

1. Presentation and context

GoHappyGo is a collaborative platform that connects travelers with excess capacity in their luggage and individuals wishing to send parcels in a more economical, flexible and humane way. By relying on real passenger movements, the platform allows for optimized use of baggage allowances, while creating a community engaged around secure parcel transport.

The project is structured around two complementary services:

Go\&Go : the platform's flagship service, it allows a requester to register a package to be transported with a traveler going to the same destination.

2. List of MVP features

The objective of the Minimum Viable Product (MVP) is to reproduce the essential functions of the historical GoHappyGo platform while integrating the corrective and security measures that are now essential.

The MVP will thus allow a user to:

- Create a secure account with identity verification,
- Search for trips or requests,
- To exchange with other users via an integrated messaging module,
- To hand over a package with proof of the transaction,
- Secure payments via a validation and unblocking system.

N.B: The functionalities will be developed in parallel. This will reduce the estimated total time in weeks to less than the sum of the time allotted for each feature.

2.1 MVP Features Table

Functionality	Description	Estimated time (Weeks)	Estimated cost (FCFA)
User Registration and Secure Authentication	<ul style="list-style-type: none"> ▪ The user fills in the registration form by filling in his information, including his phone number ▪ An activation code is sent by SMS allowing the user to validate the creation of his account ▪ The user is then invited to take a photo of the 2 sides of his identity document (national identity card, receipt or passport) and then to take a clear photo of his face. ▪ Once this is done, the user's account is created but not yet verified. 	3	100,000
Minimal admin interface	<p>Here, the admin can:</p> <ul style="list-style-type: none"> ▪ Verify and validate KYC information (photos and information) ▪ Manage users (enable/disable accounts) ▪ View platform activity (travel, requests, transaction) 	3	70,000
Connection	<ul style="list-style-type: none"> ▪ Login via email + password 	2	20,000

	<ul style="list-style-type: none"> ▪ In case of loss of password, possibility of reset via email. ▪ Dashboard accessible after successful login. 		
Creating a trip	<p>The user (traveller) can post an available trip:</p> <ul style="list-style-type: none"> ▪ Start city / finish city (autocomplete via Google Places or similar API) Start date Available weight (in kg) Suggested meeting place (free area + suggestion via map) ▪ A summary of the trip is automatically generated. ▪ The trip can be changed or deleted as long as it is not associated with a confirmed request. ▪ If associated with a confirmed request, the trip cannot be deleted 	2	30,000
Creating a Transportation Request	<p>The user (requester) publishes a transport request:</p> <ul style="list-style-type: none"> ▪ Departure city / arrival city Desired date Weight to be transported, a brief description of the package ▪ Once posted, the request is automatically compared to existing trips. 	2	30,000
Travel/request matching	<p>The system filters out trips that are compatible with:</p>	3	60,000

	<ul style="list-style-type: none"> Same start and finish city (except the cities closest to the start and end points) Same or close travel date, sufficient transport capacity <p>The results are displayed with:</p> <ul style="list-style-type: none"> Basic Trip Information "Validate offer" button (opens the chat) 		
Validation of the offer by the applicant	<ul style="list-style-type: none"> The applicant selects a traveller (advertiser) compatible with his or her transport request. They click on "Validate this offer" → this triggers the payment via Stripe. <p>This payment is:</p> <ul style="list-style-type: none"> Actually taken from the requester's account, but stored in Stripe pending, like a deferred authorization transaction. 	2	40,000
Integrated messaging module between advertiser and requester	<ul style="list-style-type: none"> The offer validated, Via the real-time messaging, the two users can exchange without leaving the app and thus agree on an appointment The interface is classic (discussion thread, notifications, timestamps) History kept for evidence in case of litigation No exchange of email or personal number 	3	100,000

Photo Proof Rebate System	<p>During the physical meeting:</p> <ul style="list-style-type: none"> ▪ The applicant must take 3 photos of the package (from different angles) ▪ Then a selfie with the advertiser ▪ These items are sent through the app and stored on a cloud storage service such as Cloudinary ▪ Once validated, transport can begin 	3	70,000
Generation and management of validation code	<ul style="list-style-type: none"> ▪ After payment by the requester, a transaction validation code is generated. The requester passes this code to the recipient ▪ Upon delivery, the recipient gives a verification code to the advertiser ▪ The advertiser enters this code into the app ▪ The code is verified via API, which automatically triggers the payment ▪ The advertiser's account is credited and the transaction is marked as completed 	1	20,000
Stripe integration (secure payment)	<ul style="list-style-type: none"> ▪ The requester pays in advance via Stripe (payment temporarily blocked) ▪ The payment is stored and visible in a "pending" status 	3	50,000

	by the requester, advertiser and admin <ul style="list-style-type: none"> It is unlocked automatically when the verification code is entered by the advertiser 		
User dashboard	<ul style="list-style-type: none"> Displays posted trips, sent requests, open exchanges with possible statuses: Pending / Confirmed / Delivered / Dispute Access to payment receipts, validations, history 	2	30,000
Notifications (email/in-app)	<ul style="list-style-type: none"> Email and/or push notifications: New related request New message received KYC validated or rejected Payment released 	1	30,000
Estimated Total MVP:		18	650,000

3. Additional features

These features are not essential for the MVP, but they are planned in the roadmap from the post-launch stabilization phase. In particular, they will make it possible to:

- Better management of the platform (multi-roles),
- Smooth communication with users (built-in support),
- Better referencing (blog, SEO),
- An international (multilingual) opening.

N.B: The functionalities will be developed in parallel. This will reduce the estimated total time in weeks to less than the sum of the time allotted for each feature.

3.1 Additional features table

Functionality	Description	Estimated time	Estimated cost (FCFA)
User Role Management Module	<p>Allows you to define distinct user profiles (admin, operator, support, simple user, etc.) with differentiated access rights:</p> <ul style="list-style-type: none"> ▪ Restricted access to sensitive sections of the back office (e.g. payment management, KYC validation) ▪ Dynamically assign roles to an existing user ▪ Ability to create custom roles for partners or moderators 	3	100,000
Integrated phone call module (ip app) between advertiser and requester	<ul style="list-style-type: none"> ▪ Once the offer has been validated, via the integrated call module, the two users can exchange without leaving the app and thus make it easier to arrange an appointment ▪ The interface is classic (discussion thread, notifications, timestamps) ▪ History kept for evidence in case of litigation <p>No exchange of email or personal number</p>	3	100,000
Customer Support Module	Dedicated interface for users to:	4	200,000

	<ul style="list-style-type: none"> ▪ Submit a question, issue or complaint ▪ Track the status of their requests (open, pending, resolved) <p>Back-office interface to:</p> <ul style="list-style-type: none"> ▪ Reply to tickets ▪ Assign a ticket to a team member ▪ Logging exchanges for future use 		
Content Management System (Blog + SEO)	<p>Module for publishing GoHappyGo articles, guides, FAQs or news</p> <p>Automatic SEO optimization:</p> <ul style="list-style-type: none"> ▪ Tags title, meta, alt ▪ Readable URLs ▪ Categorization of content, addition of tags ▪ Blog page integrated into the site with search system 	3	80,000
Internationalization (multi-language)	<p>Web and mobile interface available in French and English initially</p> <ul style="list-style-type: none"> ▪ Translations managed via .json (i18n) files that can be modified without modifying the code ▪ Automatic browser language detection ▪ Possibility of translation of blog content if desired 	3	100,000
Advanced Dispute Management	<p>Allows users to report a problem (package not received, code not transmitted, damaged package, etc.)</p> <p>Backoffice admin for:</p>	4	150,000

	<ul style="list-style-type: none"> ▪ View proof of transaction (photos, messages, steps) ▪ Manage the dispute: cancellation, refund, temporary block ▪ Dispute statistics by user 		
Statistics & Reporting	Admin Analytics Dashboard: <ul style="list-style-type: none"> ▪ Number of trips created, active requests, successful transactions ▪ Evolution of the volume transported (kg) ▪ Average time between creation and delivery ▪ Satisfaction rate, number of disputes ▪ Export possible in CSV or PDF 	2	50,000
Audit & traceability of actions	Recording sensitive actions: <ul style="list-style-type: none"> ▪ Login, Profile Editing, Status Change, KYC Validation ▪ Operations performed by admins ▪ Logs visible in the admin with filter by user, date, action ▪ Assistance in resolving conflicts or internal investigations 	2	50,000
Comprehensive administration interface	Management space reserved for the GoHappyGo team allowing: <ul style="list-style-type: none"> ▪ Manual validation of KYC accounts (viewing photos, statuses, rejection/acceptance) 	4	100,000

	<ul style="list-style-type: none"> ▪ Blocking, deleting or resetting a user account ▪ Viewing and editing published routes or requests ▪ Tracking all payments, disputes, unlock codes used ▪ The management of the Faq, testimonial, and timeliness sections. ▪ Access to the history of messages exchanged ▪ Blog content management and SEO 		
Mobile app generation	<p>Creation of the mobile app based on the customer frontend</p> <ul style="list-style-type: none"> ▪ This does not include the deployment of the application on the Google play store or the App store 	2	50,000
Estimated Total MVP:		22	980,000

4. Additional costs related to third-party services

Some key features of the GoHappyGo platform require the integration of third-party services, including SMS, geolocation, secure storage of media files (package photos, KYC selfies), and online payment.

These services, while often billed on a pay-as-you-go basis, offer guarantees of reliability, scalability and compliance, particularly in terms of data security and availability.

Service	Usage in GoHappyGo	Solution chosen	Justification	Estimated cost
SMS & OTP	Sending a registration/user validation code	CM.com	Service already integrated in the old version, reputed to be reliable, compatible with Africa.	€0.04 per SMS (depending on country & volume)
Cartography & Locations	Auto-completion of departure/arrival cities, precise geolocation	Google Places API	Robust, data-rich, well-documented API. More economical alternatives available but less accurate	~€17/month for moderate use (quota-dependent)
Payment	User payment processing, delayed triggering	Stripe	Known for its reliability and PCI-DSS compliance, easily integrated into Node.js	Commission 1.4% + €0.25/transaction (EU)
File storage	Backup of KYC selfies, package	Cloudinary	Image/video-centric CDN solution with	0 to 25 \$/month depending on quota (free base

	photos, and proofs of delivery		transformations, scalable storage, and high-performance APIs	25GB/25k images)
Transactional email	Sending confirmation, notification, alert emails	Brevo or Mailersend	Cost-effective alternative to Mailgun, hosted in Europe, free up to 300 emails/day	Free from €0/month, then paid depending on volume
In-app call SDK	Manages all the infrastructure needed to be able to make in-app calls, signaling, media routing, reconnections	ZEGOCLOUD	Fast integration, free tier, supports African countries ex: Cameroon	Free for 10,000 minutes/month; then ~\$0.99/1,000 per minute

4.1 Possible future optimizations

SMS : in the medium term, possibility of integrating local alternatives (e.g. Nexmo, Termii or regional operators) if the volume becomes large.

Maps : if you need to reduce costs, you can migrate to **OpenStreetMap + Nominatim API (free but less accurate)**.

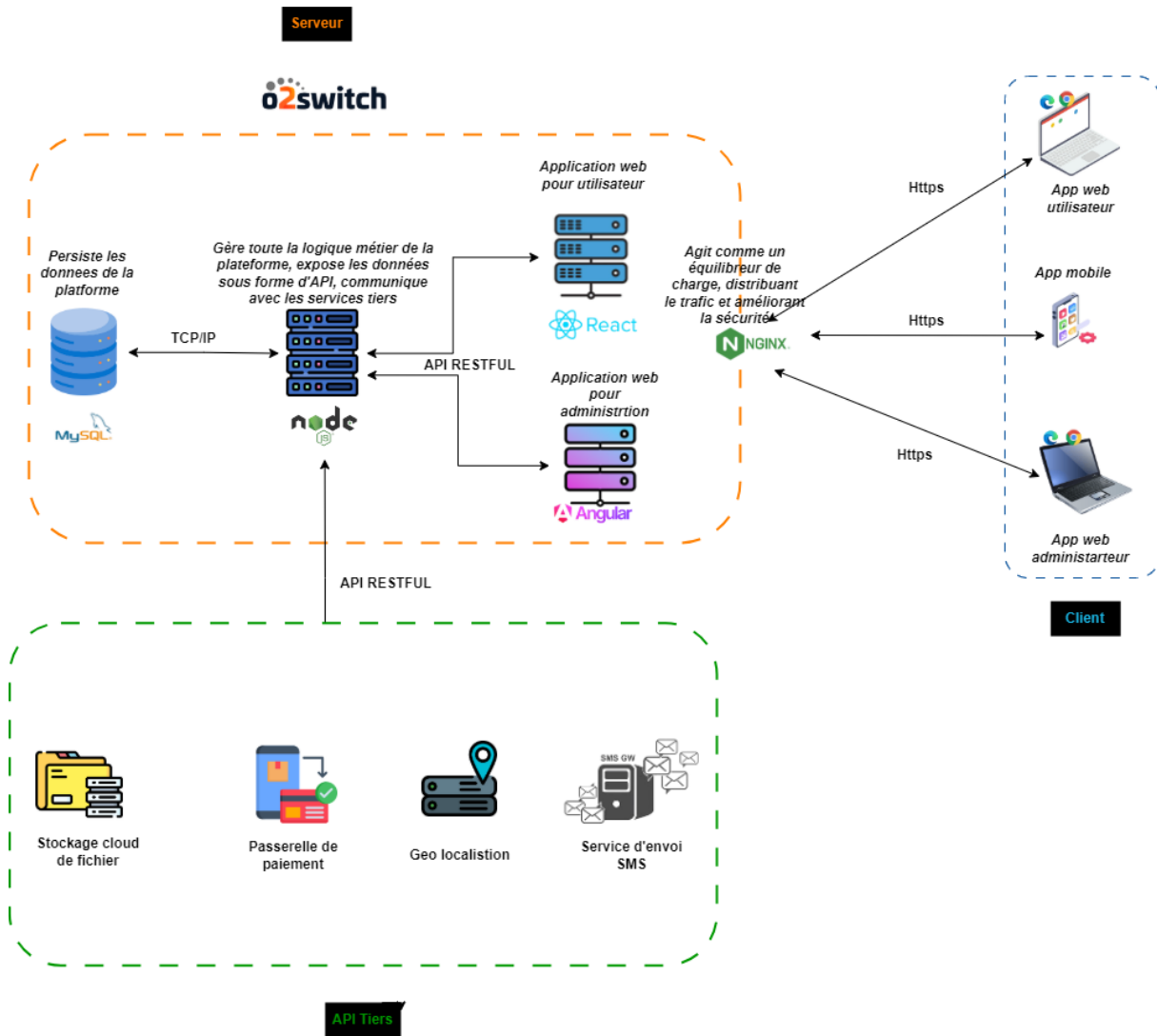
Storage : Cloudinary can be replaced later by AWS S3 or OVH Object Storage if costs explode.

5. Solution Architecture

The new GoHappyGo platform is based on **a modular and scalable architecture**, facilitating the evolution of functionalities, technical maintenance and the integration of third-party services.

The whole is designed to allow a clear separation between the user and administrator areas and the background services.

5.1 Logical architecture



5.2 Security & Compliance

- JWT + Bcrypt authentication for password hashing
- KYC verification with manual approval via the back office
- Critical action logging
- Secure API communication via HTTPS
- GDPR protection: limited data retention, deletion possible by the user

integrating the lessons of the past, and relying on robust and evolving tools, this new version aims to:

- To provide a **smooth, intuitive and reliable user experience** for both travelers and applicants,
- Ensure **strict compliance with security and data protection standards**, including through KYC and data encryption,
- Create a **technically modular base**, capable of accommodating future developments (mobile app, logistics partnerships, international expansion),
- And finally, establish a **sustainable business model**, through optimized cost management, automated processes and rigorous quality monitoring.

The various stages proposed, the functional breakdown into MVPs and additional modules, as well as the post-delivery services clearly frame the implementation commitments, while leaving room for adjustment and scalability to support GoHappyGo's growth.

This redesign is not only a technical update, but an opportunity to **renew the value proposition of the platform and to place its development in a long-term vision, focused on trust, simplicity and performance.**