

Address Pin NG

Capstone 24 · Logistics · Talodabi Academy

1 · Project overview

Reusable landmark pin for deliveries. Seller-side product.

Deliverable	Full mobile MVP in Figma (not code)
Platform	Mobile app · Android-first · portrait
Screens	11 screens + 1 unhappy path (12 frames)
Features	3 core features
Bottom navigation	Places · Share · History · Profile
Prototype	4 linked flows

Build order: Auth (screens 1–4) → nav tabs (5–8) → core flow (9–11) → unhappy path → link prototypes.

2 · Problem & primary user

Formal street addresses are weak in Nigeria. UK/US use postcodes; riders rely on phone calls and WhatsApp pins that fail for deliveries.

Primary user

"Tolu, a 35-year-old ecommerce seller in Abeokuta who loses orders because couriers cannot find her shop."

Geographic scope: National-level

3 · Goals

User goal: Save landmark directions and share a delivery pin customers and riders understand.

Business goal: Delivery platforms, ecommerce sellers, and logistics APIs license address pins.

Success: User saves place, shares pin, preview matches rider view.

4 · Market context

QUESTION	ANSWER
Who pays	Logistics APIs and ecommerce sellers pay for verified pins.
Why not WhatsApp	WhatsApp location pins drop riders at wrong gates; voice calls repeat landmarks.
Design focus	Landmark text plus photo plus share link built for Nigerian compounds.

Competitors to check:

- **Google Maps pin** (weak landmark context)
- **Courier call on arrival** (default)
- **Kwik, GIGL apps** (driver-side, not seller pin library)

5 · Validate before you design

Interview 3–5 people who match your primary user. Update this brief if interviews contradict it. Do not start hi-fi until you complete the confirmation below.

FIELD	YOUR ANSWER
Validated user (name, age, city)	
Problem in one sentence	
One interview quote	
Success metric for your test	
Primary colour and tone	
One competitor you checked	

Interview prompts

- "Walk me through the last time this happened."
- "What did you use instead? WhatsApp, paper, or nothing?"
- "What would make you trust this on a cheap Android phone?"
- "What would stop you from using this every week?"

6 · Features & scope

v1 · three features

1. Create a saved location with landmarks and gate instructions
2. Share pin link via WhatsApp or SMS
3. See rider notes history for that location

Out of scope

- Full courier dispatch
- GPS routing engine
- International addresses

7 · Screens

Design every row in wireframe, high-fidelity UI, and prototype (where the flow applies).

#	LAYER	SCREEN	WHAT TO SHOW
1	Auth	Splash Screen	App logo, name, and tagline for Address Pin NG.
2	Auth	Onboarding (1 screen)	Explain the app in one sentence. One Get Started button.
3	Auth	Sign Up Screen	Name, phone number, state, and PIN. No email required.
4	Auth	Sign In Screen	Phone number and PIN. Forgot PIN link.
5	App shell	Places (tab)	Saved locations list. Add New Location button. Show bottom nav with Places active.
6	App shell	Share (tab)	Pick a place and preview share card with copy link button. Show bottom nav with Share active.
7	App shell	History (tab)	Recent shares and rider delivery notes per place. Show bottom nav with History active.
8	App shell	Profile (tab)	Name, phone, default city/LGA, and sign out. Show bottom nav with Profile active.
9	Core flow	Add location · Saved	Landmarks and optional gate photo saved. Show bottom nav on post-sign-in screens.
10	Core flow	Share preview	Pin card ready to copy link. Show bottom nav on post-sign-in screens.
11	Core flow	Rider view	What courier sees: landmarks and call button. Show bottom nav on post-sign-in screens.

Layers: Auth = 1–4 · App shell = 5–8 · Core flow = 9–11

8 · Prototype flows

Link these in Figma. Examiners should click through without your voice-over.

Flow 1 · App entry

Splash → Onboarding → Sign Up or Sign In → first main tab

Flow 2 · Core task (all three features)

Sign In → Places tab → Add location → Share tab → History tab

Core flow screens: Add location · Saved · Share preview · Rider view

Flow 3 · Navigation

Link every nav tab so examiners can tap each bottom nav item. Tabs: Places · Share · History · Profile

Flow 4 · Unhappy path

Trigger the unhappy path edge case and link to that screen.

9 · Unhappy path

Design this as its own screen state (frame 12):

User tries to share without landmark text. Show: Add at least one landmark so riders can find you.

Link in **Flow 4**.

10 · Design system

RULE	DETAIL
Colour	You choose. Keep it simple and readable.
Type	You choose. Keep body text easy to read on a phone.
Tone	Design for your user, not for a tech audience.

Reuse on every screen:

- Primary button (active and disabled states)
- Input field (empty, filled, and error states)
- Card or list item used across the app
- Navigation bar with correct labels and icons
- Empty state: what the screen looks like with no data

11 · Submit & defense

Deliverables

#	DELIVERABLE	WHAT GOOD LOOKS LIKE
1	Wireframes	Every screen in this brief, plus the unhappy path. Layout and labels clear.
2	High-fidelity UI	Same frames polished. You choose colour and type. Bottom nav on every post-sign-in screen.
3	Prototype	Four linked flows (entry, core task, navigation, unhappy path). Examiners can use the app without your voice-over.
4	AI prototype	Figma Make: at least 2 screens. Share link.
5	Case study (1 page)	Problem · User · Who pays · Competitors · Solution · One design decision
6	Presentation (6–8 slides)	Name · Problem · User · Solution · Key screens · Flow demo · One decision

Before you present

- ☐ Every screen designed in wireframe and hi-fi
- ☐ Unhappy path screen designed and linked in the prototype
- ☐ Four prototype flows linked end to end
- ☐ At least one empty state on a list tab
- ☐ Shared components reused: button, input, card or row, bottom nav
- ☐ Case study names who pays and one competitor you checked
- ☐ You can explain one design decision in critique (why, not what)
- ☐ Completed 5 user interviews or 1 usability test
- ☐ Checked at least one competitor listed under Market context

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