Wechat: The Super Social App

1. Statistics

If you look at the cellphone of any Chinese people around you, it is very likely you could see a Wechat application on their phone. I mean…almost every Chinese netizen uses Wechat, it may be the most pervasive mobile application in the times of 移动互联. How did this app manage to do that?

Wechat was launched in, according to the …., it has xxx registered users now.

1. Functions of Wechat
2. Flow diagram
3. Chat (Personal chat – privacy protection (your likes and comments)

Texts, audio, skype, audio telephone

1. Official account

The official account is like an online subscription, everybody could open one official account

The official account is an H5-based blog, you could embed words, pictures, music and audio in a post. The posts could be around any subject that you care about as long as they don’t violate laws of this country.

1. Wechat moments

Wechat moments is like a combination of facebook and Instagram. You could post texts, pictures, music and short videos. Unlike Facebook where you could book an official channel and enable their posts on your timeline. Wechat moments consists of purely things composed by your friends. Also, there are many other applications that allow sharing things on your Wechat moments, like news app, music apps, and of course also the contents from official accounts.

1. Wechat Pay

Two different designs: red packets & transfer

1. Red Packet

Chinese custom ---- 上瘾机制 —— social competition —— adds more fun ——tie your bank cards which enable you to easily pay in the future.

Small design: Could write on the red packet, decide equal amounts or by luck, 抢完后的提醒, 24 h 退回, amount not displayed

1. Transfer

Amount displayed, 24h 退回

(if you pay the same amount twice when the other

1. Pay for online shopping
2. Scan QR code in reality to pay
3. Mini program
4. How