

Cross-country vehicle marketplace

ABOUT PROJECT

The presented platform is the first vehicle marketplace in Africa, offering a platform for a large number of users to sell and buy transport facilities online. It connects buyers, private sellers and dealers of new and second-hand cars, motorbikes, and trucks.

When the client contacted us, they wanted to create a powerful and convenient online marketplace for selling and buying vehicles online. The marketplace was supposed to provide a simple, fast and free solution for interaction between a customer and a vendor.

SOLUTION

Multi-domain trading platform with this multi-domain platform you can publish and manage all the websites for any chosen country. Now our team can release a new website in a few hours that significantly cut developers' time.

Each website can support multiple languages and currencies. Besides, each of them has specific settings such as logo, colors, and others.

Easy-to-use web-presence

As the platform offers a broader choice of vehicles, our application was aimed to reflect all the options easily accessible.

Homepage

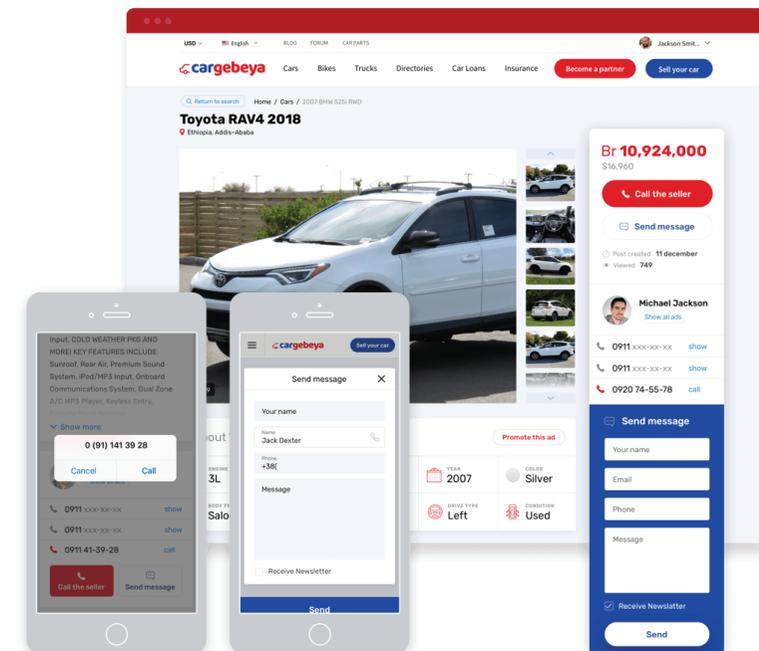
If prospective buyers haven't decided yet what they're looking for, the homepage provides them a faster way to choose. It reflects all the available vehicles with key details on them.

Advanced search filters

This integrated feature enables buyers to quickly choose all the options that meet their requirements. Selecting cars, trucks, and bikes, they can specify what they need, including price, make, model, city, and condition.

INDUSTRY

- E-commerce
- Marketplace



SOLUTION

Ad Listing

When creating the marketplace platform, we mostly relied on mobile experience. Therefore, behavior, functionality and appearance of ad listing is fully in line with mobile UI.

Contact with a buyer

We integrated a responsive Contact feature so that a buyer could pick a chosen vehicle and get in touch with a vendor right away. As the application is more mobile, it supports Call option for immediate contact.

Admin part

As the marketplace offers a wide variety of vehicles, all the data should be handled properly. We integrated Active Admin with a large number of features to easily manage all the options.

Enhanced performance

Focusing on the high capacity of the website on mobile devices, we tuned up servers, applied advanced caching strategy and optimized JS / CSS code

TECHNOLOGY

- Ruby on Rails
- PostgreSQL
- ActiveAdmin
- Redis
- Sidekiq
- JQuery
- RSpec

INTEGRATIONS

- AWS
- Paypal
- Direct Pay
- Send Grid
- Sentry
- Skylight

MANGOSOFT Team

- Ruby Developer
- JavaScript Developer
- DB developer
- DevOps
- Project Manager
- Business Analytic

OUTCOME



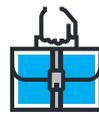
6+ months

Project Duration



6 people

Project Team



Customer Satisfaction
Rate +150%



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