

AGRIBUSINESS REGISTER LIMITED (ABR)



WordPress Developer for Platform Enhancement

Issued by: Agribusiness Register Limited (ABR)

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Deadline for Submission: 23rd February 2025 (WAT)

WORDPRESS DEVELOPER NEEDED FOR CUSTOM PLUGIN DEVELOPMENT & UI/UX OVERHAUL

We seek a **highly skilled WordPress Developer (Not just a designer)** to enhance and optimize our **EU-Nigeria Agribusiness Platform (EUNAP)** by integrating key functionalities and improving the user experience. The selected candidate will develop **a custom matchmaking tool, five user dashboards, content engagement tracking, and a rating system** while improving the platform's overall UI/UX.

Key Responsibilities:

- ✓ **Develop & integrate a matchmaking tool** to connect agribusiness stakeholders.
- ✓ **Create a structured user dashboard** for different user groups (SMEs, investors, policymakers, etc.).
- ✓ **Implement content analytics & engagement tracking**, including time spent on content and user interaction metrics.
- ✓ **Develop a rating system** for users, services, and content.
- ✓ **Redesign the platform's UI/UX** to improve user experience and navigation.
- ✓ **Optimize security, performance, and scalability** to support future upgrades.
- ✓ **Ensure the platform is multi-lingual and supports multi-currency transactions.**

Requirements:

- ◆ **Proven experience** in WordPress plugin development & customization.
- ◆ Strong skills in **PHP, JavaScript, HTML, CSS, and MySQL**.
- ◆ Experience with **custom dashboards and user role management**.
- ◆ Familiarity with **Google Analytics & user engagement tracking tools**.
- ◆ Strong UI/UX skills, including use of **Elementor, Divi, or custom theme development**.
- ◆ Ability to work with **REST APIs and security best practices**.

Preferred (Bonus Skills):

- + Experience working on **B2B platforms, marketplaces, or agribusiness-related sites**.
- + Knowledge of **progressive web apps (PWAs) and WordPress headless CMS**.

See the software requirement specification document and method of application below.

EU-Nigeria Agribusiness Platform (EUNAP) - Updated Software Requirements Specification (SRS)

1. Introduction

1.1 Purpose

This document outlines the updated **software requirements** for the **EU-Nigeria Agribusiness Platform (EUNAP)**, with a focus on enhancing the existing **WordPress-based** platform rather than migrating to a new framework. The primary objectives are to:

- Develop a **custom matchmaking tool** to facilitate stakeholder connections.
- Implement a **user dashboard** to manage different user roles and interactions.
- Redesign the **UI/UX** for improved usability and engagement.
- Introduce **content engagement tracking** (analytics, user ratings, and interaction metrics).

2. Overall Description

2.1 Scope of the WordPress-Based Platform

The platform will remain on **WordPress**, with custom plugins and UI enhancements to:

- Enable **matchmaking** between agribusiness stakeholders (farmers, SMEs, investors, policymakers).
- Provide a **role-based user dashboard** for managing content, transactions, and networking.
- Implement **content analytics**, tracking how users engage with resources (time spent, rating system, interaction tracking).
- Support **multi-currency transactions** and **multilingual content posting**.

2.2 Key Modules (WordPress Plugins & Features)

1. **Custom Matchmaking Tool (New Plugin)** – Connects users based on their profiles, needs, and preferences.
2. **User Dashboard** – Provides personalized access based on user type (SMEs, investors, policymakers, etc.).

3. **Content Management System (CMS) Enhancements** – Allows structured posting to the different user types and user locations (EU countries/country, Nigeria).
4. **Analytics & User Engagement Tracking** – Tracks time spent on content, ratings, and user interactions.
5. **UI/UX Overhaul** – Revamp of website navigation, layout, and responsiveness.
6. **Multi-Language & Multi-Currency Support** – Ensures accessibility across different EU and Nigerian stakeholders.

3. Functional Requirements

3.1 Matchmaking Tool (New Custom Plugin)

- ✓ Users can **filter and search** for connections based on business needs.
- ✓ AI-driven recommendations for potential business partners.
- ✓ Messaging system for direct communication between matched users.
- ✓ Admin-controlled approval process for verified connections.

3.2 User Dashboard & Role-Based Access

- ✓ **Farmers & SMEs** – Manage listings, access trade insights, and interact with potential partners.
- ✓ **Investors** – View investment opportunities, monitor market data, and network with businesses.
- ✓ **Policymakers** – Access analytics, and trade reports, and contribute to discussions.
- ✓ **Administrators** – Manage content approvals, user roles, and platform settings.

3.3 Content Engagement Tracking & Ratings

- ✓ Tracks how long users spend on content (e.g., reports, articles, videos).
- ✓ Allows users to **rate content**, helping assess content quality and relevance.
- ✓ Generates insights on the **most engaged content and trending topics**.

3.4 UI/UX Overhaul

- ✓ Modernized homepage with **clear navigation & user-specific content feeds**.
- ✓ Improved **mobile responsiveness** for seamless browsing.
- ✓ Integrated tooltips and guides for new users.

3.5 Multi-Language & Multi-Currency Support

- ✓ Admins can **post content in multiple languages**.
- ✓ Users can switch between **NGN, EUR, and other currencies** when accessing financial data.

4. Development Approach

- **Phase 1: UI/UX Redesign & CMS Enhancements**
- **Phase 2: Plugin Development** (Matchmaking Tool & User Dashboard)
- **Phase 3: Analytics & Engagement Tracking**

How to Apply:

✉ Submit your **CV, portfolio, and a quote (pricing estimate)** to dev@agrireregister.co.

📄 The **Software Requirements Specification (SRS)** document will be attached to guide the project scope.

🌐 Applications are open to **Nigerian developers and freelancers on global platforms**.

Current Platform (Not yet public): <http://naijaagritrade.ng/>

We look forward to your proposals and to partnering with a capable firm to develop a world-class **Agribusiness Platform!**

The ABR reserves the right not to respond to this expression of interest.