

BookHeart Marketplace Storyboard Flow

Complete Implementation Guide with Design System

Design System & Aesthetics

Core Visual Identity




Theme: Romantic Fantasy Book Marketplace - Sophisticated, dreamy aesthetic evoking the magic of romance novels

Typography Hierarchy

- **Primary Headings:** Dancing Script (cursive) - Elegant romantic script
- **Body Text:** Inter (sans-serif) - Clean, readable for content/UI
- **Accent Elements:** Pacifico (cursive) - Playful decorative touches
- **Supporting:** Playfair Display, Source Sans Pro, Cormorant Garamond

Color Palette

Primary:

- Romantic Pink:  #E91E63
- Purple:  #9C27B0
- Bright Pink Accent:  #FF4081

Backgrounds:

- Very Light Pink:  #FFF5F7
- Pure White:  #FFFFFF
- Soft Pink Overlay:  rgba(233,30,99,0.06)

Visual Effects:

- Glass morphism with 12-16px backdrop blur
 - Pink-to-purple gradients (135°)
 - Luxury shadows with pink/purple tints
 - 0.3s smooth hover transitions
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Navigation Architecture

Global Navigation Bar

Position: Fixed top header across all pages **Components** (left to right):

1. **BookHeart Logo** (Dancing Script)
 2. **Marketplace** (dropdown: Browse, Search, Categories)
 3. **Events Bulletin**
 4. **Forums**
 5. **My Listings** (authenticated users)
 6. **Profile** (avatar + dropdown)
 7. **Cart/Wishlist** icons
 8. **Sign In/Join** (guest users)
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Act 1: Discovery & Entry

Scene 1.1: Landing Page (First Visit)

URL: (/) **User State:** New visitor

Hero Section:

- Full-width romantic gradient background
- Animated book spines revealing special editions
- Tagline: "Where BookTok Finds Its Next Obsession"
- Two CTAs:
 - "Browse as Guest" (primary)
 - "Join the Inner Circle" (secondary with sparkle effect)

Below Fold:

- "Just Listed" carousel with 6 books
- "Trending in [User's State]" section
- Featured subscription boxes (FairyLoot, OwlCrate, etc.)
- Event bulletin preview cards
- Trust badges: "10,000+ Happy Readers" | "Secure Payments" | "Authenticated Editions"

Scene 1.2: Optional Registration

URL: `/join` **Entry Points:** Join CTA, wishlist action, seller signup

Step 1 - Welcome:

Welcome to Your Book Sanctuary
Let's personalize your experience

- Email input with romantic pink focus state
- Social login options (Google, Apple, TikTok)
- "Continue as Guest" link at bottom

Step 2 - Preferences Survey (if creating account):

What makes your heart flutter?

- ☐ Enemies to Lovers
- ☐ Dark Romance
- ☐ Fae & Fantasy
- ☐ Spicy Contemporary
- ☐ Vampire Romance
- ☐ Slow Burn

Step 3 - Profile Setup:

- Username (optional BookTok handle)
- Profile photo upload (circular crop)
- Location (for local discoveries)
- "Complete Later" option

Confirmation:

- Animated bookshelf building with selected preferences
- "Your personalized feed is ready!" message
- Immediate redirect to marketplace

Act 2: Browse & Discover

Scene 2.1: Marketplace Home

URL: `/marketplace` **Layout:** Pinterest-style masonry grid

Header Bar (sticky under nav):

- Search bar with placeholder: "Search by title, author, trope..."
- Filter buttons: Price | Condition | Edition Type | Location
- View toggle: Grid | List | Map

Content Sections:

1. **Recommended For You** (authenticated users only)

- Algorithm-based on preferences + behavior
- Horizontal scroll, 10 items

2. **New Arrivals**

- Grid layout, lazy-loaded
- Each card shows:
 - Cover image (hover reveals all edges)
 - Title & Author
 - Subscription box badge (if applicable)
 - Price
 - Seller rating stars
 - Location distance
 - Quick action buttons (heart, cart)

3. **Categories Grid:**

- Special Editions
- Signed Copies
- First Editions
- Subscription Boxes
- Complete Series
- Under \$20

Scene 2.2: Search & Filter

URL: `/marketplace/search?q=[query]`

Advanced Filters Panel (slide-out):

- **Price Range:** Dual slider
- **Condition:**
 - Like New
 - Very Good
 - Good
 - Acceptable
- **Edition Type:**
 - Special Edition
 - First Edition
 - Signed
 - Standard
- **Subscription Boxes:**
 - FairyLoot
 - IllumiCrate
 - OwlCrate
 - Locked Library
 - Alluria
 - Acrylipics
 - Bookish
 - Bookish Darkly
- **Tropes** (multi-select):
 - 50+ romance/fantasy tropes
- **Location:** Radius from zip
- **Seller Rating:** 4+ stars

Results Display:

- Count: "237 treasures found"
- Sort options: Relevance | Price | Newest | Distance
- Save search option for alerts

Act 3: Book Details & Engagement

Scene 3.1: Book Listing Detail

URL: `/book/[id]` **Layout:** Two-column on desktop, stacked mobile

Left Column - Images:

- Main gallery with zoom on hover
- Required photos displayed:
 1. Front cover
 2. Back cover
 3. Dust jacket (if applicable)
 4. End pages
 5. All three edges (fore-edge, top, bottom)
 6. Spine
 7. Signature page (if signed)
- Thumbnail navigation below
- "View in AR" button (future feature)

Right Column - Information:

Title Section:

[Book Title]
by [Author Name]
★★★★★ (47 reviews)

Key Details Box (glass morphism style):

- Edition: [Special/First/Standard]
- Condition: [Grade with info icon]
- Subscription: [Box name with badge]
- Signed: [Yes/No - Type if yes]
- ISBN: [Number]

Price Section:

\$45.99

+ \$4.99 shipping

Or make an offer

Action Buttons:

- "Buy Now" (primary gradient)
- "Make Offer" (secondary)
- "Add to Cart" (if multiple from seller)
- "♥ Add to Wishlist"

Description Tab:

- Seller's story about the book
- Condition details
- Shipping timeframe

Tropes & Tags:

- Visual tag cloud of applicable tropes

Scene 3.2: Interactive Elements

Reviews Section (tabbed):

1. **Reader Reviews** - About this edition
2. **Seller Reviews** - Transaction history
3. **Comments** - Public Q&A

Seller Profile Card:

- Profile photo
- Username with verification badge
- Rating: ★★★★★ 4.8 (127 sales)
- Response time: "Usually within 2 hours"
- "View Shop" button
- "Message Seller" button

Act 4: Transaction Flow

Scene 4.1: Cart/Checkout

URL:

Guest Checkout Available - No account required

Step 1 - Review Items:

- Line items with images
- Bundle discount if multiple from same seller
- Shipping calculation
- BookHeart fee breakdown (7% + payment processing)

Step 2 - Shipping:

Where should we deliver your treasures?

[Address Form]

☐ Save for future orders (prompts account creation)

Step 3 - Payment:

- Stripe Elements integration
- Security badges
- "Your payment info is encrypted"

Step 4 - Confirmation:

💎 Your order is confirmed! 💎

Order #BH-2025-1234

Track your package: [Tracking Link]

Scene 4.2: Offer System

Modal Overlay when "Make Offer" clicked:

Your Offer: \$[input]

Message to seller (optional): [textarea]

This offer expires in 48 hours

[Send Offer] [Cancel]

Scene 4.3: Auction Features

Auction Badge on listings

- Current bid display
 - Time remaining countdown
 - Bid history
 - Auto-bid option
 - Watch list for last-minute alerts
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Act 5: Selling Flow

Scene 5.1: List a Book

URL: **Requirement:** Account needed to sell

Step 1 - Book Identification:

What treasure are you listing?
[Search by title/author/ISBN]
Or [Manual Entry]

Step 2 - Edition Details:

- Edition type dropdown
- Subscription box selection
- Is it signed? [Yes/No]
 - If yes: Hand/Bookplate/Digital/Other

Step 3 - Condition Grading: Interactive guide with examples:

- **Like New:** No visible wear
- **Very Good:** Minimal wear, tight binding
- **Good:** Some wear, all pages intact
- **Acceptable:** Heavy wear but readable

Step 4 - Photos (required): Mobile-optimized camera with guides:

1. Dust jacket (overlay guide)
2. End pages (template shown)
3. Hard cover

4. All three edges (fore, top, bottom)
5. Spine (vertical guide)
6. Signature (if applicable)
7. Any flaws (encouraged for trust)

Step 5 - Tropes & Tags:

Help readers find your book:
[Multi-select trope checkboxes]
[Subscription box dropdown]

Step 6 - Pricing:

Suggested price based on condition: \$35-45
Your price: \$[input]
☐ Accept offers
☐ Enable auction
Shipping: [\$4.99 standard]

Step 7 - Story:

Tell buyers why you're parting with this book:
[Rich text editor with romantic formatting]

Scene 5.2: Seller Dashboard

URL:

Metrics Row:

- Active Listings: 12
- Views This Week: 234
- Messages: 3 new
- Sales This Month: \$456

Tabs:

1. **Active Listings** - Grid with edit/boost options
2. **Sold** - Transaction history

3. **Messages** - Buyer inquiries
 4. **Analytics** - Views, saves, conversion rates
 5. **Payments** - Stripe payout schedule
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Act 6: Community Features

Scene 6.1: Forums

URL: `/forums`

Categories:

- New Releases & Pre-orders
- ISO (In Search Of)
- Collection Showcases
- Author Events
- Reading Challenges
- Site Feedback

Thread Features:

- Rich text posts with image embedding
- Upvote/downvote system
- User flair (badges for transactions)
- Sticky posts for announcements

Scene 6.2: Events Bulletin

URL: `/events` *References existing implementation from changelogs*

Integration Points:

- Featured on marketplace home
- Author signing alerts for wishlisted books
- Virtual book club meetups
- Special edition release parties

Scene 6.3: User Profiles

URL: `/user/[username]`

Public View:

- Profile photo & bio
- Shelfie background image
- Currently Reading shelf
- Public wishlists
- Reviews written
- Forum activity
- Seller ratings & inventory

Private Settings:

- Notification preferences
 - Saved searches
 - Address book
 - Payment methods
 - Privacy controls
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Mobile App Considerations

App-Specific Features

- Push notifications for:
 - Wishlist matches
 - Offer responses
 - New messages
 - Price drops
- Barcode scanning for ISBN
- Native camera integration
- Biometric authentication
- Offline wishlist access

Navigation Pattern

- Bottom tab bar:
 1. Home

2. Search
 3. Sell (center, prominent)
 4. Messages
 5. Profile
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Technical Implementation Order

Phase 1: Core Marketplace

Repository: `/marketplace-backend`

1. User authentication (JWT, guest checkout)
2. PostgreSQL schema with all fields
3. Cloudinary image upload configuration
4. Basic CRUD for listings

Repository: `/marketplace-frontend`

1. Navigation structure
2. Browse/search pages
3. Listing detail view
4. Responsive grid layouts

Phase 2: Transaction System

Repository: `/payment-service`

1. Stripe Connect setup
2. Guest checkout flow
3. Offer system logic
4. Order management

Phase 3: Enhanced Discovery

Repository: `/marketplace-backend`

1. Elasticsearch integration
2. Recommendation algorithm
3. Advanced filters

4. Saved searches

Phase 4: Community Features

Repository: `/community-service`

1. Forum system
2. Review/rating system
3. User profiles
4. Messaging system

Phase 5: Seller Tools


Repository: `/marketplace-frontend`

1. Listing creation wizard
 2. Photo upload with requirements
 3. Seller dashboard
 4. Analytics views
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Change Log

Session 2 - Complete Storyboard Update

- ☒ Removed authentication requirement for buying
- ☒ Clarified speakeasy concept as initial hook, not barrier
- ☒ Added comprehensive photo requirements (7 specific shots)
- ☒ Included subscription box categorization (8 boxes)
- ☒ Added signature type options (hand/bookplate/digital)
- ☒ Integrated all transaction types (buy now/offer/auction/bundle)
- ☒ Designed search/grid with filter system
- ☒ Added "Recommended for You" based on survey
- ☒ Included triple review system (reader/seller/comments)
- ☒ Integrated forums for community discussion
- ☒ Referenced events bulletin from existing work
- ☒ Added navbar structure across all pages
- ☒ Included profile picture functionality

-  Applied complete design system with romantic aesthetics
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Cursor AI Prompting Templates

For Marketplace Homepage

Create a marketplace homepage component with:

- Pinterest-style masonry grid layout for book listings
- Sticky filter bar with price, condition, edition type, location filters
- "Recommended for You" section that only shows for authenticated users
- Each book card showing cover image with hover effect revealing book edges
- Lazy loading with intersection observer
- Integration with search API endpoint
- Romantic pink (#E91E63) and purple (#9C27B0) gradient accents
- Glass morphism effects on cards with backdrop-blur
- Architecture ready for future features: wishlists, quick add to cart, seller verification badges

For Book Listing Creation

Build a multi-step book listing wizard with:

- 7 required photo uploads: dust jacket, end pages, hard cover, three edges, spine, signature (conditional)
- Condition grading with visual examples
- Subscription box dropdown (FairyLoot, IllumiCrate, OwlCrate, Locked Library, Alluria, Acrylipics, Bookish, Bookish Darkly)
- Signature type selection (hand/bookplate/digital)
- Trope multi-select with 50+ romance/fantasy options
- Price suggestion based on condition
- Mobile-optimized camera integration with overlay guides
- Draft saving capability
- Architecture supporting future ISBN scanning and auto-population