```
================================================================================
PHASE 1: DISCOVERY & PLANNING
Shipping Management SaaS Platform
================================================================================
Date: February 2026
Status: COMPLETED
================================================================================
```

----
1. BUSINESS PROBLEM STATEMENT

Shipping companies in the Middle East currently suffer from:

- Managing shipments manually via WhatsApp and Excel spreadsheets
- No real-time tracking for parcels and deliveries
- Difficult and error-prone COD (Cash on Delivery) financial reconciliation
- No unified visibility across branches, couriers, and merchants

SOLUTION:
A unified SaaS platform that connects shipping companies with their merchants
and couriers in a single, centralized system — enabling full operational control,
real-time tracking, and automated financial settlement.

----
2. PLATFORM MODEL

- Type: Multi-tenant SaaS
- Target: Multiple shipping companies using the same platform
- Build Status: Greenfield (built from scratch)
- Initial Goal: MVP with core functionality only

----
3. USER ROLES & RESPONSIBILITIES

Role	Application	Primary Responsibility
Super Admin	Web Dashboard	Manage all shipping companies on the

platform

```
Company Admin     | Web Dashboard      | Manage a single shipping company
                  |                    | (branches, merchants, couriers, pricing)
Branch Manager    | Web Dashboard      | Manage a specific branch and its
shipments
Merchant          | Web + Mobile App   | Create shipments, track orders, manage
COD
Courier (Driver)  | Mobile App         | Receive delivery tasks, update statuses,
                  |                    | collect COD payments
```

----
4. CORE PAIN POINTS (Priority Ordered)

CRITICAL:
  - No system for real-time shipment status tracking
  - COD financial reconciliation is manual and error-prone
  - No structured system for assigning tasks to couriers

IMPORTANT:
  - No unified view of branch performance
  - Merchant communication is unorganized
  - No flexible pricing system per merchant

NICE TO HAVE (Post-MVP):
  - Advanced reports and analytics
  - Payment gateway integration
  - Live GPS map tracking

----
5. MVP SCOPE — WHAT GETS BUILT NOW

[ADMIN DASHBOARD — Web]
  - Login and role-based access control
  - Merchant management (add, activate, suspend)
  - Courier management
  - Branch management
  - Shipment listing and status monitoring
  - Basic pricing table configuration
  - Basic COD settlement (view + confirm)

[MERCHANT APP — Web only in MVP]
  - Login
  - Create new shipment

- Track shipment status
  - View pending COD balance

[COURIER APP — Mobile]
  - Login
  - View daily task list
  - Update shipment status (picked up / delivered / returned)
  - Confirm COD collection

[BACKEND & INFRASTRUCTURE]
  - Authentication (JWT-based)
  - Shipment management (full lifecycle)
  - Notifications (Push + In-app)
  - Real-time status updates (WebSocket)

----
6. OUT OF SCOPE — NOT BUILT IN MVP

  - Mobile app for merchants (planned for v2)
  - Live GPS map tracking for couriers
  - Payment gateway integrations
  - Advanced analytics and reporting dashboards
  - Customer support ticketing system
  - Multi-language support beyond Arabic and English
  - Public API for third-party integrations
  - Courier rewards or gamification system

----
7. MVP SUCCESS CRITERIA

The MVP is considered successful when:

  1. A merchant can create a shipment and track it through to delivery
  2. A courier can view assigned tasks and update shipment statuses
  3. An admin can view all shipments and manage users
  4. COD settlement works correctly end-to-end
  5. Real-time notifications are delivered correctly

----
8. KEY CONSTRAINTS & REQUIREMENTS

- Full Arabic (RTL) support is mandatory
- Optimized for Middle East market
- Must be responsive across all screen sizes
- API-first architecture (centralized backend serving all clients)
- Scalable and secure by design
- Built for a solo developer workflow — no over-engineering

==
NEXT PHASE: Phase 2 — System Analysis
  - Define use cases per role
  - Describe user flows
  - Identify critical workflows
  - Define business rules and constraints
==