

Paytm Mini Apps

Platform Guidelines



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Paytm Mini Apps Platform Guidelines

Section 1 – Login Integration, Consent and Paytm Login Session Time Out

Notes

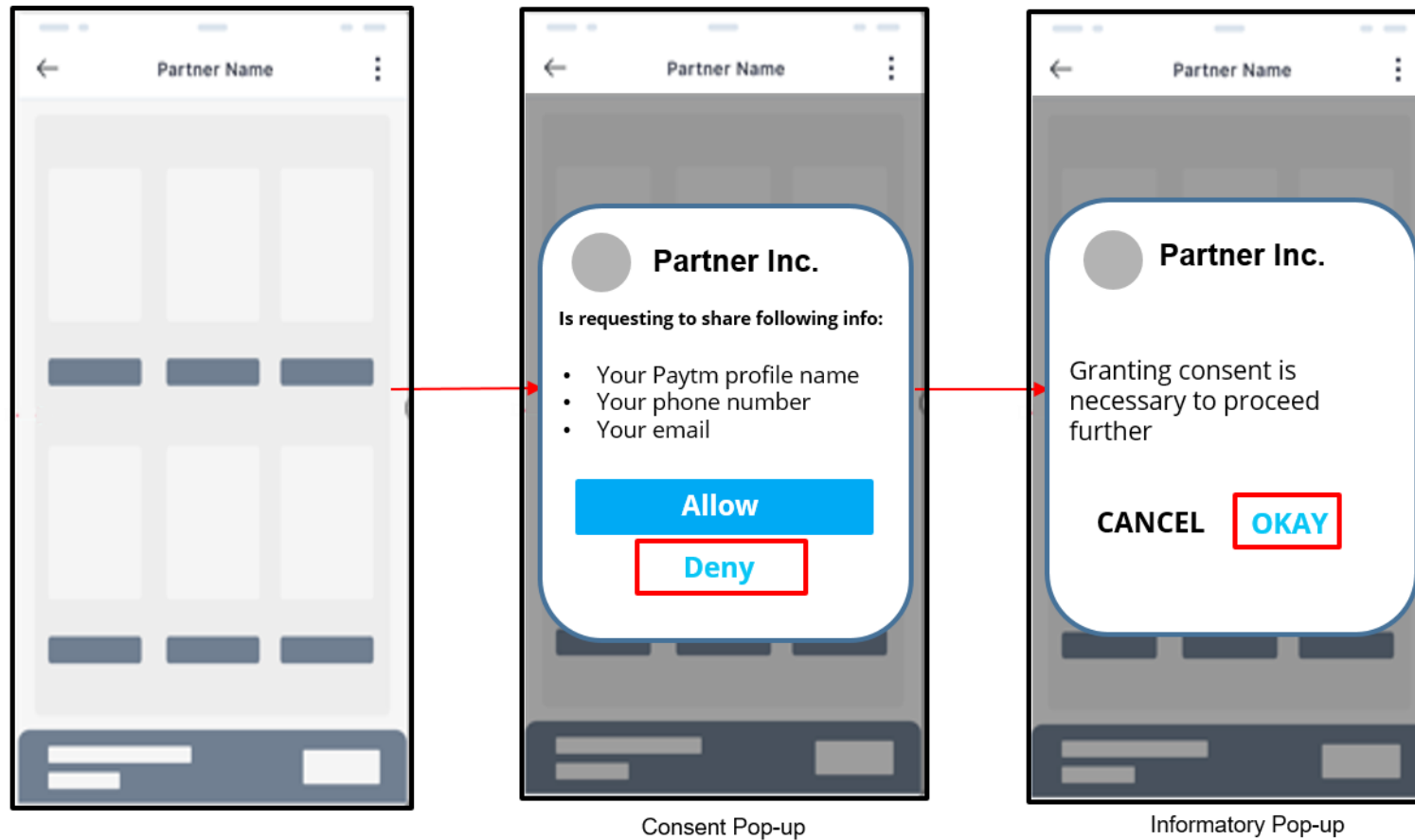
- Login required in to mini app at any point in user journey will be handled using the Paytm mini app login APIs. User visiting a mini app for the first time will be shown a **consent prompt** to allow sharing of personal information automatically when the login APIs are called. Partners are expected to have informatory pop-up so that user journeys when consent is denied are handled seamlessly
- In case the user is not logged in to his/her Paytm account and mini app login APIs are called, user will be shown a **Paytm account login prompt** automatically. Partners are expected to have informatory pop-ups so that user journeys where Paytm login is skipped or refused are handled seamlessly

A. Login Integration

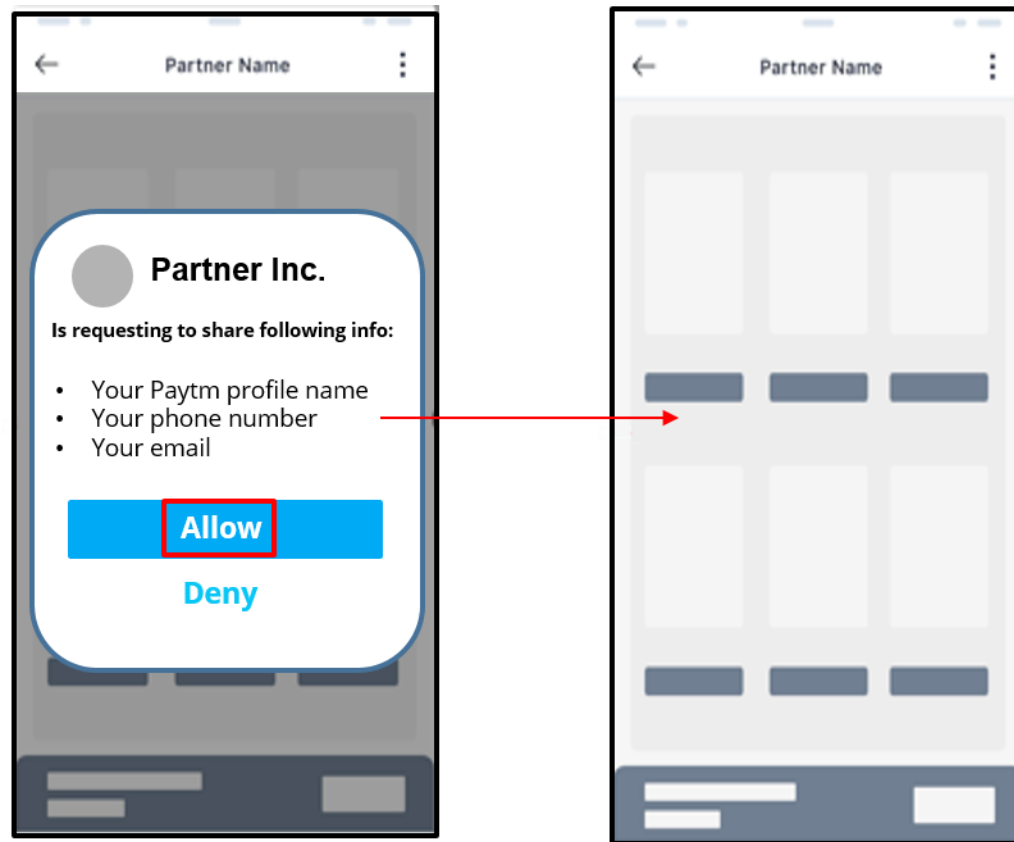
SI No	Guideline	Description
GL01 Mandatory	Mini apps should only use Login via Paytm method	Nowhere in the Mini app should the Partner provide its own login method or any 3rd party login services (Sign in with Google / Apple / Facebook etc)
GL02 Mandatory	Login via Paytm flow should be invoked at a later stage in the user journey	It is recommended to trigger the log-in flow at a later stage (where necessary) in the user flow to avoid funnel drop

<p>GL03 Mandatory</p>	<p>In case of consent denial for login via Paytm, user should be shown an informative pop-up about the need to login to proceed further</p>	<ul style="list-style-type: none"> • In case user denies the consent for sharing personal details for login via Paytm, an informative pop-up should be shown to the user guiding him that consent is mandatory to proceed further • The informative pop up should have CTAs to invoke consent prompt again or take the user back to the last page that was being viewed if guest flow is available, else exit the user from the Mini app back to Paytm by calling popWindowJS API (See screenshots below) • It is recommended to trigger the log-in flow at a later stage (where necessary) in the user flow to avoid funnel drop
<p>GL04 Mandatory</p>	<p>In case the user is signed out of his Paytm account, user should be able to browse through available pages and asked to Login only when it is necessary</p>	<ol style="list-style-type: none"> 1. User should be able to browse through the Mini app in the guest flow, if available 2. If Login via Paytm is required at any stage in the mini app, a pop-up should be displayed asking the user to login to Paytm account. Once the user is logged in to his Paytm account, browsing should continue from the last page which was being viewed for existing users, while consent prompt should be displayed to new users <p>See screenshots below</p>
<p>GL05 Mandatory</p>	<p>Handling user journeys in cases where user is signed out of Paytm and skips/refuses to sign in</p>	<ol style="list-style-type: none"> 1. User should be shown an informative pop-up / message that signing in to Paytm is mandatory. Informative pop should have CTAs to invoke the Paytm Login screen or take the user outside Mini app 2. If the user does not login to Paytm even after multiple tries, s/he should be taken back to the last page which was being viewed if guest flow is available, else exit the user from the Mini app back to Paytm by calling popWindowJS API <p>See Screenshots below</p>

User flow for GL03

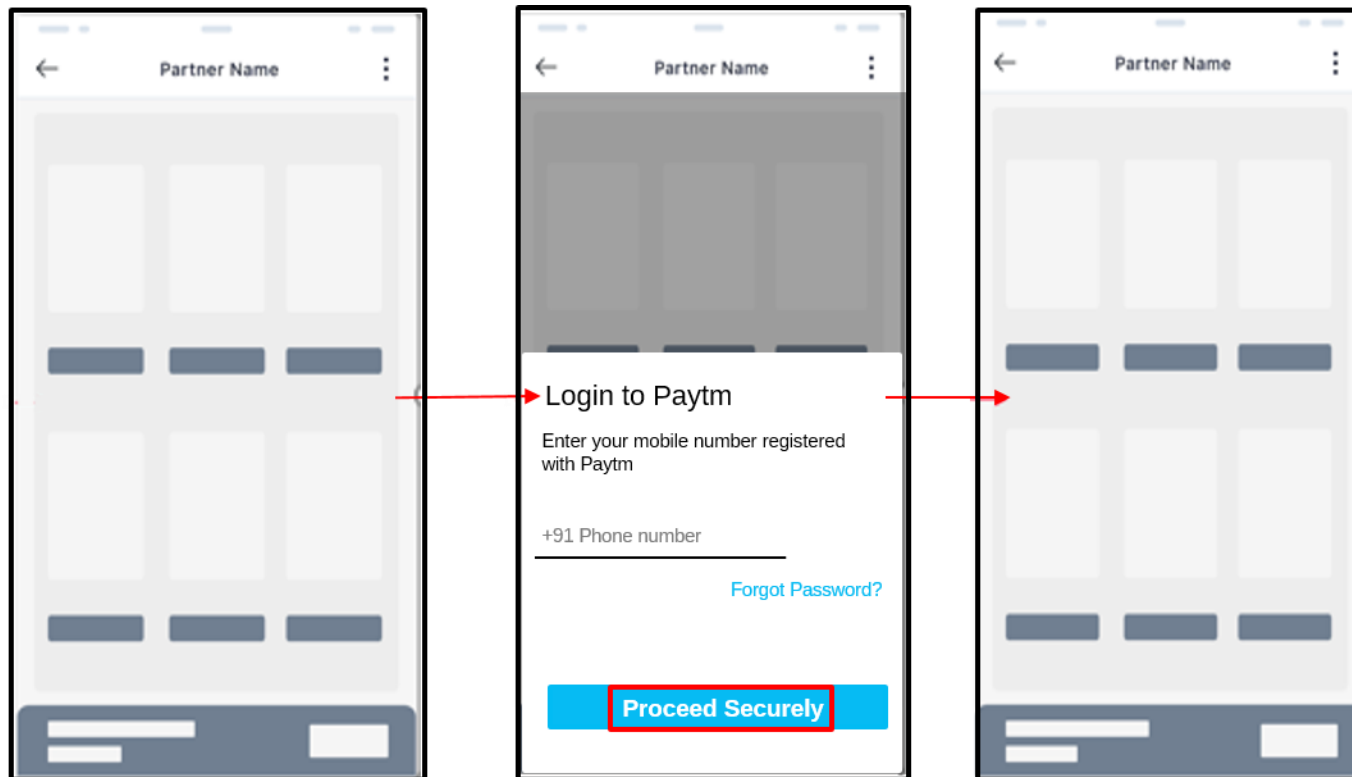


Next screens for this flow on next page

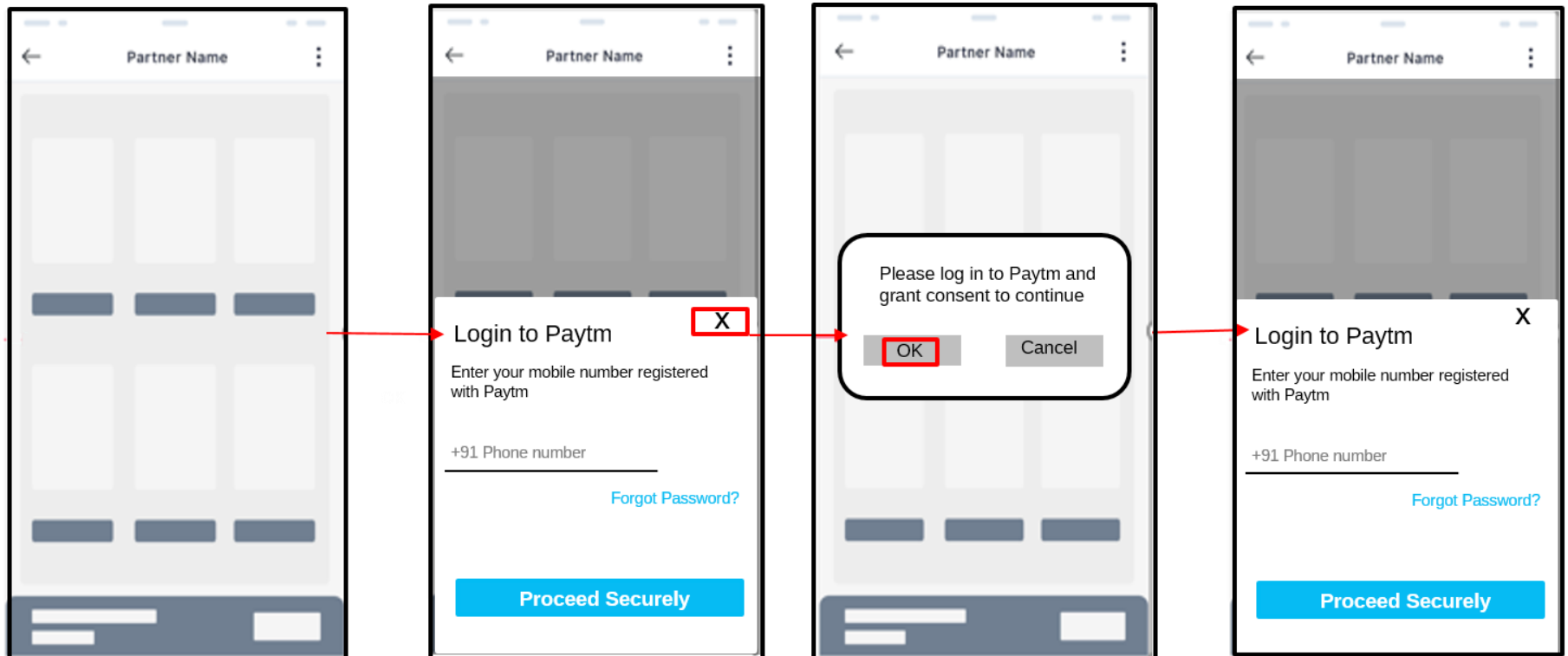


Consent Pop-up

User flow for GL04



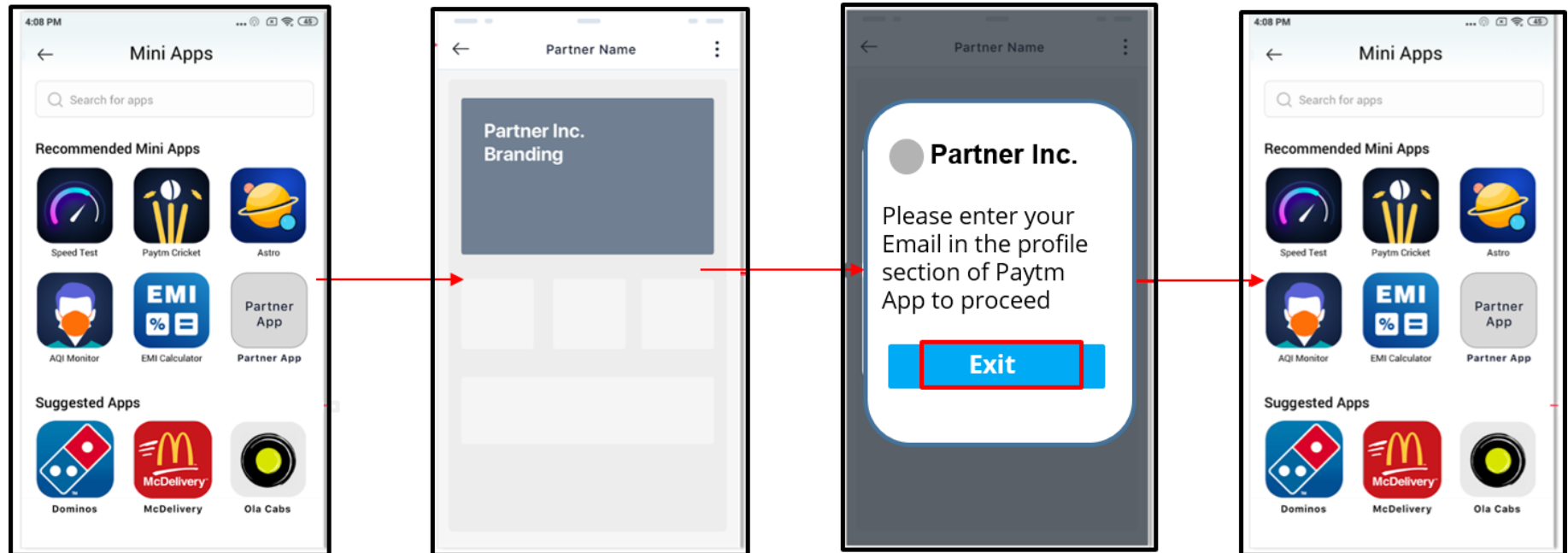
User flow for GL05



B. Consent

SI No	Guideline	Description
GL06 Mandatory	Only credentials passed by Paytm should be used to authenticate the user	Partners must honor the credentials passed by Paytm during login and not collect user information to authenticate the user, unless such details are not available via login APIs.
GL07	Handling user journeys of when Email / Name are not registered on the Paytm	<p>There can be some cases where users might not have Email ID/ Name configured in Paytm app.</p> <p>In cases where email is not registered in Paytm account, email (if mandatory) can be collected from the user inside the mini app</p> <p>Alternatively, the Partner can show a user feedback message/popup asking the user to enter Email ID in the profile section of Paytm app. The popup can have a CTA "OK" which when tapped, might exit the user out of the Mini app and navigate to App listing page (See screenshots below)</p>

User flow for GL07



C. Paytm Login Session Timeout

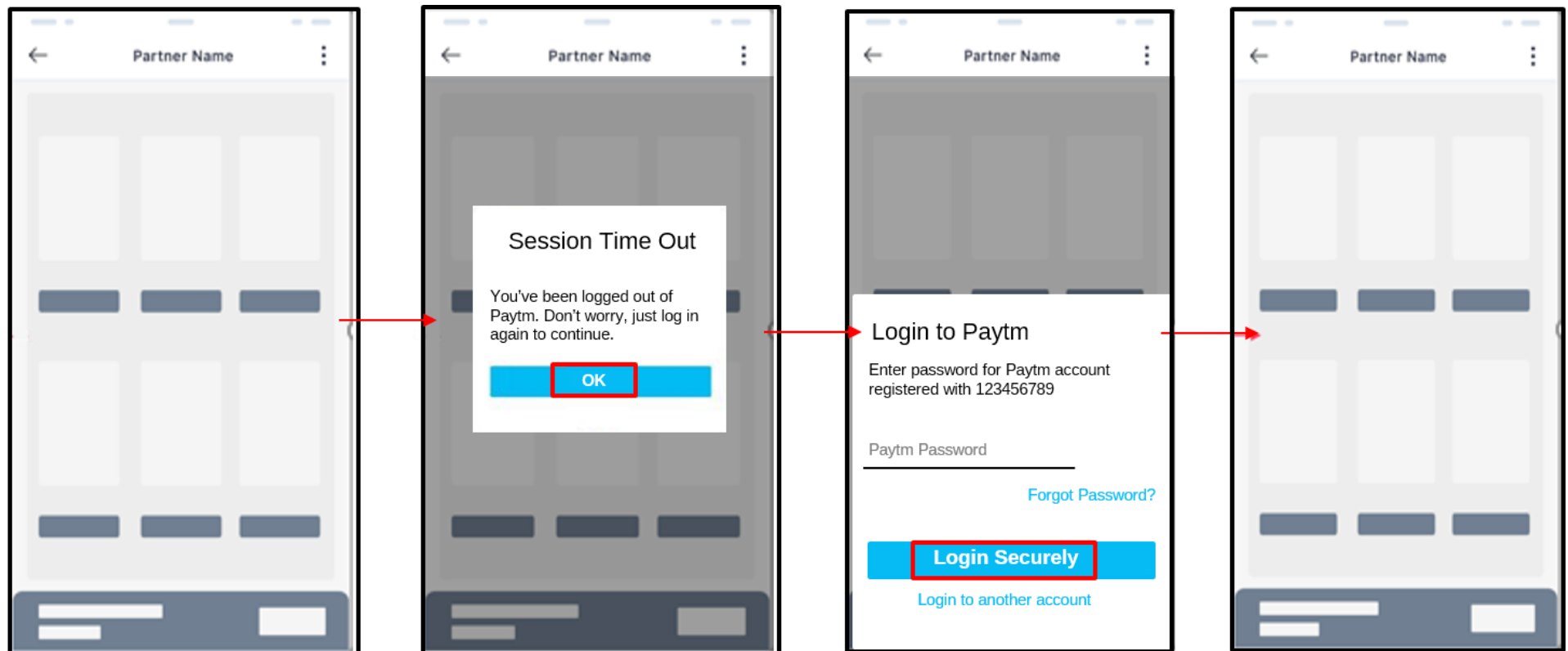
Notes

- User will be shown a **Paytm session timeout informatory pop-up** automatically if a Paytm login session timeout occurs at any point in the user journey which requires the user to be logged in. On pressing OK CTA on the informatory pop-up, user will be shown the **Paytm login prompt** to enter his login credentials. Partners are expected to verify the following user flows so that user journeys related to order creation & payments are not impacted during this scenario

SI No	Guideline	Description
GL08 Mandatory	Paytm login prompt should be displayed to the user in case a session timeout occurs while navigating through the Mini app workflow. Paytm Session Timeout happens when Paytm Login token for a user is expired	Paytm login prompt should be displayed to the user in case the session timeout occurs while navigating through the Mini app workflow (See screenshots below)
GL09 Mandatory	Paytm Payment flow (PG invoke flow) should continue usually from the Payment Modes page as desired in case of session time scenario as well. Paytm Session Timeout happens when Paytm Login token for a user is expired	<ol style="list-style-type: none"> 1. On tapping the Checkout/Pay button in case of session timeout scenario, the session timeout popup should be displayed. 2. On tapping the OK CTA on session timeout popup, Paytm login prompt should be displayed. 3. On logging into Paytm account, the Paytm payment flow (PG invoke flow) should continue from the payment modes page. 4. Payment should get successful with any payment mode selected and no unwanted intermediate screens/Error messages should be displayed.

GL10 Mandatory	Order completion flow should work as intended in case of session timeout scenarios	<p>1. On tapping the Checkout/Pay button in case of session timeout scenario, the session timeout popup should be displayed.</p> <p>2. On tapping the OK CTA on session timeout popup, Paytm login prompt should be displayed.</p> <p>3. On logging into Paytm account, the Paytm payment flow (PG Invoke flow) should continue from the payment modes page.</p> <p>4. Payment should get successful and the order should get completed with the user being redirected to the "Order successful page" with relevant details like Order ID etc.</p>
GL11 Mandatory	User should be able see successful order in "My Orders" section if a session time out happens during the placement of the order	User should be able to see his successful orders under his order history or profile as applicable
GL12 Mandatory	PG Cancel and retry flows should work as intended in case of session time out scenarios	<p>Payment related flows should work properly in case Paytm login session time out occurs on the Payment Mode Page.</p> <p>1. On tapping the Checkout/Pay button in case of session timeout scenario, the session timeout popup should be displayed.</p> <p>2. On tapping the OK CTA on session timeout popup, Paytm login prompt should be displayed.</p> <p>3. User should be shown the CANCEL PAYMENT informatory popup with YES & NO CTAs while pressing back button on the payment mode page after logging in to Paytm account.</p> <p>4. Payment flow should work as intended if user proceeds to payment again after cancelling</p>

User flow for GL08



Section 2 - Payments & Refunds

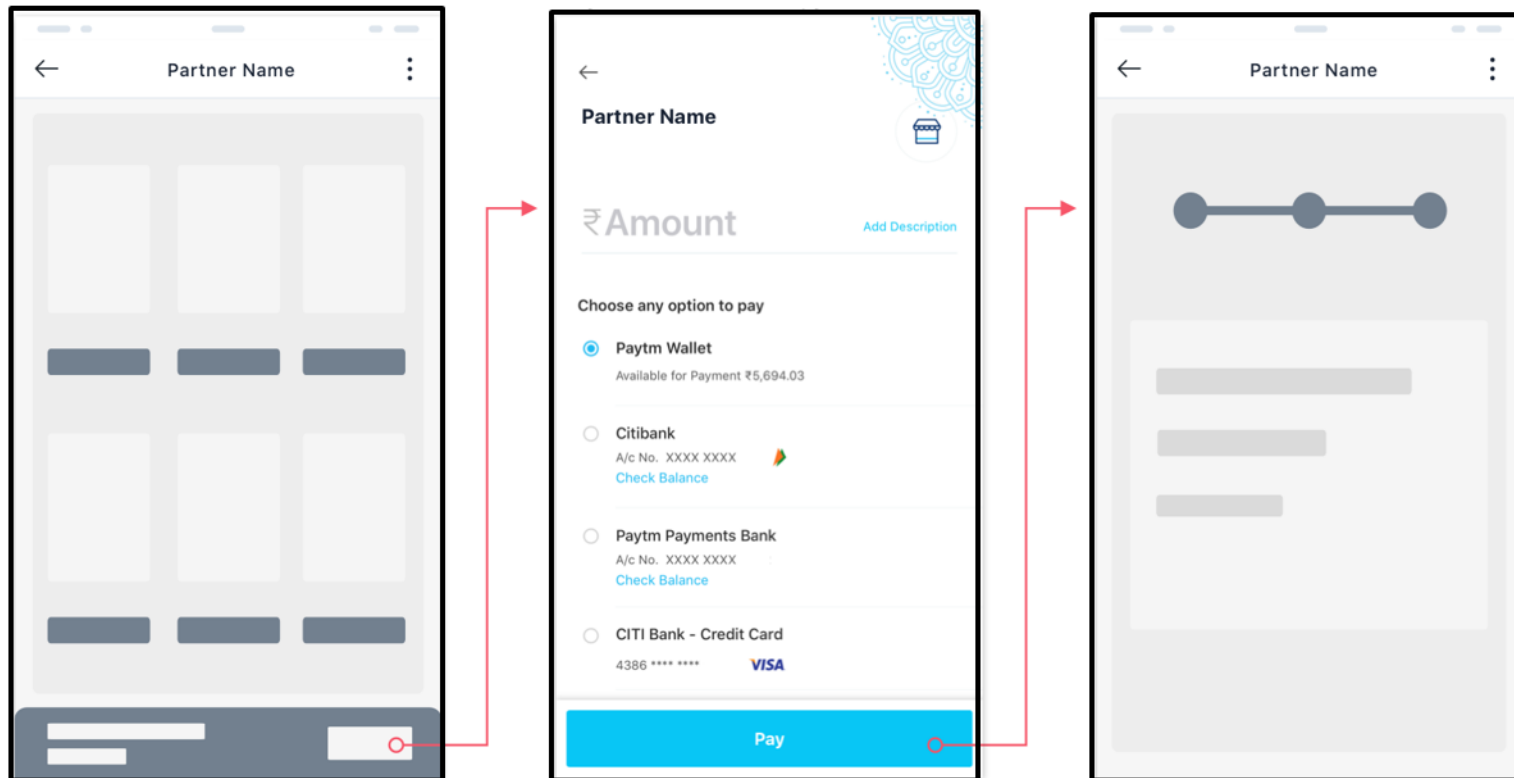
Notes

- User will be shown the **payment modes page** automatically when payment APIs are called. User will complete the payment and get redirected back to the mini app once the payment is completed. Partners are expected to verify that user journeys related to order success or failure once the user is redirected to the mini app are implemented properly
- User will be shown a **payment cancellation confirmation pop-up** automatically if back button is pressed on the payments page. Partners are expected to verify the user journeys related to retrying payments are working as intended if the user cancels the payment
- Partners should coordinate with their Paytm account manager to get the correct payment modes configured and are expected to verify that all the payment modes are working as intended
- Partners are expected to verify that the refunds initiated by them are processed to the source accounts

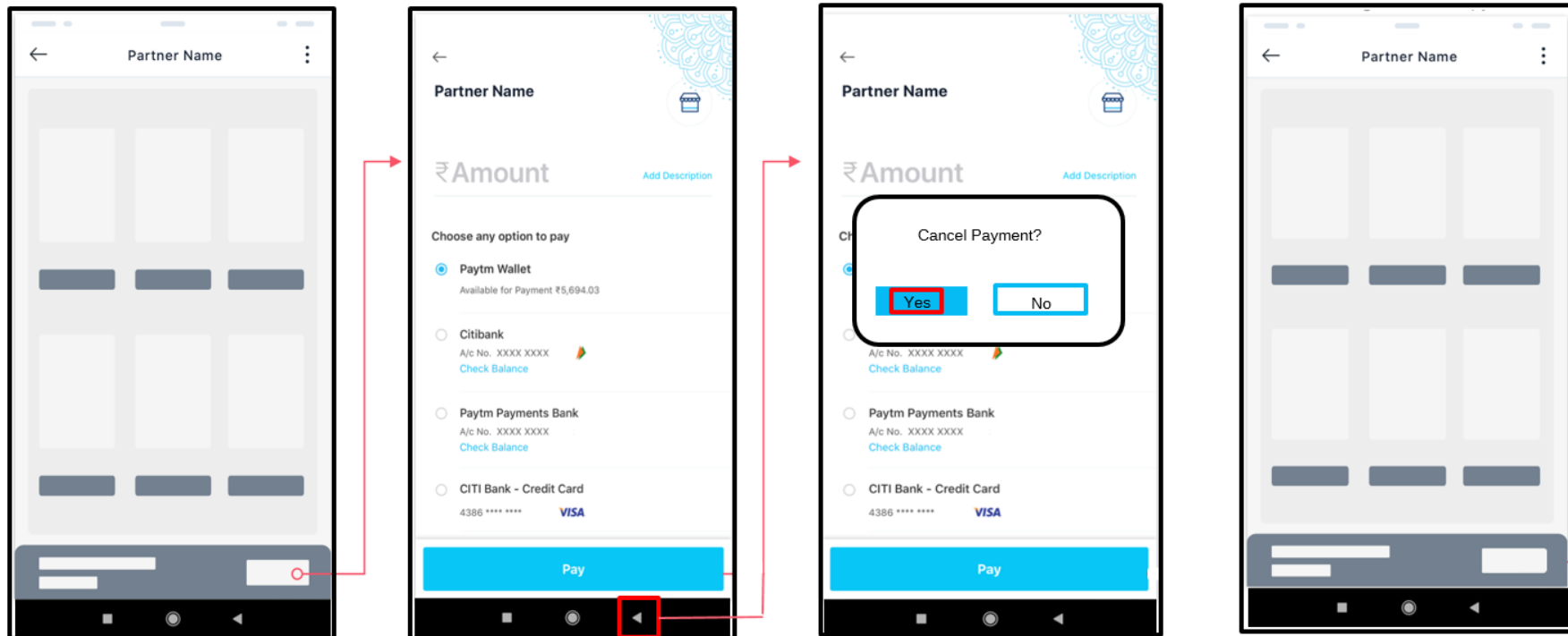
SI No	Guideline	Description
GL13 Mandatory	The default and only payment mode in Mini apps should be through Paytm Payment JS APIs. No other third partywallet options should be provided	See screenshots below
GL14	A confirmation pop-up with YES and NO CTAs should be shown when user cancels the payment on the payment mode page	See screenshots below
GL15 Mandatory	The PG invoke flow should work for the subsequent times if the user cancels the payment at the Payment mode page	If the user cancels the payment by pressing back button on the payment modes page, he should be able to complete his payment by initiating the payment flow again
GL16 Mandatory	User should be redirected to the "Order successful" page inside the mini app once the order is successfully placed	Once the payment is successfully completed, the user should be redirected to an "order successful" page which provides details relevant to the order (See example of successful order summary page below) If the user presses back on the success page, Payment Gateway should not load.

GL17 Mandatory	Static call back URL should be configured during PG integration	<p>Callback URL in Initiate Transaction API is mandatory in case of Mini apps PG flow. Partner during Initiate Transaction API can either use the default callbackURL (https://securegw.paytm.in/theia/PaytmCallback?ORDER_ID=#OrderId# where #OrderId# is actual OrderId used for initiating transaction) or pass their custom URL. Please ensure that the custom URL should not throw any network error and should be secured by SSL layer.</p> <p>There should be no unwanted screens/error messages or screen flickering during the flow.</p>
GL18 Mandatory	User should be redirected to the order failure page with relevant order details if the payment does not succeed	See example of failed order summary page below
GL19 Mandatory	All applicable payment modes should be configured correctly	Various Payment Modes like CC/DC, PPBL, Paytm Wallet, NetBanking, UPI should be configured correctly for Paytm PG invoke flow for Mini apps
GL20 Mandatory	Refunds should be credited back to the source account / payment mode as applicable	Refund should get processed successfully to the Payment source (Paytm Wallet, PPBL, CC/DC, Bank account) depending on the Payment Mode used by the user
GL21 Mandatory	No unwanted Intermediate screen should be displayed while redirecting to the order successful page within Mini app after the placement of the order	User should be redirected to order success/summary page without any unwanted screens/error messages during payment processing
GL22 Mandatory	Refund status of an order should be updated in the customer's order details	Refunds can either be initiated via the Refund API or the Paytm Business Dashboard (Dashboard refund flow can be seen here). Refund Status API can be used to update the refund details against the order in the Mini app workflow (For example - in customer's order history)

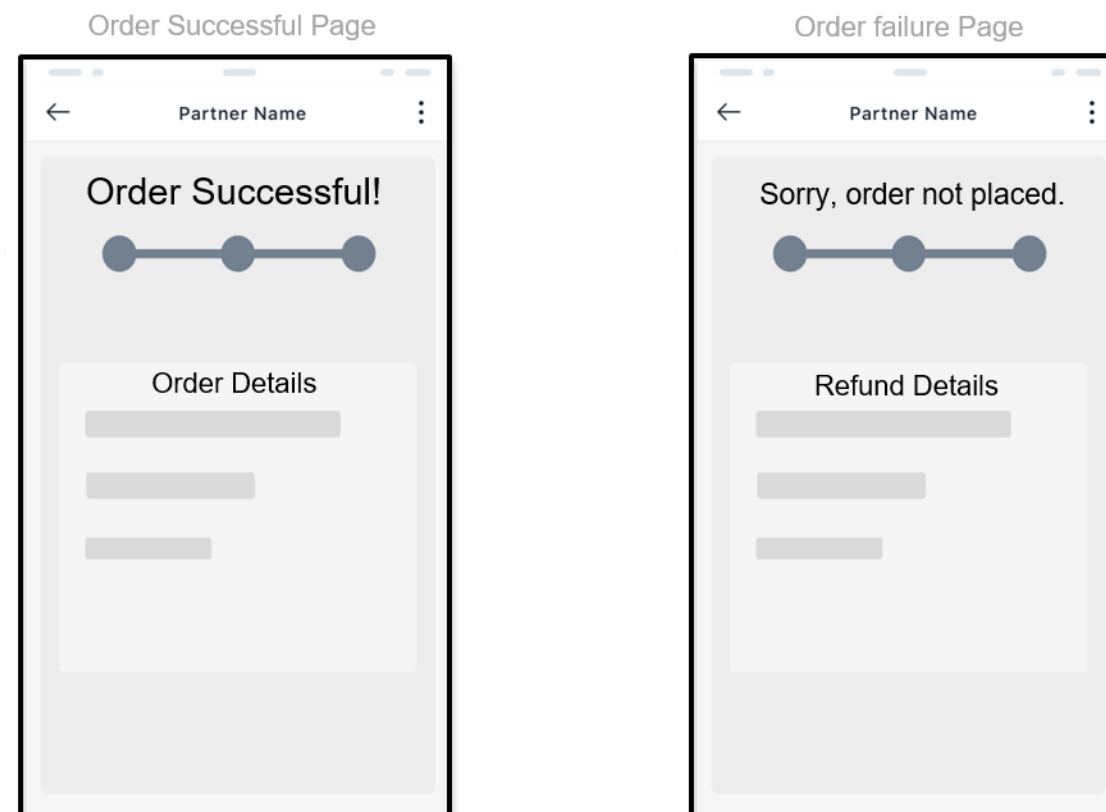
User flow for GL13



User flow for GL14





User flow for GL16 and GL 18



Section 3 - User Communication

SI No	Guideline	Description
GL23 Mandatory	Welcome Email (Communication sent to new user via Email / SMS / WhatsApp)	<ol style="list-style-type: none"> 1. App download links - No links should be present. 2. Follow Us links (Social media handles) - Must open in Paytm WebView. User should be navigated back to Mini app on pressing back button. 3. Support Links (Customer Support email or call / Newsletters / Referral programs / TnCs / FAQs / Policies) are allowed. 4. Shop Now links should get redirected to Paytm Mini app. Please refer Paytm Deeplink schema for redirecting users to Paytm Mini app here. 5. Any external site links (competitors / payment providers) are not allowed.
GL24 Mandatory	Cart Updates - Any updates related to cart which has been populated in Paytm Mini app (Items in cart / price changed / OOS) via Email / SMS / WhatsApp	<ol style="list-style-type: none"> 1. All product landing and checkout links must redirect to Paytm Mini app 2. App download links - No links should be present. 3. Follow Us links (Social media handles) - Must open in Paytm WebView. User should be navigated back to Mini app on pressing back button. 4. Support Links (Customer Support email or call / Newsletters / Referral programs / TnCs / FAQs / Policies) are allowed. 5. Shop Now links should get redirected to Paytm Mini app. Please refer Paytm Deeplink schema for redirecting users to Paytm Mini app here. 6. Any external site links (competitors / payment providers) - not allowed (blocker to go-live).
GL25 Mandatory	Purchase related - Order details (summary and invoice) / Delivery updates / Cancellation updates / Return updates	<ol style="list-style-type: none"> 1. All product landing links must redirect to Paytm Mini app. 2. App download links - No links should be present. 3. Follow Us links (Social media handles) - Must open in Paytm WebView. User should be navigated back to Mini app on pressing back button. 4. Support Links (Customer Support email or call / Newsletters / Referral programs / TnCs / FAQs / Policies) are allowed. 5. Shop Now links should get redirected to Paytm Mini app. Please refer Paytm Deeplink schema for redirecting users to Paytm Mini app here. 6. Any external site links (competitors / payment providers) are not allowed.

Quick reference

Link Type	Example	Welcome email (Communication sent to new user via Email / SMS / WhatsApp)	Cart updates (Updates related to cart populated in Paytm Mini app via Email / SMS / WhatsApp)	Purchase related updates (Order details/summary/ Delivery updates/Cancellation updates/Return updates) via Email / SMS / WhatsApp)
App Download Links		Not Allowed	Not Allowed	Not Allowed
Follow Us Links		Allowed but must open in Paytm WebView	Allowed but must open in Paytm WebView	Allowed but must open in Paytm WebView
Support Links	Customer Support email or call / Newsletters / Referral programs / TnCs / FAQs / Policies	Allowed	Allowed	Allowed
Shop Now Links / Product Landing / Checkout Links	Links redirecting the user to Partner's site; Links to product pages or asking user to checkout	Should redirect to Paytm Mini app	Should redirect to Paytm Mini app	Should redirect to Paytm Mini app
External Links	Links redirecting the user to competitors / payment providers / exclusion list	Not Allowed	Not Allowed	Not Allowed
	Registration forms / google forms / TypeForm / others	Allowed if necessary to core functionality	Allowed if necessary to core functionality	Allowed if necessary to core functionality

Section 4 - External links

SI No	Guideline	Description
GL26 Mandatory	External Links present inside the Mini app should not navigate the user outside of Paytm app	<ol style="list-style-type: none"> 1. App store links are not allowed. 2. Ads are allowed however they should not have any objectionable content or link to entities present in the Exclusion List for advertisements. 3. Links to collect data via Registration forms / google forms / TypeForm / others are allowed only if necessary for the core functionality of the program (Example - registering for an event or providing Email to sign up for a newsletter). The data collection should not be done without any legitimate purpose and data collected should not be used for promotions. These links should open in Paytm WebView. 4. Intents should open apps which are core to functionality. Opening of Partner's own app or competitor's app is not allowed. 5. Verify that no links are present that navigate user outside of Paytm. Any link present should open in Paytm Webview if required.

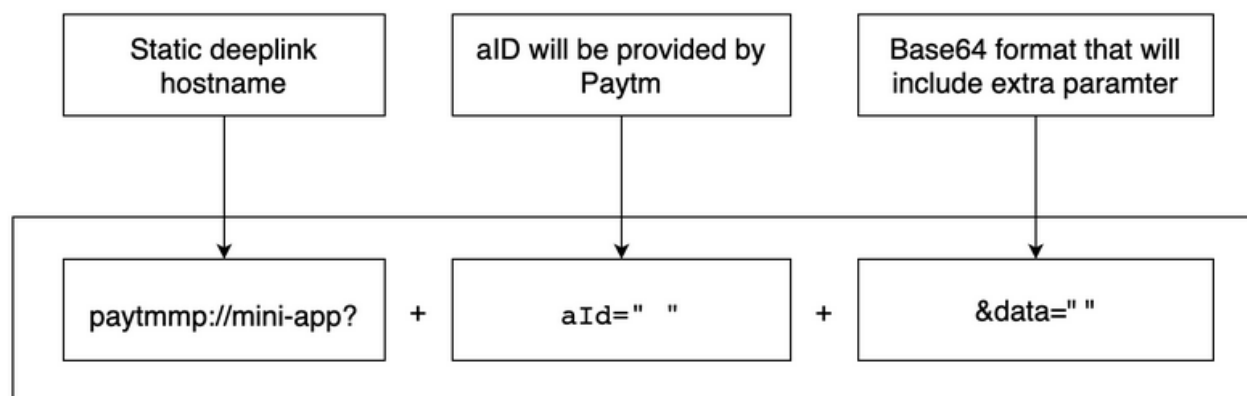
Exclusion list for advertisements

Criteria	Description
Categories banned by law	Cigarettes, Alcohol, Drugs and other illegal substances
Inappropriate / Objectionable content	Ads should not contain any inappropriate or explicit content
Direct competitors of Paytm	Savings / current account and their products
Direct competitors of Paytm	Aggregators of services provided by Paytm - Insurance (ex - PolicyBazaar), Movies (ex - BookMyShow), Travel (ex - MakeMyTrip), Recharges (ex - Freecharge) etc. Please note this list is not exhaustive
Direct competitors of Paytm	Other Payment / Wallet companies and such service providers. Examples include - Amazon Pay, Google Pay, Airtel Money, PhonePe. Please note this list is not exhaustive

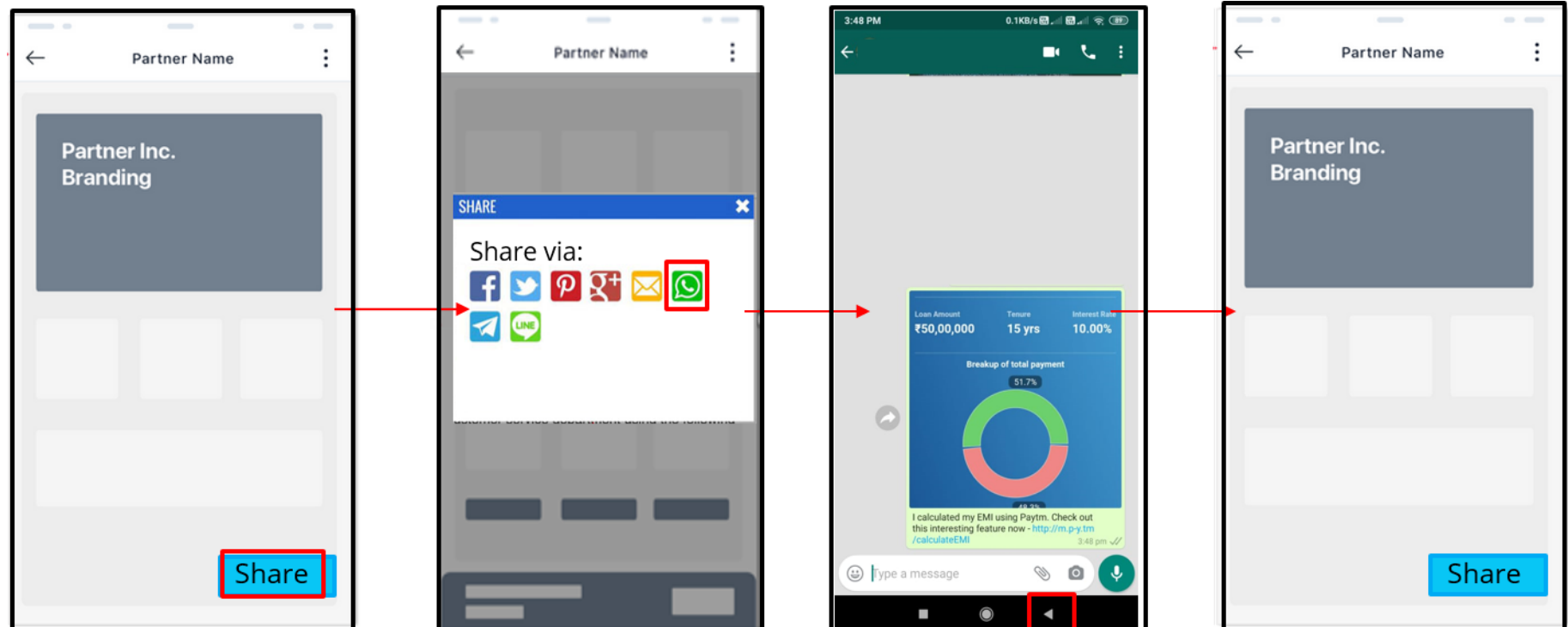
Section 5 - Social Sharing

SI No	Guideline	Description
GL27 Mandatory	Content generated by "Share via Whatsapp or any other 3rd party app" feature, if available, should redirect the users to Paytm Mini app. Paytm Deep Links are mandatory in any content shared by Paytm Mini app.	Links in sharing content should follow the Paytm Deep Link Schema present here . NOTE: Same holds true for sharing via other social media options like Facebook, Instagram, Twitter, LinkedIn, Pinterest, etc. See user flow screenshots below

Deep Link Schema



User flow for GL27



Section 6 - User Experience

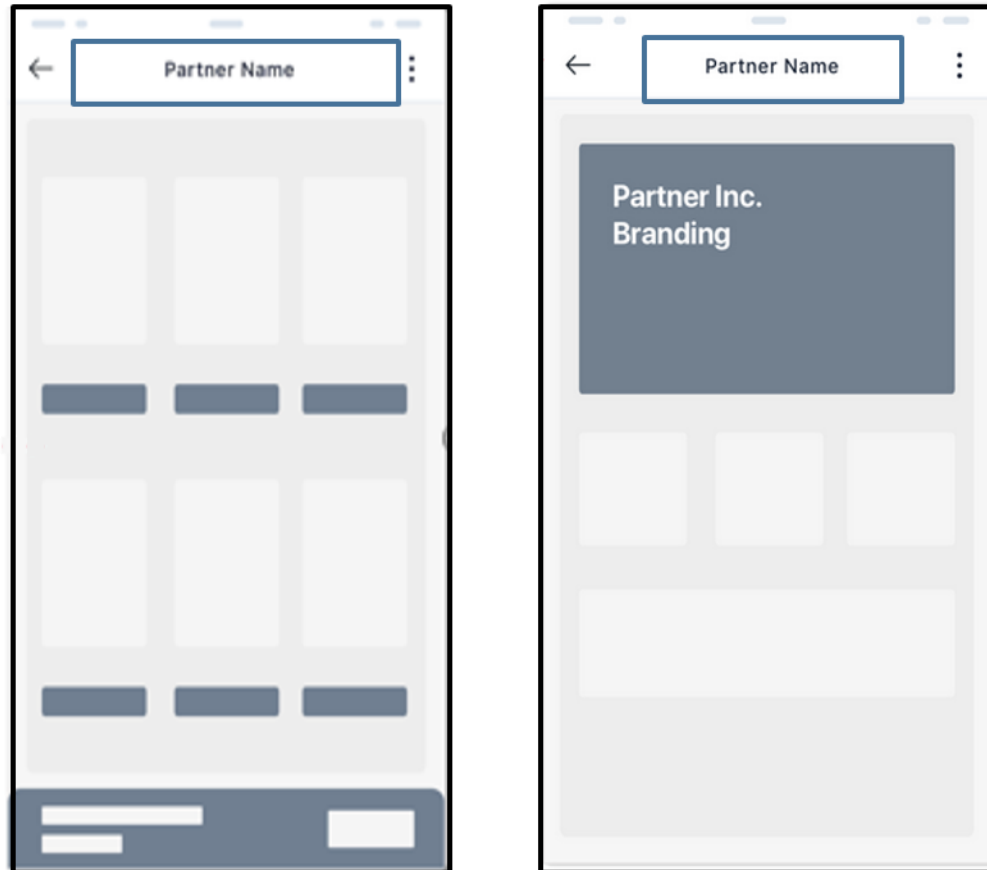
Navigation

SI No	Guideline	Description
GL28	Back Stack of app pages (page history) should be maintained properly and navigable without getting stuck	Back Stack of app pages (page history) should be maintained properly and the user should be able to navigate back through app pages without getting stuck
GL29 Mandatory	The user should be navigated back to Mini app by pressing back button after sharing anything through "Share via Whatsapp or any other 3rd party app" feature, if available in Mini app	<p>User should be navigated back to the Mini app on pressing the back button from the app to which content was shared using "Share via Whatsapp or any 3rd party app" feature, if available.</p> <p>NOTE: Same holds true for sharing via other social media options like Facebook, instagram, Twitter, LinkedIn, Pinterest, etc.</p>

App Title

SI No	Guideline	Description
GL30	There should be a static HTML title on all the pages of Mini app denoting the App Name	See example in the screenshot below

User flow for GL30



Example of App titles on different pages of mini app

User Interface

SI No	Guideline	Description
GL31	There should be no broken links, missing or misplaced UI elements in the Mini app	There should not be any missing / broken links and UI elements which would hamper the customer experience while navigating the mini app
GL32 Mandatory	Mini app Icon design on Mini Apps listing page	The logo should be in a circular format, PNG or JPEG and size should be 640*640

App performance

SI No	Guideline	Description
GL33 Mandatory	Paytm app should not crash during any of the Mini app workflows	Mini apps should not experience any visual slowdowns, force closures, crashes, hard locks, or throw error messages while in use. The application should remain stable, even when dealing with conflicting inputs.
GL34 Mandatory	Load time of the Launch page of the Mini app should not be unreasonably long	The Mini app should display at least a single UI element onto the screen within 7 seconds of the launch on a good WiFi/4G connections and within 10 seconds on 3G connections

Security

SI No	Guideline	Description
GL35 Mandatory	All assets should follow https protocol	Paytm expects its partners to use https protocol to provide better data security for its customers

Customer Service

SI No	Guideline	Description
GL36 Mandatory	Partner Apps should have proper customer support flows	Partner apps should have proper customer service flows and channels for resolving customer issues/complaints/feedback in a timely manner inside the mini app

User Cancellation flows

SI No	Guideline	Description
GL37 Mandatory	Partner Apps should have Order cancellation flows, if applicable	If your policy allows for Order Cancellation, the app should have proper user order cancellation flows available. Canceled Orders should be visible to users under 'My Orders' section of the App along with all the relevant order details

My Orders Section

SI No	Guideline	Description
GL38 Mandatory	Order details should be available under My Orders section, if applicable	Partner Apps should have my orders sections for the users to view their present and past orders along with all the relevant order details

Refunds & Returns

SI No	Guideline	Description
GL39 Mandatory	Refund/return user flows should be present in the mini app, if applicable	<ol style="list-style-type: none"> 1. User should be able to view Refund/return policies before an order is placed. 2. Mini app should have flows to initiate refunds/returns as per policy. 3. User should be able to view the status of his refund or return request.

Offers

SI No	Guideline	Description
GL40 Mandatory	All Partner website / app offers (if running) should be available on Mini apps as well	Any promotional campaigns / offers being run on the Partner Website or App by Partner should be available on the Mini app as well (Examples – Referral / sign up / product offers)
GL41 Mandatory	Flows related Loyalty programs, if running, should be handled so that customer can accrue/redeem its benefits inside the mini app	User should be able to redeem his loyalty program benefits before he proceeds to payment. Only final amount which is to be charged from the user should be passed to the Paytm Payment JS API. User should be able to accrue his loyalty program benefits as per policy for all transactions in the mini app

Section 7 - New feature releases

SI No	Guideline
GL42 Mandatory	All Mini app workflows should work as intended after any major feature change. Paytm Team should be informed about such changes.

Section 8 – General recommendations

SI No	Guideline
GL43	User details like Email ID, name, mobile number should be auto populated in relevant pages like "Address details" after the user has given consent to share his personal details with the Mini app
GL44	Image upload functionality should work as intended with both "Gallery" and "Camera" options
GL45	Video Fullscreen, minimize, mute and unmute functionalities should work as intended
GL46	The user should be redirected back to the Mini app after tapping Back button on the PDF opened in a browser
GL47	Map maximize and minimize functionality should work as intended
GL48	Mini app should be able to handle user flows in case of network not present without impacting the UX
GL49	There should not be any "404 Error - Not Found" pages displayed anywhere in the Mini app workflow
GL50	Mini app should handle its user flows and journeys gracefully across all networks (WiFi, 4G, 3G and 2G)
GL51	No unwanted Alerts/debug log messages should be displayed in the entire Mini app workflow
GL52	Proper validation should be applied to fields like Mobile No., Email Id etc
GL53	Cart should handle user flows correctly if a single item is added

GL54	Cart should handle user flows correctly If same item is added multiple times
GL55	Cart should handle user flows correctly if multiple items of different typed are added
GL56	Cart should handle user flows correctly if it is modified (product is added/removed, product quantities are changed)
GL57	Cart should handle user flows correctly if it is emptied
GL58	User should be redirected to product detail page on clicking an item in the cart, if applicable
GL59	Price on the cart should be discounted when a valid coupon is applied
GL60	Price on the cart should not be discounted when an invalid coupon is applied
GL61	Product QTY field should be disabled when the product is out of stock
GL62	User should be able to add a text note for all products, if applicable
GL63	User should be able to add any or all products to his wishlist by clicking on the wishlist link
GL64	User should be able to mark his order as a gift, if applicable
GL65	User should be able to add any gift message, if applicable
GL66	User should be redirected to the checkout page after clicking on the checkout button
GL67	Cart total should be correct when tax exclusion is enabled
GL68	Cart total should be correct when tax inclusion is enabled