

User Guide



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Problem Statement

Online buyers and suppliers often struggle to coordinate requests, supplier discovery, and category-specific listings in one consistent workflow. Based on the live Frai website experience, common challenges include:

Fragmented sourcing and discovery

Users typically move between multiple channels to find products, vehicles, property, services, talent, and jobs, causing discovery friction.

Weak request-to-supplier continuity

Without a clear centralized request flow, buyers can find it difficult to submit, track, and follow up with suppliers.

Inconsistent category navigation

Cross-category marketplaces require fast switching between listing types while keeping location and intent context.

Visibility and promotion gaps

Suppliers need easy ways to advertise offerings and reach buyers, especially for time-sensitive promotions and clearance entries.

Account-gated transactional workflows

Core actions often require authentication, which can interrupt browsing-to-action conversion if onboarding is unclear.

Frai addresses these needs through a multi-category marketplace interface focused on requests, adverts, supplier communication, and region-aware browsing.

Solution Offered

Frai appears as a marketplace platform that combines listings, request workflows, and supplier interaction in one web experience.

Multi-category discovery surface

The main navigation and category blocks expose six major areas:

- Products
- Vehicles
- Property
- Services
- Talent
- Jobs

Request-centric interaction model

The platform highlights request-based actions through visible routes and labels such as:

- Requests
- Request Items
- Received Requests
- Sent Requests
- My Req

Advertiser and seller support pathways

Public-facing controls include:

- Advertise
- Advertise Now
- My Adv
- My Suppliers
- My Customers

Location and country-aware browsing

A country selector and location-tagged listing cards suggest support for geographically contextual demand and supply discovery.

Real-time assistance entry point

Persistent chat entry is visible through a Chat with Suppliers button.

Platform Scope and Modules

Based on live route behavior and visible UI elements, Frai includes the following product modules:

Home discovery module

Homepage sections aggregate mixed listing cards and category shortcuts with carousel-style navigation.

Category navigation module

Top-level category switching is available for Products, Vehicles, Property, Services, Talent, and Jobs.

Requests module

Request-focused tabs and links indicate workflows for creating, tracking, and reviewing buyer-supplier requests.

Promotions and advert module

Homepage highlights include sections like Promotions and Vintage Adverts, plus advertise entry points.

Auth module

Login is available at the email-based route and appears to gate deeper transactional flows.

Support, legal, and social module

Footer and header elements include social icons, Privacy Policy, Terms of use, Contact Us, and supplier chat entry.

Technology Stack (Observed and Inferred)

Because source code is not available for this project, the following is inferred from runtime behavior only.

Frontend

- Multi-section web app UI with carousel components and tabbed listing sections
- Country selector and category switch components
- Auth-focused entry pages for login

Backend and platform services (inferred)

- Listing and request management services
- User account/session management for gated flows
- Supplier and customer relation management surfaces
- Promotion and advert publishing support

Data model patterns (inferred)

- Multi-category listing schema (products, vehicles, property, services, talent, jobs)
- Geographic metadata for listings (city/country tags)
- Request lifecycle states (sent/received/request item references)

Use Cases

Buyer requirement posting

Users can post requests and seek supplier responses for category-specific needs.

Supplier lead discovery

Suppliers can browse requests and identify relevant demand based on category and location context.

Multi-vertical listing exploration

Consumers can discover items across marketplace verticals from one interface.

Promotion-driven selling

Sellers can surface high-priority entries through advert and promotion-oriented sections.

Region-specific sourcing

Country-level browsing can help users localize supply and demand discovery.

About this case study

This case study is based on direct live-site exploration of Frai and route-level inspection of publicly accessible pages.

Method used:

- Reviewed the homepage and visible navigation architecture.
- Captured request, advertise, legal, and support signals from UI text and routes.
- Checked login flow behavior on public and action-oriented routes.
- Documented only observed behavior and clearly labeled inferred parts where code-level confirmation was not possible.

Note: No codebase was available for this project during analysis.

Detailed Website Walkthrough

1. Homepage and top navigation

The home route exposes a marketplace-oriented shell with search, category quick access, country filtering, and login/signup actions.

2. Category exploration block

Users can switch between six major marketplace classes: Products, Vehicles, Property, Services, Talent, and Jobs.

3. Request and advert action surfaces

Request and advertise controls are visible in the main navigation and content areas, indicating a dual-mode model: discover listings and post/manage opportunities.

4. Listing-rich content sections

The homepage includes multiple card rails and sections such as Requests, Promotions, Vintage Adverts, and customized views.

5. Customized View tabs

A visible Customized View area supports tab switching between Adverts and Requests, suggesting personalized or segmented content display.

6. Authentication gate behavior

Accessing transactional routes such as request-item redirects to the login flow, reinforcing account-first participation for deeper actions.

7. Footer trust and support elements

Footer elements include Privacy Policy, Terms of use, Contact Us, social links, and Chat with Suppliers.

Key Product Flows

Flow A: Category-led discovery

1. User opens Frai homepage.
2. User selects a category (for example Products or Services).
3. User reviews listing cards and navigates through section sliders.
4. User opens See More entries for deeper detail.

Flow B: Request participation

1. User enters request-oriented paths (Request Items, Received Requests, Sent Requests).
2. If unauthenticated, user is routed to login.
3. User signs in and returns to request workflow.

4. User tracks request interactions with suppliers.

Flow C: Supplier promotion path

1. Supplier uses Advertise or Advertise Now entry.
2. Supplier publishes or promotes listing content.
3. Listings appear in advert/promotion surfaces.
4. Buyers engage through request or chat pathways.

Flow D: Region and support continuity

1. User selects country context.
2. User browses location-tagged opportunities.
3. User uses chat/support entry for supplier communication.
4. User returns to legal/support links as needed.

Challenges Observed

No codebase visibility

Without repository access, architecture certainty is limited to UI/runtime observations and cannot validate internal implementation.

Content quality variance

Public listing samples include mixed naming quality and test-like entries, which can affect trust and browse efficiency.

Auth-friction on action routes

Important action pages may redirect to login, which is expected but can increase drop-off for first-time users if signup flow is not explicit.

Link destination gaps

Some legal/support/social links appear to point to placeholder routes from the observed session, reducing trust clarity.

Dynamic section complexity

Multiple carousel and tab regions create rich discovery options but can increase cognitive load without strong personalization defaults.

Staging and live links

- Live website: <https://frai.itechnolabs.tech/>
- Login page: <https://frai.itechnolabs.tech/login-email>
- Request item route observed: <https://frai.itechnolabs.tech/request-item>

Screenshot Inventory

No screenshots were provided or included for this case study.

Conclusion

Frai is positioned as a multi-category marketplace focused on connecting buyers and suppliers through listings, requests, promotions, and chat-assisted interaction. The live product experience emphasizes category breadth, location context, and request workflows, with authentication-gated depth for transactional use. As a marketplace model, continued gains are likely to come from stronger onboarding clarity, consistent listing quality, and tighter link/compliance surface reliability.