ACHABA One Page PRD

What it is

Achaba is an early stage mobility coordination platform focused on motorcycle transport in Bauchi, starting with structure, data, and trust.

Intro (Elevator Pitch)

- For: daily commuters, small businesses, and motorcycle riders in Bauchi
- Who: need safer, more predictable motorcycle transport
- The: Achaba platform is a mobility coordination and data tool
- That: brings order, visibility, and legitimacy to informal motorcycle transport
- Unlike: random roadside bargaining and untracked rides
- Our Product: starts with surveys, rider profiling, and coordination before bookings

Who is it for

- Motorcycle riders (primary)
- Passengers and commuters
- Market traders and small logistics users
- Internal Achaba operations team

Why build it

- Background: Motorcycle transport runs cities, but operates without structure or data.
- Assumptions: Riders will cooperate if respected. Users will share data if purpose is clear.
- Market opportunity: High daily usage, zero systems. Even light structure creates value.
- Company goals: Build a trusted mobility foundation before scaling into bookings and payments.

What is it (MVP scope)

From the user's perspective:

- Riders register with basic details
- Passengers answer short mobility surveys
- Achaba collects route, time, and demand data
- Admin reviews insights and coordinates next steps

Core MVP Features

1. Rider registration form
2. Passenger mobility survey
3. Admin dashboard for data review
4. Official Achaba email access for team communication

Problems Solved

- Lack of rider visibility
- No demand data
- No coordination channel
- No foundation for trust

What it looks like / feels like

- Simple web interface
- Low data usage
- Clear language
- Built for phones, not desktops

Release Criteria

Functionality

- Forms submit correctly
- Data stored and exportable

Usability

- Easy to complete in under 5 minutes
- Works on low-end smartphones

Reliability

- No data loss
- Stable access during surveys

Performance

- Fast load on poor networks

Supportability

- Easy to update surveys
- Manual follow up supported

Timeline and Constraints

Ideal launch date

Known constraints

- Budget: Minimal, bootstrapped
- Timeline: Short, iterative
- Resources: Small team
- Dependencies: Rider cooperation, field interviews

achaba
Anything to pick. Anywhere to go.