MINI PROGRAM

Mini Program Design Guidelines

Design experience is an important evaluation for service quality of merchants that are settled in the Mini Program official platform.
Based on the fast speed and simplicity of the Mini Program and on the principle of fully respecting users' right to know and right to operate, these design guidelines and recommendations are intended to create a friendly, efficient, and consistent user experience within the Payment Service Provider (PSP) ecosystem, while fulfilling a variety of requirements as far as possible, and achieving a mutually beneficial situation for both users and the Mini Program service providers.

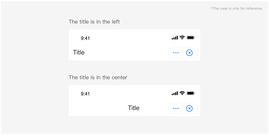
Navigation

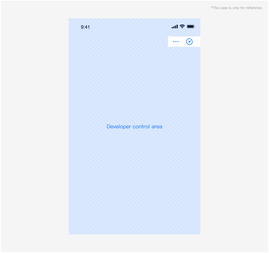
Provide Clear Navigation and Direction

Whenever users enter your Mini Program, you have the responsibility and obligation to clearly inform users where they are currently and where they can go from their current location, and to ensure that users can easily browse through pages without getting lost. This enables you to offer users a safe and enjoyable experience. Navigation is critical to protect users from getting lost when browsing through pages, it must inform users of matters including the current location, possible destinations, and how to get back.

Mini Program official top navigation

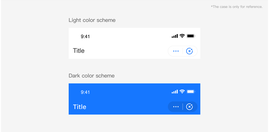
For all pages of Mini Program, including embedded webpages and plug-ins, Mini Program places a navigation in the top, which is shown below. You can place your title in the left or center. The Mini Program official top navigation has a fixed position in the page. Do not place other items in this position during design. When you need to add interactive elements around this position, be aware whether the interactive event conflicts and whether the operation is easy to use.





Top navigation color scheme

Mini Program provides dark/light navigation color scheme for you. You can select corresponding one according to your brand style and guarantee the readability of top navigation.



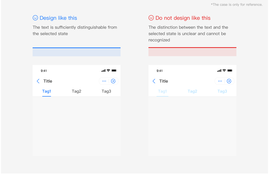
Top navigation interaction flow

Operations of Mini Program navigation:
1.Click More to display menu option
2. Click Close to exit the current Mini Program
3.Click Return to return to the previous level by default

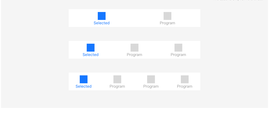
In-page navigation

You can add your own navigation within the page based on your functional design requirements. Consistency in navigation operations must be maintained across all pages to facilitate movements backward and forward. Due to the limited size of the mobile screen, tryto keep your Mini Program page navigation operations simple and easy. It is recommended to design your Mini Program navigation obviously different from the official Mini Program navigation for easy distinction.

Top tab bar
You can customize the color of the top tab bar. When selecting the color, you must be aware of the usability, visibility, and accessibility of the tab bar.



Bottom tab bar
Bottom tab bar is used to switch between different horizontal tabs of the homepage. It is always fixed at the bottom of the screen and does not roll and hide along with the page. The number of tabs must be between two and four (both inclusive). To ensure sufficient space for easy tapping, it is recommended to use not more than four tabs. A single page should only contain one tab bar. The text and icon of the current option need to be highlighted. The bottom tab bar is recommended to be used carefully according to the specific situation.



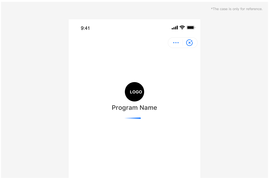
Feedback

Reduce Anxiety with Prompt Feedback

When users are using Mini Program, scenes that require users to wait might happen. The technology offered by Mini Program has significantly reduced wait times while loading and waiting cannot be avoided, so you must give prompt feedback to reduce users' dissatisfaction. Apart from offering prompt feedback while users are waiting, clear feedback should also be provided for the results of an operation.

Start-up page loading

The Mini Program start-up page is one of the Mini Program pages providing the chance for branding display. This page highlights the Mini Program brand's features and loading status. Elements on the start-up page other than the brand logo, such as the loading progress indicator, are provided by the Mini Program official by default and cannot be altered.

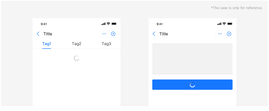


Swipe-down-to-load

When users swipe down the page to a certain height, the overall refresh of the current page can be triggered.

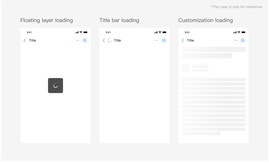
Local loading

Local loading only provides feedback in the page that triggers loading. This feedback mechanism is more focused and entails less page movement. This loading feedback mechanism has less interference to users' experience and is recommended.



Global loading

Global loading covers the whole page, and must be used with caution because the location or content of specific loading cannot be clearly informed, which may cause anxiety to users. Developers can customize the global loading style. It is recommended to use animation effect to avoid users' anxiety caused by static pages.



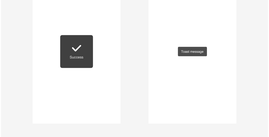
Feedback on local operations

For local operations, direct feedback can be given in the operation area.

Feedback on global operations

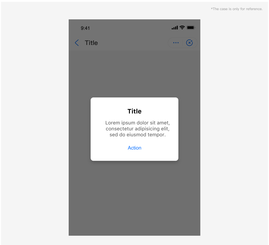
Message prompt boxes

A message prompt box is suitable for lightweight operational prompts, and it automatically disappears after the prompt without interrupting the current user journey, such as notifications that indicate success. Please note that a message prompt box is not suitable for error prompts, which must clearly inform users of the important information.



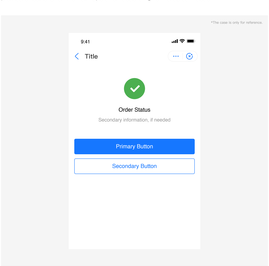
Modal dialog boxes

If an operation result must be clearly acknowledged by users, you can use a modal dialogue box to display the notification and provide directions for the next operation.



Result pages

If the operation result indicates the end of the current user journey, you can use the result page as feedback. This clearly informs users that the operation ends. You can also provide directions for the next operation according to the actual needs.



Error Prevention

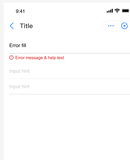
Control Exceptions and Provide a Way Out

When you design any task or user journey, abnormal states and user journeies are often overlooked.These are situations where users become dissatisfied and need help. Therefore, special attention must be given to these exceptions. When an exception occurs, users must be given necessary prompts and be offered solutions. You must provide help for users to relieve their dissatisfaction. Avoid the event of an exception where users may stay on a interface without knowing what to do.

Lightweight prompt error

Prompt the error in the operation area for users if they input error information in the form.

*The case is only for reference.



Global exception

When global exception states such as network problems and server exceptions occur, you can use global exception prompts and provide corresponding processing buttons.

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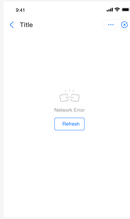

Local exception

When an exception occurs in a block of the page, you can use local exception to give users feedback and provide corresponding processing buttons.

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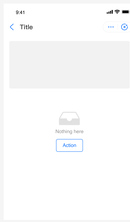

Interface

Clear Priorities and Highlight Key Points

Every page must have a clear key focus so users can quickly understand the content of the interface whenever a new page is opened. After you determine the key focus, try to minimize the disruption to your users from unnecessary elements that are not relevant to users' decisions and operations in the page.

Clear information hierarchy

Each page must obey the following requirements when designing:
1. Users can differentiate primary and secondary information in the view
2. The hierarchies of information in the same view should not be too much
3. Separate the hierarchies of primary and secondary information

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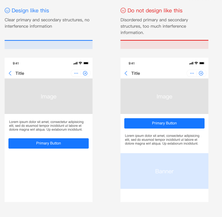

Clear interface operation

Operation buttons in the interface help users to quickly understand and avoid interference factors irrelevant to users' decisions or operations in the page.

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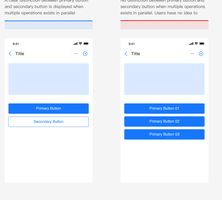


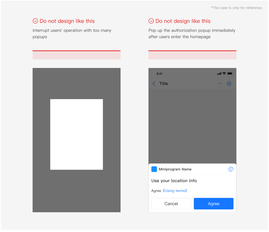
User Journey

Provide Clear User Journey and Avoid Interruptions

To ensure smooth operation of users and create a smooth user journey, avoid interrupting users with unnecessary elements that are not related to users' goals when users perform an operation. Help users focus on current tasks and complete operations quickly and smoothly.

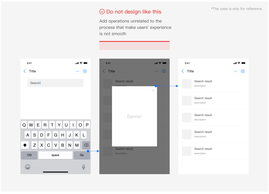
Popups and authorization

The number of popups in the homepage must be controlled at 1. The authorization popup pops up at the authorized node. Do not pop up the popup immediately after users enter the homepage to interrupt the use of the core service content.



Smooth experience

To create a smooth user journey, avoid interrupting users with unnecessary elements that are not related to users' goals when users perform an operation.



Guide

Guide Operations and Minimize User Input

The guide prompt is used to develop users' operation habits or guide users to use the function correctly. A clear guide enables users to follow it to complete the correct operation without interrupting.

Tab guide

This method is used to strengthen the prompt information to users of an element in the page.

*The case is only for reference.

9:41
Title
Tab text
Tab text
Tab text

Content

Understandable and User-Friendly

Content should adhere to a simple, consistent and universal style. The words used should be familiar and understandable to users and avoid using professional terms. You must ensure that the content is clear and concise to avoid users' misunderstanding.

Consistency and stability

It is recommended that access to Mini Program always adheres to the principles of consistency and continuity between different pages, and that consistent controls and interactive modes are used as much as possible in different pages. Providing consistent page experience and continuous page elements are the best way to reduce the discomfort that arises when jumping from page to page.

Use APIs to improve performance

Different types of APIs such as location, camera, record and Bluetooth are provided. These resources not only offer users faster service, but also greatly benefit page performance, improving user experience.