WhatsApp Business Solution Provider (BSP) Dashboard Design Plan

This document outlines the core functional requirements and design plan for a basic WhatsApp Business Solution Provider (BSP) dashboard, focusing on essential features: Login, Dashboard Overview, Template Creation, and Bulk Sending.

1. Authentication and Login

A secure login system is the foundation of the platform, ensuring only authorized personnel can access the BSP dashboard and its features.

1.1 Login Page Requirements

- **User Interface:** A simple, secure login form.
- **Authentication Method:**
  - Email/Username and Password.
  - Secure password hashing and storage.
- **Access Control:** Role-based access (e.g., Admin, User, Viewer).
- **Security Features:**
  - Two-Factor Authentication (2FA) placeholder: [Add 2FA implementation details here]
  - Password Reset functionality.

1.2 Onboarding/Registration

New user creation and management will be handled by the Admin role within the system.

Role	Access Level	Actions
Admin	Full Access	User Management, API Configuration, Billing
User	Standard Access	Template Creation, Bulk Sending, Analytics Viewing
Viewer	Read-Only	Dashboard Overview, Template Viewing

2. Dashboard Overview

The main dashboard will serve as a centralized hub, providing users with a quick summary of key operational metrics.

2.1 Key Metrics and Display

The dashboard will feature high-level statistics to monitor platform activity.

- **Total Messages Sent:** Aggregated count of all messages sent through the platform.
- **Active Templates:** Number of currently approved message templates.
- **Failed Sends:** Count of messages that failed to deliver in the last ⊟ Date days.
- **Rate Limits:** Current and approaching API rate limit status.

[A chart showing message volume over time will be placed here]

2.2 Navigation and Accessibility

The navigation panel will provide easy access to all functional areas of the platform.

- Dashboard (Home)
- Template Manager
- Bulk Send Scheduler
- User Settings

3. Template Management

Template creation is a core feature for any BSP, ensuring compliance with WhatsApp's policies for outbound messaging.

3.1 Template Creation Workflow

Users will be guided through a step-by-step process to create new message templates.

1. **Template Naming:** Assign a unique, descriptive name.
2. **Category Selection:** Choose the appropriate category (e.g., Utility, Marketing, Authentication).
3. **Language Selection:** Specify the template language.
4. **Content Definition:**
   - Header (Text, Media ⊡ File)
   - Body Text (with variable placeholders: {{1}}, {{2}})
   - Footer
   - Call-to-Action or Quick Reply Buttons.
5. **Submission:** Submit the template for approval to Meta/WhatsApp.

Template review status will be tracked in the Template Manager table below.

Template Name	Status	Category	Last Modified
Order_Confirmation	Approved	Utility	🗓 Date
Promotional_Offer_Jan	Pending	Marketing	🗓 Date
Password_Reset_Code	Rejected	Authentication	🗓 Date
👤 Person _Greeting_Template	📍 Place		🗓 Date
Template 🗓 Calendar event	Status	Category	🗓 Date

4. Bulk Sending

The bulk sending feature allows users to send a single, approved template to a large list of recipients simultaneously.

4.1 Scheduling and Execution

Users will define the parameters for a bulk messaging campaign.

- **Template Selection:** Choose an 'Approved' template from the list.
- **Recipient List Upload:** Upload a CSV file containing recipient phone numbers and variable data for template placeholders.
  - File Upload Limit: [Specify size limit here]
  - Required Columns: phone_number, variable1, variable2, etc.
- **Scheduling:** Set an immediate send or schedule for a future time.
  - Scheduled Send Event Link: 🗓 Calendar event
- **Confirmation:** Review the recipient count and cost estimate before execution.

4.2 Tracking and Reporting

A dedicated section will allow users to monitor the status of bulk send jobs.

Job ID	Template	Recipient Count	Status	Start Time
BSK001	Order_Confirmation	5,000	Completed	🗓 Date
BSK002	Promotional_Offer_Jan	10,230	Processing	🗓 Date

Job ID	Template	Recipient Count	Status	Start Time
BSK003	Password_Reset_Code	250	Failed	🗓 Date
👤 Person Test Send		🗓 Calendar event	📍 Place	🗓 Date

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