

SwiftSend Kenya – Detailed Project Application Plan

1. Executive Summary

SwiftSend Kenya is a mobile-based parcel delivery platform designed to connect boda boda riders, businesses, and end customers within Nairobi and later across Kenya. The platform enables fast booking, price negotiation, real-time GPS tracking, secure mobile payments, delivery confirmation, and a commission-based revenue model. The goal is to formalize and professionalize last-mile delivery using local riders.

2. Business Objectives

- Create reliable on-demand parcel delivery
- Empower boda boda riders with consistent digital income
- Help businesses deliver faster to customers
- Provide end-users with safe and traceable deliveries
- Generate revenue via commission per transaction

3. Target Users

1. Riders (Boda Boda): Accept delivery jobs, negotiate price, navigate, and receive payments.
2. Businesses: Book riders, send parcels to customers, track deliveries.
3. End Clients: Receive parcels, pin live location, track rider, and also send parcels themselves.

4. Problem Statement

The informal delivery system in Nairobi suffers from delays, lost parcels, price disputes, lack of tracking, poor accountability, and low trust between riders, businesses, and customers.

5. Proposed Solution

A mobile application that allows users to:

- Book deliveries instantly
- Negotiate delivery prices in-app
- Track parcels in real time
- Confirm delivery with photo and signature
- Rate riders and customers
- Pay securely using mobile money

6. Detailed User Flow

Business Flow:

Register → Create delivery request → Notify customer to download app → Rider accepts & negotiates → Parcel picked → Live tracking → Delivery → Business confirms

End Client Flow:

Receive notification → Share live pinned location → Track rider → Receive parcel → Confirm delivery → Rate rider

Rider Flow:

Register → Upload documents → Get verified → Go online → Receive job → Negotiate price → Navigate → Pick up → Deliver → Get paid

7. Revenue Model

- Rider and sender negotiate price directly
- Platform earns 10–20% commission per completed order
- Future income: subscriptions for businesses, ads, insurance services

8. Functional Requirements

- User registration & login (OTP)
- Rider document upload & verification
- Delivery booking system
- In-app chat & price negotiation
- Real-time GPS tracking
- Live status updates
- Push alerts & notifications
- Proof of delivery (photo + signature)
- Digital wallet & payouts
- Ratings & reviews
- Dispute resolution system

9. Alert & Notification System

- New job request alert to riders
- Price agreement confirmation alert
- Pickup confirmation alert
- Live delivery status alerts
- Delivery completion alert
- Payment received alert
- Admin warnings and account suspension alerts

10. Technical Requirements

- Frontend: Flutter (Android-first)
- Backend: Supabase
- Database: PostgreSQL
- Authentication: Supabase Auth
- Realtime services: Supabase Realtime

- Maps & Navigation: Google Maps API
- Payments: M-Pesa, Airtel Money
- Push Notifications: Firebase Cloud Messaging
- Cloud Hosting Infrastructure

11. Non-Functional Requirements

- High availability (99.9% uptime)
- Fast app response under high traffic
- Data encryption & secure authentication
- Scalability for national expansion
- Easy-to-use interface for all users

12. Admin System Requirements

- Rider and business approval panel
- Commission rate control
- Live delivery monitoring
- Dispute resolution & refunds
- Rider payout management
- User suspension & reporting system

13. Legal & Compliance Requirements

- Business registration in Kenya
- Data Protection Act compliance
- NTSA rider license verification
- Rider insurance validation
- Mobile payment regulatory approvals

14. Launch Strategy

- Pilot in Nairobi CBD, Westlands, Industrial Area
- Onboard 30–50 riders
- Partner with pharmacies, shops, restaurants
- QR code marketing
- Social media and WhatsApp promotions

15. Risk Analysis & Mitigation

Fake riders → Strict verification
Lost parcels → Proof of delivery
Disputes → Admin mediation
Low adoption → Strong rider & business partnerships

16. Growth & Expansion Plan

- Expand to other Nairobi estates
- Add scheduled deliveries
- Add subscription plans
- Expand to Mombasa, Kisumu, Nakuru