FreightPower AI Marketplace

Final Product Logic, Flow & Expectations

Developer & Designer Handoff – AUTHORITATIVE VERSION

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1. Product Goal (Read This First)

FreightPower AI Marketplace is **not a feature**.
 It is a **core system** that connects:

- Brokers/Shippers

- Carriers

- Drivers

- Service Providers
   with **AI-driven intelligence**, **shared operations**, and **end-to-end visibility**.

Senior principle:

> The Marketplace is the entry point. Operations continue seamlessly in dashboards after booking.

If a load is booked but does not fully transition into dashboards with tracking, communication, intelligence, and documents, the system is **incomplete**.

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2. Marketplace Scope (What the Marketplace Must Cover)

The Marketplace must allow users to:

1. Post loads (Brokers/Shippers)

2. Find & book loads (Carriers)

3. Make drivers available & discover work (Drivers)

4. Discover, contact, and promote service providers

5. Use AI to guide decisions at every step

6. Transition booked loads into **live operations dashboards**

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3. Core Marketplace Modules (Must Exist)

The Marketplace has **four clearly separated but connected modules**:

1️⃣ FreightPower Loads (Internal Loadboard)

- Public loadboard owned by FreightPower

- Brokers/Shippers post loads publicly (like DAT/Truckstop)

- Carriers can:

    - View

    - Mark Interested

    - Bid / Counter

    - Accept / Book

2️⃣ 3rd-Party Loadboards

- External loadboards integrated into FreightPower

- Clearly labeled as **3rd-Party**

- Displayed inside the same Loads experience

- FreightPower may act as payment middleman

- AI personalizes, ranks, and filters loads

3️⃣ Service Providers Marketplace

- Factoring, insurance, compliance, legal, repair, medical, testing, dispatch, etc.

- Providers list:

  - Who they are

  - What they sell

  - Coverage

  - Phone/email

  - Visuals/screenshots

- Promotions and featured placements supported

4️⃣ Drivers Marketplace

- Drivers can toggle **Available / Not Available**

- Driver personal data is hidden

- Only show:

  - State/region

  - Experience

  - Endorsements

- Carriers express interest → Admin manages consent & placement

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4. Roles & Permissions (Critical)

Broker / Shipper

- Post loads

- View carrier offers

- Book carriers

- Track loads after booking

- View intelligence and documents

Carrier

- Find and book loads

- Assign drivers

- Track loads

- Communicate with brokers

- Upload documents

Driver

- Control availability

- Be matched to work (indirectly)

- Discover service providers

- Receive admin-mediated hiring requests

Service Provider

- List services

- Promote offerings

- Be discovered contextually

Admin (Internal)

- Manage driver consent & hiring

- Oversee disputes

- Monitor loads

- Access communications & documents

Senior rule:

Admin is intentionally "in the middle" for trust, compliance, and monetization.

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5. Load Posting (Broker / Shipper) – REQUIRED

Create Load Flow

- 3-step wizard:

  1. Route & Equipment

  2. Price & Details

  3. Visibility & Preferences

Load ID

Auto-generated by backend:

`FP-YYREG-UCODE-SNNNNN`

After Posting

- Load appears in **FreightPower Loads**

- Load is visible to carriers

- AI starts matching immediately

This flow **must be demo-ready**.

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6. Marketplace → Booking → Operations (MOST IMPORTANT)

When a Carrier Books a Load:

1 Marketplace Listing Ends

- Load is removed from "Open" Marketplace listings

2 Load Transitions Automatically

The **same load record** appears in:

- **Carrier → My Loads / Operations Dashboard**

- **Broker/Shipper → Active Loads Dashboard**

There is **one shared load object**, not duplicates.

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7. Post-Booking Operations (Non-Negotiable)

Once booked, the load must support **full operations**.

A. Shared Load Status (Real-Time)

Visible to **both carrier and broker**:

- Booked

- Driver Assigned

- En Route to Pickup

- At Pickup

- In Transit

- At Delivery

- Delivered

- Closed

Senior UX rule:

Status should feel automatic, not manually managed.

B. Communication (Per-Load Thread)

Each booked load must have:

- A **dedicated communication thread**

- Broker ↔ Carrier messages

- System notifications

- AI alerts

No email, no WhatsApp.
 Everything is logged, auditable, and tied to the load.

C. GPS & Tracking

After booking and driver assignment:

- GPS tracking activates

- Broker/Shipper sees:

    - Live location (if enabled)

    - ETA

- Delay alerts

- Carrier sees:

    - Route progress

    - Stop events

    - Exceptions

Tracking feeds:

- Status

- Alerts

- AI intelligence

D. Intelligence Continues After Booking

AI does **not stop at booking**.

Broker/Shipper Intelligence

- ETA confidence

- Delay risk

- Carrier performance insights

Carrier Intelligence

- Route optimization

- Fuel efficiency

- Compliance reminders

Senior principle:

The most valuable intelligence happens after booking.

E. Documents & Paperwork (After Delivery)

Required documents:

- POD

- Rate Confirmation

- BOL

- Invoice (phase-aware)

Rules:

- Uploaded by carrier

- Stored in **Document Vault**

- Linked to the load

- Visible to both parties

Uploading POD should trigger:

- "Delivered" status

- Finance readiness

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8. Finance & Load Closure (Hooks Required)

After delivery:

- Carrier submits invoice

- Broker reviews

- Load moves to **Closed**

Full automation can be phased, but:

- Status hooks

- Document links

- Dashboard visibility
  must exist now.

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9. AI Layer (Role-Based Intelligence)

AI output must differ by role.

Broker AI

- Best carriers

- Rate guidance

- Risk alerts

Carrier AI

- Best loads

- Lane profitability

- Service provider suggestions

Driver AI

- Work opportunities

- Compliance reminders

- Legal/medical help

Provider AI

- Target customers

- Regional demand

Senior rule:

If two roles see the same AI recommendations, the system is wrong.

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10. Marketplace Dashboard (Entry Point)

Must show:

- Smart search

- Overview stats

- AI recommendations

- Activity feed

- Promotions

- Saved items

The dashboard should answer:

"What should I do next?"

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11. What We Expect the Team to Demonstrate

During demo or review, the team must show:

1. Broker posts a load

2. Load appears in FreightPower Loads

3. Carrier books the load

4. Load appears in **both dashboards**

5. Status updates are shared

6. Communication is per-load

7. GPS tracking visible

8. Documents uploaded after delivery

9. Load closed successfully

If any step fails, the Marketplace is **not complete**.

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12. Design Expectations (Senior UX Rules)

- Desktop-first

- Clean, calm, non-overwhelming

- One primary action per role

- Clear separation of:

  - Internal loads

  - 3rd-party loads

- Fast actions, minimal clicks

Senior UX principle:

Speed and clarity beat feature count.

13. Engineering Expectations

Frontend

- Role-based UI

- Wizard persistence

- Real-time status updates

- Privacy masking for drivers

Backend

- Load ID generator

- Shared load object

- Marketplace aggregation

- Tracking & event system

- Document vault integration

AI

- Rule-based + ML hybrid

- Explainable outputs

- Confidence indicators

- Focus on **flow, trust, and continuity**

Final Vision Statement

FreightPower AI Marketplace is where freight is posted, booked, tracked, communicated, delivered, and closed — intelligently and in one system.