Mobile: What is the WalkMe Mobile SDK and How Is It Used?

Brief Overview

The WalkMe Mobile SDK is how WalkMe Mobile displays WalkMe Mobile campaigns on a mobile app. The SDK can be integrated with both Android, iOS and hybrid mobile apps.

The WalkMe Mobile SDK is integrated into a mobile app by adding one line of code, similar to the snippet insertion process in WalkMe Web. Upon integration, any WalkMe content or functionalities included in the integrated SDK version will become available to all users of the app version(s) with which that SDK was integrated.

WalkMe releases a new version of the SDK (both Android and iOS versions) approximately monthly. While updating to the newest version of the SDK is not mandatory for WalkMe Mobile to function, you must update the SDK to receive any new functionalities included in the new SDK version. Should you decide not to update to a new version, you will not lose any of the functionality of your currently integrated SDK version.

When updating the WalkMe Mobile SDK, you must release a new version of your app to the app store from which your app is distributed (or re-distribute the app via MDM / EMM if that is your organization's method of distribution).

The iOS WalkMe Mobile SDK is compatible with iOS 8.0 and above, while the Android WalkMe Mobile SDK is compatible with Android 4.1 (code-name "Jelly Bean") and above

How Does it Work?

Components of the WalkMe Mobile SDK

UI content and segmentation

The SDK provides UI content that displays campaigns created, modified, and launched in the Mobile Console (i.e., ShoutOuts, Walk-Thrus, Launchers, and Surveys).

After campaigns are published, the SDK evaluates the segmentation you've applied to determine when to display each campaign to end-users.

Events

The SDK also sends events for data collected about end-user activity in the app and end-user interaction with WalkMe campaigns.

The data collected charts the path of the end-users' journey in the app, and provides the basis for understanding the end user and contextualizing the WalkMe experience.

SDK API

Customers can use the WalkMe Mobile SDK API to define User Attributes, send custom events (API Tracked Events (Goals)), trigger campaigns or use their callbacks.

Power Mode

Power Mode is the in-app WalkMe Mobile editor for operations that require the app itself, such as capturing Walk-Thrus, app screens, and elements, or testing content in an in-app environment.

Permissions, security, and privacy

Permissions

The WalkMe Mobile SDK does not request any permissions from the end-user; all data collected is available through open APIs in each platform.

Security

The WalkMe Mobile SDK is compatible with SOC2 standard.

Privacy

The WalkMe Mobile SDK collects user interaction information and predicts end-user behavior within your app. No data is merged with your other apps, and the collection process only runs when your app is in the foreground of the end-user's mobile device.

By default, **the WalkMe Mobile SDK does not collect any personally identifiable information ("PII")**. Any information collected is stored under a globally unique identifier ("GUID"), with the focus on analysis of end-user behavior within the app, and not the app content itself.

WalkMe Web v. WalkMe Mobile

WalkMe Web

Web architecture allows for functionality to be added and loaded in the app's runtime. This allows WalkMe Web to load its code dynamically whenever the HTML loads. That means that whenever a new WalkMe Web version is released, no changes are required in the website that hosts the snippet in order to utilize new features of that version.

WalkMe Mobile

Unlike web, mobile apps are distributed with all the WalkMe Mobile functionality built into them in advance, and the WalkMe Mobile SDK functionality is included in that functionality.

This does not mean that every campaign must be included in the app when it is released to customers. it just means that the functionality required to display that campaign must be in the installed WalkMe Mobile SDK.

Older versions of the SDK (and thus of the app) may not be compatible with new features.