**Website Details points**

**Header Menu (Visible to All Users)**

1. **Home**
2. **Prepaid Bundles**
3. **eSIM**
4. **Offers**
5. **Support**
6. **FAQ**

**Footer Section**

* **Company Information**
* **Privacy Policy & GDPR**
* **Terms & Conditions**
* **Contact Information (Email & WhatsApp)**

**3. Functional Modules**

**3.1. Prepaid & eSIM Pages**

* **Each bundle page displays:**
  + **Product name, price, and benefits.**
  + **Data retrieved from the admin dashboard or API feed (based on sample data provided by the company).**
* **Users can select 1–5 top-ups per product.**
* **eSIM selections generate unique QR codes.**
* **Prepaid bundle selections generate unique PINs.**
* **Multi-product checkout is supported through a unified “Add to Cart” and “Checkout” flow.**

**3.2. Offers Page**

* **Dynamic offer listing, updated from Admin Dashboard.**
* **Supports:**
  + **Limited-time offers**
  + **Promotional discounts**
  + **Referral-based rewards**
* **Each offer record contains: Offer ID, description, discount %, validity dates, and applicable product types.**

**3.3. Support Section**

* **Direct support via:**
  + **Email**
  + **WhatsApp**
* **Separate support channels for:**
  + **Personal customers (B2C)**
  + **Retailers (B2B)**

**4. Authentication System**

**4.1. Sign-Up Options**

* **Personal Account**
* **Business Account (Retailer)**

**Personal Account Registration**

* **Fields: First Name, Last Name, Email, Mobile Number, Password.**
* **Email verification required before account activation.**
* **Prevents multiple fake accounts using validation and anti-phishing rules.**
* **Confirmation email includes username and password (or activation link).**

**Personal Account Login**

* **Existing users can log in via email and password.**
* **Failed login attempts trigger error validation.**
* **Forgot password recovery via email.**

**Business Account Registration**

* **Fields:**
  + **First Name, Last Name**
  + **Company Name, Organization Number**
  + **VAT Number**
  + **Company Email Address**
  + **Postal & Billing Address**
  + **Mobile Number**
* **Verification options:**
  + **BankID (preferred)**
  + **Manual validation by admin (optional)**
* **Once approved, the system sends confirmation email with login credentials.**

**Business Account Login**

* **Authenticates validated retailers only.**
* **Invalid accounts redirect to registration/approval notice.**

**5. B2C Portal Functionalities**

**5.1. Account Dashboard**

* **Displays:**
  + **Purchase history**
  + **Reward points balance**
  + **Referral codes**
  + **Triggered PINs or eSIM QR codes**

**5.2. Rewards System**

* **Earn points on every purchase.**
* **Referral points added for inviting new customers.**
* **Points redeemable for bundles/eSIM purchases.**

**5.3. Checkout Flow**

1. **Add product(s) to cart (1–5 per type).**
2. **Enter billing address & contact email.**
3. **Verify Norway mobile number for PIN/eSIM delivery.**
4. **Payment Gateway:**
   * **Supports Vipps, Stripe, and card payments.**
   * **Includes 3D Secure authentication.**
5. **Post-payment:**
   * **Success confirmation message with order number.**
   * **Email confirmation with purchase summary.**
   * **Instant delivery email with PIN or eSIM QR code (may combine in same mail).**
6. **Support contact via WhatsApp and email if issues arise.**

**6. B2B (Retailer) Portal Functionalities**

**6.1. Retailer Account Dashboard**

* **Access to bundles, eSIMs, and offers.**
* **Checkout supports Invoice payment method only.**
* **Retailer credit limits (e.g., NOK 2500, 5000, 7500,10000,15000,20,000) defined by admin.**
* **Levels shown as options; unavailable ones appear blurred.**
* **System sends notifications when:**
  + **Retailer reaches 90% of limit.**
  + **Retailer reaches 100% (limit exceeded).**
* **Notifications also sent to Admin for follow-up/invoicing.**

**6.2. Post-Purchase**

* **Order confirmation page with order number.**
* **Email delivery of PIN/eSIM to registered mobile number & email.**
* **Print Option: allows printing PIN on paper.**
* **Reports Page:**
  + **Transaction history (Sales type, Product, Date, Amount)**
  + **eSIM/PIN details viewable for 24 hours only**
  + **Download or print functionality available within 24 hours.**

**6.3. Retailer Rewards**

* **Retailers earn rewards for:**
  + **eSIM activations**
  + **Hitting set purchase targets within 14 or 21 days**
* **Rewards redeemable for future bundle or eSIM purchases.**
* **Reward campaigns managed via Admin Dashboard.**

**6.4. Accounting Integration**

* **Integration with Tripletex Accounting System:**
  + **Unique KID numbers per invoice**
  + **Payment notifications received from Tripletex**
  + **Auto-update retailer account limits upon payment confirmation**

**6.5. B2C Geo-Tracking, Localization & Payment Gateway Control**

**Customer Data Visibility**

* **Every B2C customer account detail and activity is automatically sent to the Admin Dashboard, including:**
  + **Registration details (name, email, contact number)**
  + **IP-based location (country, region, city)**
  + **Login and purchase history**
  + **Preferred language setting**
  + **Device type and session timestamps**

**Geo-Location Tracking**

* **The system detects the customer’s location automatically using:**
  + **IP geolocation API**
  + **Browser language & timezone detection**
  + **This data helps identify:**
  + **Whether the customer is accessing from within Norway or outside Norway.**
  + **Potential VPN or proxy use (optional fraud prevention alert).**
  + **The admin dashboard displays the live access map or log list view with the following columns:**
  + **Username / Email**
  + **Country / City**
  + **Date & Time**
  + **Page Accessed**
  + **Action (Purchase / View / Login)**

**Dynamic Language Translation**

* **Website content adapts based on user selection or detected browser language:**
  + **Supports English and Norwegian Bokmål by default.**
  + **Additional languages (like Tamil or Arabic) can be added in future versions.**
* **Translation files managed via i18n (JSON-based structure) for scalable content management.**

**Adaptive Payment Gateway Logic**

* **Payment gateway availability changes dynamically based on customer’s location:**
  + **Local Norway Customers → Only show local gateways such as:**
    - **Vipps**
    - **BankAxept**
    - **Local debit/credit cards**
  + **International Customers → Show global gateways such as:**
    - **Stripe**
    - **Visa / MasterCard**
    - **PayPal (optional)**
* **The backend logic uses a Geo-based Payment Filter middleware:**
  + **Reads the user’s IP and currency preference.**
  + **Automatically hides or disables non-applicable payment options.**
* **Admin can override or manually assign gateways for special user groups (e.g., test accounts or corporate partners).**

**Admin Analytics Panel Additions**

* **Admin can filter and view:**
* **User access logs by region**
* **Conversion rates per country**
* **Most accessed languages**
* **Top bundles purchased by geography**
* **Exportable as CSV or Excel for analysis.**

**7. Admin Panel Functionalities**

**7.1. Admin Dashboard (Full Control)**

* **Separate dashboards for:**
  + **B2C users**
  + **B2B retailers**
* **Core functions:**
  + **Manage Products (Add/Edit/Delete bundles)**
  + **Set pricing, commissions, discount percentages**
  + **Upload bulk PIN/eSIM data via CSV files**
  + **Manage stock pools for:**
    - **ePINs (with PIN number)**
    - **eSIMs (with ICCID, URL, QR code image)**
  + **Track stock usage, resend items, and edit orders**
  + **Add promotional offers & reward campaigns**
  + **Manage reseller limits and notifications**

**7.2. Reporting & Analytics**

* **Product sales performance (daily, weekly, monthly)**
* **Top-selling bundles**
* **Revenue by user type**
* **Retailer limit tracking and invoice status**

**7.3. Customer Enquiries & Support Tracking**

**Enquiry Management Module**

* **All customer queries received via email or WhatsApp are logged automatically into the Admin Enquiry Panel.**
* **Each enquiry record includes:**
  + **Enquiry ID (auto-generated)**
  + **Customer name & email**
  + **Account type (Personal / Retailer)**
  + **Message content**
  + **Received channel (Email / WhatsApp / Contact Form)**
  + **Date & Time**
  + **Assigned Support Agent**
  + **Status (Open / In Progress / Resolved / Escalated)**
* **Admin can:**
  + **Assign or reassign enquiries to specific support agents**
  + **Update resolution notes**
  + **Mark status changes in real time**
  + **View customer’s order history and location data for better resolution context**

**Automated Notifications**

* **When a customer enquiry is received:**
  + **An acknowledgment email is automatically sent to the customer.**
  + **The support team receives an internal notification.**
* **When the enquiry is marked as “Resolved,” the customer receives a confirmation email with ticket details.**

**Integration (Optional)/ infuture**

* **The enquiry system can be connected to third-party CRMs like Zoho Desk, Freshdesk, or Zendesk for extended tracking, SLA timers, and analytics dashboards.**

**7.4. Advanced Reporting & Product Analytics**

**Sales & Product Performance Analytics**

* **The admin dashboard provides real-time insights into:**
  + **Product-wise daily, weekly, and monthly sales**
  + **High-selling bundles and eSIMs**
  + **Profit margin ratio for each product**
  + **Discount impact analysis on sales**
  + **User segment performance (B2C vs B2B)**
  + **Reports can be filtered by:**
  + **Product type (Prepaid / eSIM)**
  + **Region or country (based on geo-tracking)**
  + **Date range (day/week/month)**
  + **Payment method**
  + **Margin & Discount Management**
  + **Admin can:**
  + **Set individual product margins and discount percentages.**
  + **Compare margin vs. cost for each bundle.**
  + **Adjust dynamic pricing based on campaign or stock level.**
  + **Apply temporary discounts or promotional pricing automatically during campaigns.**
* **Report Outputs**
  + **Visual charts (sales trends, region performance)**
  + **Exportable formats: PDF, Excel, CSV**
  + **Automatic daily/weekly/monthly reports can be emailed to admin users.**
  + **Data stored for long-term performance review and forecasting.**
  + **KPIs (Key Performance Indicators)**
  + **Total Sales Volume**
  + **Daily Revenue**
  + **Active Customers (B2C / B2B)**
  + **Average Order Value**
  + **Reward Usage Rate**
  + **Top 5 Products by Margin**

**8. Security & Compliance**

* **GDPR-compliant data handling and encryption.**
* **Multi-layer authentication for admin access.**
* **Email & mobile verification for all accounts.**
* **HTTPS & SSL/TLS enabled sitewide.**
* **BankID integration for business validation.**
* **Anti-phishing and fraud prevention measures.**
* **Secure payment gateways with tokenization.**