



FREQUENTLY ASKED QUESTIONS (FAQ)

GENERAL QUESTIONS

What is Ojá-Èwà?

- Ojá-Èwà is Africa's first AI-integrated marketplace exclusively for authentic African beauty products, textiles, arts, cosmetics, shoes, bags, and creative services. We connect creators directly with buyers worldwide while preserving and celebrating African cultural heritage.

What does "Ojá-Èwà" mean?

- "Ojá-Èwà" translates from Yoruba to "Beauty Market." It represents our mission to create a dedicated marketplace where African beauty and creativity can thrive, be celebrated, and reach global audiences.

Is Ojá-Èwà only for African users?

- No! While we exclusively feature products made in Africa by African creators, our platform is open to buyers and appreciators of African culture worldwide. We currently serve customers in over 40 countries.

How do I contact customer support?

- Email: support@ojaewa.com
- Phone: +234 7050722222 (Nigeria)
- In-App: Live chat available 24/7
- Hours: Monday-Friday, 8:00 AM - 6:00 PM WAT

FOR BUYERS

How do I create an account?

1. Download the Ojá-Èwà app from Google Play Store or Apple App Store
2. Click "Sign Up" and enter your email address
3. Complete the verification process
4. Set up your profile and preferences
5. Shop

What payment methods do you accept?

- Google Pay/Apple Pay
- Credit/Debit Cards (Visa, Verve, Mastercard, American Express)
- Bank Transfers

- Mobile Money (across Africa)
- PayPal

How does the Style DNA Quiz work?

Our AI-powered Style DNA Quiz analyses your:

1. Colour preferences and complexion
2. Cultural style influences
3. Occasion needs (everyday vs. ceremonial)
4. Budget range
5. Sustainability preferences

Based on your answers, our AI curates personalized product recommendations that match your unique aesthetic.

What is the Cultural Context AI Assistant?

This feature provides detailed information about:

- The cultural significance of patterns and designs
- Traditional manufacturing techniques
- Artisan community background
- Proper care and cultural respect guidelines
- Historical context of materials and methods

How do returns and refunds work?

Return Policy:

- 48-Hour return window for most items
- Products must be in original condition
- Custom-made items are non-returnable
- Art pieces may have different terms (specified per listing)

Refund Process:

1. Submit return request through app or send an email to support@ojaewa.com
2. Receive return authorization and label
3. Ship item back to seller
4. Refund processed within 5-7 business days upon inspection
5. Refund issued to original payment method

How is delivery handled?

Domestic (Nigeria):

- 2-5 business days for major cities
- 5-10 business days for remote areas
- Real-time tracking provided

International:

- 7-21 business days depending on destination
- Customs and duties are buyer's responsibility
- Insurance available for high-value items

Important: While buyers cover delivery costs, sellers manage all logistics through our integrated network to ensure reliability and tracking.

Are there customs duties for international orders?

Yes, international buyers are responsible for:

- Import duties
- Taxes
- Customs clearance fees

We provide necessary documentation and estimated duty calculations at checkout.

FOR SELLERS & CREATORS

How do I become a seller on Ojá-Èwà?

Eligibility Criteria:

1. Must be creating authentic African products
2. Valid government-issued ID
3. Business registration (if applicable)
4. Portfolio of work
5. Commitment to quality standards

Application Process:

1. Complete seller application form
2. Submit required documentation
3. Pay one-time onboarding fee (see Fees section)
4. Complete seller training program
5. Set up your virtual storefront

What are the fees for sellers?

One-Time Fees:

- Onboarding Fee: ₦25,000 (or equivalent in local currency)
Includes: Account setup, verification, training, and initial storefront design

Recurring Fees:

- Commission: 30% on all products sold or services rendered
- Payment Processing: As applicable by payment processor
- Premium Storefront: ₦15,000/month (optional)

Payment Schedule:

- Funds are processed immediately upon buyer's confirmation of product receipt
- Payouts to sellers occur upon buyer's confirmation of product receipt

What does the 30% commission include?

Our commission covers:

1. Platform access and maintenance
2. AI tools (photography enhancement, pricing optimization, etc.)
3. Marketing and promotional activities
4. Customer support
5. Payment processing security
6. Delivery management (while costs are covered by seller, we handle all logistics coordination)
7. Dispute resolution services
8. Seller protection programs

How does the AI Photography Enhancement work?

Our AI tool helps you create professional product images by:

1. Automatically adjusting lighting and colours
2. Removing backgrounds
3. Standardizing image sizes
4. Adding consistent watermarks
5. Optimizing for mobile viewing
6. Generating 360-degree views from single images

What is Smart Pricing Optimization?

Our AI analyses:

1. Material costs
2. Labor time
3. Market demand

4. Competitor pricing
5. Seasonal trends
6. Buyer location

How does inventory prediction work?

Our AI tracks:

1. Sales trends across categories
2. Seasonal demand patterns
3. Cultural events and holidays
4. Global fashion trends
5. Buyer search behaviour

Who handles delivery and logistics?

Sellers through our Managed Logistics System:

- Buyers Responsibility: Cover delivery costs
- Ojá-Èwà Management: We handle all logistics through our network
- Process:
 1. Seller packages product with provided materials
 2. Buyer arranges pickup
 3. Seller manages shipping and tracking
 4. Buyer confirms receipt
 5. Payment is immediately processed upon confirmation
- Benefits: Reduced complexity, better rates, reliable tracking, centralized support

How do I get paid?

Payment Flow:

1. Buyer purchases your product
2. Funds held in secure escrow
3. Product shipped via our managed logistics
4. Buyer confirms receipt in app
5. Immediate payment processing triggered
6. Funds transferred to your provided account

What support do you provide sellers?

1. Business Training: Pricing, marketing, customer service
2. Technical Support: Platform usage, AI tools
3. Financial Guidance: Cash flow management, scaling
4. Legal Assistance: Contract templates, intellectual property protection

5. Export Support: Documentation, international compliance

AI FEATURES

How does the AI ensure cultural accuracy?

Our Cultural Context AI is trained on:

1. Academic research on African art and design
2. Community-verified information
3. Traditional knowledge holder inputs
4. Museum and cultural institution databases
5. Continuous feedback from cultural experts

Can I opt-out of AI features?

Yes, you can:

1. Disable personalized recommendations
2. Use basic listing tools without AI enhancement
3. Request human review of AI-generated content
4. Provide feedback to improve AI accuracy

Is my data safe with AI processing?

Yes, we adhere to strict data protection protocols:

1. Data anonymization before AI training
2. Compliance with data protection laws
3. Transparent AI decision-making processes
4. Right to explanation for AI recommendations
5. Regular AI ethics audits

QUALITY AND AUTHENTICITY

How do you verify product authenticity?

Four-Step Verification Process:

1. Creator Verification: Document review and interviews
2. Production Verification: Site visits or video documentation
3. Material Verification: Source confirmation and testing
4. Cultural Verification: Community validation for traditional items

What are your quality standards?

We require:

1. Materials: Sustainable, authentic, properly sourced
2. Craftsmanship: Attention to detail, durability
3. Finish: Professional, consistent quality
4. Packaging: Protective, branded, eco-friendly where possible
5. Accuracy: Product matches description and images

What happens if a product doesn't meet standards?

1. Immediate delisting of product
2. Investigation with seller
3. Refund to buyer if misrepresented
4. Seller education or retraining
5. Possible account suspension for repeated issues

COMMUNITY AND CULTURE

How do you protect cultural intellectual property?

Cultural IP Protection Framework:

1. Community Registration: Traditional designs can be registered
2. Benefit Sharing: Royalties for community designs
3. Proper Attribution: Clear sourcing information
4. Restricted Use: Some designs require special permissions
5. Cultural Advisory Board: Oversight by cultural experts

Can communities rather than individuals sell?

Yes! We support:

- Cooperatives
 - Women's collectives
 - Community enterprises
 - Cultural preservation organizations
- Special programs and reduced fees available for community groups.

How do you ensure fair trade practices?

Our Fair-Trade Commitment:

1. Transparent pricing breakdowns
2. Minimum price protections
3. Direct communication between creators and buyers
4. No unauthorized copying of designs

5. Support for sustainable practices

TECHNICAL ISSUES

The app isn't working properly. What should I do?

Troubleshooting Steps:

1. Check your internet connection
2. Update to the latest app version
3. Clear app cache (Settings > Apps > Ojá-Èwà > Storage > Clear Cache)
4. Restart your device
5. Uninstall and reinstall the app
6. Contact support if issue persists

How do I update my payment information?

1. Go to Profile > Payment Methods
2. Select "Add New Payment Method"
3. Enter new information
4. Verify through secure process
5. Set as default if desired

I forgot my password. How do I reset it?

1. Click "Forgot Password" on login screen
2. Enter registered email address
3. Check email for reset link
4. Create new password (minimum 8 characters with letters and numbers)
5. Log in with new credentials

SECURITY AND PRIVACY

How is my payment information protected?

Security Measures:

1. PCI DSS Level 1 Compliance
2. End-to-end encryption
3. Tokenization of card information
4. Regular security audits
5. Two-factor authentication available

Who sees my personal information?

Information Sharing:

- Buyers to Sellers: Only necessary delivery information
- Sellers to Buyers: Business name and location only
- Internally: Only staff needing access for service provision
- Never: We don't sell your data to third parties

How do I delete my account?

1. Go to Profile > Account Settings
2. Select "Delete Account"
3. Confirm understanding of consequences
4. Complete verification process
5. Account deactivated immediately, fully deleted after 30 days

BUSINESS AND PARTNERSHIPS

Do you offer wholesale opportunities?

Yes! Our B2B program includes:

1. Volume discounts for retailers
2. Custom manufacturing for brands
3. White-label opportunities
4. Corporate gifting programs

Contact partnerships@ojaewa.com or support@ojaewa.com for more information.

Can I sell services on Ojá-Èwà?

Yes! We support:

1. Custom design services
2. Repair and restoration
3. Consultation services
4. Workshops and training
5. Creative commissions

Note: All services are subject to the same 30% commission upon completion and payment.

Do you offer seller financing or advances?

Seller Support Programs:

1. Micro-Advances: Up to 50% of projected sales (qualified sellers)
2. Material Purchasing Support: Bulk buying assistance

3. Export Readiness Funding: For international expansion
Apply through your seller dashboard.

UPDATES AND FUTURE FEATURES

What new features are coming soon?

Roadmap 2026- 2027:

1. AR Virtual Try-On for clothing and accessories
2. Blockchain authentication for high-value art
3. Sustainability scoring for all products
4. Schools for art, fashion and lifestyle.
5. Multi-vendor cart functionality
6. Local pickup options
7. Subscription boxes for African beauty products

How can I suggest new features?

Ways to Provide Feedback:

1. In-app feedback form
2. Monthly community forums
3. Seller advisory committee meetings
4. Direct email to support@ojaewa.com
5. Social media polls and discussions

LEGAL AND COMPLIANCE

What are my tax responsibilities?

Seller Responsibilities:

1. Income tax on earnings
2. VAT where applicable
3. Export/import duties
4. Business registration fees

Buyer Responsibilities:

5. Import duties for international orders
6. Local sales tax where applicable

We provide transaction reports for tax purposes.

What is your dispute resolution process?

Step-by-Step Resolution:

1. Direct communication between parties (48 hours)
2. Ojá-Èwà mediation (72 hours)
3. Formal dispute filing
4. Investigation and evidence review
5. Resolution decision within 7 days
6. Appeal process available

Where can I find your complete terms?

Legal Documents:

1. Terms of Services: www.ojaewa.com/terms

Still have questions? Contact us at support@ojaewa.com or use the live chat feature in our app. Our team typically responds within 2 hours during business hours.

Ojá-Èwà: Based on who you be.