B2B Marketplace App – Functionality Overview (Front-End Focus)

1. CORE FUNCTIONAL PHILOSOPHY

The app must feel as smooth, responsive, and intuitive as Uber—simple, minimalistic, effortless. Every action must be reachable in 2–3 taps. The UI must guide users naturally without overwhelming them.

PRIMARY UI PRINCIPLES:

• Minimal screens, clean layout

• Smart spacing & contrast

• Predictable swipe/tap patterns

• Smooth transitions & micro-animations

• Real-time validations and feedback

• Unified experience across Web & Mobile

2. KEY FUNCTIONAL MODULES

A. Authentication & Onboarding

• Phone/email login

• OTP verification

• Role selection (Buyer / Supplier)

• Basic KYC (business name, category, location)

• User preference setup

B. Home Dashboard Functionality

• Add Product button

• Active Listings tab

• Orders tab

• Messages tab

• Snapshot analytics

• Smart search bar

• Category tiles (Agriculture, Construction, Groceries…)

• Quick reorder list

• Active orders tracking

C. Product Listings & Discovery

• Search with autosuggestions

• Filters: category, price, location, supplier rating

• Infinite scroll listing screen

• PRODUCT DETAIL PAGE:

– Photos

– Supplier info

– Price, availability

– Grades

– Delivery options

– Request Quote / Buy Now

D. Supplier Product Management

• Create/edit listings

• Update photos, stock, pricing

• Pause/activate listings

• Bulk upload

• Product analytics

E. Buyer Request Feature ("Request Board")

• Buyers post bulk needs (quantity, date, location, notes)

• Suppliers respond with quotes

• Notifications for new bids

• Shortlist supplier responses

F. Cart & Checkout

• Multi-supplier cart

• Automatic order segmentation

• Fee breakdown

• PAYMENT OPTIONS:

– Mobile Money

– Bank Transfers

– Visa/Mastercard

• Escrow payment flow

• Secure transaction confirmation

G. Order Tracking (Uber-like)

• Step-by-step timeline

• Map tracking (optional)

• Delivery ETA updates

• Chat with supplier/driver

H. Messaging & Notifications

• Real-time chat

• PUSH NOTIFICATIONS FOR:

– Order progress

– Quotes

– New requests

– Payment updates

• Inventory system alerts

I. Supplier Verification Badge

• Document upload page

• Verification status tracking

• Verified supplier badge on profile

J. Analytics Dashboard

• Weekly sales

• Traffic metrics

• Top-selling products

• Spending history

• Supplier comparison

• Monthly budgeting

K. Profile & Settings

• Edit business info

• Payment methods

• Language toggle

• Notification settings

• App theme

• Logout

3. SUPPORTING UI FEATURES

A. Modern UI Elements

• Smooth transitions

• Slide-up modals

• Pull-to-refresh

• Skeleton loaders

• Shimmer effects

• Animated interactions

B. Accessibility

• High-contrast mode

• Larger text mode

• Voice search

C. Offline Mode (Light)

• Retry banners

• Cached browsing

• Draft mode for listings

4. USER FLOW EXAMPLES

A. Supplier Flow

1. Add product

2. Buyer finds item

3. Checkout & escrow payment

4. Supplier confirms order

5. Delivery process

6. Escrow releases funds

B. Buyer Flow

1. Search

2. Add to cart

3. Pay

4. Track delivery

5. Rate supplier

5. SUMMARY OF APP CONTEXT

This is a B2B marketplace connecting suppliers and buyers in Agriculture, Construction, Groceries, and Tuckshop sectors. Users browse, buy, sell, post bulk requests, track deliveries, and manage transactions—all through a minimalistic, Uber-like interface.