Based on a comprehensive analysis of the Makola Connect marketplace, here are the key areas for improvement, prioritized by impact:

Critical Issues (Must Fix First)

1. Broken Authentication System

- Problem: The frontend doesn't attach JWT tokens to API requests, causing all protected endpoints to fail
- Impact: Users can't actually use the app all buyer/seller/kayayo/rider functions return "Unauthorized"
- **Fix**: Update the query client to include Authorization: Bearer <token> headers in all API calls

2. Security Vulnerabilities

- **Problem**: Passwords are stored in plain text, JWT uses weak fallback secret
- Risk: Complete user data compromise if server is accessed
- Fix: Implement password hashing (bcrypt) and enforce secure JWT secrets

3. Data Loss Risk

- **Problem**: All data is stored in memory and lost when server restarts
- Impact: Users lose accounts, orders, and progress regularly
- Fix: Migrate to persistent database (PostgreSQL via Drizzle)

High-Impact Improvements

4. Real-Time Updates Optimization

- Current: All users receive all WebSocket updates
- Better: Filter updates by user role and relevance
- Benefit: Improved performance and user experience

5. Order State Management

- Current: Multiple endpoints manage order transitions inconsistently
- Better: Single endpoint with validated state transitions
- Benefit: Prevents data corruption and invalid order states

6. User Experience Enhancements

- Add loading states and error handling
- Implement optimistic updates for better responsiveness
- Add proper feedback for failed actions
- Improve mobile responsiveness

Medium Priority Improvements

7. Search and Filtering

- Add product search functionality
- Implement category filters
- Enable location-based seller discovery

8. Payment Integration

- Connect with Ghana's mobile money providers (MTN, Vodafone)
- Add payment status tracking
- Implement refund mechanisms

9. Communication Features

- In-app messaging between users
- Order status notifications
- SMS/email alerts for critical updates

Long-term Enhancements

10. Analytics and Insights

- Seller performance dashboards
- Order pattern analytics
- Revenue tracking

11. Advanced Features

- Rating and review system
- Bulk ordering for businesses
- Inventory management tools
- Delivery route optimization

Recommended Next Steps

- 1. Week 1: Fix authentication system and implement secure password storage
- Week 2: Migrate to persistent database and fix order state management
- 3. Week 3: Add real-time update filtering and improve user experience
- 4. Week 4: Implement search/filtering and basic payment integration

Priority Focus: The authentication fix is absolutely critical - without it, the app isn't functional for real users. Once that's resolved, the database migration will ensure user data persistence.

I would like you to start implementing the improvements, starting with fixing the authentication system and continue with the high priority implementations and work your way down.