



CAUFERO
Digital MoMo Gifting Platform

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CLIENT PROPOSAL

SOFTWARE DEVELOPMENT PROPOSAL

A complete scope, approach, deliverables, timeline, and investment breakdown for the proposed product build.

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SOFTWARE DEVELOPMENT PROPOSAL

Digital MoMo Gifting Platform

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1. INTRODUCTION

The Digital MoMo Gifting Platform is a modern platform that blends **emotional gifting** with **mobile money delivery**. The system allows users to send MoMo instantly, wrapped inside beautifully designed digital message cards.

This proposal outlines:

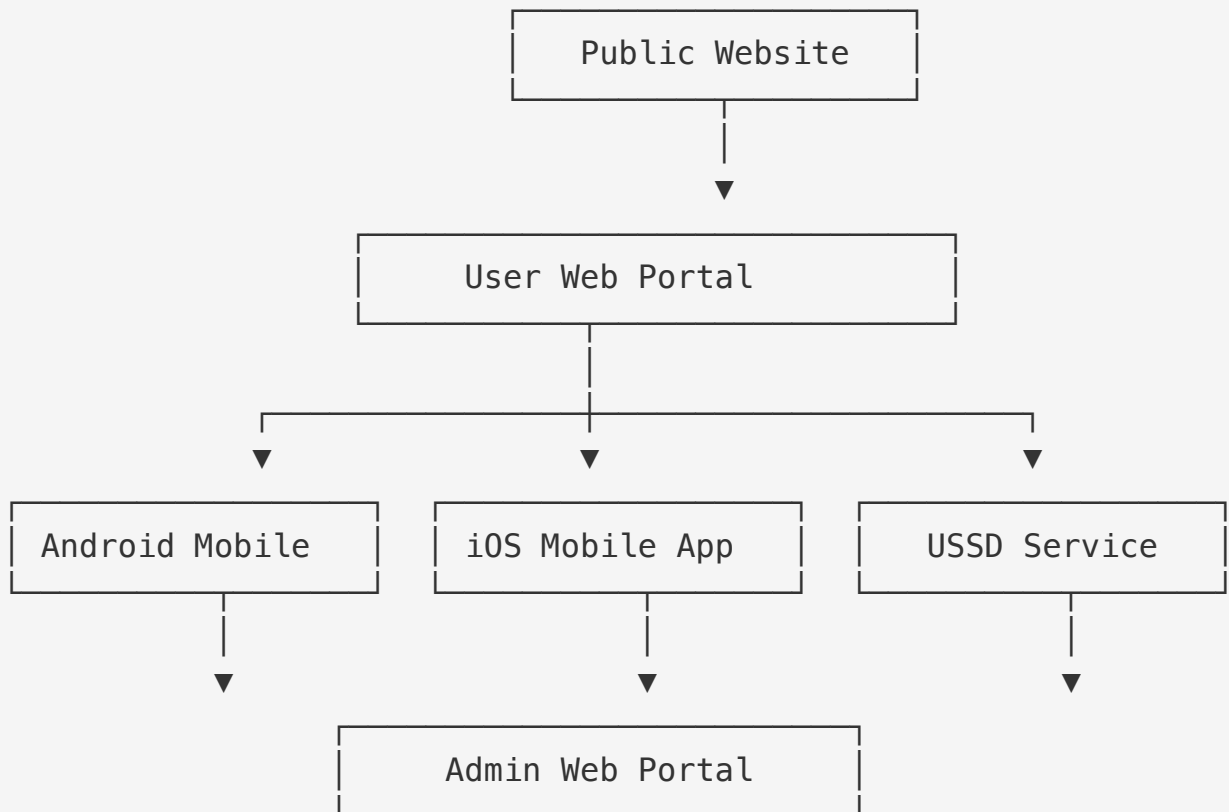
- Full system scope
- Technical approach
- Deliverables
- Project timeline
- Total investment required

Our team brings deep experience in building: Payment-integrated systems Multi-platform consumer apps USSD services Admin dashboards AI-powered tools

The platform will be engineered as a **premium, scalable, and commercially viable product**.

2. PROJECT OVERVIEW

The Digital MoMo Gifting Platform consists of **five major components**, all working together seamlessly:



Each platform plays a strategic role:

Component	Purpose
Website	Marketing, education & conversion
User Portal	Gift sending, history, templates, settings
Mobile Apps	Primary user experience (Android & iOS)
USSD	For non-smartphone users (send + receive)
Admin Web Portal	Internal control of the entire ecosystem

3. DETAILED SCOPE OF WORK

This section outlines everything we will build.

3.1 PUBLIC WEBSITE

Purpose

Introduce the brand, explain how the platform works, and convert visitors into registered users.

Features

Website Sections	
1. Header	6. How It Works
2. Hero Banner	7. Collections Preview
3. AI Teaser	8. Feature Highlights
4. Screenshots Section	9. FAQ
5. Footer	10. Contact Info

Header Navigation

- How It Works
- Collections
- FAQ
- Contact
- Sign In
- Create Account (Primary CTA)

3.2 USER WEB PORTAL (LOGGED-IN EXPERIENCE)

Purpose

Provide users with a complete environment for sending MoMo gifts, managing history, templates, and personal settings.

Main Modules

Main Sections
Dashboard
Send a Gift
My Gifts
Templates/Favorites
Contacts
Wallet
Settings
Support

Send a Gift – 4-Step Flow

1. Choose Template
↓
1. Write or AI-Generate Message
↓
2. Enter Recipient Details
↓
3. Pay with MoMo (STK Push)

AI Options

- Make it sweet
- Make it funny
- Shorten
- Rewrite
- “Suggest 3 options”

Gift History

Section	Description
Sent Gifts	Full details: message, template, delivery timestamp, status
Received Gifts	Cards received, read receipts, timestamps

Other Areas

- Contacts manager
- Wallet (default MoMo number)
- Notification settings
- Support & FAQs

3.3 MOBILE APPS (ANDROID & iOS)

Purpose

Core user experience for gifting on the go.

App Navigation (Bottom Tabs)

Home	Send	History	Templates	Profile
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Mobile Features

- Dashboard with activity
 - Full 4-step gift sending flow
 - Push notifications
 - In-app AI message generator
 - Template browsing & purchasing
 - Contacts management
 - Settings
-
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3.4 USSD APPLICATION

Purpose

Allow users without smartphones to send and receive gifts.

USSD Sender Flow

*XYZ# → Select Category → Enter Recipient Number → Enter Amount → Enter Message → Confirm → MoMo STK → Delivery Notification

USSD Receiver Flow

SMS Received → Dial USSD → Enter Gift Code → Read Message (paged) → System updates sender

USSD Constraints

- No template previews
- Uses default template per category

- Must be extremely fast (sessions time out)

3.5 ADMIN PORTAL

Purpose

Give your team FULL control of the platform without developer intervention.

Admin Modules

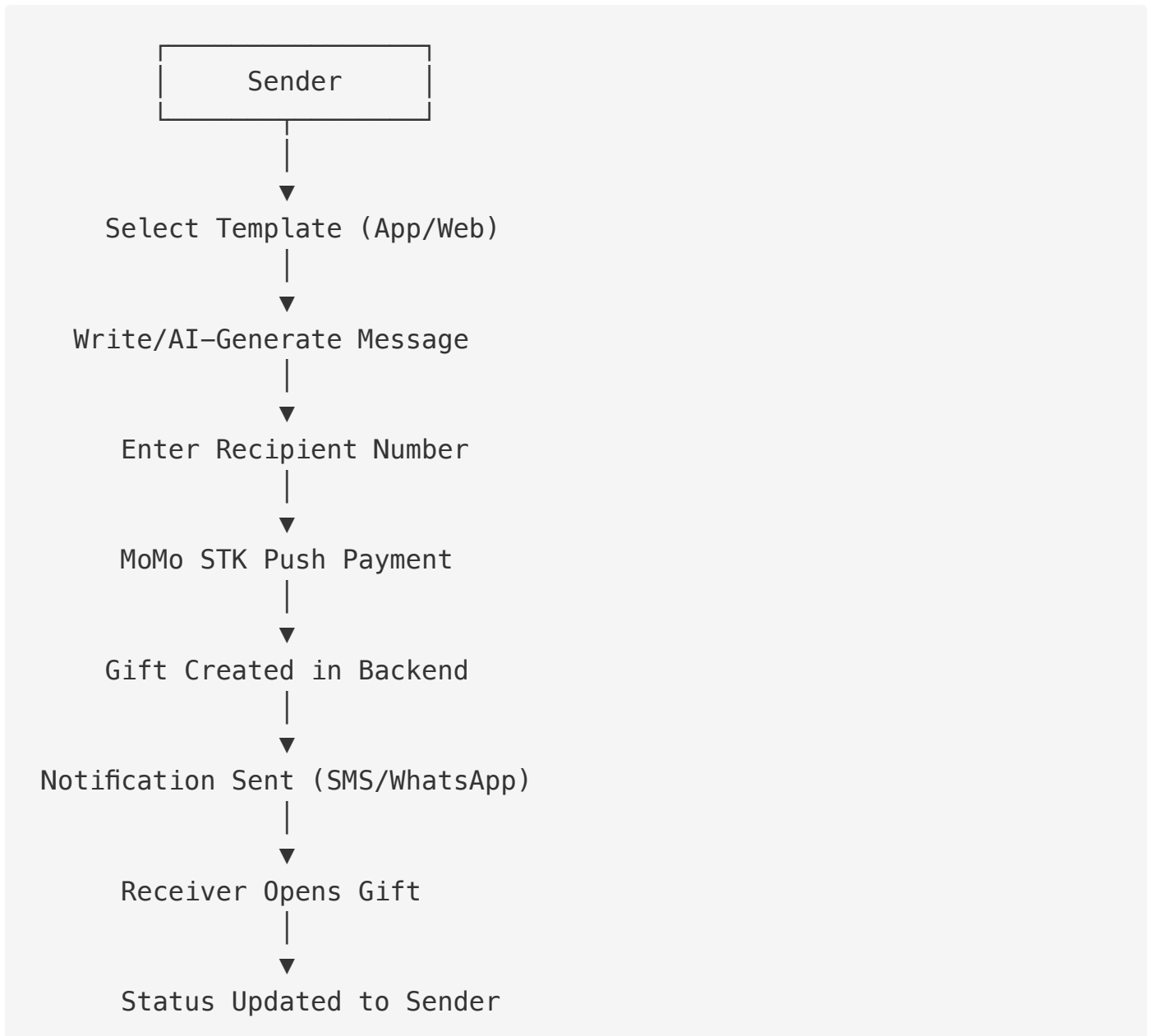
Admin Panel
Dashboard (analytics & KPIs)
User Management
Gift Management
Template Management
Payment & Revenue Reports
Notification Logs
USSD Monitoring
AI Monitoring
System Settings
Support Tickets
Audit Logs

Sample Admin Dashboard Widgets

Metric	Description
Total Gifts Sent	Daily / Weekly / Monthly
Total Revenue	From service fees
Templates Purchased	Free vs premium
Delivery Performance	SMS success/failure
Top Categories	Which templates are trending

4. SYSTEM FLOW DIAGRAM

Below is a clear flow of how the Digital MoMo Gifting Platform ecosystem behaves.



5. WHAT WE PROVIDE AT NO EXTRA COST

All the following items are **included in the project price**:

- **Domain registration**
- **1-year Hosting**
- **SSL Security Certificate**

- **50 GB Cloud Storage**
- **Cloud Backup**
- **App Store & Play Store Registrations**
- **UI/UX Design Mockups / Screens for:**
 - Website
 - User Portal
 - Admin Portal
 - Android App
 - iOS App
 - USSD Flow

You will not pay separately for design, hosting, or store registration.

6. PROJECT COST BREAKDOWN

WEB PORTALS

Module	Price (GHS)
Website Development	4,800
User Portal Development	14,500
Admin Portal Development	7,000

MOBILE APPLICATIONS

Module	Price (GHS)
Android App	16,000
iOS App	21,500

USSD MODULE

Module	Price (GHS)
USSD Development	6,000

7. PROJECT TIMELINE

Component	Duration
Website	3 weeks
User Portal	4–5 weeks
Mobile Apps (Android & iOS)	5–6 weeks
USSD	2–3 weeks
Admin Portal	4 weeks
Testing & Security Review	2–3 weeks
Deployment	3–5 days

Total Estimated Duration: 21–25 Weeks

Work streams run in parallel to reduce total delivery time.

8. WHY PARTNER WITH US

Strong technical capabilities

- MoMo integrations

- USSD systems
- Multi-platform development
- Secure backend engineering
- AI integrations

High-end UI/UX design

A polished, modern, consumer-friendly product.

Enterprise-level security

Encryption, audit logs, authentication, and strict data handling.

Scalable architecture

Designed for thousands of daily users, especially during peak seasons (Valentine, Christmas, Mother's Day).

Comprehensive testing

Load testing, USSD simulations, mobile device testing.

Clear communication & transparency

Weekly updates, shared staging environment, collaborative review process.

9. Previous Work and Portfolio

Below is a selection of mobile applications and websites our team has successfully delivered. These examples demonstrate our capability in building secure, scalable, user-friendly systems across different industries.

Mobile Applications

1. e-Cedi Mobile Wallet (Bank of Ghana) <https://play.google.com/store/apps/>

[details?id=com.itconsortiumgh.ecedimobile](#)

2. GenPay Mobile – Payments & Collections <https://play.google.com/store/apps/details?id=com.itconsortiumgh.genpaymobile>

3. ClickSO Restaurant – Food Ordering App https://play.google.com/store/apps/details?id=com.focusppc.clickso_restaurant

4. ClickSO Consumer App <https://play.google.com/store/apps/details?id=com.clickso.clickSoUser>

These projects highlight our team's experience in:

- Mobile money integrations
 - High-volume transaction systems
 - Consumer apps with clean UI/UX
 - Marketplace and service apps
 - Educational and content-driven platforms
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Web Platforms

1. Dokondo Business Magazine <https://www.dokondo.com/>

2. Caufero Technologies – Official Website <https://caufero.com/>

3. Woodin Fashion (Vlisco Group) <https://woodinfashion.com/>

These websites demonstrate our work in:

- Modern UI/UX web design
 - Corporate sites with professional branding
 - Content-heavy web systems
 - Fast and responsive frontend development
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10.3 Graphic & Poster Design Projects

In addition to software engineering, the team produces **high-quality poster and branding designs** for events, businesses, and campaign marketing. A selection of sample works is provided below:

Poster Design Samples:

<https://i.pinimg.com/736x/fd/c5/c0/fdc5c0008634008773a8512abad29288.jpg> <https://i.pinimg.com/736x/cf/8a/ed/cf8aed0997e1850f6418cbfd168a911c.jpg> <https://i.pinimg.com/736x/50/d5/78/50d5784719f96d362edc56788510b56a.jpg> <https://i.pinimg.com/736x/ea/7f/57/ea7f57b3e3b1e9ec2f86f4a3a5668823.jpg> <https://i.pinimg.com/736x/f0/78/3d/f0783dfca93e194f638566d29285f80c.jpg> <https://i.pinimg.com/736x/93/58/79/935879d20e81e10bfa27bffa50de316.jpg> <https://i.pinimg.com/736x/f3/60/67/f36067e9058cd0c17c114cd9a902aa63.jpg>

These designs highlight our ability to deliver:

- High-impact visual communication
- Branding and marketing assets
- Event and campaign graphics
- Creative direction & layout design

10.4 Summary

Our broad experience across **mobile apps, web platforms, USSD services, admin dashboards, and visual design** allows us to deliver the Digital MoMo Gifting Platform as a polished, professional, and scalable digital product.

This portfolio demonstrates our ability to execute across the entire digital spectrum, from frontend user experiences to deep backend integrations and strong brand identity work.