

Overall UI/UX Philosophy

- **Minimalist & Modern:** Inspired by platforms like early Facebook and Tinder.
 - **Mobile-First Design:** Prioritize fluid experience on smartphones.
 - **Clarity Over Complexity:** Clean, white-space-rich interfaces with intuitive icons and labels.
 - **Real-Time Feedback:** Instant responses from the AI system during product uploads.
-

Site Structure & Navigation (UX)

Navigation Bar (Fixed Top)

- Left: Logo (clickable to homepage)
- Center (optional on desktop): Search bar (with filters for category, location, price)
- Right:
 - Upload Product
 - Login / Register (or User avatar dropdown)
 - Language Toggle (e.g., EN | DE)

Footer (Global)

- Links: About, Help, Privacy Policy, Terms, Contact
 - Social Media Icons
 - Language selection dropdown
-

Homepage (UI)

Main Layout

- **Left Column** (on desktop):
 - Sponsored Listings (visually marked as "Premium")
- **Center Column:**
 - Chronological Listings (Newest first, clean cards with image, title, price, and location)
 - Infinite Scroll
- **Right Sidebar (Optional):**
 - Search filters (Category, Price slider, Location dropdown)

UI Components

- Card Layout:
 - 1-2 product images
 - Title, Price, Short description
 - “View More” button
 - “Favorite” (heart icon)
-

AI-Powered Product Upload Flow (UX)

Step 1: Upload Image/Video

- Drag-and-drop zone with clear icon
- Live preview after upload

Step 2: AI Processing (Real-time UI feedback)

- Loading animation with AI assistant avatar
- Text like: “Analyzing your product...”
- Progress bar and spinner

Step 3: Auto-Filled Listing Preview

- Title, Description, Price Range, Category auto-filled
- Each field editable with "  Edit" icon
- “Regenerate with AI” button next to each field

Step 4: Confirm & Publish

- Call-to-action (CTA): “  Publish Now” or “  Edit More”
 - Success animation or confetti on publish
-

User Dashboard (UI/UX)

Tabs

1. **My Listings**
 - List or grid view
 - Actions: Edit, Mark as Sold, Delete, Upgrade to Premium
2. **Messages**
 - Chat-style layout with latest conversations
3. **Favorites**
 - View saved listings

4. **Saved Searches**
 - List of previous searches with “Re-run” or “Delete”
 5. **Profile Settings**
 - Update profile, email, phone, language
-

Admin Dashboard

Dashboard Cards

- Total Users, Listings, Approved/Pending Posts
- Graphs: Posts Per Day, Revenue from Premium Listings (Chart.js)

Tabs

- **Pending Listings:** Table with Approve/Reject/Edit buttons
 - **AI Review Panel:** Editable AI-generated content before approval
 - **Users:** Block/Unblock users
 - **Analytics:** Export CSV, filter by date/category
-

Search & Filters

Filters Panel (Right sidebar or modal on mobile)

- Category (Dropdown)
- Price Range (Slider)
- Location (Google Maps autocomplete)
- Additional Filters (based on category e.g., car mileage, phone brand)

Search Bar (Top Center)

- Instant autocomplete
 - Smart suggestions based on trending searches
-

AI Touchpoints in UI

1. AI Description Suggestions

- Shown as light-grey editable fields

- Tooltip with “Generated by AI – Click to edit”

2. Best Photo Selector

- Primary image marked with a star
- Drag-to-reorder gallery

3. ChatGPT-powered Help Assistant

- Floating bubble bottom right
 - Chat interface for helping with product posting, price questions, etc.
-

Premium Listing Flow

CTA Buttons on Listings

- “ Promote” button opens a modal:
 - Choose duration (7, 14, 30 days)
 - Price summary
 - Payment via Stripe/PayPal (Elements SDK)

Premium Listings Display

- Highlighted with border or background
 - “Sponsored” badge
 - Appear first on homepage and in search
-

Mobile UI (Important Considerations)

- Hamburger menu for nav
 - Bottom sticky bar for Upload, Home, Favorites, Chat
 - Vertical cards, swipe left/right to interact
 - Use browser geolocation for faster location-based search
-

Style Guide (UI)

- Colors:
 - Primary: #1A73E8 (blue)

- Accent: #34A853 (green)
 - Neutral: #F5F5F5 background, #333 text
 - **Typography:** Sans-serif, clean, e.g., "Inter" or "Roboto"
 - **Icons:** Material Design Icons or FontAwesome
-

MVP Test Cases (for UX Testing)**

- Upload test with blurry image: does AI prompt for better one?
- Try listing flow on a slow internet connection.
- Accessibility test: keyboard navigation, screen reader labels.
- Test auto-saved drafts during listing creation.
- Stress test the search with filters on mobile.