MIDIACODE

Intelligent Super App

Functional overview

One branded experience for products, places, people, content, services, and AI-powered workflows.

A Super App is both mobile (Android and iOS) and Web. Midiacode Web, our Lite experience, delivers the public browser layer; the native mobile app adds secure identity, services, loyalty, payments, and device capabilities.

This document describes the functional building blocks available for a Midiacode Super App. The final configuration is defined around each organization's audience, journeys, content, integrations, and governance requirements.

1. The Super App model

Midiacode connects the physical and digital worlds through one branded experience. QR Codes, short links, geolocation, mobile, and Web can all lead people to the right content or service in context.

Two coordinated delivery layers

- **Web / Lite:** public, server-rendered access in the browser, ideal for QR Code journeys, contextual content, menus, leaflets, channels, forms, and direct links.
- **Mobile:** native Android and iOS experience with identity, collections, wallet, points, push notifications, offline access, payments, and device capabilities.
- **Studio:** the online publishing and management environment that creates the content, interactions, permissions, and automations delivered through both layers.

The model is designed to reduce fragmented apps and disconnected touchpoints while keeping each audience journey relevant, accessible, and measurable.

2. Web / Lite capabilities

Lite is the Web experience of the Super App. It opens in the browser from a QR Code, short link, geolocation trigger, or direct access, without requiring a native installation.

Area	Capabilities
Contextual access	QR Codes, short links, deep links, geolocation, permissions, and audience-aware routing.
Content viewers	PDF, video, audio, HTML, channels, menus, digital leaflets, business cards, forms, and interactive content.
Experience	Three-layer themes, brand customization, Open Graph sharing, responsive layouts, accessibility support, and consent flows.
Collection	Users can capture, save, revisit, and share useful content and experiences during their journey.
Distribution	WhatsApp, social networks, email, browser links, and physical touchpoints connected to digital content.

3. Mobile capabilities

The native Android and iOS Super App extends everything available in Lite with secure identity, persistent user relationships, and native device capabilities.

Identity and account

- Authentication and account management
- Secure sessions and configurable access
- User-specific content collections and permissions
- Transparent login for authorized Web applications

Wallet, points, and transactions

- Tokenized wallet and balance views
- Points earned or spent through configurable rules
- P2P sales, transfers, withdrawals, and exchanges
- One-off QR payments, e-commerce, and one-click checkout where configured

Engagement and operations

- Segmented push notifications
- Offline saving with PIN protection
- QR Code and barcode scanning
- Six-digit code capture, geolocation check-in, and voucher validation

4. Studio and content operations

Midiacode Studio is the publishing platform behind the Super App. It enables teams to create, organize, publish, measure, and automate the experiences that appear in Web / Lite and native mobile.

Publishing

- Multiple content types and reusable structures
- Workspaces, roles, permissions, and approval flows
- Brand themes, menus, channels, and short links
- Content versioning and audit records

Context and automation

- Conditions and Actions
- Geolocation and audience rules
- Webhooks and public APIs
- n8n, Power Automate, ERP, CRM, MES, WMS, and other workflow connections

Intelligence and measurement

- Usage and engagement analytics
- Content performance and scan intelligence
- AI-assisted import and support workflows
- Contextual experiences that connect physical touchpoints to digital journeys

5. Phygital journeys and integrations

A Super App is not an isolated mobile product. It is a layer that connects an organization's products, spaces, people, services, and systems into a coherent journey.

Products

Attach content, regulatory information, manuals, authenticity, traceability, repair, recycling, and post-purchase engagement to physical products.

Places

Connect visitors, citizens, guests, students, employees, and technical teams to contextual content and services in buildings, events, stores, cities, and neighborhoods.

People

Create useful relationships with members, learners, customers, consumers, alumni, employees, and communities through persistent mobile and Web access.

Enterprise systems

Connect the experience to ERP, CRM, LMS, MES, WMS, n8n, Power Automate, identity providers, payment services, and custom APIs according to the project scope.

> *The result is a controlled one-to-many communication layer: the right content, service, or action for the right audience in the right context.*

6. Accessibility, security, and governance

Accessibility

- Alt text and semantic content structures
- ARIA-aware interfaces and contrast themes
- LIBRAS / sign-language support where configured
- Responsive Web and mobile experiences

Security and privacy

- Authenticated routes and authorized API calls
- Configurable SSO domains for embedded Web applications
- Consent flows for applicable privacy requirements
- Access control, version history, and audit records

Governance

- Brand-controlled communication
- Workspace and role-based permissions
- Content lifecycle and publishing controls
- Centralized configuration for menus, onboarding, and settings

7. How to start

A Super App project can begin with one focused journey and expand over time. The first step is to define the audiences, the physical and digital touchpoints, the content or services to converge, and the integrations that matter.

Step	Focus
1	Choose the first audience and use case.
2	Map the physical touchpoints, Web entry points, and mobile journeys.
3	Define the content, services, permissions, and brand experience.
4	Connect the required systems, automations, and data flows.
5	Launch, measure, learn, and expand the ecosystem.

Talk to the Midiacode team about your Super App use case, scope, integrations, and delivery plan.

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