

# Interface Design of WeChat Public Platform from the Perspective of Mobile Internet

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**Keywords:** WeChat official platform; Interface design; Graphics and text information interface; Interactive design

**Abstract:** WeChat public platform has many users under the background of mobile Internet era, so the high-quality WeChat official account interface will enhance the publicity and promotion, and establish the brand value. In this paper, based on the principles of WeChat official account interface design, the design method is explained in detail, and a case study is given to illustrate how to carry out innovative design.

## 1. Introduction

The rapid development of mobile digital technology makes people rely more and more on mobile digital media for social activities and daily life. According to the *2019 WeChat Data Report* released by Tencent, in 2019, the number of monthly active accounts on WeChat was 1.151 billion. We-Media activities through public account platforms have become a mainstream online and offline WeChat interactive marketing method. More than 20 million public accounts have been gathered on the WeChat public platform, which is mainly aimed at the government, media, enterprises and other institutions and individuals to launch business for one-to-many media activities, among which the excellent and distinctive interface design can well shape the brand image of enterprises or individuals.

WeChat public platform, abbreviated as WeChat official account. As for WeChat official account interface design, many designers like to fully apply the existing template in the third-party platform editor, which is time-saving and convenient, but will become a cliché, greatly reducing the quality of the WeChat official account. Professional interface designers should understand the principles and methods of interface design, form and express high aesthetic value of design.

## 2. Principles of interface design of WeChat public platform

(1) A high degree of unity in content and form. For WeChat official account, the content is the foundation, and the interface is its external form. The content determines the form of interface design, but the form acts on the content and affects the content. If WeChat official account has full and complete content but dull interface design, it will only be submerged in many homogeneous WeChat public platforms, reducing its value and use value. For example, if the academic WeChat official account adopts a large number of solid colors or multiple colors with high contrast, and uses exaggerated cartoon graphics as the main language of interface design, it completely deviates from the rigorous, correct and serious content positioning of the academic WeChat official account, because such content is more matched with the interface design language of low-purity, tone-on-tone and objective and real photos. Therefore, the unity of content and form can make WeChat official account have unique value, which is the basic principle of interface design in WeChat official account.

(2) Appropriate design with distinct arrangement. Some users will feel that they must make their content comprehensive and detailed for the purpose of product or information dissemination and

promotion. They will pile up as much information as they can such as texts, diagrams, effects, etc. However, they do not realize that such a chaotic and gaudy interface will only distract the readers' attention, and at last they will not know what to say. In fact, the simple and lively interface design with clear priorities, regardless of the text and pictures, will be like the distribution of actors in film and television works. Only when there is only one male host and one female host, can the layout with clear priorities quickly condense the viewer's concerns, make them perceive the content information and leave a deep impression.

(3) Human-computer interaction, dynamic and static combination. Internet mobile terminal no longer only pays attention to visual design for interface design, and human-computer interaction technology has become the most distinctive application form of mobile terminal media. The so-called human-computer interaction design refers to the technology of realizing the dialogue between people and computers in an effective way through computer input and output devices [1], which can be embodied in the mobile media. A successful public platform interface design is the perfect combination of the operational logic of human-computer interaction and the visual design of the interface, which not only enables viewers to obtain information content, but also enables them to have a pleasant interactive experience. The graphic information interface of the public platform can fully express the content of human-computer interaction design, such as the application of animation and hyperlink, the insertion of audio and video files and other interactive functions, which will better strengthen the close connection and participation between the interface and user behavior, and enable the browser to obtain higher use value.

### 3. Method for interface design of WeChat public platform

The interface design of WeChat public platform includes three parts: the icon design of the entrance to WeChat official account, the cover of WeChat official account and the information graphic interface. The design method of each part is discussed with examples below.

#### 3.1 Icon design

The icon of WeChat official account is the first eye-catching point for users to pay attention to the platform, so its impact and influence on users is much higher than other information elements. There are four types of common icons: first, the original LOGO of the enterprise (including text and graphics), second, cartoon images, third, product prototypes and fourth, portraits. The following points should be observed regardless of the type:

1. The identifiability of icons. In order to avoid popularization, the design of the WeChat official account icon must conform to the product features and positioning of the public platform, so that the audience can have a general understanding of the content of the WeChat official account and attract their desire to continue browsing. As shown in the following Fig. 1 "eleme" and Fig. 2 "Meituan", their icon designs are concise and lively, which is clear to users at a glance. In Figure 3, the icon of Michelin WeChat official account is based on the interesting and dynamic cartoon image, which has been deeply rooted in the hearts of the people, and users naturally know the contents of its WeChat official account when they see it.



Fig. 1 "Ele.me" icon      Fig. 2 "Meituan Takeaway" icon      Fig. 3 Michelin official account icon

2. The icon should be square in design with a size of not less than 200\*200 pixels, and the contrast between the main graphic and the background color should be increased as much as possible, avoiding the use of three-dimensional graphics or complicated graphics, thus improving the identification of the icon. On the contrary, the gray-black icon in Fig. 4 is easily submerged in the colorful LOGO of WeChat public platform and difficult to attract users' attention. As shown in Fig. 5, the scene photo is used as an icon, which makes people feel very casual. While Fig. 6 is a three-dimensional figure, which is very exquisite when enlarged, but the WeChat official account icon has only 200 pixels, so instead of seeing its exquisite appearance, you can't see exactly what

the figure is. As shown in Fig. 7, there are characters, figures and graphs, which are in chaos and confusion. Therefore, don't underestimate the role of WeChat official account icon. Through different cases, we can deeply feel that although the icon is small, it is very important to users' viscosity and high-quality brand building.



Fig. 4 Gray black icon



Fig. 5 Use scene photos as icons



Fig. 6 3D graphics as icon



Fig. 7 Graphic miscellaneous icons

### 3.2 Cover design of public account

The cover of the tweets on the public platform is just like the face of a person. If you have a good face, you can attract more users. The general content and taste of the tweet can also be reflected from the style of the cover design [2]. For the cover design of WeChat official account, the following methods are summarized according to practical cases:

1. Keeping to the point. As the cover picture is an important reading power and visual element for users to browse WeChat official account, its design must be closely related to the theme, so that people can know about the cover picture at first glance and arouse the interest of clicking, which can be technically realized by creative graphics and colors, and the processing of title words and cover graphics should complement each other with distinct levels. Fig. 8, as the cover of WeChat official account in the business promotion category, highlights the key points and themes by using relatively pure pictures, words and bright colors. Fig. 9, as the cover picture design of WeChat official account for cultural communication, complements the theme and content, with exquisite and clear design with text, which well resonates with the viewers.

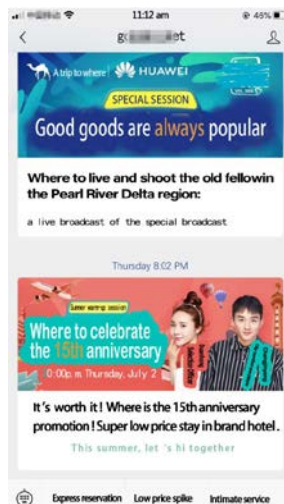


Fig. 8 As the cover of the public account for commercial promotion



Fig. 9 Cover of cultural communication public account

2. Clearness and conciseness. Since the size of the tweet cover of the public platform is 900\*383px, we should try our best to make the cover picture concise and clear in such a limited space. Do not use solid color or large white color. The design of the following two illustrations proves the contrary. The first cover in the design of Fig. 10 has complicated and disorderly text content, and the background picture also has very complicated graphics and color block elements, which together will inevitably make people feel dazzled and unable to find the key point. The cover graphic in Fig. 11 is too pale to be missed out on.

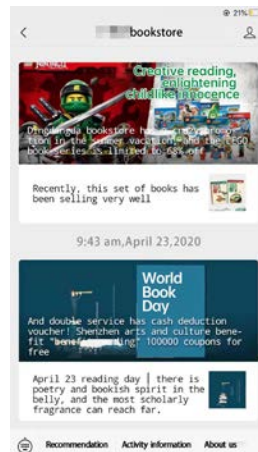


Fig. 10 The first cover text is complicated and messy



Fig. 11 The graphics are too pale on the cover

### 3.3 Information graphic interface design

The graphic information interface is the part that can best express the design feeling of WeChat public platform interface. It sets up various elements such as graphics, text, moving graphics, audio

and video materials, interactive functions, etc. However, the design function of the public platform is inevitably monotonous and too simple. The creative use of third-party editors can solve this problem very well, such as the common "Xiumi Editor", "135 Editor" and "Jianpanmiao Editor". Many templates cannot be copied completely. Instead, a large layout structure is selected first, and then the composition method of elements such as local text maps is designed. In this way, an interface with distinctive features and rich design aesthetic feeling can be designed completely, or all the information on the tweet interface can be made into a long graph, which can be directly inserted or made into several slices and inserted into the editing area of a public platform. There are four main design techniques:

1. Word processing. First, for text processing, mobile media and traditional paper media have very different reading habits. The text of traditional paper media is dense and can be read for a long time, but the mobile media is easy to cause reading fatigue due to its screen size and high brightness display, so the text content should not be too much. It is more scientific to control the font size between 14-18px, and the line spacing and paragraph spacing should be increased as much as possible, and the text should be segmented if it exceeds 10 lines. The color of the text is usually black, but when reading articles on mobile devices, pure black is more dazzling on a white background, and lighter colors will have a more literary sense and reduce eye fatigue. Second, the subtitle processing, which is the essence of each paragraph, can not exceed one line. Based on the characteristics of mobile media reading, more subtitles can be set up to facilitate viewers to understand the content. As shown in Figs. 13 and 14, text processing makes good use of borders or background color blocks to distinguish paragraph levels so that readers can browse clearly and comfortably.

2. Picture design. Long and dense text is generally difficult for the viewer to read. On the contrary, the higher the quality of the picture, the more attractive it will be to the viewer. There are three points to be grasped in the design of pictures. First, the illustrating pictures for the text should be designed to express the author's intentions, perfectly assist in the performance of text content, and be uniform in the design style (tone) with the main vision of the interface. Second, the width of the picture is limited by the constraint of the mobile device, but the length should be kept within a certain range and preferably not more than 1/3 of the screen. The specific size is as shown in Fig. 12. In the absence of special comments, the picture should be centered as far as possible. Third, a larger number of pictures can improve reading interest and efficiency, but attention should be paid to the spacing and distribution of pictures as evenly as possible, so as not to gather too many pictures in some positions. Few or no pictures in other parts will reduce the overall aesthetic design of the interface.

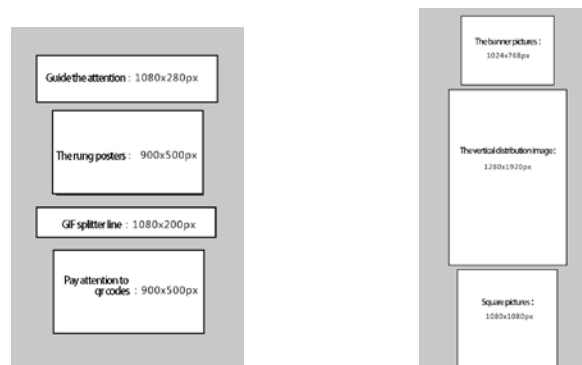


Fig. 12 Specific size requirements for text

3. Use of color. Color has the most direct visual transmission power among the main visual elements in the interface design, laying the foundation of the mood and character of the whole interface. Proper use of color includes two points. First of all, it should be consistent with the content attributes. For example, the content of young children or sports is suitable for colors with high purity and strong contrast to set off the atmosphere. As shown in Fig. 13, as the content of volunteer recruitment in Shenzhen, the main color of the red interface is unified with the big red of the volunteer service in Shenzhen, which is warm and sincere. The theme and spirit of both

volunteer service and volunteer recruitment come down in one continuous line. Of course, the same is true of color application. However, the contents of science and technology and academic fields are suitable for expressing rigorous and objective attitude with low purity and weak contrast colors. Secondly, the number of colors used should be reasonably set. Don't use colors in disorder. Many beginners of interface design like to decorate the interface with various colors, thinking that they can enliven the layout. In fact, it is difficult to condense the viewer's sight, and the confusion will also reduce the quality of the overall interface design.

4. Use of interactive functions. Reasonable settings of human-computer interaction functions can greatly improve the experience and feelings of viewers. For example, the use of moving pictures has better influence than that of static pictures, because interactive functions such as audio and video can enable viewers to enhance the depth and loyalty of experience and give full play to and make use of the unique advantages of mobile devices. The following methods should be followed: First, set reasonable interactive functions according to the habits and needs of the viewers and pay attention to the logical problems. It is not that more interactive functions are better, because it is easy to distract people and ignore the information content. Instead, it should be designed and added at an appropriate time. For example, in Fig. 13, a circular animation is set in the first picture of the text below the title, which can easily induce the viewer at the first time. The video material inserted in the middle of the text can make the viewer feel as if he were there. Or similar pictures or words can be set as scroll bars to play, which can make boring and monotonous content more interesting. Second, interactive function design should have strong identifiability, because there is an accessible area and a hard-to-reach area on the mobile media screen. Designers can place some commonly used or important functions in accessible areas to facilitate users' fluency [3]. Due to the limitation of interface size, some interactive functions are not particularly obvious, and the usage of this function can be clearly marked, so that viewers can browse and use it efficiently and correctly.



Fig. 13 Reasonable human-computer interaction design

### 3.4 Innovative design of WeChat public platform interface

For example, the design of information graphic interface is used to show how to adopt a more independent and innovative design based on the third-party editor. Figs. 14 and 18 below are the design of a graphic interface for information about topics in the youth workplace, with the innovative design mainly shown in the following aspects:

(1) The most creative and characteristic part of this set of interface design at the operational level is to design most of the contents of the interface in photoshop image processing software and make them into slices and insert them into the information graphic design interface of WeChat platform. Figure 14 is made into two slices, namely Figs. 15 and 17, which are inserted into the information graphic interface of WeChat official account. Fig. 16—an audio file is inserted between the two slices. Fig. 15, as the title, adds animated pictures of cartoon characters on the basis of "being



bigger and stronger", which adds interest and makes it easy for viewers to be attracted at the first glance. A small number of interactive designs were inserted after the implementation of "Jianpanmiao Editor"[4]. As shown in Fig. 18, an interactive function of "click to view" is designed in the figure picture part to link Fig. 19, which is interesting and mysterious, doubling the participation of the viewer.

(2) In terms of color application, the main color of emerald green is simple and warm, which well shows the youthful age characteristics of young people.

(3) In the design of the pictures, cartoon characters and hand-drawn graphics are adopted, and photos are added appropriately to complement each other, so that people can feel lively and dynamic without losing the real reality.

(4) As for the text part, the whole text adopts artistic fonts such as cartoon style, which well sets off the theme of ease and pleasure.



Fig. 14 Design interface



Fig. 15 Slice picture 1



Fig. 16 Audio file



Fig. 17 Slice picture 2



Fig. 18 Interactive function picture



Fig. 19 Link page

Although third-party editing software templates are simple and easy to use, the number is limited, and excessive use will result in poor performance. Therefore, skillfully combining image processing or audio and video processing software to flexibly realize each characteristic creative design in the information graphic design area of WeChat platform is a necessary skill for a professional interface designer.

#### 4. Conclusions

The interface design of WeChat public platform follows the following design principles: first, it insists on the unity of content and form; second, it is the key of design to be concise and smooth; third, it is the design highlight to skillfully integrate interactive design. WeChat official account's three-part design methods are: first, to design the main interface design elements (including graphics, text, interactive functions, etc.) such as icons, covers and graphic interfaces in a unified way; second, to strengthen the overall structure and direction order, and to strengthen the interface

design features; third, to use the third-party editor reasonably; and fourth, to make reading easy and efficient based on the user's experience.

### **Acknowledgements**

This paper was financially supported by Teaching Quality and Teaching Reform Project of Higher Vocational Education in Guangdong Province and Research and Practice Project of Educational and Teaching Reform —Construction of Off-campus Training Base for Digital Media Technology Major under Regional Leading Enterprise + Higher Vocational Workroom Model, project No.: GDJG2019319.

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