**Platform Name: UBI**

An agricultural marketplace to boost exports in Nigeria

**Main functionalities (kindly note that this is open to change and amendment)**

**Landing Page**

* Hero Section (with a compelling headline, brief description, and call-to-action buttons)
* Features Section (highlighting the key features and benefits of the platform)
* Call-to-Action (encouraging visitors to sign up or learn more)
* Footer (with links to important pages, contact information, and social media links)

**User registration and login page:** The user registration and login page will offer a user-friendly interface, acting as the entrance point for users. The registration process will be simple, as users will be asked to sign up using their Facebook or google account or simply enter basic details such as their name, contact details, and role (e.g., farmer, exporter, logistics provider). Users who successfully register will obtain login credentials, allowing them to use the platform's features and services.

The login page will use encrypted verification procedures, including the use of AWS Identity and Access Management (IAM), to guarantee access to only authorised users. Users will be able to access particular features and functions based on their role (farmer, exporter, logistics) by logging in with their credentials, which the platform will implement.

**Homepage/Newsfeed:**

* Header (with navigation menu, search bar, and user profile dropdown)
* Newsfeed Section (displaying posts, updates, and news from connections and the platform)
* Events/Offers Section (highlighting available offers, or promotions relevant to the user)
* Personalized Recommendations (suggesting educational materials, subsidies, or opportunities based on user preferences)

This functionality is intended to help users make well-informed decisions about crop selection, production offerings, and suitable marketing. The search page will facilitate direct interactions between farmers, buyers, and exporters in an online marketplace. Farmers can display the produce they have to offer, including crop types, yields, and quality requirements. In response, buyers and exporters can browse these products, focus their searches according to what they want, and communicate with farmers directly to work out logistics, talk about prices, and complete deals.

**Settings Page**

* Profile Settings (allowing users to update their personal information, profile picture, and bio)
* Account Settings (for managing account details, password, and security settings)
* Notification Preferences (enabling users to customize the types of notifications they receive)
* Privacy and Data Settings (allowing users to control their data sharing and privacy options)
* Connected Accounts (for managing integrations with social media or third-party services)

**Mobile-Friendly Interface and Localisation:** To meet the varied requirements of Nigerian farmers and stakeholders, the platform will be tailored for mobile devices and provide localised content in pertinent languages. Through responsive web design, users will enjoy a smooth experience on different screen sizes and devices, enabling convenient access to all features while on the move. Language translation and localisation capabilities will be integrated into the platform, allowing users to interact with content and interfaces in their chosen language. This feature aims to overcome obstacles linked to digital literacy and language skills, encouraging broad usage and maximising the platform's effectiveness.