**Project Documentation**

**Classified Ads Platform**

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**# 1. Introduction**

This document outlines the plan to create a comprehensive classified ads platform for web and mobile app development. The platform will connect buyers and sellers across various categories while offering a user-friendly and feature-rich interface.

**# 2. Project Overview**

The primary aim of this project is to develop a fully functional classified ads platform that includes both a web front end and mobile app for Android and iOS. The platform will cater to a diverse range of products and services, allowing users to post ads, browse listings, and interact with other users effectively.

**# 3. Objectives**

- Create a user-friendly and modern platform interface to enhance the user experience.

- Enable efficient moderation through the Moderation Panel for platform managing and quality control.

- Implement a hierarchical category structure with assigned attributes to optimize listing details.

- Incorporate a Second-Hand Marketplace with an escrow system to ensure secure transactions.

- Provide advanced keyword searching and filtering tools for precise results.

- Offer user registration, login, and social login, QR code login.

- Ensure modern design compatibility across all devices.

- Establish a revenue model with multiple streams of income through paid ad features, subscription tiers, ad banners, and verification fees.

**# 4. Target Audience**

The platform will target a wide range of users, including individual sellers, small businesses, and buyers seeking various products and services. It will cater to users across different regions and demographics.

**# 5. Platform Features**

### Web Frontend

The web front end will serve as the main interface for users to access and interact with the platform. It will provide a visually appealing and responsive design for seamless browsing on different devices.

### User Profile Panel

Users will have individual profile panels to manage their listings, messages, subscriptions, and payment settings. The profile panel will also allow users to view and update their personal information.

### Moderation Panel

The Moderation Panel will empower administrators and moderators to oversee platform activities, manage user accounts, handle reported content, and ensure compliance with guidelines and policies.

**# 6. Categories and Attributes**

The platform will have a structured category system with hierarchical arrangements. Each category will include relevant attributes that users can select while posting listings. For example, under the "Vehicles" category, subcategories like "Otomobile," "SUV," "Motorcycle," and "Commercial vehicles" will have specific attributes like engine size, fuel type, condition (used or new), and payment method (cash or installment).

**# 7. Second-Hand Marketplace and Escrow System**

### Escrow Process

The Second-Hand Marketplace will enable users to sell used items securely. When a buyer decides to purchase an item, they will deposit the payment into an escrow account through multiple payment methods, including Visa, Mastercard, Fawry Pay, and Vodafone Cash.

### Dispute Resolution

In case of any dispute regarding the item's condition, the platform will provide a dispute resolution mechanism. The buyer can raise a dispute, and the platform will intervene to resolve the issue.

**# 8. Keyword Searching and Filtering**

The platform will incorporate a powerful keyword searching tool to facilitate quick and accurate searches. Advanced filtering options will allow users to refine their search results based on various attributes and sorting preferences.

**# 9. User Authentication and Social Login**

User registration and login will be streamlined to ensure a seamless onboarding experience. Users can sign up using their email or choose social login options for convenience. Additionally, QR code authentication will be available for mobile app users.

**# 10. Modern Design Compatibility**

The platform's design will be contemporary, user-centric, and responsive, ensuring optimal user experiences on various devices, including smartphones, tablets, and desktops.

**# 11. Revenue Model**

The platform's revenue model will encompass multiple streams of income to sustain the platform's growth and development.

### Paid Ad Features

Users can avail of paid ad features such as bold font, ad background color, and home page featured ads to enhance the visibility of their listings.

### Subscription Tier Plans

The platform will offer subscription tier plans with varying features. Users can choose plans based on their requirements, and the moderation panel will have full control over defining plan packages.

### Selling Ads Banners

Advertisements spaces will be available for purchase to advertisers on both the web platform and mobile app.

### Verification Fee

Users can opt to get a verified badge on their profiles for a one-time verification fee.

**# 12. Payment Methods**

The platform will integrate multiple payment gateways, including Visa, Mastercard, Fawry Pay, and Vodafone Cash, to offer users a seamless payment experience.

**# 13. Mobile App Functionality**

### Easy Ad Posting with Camera Integration

The mobile app will enable users to post ads effortlessly by utilizing their device's camera to capture item images or use images from gallery.

### Saved Information before Login

Users who download the app can start the process of adding an ad immediately. However, when they reach the listing stage, they will be prompted to sign up or login. The app will save the information and uploaded content before the login process.

### Map View and Normal View Options

Users can view listings on maps to locate products or switch to a standard view.

### Sorting Attributes

The app will offer sorting options for products based on price or listing date. Additional sorting attributes can be added for enhanced user convenience.

### In-App Messaging

The buyer and seller can communicate with each other on the platform via in-app messaging. Users can also opt to use other contact options like WhatsApp, email, or phone numbers.

**# 14. Future Feature: Hidden Second-Hand Marketplace**

The second-hand marketplace will initially remain hidden until our team is fully capable of managing it effectively. This feature is planned for future implementation.

**# 15. Technical Specifications**

### Technology Stack

The platform will be developed using modern web development technologies and frameworks. The mobile app will be developed for both Android and iOS using native or cross-platform solutions.

### Platform Architecture

The platform will be designed with scalability and performance in mind, ensuring optimal performance even during peak usage.

**# 16. Security and Privacy Measures**

Stringent security measures will be implemented to protect user data and ensure secure transactions. Privacy concerns will be addressed, and data protection policies will be followed.

**\*IF YOU READ THE DOCUMENT, WRITE “269” IN THE START OF THE PROPOSAL\***

**# 17. Conclusion**

In conclusion, the classified ads platform will be a comprehensive and user-friendly solution catering to both web and mobile app users. With a focus on categories, attributes, a powerful search and filtering tool, and an escrow system for secure transactions, the platform aims to create a seamless experience for buyers and sellers alike. The revenue model's multiple streams of income will ensure sustainable growth and ongoing development.

By combining modern design, powerful features, and strict security measures, the platform will create a thriving online marketplace for users to connect and conduct transactions efficiently.

**Thank You!**