

# WeChat: A Global Platform?

## TheCaseSolution.com



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### TheCaseSolution.com Scope

- What is WeChat
- History
- Influence
- Features
- Step-by-Step Tutorial
- Register and Log in
- Search/Add Friends
- Send Message
- Publish Moments
- View Official Accounts

### Tutorial

- Download from App Store
- Launch the WeChat App
- Sign Up with your phone number
- Verify your account

### What else you can do ...

- Video Call
- Voice Call
- Money Transfer
- Send Pictures/Sight
- Share your location

### Messaging



### Group Chat



### Add Friends into a group chat

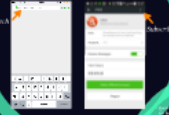


### Moments

- WeChat supports users to post image and text, share music or any web based music service and article, as well as comment and "like" in the Moments.
- 61.4% users check WeChat Moments every time they open WeChat

### Official Account

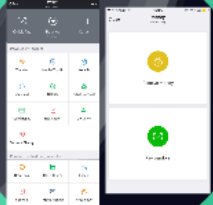
To search keywords or to scan QR code to subscribe to official accounts



### Subscription Accounts



### Wallet



### Other ways to meet people



### References

1. WeChat: A Global Platform? TheCaseSolution.com

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# **Scope**

- *What is Wechat*
  - *History*
  - *Influence*
  - *Features*
- *Step-by-Step Tutorial*
  - *Register and Log in*
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  - *Send Message*
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**What is WeChat**



**You Tube**

*China's WeChat Goes Beyond Social Networking  
Wall Street Journal Published on Sep 16, 2014*

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# *When one App Rules Them All*



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# History

- *Wechat was launched in 2010 as a cross-platform instant messaging app, and its features have been developed over the years.*
- *As of May 2016, WeChat has over 1 billion created accounts, 700 million active users, with more than 70 million outside of China (as of December 2015).*
- *10 million Wechat official accounts*

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## **Users**

- *More than 90% of users use WeChat every day*
- *More than half of the active users spend more than 1 hour daily*
- *28% of WeChat users have more than 200 WeChat friends*

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# Features

- *Instant Messaging*
- *Moments*
- *Official Accounts*
- *Payment*
- *Friend Seek*

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# Tutorial

- *Download from App Store*
- *Launch the WeChat App*
- *Sign Up with your phone number*
- *Verify your account*

The image displays two sequential screenshots from the WeChat app during the registration process. The first screenshot, titled 'Enter your mobile', shows the user's country set to 'United States' and a phone number field with a '+1' prefix. A green 'Sign Up' button is visible at the bottom. The second screenshot, titled 'Verification code has been sent to your phone', shows a numeric keypad for entering a code. A green 'Submit' button is at the bottom. A timer indicates 'Your SMS should arrive in 51 second(s)'. At the bottom of the first screenshot, a small note reads: 'Tapping "Sign Up" means you agree to Terms and Privacy'.

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