

AGMAZON PRD

Problem Statement

Smallholder farmers and agricultural buyers struggle with fragmented supply chains. AGMAZON bridges this gap with a digital marketplace.

Objectives

- Build trust through verified sellers/products.
- Facilitate easier access to buyers and sellers.
- Provide end-to-end order and logistics tracking.

Key Features

Feature	Description
Seller Onboarding	Farmers register with ID, farm details, and product types
Product Listing	Sellers list produce with images, quantity, price, location
Buyer Registration	Buyers sign up to browse and buy products
Search & Filters	Buyers search by product, price, location
Order Placement	Buyers place orders (COD/digital)
Basic Admin Dashboard	View user activity, orders, listings

Success Metrics

- 200+ products listed within 3 months

- 200 active users (buyers/sellers)
- 85% transaction completion rate

Constraints

- Limited digital literacy in rural areas
 - Logistics challenges in remote areas
 - Seasonality of agricultural products
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MONETIZATION STRATEGY

1. **Commission per Transaction** (5–10%)
 2. **Freemium Model for Sellers** – Premium listings, ads, badges
 3. **Logistics Markup**
 4. **Agri-inputs Marketplace** – Seeds, fertilizers, tools
 5. **Farmer Financing Leads** – Partner with microfinance lenders
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GO-TO-MARKET STRATEGY

- Community-Based Field Agents
 - Radio & Local Market Activations
 - WhatsApp Groups for Bulk Buyers
 - NGO/Cooperative Partnerships
 - Influencer
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NON-FUNCTIONAL REQUIREMENTS

- Must support at least 1000 concurrent users.
- System uptime must be 99.5% or higher.
- Backend should be modular and scalable across Nigerian states.
- Secure authentication
- End-to-end encryption for payment and user data.
- Daily backups and ability to recover within 24 hours.
- Designed mobile-first for low-bandwidth areas.

- Progressive support for multiple local languages (English, Yoruba, Hausa, Igbo).
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PRIMARY USE CASE

1. A trader logs in using the mobile app.
 2. The trader searches for a produce (e.g., yam) and applies filters.
 3. The trader selects listings based on trust ratings and harvest date.
 4. They add items from two different sellers to their cart.
 5. They check out and select delivery.
 6. The seller and a delivery agent receive order notifications.
 7. Produce is picked from the seller, verified, and delivered.
 8. The trader receives it and rates the sellers.
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TECHNICAL SPECIFICATIONS

Frontend:

- Web: React.js with Tailwind
- Mobile App: React Native or Flutter
- USSD: Termii or Africa's Talking

Backend:

- API: Node.js with Express or Django REST
- Database: PostgreSQL
- Cache: Redis
- File uploads: AWS S3 or Cloudinary
- Auth: JWT-based authentication

Infrastructure:

- Hosting: AWS or Heroku
- CI/CD: GitHub Actions
- Monitoring: Sentry or Datadog
- Analytics: Mixpanel
- Logging: Basic logging with Winston or custom service

Integrations:

- Payments: Pystack or Flutterwave
 - Messaging: Termii for SMS and USSD
 - Logistics APIs: Integrate third-party if needed (e.g., GIG, Sendbox)
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USER STORY

As a smallholder farmer,

I want to register on AGMAZON through an agent or mobile app,
so that I can list and sell my agricultural products directly to buyers.

Acceptance Criteria:

- The system must allow farmers to register with a valid phone number and farm location.
- Farmers must provide at least one form of ID (e.g., NIN, voter's card).
- Upon registration, the seller should receive a confirmation SMS or WhatsApp message.
- Agent-based registration must auto-generate a profile and notify the seller.
- Unverified sellers cannot list products until approved by an admin.

USER STORY 2

As a verified seller,

I want to list available agricultural products,
so that buyers can view and purchase them.

Acceptance Criteria:

- Sellers must be logged in to access the product listing interface.
- Each product must include name, category, price per unit, quantity, harvest date, and image.
- System must confirm product listing success and display it in the seller's dashboard.
- Product listings should go live instantly or pending admin review (configurable).

- Sellers should be able to edit or delete their listings at any time.

USER STORY 3

As a buyer,

I want to search and browse available produce by category or location,
so that I can find the best product that meets my needs.

Acceptance Criteria:

- The homepage must display featured, trending, or discounted products.
- Buyers must be able to filter products by location, price, freshness, and category.
- Search results must include basic trust indicators (e.g., seller rating, freshness tag).
- Clicking on a product should show detailed information and seller profile.
- The search should return results in under 3 seconds even on low-end devices.

USER STORY 4

As a buyer,

I want to add products to a cart and place an order,
so that I can buy multiple items in a single transaction.

Acceptance Criteria:

- Only logged-in buyers can check out.
- Order screen must show product name, seller name, delivery options, and final total.

- Buyers must be able to select “Delivery” or “Pickup.”
- The system must generate a unique order ID and notify seller(s) immediately.
- If delivery is selected, the assigned logistics partner must be notified.

USER STORY 5

As a seller,

I want to receive and manage order notifications,
so that I can prepare and dispatch the product.

Acceptance Criteria:

- Sellers must receive real-time notification via SMS, app, or WhatsApp.
- Orders should appear in a “Pending” section until accepted or rejected.
- Sellers can update order status: "Accepted", "Prepared", "Dispatched".
- Orders cannot be fulfilled without enough inventory; the system must check availability.

USER STORY 6

As a logistics partner,

I want to receive delivery requests and update the delivery status,
so that I can complete order fulfillment.

Acceptance Criteria:

- Logistics partner must be able to accept or decline tasks within 10 minutes.

- The system must provide pickup and drop-off addresses with phone numbers.
- Partner must be able to update order status to “Picked Up” and “Delivered”.
- Final delivery confirmation must be triggered only after buyer acknowledgement.

USER STORY 7

As a buyer,

I want to rate the seller after delivery,
so that others can benefit from my experience.

Acceptance Criteria:

- Buyers must receive a prompt to rate the order after delivery is marked completed.
- Rating scale must include stars (1 to 5) and optional comments.
- Only verified buyers who completed the purchase can leave a rating.
- Seller profile should show average rating and number of reviews.

USER STORY 8

As an admin,

I want to review and manage users, orders, and listings,
so that the platform remains safe and trustworthy.

Acceptance Criteria:

- Admin can log in to a secure dashboard with analytics and controls.

- Admin must be able to approve/reject sellers and flag products.
 - Admin must be able to disable user accounts, moderate reviews, and resolve disputes.
 - Admin dashboard should show platform metrics like total orders, GMV, active users.
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