reach, engage, convert and serve an increasingly agile customer. Our constant R&D ensures we will help you choose the best interface, user flow and WeChat infrastructure to make your project a success. So get in touch with one of our expert consultants today and we'll show you how we can build your WeChat footprint effectively, together.

## SELECTED CLIENTS

LVMH

JCDecaux

SoftBank  
Robotics

广汽汇理  
GAC-SOFINCO AUTO FINANCE

de GRISOGONO  
GENÈVE

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## CONTACT:



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[www.31ten.network](http://www.31ten.network)

1. What they are
2. Where MPs excel: 3 use cases
3. MPs' limitations to consider
4. SME Mini Program examples
5. Design Best Practices
6. Mini Program requirements
7. Looking Forward



## Chapter 1: What They Are



# After a slow start, WeChat Mini Programs have exploded since the beginning of 2018



**1M+ Mini Programs**

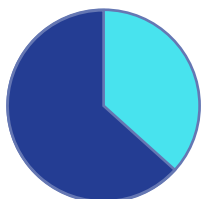
Average time spent using Mini Programs  
(minutes per day)



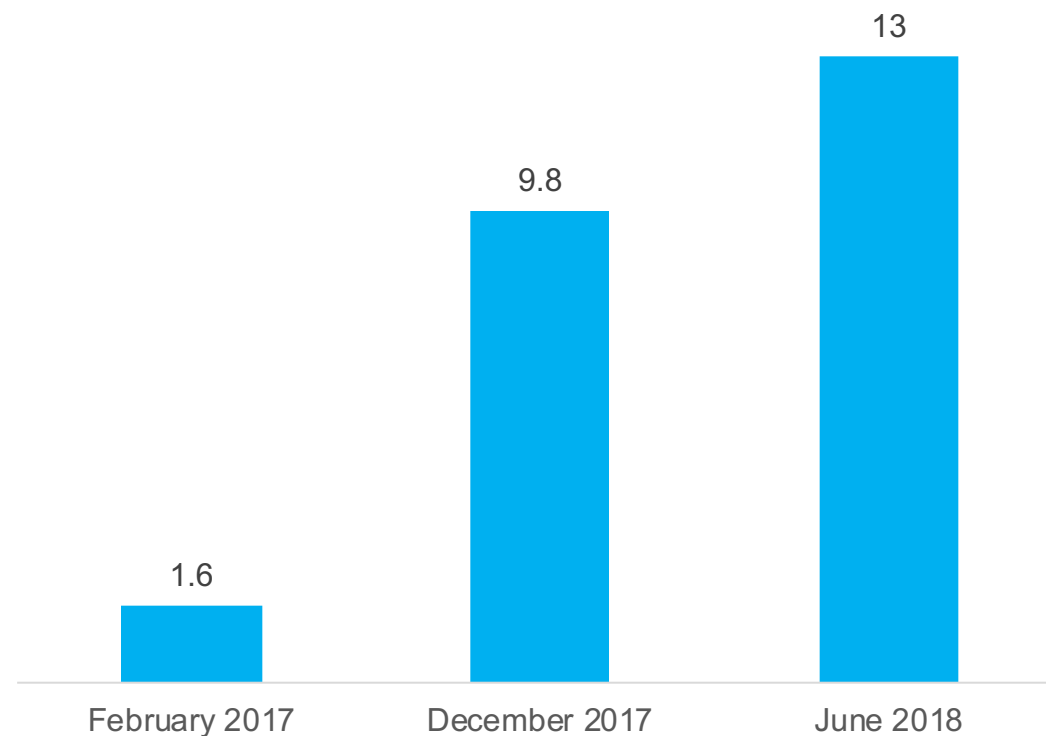
**200M Daily Active Users  
(DAU)**



**95% of ecommerce  
brands have a MP**



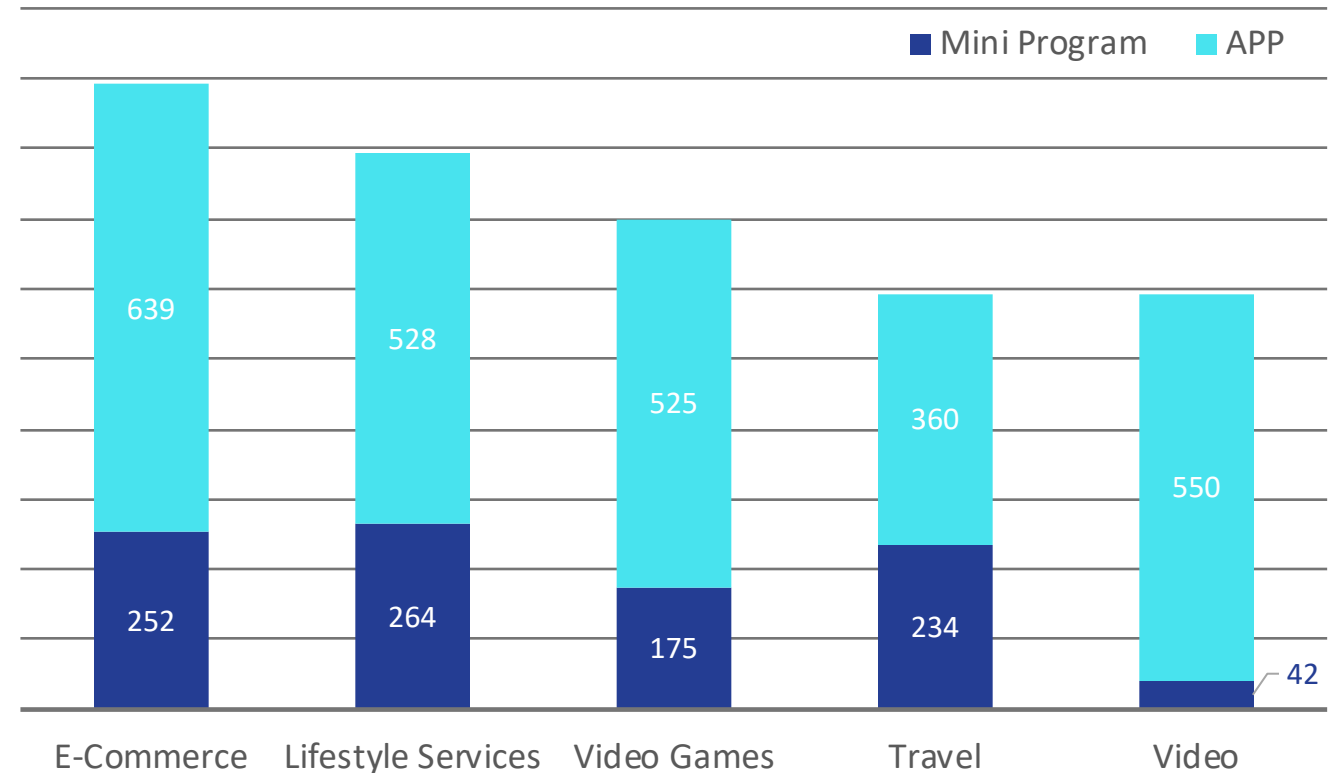
**63% of WeChat users  
have used them**





# Mini Programs already represent 20~30% of traffic

Distribution of user traffic across Apps and mini-programs (July 2018), millions



*Data from the Top 100 apps with an accompanying Mini-Program; all numbers rounded to nearest million. Source: Quest Mobile, 2018, Quest Mobile 'TRUTH' Data Set (August 2018), Resonance Analysis*

# A much better access experience



# Mini Programs = “Instant” Apps embedded in WeChat for disposable interactions, at the fraction of the cost of an App

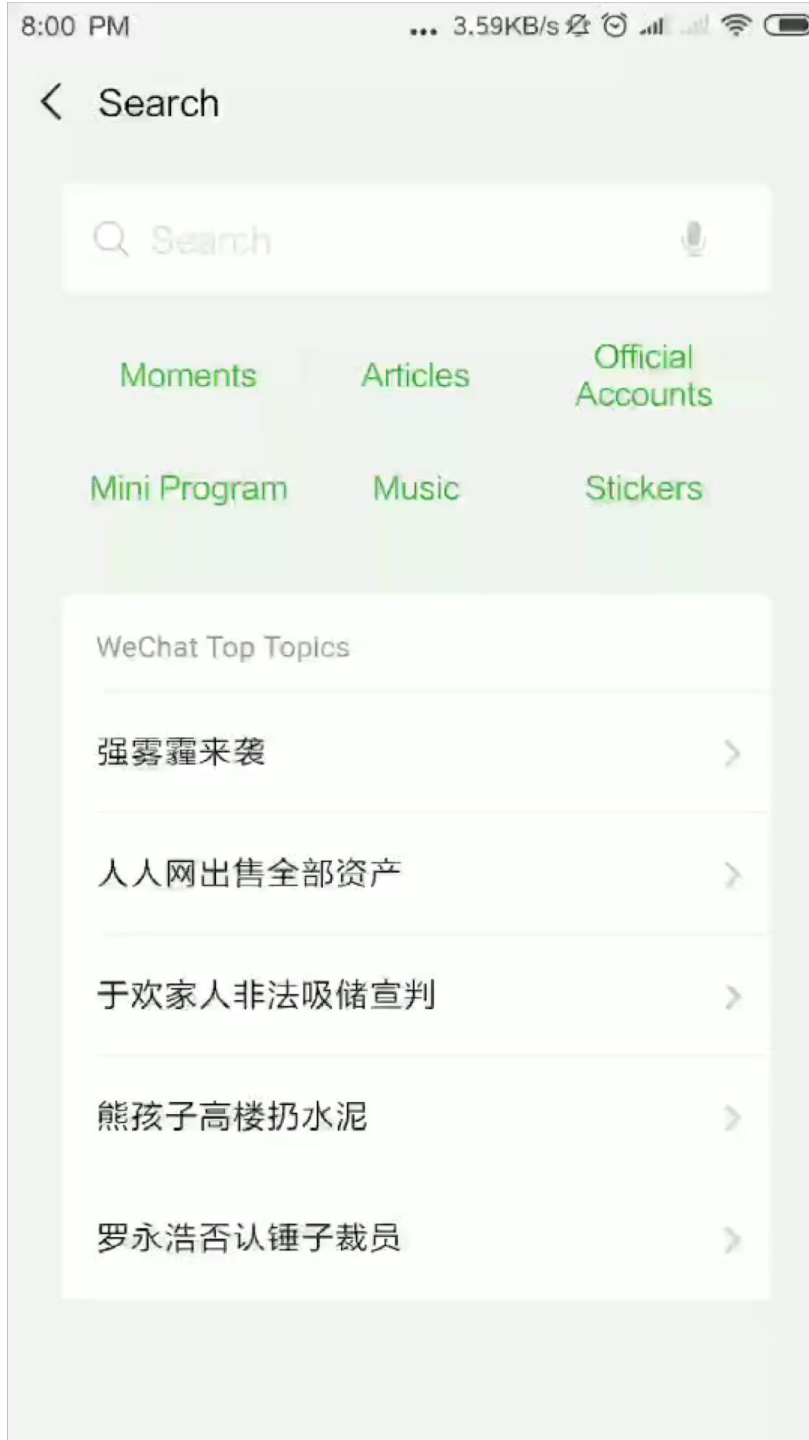


## LIGHT & FAST

- 4 Mb codebase, much quicker to load than an App
- Loads from Tencent servers
- No updates needed: the latest version is automatically loaded
- Cached on the phone
- Home screen shortcuts (Android only)
- Works offline: display ID, calculator, etc.



# Light and fast



# Mini Programs = “Instant” Apps embedded in WeChat for disposable interactions, at the fraction of the cost of an App



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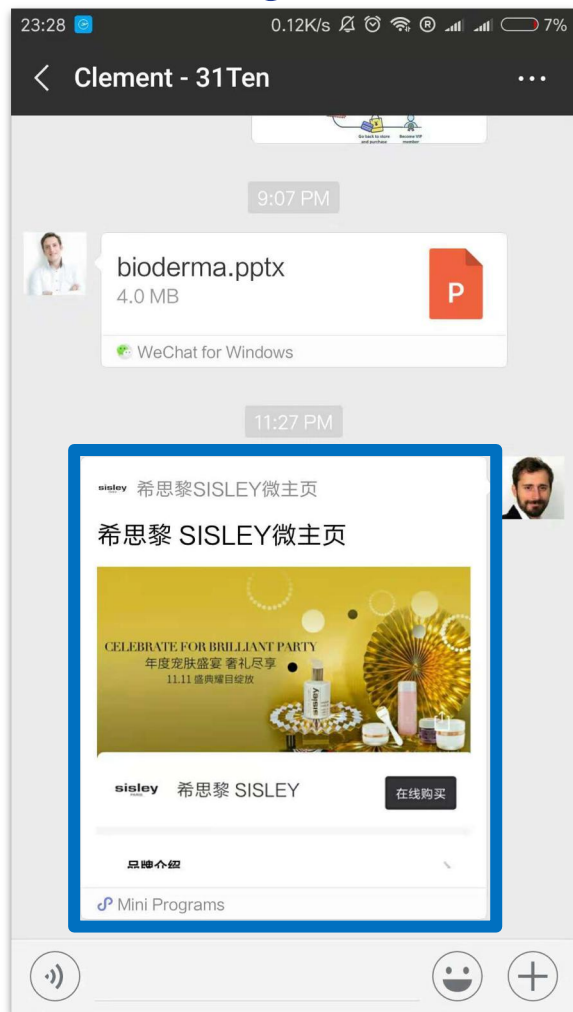


## TIGHTLY EMBEDDED INTO WECHAT'S ECOSYSTEM

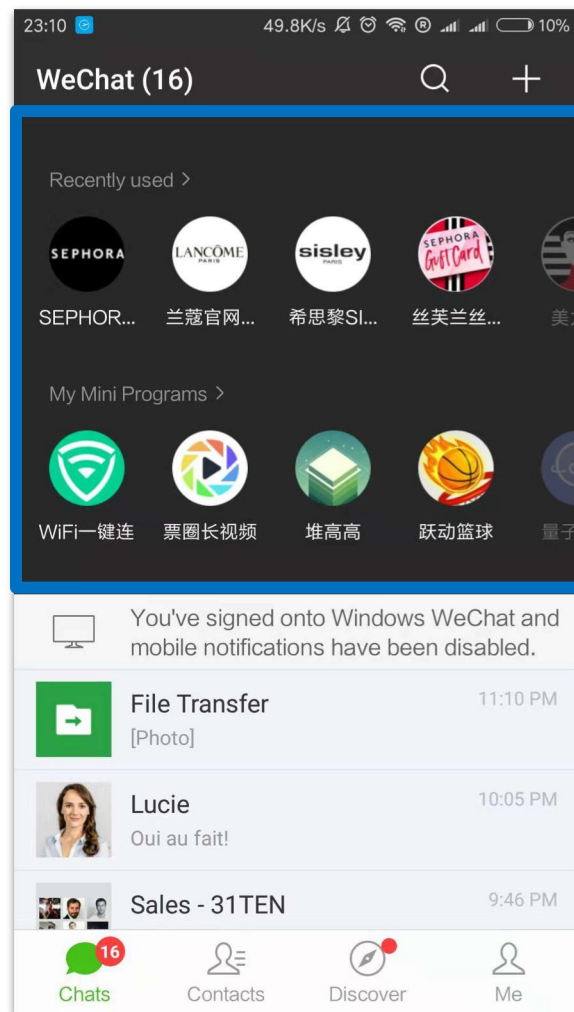
- >60 entry points (and counting!)
- Directly shareable in chats
- “Deep linking” to a specific subpage of the MP
- Easy, normalized login
- Seamless integration with WeChat features: Member Cards, IoT/Bluetooth devices, Coupons, WeChat Pay...
- Can access WeChat info against permission (fapiao info, phone number, addresses...)

# Tightly embedded into WeChat's ecosystem

## Sharing in chats



## Shortcut bar

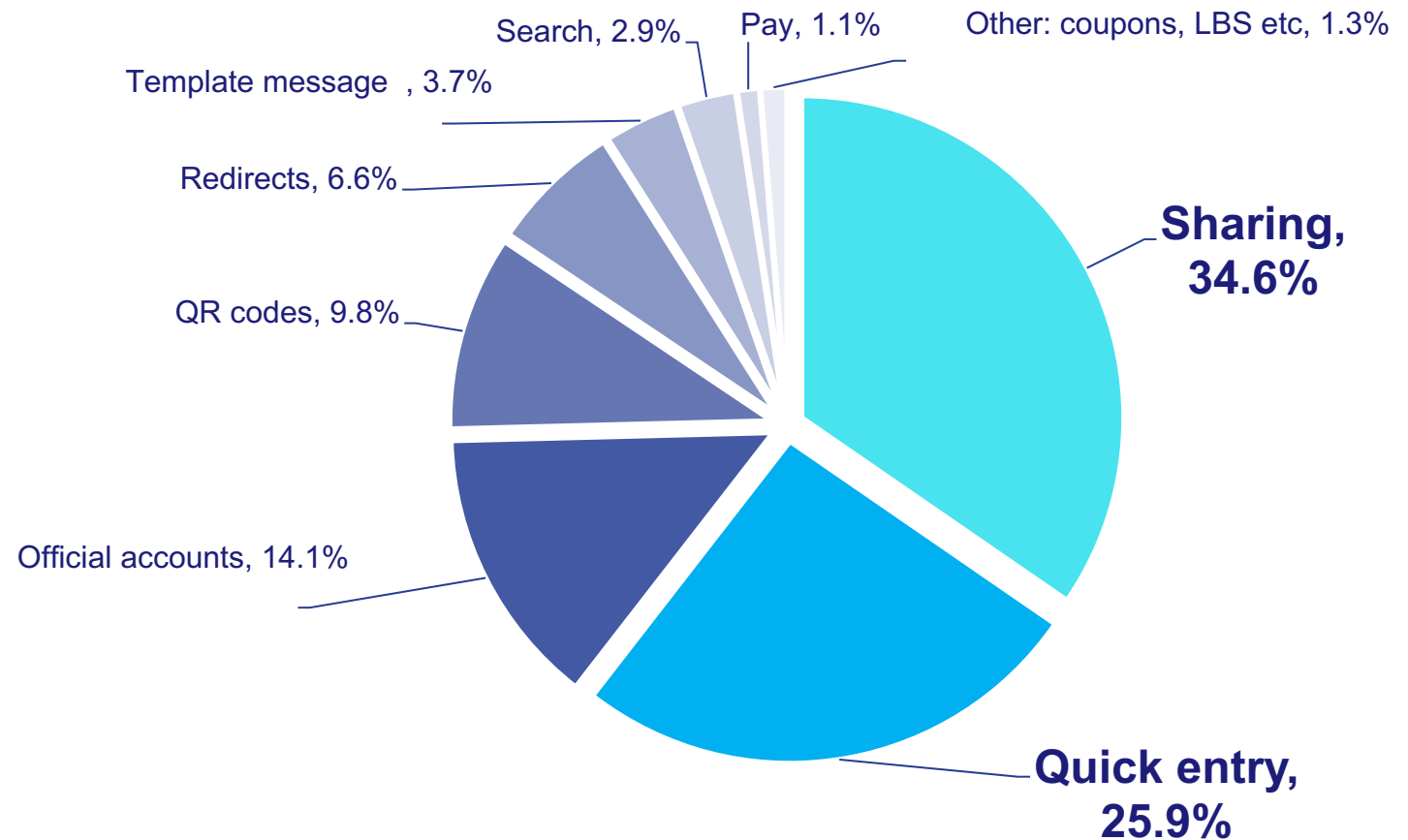


## From Official Account



# Low acquisition cost through virality: sharing is the #1 entry point overall

Mini Program Traffic by  
source, June 2018



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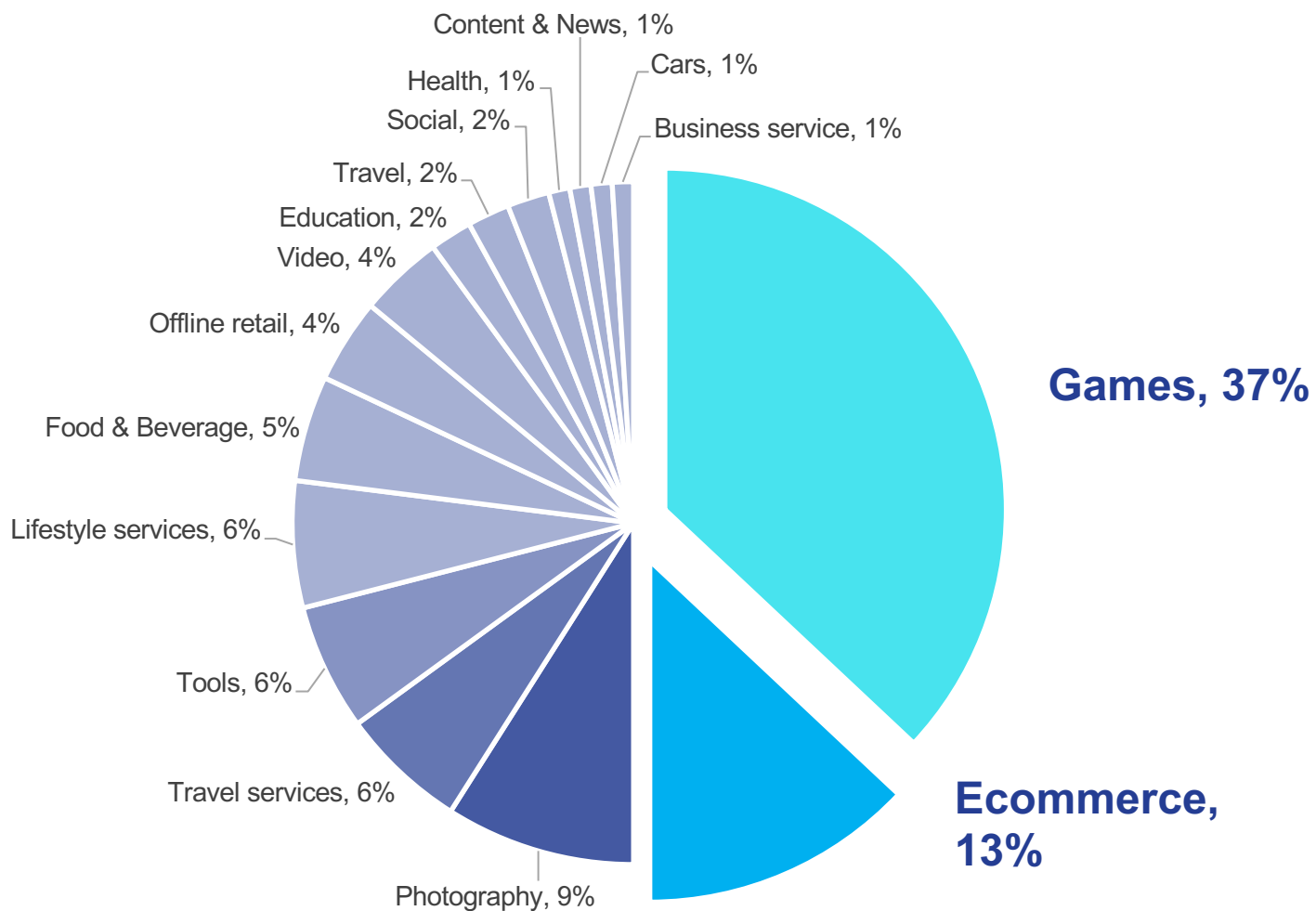
## COST EFFECTIVE

- Unique codebase across iOS and Android, no need to maintain 2 APP versions
- 20~50% of the development cost of an APP
- Much shorter time-to-release



# Games and Ecommerce are the most popular MP categories

Top 100 Mini Program  
traffic share by  
category, June 2018



## Chapter 2: Where MPs excel: 3 use cases

- A. O2O / contextual interactions
- B. Complete replacement of long tail applications
- C. Complement / entry point to “heavy applications”



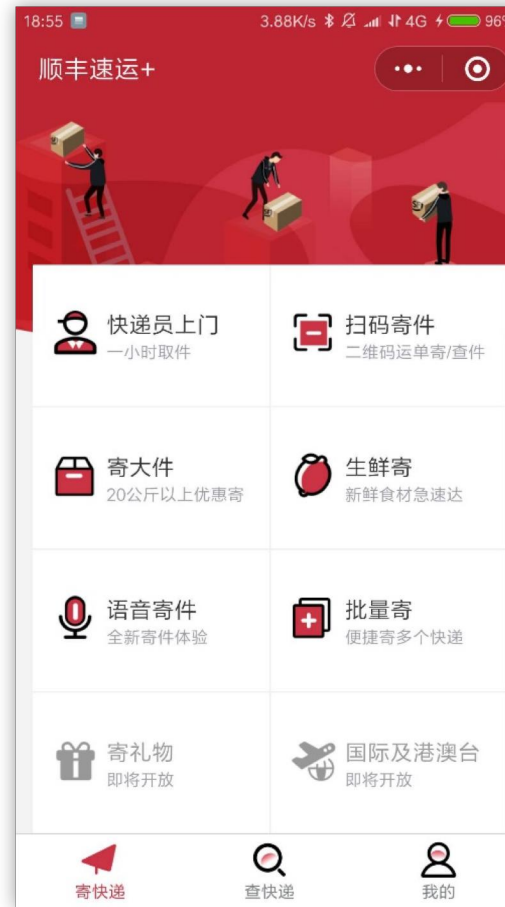
***"Good digital products  
let the user jump in and  
jump out quickly.  
(好的产品是用完即走)"***

*Allen Zhang, WeChat Founder*



## B. Complete replacement of long tail applications

- Infrequent use
- Quick tasks: simple and straightforward



Courier ordering and tracking



Booking directly from airline



## C. Complement / entry point to “heavy applications”

### OFFER THE MOST FREQUENTLY USED FEATURES OF YOUR APP

- Order repeat, order status tracking etc.
- Use high value tasks as an incentive to use the App (e.g. Issuing a fapiao, International courier etc.)
- Apps can share links to MPs

### EXCLUSIVE COMPLEMENTARY FEATURES

- Limited editions for ecommerce
- Personalized products

### A TESTING GROUND FOR NEW FEATURES

- Fast release, no update required from the user
- Leverage WeChat and third party analytics data to tightly target and measure each iteration

# Qunar: much more task-focused user experience



NATIVE APP

VS



MINI PROGRAM

# McDonald's: segmentation across 5+ Mini Programs

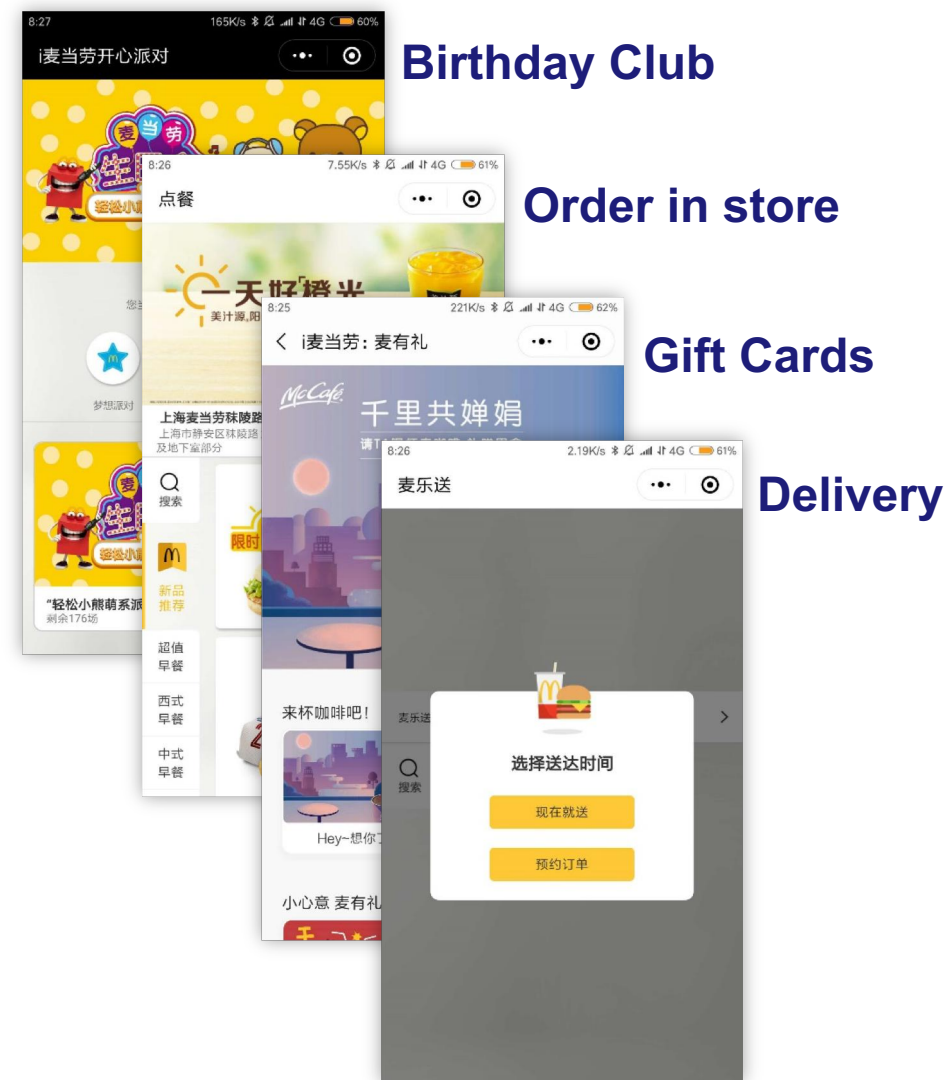


**NATIVE APP**

VS



**MAIN MINI PROGRAM**



**Birthday Club**

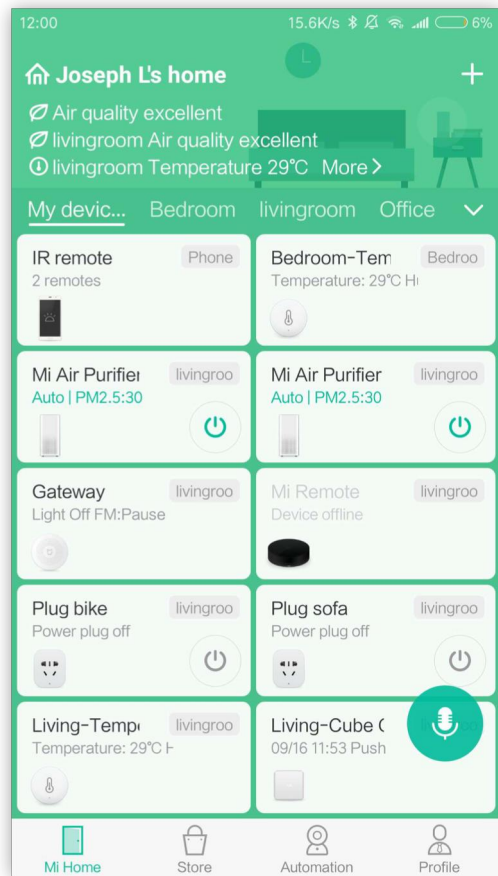
**Order in store**

**Gift Cards**

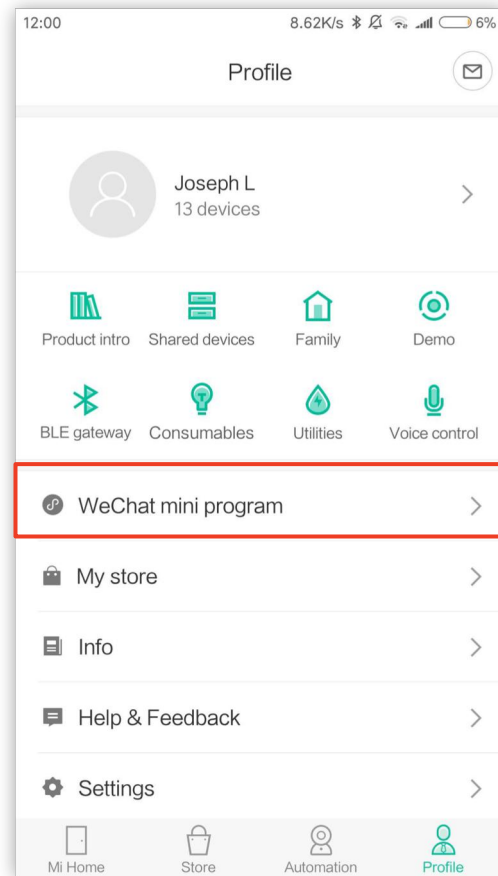
**Delivery**



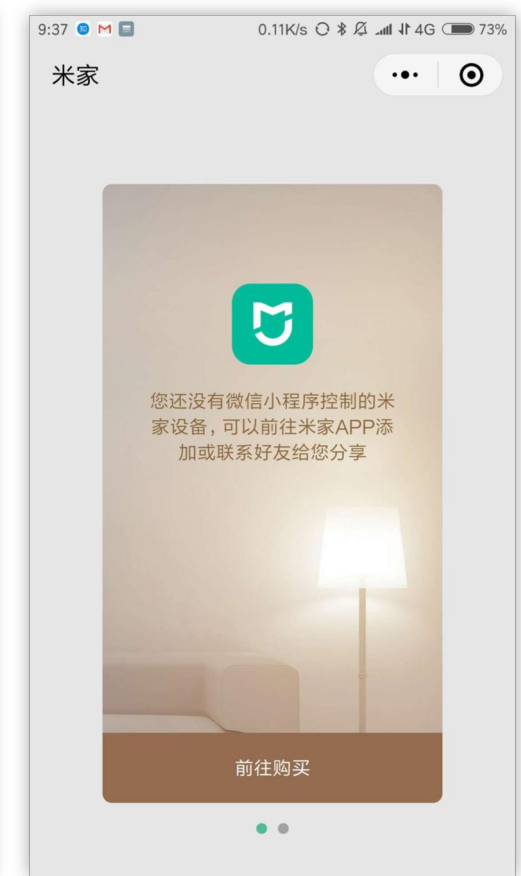
# Xiaomi Home: MP can only be used after you download and bind the App



**NATIVE APP**



Shortcut to the devices  
shared with the MP



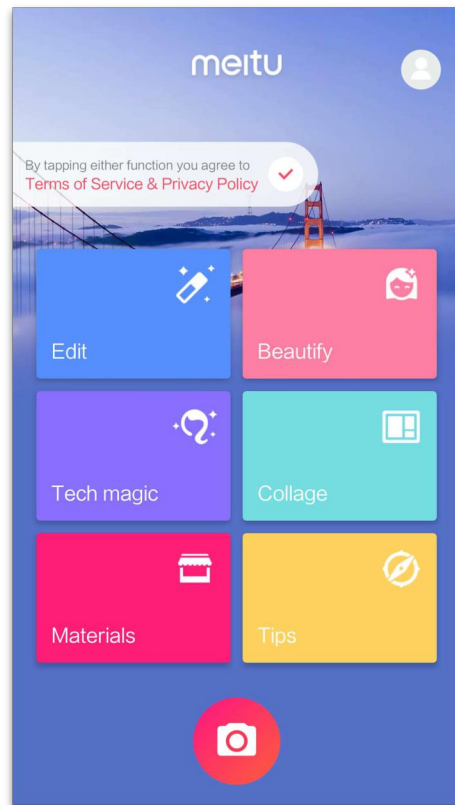
Invitation to bind  
devices from the App

***“In our studies comparing native Apps with their WeChat MP counterparts, users preferred the apps when the mini-programs only tried to replicate the native App (Ctrip, Ele, etc.). Brands succeeded when they created more single use functions as their MPs”***

*Samuel Jesse, Research Director at UXSPOT*

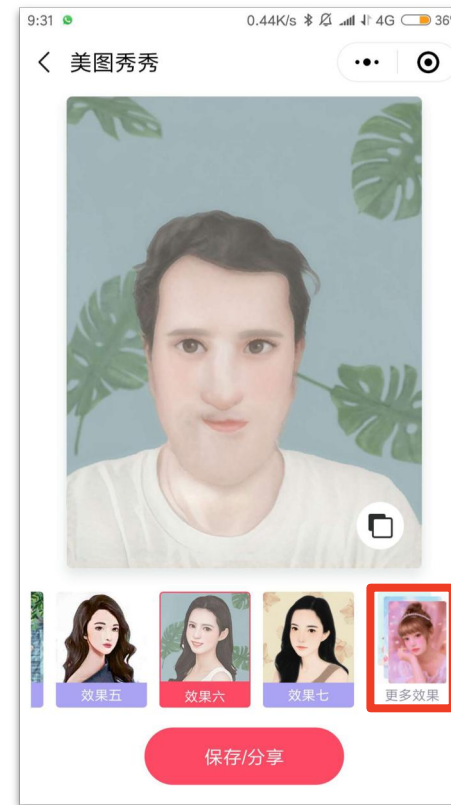
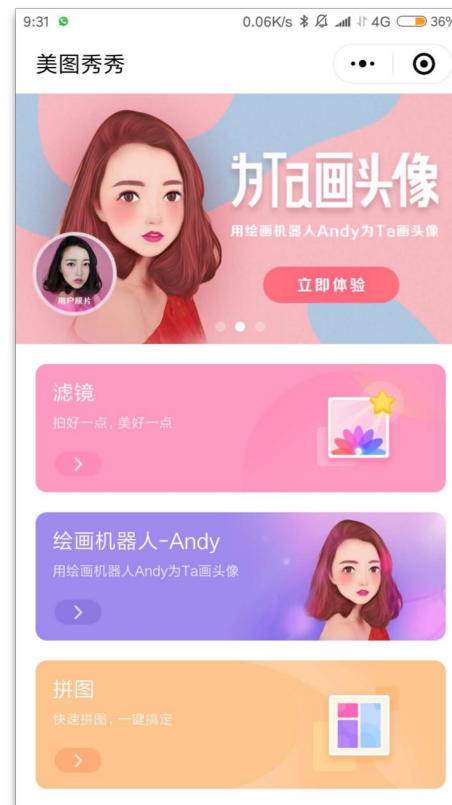


# Meitu: 3 core features as a teaser + invitation to download the full App



**NATIVE APP**

VS



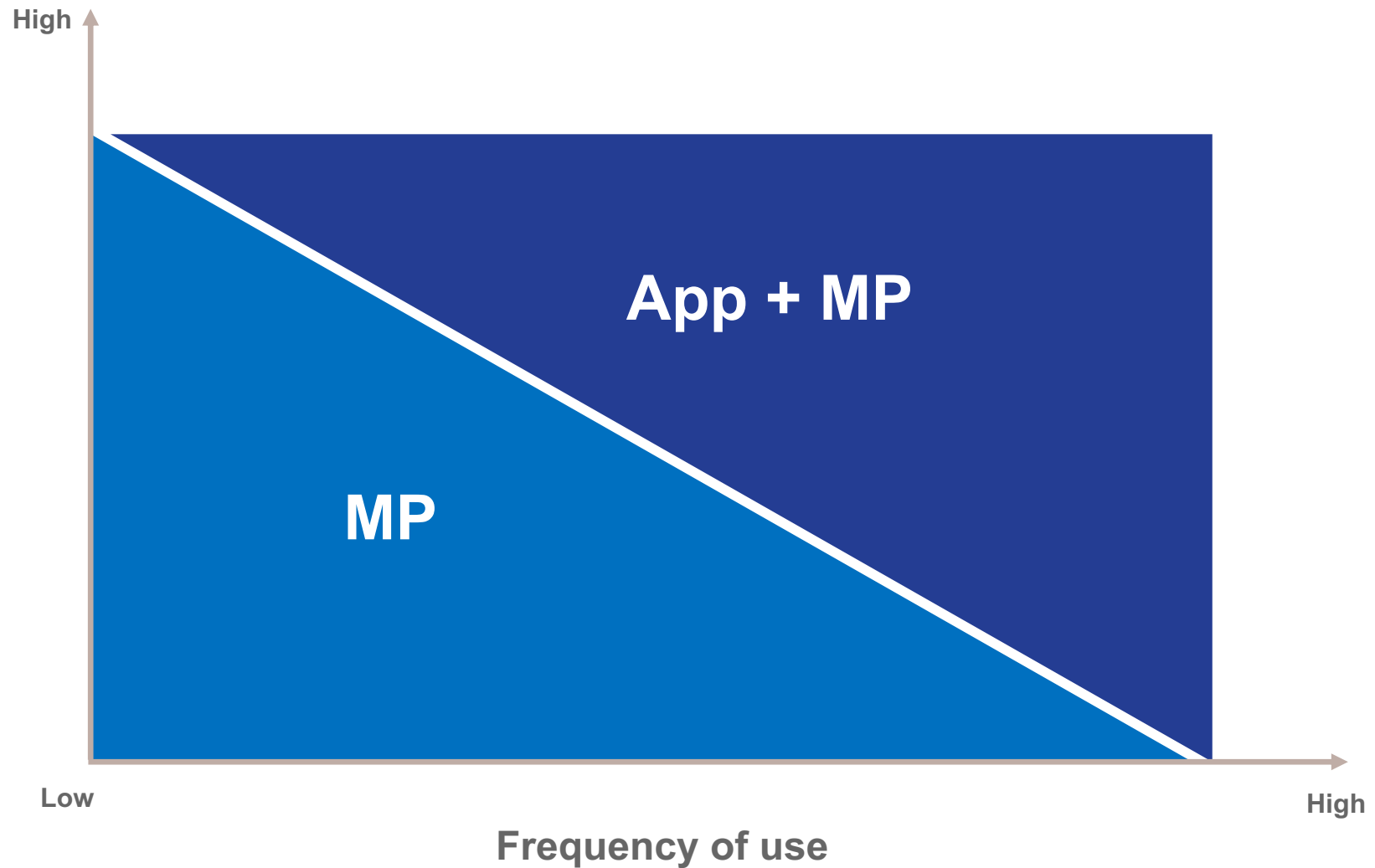
**MINI PROGRAM**

***“Our users wanted an easy registration interface. By launching a Mini Program, not only the DAU traffic has increased exponentially, but the organic downloads of the App have gone up as well!”***

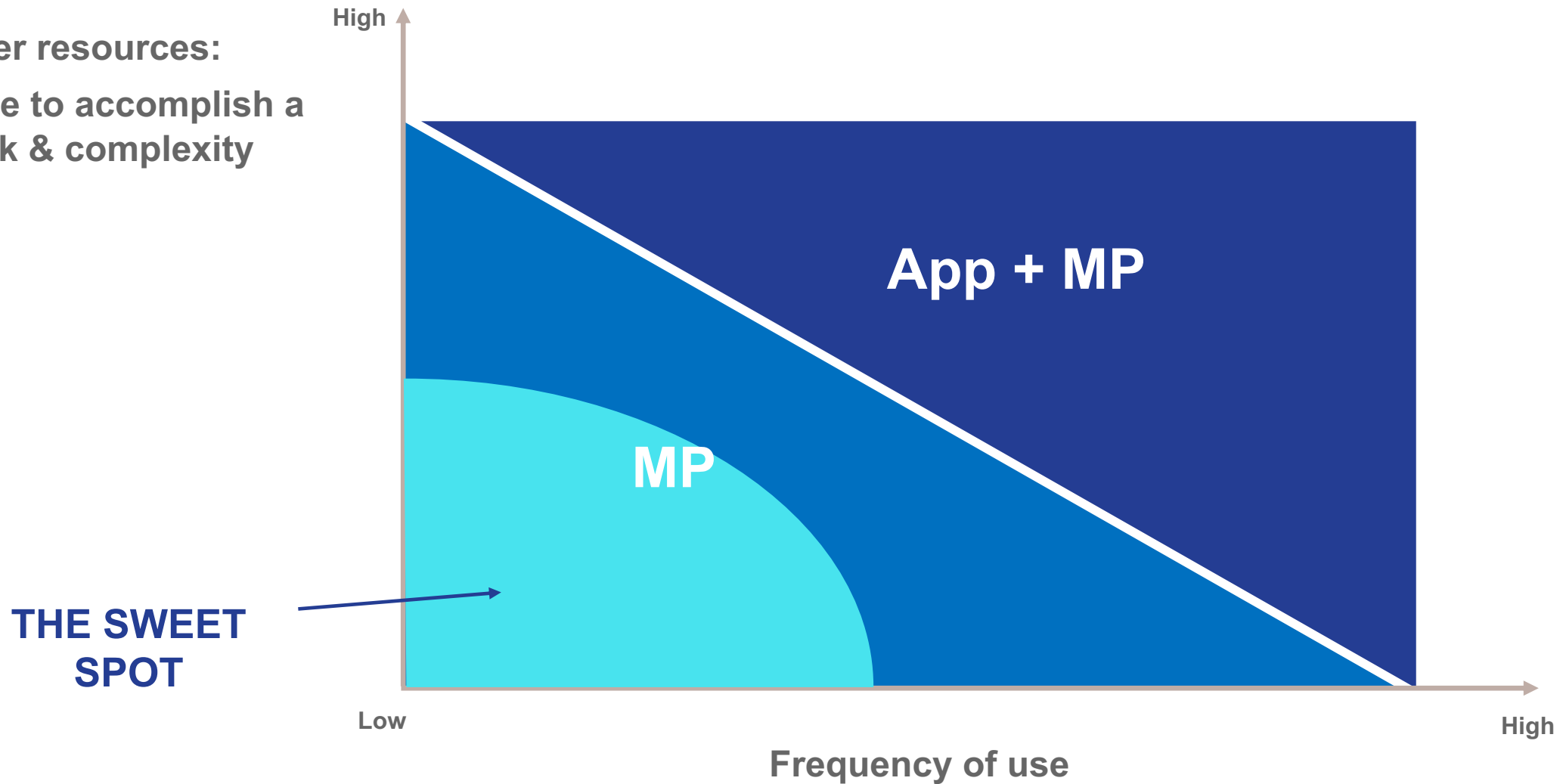
*Andrea Sperenza, CEO of YEYU App*



User resources:  
time to accomplish a  
task & complexity



User resources:  
time to accomplish a  
task & complexity



## Chapter 3: MPs' limitations to consider

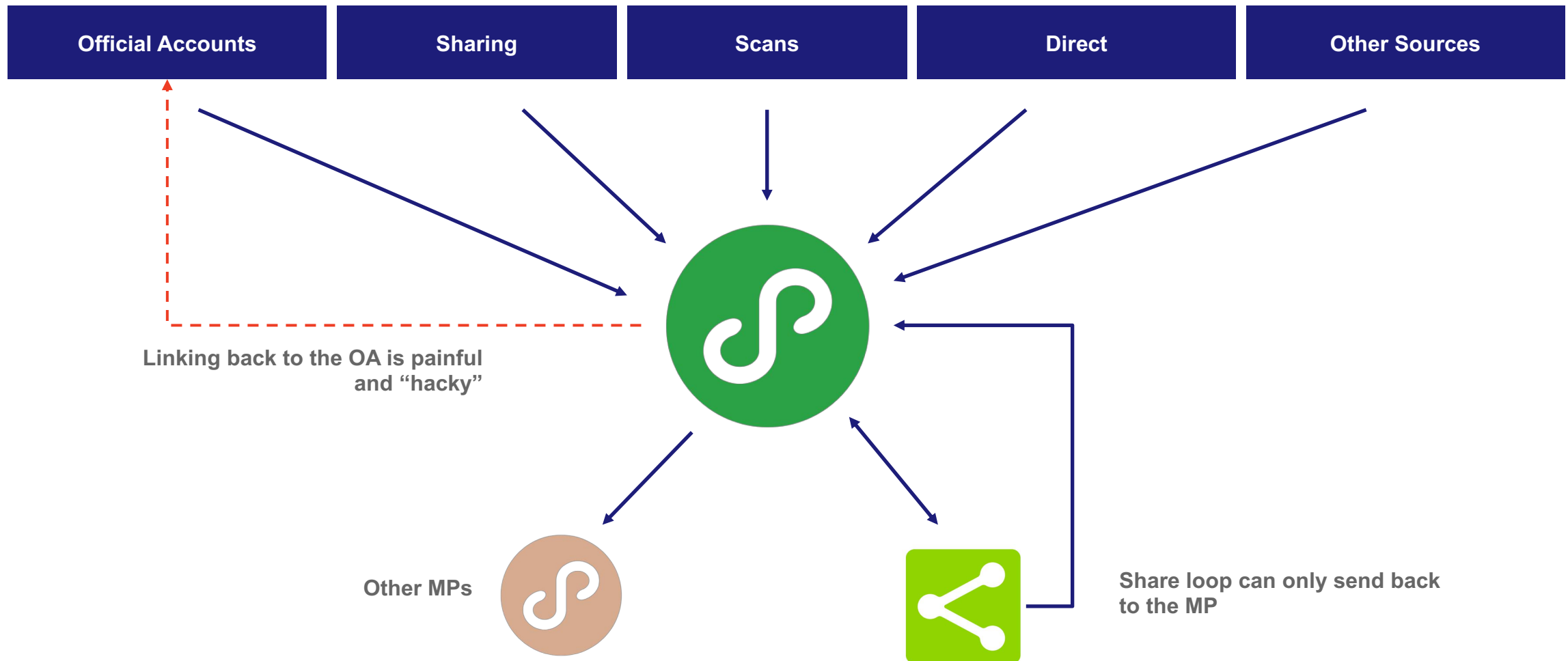


# Mini Programs' main limitations

- ✗ **No Notification / Pushes**
- ✗ **OA User ≠ OA Follower**
- ✗ Limited discoverability: still no real “App store” to find them
- ✗ No Games => **Mini Games** ( 小游戏 ), which have their own set of rules and APIs
- ✗ No VR/AR (not really)
- ✗ WeChat Pay only
- ✗ Do not work well with audiences outside of WeChat
- ✗ Dependent on Tencent's changing rules
- ✗ No Connections to APIs Outside of China, all data sources need to be ICP enabled
- ✗ Need Tencent approval on every update (unlike PWAs)
- ✗ User login does not provide identifiers (email, phone number)



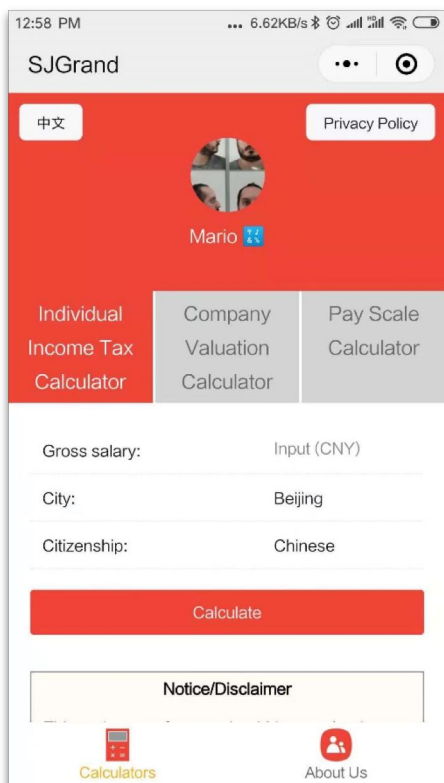
# Mini Programs : a traffic's dead end?



## Chapter 4: SME Mini Program examples

# B2B Mini Program Tools for awareness / lead generation

SJ Grand, an accounting firm in China, provides a series of tools for businesses and employees to calculate different costs associated with the operation of the company



12:58 PM

SJGrand

中文 Privacy Policy

Mario

Individual Income Tax Calculator Company Valuation Calculator Pay Scale Calculator

Gross salary: Input (CNY)

City: Beijing

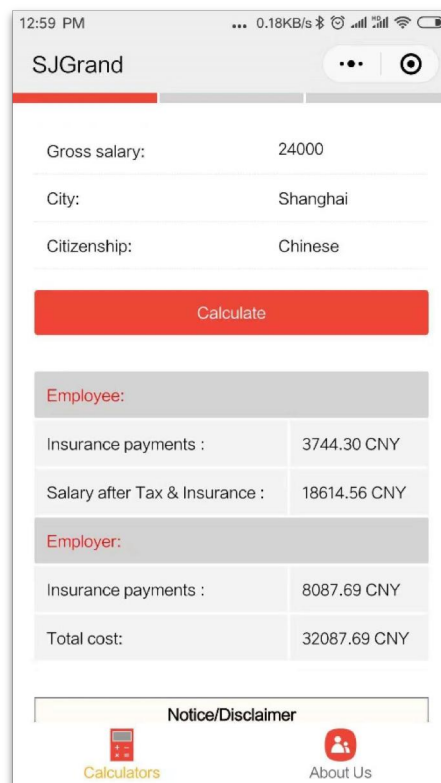
Citizenship: Chinese

Calculate

Notice/Disclaimer

Calculators About Us

- Select tool
- Input information



12:59 PM

SJGrand

Gross salary: 24000

City: Shanghai

Citizenship: Chinese

Calculate

Employee:

Insurance payments :	3744.30 CNY
Salary after Tax & Insurance :	18614.56 CNY

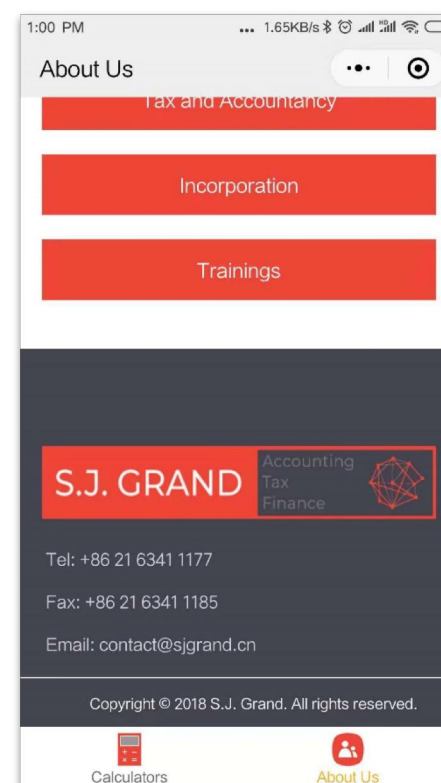
Employer:

Insurance payments :	8087.69 CNY
Total cost:	32087.69 CNY

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- Obtain Results



1:00 PM

About Us

Tax and Accountancy

Incorporation

Trainings

**S.J. GRAND** Accounting Tax Finance

Tel: +86 21 6341 1177

Fax: +86 21 6341 1185

Email: contact@sjgrand.cn

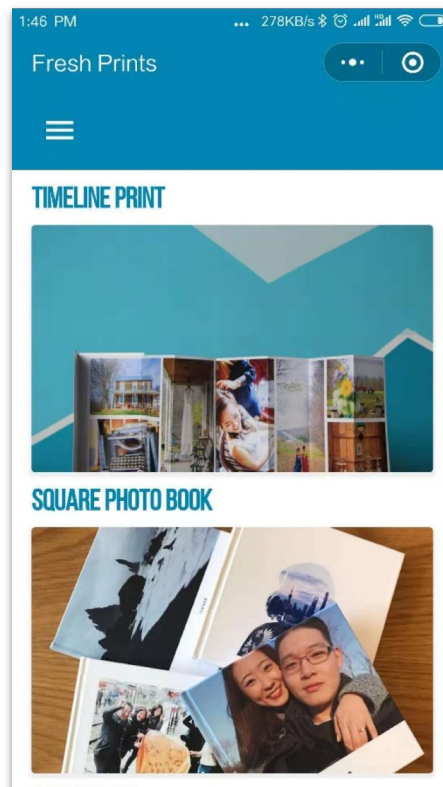
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Calculators About Us

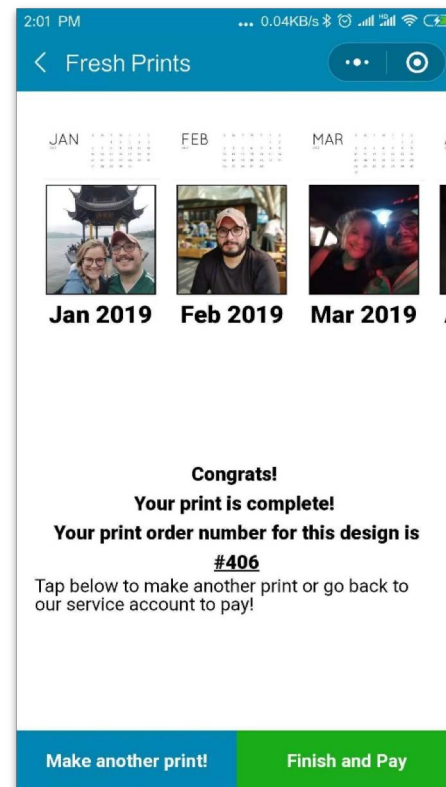
Contact information on  
second page

# Mini Program for photo albums printing and management

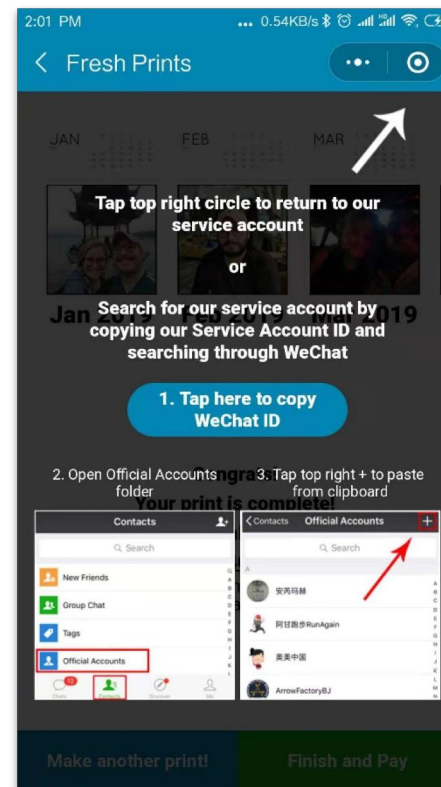
FreshPrints, a chat bot developing company, allows users to create and send to print timeline prints, photo books, calendars, and magazines by uploading their own pictures.



Select your project



Customize it



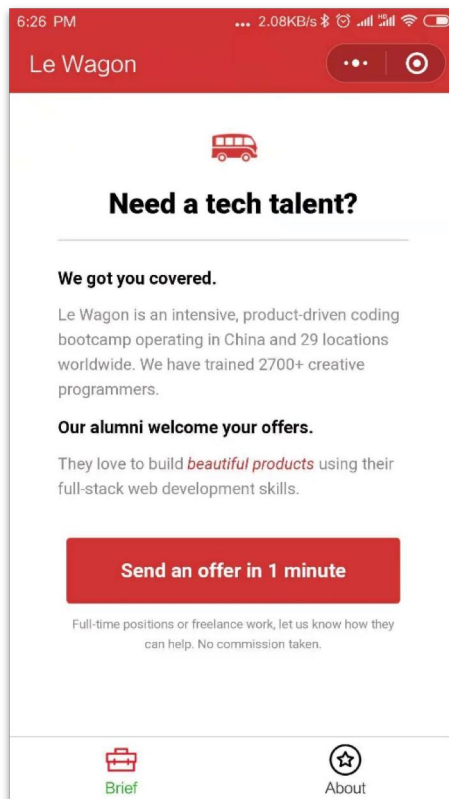
Go to official account



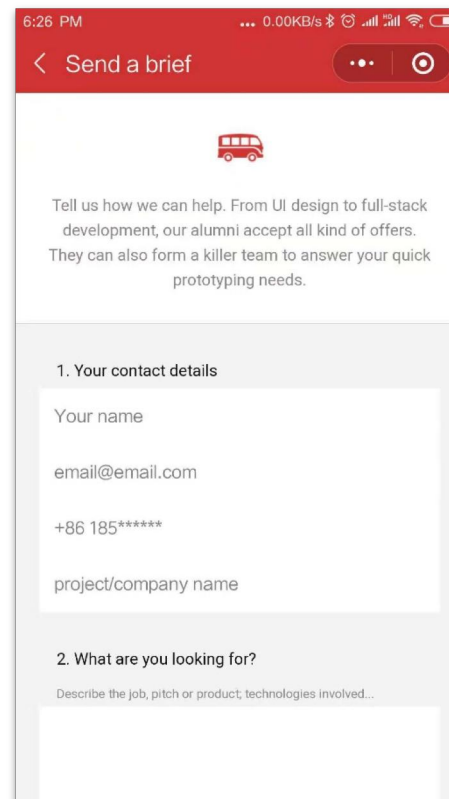
Complete order on Official Account

# Mini Program recruitment platform

Le Wagon, a developing bootcamp, provides a platform where interested parties can contact Le Wagon.



Introduction and CTA

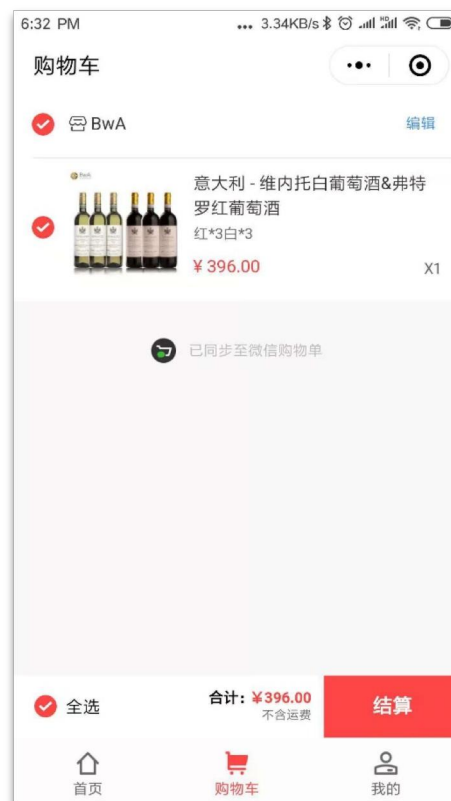
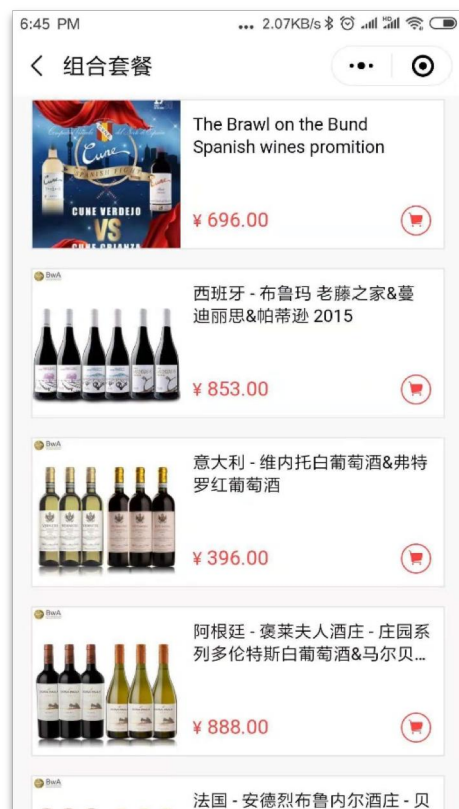


Fill in form



About Le Wagon

BWA, a Spanish wine importer built a B2C MP ecommerce to automate small orders and directly serve end customers

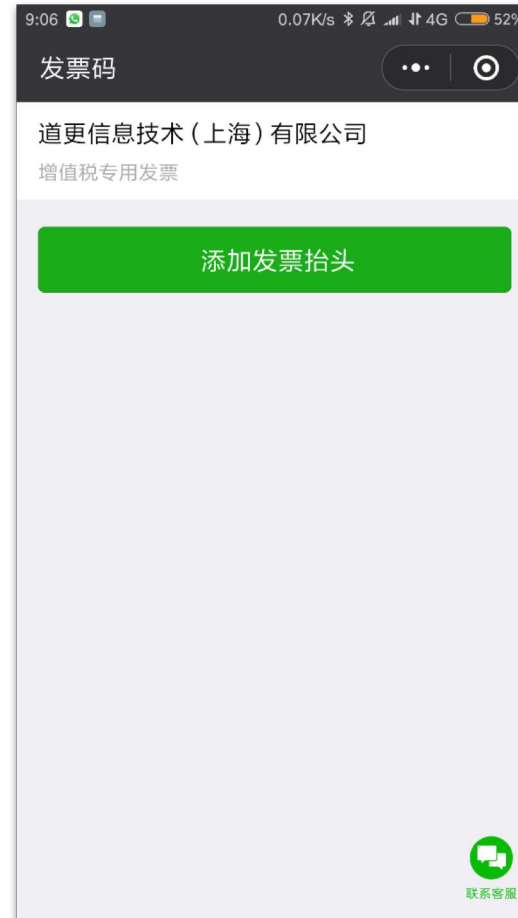


## Chapter 5: Design Best Practices



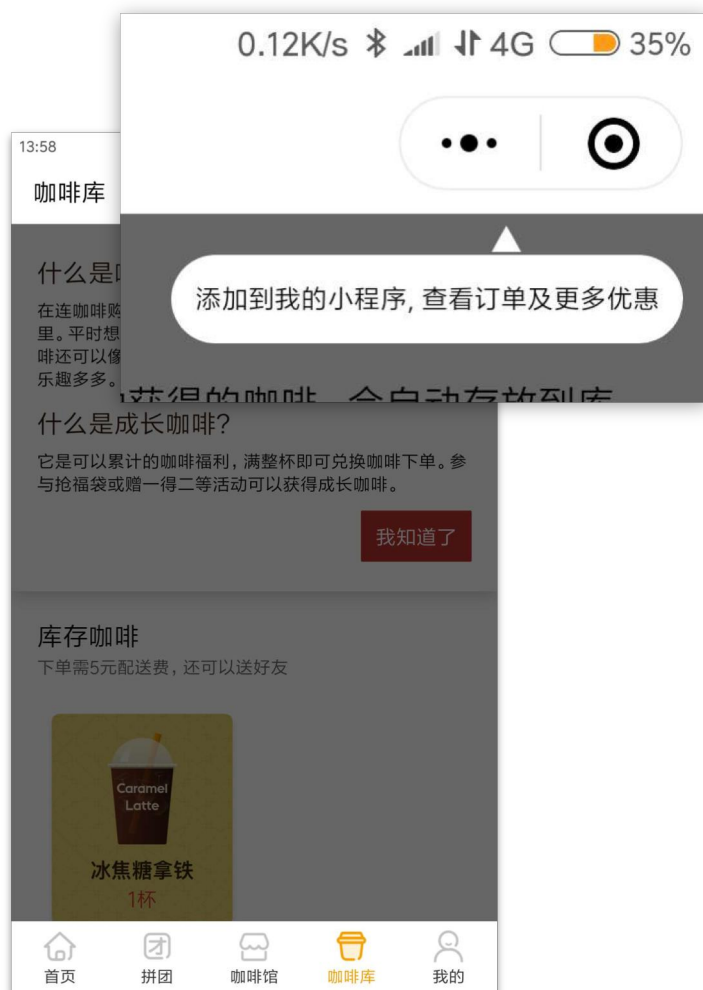
# Designing for simple, specific tasks

- Focus on “extreme usability” & fast learning of the interface: you can’t assume the user will learn with repeat use
- Focus interface elements to the task at hand and minimize attention fragmentation
- Few key steps (3-4 max) to task completion





# Using helpers: follow Official Account



# Using helpers: follow Official Account



Detection that you are not following the official account

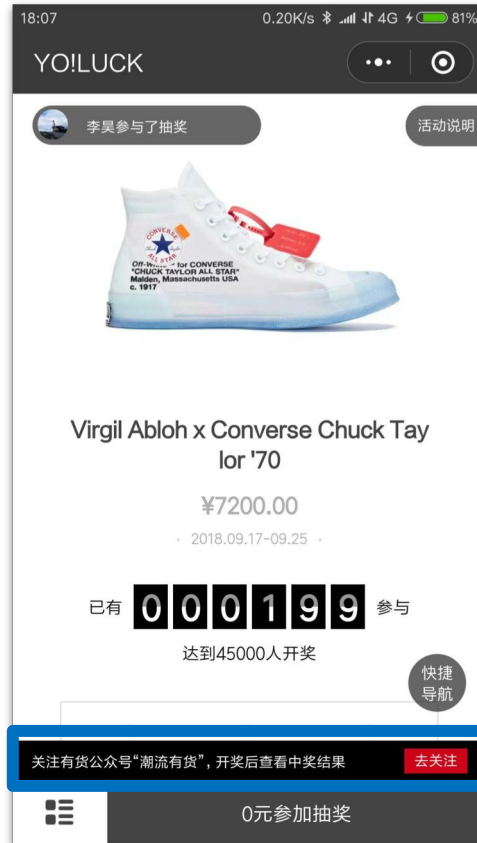


Providing the benefits of following OA and a step by step breakdown of how to do it



Alert is gone

# Using helpers: follow Official Account



CTA to follow the Official Account

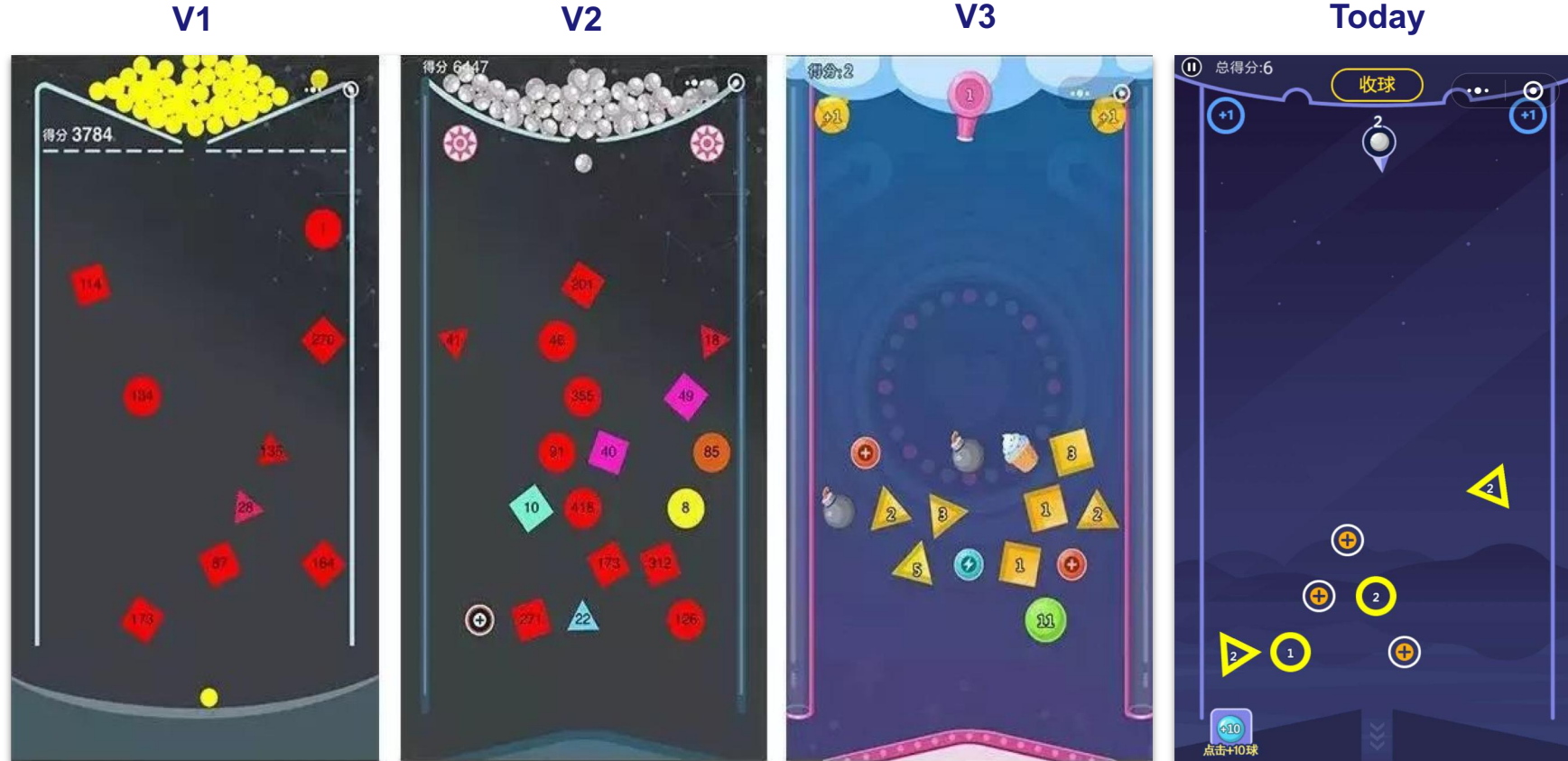


Popup with the official account name to search

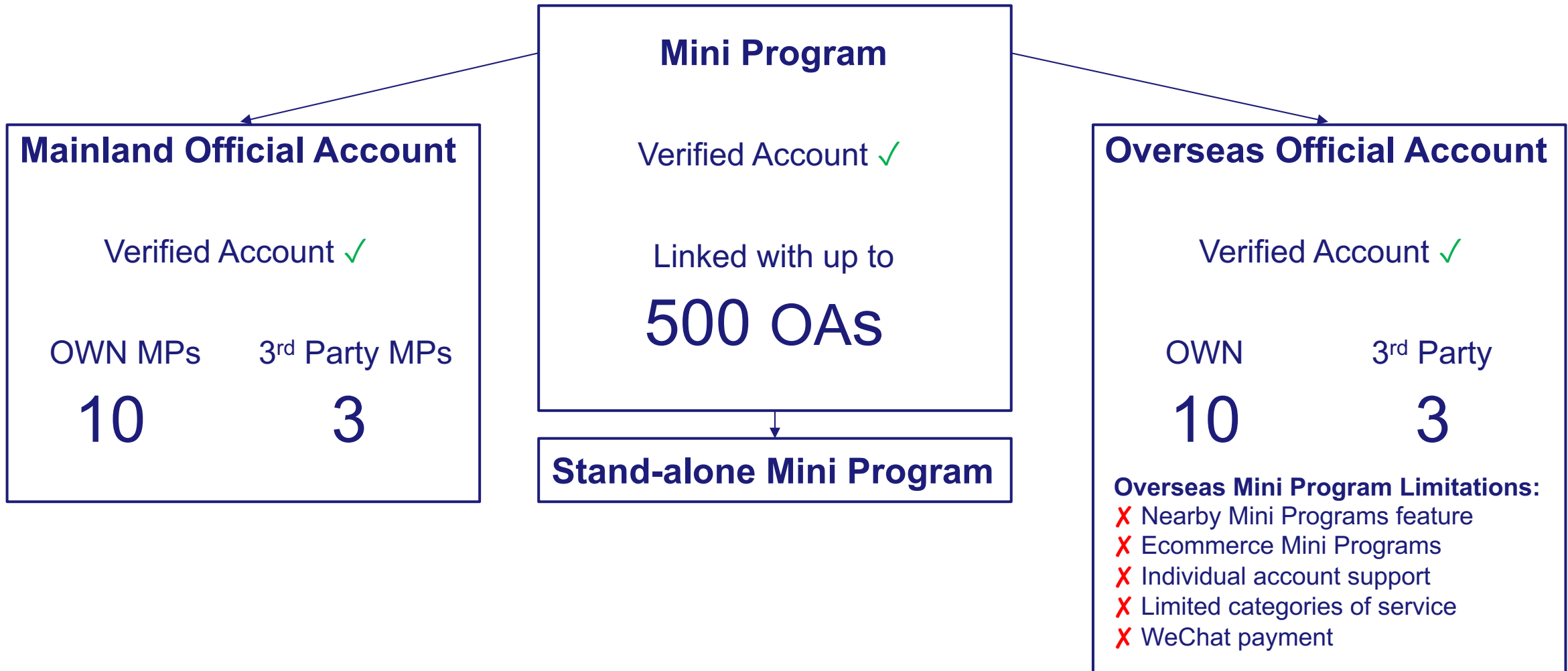


On validation copies the OA name into clipboard, ready to paste in search

Zui Qiang Danyidan, one of the most popular mini games, went through many game mechanics and UI revamps



## Chapter 6: Requirements for a Mini Program



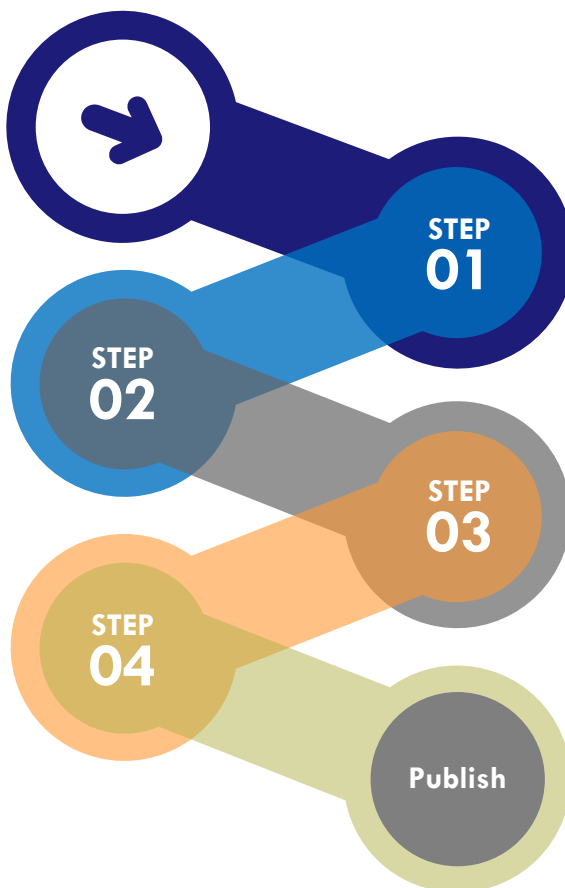
Once the goals, KPIs and design is final start creating the Mini Program



Link to Official Account  
(Optional)



Add Analytics Tool



Create and Verify Mini Program Account



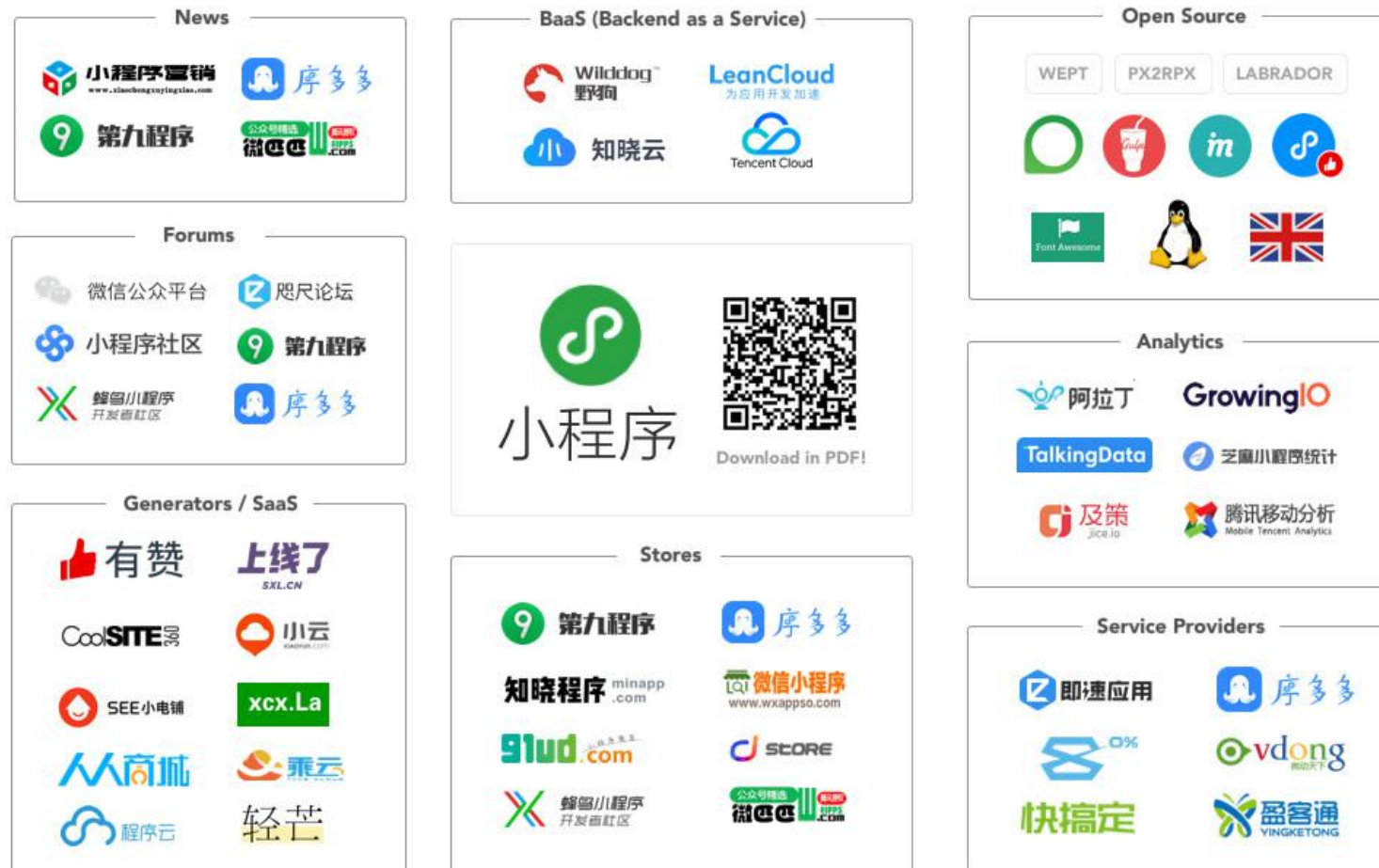
Develop

## Chapter 7: Looking forward

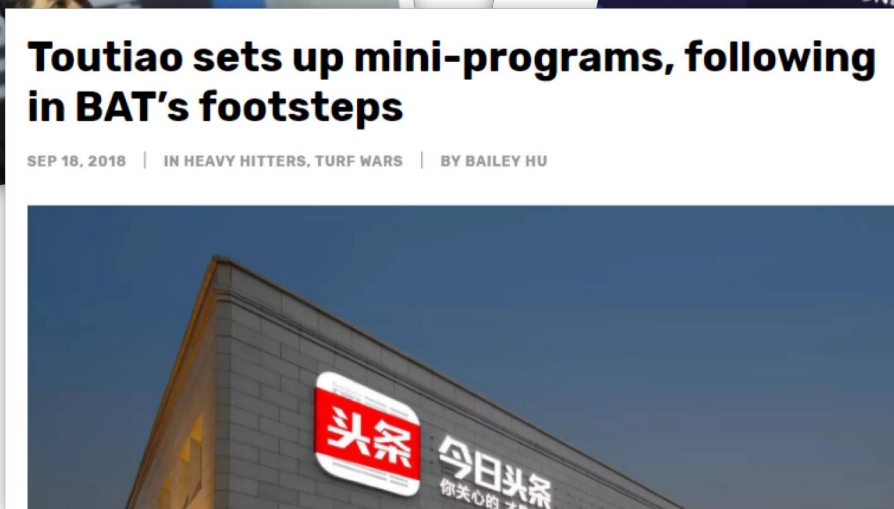
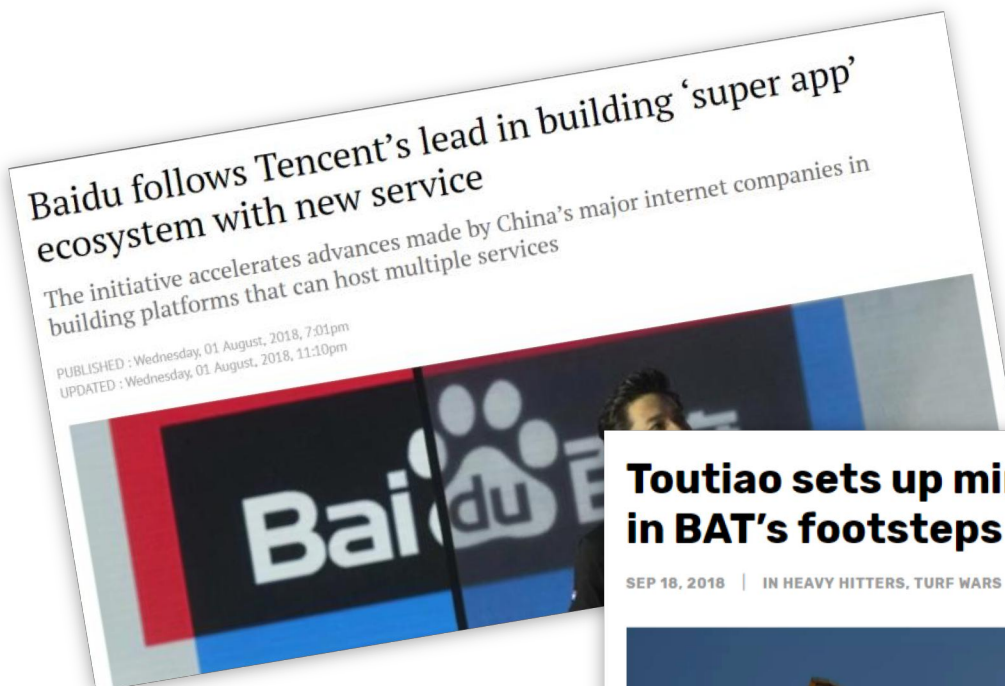


# They're commoditizing very fast

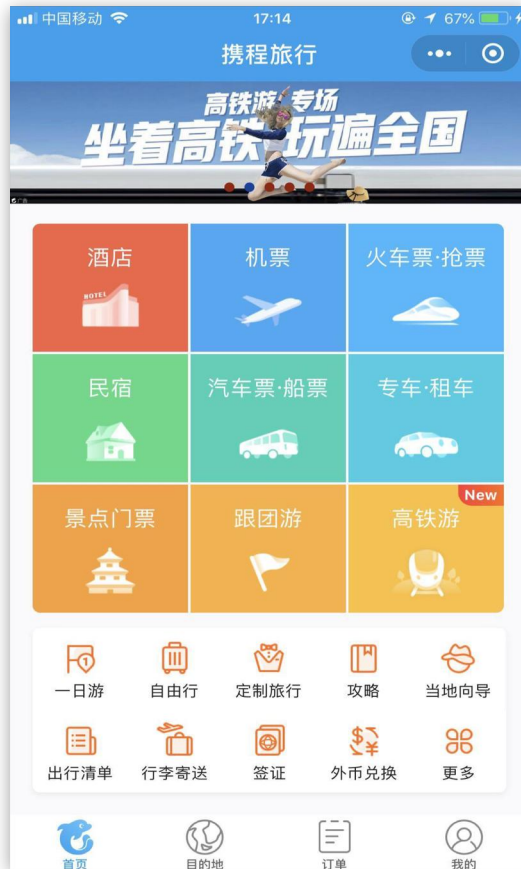
## Map of the WeChat Mini Programs ecosystem



# Alibaba, Baidu, Phone makers and now Toutiao jumping on the MP train



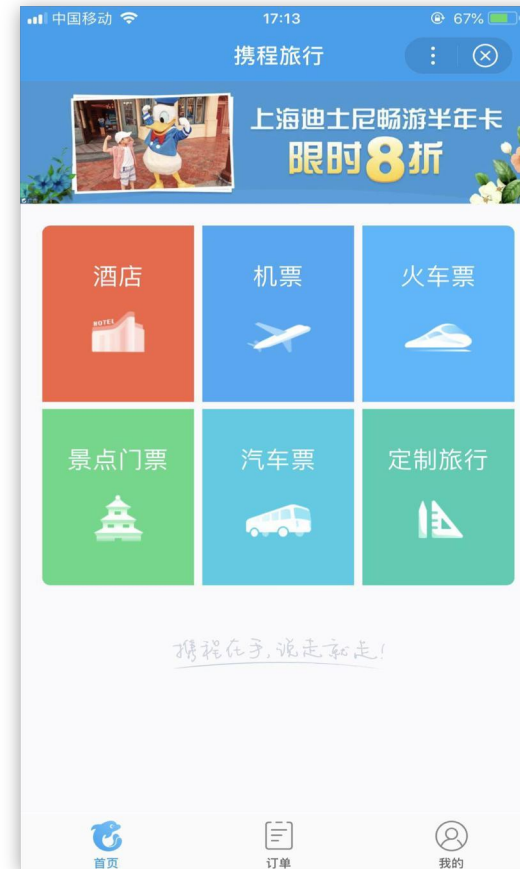
# Spot the differences!



WECHAT



ALIPAY



BAIDU



XIAOMI FAST APP

# Spot the differences!



WECHAT



ALIPAY



BAIDU



XIAOMI FAST APP



- WeChat MPs are the first large-scale materialization of a “post-App” world
- 3 Main use cases
  - O2O and contextual interactions
  - Complete replacement for long tail applications
  - Good complement for fully blown Apps as entry point or shortcuts
- User experience is way superior to the service account for offering services, because of standardization and increasing number of entry points
- MPs are a “H5” killer for most use cases, except notably for omni-channel H5s
- Excellent virality, potentially much cheaper user recruitment than Official Accounts
- But using a mini program DOES NOT turn users into followers, putting too much focus into recruiting MP users might diminish your overall reach capacity on WeChat
- Other Mini Programs? Unless you are Qunar, Starbucks or Nike, “wait for the dust to settle”

# Q&A

# Connect With Us



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WeChat (leveque\_j)



Linkedin (josephleveque)



# WeChat accounts to follow

**11 great WeChat accounts to help you stay up to date with the latest WeChat trends**



## 31TEN

31TEN is a professional digital agency based in Shanghai. We cover all kinds of digital projects with genius.



## China Channel

China Channel helps non-Chinese organizations make sense of WeChat through training, consulting & events.



## ChoZan

ChoZan is a training and resources platform for marketers who work with Chinese social media, such as WeChat and Weibo.



## DaxueBlog

Daxue Consulting is a market research firm specialised in being your portal to relevant data on the Chinese market.



## Grata

Grata is a Customer Service Console for Official Accounts.



## KAWO

KAWO is a SaaS platform that makes brands loved on social media in China.



## PARKLU

PARKLU is China's Premier Influencer Marketing Platform.



## TechNode

TechNode is the number 1 resource for news and information about China's startup and tech ecosystem.



## WalktheChat

WalktheChat is a cross-border e-commerce platform. We help foreign businesses sell to China via WeChat.



## WeAreSocial

We are a global agency. We deliver world class creative ideas with forward thinking brands. We believe in the power of social insight to drive business value.



## WeChatGlobal

The official account of WeChat Global Marketing. Publishes useful guides and interesting case studies.



**Get Ready for China**

