Background Idea Development and Overview

Below is a comprehensive chat between me and ChatGPT brainstorming ideas for this app. This hopefully will give you (Replit Agent 3) an in depth understanding and overview of this app project.

I have an idea 💡

Nice 👌🏾 I'm listening — what's your idea?

Digitizing the Ghanaian local grocery shopping experience. 😊

Summary:
- List market women on an app and whatever food item they sell.
- List Kayayo girls in that marketplace (eg. Makola, Kaneshie etc) and their service (usually the buying of items)
- List delivery riders available in the market

The Connection:
Buyer > Seller > Kayayo > Delivery

The Process:
1. Buyer browse through the grocery sellers.
2. Buyer builds the shopping cart
3. Buyer picks from a pool of available Kayayos
4. Kayayo accepts incoming shopping cart/order and fulfills the shopping list.
5. Kayayo hands over to delivery rider (riders registered in the app).
6. Rider makes the journey and deliver the groceries.

Ratings:
Buyer rates seller, Kayayo and rider

🔥 Brilliant idea! This is super-local, solves a *real Ghanaian problem*, and respects the **existing ecosystem of market women, kayayei, and riders** instead of replacing them. Let me break it down with opportunities, challenges, and possible upgrades:

🌍 Why It's Powerful

- **Accessibility:** Many Ghanaians want groceries without the hustle of going to the markets, but current e-grocery apps mostly target supermarkets (Melcom, Shoprite, etc.), not **open markets**.

- **Empowerment:** Kayayei and riders earn fairly, market women reach more customers, and buyers save time.

- **Trust & Transparency:** Ratings will motivate sellers, kayayei, and riders to offer better service.

⚙️ Key Features to Add

1. **Search & Browse**
    - Browse sellers by *market* (Makola, Kaneshie, Agbogbloshie).
    - Filter by item (tomatoes, yam, smoked fish, spices, etc.).
    - Show live availability & pricing (updated by seller).
2. **Kayayo Matchmaking**
    - AI/algorithm to suggest kayayo based on workload, speed, or ratings.
    - Kayayo gets a real-time shopping list on her phone.
    - Option for buyer to track Kayayo's progress (like "Uber Eats picking order").
3. **Delivery Integration**
    - Partner with existing motorbike delivery services (Glovo, Bolt Food riders, independent dispatch).
    - Handover scanned/verified in-app for accountability.
4. **Payments**
    - Mobile Money (MTN MoMo, Vodafone Cash, AirtelTigo).

    - Pay sellers directly, kayayo gets service fee, rider gets delivery fee (all split automatically by the app).

5. **Ratings & Trust System**
    - Seller rating (quality & honesty with measures).
    - Kayayo rating (efficiency & honesty).
    - Rider rating (speed & service).

🚀 Next-Level Upgrades

- **Bulk Orders:** Restaurants and chop bars could use the app to restock ingredients.
- **Group Buying:** Neighbours combine orders to save on delivery.
- **Kayayo Training Program:** Partner with NGOs to upskill kayayei in digital literacy, so the app also becomes a social impact tool.
- **AI Price Estimator:** Predict average market prices for transparency (buyers know if they're being overcharged).
- **Offline Mode:** Since not all kayayei may have smartphones, consider an *SMS/USSD system* for them.

💰 Revenue Model

- Commission on each transaction (small percentage shared across seller, kayayo, rider).
- Premium listing for market women (featured spots in app).
- Ads from FMCG brands (Nestlé, Unilever, local brands).

This has the potential to be **"Uber + Glovo + Jumia Food" but localized for Ghana's open markets**, which no one has cracked yet.

👉 Question: do you see this starting **in one market (pilot in Makola)** then scaling, or do you want to design it from the beginning as a **multi-market nationwide platform**?

Pilot in one market will be ideal and then later scale

Exactly 👌—piloting in one market (say **Makola**) is the smartest move: you'll prove the model, iron out the logistics, and build trust before scaling to Kaneshie, Agbogbloshie, Madina, Kumasi, Tamale, etc.

Here's how you could structure the **pilot phase**:

🏁 Pilot Plan – Makola Market

1. Onboard Stakeholders

- **Market women:** Pick ~20 sellers (tomatoes, yam, onions, smoked fish, gari, etc.) to represent core groceries.
- **Kayayei:** Partner with ~10–15 kayayei, explain the app, and run a *training day* (basic smartphone use).
- **Riders:** Partner with 5–10 dispatch riders already working in town.

2. Build a Minimum Viable App (MVP)

- Features for pilot:
    - Browse items by seller.
    - Add to cart.
    - Pick kayayo.
    - Kayayo accepts & fulfills order.
    - Hand-off to rider.
    - Simple MoMo payment + ratings.

(Keep it lean, even a web app + WhatsApp integration can work at first, then move into a polished mobile app.)

3. Run Controlled Tests

- Limit geography: only customers within Accra central.
- Limit order hours: 7am – 3pm (market active hours).
- Track **time taken**, **delivery success**, **ratings**, and **customer complaints**.

4. Marketing & Awareness

- Social media push ("Get your Makola groceries delivered in 3 steps").
- Street banners near Makola.
- Word-of-mouth from kayayei (they'll be your biggest evangelists).

5. Collect Data & Iterate

- Average cart size (₵100? ₵200?).
- Which items sell most.
- How reliable kayayei & riders are.
- Buyer satisfaction & repeat orders.

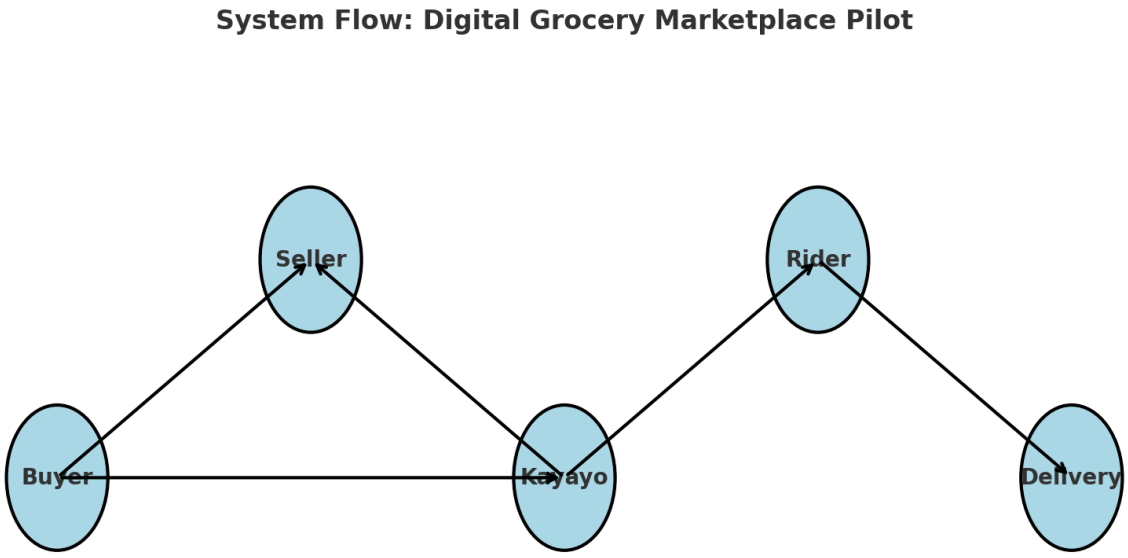
📈 Scaling Roadmap

- **Phase 2:** Expand sellers & kayayei in Makola.
- **Phase 3:** Roll out to **Kaneshie & Agbogbloshie**.
- **Phase 4:** Regional expansion (Kumasi, Tamale).
- **Phase 5:** Nationwide + add bulk ordering for chop bars, restaurants, and hotels.

This way, your app becomes **a digital layer over Ghana's informal grocery system**—empowering the people already in it while giving convenience to the buyer.

⚡ Quick thought: For the pilot, do you want me to sketch a **system flow diagram (buyer → seller → kayayo → rider)** so it's visually clear how the app connects each player?

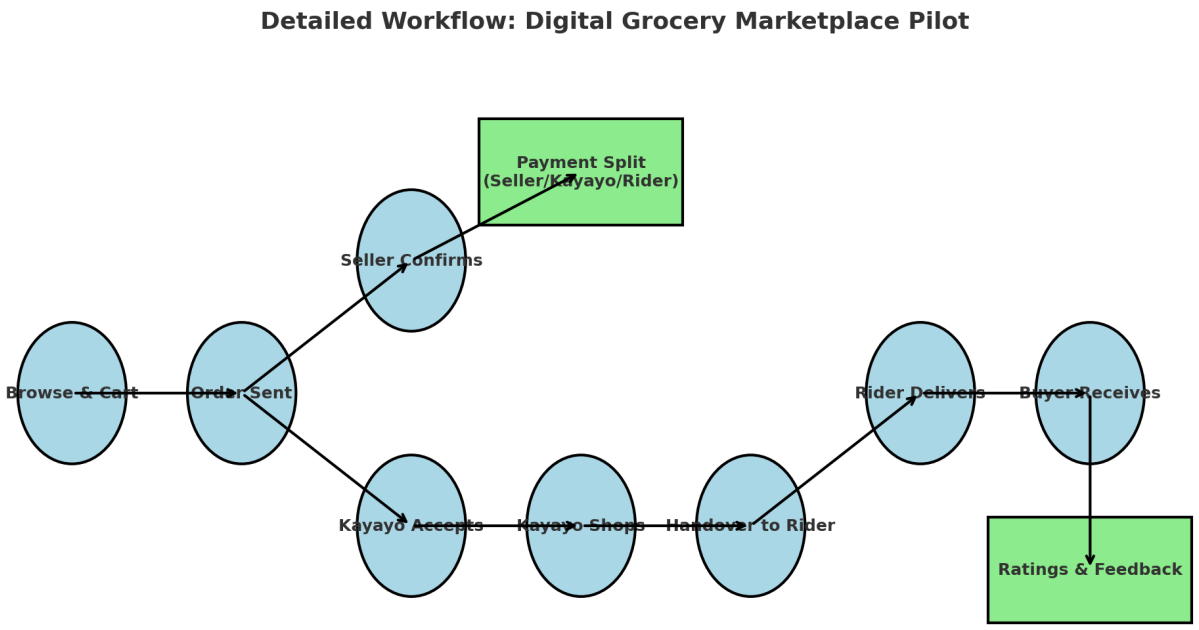
Yes



Here's the **system flow diagram** for your digital grocery marketplace pilot.
It shows how the **Buyer → Seller → Kayayo → Rider → Delivery** connection works in a simple, visual way.

Would you like me to expand this into a **more detailed workflow** (with steps like "Cart built," "Order accepted," "Payment split," etc.) so you can use it for pitching or planning the MVP?

Yes go ahead



Here's the **detailed workflow diagram** for your digital grocery marketplace pilot.

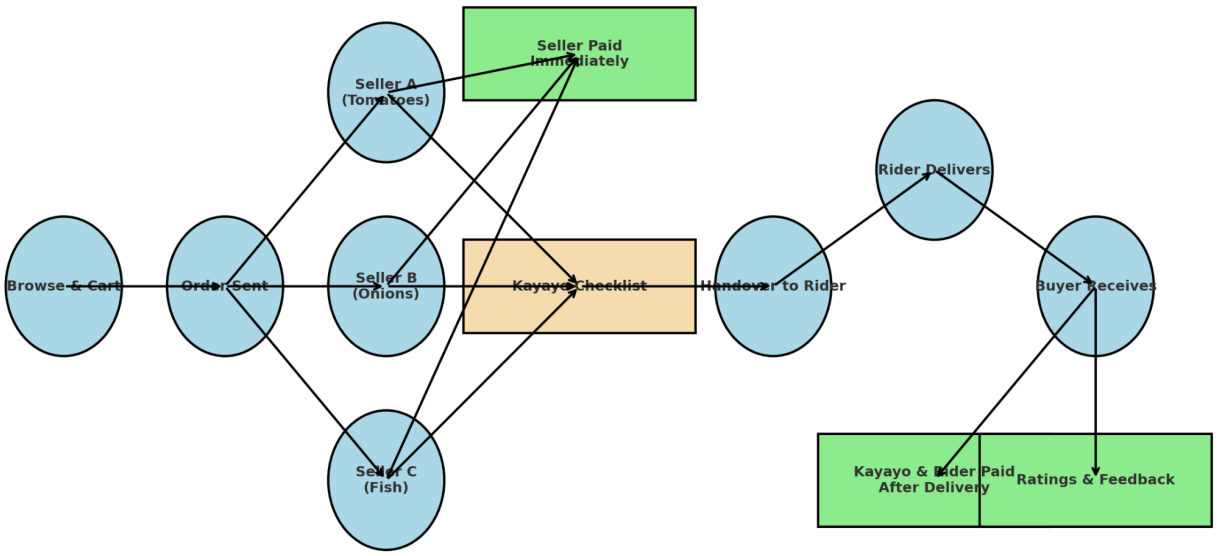
It now includes:

- **Cart building & order flow**
- **Seller confirmation & Kayayo acceptance**
- **Shopping, handover, delivery**
- **Automatic payment split**
- **Buyer ratings & feedback**

This is a strong **pitch/roadmap visual** for investors, partners, or even when training kayayei and sellers.

👉 Do you also want me to design a **lean MVP feature list (screens for buyer, kayayo, rider, seller)** so you know the exact scope of your first build?

I think so



Here's the **multi-seller workflow** diagram for your grocery marketplace pilot:

- A **single cart** can include items from multiple sellers (e.g., tomatoes from Seller A, onions from Seller B, fish from Seller C).
- Each seller gets their payment **immediately** once the order is confirmed.
- The **Kayayo** collects from all sellers using a checklist.
- After handing over to the **rider**, the buyer receives the goods.
- **Kayayo and Rider** are paid **after successful delivery**.
- Finally, the buyer gives **ratings & feedback**.

Would you like me to also outline the **revenue cut logic** (e.g., what % goes to sellers vs. platform vs. Kayayei & rider)?

Can you map out the buyer's app screens step by step (browse, cart, select kayayo, track rider, payment, rating) so we have a clear MVP feature scope?

Nice — here's a tight, screen-by-screen **Buyer app flow** for your Makola pilot (MVP). I'll show what each screen contains, the primary actions, microcopy examples, and important edge-case logic (out-of-stock, substitutions, cancellations, payment/escrow). I've prioritized only what you need to test the core idea.

MVP Priority

- **Must-have (MVP):** Market selection, browse/search, cart (multi-seller split), pick/confirm Kayayo, payment (MoMo + hybrid split), order tracking (checklist + map), delivery confirmation, rating.

- **Nice-to-have (phase after pilot):** In-app wallet, scheduled orders, group buys, advanced substitutions and AI price estimates.

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1. Splash & Language / Market Select

Purpose: Quick boot + pick language and pilot market (Makola).

- Elements:
    - Logo + short tagline: "Makola delivered — fast, local, fair."
    - Language picker: **English | Twi | Ga** (important for adoption).
    - Market selector (default = Makola for pilot).
- Actions:
    - Continue → Phone verification.
- Microcopy: "Choose your language — we'll speak your market."

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2. Onboarding / Phone Verification & Payment Link

Purpose: Verify identity and link MoMo (or allow pay-on-delivery as fallback).

- Elements:
    - Phone number input (SMS/USSD fallback).
    - MoMo link button + short explanation: “We use MoMo to hold funds securely.”
    - Short checkbox: “I accept terms & privacy.”
- Actions:
    - Verify phone (OTP), Link MoMo (deep link or instructions).
- Edge cases:
    - If Kayayo has no smartphone, app supports SMS-based confirmations for her (handled later).

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3. Home / Browse Market

Purpose: Let buyers find sellers/items by category or search.

- Elements:
    - Search bar: “Search for tomatoes, gari, smoked fish…”
    - Quick categories: Vegetables, Roots, Fish, Spices, Household.
    - “Sellers near you” horizontal list (seller card: name, core item, rating, price indicator).
    - Map/market layout option (optional).

- Actions:
    - Tap seller to view their items or tap item in search results to add to cart.
- UX note:
    - Show item price, unit (per tuber, per basket), and seller name on each product card to make multi-seller origin clear.

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4. Product / Seller Item Screen

Purpose: Add an item (from a specific seller) to cart.

- Elements:
    - Product image (if available) or icon, unit, price, seller name, seller rating.
    - Quantity selector.
    - Optional note field: “Choose ripeness / size” or “No bruised tomatoes”.
    - “Add to cart” button.
- Actions:
    - Add to cart → confirmation toast: “Added — this item is from *Seller X*.”

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5. Cart (critical)

Purpose: Show full shopping list *grouped by seller* and let buyer set preferences.

- Elements:
    - Header: Market / Order summary.

    - Cart grouped by seller: Seller A (Tomatoes) — items, subtotal; Seller B — items, subtotal.
    - Totals block: Items total, platform fee (optional), Kayayo fee (single fee), Rider fee, Grand total.
    - Delivery address / pickup location and preferred time slot.
    - Substitution preferences (per item): **Allow substitute?** [Yes / No] + tolerance (Accept cheaper / Match quality).
    - “Select Kayayo” button and “Proceed to Payment” prompt.
- Actions:
    - Modify quantities, allow substitutions, remove items.
    - Confirm address & time.
- Microcopy:
    - “This order needs items from 3 sellers. A Kayayo will shop them for you.”
- Edge cases & UX:
    - If item price changed since browsing, show updated price with **accept/decline** before proceeding.

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6. Select Kayayo (Match or Manual)

Purpose: Buyer chooses a Kayayo or lets the system match one.

- Elements:
    - “Recommended Kayayo” (algorithmic: availability, rating, walking route/time).
    - List of Kayayei: photo (if available), name, rating, estimated shopping time, acceptance rate, fee.

    - Button: **Pick this Kayayo** or **Auto-match Kayayo**.

- Actions:
    - Pick → system sends order request to the Kayayo(s) chosen.
    - If Kayayo declines, auto-try next or prompt buyer to choose another.
- UX notes:
    - Default = **Auto-match** for simplicity. Show “Why this Kayayo?” tooltip: “Nearest & fastest.”
    - Show estimated total time (shopping + handover + delivery).
- Microcopy:
    - “Your Kayayo will shop from each seller and tick items off as she goes.”

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7. Order Confirmation (Waiting for Acceptances)

Purpose: Show state while sellers and Kayayo confirm.

- Elements:
    - Order summary (grouped by seller).
    - Payment status (show funds held for Seller payout + escrow status for services). Example label: **Hold: ₵200 — sellers paid; ₵30 held for Kayayo & rider.**
    - Live status tiles:
        - Seller A: Pending/Confirmed
        - Seller B: Confirmed ✓
        - Kayayo: Waiting for accept / Accepted

    - Cancel order button (allowed before Kayayo accepts or before sellers confirm — policy text).

- Actions:
    - Cancel (with clear refund policy).
- Edge cases:
    - Seller declines → attempt alternative seller for same item (if available) or inform buyer with options: Remove item / Allow substitution / Cancel order.
    - Show ETA for sellers' confirmation.

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8. Kayayo Shopping Live (Order Tracking + Checklist)

Purpose: Real-time checklist showing which seller items have been picked.

- Elements:
    - Progress bar: "Shopping: 1/3 sellers completed"
    - Checklist: Seller A – Tomatoes — Pending → Tick as Kayayo picks it.
    - Timestamps & small photos (optionally Kayayo can upload a photo per item to show quality).
    - Map (optional) showing Kayayo approximate location inside market (if GPS available) with "Call Kayayo" button.
    - Estimated time to finish shopping.
- Actions:
    - Buyer can message or call Kayayo. Option to request substitution (if allowed).
- UX:

    - Each seller confirmation triggers an in-app notification to buyer: “Onions ✓ — 2kg from Seller B.”

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9. Handover to Rider / Rider Assigned

Purpose: Indicate order picked, rider assigned, and show rider tracking.

- Elements:
    - Handover confirmation (Kayayo marks handover done).
    - Rider profile & ETA plus live GPS map tracking (rider moves towards buyer).
    - Delivery route and estimated arrival time.
    - Contact button: call rider, message support.
    - Button: “Report issue” (if items missing/damaged).
- Actions:
    - Rider starts trip → buyer sees “Out for delivery.”
- UX:
    - If rider delays, auto-suggest re-assignment or partial refund workflow.

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10. Delivery Received / Buyer Confirmation

Purpose: Final handoff and payment release for Kayayo & Rider (hybrid model).

- Elements:

    - Delivery summary with checklist of what was delivered (items ticked).
    - Buttons: **Confirm receipt** or **Report problem**.
    - Short help tip: “If something’s wrong, tap ‘Report problem’ within 10 minutes.”
- Actions:
    - If buyer confirms → app releases Kayayo & Rider payments from escrow; sends receipts.
    - If buyer reports problem → open dispute flow (see below).
- Edge cases:
    - No action from buyer within X minutes → auto-confirm? (Policy decision; best to notify buyer repeatedly and allow auto-release after, say, 2 hours to avoid blocked funds — but keep conservative for pilot).
    - For pilot, prefer **manual confirmation** to build trust and gather data.

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11. Ratings & Feedback

Purpose: Build trust and quality data.

- Elements:
    - 3 quick ratings: Seller(s) (one combined or per seller), Kayayo, Rider — each 1–5 stars + quick tags (On-time, Good quality, Polite, Missing item).
    - Optional short comment box.
- Actions:
    - Submit rating → thanks screen; “Your feedback helps reduce bad behavior.”
- UX:
    - Make it super fast: three taps + one 1-line comment.

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12. Order History & Receipts

Purpose: Keep receipts and allow refunds/disputes.

- Elements:
    - Past orders with small summary, status, and “View receipt” button (breakdown showing per-seller amounts and fees).
    - “Open dispute” button per order (with photos / evidence upload).
- Actions:
    - Download receipt / Re-order same items / Favorite seller or Kayayo.

Dispute & Refund Flow (Buyer-facing)

- Buyer taps “Report problem” → short form:
    - Problem type: Missing item / Damaged / Wrong item / Late.
    - Optional photo upload + short note.
- Backend triage:
    - If issue relates to logistics → kayayo/rider flagged and payment withheld pending review.
    - If goods problem → seller notified; app may issue partial refund and request seller explanation.
- Microcopy:
    - “We’ll respond in 1–2 business hours during pilot. You’ll see status here.”

Important Microcopy + Notifications (Examples)

- Push/SMS states:
    1. “Order received — sellers confirming.”
    2. “Seller B confirmed your onions. Kayayo accepted the order.”
    3. “Tomatoes picked ✓ — Kayayo is collecting the rest.”
    4. “Handover complete. Rider on the way — ETA 22 mins.”
    5. “Delivered — tap to confirm receipt.”
- Visible escrow label: “₵30 held in escrow for Kayayo & Rider. Seller items paid.”

Edge Cases & Design Decisions to Lock for Pilot

- **Substitutions:** Offer buyer an “Allow substitution?” toggle per item. If disallowed and item unavailable → show option to remove item with partial refund or cancel entire order.
- **Multiple sellers but same item available:** If a seller declines, try nearest alternate seller automatically (with buyer approval if price differs).
- **Cancel policy:** Allow free cancel before Kayayo accepts; otherwise platform may charge small cancellation fee to cover sellers’ restocking or Kayayo time.
- **Auto-confirmation:** Initially avoid automatic confirmation — require buyer action for payout release to Kayayo/rider for first 1000 orders to collect feedback and reduce disputes.

Minimal Data/Back-End Events to Support This Flow (for the devs)

- `create_order` (buyer, cart items split by seller)
- `notify_seller` (per-seller)
- `seller_confirm` / `seller_decline`
- `assign_kayayo` / `kayayo_accept` / `kayayo_reject`
- `kayayo_check_item` (item-level tick)
- `handover_to_rider`
- `assign_rider` / `rider_start_trip` / `rider_end_trip`
- `payments`: `charge_buyer`, `release_seller_immediate`, `hold_escrow_services`, `release_escrow_on_confirmation`
- `rating_submission`
- `dispute_open` / `dispute_resolution`
- Notification events for buyer/kayayo/seller/rider.

Quick UI copy templates you can reuse

- “Allow substitution?” — tooltip: “If we can’t find the exact item, allow the Kayayo to choose a similar item.”
- Order status card: “Shopping: 2/3 sellers complete — ETA 18 mins.”

- Escrow label: “Funds for sellers have been secured. Service fees are held until you confirm delivery.”

Next practical steps I can do for you

- Create clickable wireframes for the buyer flow (Figma-style) — one screen per flow step.
- Design the buyer cart screen mockup showing multi-seller split and the escrow breakdown.
- Draft push notification text flows and SMS fallbacks for non-smartphone Kayayei.

Which one do you want first — **wireframes** or the **cart/checkout mockup**?

Amazing job! Now, how about mapping out the seller's app screens step by step (identify the steps) so we have a clear MVP feature scope?

Nice — let’s map the **Seller (market-woman) app** step-by-step so you have a crisp MVP scope. I’ll order screens by the seller’s real-world flow (from onboarding to payout), mark MVP priority, list what each screen must contain, the key actions, microcopy, and important edge cases/policies.

Seller flow (step-by-step screens — MVP first)

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1) Splash / Login / Phone verification — MVP

Purpose: fast access + identity tied to phone/MoMo.
What’s on screen

- Phone number input → OTP.

- Short legal checkbox: “I accept the terms.”
- Quick toggle: “I want payouts by MoMo / Cash pickup.”
  Actions
- Verify OTP → land on Dashboard.
  Edge cases
- OTP fails → SMS fallback.
  Microcopy
- “Sign in with your phone — this helps buyers pay you quickly.”

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2) Seller Dashboard (Home) — MVP

Purpose: one-tap view of incoming work and earnings.
What’s on screen

- Top strip: Available balance (Seller wallet), Today’s earnings, Pending orders count.
- Incoming order card(s) (most recent at top) with quick Accept / Decline buttons.
- Quick actions: Add item / Update price / View orders / Withdraw.
  Actions
- Tap order → open Order Details.
  Why it’s critical
- Sellers should see and act on orders in seconds.

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3) Product Catalog / Items List — MVP

Purpose: declare what you sell, units & price.
What’s on screen

- List of SKUs: item name, unit (per tuber, per basket), price, optional photo, “Available” toggle.

- “Add item” button (photo, name, unit, default qty, price, substitution allowed).
  Actions

- Add / Edit / Toggle availability quickly.
  Edge cases

- Multiple units (e.g., per tuber vs per crate) — set conversion or unit label.
  Microcopy

- “Quickly add your core items so Kayayos know where to shop.”

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4) Quick Price & Availability Panel (fast-access) — MVP

Purpose: fast live price updates during volatile market conditions.
What’s on screen

- A compact list with +/- buttons to increase/decrease price and an availability toggle per item.

- Option: “Set price to market average” (later).
  Actions

- Update price → reflected to buyer flow (buyer sees update before confirm).
  Edge cases

- If buyer already confirmed pre-update, show “price changed — buyer must accept” in buyer flow.

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5) Incoming Order Notification (push + in-app) — MVP

Purpose: sellers must be able to respond fast.
What’s on screen (push & in-app)

- Notification: “New order: 3 items — Tap to view.”

- In-app quick actions: Accept / Decline (with reason templates: out of stock, price changed, busy).

Actions

- Accept reserves the items. Decline triggers alternate flow.
  Timer logic

- If no response in Xs (configurable, e.g., 90s), auto-decline or escalate to next seller.
  Microcopy

- “Accept to reserve these items for the Kayayo.”

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6) Order Details (per-order screen) — MVP

Purpose: full context and options for each order.
What’s on screen

- Buyer name & drop-off area, Kayayo assigned (if known), itemized list (quantities), substitution flag per item, total allocated to this seller, payment status (“Seller paid”).

- Buttons: Confirm availability (Reserve), Edit available quantity, Mark item(s) prepared, Hand over to Kayayo.
  Actions

- Confirm (reserve) → triggers immediate seller payout to seller wallet (per hybrid model).

- Edit available qty → auto-notifies buyer & kayayo about shortages.
  Edge cases

- Partial fulfillment: seller marks X items available; buyer sees and can accept partial delivery or cancel item.
  Microcopy

- “Confirm to reserve these goods — we’ll hold payment for you.”

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7) Prepare & Handover (verification) — MVP

Purpose: verify Kayayo pickup and complete physical transfer.
What’s on screen

- Checklist of items to hand over (auto-populated).
- Kayayo identity: name/photo/ID and QR code on Kayayo app or QR scanner here.
- Buttons: “Hand over” (tap when items given), “Scan Kayayo QR”, “Capture photo” (optional proof).

Actions

- Tap Hand over → marks items as picked; this triggers downstream (handover event → rider assignment).

Anti-fraud

- Require Kayayo QR scan or 4-digit code to validate handover.

Microcopy

- “Tap handover only when Kayayo has these items in hand.”

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8) Orders History & Receipts — MVP

Purpose: view completed jobs, money received and receipts for bookkeeping.

What’s on screen

- List: Completed orders with date, buyer, amount credited, and invoice button.
- Filters: today / week / month.

Actions

- Tap invoice → view breakdown (item price, platform fee if any).

Microcopy

- “Tap to download receipt or view breakdown.”

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9) Payouts / Withdraw (Seller Wallet) — MVP

Purpose: let seller cash out quickly to MoMo or see balance.

What’s on screen

- Wallet balance (seller-paid funds). Pending amounts (if any). Withdraw button with preset amounts and custom amt.

- Withdrawal history and schedule.
  Actions

- Request withdrawal → MoMo deep-link or OTP confirmation.
  Policies

- Minimum withdrawal amount, possible small withdrawal fee.
  Microcopy

- “Withdraw to MoMo — funds usually arrive within minutes during pilot.”

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10) Ratings, Disputes & Support — MVP

Purpose: manage reputation & handle buyer issues.
What’s on screen

- Recent ratings (star + short tag). Dispute list (if buyer opened one). “Respond to dispute” button. Support chat or hotline number.
  Actions

- Reply to dispute, upload evidence (photo), accept partial refund request (if found at fault).
  Microcopy

- “Your rating helps Kayayos & buyers trust your stall.”

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11) Settings & Stall Profile — MVP

Purpose: seller identity & stall info visible to buyers.
What’s on screen

- Stall name, stall location (map pin), opening hours, languages, contact phone, verification badge (when verified).
  Actions

- Edit stall info, add stall photo.
  Microcopy

- “Add a stall photo so Kayayos can find you faster.”

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12) Training & Onboarding Resources — Nice-to-have (but strongly recommended)

Purpose: teach digital basics, fraud prevention, and app flows to sellers.
What’s on screen

- Short video clips or step-by-step how-to cards: “How to confirm an order,” “How to scan a Kayayo QR,” “How payouts work.”
  Why: reduces mistakes in pilot.

Accessibility & Non-smartphone fallback

- **SMS accept/decline:** For sellers without smartphones, send an SMS: “Order: ₵X tomatoes for Buyer Y. Reply 1 to Confirm, 2 to Decline.”

- **Market hub / agent tablet:** Have a small kiosk in the market where an agent helps sellers register/update items.

- **USSD (later):** Simple USSD menu to check pending orders and accept/decline.

Key backend events (seller-facing)

- `create_seller_profile`

- `add_item` / `update_item` / `toggle_item_availability`

- `notify_seller_new_order`
- `seller_accept_order` / `seller_decline_order`
- `reserve_items_for_order`
- `mark_items_prepared` / `hand_over_to_kayayo` (with QR/timestamp/photo)
- `release_seller_payment` (instant on confirm)
- `seller_withdraw_request` / `payout_complete`
- `seller_receive_rating` / `seller_respond_dispute`

Notifications & short sample copy (seller-facing)

- New order push/SMS: “New order: 3 items — Accept to reserve (90s).”
- Payment received: “₵170 credited to your wallet for Order #123.”
- Kayayo arrived: “Kayayo [name] is at your stall — show QR.”
- Handover confirmed: “Items handed to Kayayo — well done!”
- Dispute opened: “Buyer reported missing item for Order #123 — respond within 2 hours.”

Edge cases & recommended policies (pilot)

- **Seller confirms but later can’t supply:** treat as exception — seller may be liable for refund; for pilot, prefer training + conservative confirmation rules (only confirm if goods physically present).
- **Price change after confirm:** do not change price after seller confirmed; if seller adjusts before confirm, buyer must accept change.
- **Partial fulfilment:** seller marks available qty; buyer chooses to accept partial or request replacement.
- **Handover verification:** use QR or 4-digit code between Kayayo and seller to prevent fraud.

MVP priorities (quick list)

- **Must-have:** Login/OTP, Dashboard, Incoming Order/Accept, Order Details, Product Catalog CRUD, Handover confirmation (QR), Wallet & Withdraw, Ratings & Dispute list.
- **Nice-to-have (post-pilot):** Bulk import, USSD/Agent kiosk, training videos, advanced inventory alerts, CSV reports.

Metrics to track for seller success

- Order acceptance rate (% accepted within X secs).
- Time from order → confirm.
- Handover success rate (items actually handed).
- Average rating.
- Withdrawal frequency.

If you want, I can now:

- Build a **clickable wireframe** (one screen per step above) or
- Produce the **SMS/USSD script** for non-smartphone sellers and the market-hub agent flow.

Which would you like next?

Amazing job!
Now, how about mapping out the Kayayo's app screens step by step (identify the steps) so we have a clear MVP feature scope?

Love this — Kayayos are the backbone of your marketplace, so their app must be **fast, simple, and reliable**. Below I mapped a step-by-step **Kayayo app screen flow** for the MVP, with what each screen must include, the main actions, microcopy examples, edge cases, verification and payment notes, and the backend events needed. I prioritized clarity and low-tech fallbacks.

Kayayo App — MVP Screen Map

---

1) Splash / Quick Login (Phone) — MVP

Purpose: fast access tied to phone number.
Elements: phone input → OTP, language toggle (Twi / Ga / English), short “Start shift” CTA.
Actions: enter OTP → land on Availability screen.
Microcopy: “Sign in with your phone — get orders from your market.”
Edge: OTP fail → SMS fallback.
Backend events: `kayayo_login`, `otp_verify`.

---

2) Availability / Start Shift — MVP

Purpose: mark yourself available so the system can assign orders.
Elements: Big toggle/button: **Start Shift / End Shift**, current location ping, capacity note (bags allowed).
Actions: Start Shift → show “You’re available” status to buyers & system.
Microcopy: “You’re available for orders in Makola.”
Edge: low battery or no GPS → app warns; allow manual availability toggle.
Backend events: `kayayo_start_shift`, `update_location`.

---

3) Incoming Order Notification / Orders Inbox — MVP

Purpose: receive quick order invites and accept fast.
Elements (push + in-app): “New Order” card with summary: number of sellers, estimated shopping time, buyer zone, fee, acceptance timer (e.g., 60s). Big **Accept** / **Decline** buttons. Small details icon for order preview.
Actions: Accept or Decline. If accept → reservation assigned; if decline → system offers to next Kayayo.
Microcopy: “New: 3 stalls — ₹(fee) — Accept in 60s to claim.”
Edge: If no answer before timer → auto-requeue.
Backend events: `notify_kayayo_new_order`, `kayayo_accept_order`, `kayayo_decline_order`.

---

4) Order Details / Shopping List (Checklist) — MVP

Purpose: clear, itemised shopping list grouped by seller (the Kayayo’s working list).
Elements: list of sellers with stall name/location, per-seller items & quantities, optional buyer notes (ripeness, size), estimated walking route/order of stalls, order total and Kayayo fee. Big “Start Shopping” button.
Actions: Start → app gives route and enters shopping mode.
Microcopy: “Tap each item as you pick it — show seller the order code.”
Edge: Display substitution permissions per item; show seller phone if allowed.
Backend events: `get_order_details`, `start_shopping_session`.

---

5) Market Map & Suggested Route — MVP (simple)

Purpose: help Kayayo move stall-to-stall efficiently.
Elements: simple market map (schematic) or list ordered by recommended walking path, approximate walking times. Large “Next” button to move to next seller.
Actions: Tap next seller → opens Seller Handover screen.
Edge: GPS might be unreliable inside market — fallback to ordered list; support manual re-ordering of stops.
Backend events: `get_market_layout`, `suggest_route`.

---

6) Seller Handover Verification — MVP

Purpose: verify physical pickup from each seller (prevent fraud).
Elements: seller name/stall, item checklist for that seller, two verification methods: **Scan Seller QR** (seller shows QR) OR **enter 4-digit handover code** that seller reads out, and optional photo proof. Big **Mark Picked** button disabled until verification.
Actions: Scan OR enter code → tap Mark Picked → item(s) ticked on checklist.
Microcopy: "Scan seller QR or enter 4-digit code to confirm pickup."
Edge: If seller refuses to show QR, app supports manual mark but flags for review. Photo + timestamp + location stored for evidence.
Backend events: `verify_handover_qr`, `verify_handover_code`, `upload_handover_photo`, `item_picked_event`.

---

7) Shopping Progress / Checklist View — MVP

Purpose: show progress across all sellers, let Kayayo tick items as she picks.
Elements: progress bar (e.g., 2/4 stalls), tick buttons, per-item notes, "Report missing" button for unavailable items. Option to take a short photo per item to show buyer quality.
Actions: tick items; if missing → select reason (sold out / price changed / wrong size).
Microcopy: "Items picked: 4/7 — 15 mins elapsed."
Edge: If an item is missing, app notifies buyer (if buyer allowed substitutions) or prompts buyer action.
Backend events: `item_checked`, `report_item_missing`.

---

8) Communication / Help Buttons — MVP

Purpose: quick contact with seller, rider, buyer, or support.
Elements: big call buttons: **Call Seller**, **Call Rider**, **Call Buyer**, **Chat Support** (pre-filled message templates). Also quick "Ask buyer for substitution" button (sends structured message to buyer).
Actions: Tap → native call or in-app message.
Microcopy: "Need buyer approval for substitution?"
Edge: Respect privacy — show phone only if allowed. Support templates speed replies.
Backend events: `send_message`, `initiate_call_log`.

---

9) Handover to Rider Verification — MVP

Purpose: confirm Kayayo has handed the compiled order to the rider (handover checkpoint).
Elements: rider profile, scan rider QR OR enter 4-digit rider code, optional handover photo, big **Handover Confirm** button. After handover, Kayayo's task is done.

Actions: Scan/enter code → confirm → system marks order as handed to rider. Kayayo gets small in-app confirmation and expected earnings updated.
Microcopy: “Hand over only when rider has the full order.”
Edge: If rider does not show, Kayayo can reassign or call support. Handover timestamp & location stored.
Backend events: `verify_handover_to_rider`, `handover_event`.

---

10) Earnings & Wallet — MVP

Purpose: show what Kayayo earned, pending payment, and withdraw.
Elements: Available balance, pending earnings (escrow), list of completed jobs with amounts, Withdraw button (MoMo deep link) and withdrawal history. Tip option shown per order.
Actions: Request withdrawal → MoMo flow / instructions.
Microcopy: “₵15 earned for order #123 — pending until buyer confirms.”
Edge: For pilot, clearly mark “pending” vs “available” and show expected release condition.
Backend events: `kayayo_wallet_update`, `withdraw_request`.

---

11) Ratings & History — MVP

Purpose: see ratings, past orders, and feedback.
Elements: recent ratings (stars + tags), order history with status and dispute flags, ability to respond to disputes.
Actions: View details, upload evidence if dispute.
Microcopy: “Your rating: 4.8 — great work!”
Backend events: `get_kayayo_ratings`, `respond_dispute`.

---

12) Support & Safety — MVP (critical)

Purpose: immediate help & safety tools.
Elements: SOS button (calls support and logs location), support chat, short FAQs (how to scan QR, refund rules), market manager contact.
Actions: SOS → calls hotline + notifies operations team with GPS.
Microcopy: “In danger? Tap SOS — we’ll contact local agent.”
Edge: Ensure SOS is simple and cannot be triggered accidentally (hold to activate).
Backend events: `sos_trigger`, `support_ticket_create`.

---

13) Profile, Training & Settings — Nice-to-have for pilot

Purpose: Kayayo profile, ID upload, short training clips (how to use app, hygiene, customer service). Language settings and help.
Elements: Upload ID photo, basic bio, view training modules (videos/cards).
Actions: Watch micro-training → earn verified badge.
Backend events: `upload_id`, `training_complete`.

UI / UX design principles for Kayayo app (must for pilot)

- Very large buttons, minimal text, icon-driven UI.
- One primary action per screen (Accept / Scan / Mark Picked / Handover).
- Local languages by default (Twi/Ga).
- Low-data mode: minimal images; compress photos.
- Offline resilience: queue events locally and sync when online.
- Clear status labels: **Available / Shopping / Handed to Rider / Completed**.

Low-tech fallbacks (critical)

- **SMS flow** for Kayayos without smartphones: short SMS templates to Accept/Reject orders and report missing items. Example: “Order 123: reply 1 accept, 2 decline.”
- **Market agent kiosk** (tablet) for assigning Kayayos if many are non-smartphone users.
- **Physical QR cards** for sellers and riders so the verification step still works without continuous connectivity.

Verification & Anti-fraud (essential)

- Use **QR or 4-digit codes** for both seller→Kayayo and Kayayo→Rider handovers. Store timestamp + GPS + optional photo.
- Keep immutable handover logs (timestamp + geotag + image) for dispute resolution.
- Allow buyer to request photo evidence in their order tracking feed.

Payment & Timing (hybrid model)

- Kayayo sees the **service fee** that will be paid after buyer confirms. Display clearly **Pending** vs **Available**.
- Allow small instant advance for Kayayos in future (once trust built), but for pilot keep fees escrowed until delivery confirmed.
- Allow tips (buyer can tip via app; tip released to Kayayo after delivery).

Backend events (summary for devs)

`kayayo_login`, `kayayo_start_shift`, `notify_kayayo_new_order`, `kayayo_accept_order`, `get_order_details`, `start_shopping_session`, `verify_handover_qr`, `item_checked`, `report_item_missing`, `verify_handover_to_rider`, `kayayo_wallet_update`, `withdraw_request`, `get_kayayo_ratings`, `sos_trigger`.

Key metrics to track (for pilot)

- Order acceptance rate and average acceptance time.
- Average shopping time per order and per seller.
- Handover success rate (verified vs unverified).
- On-time delivery rate.
- Kayayo rating and dispute rate.
- Average earnings per hour / per order.

If you want I can now:

- produce **clickable wireframes** for every Kayayo screen, or
- write the **SMS templates / USSD menu** for Kayayos without smartphones, or
- design the **QR verification data payloads** (what to record at each scan) for the devs.

Which one should I do next?

Amazing job! Now, how about mapping out the rider's app screens step by step (identify the steps) so we have a clear MVP feature scope?

Love it — riders are the last-mile lifeline, so their app must be razor-simple, fast, and built for real road conditions. Below I've mapped a step-by-step **Rider app flow** with each screen, what it contains, the primary actions, microcopy examples, edge cases, verification & anti-fraud, backend events, MVP priority, and key metrics to track.

Rider App — MVP Screen Map

---

1) Splash / Quick Login (Phone) — MVP

Purpose: fast access tied to phone number and rider identity.
What's on screen

- Phone input → OTP, language choice (English / Twi / Ga), small driver agreement checkbox.
  Actions

- OTP → enters availability screen.
  Microcopy

- "Sign in with your phone — deliver orders, earn daily."
  Backend events

- `rider_login`, `otp_verify`.

---

2) Availability / Go Online (Start Shift) — MVP

Purpose: mark rider online/offline and show immediate job capacity.
What's on screen

- Large **Go Online / Go Offline** button, current location ping, vehicle type (Motorbike / Bicycle), availability notes (max parcels).
  Actions

- Go Online → area shown as available for assignments.
  Edge cases

- Poor GPS → allow manual area selection.
  Backend events

- `rider_start_shift`, `update_rider_location`.

---

3) Incoming Job Notification / Job Inbox — MVP

Purpose: accept or decline delivery jobs fast.
What's on screen (push + in-app)

- Job card: pickup location (market), approximate order size (bulky / light), estimated pickup time, delivery ETA, fee, acceptance timer (e.g., 30–60s). Buttons: **Accept / Decline**.
  Actions

- Accept → job reserved; Decline → next rider invited.
  Microcopy

- “Order: Pick up from Kayayo at Makola stall — ETA pickup 12 mins — Accept in 45s.”
  Backend events

- `notify_rider_new_job`, `rider_accept_job`, `rider_decline_job`.

---

4) Job Details (Before Pickup) — MVP

Purpose: full context before you ride to pickup.
What’s on screen

- Pickup info: Kayayo name & ID, stall(s) or market hub, photos (if available), number of bags/weight note, buyer drop-off address and phone, order ID, special instructions (gate, stairs). Map with route & ETA to pickup.

- Buttons: **Navigate** (open in-app navigation), **Call Kayayo**, **Message Buyer**, **Cancel (with reason)**.
  Actions

- Tap Navigate → start turn-by-turn; call if needed.
  Edge cases

- If pickup location ambiguous → call Kayayo or marketplace agent.
  Backend events

- `get_job_details`, `rider_initiate_navigation`.

---

5) Arrival & Pickup Verification — MVP

Purpose: verify Kayayo → rider handover of goods.
What's on screen

- Kayayo QR (in Kayayo app) OR 4-digit code displayed for rider to scan/enter.
- Button: **Confirm Pickup** (disabled until scan/code match). Option to upload quick photo as proof.
  Actions
- Scan/enter code → confirm pickup, capture timestamp & GPS.
  Microcopy
- "Scan Kayayo QR or enter code to confirm you've received the full order."
  Anti-fraud
- Require either QR scan or code + photo for unusual high-value orders.
  Backend events
- `verify_pickup_qr`, `verify_pickup_code`, `upload_pickup_proof`, `rider_pickup_confirm`.

---

6) Start Trip → Live Navigation & Tracking — MVP

Purpose: guide rider to buyer and show ETA to all parties.
What's on screen

- Live map, real-time ETA, turn-by-turn, distance, estimated arrival time. Rider status: **En route**. Buttons: **Call Buyer**, **Report Delay**, **Pause/Abort**.
  Actions
- Start navigation; automatic location pings every X seconds.
  Edge cases
- Network dropout → app caches route & pings when back online.
  Backend events
- `rider_start_trip`, `rider_location_ping`, `rider_report_delay`.

---

7) Delivery Confirmation (Proof of Delivery) — MVP

Purpose: finalize delivery, capture proof, and trigger payer release.
What's on screen

- Delivery checklist, buyer OTP (optional) OR buyer signature OR photo of handover, tip button. Buttons: **Mark Delivered** or **Attempted Delivery**.

- If buyer not present: options: **Call Buyer**, **Leave with building attendant** (with proof/photo), **Return to hub** (escalate).
  Actions

- Collect OTP from buyer OR get buyer signature OR take photo & tap Mark Delivered → triggers `rider_complete_trip`.
  Microcopy

- "Get buyer OTP or signature. Tap Delivered to complete and release payments."
  Backend events

- `verify_delivery_otp`, `upload_delivery_photo`, `rider_complete_trip`, `release_rider_payment`.

---

8) Earnings & Wallet — MVP

Purpose: show available balance, pending earnings, and let rider withdraw.
What's on screen

- Current balance (available vs pending), recent earnings list, tip history, Withdraw button with MoMo integration.
  Actions

- Tap Withdraw → MoMo flow / OTP confirmation.
  Microcopy

- "₵15 earned for Order #123 — pending until buyer confirms."
  Backend events

- `rider_wallet_update`, `withdraw_request`.

---

9) History & Ratings — MVP

Purpose: view past jobs, ratings & disputes.
What's on screen

- Completed jobs list with star ratings, dispute flags, option to view proof photos. Ability to respond to disputes.
  Actions

- View job details; upload evidence for disputes.
  Backend events

- `get_rider_history`, `get_rider_ratings`, `rider_respond_dispute`.

---

10) Support & Safety — MVP (critical)

Purpose: emergency help and quick support.
What's on screen

- **SOS button** (hold to trigger), emergency call, quick chat to operations, FAQs about handover rules.
  Actions

- SOS → notifies ops team & optionally calls local emergency number, shares GPS to operations.
  Backend events

- `sos_trigger`, `support_ticket_create`.

---

11) Profile & Settings — MVP

Purpose: driver identity and vehicle info.
What's on screen

- Name, photo, vehicle type, license (optional), bank/MoMo for payouts, language. Toggle for auto-accept jobs (later).
  Actions

- Edit profile, add documents for verification.
  Backend events

- `update_rider_profile`, `upload_rider_docs`.

Additional Capabilities (post-pilot / nice-to-have)

- **Batching & multi-drop:** deliver multiple nearby orders in one route (optimisation needed).
- **Dynamic re-assignment:** if late, reassign to next rider automatically.
- **In-app toll/trip expense reporting** for drivers.
- **Earnings forecast & incentives** (badges for on-time rate).

Verification, Anti-Fraud & Proof Patterns

- **Two-step handover verification:** Kayayo → Rider (QR/code/photo + GPS + timestamp) and Rider → Buyer (OTP/signature/photo + GPS + timestamp).
- **Immutable logs:** store timestamps, GPS, and images for disputes.
- **Auto flags:** mismatched photos, missing pickup verification, or unusual route/time trigger review.

Payments & Timing (hybrid model)

- Rider fee shown in job card; fee is **pending** and released when buyer confirms delivery (or after safe auto-release window).
- Tips available at delivery time (instant to rider after release).
- For pilot: keep rider fee escrowed until proof of delivery to protect buyer; consider instant partial payout later after reliability threshold.

Edge Cases & Policies to Define

- Buyer not available at delivery: try call → wait X mins → leave with neighbor/secure spot with proof or return; cancellation/failed-delivery fees apply.
- Missing items from pickup: rider should refuse handover or take a photo + mark partial pickup; rider must not accept an obviously incomplete order without evidence.
- Heavy or hazardous loads: block assignment if order exceeds vehicle capacity (display estimated size).
- Rider no-show at pickup: reassign job, rider may be penalised if repeated.

Low-tech fallbacks

- **SMS fallback** for riders with limited data: accept/decline via quick SMS codes.
- **Market hub or dispatch tablet** to assign riders when mobile coverage is poor.

Backend events (summary for devs)

`rider_login`, `rider_start_shift`, `notify_rider_new_job`, `rider_accept_job`, `get_job_details`, `rider_initiate_navigation`, `verify_pickup_qr`, `rider_pickup_confirm`, `rider_location_ping`, `rider_start_trip`, `verify_delivery_otp`, `rider_complete_trip`, `rider_wallet_update`, `withdraw_request`, `rider_respond_dispute`, `sos_trigger`.

MVP priorities (quick list)

Must-have: Login/OTP, Go Online, Job notifications, Job details, Navigate, Pickup verification (QR/code), Delivery confirmation (OTP/photo), Wallet & Withdraw, Ratings & Support.
Nice-to-have: Batch deliveries, auto-reassignments, advanced navigation optimization.

Key rider metrics to track (pilot)

- Acceptance rate & mean acceptance time.
- Time: pickup → handover to rider, and pickup→delivery time.
- On-time delivery rate.
- Proof verification success rate (QR/code used).
- Average earnings per hour & per trip.
- Dispute rate per rider.

Sample microcopy / push notifications

- “New delivery: 3 items from Kayayo — Accept in 45s.”
- “Pickup confirmed — you received the order from Kayayo [Name].”

- “On the way to [Buyer name] — ETA 18 mins.”
- “Delivered — well done! ₵15 added to pending balance.”

If you want, I can next:

- build **clickable wireframes** for the rider flow, or
- produce **QR/code payload specs** & what metadata to store at each handover (for devs), or
- draft the **short SMS codes** for riders and market hub dispatch.

Which one would you like me to do next? 🚀

Now, let's craft a very good prompt for Replit Agent 3 to build this web app. Don't specify which tech stack it should use. Leave that room open for the agent because it will determine the best tech stack needed for the job. Let's go for a very clean and minimal (minimalistic color palette) design since we are building this app for majority non-tech and illiterate users (market women and kayayei).

Got it 💡 — we’ll design a **prompt for Replit Agent 3** that sets the right vision: clean, minimal, user-first, and easy enough for **non-tech and semi-literate users** like market women and kayayei.

Here’s a strong **agent prompt** you can drop into Replit:

📝 Prompt for Replit Agent 3

You are tasked with building a **web app** that digitizes the Ghanaian open-market grocery shopping experience.

🎯 Core Goal

Make the app **extremely simple, clean, and minimal**, with a minimalistic color palette (soft neutrals, large readable text, clear buttons, high contrast). This app is designed for **non-tech-savvy users, including market women and kayayei (head porters)**. The interface must prioritize **clarity, large touch-friendly elements, and multi-language readiness (English, Twi, Ga, Ewe)**.

🛠️ Functional Scope (MVP)

Buyer Side

1. **Browse Sellers** – View sellers by market + what they sell (tomatoes, onions, fish, etc.).
2. **Build Cart** – Add multiple items from multiple sellers.
3. **Select Kayayo** – Pick from available kayayei to fulfill the list.
4. **Track Order** – See progress (items picked, en route, delivered).
5. **Make Payment** – Hybrid model: Seller paid immediately, Kayayo & Rider paid after delivery.
6. **Rate & Review** – Rate sellers, kayayei, and riders after order completion.

Seller Side

1. **Simple Listing Screen** – Upload or text-input items (with price/unit).
2. **Confirm Orders** – Mark items as available or out of stock.
3. **Receive Payment** – Automatic payout after confirmation.
4. **Ratings** – View buyer ratings.

Kayayo Side

1. **Available Jobs** – View incoming shopping lists.
2. **Shopping Checklist** – Tick off items as collected from sellers.
3. **Handover to Rider** – Confirm handoff using QR or code scan.

4. **Wallet** – Earnings from fulfilled jobs.

Rider Side

1. **Available Deliveries** – Accept/decline jobs.
2. **Navigation Screen** – Map to pickup and buyer.
3. **Pickup Verification** – Scan QR/code from Kayayo.
4. **Delivery Confirmation** – OTP, signature, or photo.
5. **Wallet** – Earnings with MoMo/withdraw option.

🧩 System Flow

- Buyer → Seller (seller confirms & gets paid) → Kayayo (picks items across sellers) → Rider (delivers) → Buyer receives → Kayayo & Rider get paid → Ratings.

🎨 Design Requirements

- **Minimalist UI**: very few colors, clean layout, focus on large readable text & icons.
- **Accessible UX**: support for low literacy (icons + text), local language toggle.
- **Mobile-first**: optimized for smartphones with low bandwidth.
- **Touch-first**: large buttons, no small icons.
- **Offline-friendly fallback**: store cart until internet resumes.

✅ Technical Notes

- Do **not** assume any specific tech stack; choose the best one for scalability, low data consumption, and rapid development.

- Keep backend structured for **escrow payments, order workflow, and user roles (buyer, seller, kayayo, rider)**.
- Prioritize **speed, clarity, and reliability** over advanced animations.

⚡This prompt ensures Replit Agent 3 knows:

- Who the end users are (non-tech, semi-literate).
- The critical workflows.
- The design philosophy (clean, minimal, accessible).
- The importance of keeping tech stack selection open.
