

AfroZeal User Guide

Buyer-safe user guide for AfroZeal.com

1. Product overview

AfroZeal is an online marketplace for independent African fashion designers and artisans. It helps an owner bring makers and shoppers together under one focused brand.

Artisans can create branded storefronts, list products, manage orders, connect payouts, and use guided tools for pricing, product descriptions, cultural evidence, trends, size and fit, and product discovery. Shoppers can browse products, visit artisan storefronts, use filters, add items to a cart, pay online, view orders, and submit a request for a custom piece.

The platform owner controls the overall service. The owner can manage users, review marketplace activity, update the brand, set the provider plan price, and choose the fee for managed custom orders.

AfroZeal is currently a starter business asset. It does not include verified revenue, traffic, customers, or completed production transactions. The new owner is responsible for attracting artisans and shoppers and for completing buyer-owned account and launch checks.

2. What the buyer receives

The handover package includes:

- The AfroZeal.com domain.
- The complete application package.
- The public homepage, marketplace, product pages, artisan storefronts, cart, checkout, account pages, and policy pages.
- Provider onboarding and a provider dashboard for storefronts, products, orders, payouts, plan status, and assisted tools.
- A private owner area for user management, marketplace oversight, branding, plan pricing, messages, custom requests, and owner credentials.
- Demo storefront and product content for product demonstration.
- User and technical handover documents.
- 30 days of hands-on technical support for the current product and transfer process.

Demo content should be reviewed and replaced or properly licensed before a commercial launch.

3. Main user roles

Platform owner

The platform owner runs AfroZeal as a marketplace and provider service. The owner can:

- Review users, published stores, products, orders, gross sales, and open custom requests.
- Suspend or restore user access.
- Review customer messages and update their status.
- Review bespoke commission requests and update their progress.
- Change the platform name, logo, tagline, contact email, accent colour, and custom-order fee.
- Change the monthly Artisan Pro provider price and decide whether the plan is available.
- Change owner login details and end older owner sessions.

Artisan or provider

An artisan uses AfroZeal to present and sell products. A provider can:

- Connect an eligible payout account.
- Activate the available provider plan.
- Create a storefront with a brand name, story, country, specialties, logo, and banner.
- Add, edit, publish, and manage products.
- Review orders and update fulfilment status.
- See payout information.
- Use the assisted business tools and review saved results.

Shopper or customer

A shopper uses AfroZeal to discover and buy artisan products. A customer can:

- Search and filter the marketplace.
- Review product, artisan, sizing, stock, material, and provenance information.
- Add products to a cart and pay through checkout.
- Review order history and account details.
- Save fit and style preferences.
- Use personal styling support.
- Submit a request for a custom-made piece.

4. How the platform owner gets started

Step 1: Secure the owner account

Sign in to the private owner area with the temporary handover method supplied during transfer. Open the Credentials section and create a new buyer-owned username and strong password. This change ends older owner sessions.

Do not share the owner login. Do not place passwords or service keys in public pages, screenshots, product listings, or support messages.

Step 2: Set the public brand

Open the Branding section and review:

- Platform name.
- Tagline.
- Logo.
- Accent colour.
- Public contact email.
- Concierge fee percentage.

Save the changes and check the public header and footer. Brand changes are designed to appear without rebuilding the website.

Step 3: Set provider pricing

Open the Plan section. The starting Artisan Pro plan is set to \$0 per month. This can help the owner recruit early artisans without a subscription barrier.

To charge providers:

- 1 Enter the monthly amount in US dollars.
- 2 Keep the plan active.
- 3 Save the plan.
- 4 Complete a test activation using buyer-owned payment accounts before inviting real providers.

Changing the plan price prepares the system to use a matching recurring payment price when the plan is next activated. The owner should publish clear provider terms before charging a fee.

Step 4: Check the marketplace content

Review demo artisans, products, images, prices, descriptions, stock, sizing, and provenance text. Demo records show how the product works. Replace them with approved production content or confirm that the buyer has the right to use them.

Step 5: Test each role

Before public launch, complete one full test as each role:

- 1 Create a shopper account, choose the shopper role, browse, add an item, and review checkout.

- 2 Create a provider account, choose the provider role, connect test payouts, activate the plan, build a storefront, add a product, and publish it.
- 3 Sign in as the owner, review the new users and content, change one setting, and confirm that it is saved.

Use test payment mode until the buyer is ready for live transactions.

5. Customer workflow

Create an account and choose a role

A new user signs up and chooses how they will use AfroZeal. The shopper or provider choice is permanent for that account. A shopper should choose the option for shopping.

Discover products

The shopper can browse the marketplace or open a public artisan storefront. Marketplace filters help narrow results by category and price. Search can be used for product names and related content.

Review a product

The product page can show:

- Product images and price.
- Artisan name and a link to the storefront.
- Description, materials, origin, and making process.
- Available sizes and stock.
- Provenance details and an assisted cultural-evidence score.

Assisted scores and guidance are supporting information. They are not a legal certificate or a guarantee.

Add to cart and check out

Choose a size when required, select the quantity, and add the product to the cart. Review the cart, continue to checkout, enter shipping details, and complete payment.

The order is created after the payment service confirms a successful payment. The shopper can then view the order in the account area.

Manage the customer account

The customer area includes order history, profile details, and account security settings. Shoppers can also save fit and style context to improve personal styling guidance.

Request a custom piece

The custom-order form lets an authenticated shopper describe an occasion, budget, target date, measurements, and preferences. The platform owner reviews the request and manages the next steps. A request is not an automatic acceptance or payment agreement.

6. Provider workflow

Create a provider account

Sign up and choose the designer or artisan role. The platform sends the new provider to onboarding.

Connect payouts

Follow the payout onboarding steps and provide the requested identity and banking details directly to the payment provider. AfroZeal requires an eligible, verified connected account before a provider can publish a storefront.

The payment provider controls identity checks, availability, settlement timing, and country support.

Activate the provider plan

Review the Artisan Pro price shown during onboarding and activate the plan. The owner controls this monthly amount. The starting amount is \$0, but the buyer may change it before recruiting providers.

Build the storefront

Open Storefront in the provider dashboard and enter:

- Brand or studio name.
- Public address or slug.
- Country and specialties.
- Short description and full business story.
- Logo and banner images.

The provider should use accurate text and images that they own or have permission to use.

Add products

Open Products and create a listing. Add the product name, description, price, category, images, size options, stock, materials, origin, making process, and any useful provenance detail. Save the product and confirm how it appears on the public page.

Providers can edit existing products, change stock, feature selected items, or remove a listing from sale.

Use assisted tools

The provider workspace includes tools for:

- Pricing context based on materials, labour, category, and market notes.
- Clear product descriptions based on the provider's facts.
- Cultural evidence review that highlights missing support.
- Trend interpretation for practical product experiments.
- Size and fit guidance.
- Personal product discovery support.

The provider remains responsible for all product claims, prices, cultural statements, and sizing information.

Publish the storefront

Publication requires completed storefront details, an active provider plan, an eligible payout connection, and at least one active product. Review all information before publishing.

Manage orders

Open Orders to review customer purchases. Update fulfilment status as the order moves through preparation, shipment, delivery, or cancellation. Use accurate statuses and communicate with customers according to the platform's published policies.

7. Owner operations

Review the overview

The owner overview shows operational counts for users, published stores, active products, orders, gross sales, and open custom requests. These numbers help the owner see activity inside the platform. They are not accounting statements.

Manage users

Open Users to review names, emails, roles, and account status. The owner can suspend or restore access. Use suspension only when required by the platform's terms, safety rules, or support process.

Manage custom requests and messages

Use the Commissions area to review bespoke requests and move them through submitted, reviewing, matched, or closed states. Use Messages to manage customer contact requests as new, read, or closed.

Review provider pricing and fees

The provider subscription and managed commission fee are the two current owner-controlled revenue settings. Review taxes, refunds, provider terms, customer terms, and the local rules that apply before collecting money.

8. Revenue model

AfroZeal currently generates \$0 per month and is sold as a starter asset.

The built-in models are:

- 1 **Provider subscription:** the owner can set a recurring monthly Artisan Pro price.
- 2 **Managed custom-order fee:** the owner can set a percentage fee for bespoke requests that the platform helps arrange. The starting setting is 22%.
- 3 **Standard product sales:** eligible connected providers receive product-sale payouts after payment processing costs. AfroZeal does not currently add a platform fee to ordinary product sales.

Promoted products, premium storefront placement, advertising, or partnerships could be added later. They are not current paid features.

9. First-week launch checklist

- Secure the owner account and rotate every transferred credential.
- Create buyer-owned accounts for hosting, authentication, payments, the application backend, and assisted features.
- Review the platform name, logo, contact email, public policies, plan price, and managed commission fee.
- Confirm the buyer's legal business details and payment settlement information.
- Replace or approve all demo images and catalogue content.
- Test one shopper account and one provider account.
- Test provider onboarding, storefront publication, and product management.
- Test checkout, payment confirmation, order creation, and provider payout in test mode.
- Verify email delivery, domain settings, HTTPS, privacy, terms, refunds, taxes, shipping, fulfilment, and provider identity requirements.
- Onboard a small first group of artisans and review their listings before public promotion.

10. Current status and boundaries

The main public, shopper, provider, payment, owner, and assisted-feature workflows are included in the application package. External services still require buyer-owned accounts and production checks.

The sale does not include verified income, traffic, active customers, provider relationships, live payment settlement, legal approval, tax advice, or ongoing marketplace operations. Results from assisted tools require human review. Demo content is not proof of commercial activity.

11. Frequently asked questions

Can a nontechnical owner operate AfroZeal?

Daily marketplace work is handled through the owner and provider screens. A technical operator may still be needed for initial service setup, deployment, updates, backups, and troubleshooting.

Can the owner change the provider price?

Yes. The owner can change the monthly Artisan Pro amount and whether the plan is active. Test the new amount before inviting providers.

Does the owner receive every product payment?

No. The current standard-sale flow is designed to send eligible provider payouts after payment processing costs. The managed custom-order fee is a separate owner-controlled model.

Is the cultural-evidence score a certification?

No. It is decision support based on submitted information. Providers and the platform owner remain responsible for claims and evidence.

Is revenue guaranteed?

No. AfroZeal currently has no verified revenue. Results depend on provider recruitment, product quality, pricing, customer demand, marketing, operations, and compliance.

Is ongoing development included?

The sale includes 30 days of hands-on handover and technical support for the current product. It does not include unlimited development, new features, marketplace management, marketing, or legal and tax work.

12. Handover and next steps

After transfer, secure the owner account, set the plan price, confirm the managed commission fee, review public content, complete buyer-owned service setup, and run the first test transactions. Then onboard a small group of suitable artisans and launch with a controlled catalogue.

Codeblix provides 30 days of hands-on technical support for transfer guidance, current-product questions, buyer-owned service configuration, deployment assistance, and credential rotation.