

Case Study:

ONLINE SHIP-TRUCK BIDDING

PLATFORM – EXPERTLOAD

An online platform where shippers and
transport companies connect to bid for
shipments efficiently.



Introduction



- Expertload is a modern online platform that connects shippers (who need to transport goods) and carriers (who provide transport services.)
- It allows shippers to post shipment details and transporters to bid competitively for the same.
- This system brings transparency, automation, and efficiency to the freight process, replacing outdated manual methods.
- It helps users save time and cost while ensuring fair business opportunities for transporters.



Project Objective

- To develop a centralized web platform for freight management.
- To simplify logistics through automation and real-time updates.
- To connect shippers and carriers for easy, fair, and transparent business.
- To reduce manual errors and communication delays.
- To offer a clean, user-friendly solutions for shipment posting and bidding.



System Overview

The system includes five main modules that interact seamlessly:

- Shipper Portal – Post shipment, review bids, and confirm bookings.
- Carrier Portal – View shipment listings and place bids.
- Admin Panel – Manage users, listings, and memberships.
- Email Notification System – Auto-alerts for new shipments and updates.
- Subscription System – Handles paid memberships and renewals.

Together, these modules create a full digital Logistics ecosystem.



Key Features



- Shippers can post shipment queries with full details.
- Carriers can bid by quoting rates and delivery timelines.
- Auto email alerts send to nearby carriers.
- Shippers can select the most suitable offer.
- Listing automatically update after booking.
- Membership system for users (shipper/carrier).



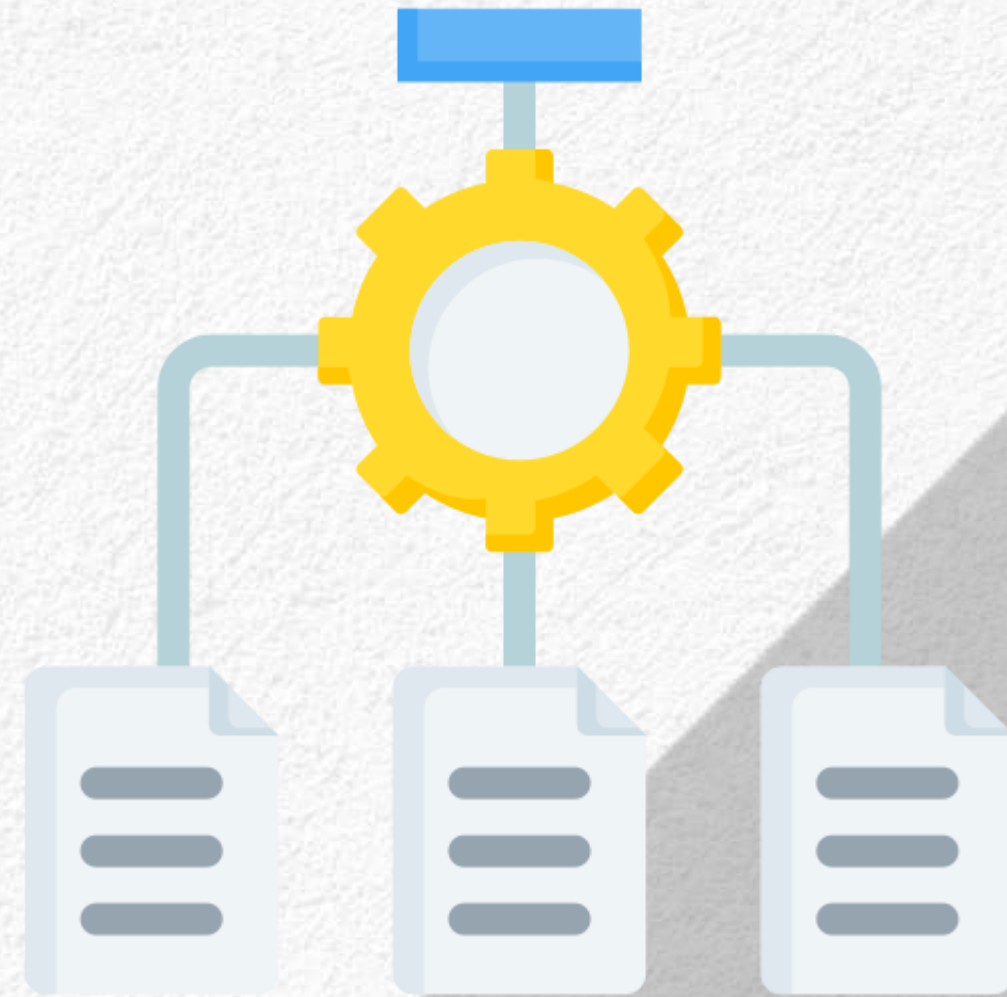
Functional Modules

1. Shipper Module – Post, view, and book shipments.
2. Carrier Module – View shipments and place bids.
3. Admin Module – Manage all users and listings.
4. Notification Module – Send emails and alerts for bids.
5. Subscription Module – Manage paid memberships and renewals.



Workflow / How It Works

1. Shipper posts shipment details (origin, destination, weight, etc.).
2. System automatically sends alerts to relevant carriers.
3. Carriers review listing and submit their bids.
4. Shipper compares offers and selects the best option.
5. Shipment is booked, and the listing is removed from the dashboard.
6. Admin oversees all activity for transparency and performance.



Use Case Overview

- **Main Entities:**
 - Shipper – Post shipments, review offers, and book transport.
 - Carrier – Bid on available shipments and manage bookings.
 - Admin – Manage system operations and subscriptions.
- **Interactions:**
Post -> Bid -> Select -> Book



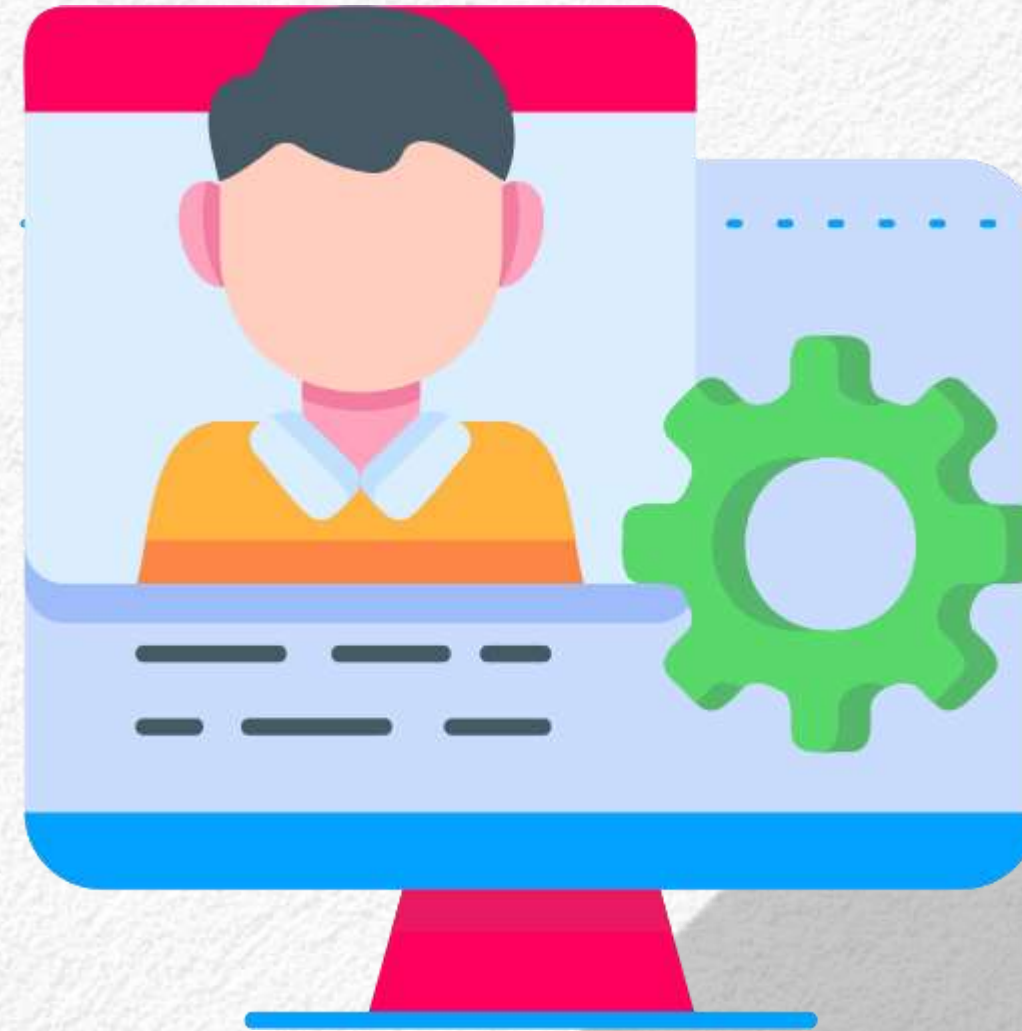
Technology Stack

- Frontend: HTML, CSS, Bootstrap
- Backend: Laravel(PHP Framework)
- Database: MySQL
- Email Service: SMTP / Mailgun API



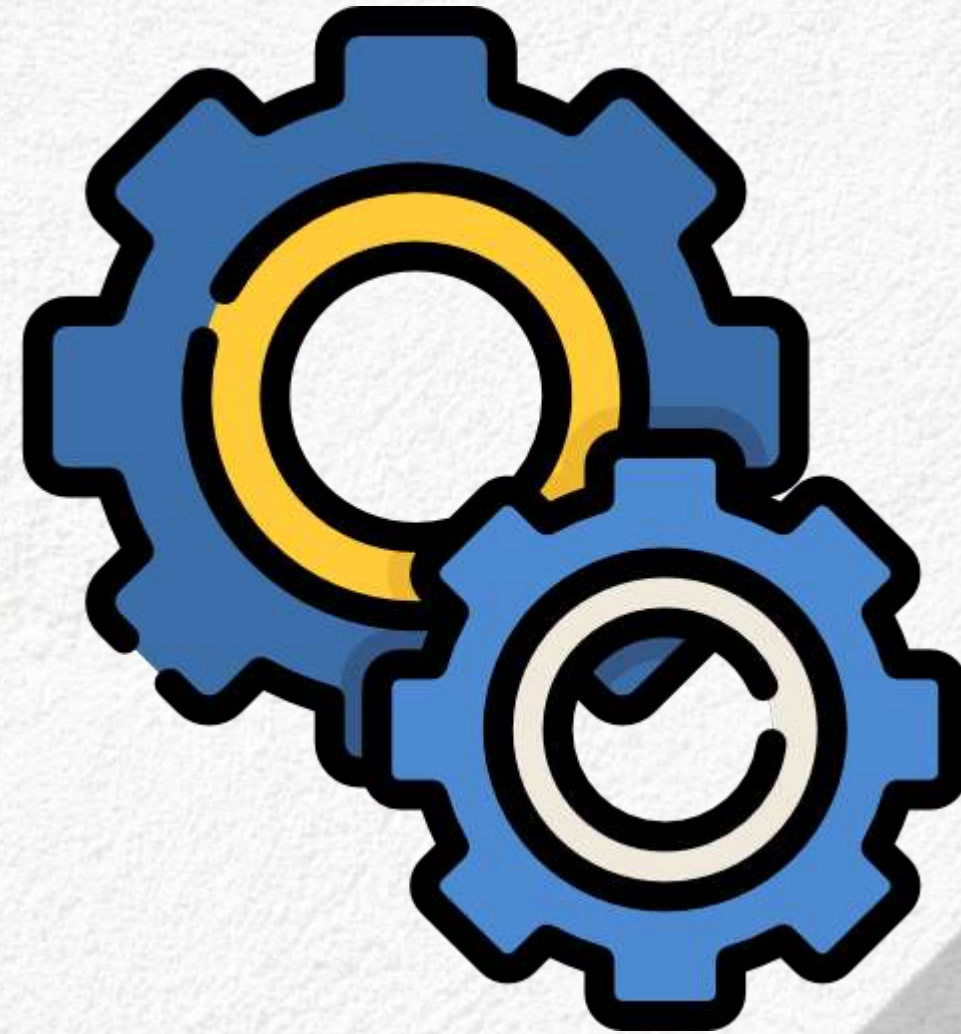
Admin Features

- Manage all registered shippers and carriers.
- Approve or deactivate user accounts.
- Oversee shipment listings and bids.
- Manage membership plans and payments.
- Generate reports and monitor site activity.



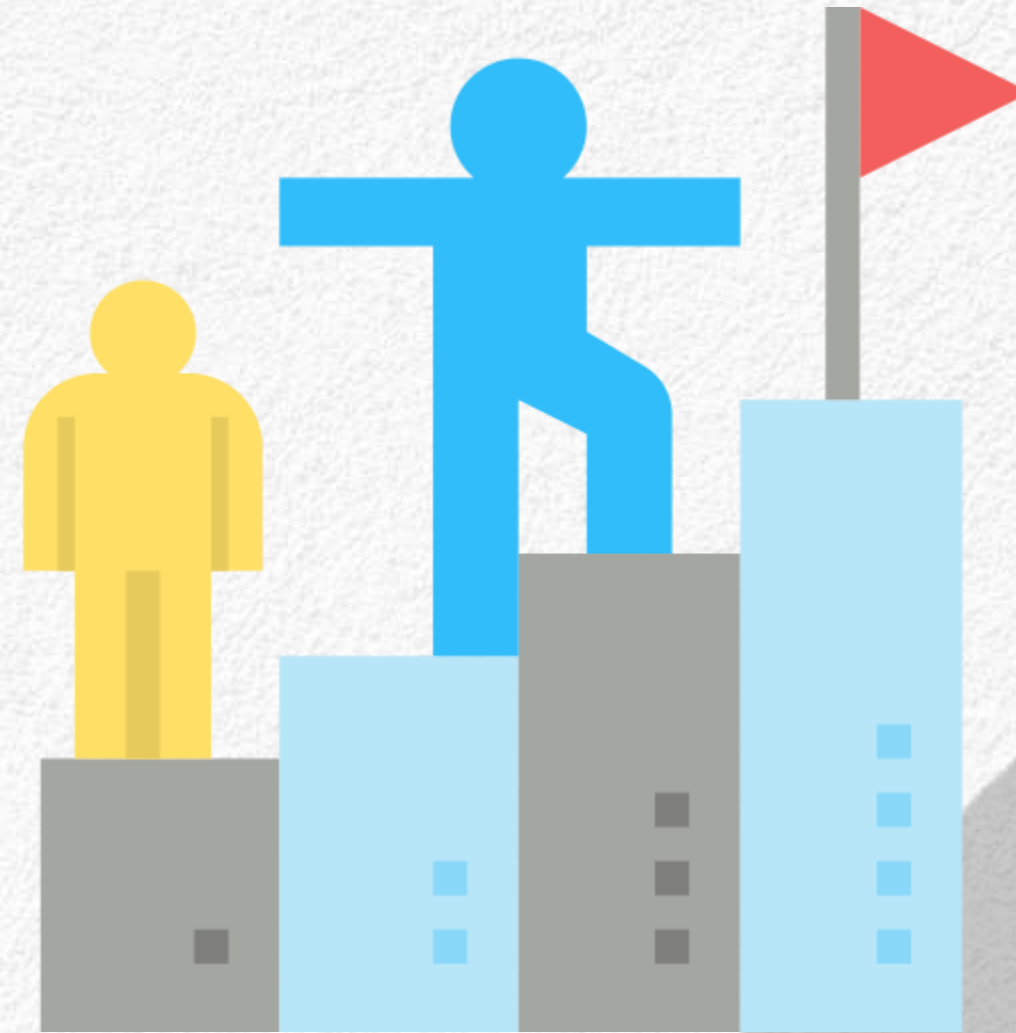
Unique Functionalities

- Auto email notifications for nearby carriers.
- Bidding validity time for offers.
- Star rating system for carriers (future add-on).
- Google Maps integration for route distance display.
- Monthly subscription-based business model.



Advantages

- Saves time and reduces manual work for shippers.
- Transparent bidding process with fair competition.
- Provides shippers with better rate options.
- Simplifies logistics operations for transporters.
- Clean and user-friendly interface for all users.



Future Enhancement

- Add rating and review system for carriers.
- Integrate real-time GPS shipment tracking.
- Implement online payments for booking.
- Develop Android and IOS mobile apps.
- Introduce AI-based price suggestion feature.



Conclusion

- Expertload is a powerful, user-friendly, and automated freight management system.
- It connects shippers and carriers efficiently through a transparent bidding process.
- The platform reduces manual efforts, enhances productivity, and brings digital transformation to logistics.
- Built with Laravel and MySQL, it ensures reliability, scalability, and smooth performance.



THANK YOU

