

Mini Programs Become Valuable Source of Employment for People with Disabilities

Mini-programs continue to thrive in China's digital ecosystem.

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[Mini-programs](#) continue to thrive in China's digital ecosystem. These app-like platforms within the WeChat app enable users to perform a variety of activities ranging from e-commerce to games to lifestyle services to task management. With mini programs, users experience the benefits of a company's app without the need to download the app.

E-commerce mini-programs are popular since offer users the ability to browse and buy without downloading a lot of different shopping apps. And, payment is easier because WeChat Pay is integrated into the program. JD.com, Tencent's e-commerce website, is one of the most well-known examples. It has an app that can be downloaded from the app store as well as a mini-program within WeChat. The mini program allows users to stay in the WeChat ecosystem, get access to JD's online offerings, and make purchases easily.

As mini-programs continue to evolve, so does their application. Besides shopping, hailing cabs, unlocking shared bikes, and food delivery, millions of people with disabilities can now find jobs with mini-programs.

Students graduating with obstacles like blindness, hearing impairments, and speech impediments, are finding employment. The Qiming Company, founded by Zhou Jiangnan whose father was disabled, helps people who are blind. Its store uses pictures and voice broadcasts to help visually impaired people shop. Going one step further, the app posts employment opportunities. Recruitment information is shared using optimization technology, helping people find the right job. Besides those who are blind, people with other disabilities like deafness and physical limitations are turning to mini-programs for jobs. This coincides with Tencent Cloud, WeChat Cloud Development, and Tencent Technology Charity hosting the first non-profit programming challenge. The competition is based on the actual needs of non-profit organizations, targeting developers to use cloud development as a technology platform to implement projects. To accommodate online recruitment for different disabled groups, technology needs to change since many disabled people cannot use what currently exists. For example, many icons are not marked with accessibility labels and do not align with the screen reading software used by many disabled people. Developments in progress include new accessibility standards for text and content, AI recognition, and voice-to-text support. Even sign language in real-time is being considered to improve communication and reduce interview costs for those with hearing and visual impairments. In complex situations, volunteers can provide support. Besides resolving challenges with job interviews for disabled people, mini-programs are being used to match job supply to demand. For example, for people with physical disabilities and limited mobility, pictures mark positions so only a computer or mobile phone is needed to complete work that can be done at home. Helping disabled people obtain employment using mini-programs has many benefits. It is convenient and cost-effective, connects with the WeChat ecosystem, and supports the community.

[Tolmao Group](#), a one-stop China business solution provider headquartered in Shanghai, is an expert in

WeChat and mini-programs. With deep knowledge of the Chinese market, proficiency in helping brands grow their business, and a passion for supporting meaningful causes, they are the ideal partner for brands doing business in China. For more information, visit www.tolmaogroup.com.

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