

Yala Platform – Product Requirements Document (PRD)

1. Product Overview

Yala is a digital funeral coordination platform designed to modernize how families and organizers communicate funeral information in Ghana. Using a unique QR code and WhatsApp-based chatbot interface, Yala provides a simple, culturally sensitive, and scalable way to share event details, brochures, donation information, and condolence messages.

This PRD outlines the product requirements for **Phase 1**, including admin features, end-user features, data flows, constraints, and acceptance criteria. Future enhancements referenced here are not included in the current development scope but serve as forward-looking opportunities.

2. Product Goals

- Streamline the process of communicating funeral details to attendees.
 - Reduce confusion, repeated questions, and logistics-related stress.
 - Provide a dignified digital experience aligned with Ghanaian funeral culture.
 - Ensure attendees can easily access reliable information through WhatsApp.
 - Empower organizers with simple tools to upload, update, and manage event data.
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3. Key Features & Requirements

3.1 Admin Dashboard (Web Platform)

Admins (family heads, pastors, event organizers) should be able to:

3.1.1 Account & Access Control

- Create account using phone or email.
- Login with OTP/password.
- Reset password.
- Manage profile information.

3.1.2 Funeral Profile Management

- Create new funeral profile.
- Add deceased person's details (name, photo, biography optional).
- Add and edit event schedule: one-week service, burial, thanksgiving.
- Add family representative contacts.

- Add donation/contact details.

3.1.3 Media Management

- Upload brochure (PDF or image formats).
- Upload photos to represent the event.
- Replace or delete uploaded files.

3.1.4 QR Code Generation

- System generates a unique QR code linked to WhatsApp chatbot.
- Download QR code as PNG or PDF.
- Download printable funeral card template that includes QR.

3.1.5 Updates & Notifications

- Admin can update event details at any time.
- Updates should reflect instantly for all users.

3.1.6 Condolence Moderation

- Review incoming condolence messages.
- Approve, hide, or delete messages.

3.1.7 Event Closure & Archiving

- Mark event as “Closed”.
- Archived events remain accessible to admins only.

3.2 End-User Features (WhatsApp Chatbot – Updated Flow)

End users interact with the platform exclusively through WhatsApp. The experience is intentionally simple to accommodate all levels of digital literacy.

3.2.1 Entry Experience (Updated)

- User scans the QR code or manually messages the WhatsApp number.
- Chatbot immediately asks the user to **enter the Event Code**.
- After the user inputs the correct Event Code, the chatbot responds with:
 - A **welcome message**
 - The **event name** (e.g., “Welcome. This is the funeral of [Name].”)
 - Chatbot then prompts the user to **enter their name**.

3.2.2 Main Menu (Simplified Core Options)

After providing their name, the user is presented with three buttons: 1. **Download Event Brochure** 2. **Give / Donate** 3. **Send Condolence Message**

These three actions represent the full end-user feature set for Phase 1.

3.2.3 Brochure Delivery

- Chatbot sends the funeral brochure as a PDF or a series of images.
- Large files may be split into multiple parts.
- User receives a confirmation once delivery is complete.

3.2.4 Donation Flow

- Chatbot displays donation information (MoMo number, bank details, or international transfer details).
- Users receive a brief acknowledgment such as “Thank you for your support.”
- No automated payment processing in Phase 1.

3.2.5 Condolence Message Flow

- User types or sends a voice message containing their condolence.
- Message is captured and sent to the admin dashboard for moderation.
- Only approved messages appear in the event archive.

3.2.6 Error Handling

- Invalid Event Code → “This event code does not exist. Please check and try again.”
- Unsupported input → “Please choose an option from the menu.”
- Persistent fallback: “**Back to Menu**” button visible in all states.

4. Future Feature (Not in Phase 1). Future Feature (Not in Phase 1)

Interactive Q&A Event Assistant (2-Question Limit)

In future updates, Yala will include an AI-assisted knowledge base that allows users to ask up to **two natural-language questions** about the funeral.

Potential Use Cases

- “What time does the burial start?”
- “Where can I send support if I’m not in Ghana?”
- “Who is the family head to contact?”

Requirements for Future Phase

- Structured knowledge extraction from admin inputs.
- KB stored per event.
- Limited natural-language queries.
- Rate-limiting (max 2 questions per user).
- Optional follow-up prompts.
- WhatsApp-friendly responses.

(This remains outside Phase 1 but should be considered when designing database and data formats.)

5. Non-Functional Requirements

5.1 Performance

- WhatsApp responses should be sent within 1–3 seconds.
- QR generation must complete in under 2 seconds.
- Dashboard must load essential data in under 3 seconds.

5.2 Scalability

- Should handle multiple events concurrently.
- Support thousands of WhatsApp queries daily.

5.3 Reliability

- 99.5% uptime target.
- Real-time update sync between dashboard and bot.

5.4 Security

- All admin data must be secure.
- Media storage protection.
- Prevent unauthorized editing.

5.5 Cultural Sensitivity

- Messaging tone must remain respectful and empathetic.
 - Content must align with Ghanaian funeral traditions.
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6. User Stories

Admin User Stories

- *As a family representative, I want to upload funeral details so that attendees receive accurate information.*
- *As an organizer, I want to generate a QR code so that attendees can easily access event information.*
- *As a pastor, I want to moderate condolence messages so that inappropriate messages are not displayed.*

End-User Stories

- *As an attendee, I want quick access to funeral details so that I know the right schedule.*
 - *As a user, I want to download the program brochure so that I can follow the service.*
 - *As a supporter abroad, I want to see donation information so I can send my contribution.*
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7. Acceptance Criteria

- Admin dashboard functions without errors.
 - QR code always redirects to active WhatsApp chatbot.
 - Chatbot buttons work consistently.
 - Brochure downloads succeed on Android/iPhone.
 - Condolence messages are stored and moderated properly.
 - Event updates appear immediately through the bot.
 - Closed events no longer accept new interactions.
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8. Risks & Dependencies

Risks

- WhatsApp API restrictions.
- Poor network connectivity at funeral venues.
- Users unfamiliar with QR scanning.

Dependencies

- WhatsApp Business API or approved provider.
 - Stable hosting for dashboard and media.
 - Secure storage bucket (S3, Cloudinary, etc.).
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9. Conclusion

This PRD defines all essential requirements for Phase 1 of Yala, ensuring a clear development path while maintaining space for culturally aligned design and future expansions, including the interactive Q&A assistant.

The goal is to deliver a stable, intuitive, and impactful product that respects Ghanaian funeral traditions while providing modern digital convenience.