

Giftera Admin Portal Content Spec (Final Copy for Developers)

Version: v1.0

Scope: Admin portal web app content, labels, empty states, confirmations, error messages, and system text.

Audience: Super Admin, Support Admin, Finance Admin, Content Admin.

Tone: Clear, firm, premium, internal-professional.

1) Introduction

Admin Portal Purpose (Short)

The admin portal is the internal control room for Giftera.

It is used to manage users, gifts, templates, payments, notifications, USSD activity, AI usage, and system configuration.

Every admin action must be traceable in Audit Logs.

Global Copy Rules

1. Use exact words. Avoid vague text like "maybe" or "try later" unless the system truly cannot act.
 2. Always show what will happen after a button click.
 3. Every list must have: search, filters, pagination, and export (where relevant).
 4. Every destructive action must have a confirmation modal.
 5. Every financial number must display currency: **GHS**.
 6. Every timestamp must show timezone: **GMT**.
 7. Every status must be plain: Pending, Delivered, Read, Failed, Queued, Sent, Delivered by Provider, Failed.
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2) Admin Authentication and Security

2.1 Admin Login Page

Page Title: Admin Sign In

Subtitle: Sign in to manage Giftera. This portal is for authorised staff only.

Fields

- Email Address
Placeholder: **name@company.com**
- Password
Placeholder: **Enter your password**

Primary Button

- Sign In

Secondary Links

- Forgot password
- Contact support (visible text): "Need access? Contact the Super Admin."

Login Errors

- "Enter a valid email address."
 - "Enter your password."
 - "Incorrect email or password."
 - "This account is disabled. Contact the Super Admin."
 - "Too many failed attempts. This account is locked for 15 minutes."
-

2.2 Forgot Password Flow

Page Title: Reset Password

Subtitle: Enter your email. We will send a secure reset link.

Field

- Email Address

Button

- Send Reset Link

Confirmation

- "Reset link sent. Check your email."

Error

- "No admin account exists with this email."
-

2.3 Optional 2FA Screen (After Password)

Title: Two-Factor Verification

Subtitle: Enter the 6-digit code from your Authenticator app or the SMS we sent you.

Field

- 2FA Code

Buttons

- Verify
- Resend Code (only if using SMS 2FA)

Errors

- "Enter the 6-digit code."
- "Incorrect code."

- "Code expired. Request a new code."
-

2.4 Session Expiry

When session expires due to inactivity: **Title:** Session Ended

Message: You were signed out due to inactivity. Sign in again to continue.

Button: Sign In

3) Admin Portal Layout and Navigation

3.1 Top Header (Always Visible)

Left

- Giftera Admin logo (click returns to Dashboard)

Center

- Page Title (dynamic). Examples:
 - Dashboard
 - Users
 - Gifts
 - Templates
 - Payments
 - Notifications
 - USSD Activity
 - AI Monitoring
 - System Settings
 - Content Management
 - Support Tickets
 - Audit Logs

Right

- Global search (optional): placeholder "Search gift code, phone number, transaction ID"
- Notification icon (internal system alerts)
- Admin profile dropdown

Profile Dropdown

- My Profile
- Security
- Log out

Logout Modal Title: Log out

Message: Are you sure you want to log out of the admin portal

Buttons: Log out, Cancel

3.2 Left Sidebar Modules

1. Dashboard
2. Users
3. Gifts
4. Templates
5. Payments
6. Notifications
7. USSD Activity
8. AI Monitoring
9. System Settings
10. Content Management
11. Support Tickets
12. Audit Logs

Sidebar Footer (optional)

- Logged in as: {AdminName}
 - Role: {RoleName}
-

4) Role-Based Access Text

If an admin opens a page they do not have permission for:

Title: Access Denied

Message: Your role does not allow access to this section. Contact the Super Admin if you need access.

5) Dashboard Module (Home Screen)

5.1 Dashboard Title

Dashboard

5.2 Overview Cards (Top Row)

Each card shows value + short explanation + "View" link.

1. Total Registered Users

- Helper: "All user accounts created in the system."

2. Total Gifts Sent

- Sub-values (small text):
 - Today: {count}
 - This week: {count}
 - This month: {count}
 - All time: {count}

3. Total MoMo Volume

- Helper: "Total amount transferred to recipients."
- Show: GHS {total}

4. Service Fee Revenue

- Helper: "Total fees earned by Giftera."
- Show: GHS {total}

5. Premium Templates Purchased

- Helper: "Number of successful premium template purchases."
 - Show: {count}
-

5.3 Delivery Status Breakdown Widget

Title: Gift Status Summary

- Pending: {count}
- Delivered: {count}
- Read: {count}
- Failed: {count}

Helper: "Pending means payment succeeded but delivery is not confirmed yet."

5.4 Channel Breakdown Widget

Title: Channel Breakdown

- App / Web: {count}
 - USSD: {count}
-

5.5 Graph Widgets

A) Gifts Sent Per Day

- Title: Gifts Sent Per Day
- X: date
- Y: gifts count

B) MoMo Volume Per Day

- Title: MoMo Volume Per Day
- X: date
- Y: amount in GHS

C) Active Users Per Day

- Title: Active Users Per Day

- X: date
- Y: active users

5.6 Quick Links Panel

Title: Quick Actions

Buttons:

- View Latest Gifts
- View Payment Failures
- View Delivery Failures
- View System Error Logs

5.7 Dashboard Empty State (New System)

Title: No data yet

Message: Metrics will appear after the first user, gift, and payment activity.

Link: View system configuration

6) Users Module

6.1 Users List Page

Title: Users

Search

- Placeholder: "Search by phone number, name, or email"

Filters

- Status: All, Active, Deactivated
- Date Registered: From, To
- Has Email: Yes, No
- Has Purchases: Yes, No

Table Columns

- Phone Number
- Full Name
- Email
- Status
- Date Registered (GMT)
- Last Login (GMT)
- Actions

Row Actions

- View
- Deactivate (if active)
- Reactivate (if deactivated)

Empty State Title: No users found
Message: No users match your search or filters.
Button: Clear filters

6.2 User Detail Page

Title: User Details

Profile Section

- Phone Number (primary identity)
- Full Name
- Email (if any)
- Status: Active or Deactivated
- Date Created (GMT)
- Last Login (GMT)

Activity Summary Cards

- Gifts Sent: {count} (View list)
- Gifts Received: {count} (View list)
- Premium Templates Purchased: {count} (View list)
- AI Messages Generated: {count} (View usage)

Admin Actions Panel

Buttons (role-based):

- Deactivate User
- Reactivate User
- View Login History
- Impersonate User (Read-Only)

Impersonate Modal Title: Impersonate user in read-only mode
Message: You will view this user's portal exactly as they see it. You cannot send gifts or make payments in impersonation mode.
Buttons: Continue, Cancel

6.3 Deactivate / Reactivate Confirmations

Deactivate Modal Title: Deactivate user
Message: This user will not be able to sign in or use the portal while deactivated. Their gift history will remain in the system.
Buttons: Deactivate, Cancel

Reactivate Modal Title: Reactivate user
Message: This user will be able to sign in again immediately.
Buttons: Reactivate, Cancel

7) Gifts Module

7.1 Gift List Page

Title: Gifts

Search

- Placeholder: "Search by gift code, sender phone, recipient phone, or transaction ID"

Filters

- Status: All, Pending, Delivered, Read, Failed
- Channel: All, Web, App, USSD
- Date Range: From, To
- Template Category: Gold, Silver, Blue, Yellow, Romantic, Miscellaneous, Plain SMS
- MoMo Network: MTN, Telecel, AT
- Amount Range: Min, Max

Table Columns

- Gift Code
- Sender Phone
- Recipient Phone
- Amount (GHS)
- Service Fee (GHS)
- Channel
- Status
- Created (GMT)
- Actions

Row Actions

- View
- Resend Notification
- Mark Delivered (support-only, if allowed)
- Mark Read (support-only, if allowed)

Empty State Title: No gifts found
Message: No gifts match your search or filters.
Button: Clear filters

7.2 Gift Detail Page

Title: Gift Details**A) Gift Information**

- Gift Code
- Channel: Web, App, USSD
- Template Category
- Template Name (if applicable)
- Template Type: Free or Premium
- Amount Sent (GHS)
- Service Fee (GHS)
- Total Paid (GHS)
- Full Message Text (show full content)
- Sender Details:
 - Name (if available)
 - Phone number
- Recipient Details:
 - Name (if available)
 - Phone number

B) Payment Details

- MoMo Network
- Provider Transaction ID
- Provider Reference
- Payment Status: Success, Failed, Pending

C) Timeline (Timestamps)

Show each as a row with status:

- Gift Created (GMT)
- MoMo Approved (GMT)
- Notification Queued (GMT)
- Notification Sent (GMT)
- Delivered (GMT)
- Read (GMT)

If an item does not exist, show:

- "Not recorded"

D) Notification Log (Per Gift)

Table columns:

- Channel: SMS / WhatsApp / Email / Push
- Recipient
- Provider Response
- Status: Queued / Sent / Delivered / Failed

- Timestamp (GMT)
- Attempts **{count}**

Buttons:

- Resend SMS
- Resend WhatsApp
- Resend Email
- Resend Push

Resend Confirmation Modal Title: Resend notification

Message: This will send the gift message again to the recipient using {Channel}.

Buttons: Resend, Cancel

E) Support Actions (Role-Based)

Buttons:

- Mark as Delivered
- Mark as Read
- Cancel Gift (if business rules allow)
- Refund (if business rules allow)

Mark Delivered Modal Title: Mark gift as Delivered

Message: This will update the gift status to Delivered in the system. Use this only when delivery is confirmed through evidence.

Buttons: Confirm, Cancel

Mark Read Modal Title: Mark gift as Read

Message: This will update the gift status to Read in the system. Use this only when the recipient confirms they have read the message.

Buttons: Confirm, Cancel

Cancel Gift Modal Title: Cancel gift

Message: This action stops further delivery attempts. Payment rules determine whether refund is allowed.

Buttons: Cancel gift, Close

Refund Modal Title: Refund payment

Message: You are about to refund GHS {amount}. This action will be logged.

Buttons: Refund, Cancel

8) Templates Module

8.1 Categories Page

Title: Template Categories

Table columns:

- Category Name
- Status: Active / Disabled
- Default Template (for USSD)
- Actions

Actions:

- Add Category
- Rename Category
- Disable Category
- Enable Category
- Set Default Template

Add Category Modal Title: Add category

Fields:

- Category name (example: Gold)
- Buttons: Add, Cancel

Validation:

- "Category name is required."
- "Category name already exists."

Rename Category Modal Title: Rename category

Message: Renaming changes the label shown to users. Gift history remains unchanged.

Buttons: Save, Cancel

Disable Category Modal Title: Disable category

Message: Disabled categories will not appear to users, but existing gifts remain in history.

Buttons: Disable, Cancel

8.2 Template List Page

Title: Templates

Search:

- Placeholder: "Search by template name or tag"

Filters:

- Category
- Type: Free / Premium
- Status: Active / Inactive
- Has Price: Yes / No
- Used as Default for USSD: Yes / No

Table columns:

- Template Name

- Category
- Type
- Price (GHS)
- Status
- Preview Thumbnail
- Actions

Row actions:

- View
- Edit
- Duplicate
- Activate / Deactivate

Empty state: Title: No templates found

Message: No templates match your search or filters.

Button: Clear filters

8.3 Template Detail Page

Title: Template Details

A) Basic Info

- Template Name
- Category
- Type: Free or Premium
- Price (GHS) (only if premium)
- Status: Active / Inactive

B) Description and Tags

- Short Description (shows in user portal)
- Tags (comma separated):
 - Birthday, Apology, Thanks, Love, Congratulations, Get Well Soon

C) Preview

- Desktop preview
- Mobile preview
- Thumbnail image

D) Template Content

- HTML field
- CSS field
- Optional: JSON metadata (if used)

E) USSD Default Flag

- Toggle: "Use as default template for this category (USSD)"

Actions

- Save Changes
- Duplicate Template
- Activate Template
- Deactivate Template
- Change Price

Change Price Modal Title: Change price

Message: This updates the template purchase price shown to users. Existing purchases remain valid.

Fields:

- Price in GHS
- Buttons: Save, Cancel

Deactivate Template Modal Title: Deactivate template

Message: This template will not be available to users. Gift history remains unchanged.

Buttons: Deactivate, Cancel

9) Payments Module

9.1 Transaction Logs Page

Title: Payments

Search:

- Placeholder: "Search by transaction ID, phone number, gift code, or reference"

Filters:

- Date range: From, To
- Network: MTN, Telecel, AT
- Status: Success, Failed
- Transaction Type: Gift send, Template purchase
- Channel: Web/App, USSD
- Amount range: Min, Max

Table columns:

- Date (GMT)
- Transaction Type
- Gift Code (if applicable)
- User Phone
- Network
- Amount (GHS)
- Service Fee (GHS)

- Status
- Provider Transaction ID
- Actions

Row actions:

- View transaction details
- Export row (optional)

Empty state: Title: No transactions found
Message: No transactions match your filters.
Button: Clear filters

9.2 Payment Detail View

Title: Transaction Details

Show:

- Transaction Type
- Status
- Network
- Amount (GHS)
- Service Fee (GHS)
- Provider Transaction ID
- Provider Reference
- Phone number
- Related Gift Code or Template ID
- Timestamp (GMT)
- Raw provider response (collapsed by default)

9.3 Revenue Summary Page

Title: Revenue Summary

Widgets:

- Service fee revenue (period)
- Template sales revenue (period)
- Total MoMo volume (period)
- Failure rate (%)

Controls:

- Period selector: Today, This week, This month, Custom range

Export button:

- Export Summary (CSV)

10) Notifications Module

10.1 Notification Logs Page

Title: Notifications

Search:

- Placeholder: "Search by gift code, recipient, or provider message"

Filters:

- Type: SMS / WhatsApp / Email / Push
- Status: Queued / Sent / Delivered / Failed
- Date range: From, To
- Provider: {provider name} (if multiple)
- Related gift code

Table columns:

- Timestamp (GMT)
- Type
- Recipient
- Gift Code
- Content Preview
- Status
- Provider Response
- Actions

Row actions:

- View full content
- Resend

Empty state: Title: No notifications found

Message: No notifications match your search or filters.

Button: Clear filters

10.2 Channel Control (Outage Switch)

Title: Channel Controls

For each channel:

- SMS: Enabled / Disabled
- WhatsApp: Enabled / Disabled
- Email: Enabled / Disabled
- Push: Enabled / Disabled

Description: "Disabling a channel stops new messages from being sent through that channel. This does not affect gift creation."

Confirmation modal: Title: Update channel setting

Message: You are about to {disable/enable} {channel}. This change affects all users.

Buttons: Confirm, Cancel

11) USSD Activity Module

11.1 USSD Sessions Page

Title: USSD Sessions

Search:

- Placeholder: "Search by phone number"

Filters:

- Date range
- Result: Sent gift / Viewed gift / Abandoned
- Drop-off step (optional)
- Error type (optional)

Table columns:

- Timestamp (GMT)
- Phone number
- Menu path taken
- Result
- Duration (seconds)
- Error (if any)
- Actions

Row action:

- View session details

Empty state: Title: No USSD sessions found

Message: No USSD sessions match your filters.

Button: Clear filters

11.2 USSD Summary Widget

Title: USSD Summary

- Gifts sent via USSD:
 - Today
 - This week

- This month
- Payment success count
- Payment failure count

11.3 USSD Error Logs

Title: USSD Errors Description: "USSD errors show technical failures, timeouts, and invalid input patterns."

Columns:

- Timestamp (GMT)
- Phone number
- Error type
- Error detail
- Step
- Provider response

12) AI Monitoring Module

12.1 AI Overview Page

Title: AI Monitoring

Widgets:

- AI messages generated today
- AI messages generated this week
- AI messages generated this month
- Estimated AI cost (if API billing exists)

Graph:

- AI messages generated per day

12.2 AI Usage Per User

Title: AI Usage by User

Search:

- Placeholder: "Search by phone number or name"

Columns:

- Phone number
- Name
- AI messages generated (period)
- Total AI messages generated (all time)

- Actions

Row actions:

- View user AI details
- Disable AI for user (if allowed)

12.3 AI Controls

Title: AI Controls

1. Global AI Toggle

- Label: "Enable AI message generation"
- States: On / Off
- Description: "When Off, users cannot generate messages with AI."

Confirmation modal: Title: Update AI setting

Message: You are about to turn AI {On/Off} for all users.

Buttons: Confirm, Cancel

2. Daily Limit Per User

- Field: "Daily AI generation limit per user"
- Example: 10
- Description: "This limit prevents abuse and controls cost."

Buttons:

- Save limit

Validation:

- "Limit must be a whole number."
- "Limit must be at least 1."

3. Disable AI for Specific User Button inside User Detail:

- Disable AI for this user
- Enable AI for this user

Modal: Title: Update AI access

Message: You are about to {disable/enable} AI generation for this user only.

Buttons: Confirm, Cancel

13) System Settings Module

13.1 System Settings Home

Title: System Settings

Subtitle: Changes here affect all users and all transactions.

Tabs:

1. Payment Settings
 2. Notification Settings
 3. Security Settings
 4. Feature Flags
-

13.2 Payment Settings

Title: Payment Settings

Service Fee Configuration

Choose one:

- Percentage fee
Field: "Service fee percentage"
Example: 2.5%
- Flat fee
Field: "Service fee flat amount (GHS)"
Example: 1.00

Helper: "Service fee is added to the sender's payment. It does not reduce the recipient amount."

Buttons:

- Save Payment Settings

Validation:

- "Enter a valid percentage."
- "Enter a valid amount in GHS."

Template Price Limits

Fields:

- Minimum template price (GHS)
- Maximum template price (GHS)

Helper: "These limits control what Content Admins can set for premium templates."

Buttons:

- Save Price Limits

MoMo API Credentials (Masked)

Fields:

- API key (masked)
- API secret (masked)
- Endpoint URL
- Callback URL

Buttons:

- Save Credentials

Security note: "Credentials are stored securely. Only Super Admin can view or edit."

13.3 Notification Settings

Title: Notification Settings

Default Channels

Checkboxes:

- SMS is required
- WhatsApp is optional
- Email is optional
- Push is optional

Helper: "SMS is the primary fallback channel. Disable SMS only if the business decides to stop SMS entirely."

Provider Credentials

- SMS gateway username (masked)
- SMS gateway API key (masked)
- WhatsApp API token (masked)
- Email SMTP host, username, password (masked)
- Push provider key (masked)

Buttons:

- Save Notification Settings
-

13.4 Security Settings

Title: Security Settings

Password Policy (Admin)

Fields:

- Minimum password length
- Require uppercase: Yes/No
- Require number: Yes/No

- Require special character: Yes/No

Buttons:

- Save Password Policy

2FA Policy

Options:

- 2FA Optional
- 2FA Required

Buttons:

- Save 2FA Policy

Session Timeout

Field:

- Session timeout (minutes)

Helper: "Admins will be signed out after this period of inactivity."

Buttons:

- Save Session Timeout

IP Access Rules (Optional)

Field:

- Allowed IP ranges (comma separated)

Helper: "If set, only these IP addresses can access the admin portal."

Buttons:

- Save IP Rules

13.5 Feature Flags

Title: Feature Flags

Toggles:

- Enable AI messaging
- Enable template purchases
- Enable MTN payments
- Enable Telecel payments
- Enable AT payments

Helper: "Disable a network only during maintenance or provider outages."

Confirmation modal: Title: Update feature flag

Message: You are about to change a system feature. This affects all users immediately.

Buttons: Confirm, Cancel

14) Content Management Module (Optional but Useful)

14.1 Content Home

Title: Content Management

Tabs:

- FAQ
 - Website Copy
 - Announcements
-

14.2 FAQ Management

Title: FAQ

Table columns:

- Question
- Answer preview
- Status: Published / Draft
- Last updated (GMT)
- Actions

Actions:

- Add FAQ
- Edit FAQ
- Publish / Unpublish
- Delete FAQ

Add/Edit FAQ page:

- Question (required)
- Answer (required)
- Order number (optional)
- Status

Validation:

- "Question is required."

- "Answer is required."

Delete confirmation: Title: Delete FAQ

Message: This removes the FAQ from the website immediately.

Buttons: Delete, Cancel

14.3 Website Copy Management

Title: Website Copy

Sections (each editable):

- Hero headline
- Hero sub-headline
- How it works (step labels)
- Value proposition statements
- Footer description

Helper: "This text appears on the public website. Keep it short and clear."

Buttons:

- Save Website Copy
-

14.4 Announcements

Title: Announcements

Description: "Announcements appear in the user portal and optionally on the website."

Fields:

- Title
- Message
- Target:
 - Website
 - User portal
 - Both
- Start date/time (GMT)
- End date/time (GMT)
- Status: Active / Inactive

Buttons:

- Publish Announcement
 - Save as Draft
-

15) Support Tickets Module (Lightweight)

15.1 Tickets List Page

Title: Support Tickets

Search:

- Placeholder: "Search by ticket ID, phone number, or gift code"

Filters:

- Status: Open / In progress / Resolved
- Date range
- Issue type: Payment / Delivery / Message / Other
- Assigned admin (optional)

Table columns:

- Ticket ID
- Created (GMT)
- User phone
- Gift code (if any)
- Issue type
- Status
- Assigned to
- Actions

Empty state: Title: No tickets found

Message: No support tickets match your filters.

Button: Clear filters

15.2 Ticket Detail Page

Title: Ticket Details

Show:

- Ticket ID
- User phone
- Gift code (optional)
- Issue type
- Description (full text)
- Status
- Created date (GMT)

Internal notes section:

- Notes (admin-only)
- Add note input
- Button: Add Note

Status change:

- Dropdown: Open / In progress / Resolved
- Button: Update Status

Confirmation: "Ticket updated."

16) Audit Logs Module

16.1 Audit Logs List Page

Title: Audit Logs

Search:

- Placeholder: "Search by admin name, action, or module"

Filters:

- Date range
- Admin user
- Module:
 - Users
 - Gifts
 - Templates
 - Payments
 - Notifications
 - Settings
- Action type:
 - Create
 - Update
 - Delete
 - Login
 - Logout
 - Permission change

Table columns:

- Timestamp (GMT)
- Admin user
- Role
- Module
- Action
- Target record (gift code, user phone, template ID, etc.)
- Before value (collapsed)
- After value (collapsed)

Empty state: Title: No audit logs found
Message: No audit log records match your search or filters.
Button: Clear filters

16.2 Audit Log Detail

Title: Audit Log Entry
Show:

- Admin user
 - Role
 - IP address (if stored)
 - Timestamp (GMT)
 - Action performed
 - Target record
 - Before values
 - After values
-

17) System Alerts (Internal Admin Notifications)

17.1 Alerts Drawer Title

System Alerts

Alert examples:

- "Payment provider callback failure rate is high."
- "SMS provider is failing deliveries."
- "USSD timeouts increased in the last hour."
- "AI usage limit reached by multiple users."

Actions:

- View details
- Acknowledge alert

Empty state: "No system alerts."

18) Standard Admin Status Labels (Use Exactly These)

Gift Status

- Pending
- Delivered
- Read
- Failed

Payment Status

- Success
- Failed
- Pending

Notification Status

- Queued
- Sent
- Delivered by Provider
- Failed

User Status

- Active
- Deactivated

Template Status

- Active
- Inactive

Ticket Status

- Open
- In progress
- Resolved

19) Standard Admin System Messages

Loading

- "Loading"
- "Fetching records"
- "Applying filters"

Saving

- "Saving changes"
- "Changes saved"

Errors

- "Action failed. Check the error message and try again."
- "You do not have permission to perform this action."
- "Invalid input. Correct the fields and try again."
- "Network connection issue. Check internet access and try again."

- "Provider service is unavailable. Try again later."