BlackBuck: Trucking & Logistics Marketplace Website

Industry: Trucking & Logistics Marketplace

Problem Statement

Shippers in India face persistent challenges in finding reliable truck drivers, tracking shipments in real time, and ensuring document compliance. BlackBuck addresses these issues by providing a digital marketplace that connects shippers with verified truck drivers, enables live shipment tracking, and automates document verification and expiry alerts, thus improving transparency, operational efficiency, and trust in the logistics process.

Tools & Technologies Used

- **HTML:** Structured pages for load posting, bidding, shipment tracking, and user profiles.
- **CSS:** Designed responsive card layouts for loads and drivers, implemented rating stars, and created intuitive forms.
- **JavaScript:** Powered real-time bidding updates (mock), load filtering by location/weight, live shipment tracking, and dynamic notifications.
- **Figma:** Crafted the user interface, emphasizing fast shipper-driver matching and clear navigation.

Unique Feature: Live Shipment Tracking & Automated Document Verification

Live Shipment Tracking:
When a shipper posts a load and a driver accepts it, the shipper gains access to the truck's real-time location through GPS tracking. This feature provides continuous visibility of the shipment's status and location from dispatch to delivery, with automatic status updates and estimated arrival times, significantly reducing the need for manual communication and increasing transparency for all parties.

Automated Document Verification & Expiry Alerts:
Drivers upload mandatory documents (e.g., license, vehicle permits) directly to the platform. The system automatically verifies document validity and tracks expiry dates, sending proactive

notifications and alerts to drivers before documents expire, ensuring compliance and minimizing the risk of regulatory issues.

Pricing Strategy

Based on the attached image4, BlackBuck offers three subscription tiers:

Plan	Price (₹/month)	Key Features
Basic	999	Basic GPS tracking, 5 load listings/month, basic analytics, email support
Premium	2,499	Advanced GPS tracking, unlimited listings, advanced analytics, priority support, route optimization, fuel analytics
Enterprise	4,999	All premium features plus custom solutions, dedicated support, API access, custom reports, team management

- **Commission-Based:** Platform charges commission per successful booking.
- **Subscription Plans:** Users choose plans based on their needs, unlocking features like advanced analytics, unlimited listings, and dedicated support.
- **Discounts & Insurance:** Frequent users receive discounts; insurance options are available during booking (UI content included).

Challenges Faced and Solutions Implemented

- **Challenge:** Integrating live shipment tracking without a full backend.
    - **Solution:** Used JavaScript to simulate GPS-based live tracking and status updates, providing a realistic user experience.

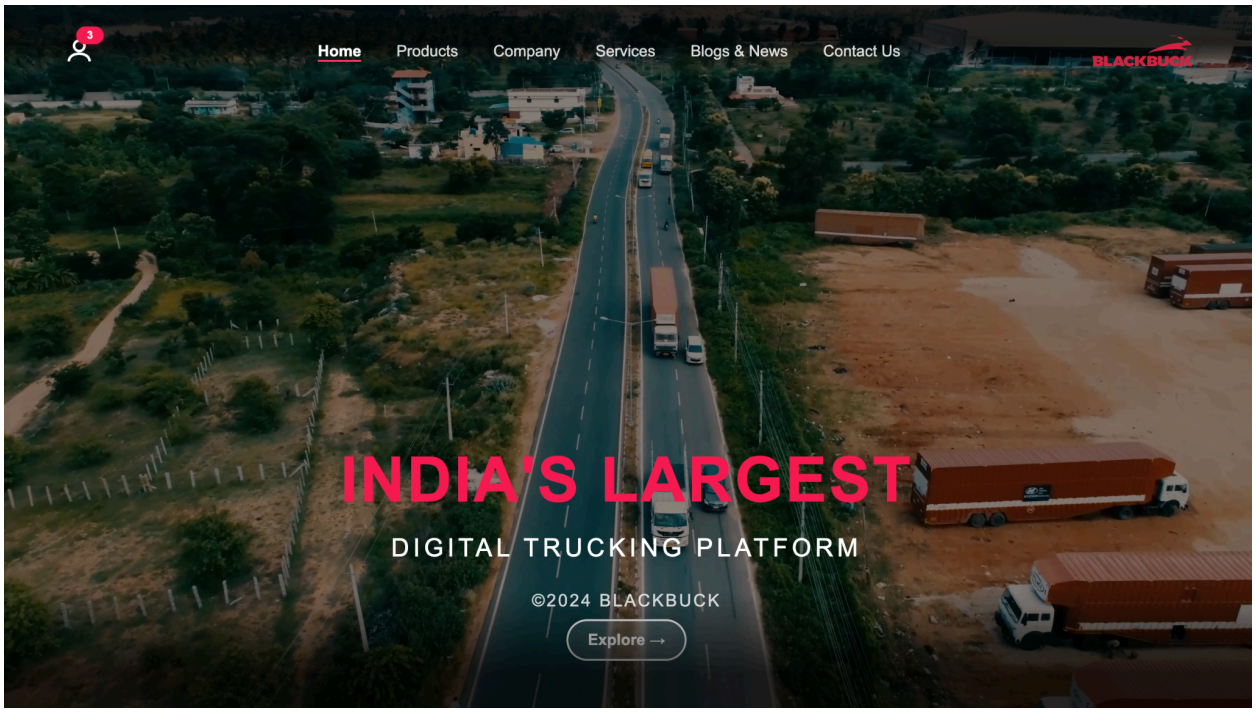
- **Challenge:** Creating a seamless, intuitive user interface for complex workflows.
    - **Solution:** Used Figma for prototyping and user testing, refining flows for load posting, bidding, and tracking.
- **Challenge:** Communicating value of premium features.
    - **Solution:** Designed clear, side-by-side subscription plan cards highlighting feature differences and benefits4.

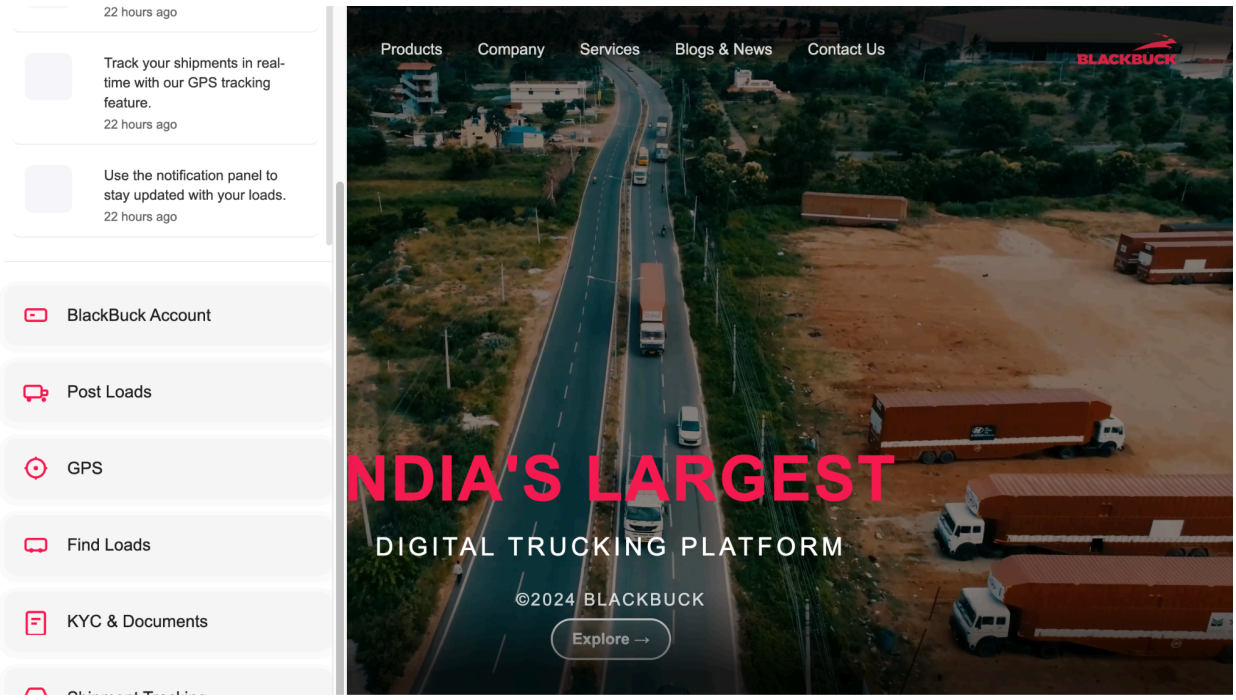
Figma -

https://www.figma.com/design/N5eEP2NtSKlQvB3W1ZuNGz/BlackBuck_clone?node-id=0-1&p=f&t=5QD77rCZ9rtoiWf8-0

Summary

BlackBuck's marketplace website stands out by offering live shipment tracking for accepted loads and automated document verification with expiry alerts, alongside a flexible subscription model. These features address critical pain points in logistics, fostering trust, compliance, and operational efficiency for shippers and drivers alike.




22 hours ago
Track your shipments in real-time with our GPS tracking feature.
22 hours ago
Use the notification panel to stay updated with your loads.
22 hours ago
BlackBuck Account
Post Loads
GPS
Find Loads
KYC & Documents
Products
Company
Services
Blogs & News
Contact Us
BLACKBUCK
NDIA'S LARGEST
DIGITAL TRUCKING PLATFORM
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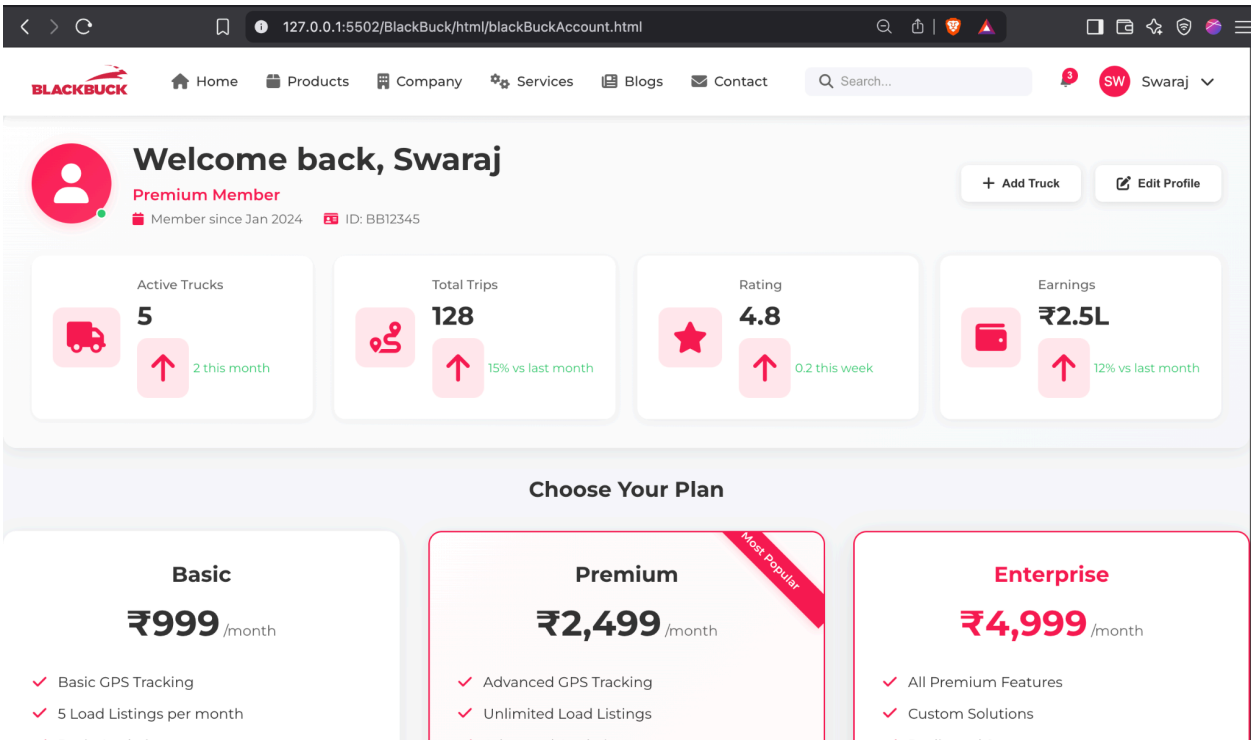
Explore →


127.0.0.1:5502/BlackBuck/html/blackBuckAccount.html
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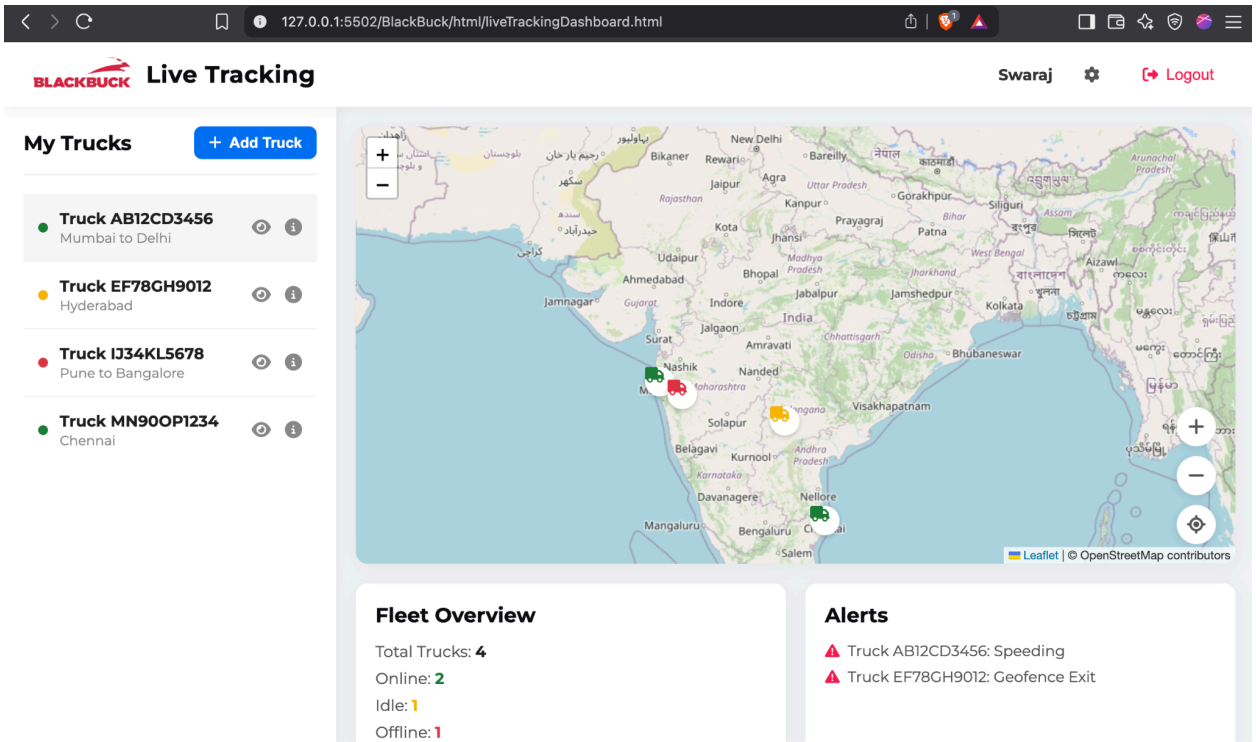
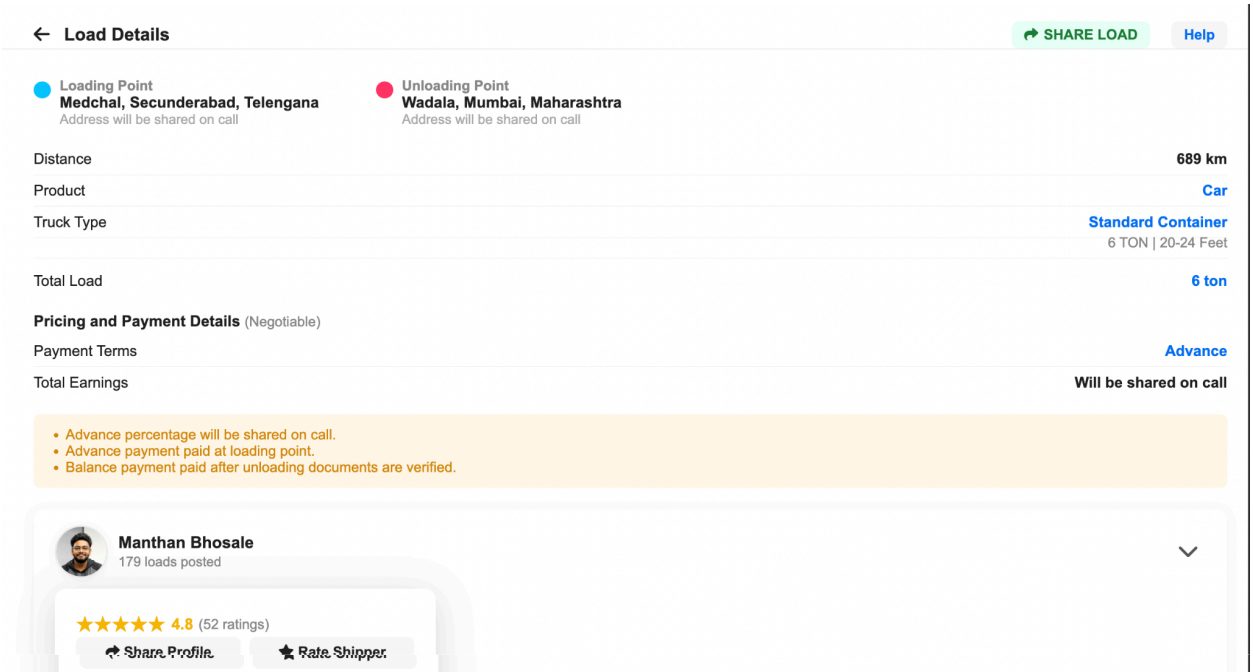
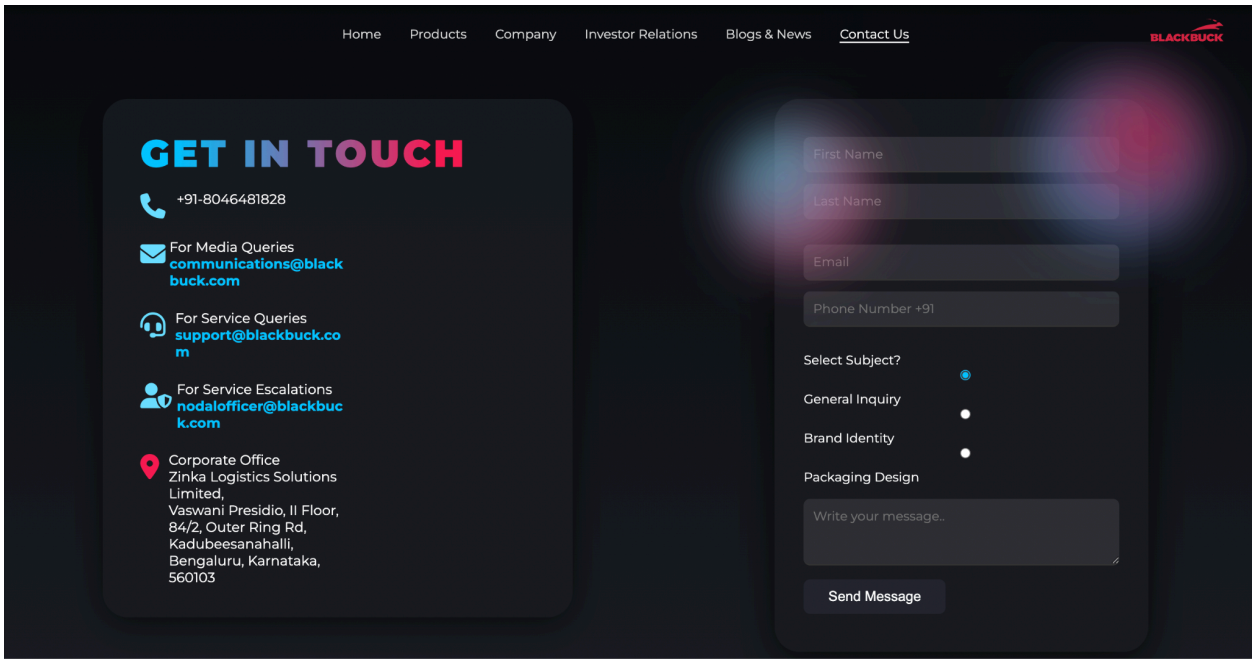
Search...
SW
Swaraj
Welcome back, Swaraj
Premium Member
Member since Jan 2024
ID: BB12345
+ Add Truck
Edit Profile
Active Trucks
5
2 this month
Total Trips
128
15% vs last month
Rating
4.8
0.2 this week
Earnings
₹2.5L
12% vs last month
Choose Your Plan
Basic
₹999 /month
Basic GPS Tracking
5 Load Listings per month
Premium
Most Popular
₹2,499 /month
Advanced GPS Tracking
Unlimited Load Listings
Enterprise
₹4,999 /month
All Premium Features
Custom Solutions


127.0.0.1:5502/BlackBuck/html/liveTrackingDashboard.html
BLACKBUCK
Live Tracking
Swaraj
Logout
My Trucks
+ Add Truck
Truck AB12CD3456
Mumbai to Delhi
Truck EF78GH9012
Hyderabad
Truck IJ34KL5678
Pune to Bangalore
Truck MN90OP1234
Chennai
Leaflet | © OpenStreetMap contributors
Fleet Overview
Total Trucks: 4
Online: 2
Idle: 1
Offline: 1
Alerts
Truck AB12CD3456: Speeding
Truck EF78GH9012: Geofence Exit


Load Details
SHARE LOAD
Help
Loading Point
Medchal, Secunderabad, Telengana
Address will be shared on call
Unloading Point
Wadala, Mumbai, Maharashtra
Address will be shared on call
Distance
689 km
Product
Car
Truck Type
Standard Container
6 TON | 20-24 Feet
Total Load
6 ton
Pricing and Payment Details (Negotiable)
Payment Terms
Advance
Total Earnings
Will be shared on call
• Advance percentage will be shared on call.
• Advance payment paid at loading point.
• Balance payment paid after unloading documents are verified.
Manthan Bhosale
179 loads posted
4.8 (52 ratings)
Share Profile
Rate Shipper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Kadubeesanahalli,
Bengaluru, Karnataka,
560103
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Last Name
Email
Phone Number +91
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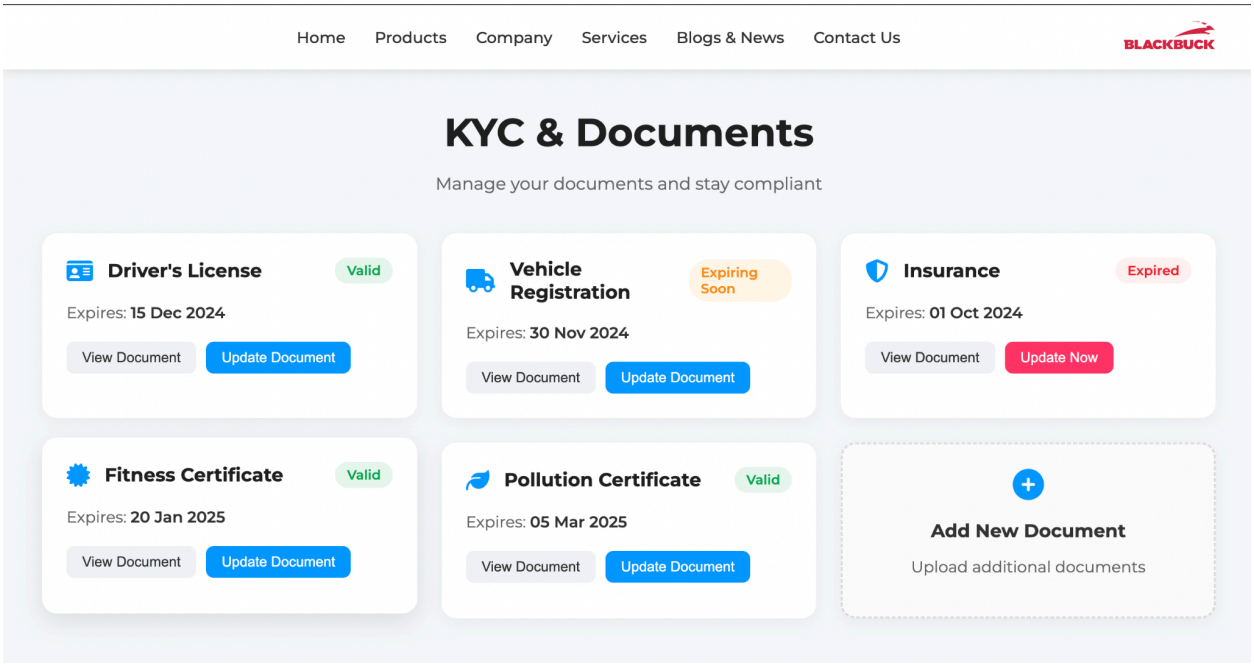
General Inquiry
Brand Identity
Packaging Design
Write your message..
Send Message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Update Document
Insurance
Expired
Expires: 01 Oct 2024
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