



Phase 1 Plan: JLD AVEO Plus Bulk SMS AND Email Marketing Platform focused on Africa

1. MVP Scope & Timeline

Core Focus: Launch a SMS-first tool for African SMBs by December 2024.

Key Features (Must-Have)

Feature	Why It's Important	Deadline
Bulk SMS Campaigns	#1 need for African businesses	Oct 15
Contact Management	Upload phone numbers easily	Nov 1
Basic Delivery Reports	Show sent/failed rates	Nov 20
Paystack Top-Up	Local payments for SMS credits	Dec 1

1. What We're Building

A platform where African small businesses can:

- **Send bulk SMS** (via local networks like MTN, Airtel)
- **Manage customer contacts** (groups, tags)
- **Track campaign results** (delivery rates, opens)

2. Key Pages & How They'll Work

A. Public Pages

Page	Purpose	African Touch
Homepage	Explain the tool's value with clear examples	MTN/Airtel logos for trust
Pricing	Show affordable plans in local currencies (NGN, KES)	M-Pesa payment option Stripe and paycom
Signup	Quick form (email + password only)	Country dropdown for local SMS rates

B. User Dashboard (After Login)

Page	What Users Can Do	African Need Addressed
Dashboard	See SMS balance, recent campaigns	Prepaid credit tracking
New SMS	3-step process: Pick contacts → Write message → Send	Sender ID field (required by carriers)
Contacts	Upload phone numbers via CSV or type manually	Phone number validator (+234, +254)
Reports	View delivery status (sent/failed)	Peak send-time suggestions

3. How We'll Build It

Frontend

- **Tool:** React.js
- **Why?:**

- Works well on low-end phones (common in Africa)
- Easy to update without reloading pages

Backend

- **Tool:** Node.js
- **Why?:**
 - Handles many users at once without slowing down
 - Easy to connect with African SMS providers

Database

- **Tool:** MySQL
- **Why?:**
 - Never loses data (critical for billing and logs)
 - Works perfectly with Node.js

Hosting

- **Tool:** Docker
- **Why?:**
 - Runs the same way on any computer or cloud
 - Easy to scale up when more users join

4. African Market Focus

A. SMS-First Design

- Default to SMS (more used than email in Africa)
- Pre-set message templates for common uses (order alerts, promotions)

B. Low-Bandwidth Friendly

- No heavy images or videos
- CSV uploads work even with slow internet

C. Local Trust Signals

- Testimonials from Nigerian/Kenyan businesses
- Support contact: WhatsApp button + local phone number

5. Phase 1 Timeline

Week	Goal	Outcome
1-2	Build homepage + signup	Users can create accounts
3-4	Create SMS tools + contact importer	Users send first campaigns
5-6	Add reports + admin dashboard	Track success and fix issues

Success Metrics:

- 500 signups in the first month
- 80% of test campaigns delivered successfully

6. Risks & Solutions

Risk	Our Solution
SMS messages blocked by carriers	Pre-register sender IDs with MTN/Airtel
Users confused by the interface	Test with 10 local businesses first
Slow loading in rural areas	Optimize for 2G networks

Week 1-2

- **Backend :**
 - Set up servers (Docker/Node.js)
 - Register sender IDs with MTN/Airtel
- **UI/UX Designers:**
 - Convert Balsamiq wireframes → Figma (high-fidelity)
 - Finalize African-centric color scheme

Week 3-4

- **Backend:**
 - Build core APIs: /auth, /sms/send (Africa's Talking integration)
- **Frontend:**
 - Develop login/signup pages (React)
- **UI/UX:**
 - Test low-bandwidth designs with Lagos
 - Complete /contacts/import API (CSV processing)
 - Implement SMS credit tracking
- **Frontend:**
 - Build Dashboard (SMS balance widget, campaign list)
- **UI/UX:**
 - Refine SMS composer UI based on user tests
- **Week 3-4**
 - Backend:**
 - Add scheduling API (/sms/schedule)
 - Set up MySQL for campaign logs
 - **Frontend:**
 - Develop SMS composer (3-step flow)
 - **Collaboration:**
 - Backend + frontend sync to connect composer to API

November: Polish & Payments

Week 1-2 (Nov 1-14)

- **Backend:**
 - Integrate M-Pesa payments (/billing/top-up)
 - Add carrier failure alerts (e.g., "MTN Nigeria down")
- **Frontend:**
 - Build Reports page (basic delivery stats)
 - Add payment modal (paystack/Card options)
- **Week 3-4**
- **UI/UX:**
 - Finalize mobile responsiveness
- **Frontend:**
 - Optimize loading speeds (2G testing)
- **Backend:**
 - Stress-test APIs

December: Launch Prep

- **Week 1-2**
- **All Teams:**
 - Bug fixes + Nigerian/Kenyan user testing (50 SMBs)
 - Document support guides (WhatsApp/email help)
- **Backend:**
 - Deploy to AWS/Liquid Telecom servers

Week 3 (Dec 15-22)

- **Soft Launch:** Invite 100 beta users
- **Monitor:** SMS delivery rates, server stability