Product Fact Sheet

Classified Website

Product Overview

A classified website facilitates the buying, selling, or trading of goods and services. Users post listings, often categorized by region or topic, to connect with potential buyers or sellers.

PRODUCT FEATURES

Feature	Description	
User Registration and Profiles	Allow users to create accounts, manage their listings, and access personalized features.	
Listing Management	Enable users to post, edit, and delete listings, including details such as title, description, price, location, and images.	
Categories and Subcategories	Features for enrolling students, managing user profiles, tracking progress, and monitoring engagement and performance.	
Search and Filters	Implement robust search functionality with filters based on keywords, location, category, price range, etc., for efficient discovery of relevant listings.	
Messaging System	Facilitate communication between buyers and sellers through an integrated messaging or chat system to discuss listings and negotiate terms.	
Geolocation and Maps	Integrate maps and geolocation features to display listings based on proximity to the user's location, enhancing local search capabilities.	

Softech Solution

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User Reviews and Ratings	Allow users to leave feedback and ratings for sellers based on their experiences, fostering trust and transparency within the community.	
Security and Privacy	Implement measures such as secure user authentication, data encryption, and privacy settings to protect users' personal information and transactions.	
Responsive Design	Ensure the website is mobile-friendly and optimized for various devices and screen sizes to provide a seamless user experience.	
Payment Integration	Offer secure payment options for transactions conducted through the platform, such as credit/debit cards, PayPal, or other payment gateways.	
Ad Management	Provide tools for administrators to manage advertisements, including sponsored listings, banner ads, and promotions, to generate revenue.	
Reporting and Moderation	Enable users to report suspicious or inappropriate listings, and implement moderation tools to review and take action against violators of site policies.	

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Social Media Integration	Allow users to share listings on social media platforms to increase visibility and reach a wider audience.	
Analytics and Insights	Provide administrators with analytics tools to track website traffic, user behavior, and performance metrics, allowing for data-driven decision-making and optimization.	
Customization and Branding	Offer customization options for branding, themes, and layouts to create a unique identity and enhance user engagement.	BRAND