Waklifai

Social + Marketplace + Agent Ecosystem

Full Flow & System Role Flow (MVP-ready)

Version: 1.0 | Date: 06 Feb 2026 | Timezone: Africa/Dar_es_Salaam

Muhtasari wa mfumo

Waklifai ni nini?

• Platform ya Social Commerce: Social Media (FB/IG style) + Marketplace (Alibaba style) + Agent/Affiliate layer.
• Social ndio chanzo cha traffic; Marketplace ndio chanzo cha mauzo; Agents ndio trust + onboarding ya biashara.
• Business accounts hazi-activate moja kwa moja - lazima zipitie Agent na ziwe na subscription active.

Goals za MVP (toleo la kwanza)

• Feed + follow + post/like/comment + profile.
• Business profiles + products + product tags ndani ya posts.
• Buyer-seller chat.
• Agent dashboard: create/activate business + subscription record + commissions.
• Admin moderation + reports + analytics ya msingi.

1. System Overview

Waklifai inajengwa kama ecosystem yenye tab 5-6 na roles 4-5. Msingi ni kuunganisha content na biashara kwa njia rahisi: post/reel inaweza kubeba product tag; user akigusa tag anaenda product page au chat na seller.

Core Navigation (tabs)
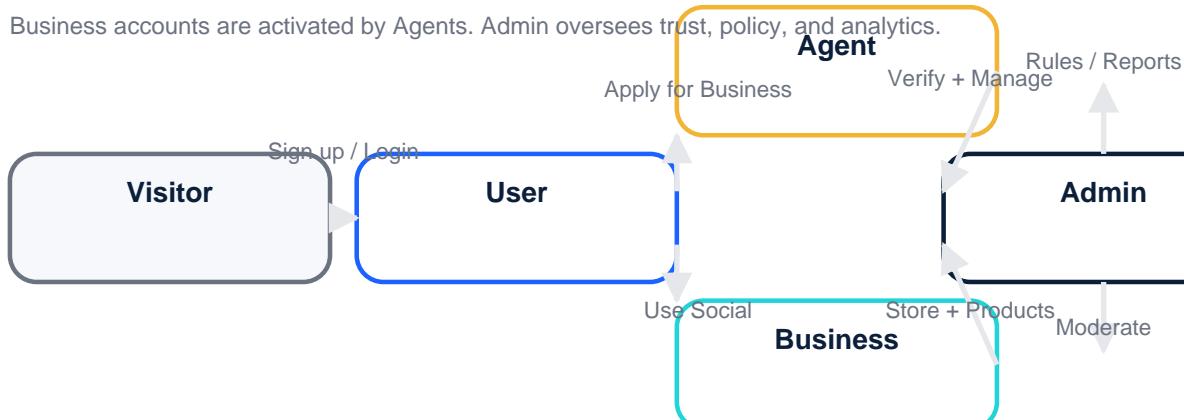
Tab	Kazi yake
Home/Feed	Posts + product tags, likes, comments, shares
Reels	Short videos (growth engine)
Explore/Search	Search users/posts/products/shops + trending
Marketplace	Products, categories, filters, shop pages
Messages	DM + Buyer-Seller chat
Profile/Dashboard	User profile; Business Center; Agent Center

2. Roles & System Role Flow

Roles kuu zinalenga kuzuia fraud, kuweka trust ya biashara, na kuwezesha monetization kupitia subscription na promotions. Role map hii inaonyesha namna user anavyoweza kuwa Business kupitia Agent, na namna Admin anavyosimamia mfumo.

System Roles (high level)

Business accounts are activated by Agents. Admin oversees trust, policy, and analytics.

2.1 Role Definitions

| Role	Majukumu
Visitor	Anaweza kuona baadhi ya public content (kulingana na settings) na kujiandikisha.
User (Normal)	Social features zote: follow, post, like, comment, DM. Anaweza ku-apply kuwa Business.
Business Owner	Kila kitu cha User + product/catalog + orders + promotions. Hutegemea subscription status.
Agent	Anasajili/ana-activate Business accounts, ana-verify info, ana-manage commissions + withdrawals.
Admin	Moderation, policy, disputes, analytics, subscription rules, agent oversight.

3. Permission Matrix
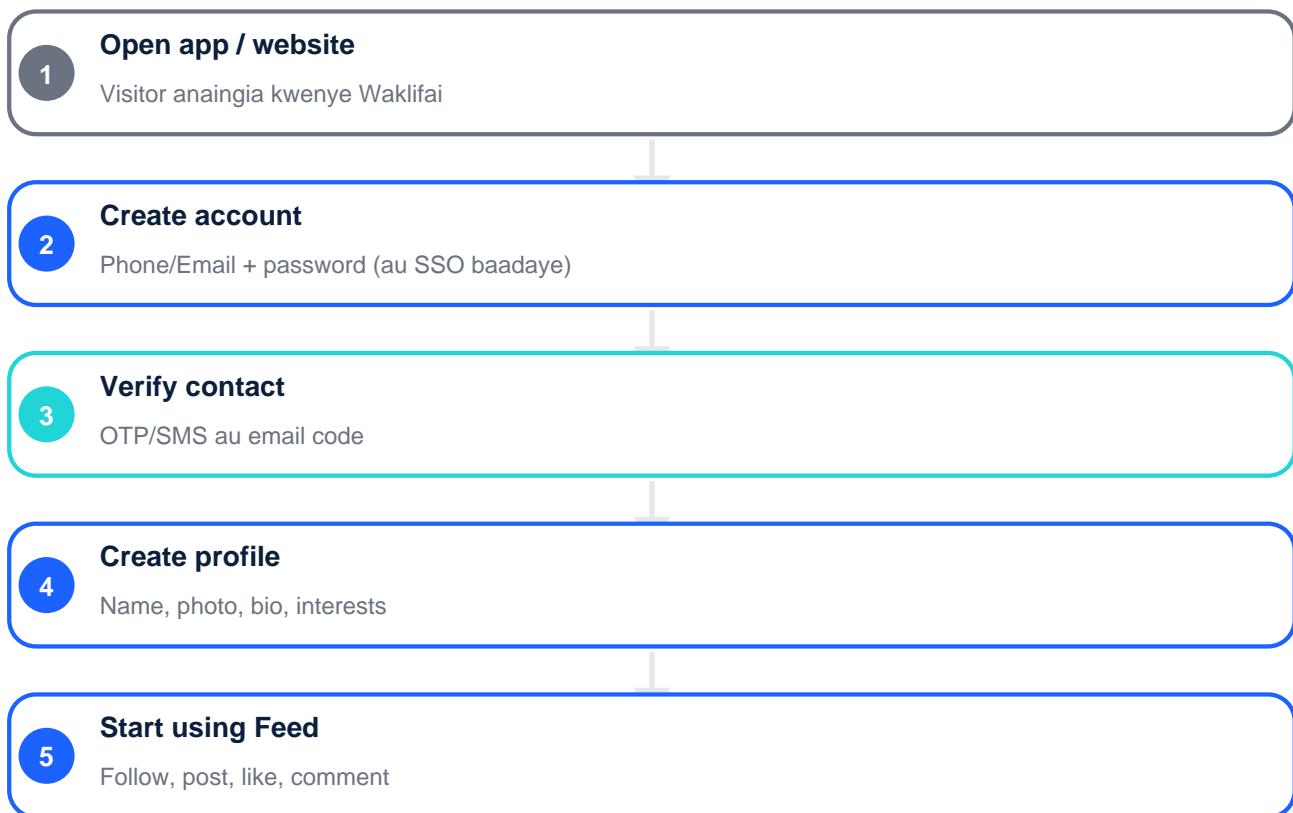
Legend: OK = allowed, - = not allowed, APPLY = user requests upgrade, ACT = agent activates business, OK* = allowed only when subscription is ACTIVE, MOD = moderation, CFG = configure, OVR = override.

Feature	Visitor	User	Business	Agent	Admin
Register/Login	OK	OK	OK	OK	OK
View public feed	OK	OK	OK	OK	OK
Post content	-	OK	OK	OK	OK
Follow/Like/Comment	-	OK	OK	OK	OK
DM (messages)	-	OK	OK	OK	OK
Business upgrade	-	APPLY	OK	ACT	OVR
Post products	-	-	OK*	-	MOD
Promotions/ads	-	-	OK*	-	CFG
Approve onboarding	-	-	-	ACT	OVR
Moderate posts/products	-	-	-	-	MOD
Commissions & payouts	-	-	-	OK	OVR
System policy/settings	-	-	-	-	OK
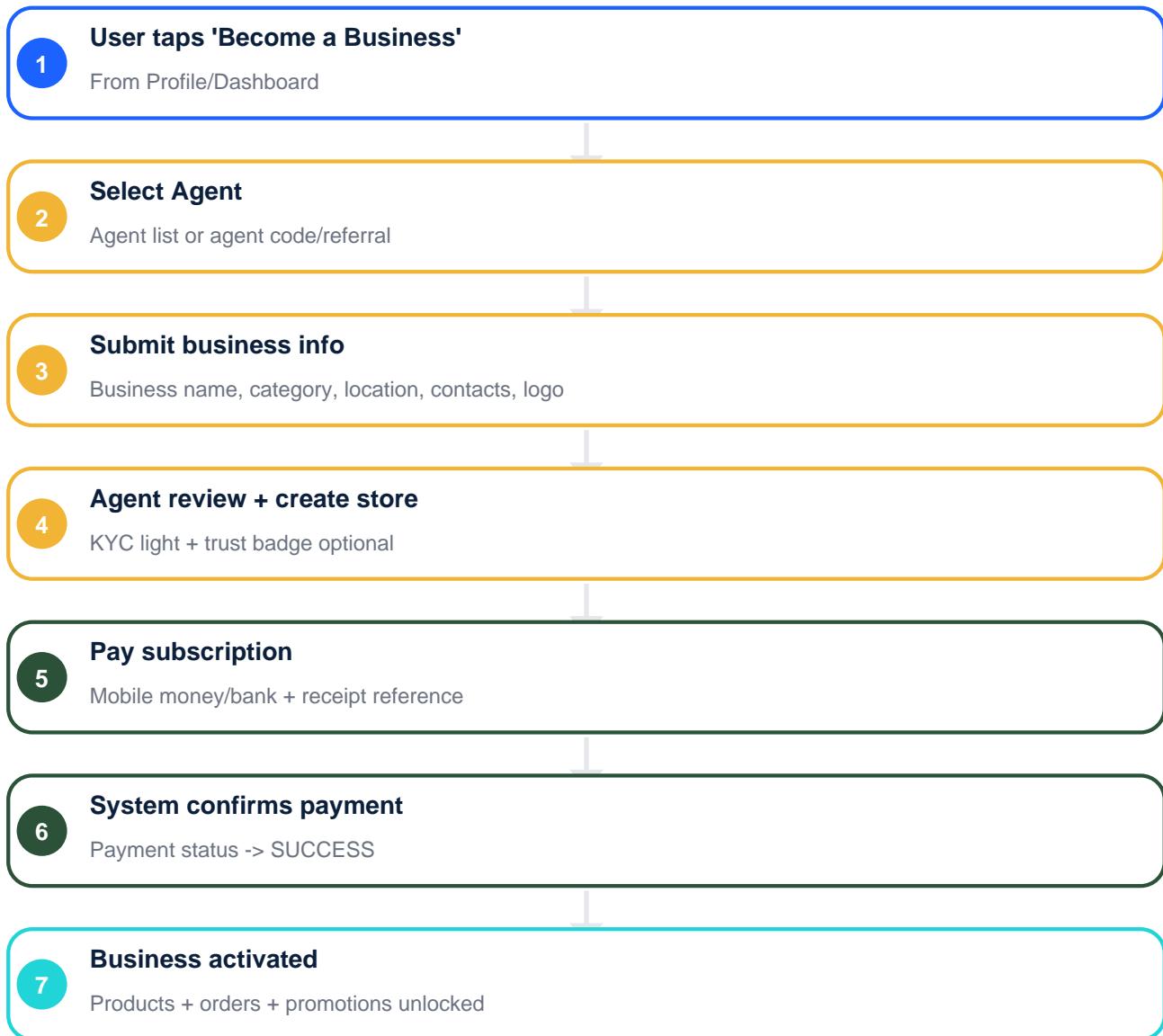
4. End-to-End Flows

Hizi flows ni blueprint ya UI (screens) + backend (API endpoints) + state transitions. Kila flow imeandikwa kwa mtiririko wa hatua (steps) ili iwe rahisi kwa team ya frontend na backend.

4.1 User Onboarding Flow

1 **Open app / website**
Visitor anaingia kwenye Waklifai

2 **Create account**
Phone/Email + password (au SSO baadaye)

3 **Verify contact**
OTP/SMS au email code

4 **Create profile**
Name, photo, bio, interests

5 **Start using Feed**
Follow, post, like, comment
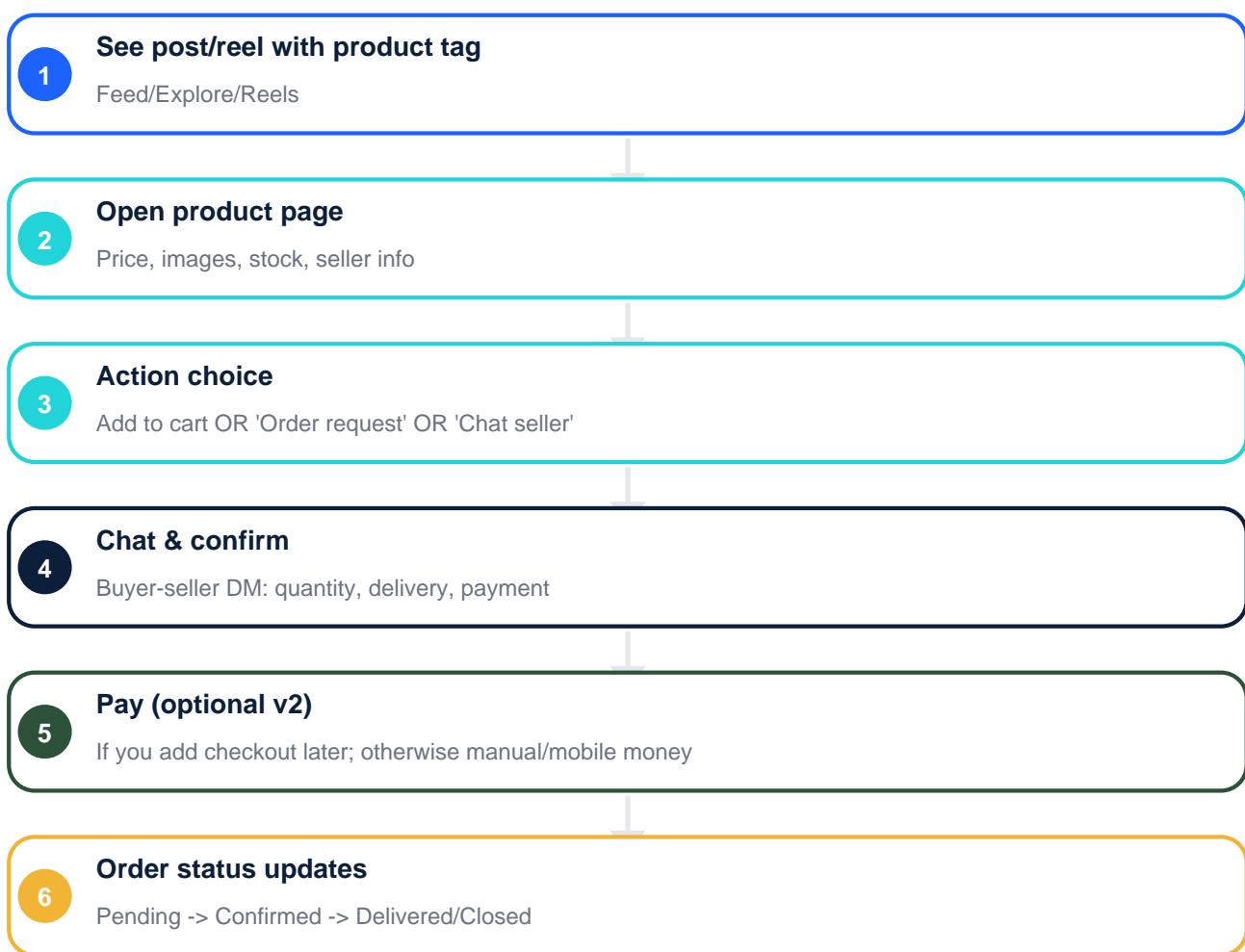
4.2 Upgrade to Business (via Agent) Flow

1 **User taps 'Become a Business'**
From Profile/Dashboard

2 **Select Agent**
Agent list or agent code/referral

3 **Submit business info**
Business name, category, location, contacts, logo

4 **Agent review + create store**
KYC light + trust badge optional

5 **Pay subscription**
Mobile money/bank + receipt reference

6 **System confirms payment**
Payment status -> SUCCESS

7 **Business activated**
Products + orders + promotions unlocked

4.3 Social-to-Order Flow (Discovery -> Purchase)

1 **See post/reel with product tag**

Feed/Explore/Reels

2 **Open product page**

Price, images, stock, seller info

3 **Action choice**

Add to cart OR 'Order request' OR 'Chat seller'

4 **Chat & confirm**

Buyer-seller DM: quantity, delivery, payment

5 **Pay (optional v2)**

If you add checkout later; otherwise manual/mobile money

6 **Order status updates**

Pending -> Confirmed -> Delivered/Closed

4.4 Promotions/Ads Flow (Boost)

1 **Business selects item**
Boost a post OR product OR shop

2 **Choose package**
Budget + duration + target (location/interests)

3 **Pay**
Mobile money/bank

4 **Campaign runs**
System increases reach/impressions

5 **Report results**
Views, clicks, chats, orders

4.5 Subscription Lifecycle Flow (Business)

(1) Active
All commercial features ON

(2) Auto reminders
7/3/1 days before expiry

(3) Grace period (optional)
Limited actions (no new products/ads)

(4) Expired
Commercial features locked; store may show 'inactive'

(5) Renew payment
Business pays again

(6) Re-activated
Unlock features + restore visibility

4.6 Moderation & Reporting Flow

1 **User reports content**
Post, comment, product, or shop

2 **Auto triage**
Spam filters + duplicate detection

3 **Admin review**
Queue by severity; evidence + history

4 **Action**
Remove, warn, suspend, or dismiss report

5 **Notify parties**
Reporter + owner (and appeal link if enabled)

5. High-Level Data Model (Entities)

Huu ni muhtasari wa tables/collections unazohitaji ili flows ziweze kufanya kazi. Ni high-level (inatosha kwa planning), unaweza kuifanya detailed wakati wa ERD.

Entity	Purpose
users	basic auth + role flags (user/business/agent/admin)
profiles	bio, photo, settings
follows	who follows who
posts	text/caption, author, visibility
post_media	images/videos for posts/reels
likes	post likes
comments	post comments
messages	DM threads + buyer-seller chat
businesses	store profile (owned by a user)
products	product catalog items
product_images	images gallery
orders	order header + status
order_items	items inside order
subscriptions	plan, start/end, status
payments	provider ref, amount, status
commissions	agent earnings per subscription/payment
withdrawals	agent payout requests
reports	content reports + status
audit_logs	critical actions by agent/admin

6. Event Triggers & Notifications

Kwa experience ya FB/IG style, notifications ni muhimu. Hapa ni events za MVP:

Event	Who gets notified	Channel
Follow	Notify user	push/in-app
Like/Comment	Notify post owner	in-app
DM message	Notify receiver	push/in-app
Business activated	Notify owner + agent	in-app/email

Subscription reminder	Notify business owner	push/SMS
Report action	Notify reporter + owner	in-app
Order status change	Notify buyer + seller	in-app/push

7. MVP Roadmap (recommended)

Hii roadmap inalenga upate product inayofanana na FB/IG + Alibaba kwa haraka, kisha uongeze advanced features (live, gifts, full checkout).

Phase	Deliverables
Phase 1 - Social Core	Auth, profiles, follow, posts, likes, comments, basic search, basic notifications
Phase 2 - Marketplace Core	Business profile, product catalog, product tags in posts, shop pages, categories/filters
Phase 3 - Messaging + Orders	DM, buyer-seller chat, order request flow, order status
Phase 4 - Agent + Subscription	Agent dashboard, business activation, payment record, commissions, subscription expiry locks
Phase 5 - Promotions/Ads	Boost post/product/shop, campaign stats/reporting
Phase 6 - Advanced (later)	Live + gifts, full checkout, shipping integrations, creator monetization tools

Next step (to build faster)

• Chagua payment provider (mobile money) na uamue kama MVP ina checkout au order request + chat kwanza.
• Amua subscription plans (week/month/annual) na grace period rules.
• Define agent commission rate na payout rules (hold, minimum withdrawal).
• Kisha tuchore ERD + API endpoints list (REST) kwa kila module.