

# Giftera Mobile Apps Content Spec (iOS + Android)

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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

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## 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."
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## 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

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## 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

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## 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

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## 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

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## 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."

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## 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

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## 6) History Tab

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### 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)

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### 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

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## 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.

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## 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

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## 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

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# 8) Profile Tab

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## 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

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## 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."

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## 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)

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## 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.

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

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## 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)

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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)

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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"