

Giftera Website Content Spec (Final Copy for Developers)

Version: v1.0

Scope: Public marketing website only. Other platforms exist, but this document covers the website content that visitors see before login.

Goal

Create a premium experience that feels trustworthy, polished, and valuable at first glance. The copy must be easy to understand after one read.

Target Users

- People who read comfortably and want clarity fast.
- People who read slowly and rely on visuals, short sentences, and familiar terms like MoMo.
- People who want proof that the service is safe and real.

Copy Rules

1. Use short sentences.
 2. Avoid vague wording.
 3. Use familiar words. Use "MoMo" where it helps.
 4. Every section must answer one clear question.
 5. Trust must be visible in multiple places: payment, delivery, support, and privacy.
-

1) Global Website Structure

1.1 Sticky Header (Navigation Bar)

Left

- Logo (clicking takes user to the homepage)

Right

- How It Works
- Collections
- FAQ
- Contact
- Sign In
- Create Account (primary button style and standout colour)

Mobile

- Hamburger menu shows the same links.

- "Create Account" stays visually highlighted inside the menu.

Header micro text (homepage only, under the nav or inside hero area)

- "Send money with a message that feels like a real gift."
-

2) Homepage Content

Section 1: Hero Section

Purpose Explain Giftera in one glance and push visitors to start.

Hero headline (use exactly this)

Send MoMo with Beautiful Messages Instantly

Hero sub headline (use exactly this)

Choose a card template, write your message or generate one with AI, add your MoMo amount, then send.
We deliver the message right away.

Primary buttons

- Primary CTA: **Get Started**
- Secondary CTA: **View Collections**

Supporting line (small text under buttons)

Works for smartphone and feature phone users.

Trust badges (small chips under the supporting line)

- Secure MoMo payment
- Fast delivery
- SMS supported

Right side visual content (design notes)

Show a premium mockup area with these 3 items:

1. A phone screen showing a digital gift card and message.
2. A phone screen showing an SMS version of the same message.
3. A simple 3-step animation text: "Select" → "Pay" → "Delivered"

Important The visuals must show the outcome clearly. A visitor must understand what the receiver gets.

Section 2: How It Works

Purpose Show the exact steps, with no guesswork.

Title

How It Works

Subtitle

Sending a Giftera gift has four steps.

Step 1

Choose a Template

Pick a design that matches the occasion.

Step 2

Write a Message

Type your message or generate one with AI, then edit it if you want.

Step 3

Enter Recipient and Amount

Enter the recipient phone number and the amount you want to send.

Step 4

Pay and Send

Approve the MoMo prompt on your phone. We deliver the gift message right away.

Clarifying note under the steps (must be visible)

If the receiver does not use a smartphone, they still receive the full message by SMS.

Section 3: Collections Preview

Purpose Show that the product is premium and has variety.

Title

Collections

Subtitle

Choose a style. Your message still stays personal.

Collection cards (show 6)

Each card includes:

- Collection name
- One clear tagline
- Button: **Preview**

Gold Collection

Tagline: Premium designs for big moments.

Silver Collection

Tagline: Clean designs for calm messages.

Blue Collection

Tagline: Soft designs for heartfelt messages.

Yellow Collection

Tagline: Bright designs for happy moments.

Romantic Set

Tagline: Designs made for love messages.

Miscellaneous Set

Tagline: Designs for everyday surprises.

Mini CTA under collections

Ready to send?

- Button: **Send a Gift**
-

Section 4: AI Message Generator Teaser

Purpose Make visitors feel supported, especially when they do not know what to write.

Title

Do you want help with the words

Subtitle

Tell us the occasion and your relationship with the person. We generate a message you can edit before you send.

Demo input box

Label: **Describe what you want to say**

Placeholder: "Example: Apology message to my partner. I was wrong and I want to fix it."

Demo output preview

Label: **Sample message**

Text: "I am sorry for what happened today. You matter to me. I want us to be fine again. Please forgive me."

Buttons

- Secondary: **Try a Sample AI Message**
- Primary: **Generate My Message**

Small clarity line under buttons

You can edit the message before payment.

Section 5: Features and Benefits Grid

Purpose Answer the question: "Why should I trust this and use it."

Title

Why Giftera Feels Different

Subtitle

Fast sending. Clear delivery. A message that feels like a real gift.

Feature tiles (6)

Instant Delivery

After MoMo payment succeeds, the message is sent immediately.

Works on Any Phone

Smartphones get a digital card view. Feature phones get the full message by SMS.

Secure Payments

Payments go through verified Mobile Money channels and are recorded in your history.

AI Message Help

Generate a message in seconds. Edit it. Approve it. Send it.

Save People You Send To

Save recipients so you can send faster next time.

Premium Collections

Choose from designs made for birthdays, love, appreciation, apologies, and surprises.

Optional tile if you want 7 or 8: **Delivery Status**

See when a gift is delivered. See when a gift is read, when available.

Section 6: Why Giftera Value Section

Purpose Make the product feel premium and emotionally useful.

Title

Giftera Turns Money Into a Gift Experience

Bold value statements (5)

- A message makes the money feel personal.

- You send faster than buying a physical card.
- The receiver gets a clear message and a clear amount.
- It works for couples, friends, parents, and coworkers.
- It fits birthdays, love, apologies, appreciation, and surprises.

Testimonial carousel (use these as launch placeholders)

Keep each testimonial short and specific.

1. "I sent it in less than one minute. My mum received the SMS and called me immediately."

Name: "Esi, Tema"

2. "The card design looked expensive, but it was cheap. The message also looked clean."

Name: "Kwame, Accra"

3. "I used the AI message, edited small, then sent. It sounded like me."

Name: "Yaw, Kumasi"

4. "The receiver understood everything. Amount, message, and who sent it."

Name: "Akosua, Cape Coast"

Section 7: Screenshots and Mockups

Purpose Build trust by showing exactly what happens.

Title

See Exactly What People Receive

Subtitle

Giftera shows the message clearly, on any phone type.

Screenshot list (5)

1. Digital card view on a smartphone
2. SMS view on a feature phone
3. MoMo payment prompt example on sender side
4. Gift details page showing sender name, amount, and message
5. Sender history showing status such as Delivered

Caption under screenshots (must be visible)

The receiver gets the money through MoMo and gets the message from Giftera.

Optional button:

- [View a Demo Gift](#)
-

Section 8: FAQ Preview

Purpose Answer the most common questions with clear, direct wording.

Title

FAQ

Subtitle

Quick answers before you send.

FAQ items (accordion)

1. How does the receiver get the message

If the receiver has a smartphone, they can open a link to view a digital card. If the receiver uses a feature phone, they receive the full message by SMS.

2. Do I need a smartphone to send a gift

You can send from the website when you have internet access. You can also send from the mobile app. USSD support is available when enabled.

3. When does the message get delivered

The message is delivered immediately after the MoMo payment succeeds.

4. Is Giftera secure

We protect user data and keep records of payments and delivery attempts.

5. How do I pay

You pay using Mobile Money. The available networks depend on what is enabled at the time.

6. Can I save templates or messages

Yes. When you sign in, you can favourite templates and save draft messages.

Link to full FAQ

- Button: [View Full FAQ](#)
-

Section 9: Footer

Purpose Close with trust, support, and navigation.

Left column

- Logo
- Description: Giftera helps you send MoMo with a message that feels like a real gift.

Center column (links)

- How It Works
- Collections
- AI Message Generator
- FAQ

- Contact
- Sign In
- Create Account

Right column

- Social links: Facebook, Instagram, LinkedIn
- Support email: support@Giftera.com
- Terms and Conditions
- Privacy Policy

Bottom line

© {Year} Giftera. All rights reserved.

3) Dedicated Website Pages

3.1 How It Works Page

Page title

How Giftera Works

Intro

Giftera lets you send money and a message together, so the receiver feels the moment, not just the amount.

Steps (expanded)

Step 1: Choose a template

Select a design from our collections.

Step 2: Create your message

Write your own message or generate one with AI. You can edit it before sending.

Step 3: Enter recipient and amount

Enter the receiver phone number and the exact amount you want to send.

Step 4: Pay with MoMo

You receive a MoMo prompt on your phone. Approve it to complete payment.

Step 5: Delivery happens

Giftera sends the message immediately. Smartphone users can open the card link. Feature phone users receive the full message by SMS.

CTA

- Primary button: **Send a Gift**

3.2 Collections Page

Page title

Collections

Intro

Pick a style that matches the moment. Your words stay personal.

Filters (chips)

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

Template card content

Each template card shows:

- Template name
- Collection name
- Label: Free or Premium
- Buttons:
 - **Preview**
 - **Use This Template**

3.3 FAQ Page

Page title

Frequently Asked Questions

Include the homepage questions plus these:

Can I resend a gift message

Yes. If delivery fails or you want to send again, you can resend from your gift history when you are signed in.

What happens if payment fails

You will see the failure status. No gift is sent until payment succeeds.

Do you charge a service fee

A service fee may apply. The fee is shown clearly before you confirm payment.

Does the receiver need an account

No. The receiver can read the message without creating an account.

How do I contact support

Email support@giftera.com or use the contact form.

3.4 Contact Page

Page title

Contact Us

Intro

We respond and we solve issues quickly.

Contact form fields

- Full Name
- Phone Number
- Email (optional)
- Reason (dropdown):
 - Payment issue
 - Delivery issue
 - Account issue
 - Template issue
 - Partnership
 - Other
- Message

Button

- **Send Message**

Support line

Support email: support@giftera.com

3.5 Sign In Page

Page title

Sign In

Step 1

Text: Enter your mobile number. We will send an OTP to that number.

Field: Mobile number

Button: **Send OTP**

Step 2

Text: Enter the OTP you received by SMS.

Field: OTP

Button: **Verify and Sign In**

Link:

- "Create an account"
-

3.6 Create Account Page

Page title

Create Account

Step 1

Text: Enter your name and mobile number. We will send an OTP to verify you.

Fields:

- Full name
 - Mobile number
- Button: **Send OTP**

Step 2

Text: Enter the OTP you received by SMS to complete account creation.

Field: OTP

Button: **Verify and Create Account**

Clarifying note (must be visible)

If you received gifts before creating an account, you will see them after you register using the same mobile number.

3.7 Legal Pages

These pages must exist in the footer. Use placeholder content until legal finalises.

Terms and Conditions

Title: Terms and Conditions

Body placeholder: "This page will contain the final Terms and Conditions before launch."

Privacy Policy

Title: Privacy Policy

Body placeholder: "This page will contain the final Privacy Policy before launch."

4) Content for the Gift View Page (Receiver Link Page)

This is the public page a receiver sees when they tap the gift link.

Page title

You Received a Gift

Primary statement

"{SenderName} sent you {Amount} and a message."

Buttons

- **Open Message**
- **View Gift Details**

Optional sign in prompt (small section)

"Sign in to save this gift in your history."

Support line

Need help? Email support@giftera.com

5) Button and Microcopy Bank

Use these exact labels across the website.

Primary buttons

- Get Started
- Create Account
- Send a Gift
- Generate My Message
- Use This Template
- Open Message

Secondary buttons

- View Collections
- Preview
- Try a Sample AI Message
- View Full FAQ
- View a Demo Gift
- Contact Us

Microcopy lines

- Works for smartphone and feature phone users.
- Message delivery starts immediately after successful payment.
- You can edit your message before sending.
- Your mobile number is your account.