



WeChat Mini Program as Simon Shopping Destinations Guide for Chinese Travelers

BACKGROUND

LUXURY, SHOPPING, WECHAT MINI PROGRAM

We developed a Mini Program featuring a comprehensive Simon shopping guide including the latest shopping information in the US. It offers a smooth and fast user experience, and allows Chinese travelers to easily access the information anytime, anywhere they need to directly within WeChat.

OUR GOAL

Be the first official shopping destination travel guide for Chinese travelers while promoting all Simon Shopping Destinations in the US.

OUR APPROACH

The official website for Simon currently has no Chinese language support. In order to reach out and engage with more Chinese travelers we developed a WeChat Mini Program by pulling out all the data from Simon API while creating the Chinese headlines with an easy switch. It provides a clean user-friendly interface, nearby Simon Shopping Destinations recommendation, a search function and many other features. To enhance navigation experience, we built the real-time GPS location map that enables users to see the recommended Simon properties around them without using external apps or websites. Last but not least, this mini-program will also be leveraged and used as part of Simon's social strategy.



THE NUMBERS

- Total users within the first 30 days: 2,200
- The mini-program took 4 weeks to build