Truck & Auto Market – Developer Blueprint

Company: Truck & Auto Market Oy  
Location: Helsinki, Finland  
Website: www.truckautomarket.fi  
Email: info@truckautomarket.fi  
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# 1. Executive Summary

Truck & Auto Market Oy is a Finnish-based digital marketplace for commercial and personal vehicles. The platform connects buyers, dealers, and private sellers through a transparent, high-performance, and data-driven system. This document defines the architecture, design, and technical roadmap for developers, designers, and strategic partners.

# 2. Brand Overview

Mission: To make vehicle trading simple, trusted, and efficient by combining modern technology, verified dealers, and AI-powered search.  
  
Vision: To become the leading Northern European marketplace for trucks, cars, and specialty vehicles—recognized for reliability, usability, and innovation.  
  
Core Values:  
- Trust  
- Efficiency  
- Innovation  
- Simplicity

# 3. Platform Architecture

User Roles: Buyer, Dealer, Administrator.  
  
Core Pages:  
1. Homepage – Search hero, categories, featured listings.  
2. Results Page – Sticky filters, sorting, grid/list.  
3. Listing Details – Images, specs, seller info.  
4. Dealer Dashboard – Listings, analytics, billing.  
5. User Dashboard – Saved ads, messages.  
6. Admin Console – Verification, reports.  
  
Technology Stack: React + Next.js frontend, Node.js/NestJS backend, PostgreSQL DB, AWS hosting.

# 4. Design & UX System

Colors: Deep Blue #0A3D62, Silver Gray #B0BEC5, Highlight Yellow #F9A825.  
Typography: Montserrat (headings), Open Sans (body).  
Layout: Responsive grid, clean hierarchy, mobile-first.

# 5. Core Functionalities

Search & Filter: Multi-category with dynamic filters.  
Sorting: Price, Mileage, Year, Relevance.  
Dealer Tools: Inventory management, insights, chat.  
User Features: Save ads, compare, alerts.

# 6. API & Backend Structure

Endpoints: /api/search, /api/listings, /api/dealers, /api/auth.  
Dealer API: Inventory sync and stats.  
Integrations: Payments, Logistics, VIN check.

# 7. Security & Compliance

HTTPS, GDPR compliance, daily backups, RBAC, encrypted storage.

# 8. Development Roadmap

Phase 1 (4 months): MVP.  
Phase 2 (3 months): AI & Multilingual.  
Phase 3 (4 months): Finance & Mobile.  
Phase 4: Optimization.

# 9. Future Enhancements

AI Pricing Assistant, 360° viewer, Dealer Reputation Score, Instant Finance Calculator.

# 10. Legal Integration & Footer

Terms & Conditions, Privacy Policy, and Imprint linked in footer.  
Data hosted within EU (Finland/Germany).  
  
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