

Giftera Mobile Apps Content Spec (iOS + Android)

Version: v1.0

Scope: All mobile app screens, labels, buttons, empty states, confirmations, errors, and system messages.

Tone: Clear, premium, human. Short sentences.

Currency: GHS

Time: GMT

Primary identity: Mobile number

Mobile Apps Rules

1. Use clear verbs: Send, Pay, Confirm, Save, Resend.
 2. Always show fees before payment.
 3. Always show what the receiver will get: Card link + SMS fallback.
 4. Confirm destructive actions: delete contact, remove favourite, cancel draft.
 5. Keep buttons under 22 characters where possible.
 6. Use line icons and gradients for premium feel (design note, not copy).
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1) App Launch and Onboarding

1.1 Splash Screen

- Logo
- Tagline: **Send MoMo with Beautiful Messages**

Optional loader text:

- "Preparing your experience"
-

1.2 Welcome Screen (Pre-Login)

Title: Welcome to Giftera

Subtitle: Send money with a message that hits the heart.

Buttons:

- **Create Account**
- **Sign In**

Secondary:

- "Continue without an account" (optional for MVP) Helper under it:
- "You can still send gifts. Your number becomes your identity."

Small links:

- Terms

- Privacy
-

1.3 Permissions Primer (Optional)

Title: Help Giftera work better

Cards:

1. Contacts

- Text: "Save recipients faster. We only use contacts you choose."
- Button: Allow Contacts
- Link: Not now

2. Notifications

- Text: "Get delivery updates and gift alerts."
 - Button: Allow Notifications
 - Link: Not now
-

2) Authentication (Sign Up / Sign In)

2.1 Sign Up

Title: Create Account

Subtitle: Your mobile number is your account.

Fields:

- Full Name
Placeholder: "Enter your name"
- Mobile Number
Placeholder: "024XXXXXXX"

Primary button:

- **Send OTP**

Footer:

- "Already have an account? Sign In"

Validation errors:

- "Enter your name."
 - "Enter a valid mobile number."
 - "This mobile number is already registered. Sign in instead."
-

2.2 Sign In

Title: Sign In**Subtitle:** Enter your mobile number to receive an OTP.

Field:

- Mobile Number

Placeholder: "024XXXXXXX"

Primary button:

- **Send OTP**

Footer:

- "New here? Create Account"

Validation:

- "Enter a valid mobile number."
-

2.3 OTP Verification

Title: Verify OTP**Subtitle:** Enter the 6-digit code we sent to **{phone}**.

Field:

- OTP Code

Placeholder: "6-digit code"

Buttons:

- **Verify**
- **Resend OTP** (timer: "Resend in 30s")

Helper:

- "No code? Check your SMS inbox and network signal."

Errors:

- "Enter the 6-digit code."
- "Incorrect code."
- "Code expired. Request a new one."
- "Too many attempts. Try again later."

Success toast:

- "Verified. Welcome."
-

2.4 Account Link Note (Important)

When user signs in and we detect gifts on that number: Toast / banner:

- "We found gifts linked to this number. Your history is ready."
-

3) Global App Shell

3.1 Bottom Tabs

- Home
 - Send
 - History
 - Templates
 - Profile
-

3.2 Global Top Bar (Per Screen)

- Title (dynamic)
 - Optional right icon:
 - Notification bell
 - Search
 - Help icon
-

3.3 Global Status Words (Use exactly)

Gift: Pending, Delivered, Read, Failed

Notification: Queued, Sent, Delivered, Failed

Payment: Success, Failed, Pending

4) Home Tab (Dashboard)

4.1 Home Header

Title: Home

Welcome line (dynamic):

- "Hi, {firstName}"
Fallback:
 - "Hi"
-

4.2 Quick Stats Cards

Card titles:

- Gifts Sent
- Gifts Received
- Most Used Template

- Saved Contacts

Empty values show:

- "0"
-

4.3 Primary CTA

Big button:

- **Send a Gift**

Helper below:

- "Choose a template, write your message, add MoMo, send."
-

4.4 Recent Activity

Section title:

- Recent Activity

Row format examples:

- "You sent GHS 20 to Ama · Delivered"
- "You received GHS 10 from Kojo · Unread"
- "Draft saved · Finish sending"

Empty state: Title: No activity yet

Message: Send your first gift and your history will appear here.

Button: Send a Gift

4.5 Suggestions

Section title:

- Suggestions for You

Cards:

- Suggested Templates
- Suggested Occasions

Occasion chips:

- Birthday
- Apology
- Appreciation
- Romantic
- Congratulations

- Get Well Soon

Empty state (if no data):

- "Suggestions will appear after your first few gifts."
-

5) Send Tab (Core Flow)

This flow is a stepper: Step 1 to Step 4.

5.0 Send Landing

Title: Send a Gift

Stepper labels:

- Template
- Message
- Recipient
- Payment

Primary button (if resuming a draft):

- Continue Draft Secondary:
- Start New Gift

Draft banner:

- "Draft saved. You can continue anytime."
-

5.1 Step 1: Choose Template

Title: Choose Template

Subtitle: Pick a design that matches the moment.

Filters (chips):

- All
- Romantic
- Birthday
- Apology
- Appreciation
- Premium
- Free

Collections (tabs or sections):

- Gold
- Silver
- Blue
- Yellow

- Romantic
- Miscellaneous

Card actions:

- Preview
- Select

Special option:

- **Plain SMS (No Template)**

Helper:

- "Send a clean message by SMS with no card design."

Premium badge text:

- "Premium"

If premium selected and not purchased: Banner:

- "This is a premium template. Purchase once and use anytime."

Buttons:

- Back
- Next

Errors:

- "Select a template to continue."

Empty state (if templates fail to load): Title: Templates unavailable

Message: Check your connection and try again.

Button: Retry

5.2 Step 2: Create the Message

Title: Write Your Message

Subtitle: Type your message or let AI help you.

Tabs:

- Write
 - AI
 - Presets
-

5.2A Write Tab

Text area placeholder:

- "Type your message here"

Helper (small):

- "Keep it personal. Keep it simple."

Buttons:

- Save Draft
- Next

Validation:

- "Write a message to continue."
-

5.2B AI Tab

Title inside tab: AI Message Generator

Subtitle: Tell us the situation. We will craft the message.

Fields:

- Who is this for
Placeholder: "e.g., My girlfriend, My boss, My friend"
- Message type
Options: Romantic, Funny, Serious, Birthday, Apology, Appreciation
- Short description
Placeholder: "e.g., Say sorry for shouting this morning"

Primary button:

- **Generate Message**

Loading:

- "Generating your message"

Generated message header:

- "Your AI Message"

Buttons under generated text:

- Regenerate
- Shorten
- Make Sweeter
- Make Funnier
- Use This Message

Error states:

- "Enter who the message is for."
- "Select a message type."
- "Describe the situation."

- "AI is currently unavailable. Try again later."

Limit reached:

- "Daily AI limit reached. Try again tomorrow."
-

5.2C Presets Tab

Title inside tab: Quick Presets

Subtitle:

- "Pick a message and edit it if you want."

Preset list:

- "Happy birthday!"
- "Thinking of you."
- "You mean so much to me."
- "Thank you for everything."
- "I am sorry about earlier."
- "You deserve this. Enjoy."

Button:

- Use This Preset
-

Draft Save Confirmation

Toast:

- "Draft saved"
-

5.3 Step 3: Recipient Details

Title: Recipient

Subtitle: Who should receive this gift

Two modes:

- Pick from Contacts
 - Enter Manually
-

5.3A Pick from Contacts

Search placeholder:

- "Search contacts"

List empty state: Title: No saved contacts
Message: Save recipients to send faster next time.
Button: Enter Manually

5.3B Enter Manually

Fields:

- Recipient Name
Placeholder: "Enter name"
- Phone Number
Placeholder: "054XXXXXXX"

Checkbox:

- Save to contacts

Helper:

- "Saved contacts appear in your list next time."

Buttons:

- Back
- Next

Validation:

- "Enter recipient name."
 - "Enter a valid phone number."
-

5.4 Step 4: Payment

Title: Payment

Subtitle: Choose network and confirm amount.

Fields:

- Network
Options: MTN, Telecel, AT
- Amount to Send (GHS)
Placeholder: "e.g., 20"

Fee panel:

- Amount: GHS {amount}
- Service Fee: GHS {fee}
- Total: GHS {total}

Helper:

- "Receiver gets GHS {amount}. Service fee is for processing."

Primary button:

- **Confirm and Pay**

Payment instruction modal: Title: Approve MoMo Payment

Message: "A MoMo prompt will appear on your phone. Approve it to send this gift."

Buttons:

- I Understand
- Cancel

Payment status screens:

1. Waiting

- Title: Waiting for approval
- Message: "Approve the MoMo prompt to continue."
- Button: Cancel Payment

2. Success

- Title: Gift sent
- Message: "Your gift is on the way."
- Button: View Gift
- Button: Send Another Gift

3. Failed

- Title: Payment failed
- Message: "Payment was not completed. No money was sent."
- Button: Try Again
- Button: Edit Payment

4. Timeout

- Title: Payment timed out
- Message: "We did not receive confirmation in time."
- Button: Try Again

Validation:

- "Select a network."
- "Enter a valid amount."

5.5 Delivery Confirmation Screen (After Payment Success)

Title: Delivered

Subtext:

- "Your gift has been delivered to {recipientName}."

Details preview:

- Amount: GHS {amount}
- Template: {templateName or Plain SMS}
- Status: Delivered

Buttons:

- View Gift Details
 - Send Another Gift
 - Go Home
-

6) History Tab

6.1 History Home

Title: History

Tabs:

- Sent
- Received

Search (optional):

- Placeholder: "Search by name or number"

Filter chips (optional):

- All
 - Delivered
 - Pending
 - Failed
 - Unread (Received only)
-

6.2 Sent List

Row content:

- To: {name or phone}
- Amount: "GHS {amount}"
- Template label: {Gold/Blue/etc. or Plain SMS}
- Message preview: first line
- Date: {date}
- Status dot + label: Delivered / Pending / Failed / Read

Empty state: Title: No sent gifts yet

Message: Send your first gift to see it here.

Button: Send a Gift

6.3 Sent Gift Detail

Title: Gift Details

Sections:

- To: {name} ({phone})
- Amount: GHS {amount}
- Template: {template}
- Status: {status}
- Message (full)
- Timeline:
 - Created
 - Paid
 - Sent
 - Delivered
 - Read (if applicable)

Buttons:

- Resend Notification
- Send Another Gift

Resend modal: Title: Resend notification

Message: "This will resend the gift message to the recipient."

Buttons: Resend, Cancel

Toast:

- "Notification sent"
-

6.4 Received List

Row content:

- From: {name or phone}
- Amount: "GHS {amount}"
- Template label
- Message preview
- Date
- Read status: Unread / Read

Empty state: Title: No received gifts yet

Message: Gifts sent to your number will appear here.

6.5 Received Gift Detail

Title: Gift Details

Sections:

- From: {name} ({phone})
- Amount: GHS {amount}
- Message (full)
- Card preview (if applicable)
- Delivered time

Buttons:

- Mark as Read
- Say Thank You

Mark as read toast:

- "Marked as read"
-

6.6 Say Thank You Flow

Title: Say Thank You

Subtitle:

- "Send a quick appreciation message."

Preset buttons:

- "Thank you so much. I appreciate you."
- "This made my day. Thank you."
- "God bless you for this. Thank you."
- "You are the best. Thank you."

Text area:

- Placeholder: "Edit your thank you message"

Button:

- Send Thank You

Success:

- "Thank you message sent"

Error:

- "Could not send thank you message. Try again."
-

7) Templates Tab

7.1 Templates Home

Title: Templates

Tabs:

- Favourites
 - Purchased
 - Recently Used
 - Draft Messages (optional)
-

7.2 Favourites

Empty state: Title: No favourites yet

Message: Tap the heart icon on any template to save it here.

Button: Browse Templates

Remove favourite toast:

- "Removed from favourites"
-

7.3 Purchased

Empty state: Title: No purchases yet

Message: Purchase a premium template once and use it anytime.

7.4 Recently Used

Empty state:

- "Templates you use will appear here."
-

7.5 Template Purchase Prompt (When premium selected)

Banner text:

- "Premium template. Purchase once and use anytime."
-

Panel:

- Price: GHS {price}
- Button: Purchase Template

Purchase flow screens:

1. Confirm purchase

- Title: Confirm purchase
- Message: "Pay GHS {price} to unlock this template."
- Button: Pay Now
- Button: Cancel

2. Waiting

- "Approve the MoMo prompt to complete purchase."

3. Success

- Title: Purchase successful
- Message: "Template unlocked."
- Button: Use Template

4. Failed

- Title: Purchase failed
 - Message: "No money was taken."
 - Button: Try Again
-

8) Profile Tab

8.1 Profile Home

Title: Profile

Profile header:

- Name: {name}
- Mobile: {phone}

Menu items:

- Contacts
- Wallet
- Settings
- Help & Support
- Log out

Logout modal: Title: Log out

Message: "Are you sure you want to log out"

Buttons: Log out, Cancel

8.2 Contacts

Title: Contacts

Search placeholder:

- "Search contacts"

Empty state: Title: No contacts saved

Message: Save recipients when sending gifts to build your list.

Buttons:

- Add Contact

Contact list swipe actions:

- Edit
- Delete

Delete confirmation: Title: Delete contact

Message: "This will remove the contact from your saved list."

Buttons: Delete, Cancel

Add contact: Fields:

- Name
- Phone number
- Relationship (optional) Options: Friend, Partner, Family, Work, Other

Buttons:

- Save Contact

Validation:

- "Enter contact name."
- "Enter a valid phone number."

Toast:

- "Contact saved"
-

8.3 Wallet

Title: Wallet

Fields:

- Default MoMo Number: {phone}
- Network: MTN / Telecel / AT

Button:

- Change Wallet

Change wallet screen: Title: Change Wallet

Fields:

- MoMo Number
- Network

Button:

- Save Wallet

Validation:

- "Enter a valid mobile number."
- "Select a network."

Success toast:

- "Wallet updated"

Optional section:

- Transaction history (coming soon) Text:
 - "Transaction history will appear here."
-

8.4 Settings

Title: Settings

Sections:

1. Profile

- Name
- Email (optional) Buttons:
- Save changes

2. Notifications Toggles:

- SMS updates
- Email updates
- WhatsApp updates Helper: "SMS is the primary delivery channel."

3. Message signature (optional) Field placeholder:

- "e.g., Love, Kwame" Helper: "This is added at the end of your message."

4. Security

- Change password (only if password-based login exists later)
- Manage devices (optional)

Validation:

- "Enter your name."
- "Enter a valid email address."

Save toast:

- "Settings saved"
-

8.5 Help and Support

Title: Help & Support

Items:

- FAQ
- Report a problem
- Contact support

Support email display:

- **support@Giftera.com**
-

8.5A FAQ

Title: FAQ Questions list:

- How does the recipient get the message
- Do I need a smartphone to use Giftera
- How fast is delivery
- Is it secure
- How do I pay
- Can I save templates

Empty state:

- "FAQ will appear here."
-

8.5B Report a Problem

Title: Report a Problem

Subtitle: "Tell us what happened. We will help you."

Fields:

- Issue type
Options: Payment, Delivery, Message, Template, Other
- Related gift code (optional)
Placeholder: "e.g., 48291"
- Message
Placeholder: "Describe the problem"

Button:

- Submit Report

Success:

- "Report sent. We will respond shortly."

Error:

- "Could not send report. Try again."
-

8.5C Contact Support

Title: Contact Support

Options:

- Email: support@Giftera.com
- Live chat (if enabled)
- WhatsApp support (if enabled)

If not enabled:

- "Live chat is currently unavailable."
-

9) In-App Notifications (Bell)

9.1 Notification List

Title: Notifications

Notification types:

- Gift delivered: "Gift delivered to {name}."
- Gift read: "{name} read your message."
- Payment failed: "Payment failed. Tap to try again."
- Received gift: "You received a gift from {name}."

Empty state: Title: No notifications

Message: Updates about your gifts will appear here.

10) Deep Links and View Gift Link (Receiver Experience)

10.1 Open Gift Link Screen (When someone taps link)

If app installed: **Title:** You received a gift 🎁

Message: "Open to view the message and gift details."

Button:

- Open in Giftera

If app not installed: Show in web view or prompt install:

- "Download Giftera to view this gift."
-

11) Standard System Messages (Mobile)

Loading:

- "Loading"
- "Please wait"

Network errors:

- "No internet connection."
- "Connection failed. Try again."
- "Server unavailable. Try again later."

Form errors:

- "Some fields are missing."
- "Invalid phone number."
- "Invalid amount."

Security:

- "Session expired. Sign in again."
-

12) Empty States Summary (Use as Templates)

Home:

- "No activity yet"

History:

- "No sent gifts yet"
- "No received gifts yet"

Templates:

- "No favourites yet"
- "No purchases yet"

Contacts:

- "No contacts saved"

Notifications:

- "No notifications"