



Platform Manual

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Buyers, sellers, and fast-growing businesses on valerie.ng

<https://valerie.ng>

August 2026

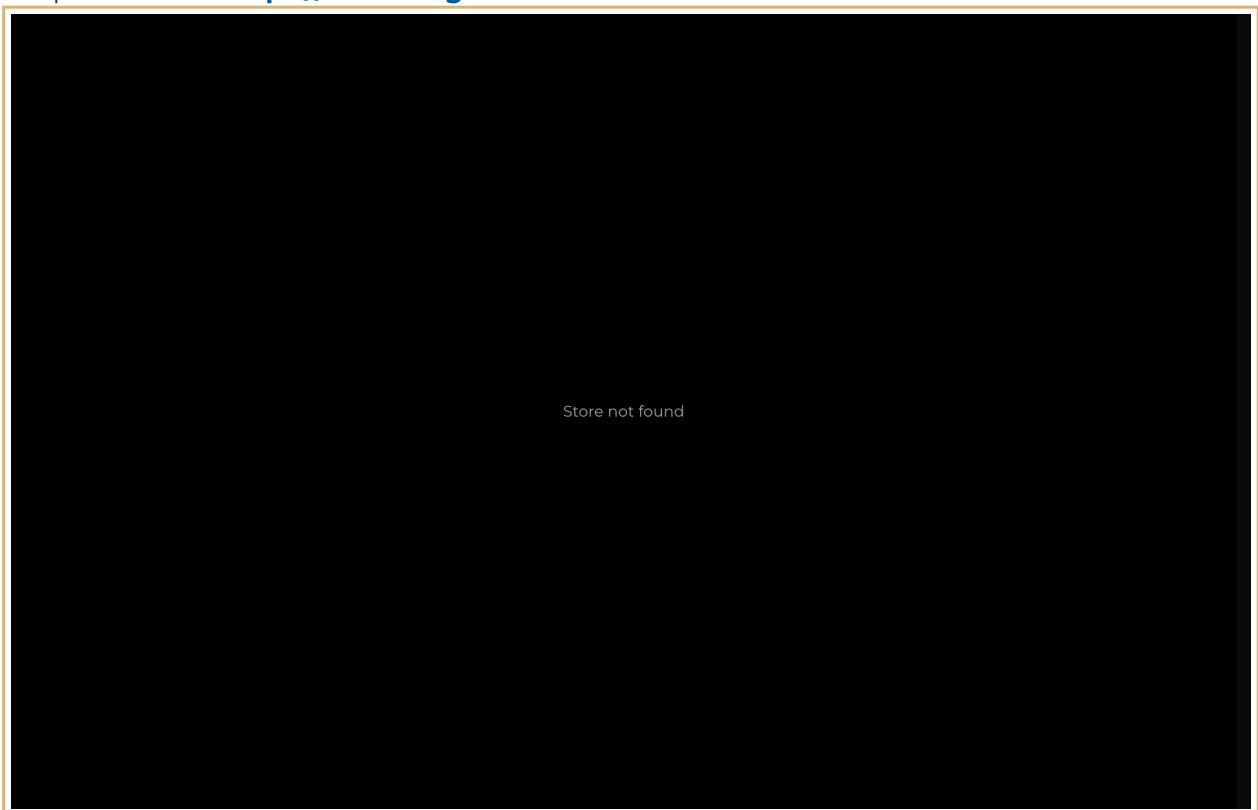
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Welcome to Valerie

Valerie is Nigeria's multi-tenant smart commerce platform. Independent sellers launch branded online stores at their own subdomain (for example, closet.valerie.ng), accept secure checkout, get paid directly to their bank, and grow through marketplace discovery, verification, stories, ads, and seasonal competition. Buyers browse the platform and individual storefronts, shop with confidence, track orders, and message sellers.

This manual covers the whole Valerie platform on valerie.ng: public discovery, buying, selling, and the admin Command Center. It does not cover staff.valerie.ng (the internal workforce workstation) - that has its own role-specific guides.

Marketplace home: <https://valerie.ng>



Live screenshot: Valerie homepage

How Money Works

Valerie never holds customer funds. Wavy collects payments at checkout (card or bank transfer). Flutterwave settles to the seller's verified Nigerian bank account, typically T+1 NGN. Platform fee is currently 0%.

Payment flow

1. Buyer checks out on a storefront or the marketplace.
2. Wavy hosted checkout collects payment.
3. Order is marked paid; seller fulfills.
4. Flutterwave settlement sends funds to the seller's verified bank.

Bank transfer orders

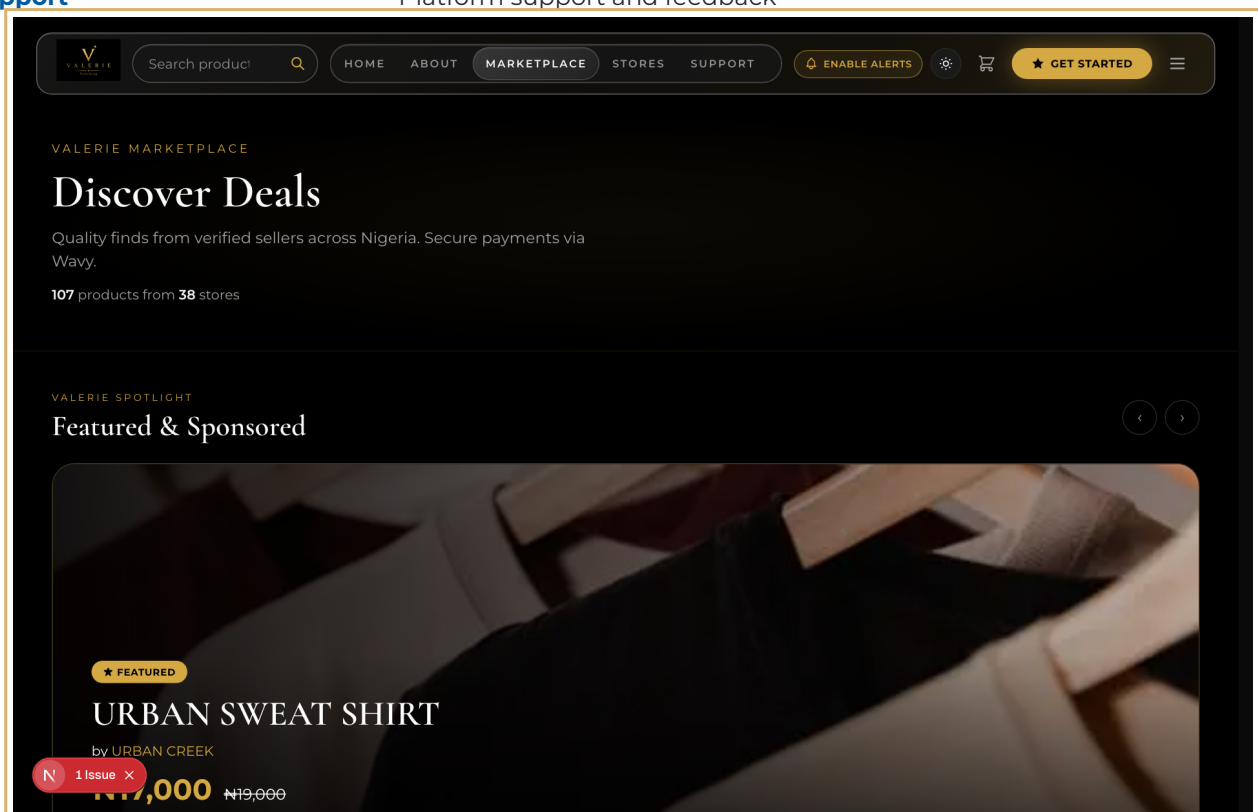
- Buyer can pay by manual bank transfer and upload proof.
- Seller verifies payment in the dashboard before shipping.
- 100% coupon orders can finalize at NGN 0 without a Wavy redirect.

First Visit & Discovery

Public surfaces help buyers and sellers find each other. Search, categories, featured rows, flash sales, and Valerie Stories drive discovery.

Key public pages

/	Home - hero, spotlight products, stories, flash sales, discovery rails
/marketplace	Cross-store catalog with filters and ads
/stores	Directory of public stores
/about	Brand and platform story
/awards	Public annual Valerie Stars awards
/get-app	Install Valerie as a PWA + enable notifications
/support	Platform support and feedback

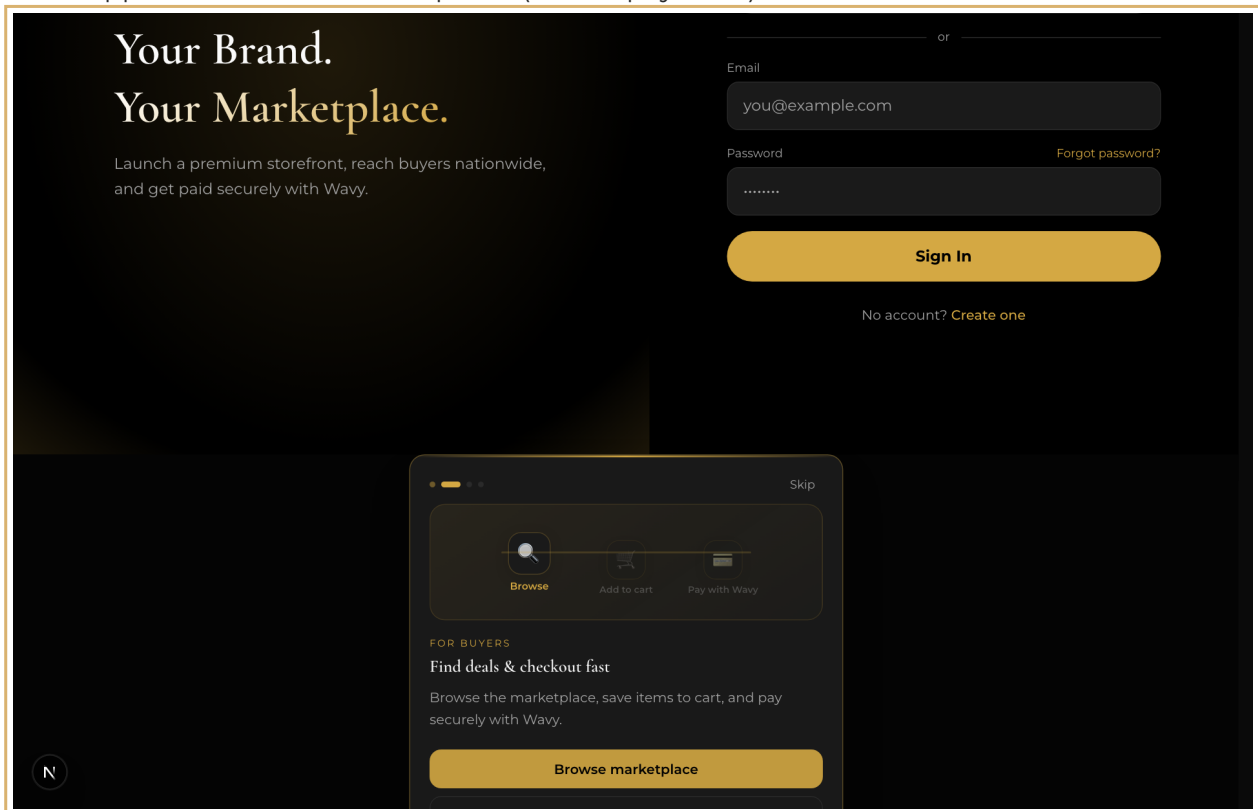


Live screenshot: Marketplace catalog

Seller Storefronts

Each seller's store lives at {subdomain}.valerie.ng with branded hero, product grid, categories, reviews, policies, and optional Valerie Verified badge. Storefront themes include Classic, Clay, Glass, Liquid, Minimal, and more.

- Primary nav: Home, Shop, Categories, New Arrivals, Best Sellers, About, Contact.
- Trust signals: Verified badge, store badges (verified, trusted, top_seller), likes, reviews.
- Status story rings when enabled - Instagram-style product highlights.
- WhatsApp contact button for inquiries (not for payment).



Live screenshot: Store page settings / preview

Buying Journey

Buyers can shop as guests or with an account. Carts work across the platform; multi-store carts checkout once but pay each seller separately.

Checkout steps

1. Add items to cart from marketplace or a store.
2. Enter buyer details, delivery address, and optional coupon.
3. Pay with Wavy (card/bank) or manual bank transfer + proof.
4. Receive receipt page with PDF download and optional email receipt.

Fulfillment modes

- Shipping / delivery with store-configured fees (base + per-state overrides).
- Food (delivery or pickup), services, events, real estate, and category-specific flows.
- Inquiry-only listings stay in chat instead of paid checkout.

[Screenshot missing: 16-cart.png]

[Screenshot missing: 17-stores.png]

After Purchase

Buyers track orders, receive WhatsApp updates, and can open buyer protection cases when something goes wrong.

Order tracking

- Track at /orders/track with email + order/receipt ID (issues a secure token).
- Timeline: payment confirmed -> preparing -> out for delivery -> delivered -> completed.
- Courier name, tracking number, and optional courier URL shown when shipped.

Buyer protection

- Report a problem from the tracking page after payment.
- Reasons: not received, wrong item, damaged, other.
- Seller replies in Customer Messages; admin can assist from Disputes desk.

WhatsApp updates

- Sellers and support send pre-filled wa.me messages with status + tracking link.
- No WhatsApp Business API - opens a draft the seller sends manually.

[Screenshot missing: 18-track.png]

Seller Journey

Sellers register, create a store, connect a settlement bank, list products, fulfill orders, and grow with verification, stories, boosts, and Valerie Stars.

1. Register at /auth/register (email/password or Google).
2. Verify email; create store + subdomain at onboarding.
3. Add and verify settlement bank in Settings (required before listing).
4. Upload products with photos, categories, and pricing.
5. Fulfill orders, verify bank proofs, reply to customers.
6. Grow with Valerie Verified, Stories, coupons, featured boosts, and seasons.

For a step-by-step seller dashboard walkthrough with every screen, download the [Seller Manual \(PDF\)](#)

Valerie
reselling

Your Brand. Your Marketplace.

Launch a premium storefront, reach buyers nationwide,
and get paid securely with Wavy.

Start selling today
Create your branded resale store in minutes

Sign up with Google

or

Full name
Evelyn Okafor

Email
you@example.com

Password
Min. 8 characters

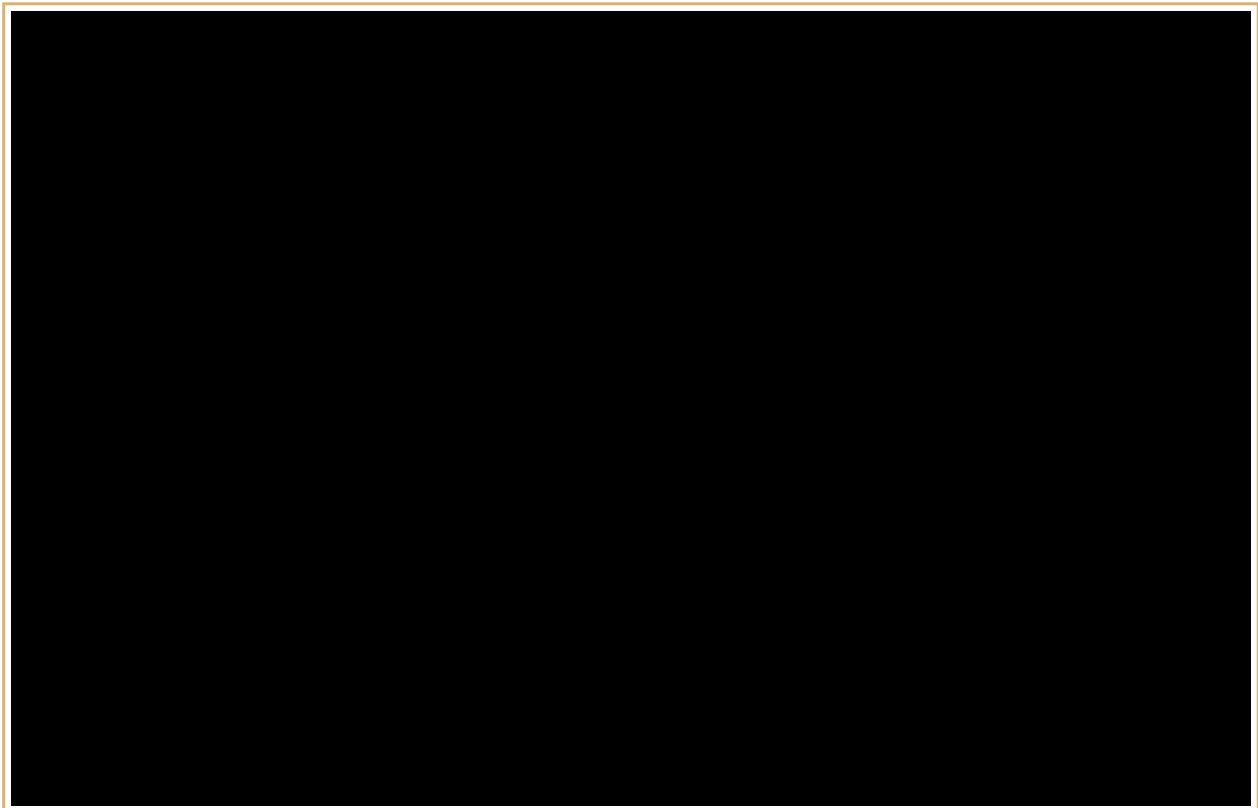
☐ I agree to Valerie's [Terms & Conditions](#) and [Privacy Policy](#).

Create Account

Already have an account? [Sign in](#)

1 Issue

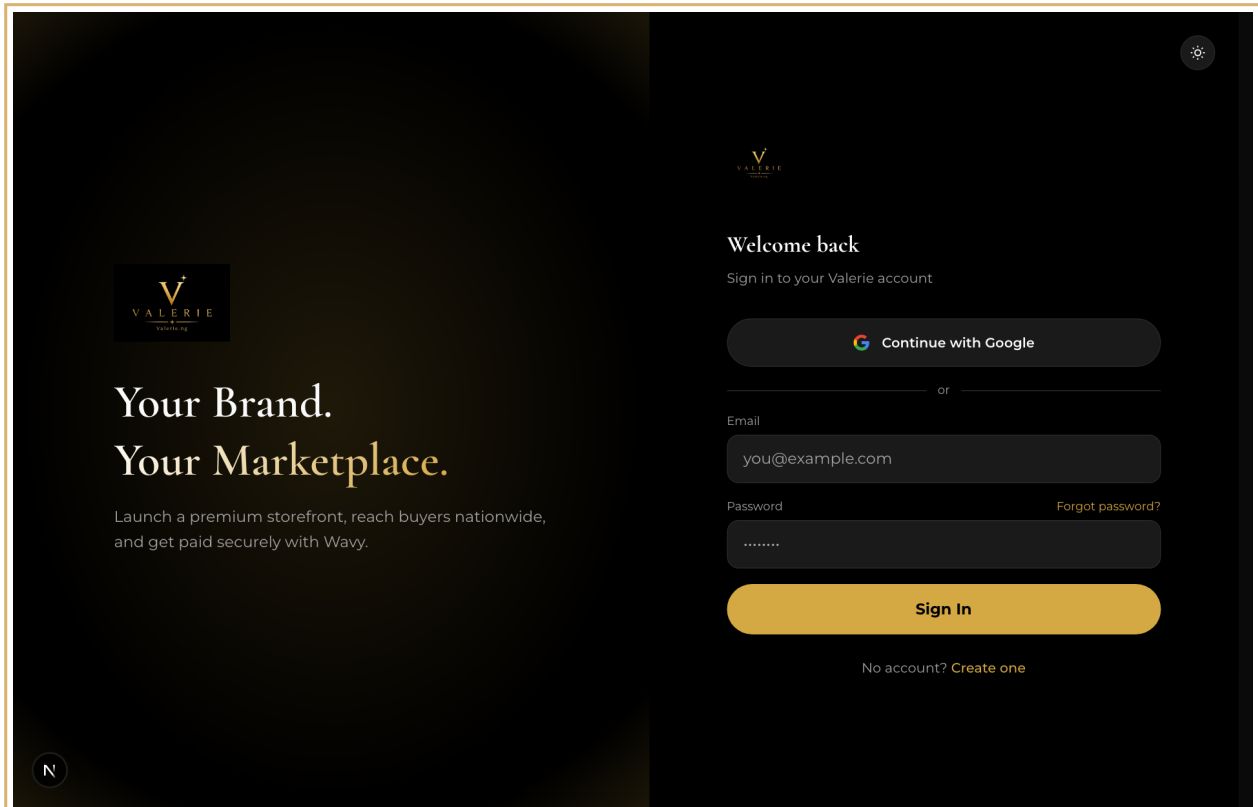
Live screenshot: Seller registration



Live screenshot: Create your store

Merchant Dashboard

The seller dashboard at /dashboard is the command centre for products, orders, money, marketing, and growth. Sign in at valerie.ng with a seller account.



Live screenshot: Dashboard home

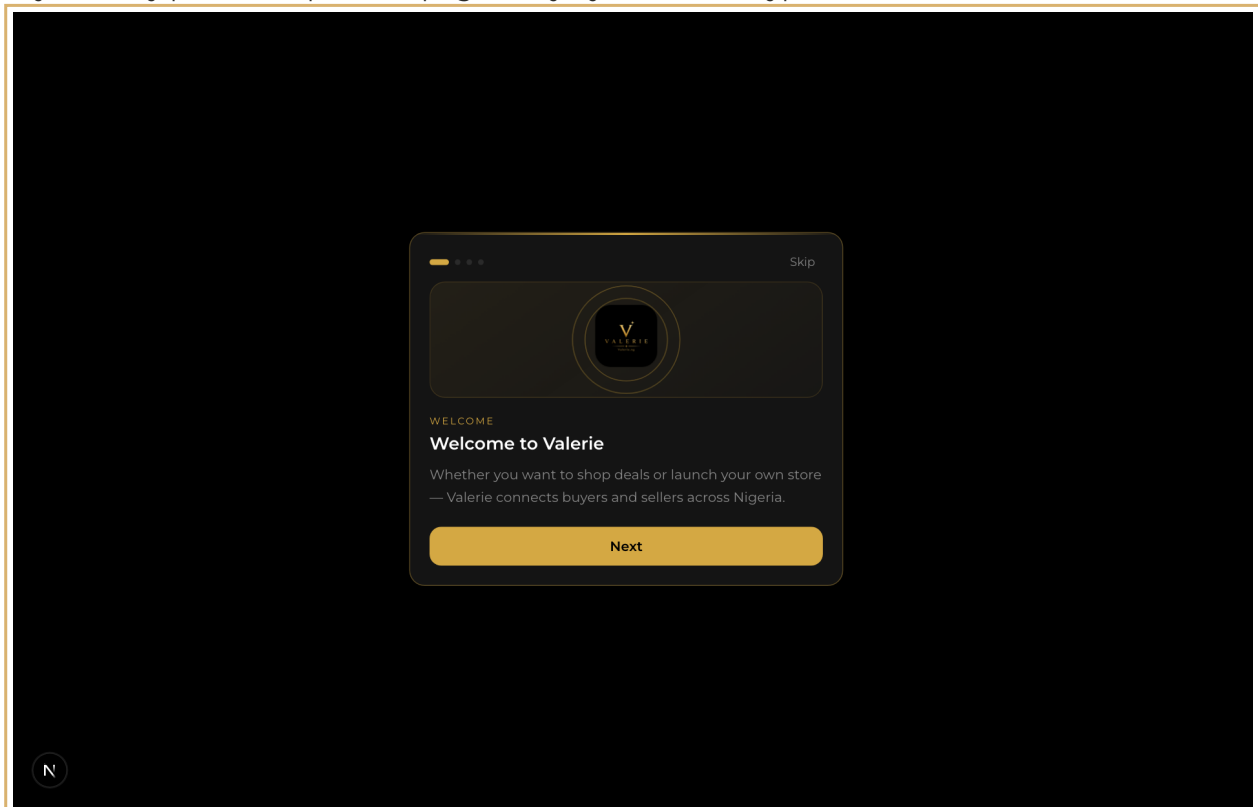
Navigation

/dashboard	Home - KPIs, Today's Business, recent orders
/dashboard/verification	Valerie Verified - apply, pay, renew trust badge
/dashboard/seasons	Valerie Stars - seasonal competition
/dashboard/listings	My Products - create and manage listings
/dashboard/orders	Orders - fulfill, verify proofs, ship, disputes
/dashboard/customer-messages	Customer Messages - buyer inquiry threads
/dashboard/payouts	My Money - settlement view and aggregates
/dashboard/storefront	My Store Page - branding, logo, cover, theme
/dashboard/analytics	Store Numbers - funnel and product insights
/dashboard/status-stories	Valerie Stories - status story products
/dashboard/coupons	Discounts - store discount codes
/dashboard/boost-plans	Grow My Store - featured + Meta/TikTok boosts
/dashboard/sponsored-ads	Ad Results - campaign results and briefs
/dashboard/notifications	Alerts - in-app inbox
/dashboard/support	Help - seller to platform support chat
/dashboard/settings	Settings - account, bank, policies, delivery, themes

Valerie Verified & Trust

Valerie Verified is a paid trust product (NGN 5,000 initial + NGN 1,000/month in Nigeria). Sellers apply with business details, pay via Wavy or bank transfer, pass admin review, and display the badge on their store.

- Trust score (0-100) from verification, profile completeness, responsiveness, and reviews.
- Store badges: verified, trusted, top_seller. Product badges: verified, bestseller, editor's pick.
- Buyer safety panels on product pages vary by fulfillment type.

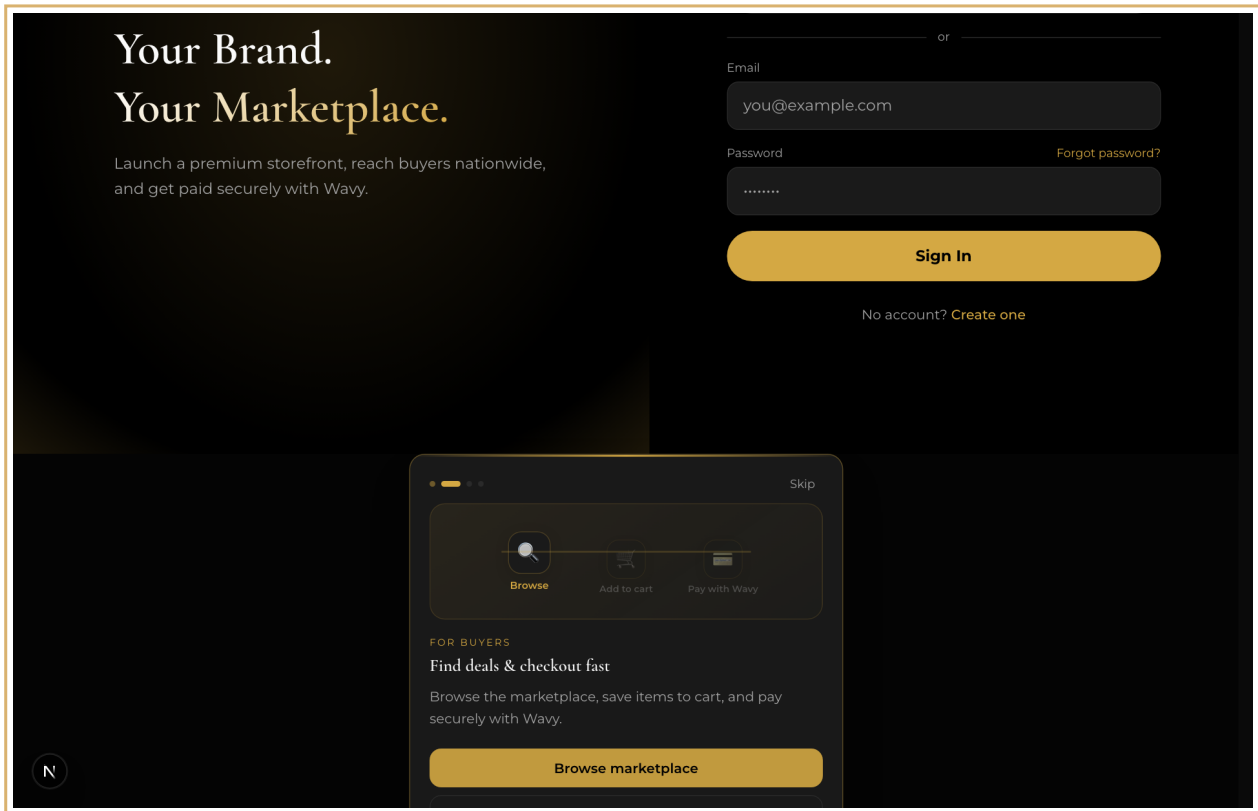


Live screenshot: Product listings

Store Numbers & Today's Business

Store Numbers (/dashboard/analytics) shows funnel metrics over 7, 30, or 90 days: visits, views, clicks, cart adds, checkouts, paid orders, and revenue. Product insights rank most viewed, best sellers, abandoned carts, and more.

Today's Business on the dashboard home shows daily orders, revenue, views, missions, streak, and trust score - guided tasks help sellers improve listings and engagement.



Live screenshot: Store Numbers / analytics

Valerie Stars & Awards

Seasonal competition for merchants. Earn points from sales, reviews, referrals, daily login, sponsoring products, and season rules. Levels run Beginner through Valerie Elite.

- Dashboard: /dashboard/seasons - rank, points, leaderboard.
- Lifetime profile: /dashboard/competition - achievements and badges.
- Public awards page: /awards.

Stories, Discounts & Growth

Valerie Stories

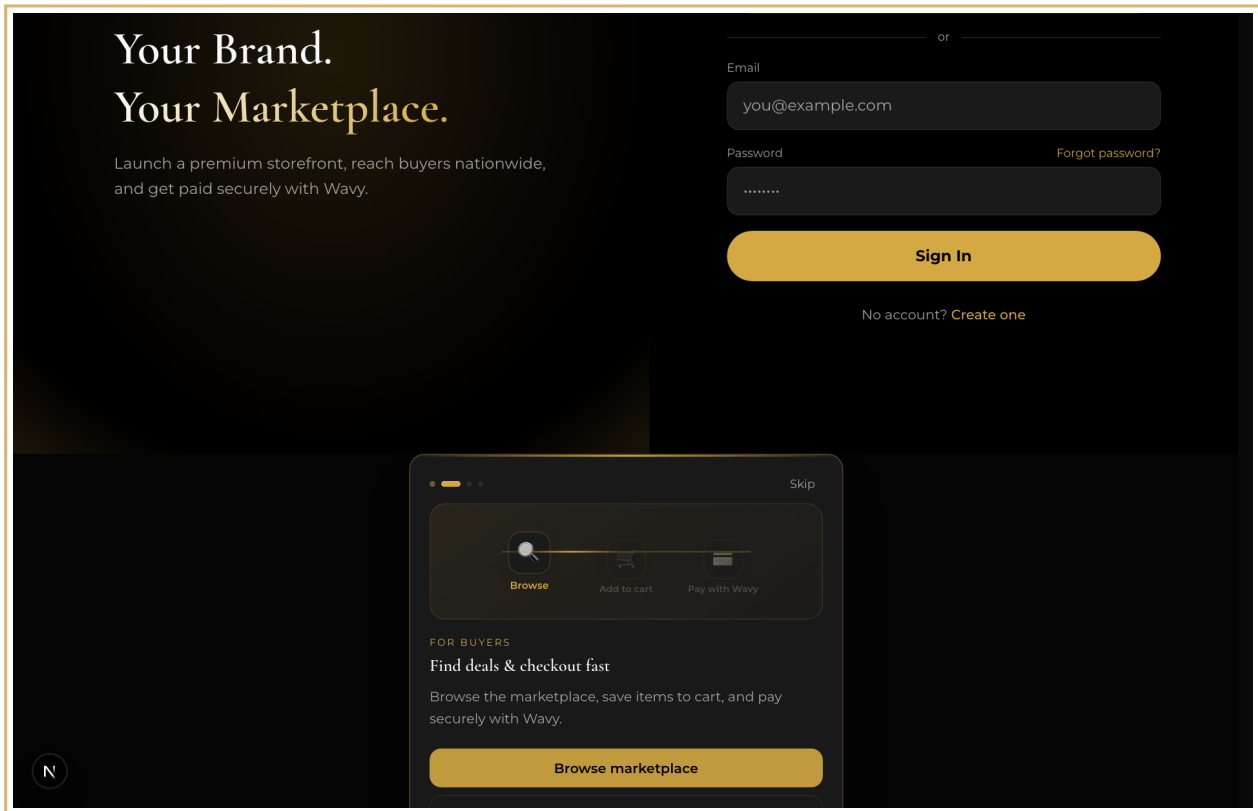
Instagram-style status rings on storefronts and home. Auto mode picks sponsored, featured, or newest products; merchants manage slides at /dashboard/status-stories.

Discounts

Store-scoped coupon codes - percent or fixed, with limits, expiry, and minimum order.

Grow My Store

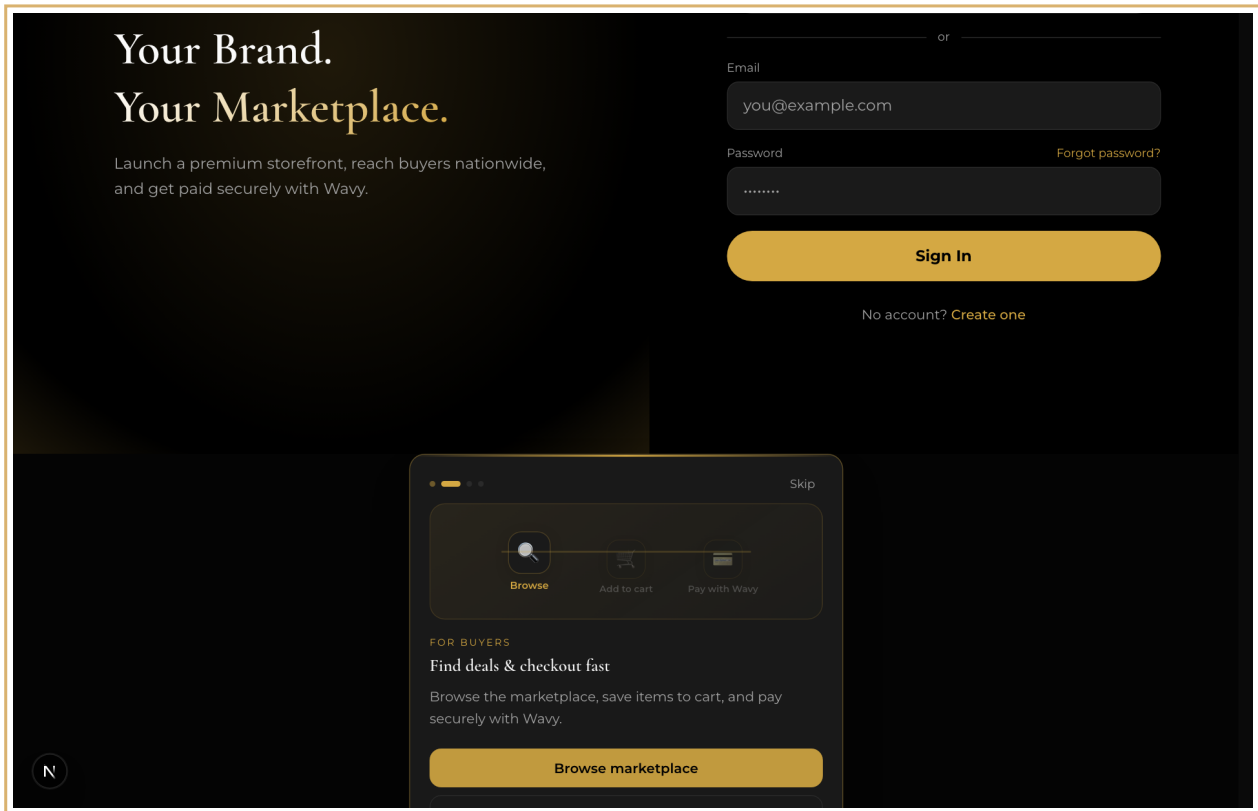
- Featured post - homepage placement from NGN 5,000.
- Meta / TikTok sponsor - flexible budget campaigns with merchant ad briefs.
- Pay via Wavy or bank transfer; track results at /dashboard/sponsored-ads.



Live screenshot: Boost plans

Messaging & Support

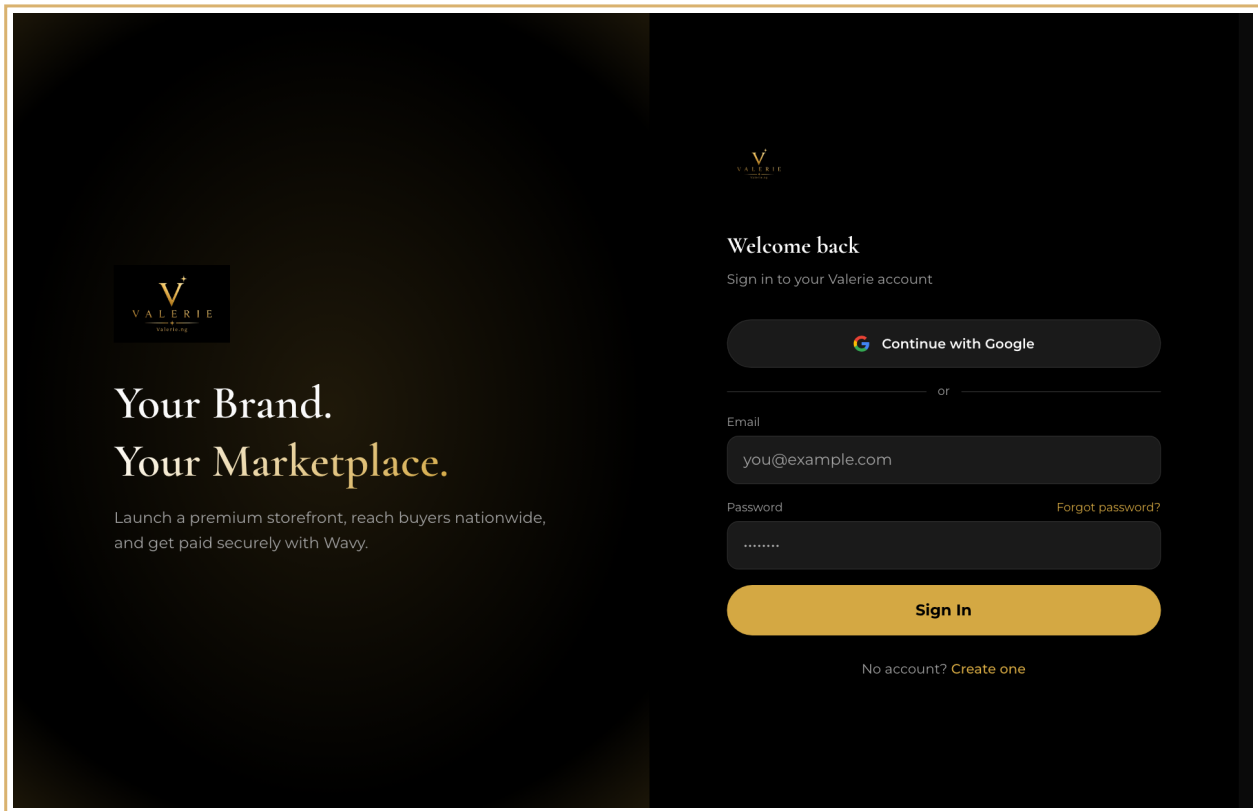
- Listing inquiry modal - buyers start threads from a product.
- /messages - buyer inquiry, viewing, booking, and quote threads.
- /dashboard/customer-messages - sellers reply; dispute threads appear as complaints.
- /support - public platform support and feedback.
- /dashboard/support - seller to Valerie platform help chat.



Live screenshot: Seller Help & Support

Accounts & Security

- Email/password registration and login; Google OAuth link/unlink.
- Email verification; forgot/reset password.
- TOTP 2FA setup, enable, disable; session list and revoke.
- Roles: seller, buyer, super_admin, admin_staff (scoped permissions).
- Push notifications via FCM; email for receipts and transactional mail.
- Notification preferences by topic: orders, promotions, marketing, merchant updates.



Live screenshot: Sign in

Admin Command Center

Staff with admin roles use valerie.ng/admin (Command Center) for marketplace operations. RBAC permissions scope access: overview, stores, listings, marketing, stories, advertising, coupons, transactions, settlements, subscriptions, audit logs, seasons.

This is separate from staff.valerie.ng, which is the internal workforce OS for field staff payroll and merchant operations - not covered in this manual.

Admin areas

/admin	Overview - platform stats, open disputes, quick actions
/admin/stores	Stores - suspend, feature, badges, identity
/admin/listings	Listings - moderate, feature, contraband scan
/admin/verification	Verification - approve, reject, extend badges
/admin/disputes	Disputes - buyer protection + merchant assist desk
/admin/transactions	Transactions - all payments across stores
/admin/settlements	Settlements - settlement records
/admin/marketing	Marketing - boosts, featured ordering
/admin/sponsored-ads	Sponsored ads - campaign CRUD
/admin/stories	Stories - sponsorship and analytics
/admin/advertising	Site banner ads on home and marketplace
/admin/coupons	Platform-wide discount codes
/admin/seasons	Valerie Stars - lifecycle, points, rewards
/admin/analytics	Platform analytics and product funnel (super admin)

/admin/messages	Support and feedback inboxes
/admin/staff	Command Center staff and permissions
/admin/backups	MongoDB backups (super admin)
/admin/audit-logs	Full action history

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Mobile & PWA

Valerie is a Progressive Web App. Install from </get-app> on Android (Chrome) or iOS (Safari Add to Home Screen). Push notifications work on Android; iOS limitations are explained in the install guide.

Install guide: <https://valerie.ng/get-app>

Legal & Trust Pages

/terms	Terms & Conditions
/privacy	Privacy Policy
/cookies	Cookie policy
/security	Security practices
/refunds	Refunds policy

Quick Link Reference

All paths below are clickable in this PDF.

/	Valerie homepage
/marketplace	Browse all products
/stores	Store directory
/cart	Shopping cart
/orders/track	Track an order
/auth/register	Create seller account
/auth/login	Sign in
/dashboard	Seller dashboard
/admin	Admin Command Center
/get-app	Install Valerie as an app
/docs/valerie-seller-manual.pdf	Seller Manual (detailed dashboard guide)
/docs/valerie-platform-manual.pdf	This Platform Manual
/docs/valerie-features.pdf	Complete feature list
/docs/staff-manual-mge.pdf	Workforce MGE manual (staff.valerie.ng)
/docs/staff-manual-regional-manager.pdf	Workforce Regional Manager manual
/docs/staff-manual-super-admin.pdf	Workforce Super Admin manual