MVP Build Plan

Charity/Masjid Projects Platform (Kuwait)

Multi-tenant fundraising pages + donation/pledge capture + proof updates + KPIs + safe AI assistant

PRODUCT	Multi-tenant SaaS: each charity/masjid gets a branded site, admin dashboard, donation/pledge capture, and KPI reporting.	MVP PAYMENT	Phase 1: pay-by-link / bank transfer instructions + pledge tracking (full KNET in Phase 2/3).
PRIMARY GOAL	Convert social/ads traffic into trusted, trackable donations with fast guidance and clear proof.	AI ROLE	FAQ + guidance + project matching + safe donation flow (no hallucinated amounts/status).

Prepared for: Dr. Jamal and team | **Date:** February 16, 2026

1. MVP Outcomes

- **Trust-first fundraising:** clear projects, targets, and proof updates (photos/invoices/before-after).
- **Structured capture:** donations and pledges recorded with references, amounts, and attribution.
- **Fast guidance:** AI assistant answers FAQs and directs donors to the right project.
- **Measurable growth:** KPIs connect sources (UTMs) to donations, pledges, and completion rates.

2. Users and Roles

- **Donor/Visitor:** browses projects, donates or pledges, shares links.
- **Charity/Masjid Admin (Owner):** manages branding, projects, staff, policies, and reporting.
- **Staff:** reviews pledges, confirms receipt, posts updates, responds to escalations.
- **Platform Admin (us):** manages tenants, templates, plan limits, and support.

3. Core User Journeys (MVP)

Role	Journey
Donor	Arrives from social/ads → browses projects → selects a project → chooses amount (full/partial) → submits
Staff	Receives notification → verifies details → marks pledge as confirmed/received → posts proof update → m
Owner	Creates tenant site → configures branding and policies → adds projects → monitors KPIs → optimizes car

4. MVP Modules (Build Scope)

4.1 Tenant and Access

• Create one tenant per charity/masjid with isolated data.

• Roles: Owner and Staff; secure login; basic audit log (who changed what).

• Tenant settings: logo, colors, contact details, social links, policies (refund, use of funds, verification).

4.2 Projects/Items Catalog

• Project CRUD: title, description, category, target amount (KWD), raised amount, status (Active/Funded/Completed).

• Media: photo gallery; optional document upload (invoice/proof).

• Progress bar + funding status on public pages.

4.3 Donation and Pledge Capture

• Donation form: project, amount, donor name (optional anonymous), phone/email (optional for receipt), note.

• Pledge mode: donor promises amount; staff confirms later; keeps funnel measurable even without payment integration.

• Reference number + confirmation page after submission.

• Phase-1 payment options displayed per tenant: pay-by-link or bank transfer instructions.

4.4 Proof Updates and Transparency

• Updates feed per project: title, text, photos/documents, date.

• Public visibility controls: show/hide updates; pinned update for latest proof.

• Project completion: final summary + proof attachments.

4.5 Notifications

• Notify staff on new donation/pledge (Telegram or Email in MVP).

• Notification includes project, amount, donor contact (if provided), reference.

4.6 KPI Dashboard

• Date range filters (Today, 7d, 30d, custom).

• Metrics: visits, donate clicks, donations count, pledges count, total raised, average donation, conversion rate.

• Top projects, source attribution (UTMs), and completion rate (Funded/Completed).

8. Roadmap (next after MVP)

• **Phase 2:** KNET/cards integration, receipts, donor accounts, recurring donations, WhatsApp notifications.

• **Phase 3:** multi-branch operations, deeper financial reporting, integrations (CRM/email), advanced fraud controls.

5. AI Assistant (Safe, Useful, Minimal)

MVP uses a single assistant with controlled tools. It guides donors, answers FAQs, and collects structured information for handoff.

Area	MVP specification
Capabilities (MVP)	FAQ (use of funds, verification, receipts), project matching, donation/pledge guidance, and handoff to staff.
Knowledge sources	Projects catalog, tenant policies, FAQ entries, and latest updates/proof links.
Guardrails	No invented amounts/status. Never claims funded/completed unless stored. Escalate sensitive issues and log actions.

6. Analytics, Events, and KPIs

6.1 Minimum event tracking (MVP)

- **page_view**, **project_view**, **donate_click**, **donation_submitted**, **pledge_submitted**
- **payment_instructions_viewed** (if used), **share_click**, **chat_started**, **handoff_to_staff**
- **project_funded**, **project_completed**, **update_published**

6.2 KPI definitions (MVP)

KPI	Definition
Conversion rate	(donations + pledges) / visits
Funded rate	funded projects / active projects
Completion rate	completed projects / funded projects
Source ROI (estimate)	raised amount attributed to UTMs (best-effort attribution)
Trust index (proxy)	update publishes per project + proof attachments per project

7. Definition of Done (MVP)

- New tenant can be created and branded in under 10 minutes.
- Owner can publish at least 20 projects with images and targets; public pages render correctly (Arabic-ready).
- Donor can submit donation/pledge; confirmation and reference generated; staff notified within 10 seconds.
- Staff can publish updates with photos/documents and mark projects as funded/completed; KPIs reflect changes within 1 minute.
- AI assistant answers from stored knowledge only; prevents invented amounts/status and escalates uncertain requests.