

Classified User Help

User Interface Features

Frugal Freight LLC CLASSIFIED has a large number of powerful features and abilities available to the user. This section will describe some of the processes that the user will encounter in their experience with the site.

6.1 Posting an Ad

One of the primary functions that a user will perform while using Frugal Freight LLC CLASSIFIED is posting an ad.

This is the key process around which much of the site revolves. By describing the process and some of the various obstacles a user may encounter, this section will hopefully help you better understand the process of posting an ad.

When users first come to the site, they will need to register if they plan on posting any ads.

Once they have registered and logged in, they will be able to post ads.

By selecting the Place

an Ad link on the front page of the site, the user will be taken to the first page of the Posting

an Ad process. This page has two parts to it: Confirmation of the Username and the

Classified Ad Options section

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6.1.1 Confirmation of the Username

This part of the Post an Ad process is intended mostly for low-level verification. This section

of the first page in this process displays the username to clearly indicate who the user is

logged in as and whom will be posting the ad. If the username is not correct, the user needs

to log out and begin the Posting an Ad process again.

6.1.2 Ad Options

This section of the first page contains a list of the ad types that a user may choose from when

placing their ads. A detailed explanation of

each of these types is provided next to their choice in this section.

6.1.3 Contact Information

After the user verifies their identity and selects an ad type, they will be taken to the page that

contains the majority of the options related to posting an ad. The first boxed section is the

"Your Contact Information" section. This part of the page prompts the user for their contact

information to be displayed with the ad they are posting. This information can be different

from the information in their registration. If the user wants to place an ad for an item that is in a different location than their registration information this can be done here.

The Search page contains a method for searching the system using the Region field as criteria.

6.1.4 Classified Details

The "Classified Details" boxed section contains the more pertinent information regarding that ad being placed. Certain fields in this section are required. This means that fields designated with a star, must be completed in order for the process to continue. If these fields are not completed, the system will display error messages with the required fields not completed.

Tip: Depending on the ad type selected by the user, certain fields may not be displayed even if they are enabled.

Category

The category field is another important field because it determines where the ad will be located within the system. By default, the system will provide the user with a drop down list, which will trigger a pop-up box that contains the hierarchy of the categories enabled on the system.

The pop-up box will allow the user to navigate through the category hierarchy. To display the list of subcategories beneath a specific category, the user simply clicks on the name of that category. Once the user has found the category in which he or she wants to have their ad listed, the user can simply select the button to the left of the full category path listed at the top of the pop-up box.

Item Title

The Item Title is one of the more IMPORTANT fields in this section because it determines how other users on the site identify the ad. This field is also searchable for words that you include in the item title box. I.e You could write the word bulldozer in the Item Title section when placing your ad.

A viewer interested in bulldozers can then do an Advanced Search TITLE the word bulldozer, and all the ads with bulldozer in their Item Title will appear.

Number of Days

This field simply is the number of days the ad will be displayed on the system. The user must

enter an integer number of days between 0 and the maximum number of days on the system configured. (Presently 30 days)

6.1.5 Classified Description and Images

This section of the Post an Ad page displays two fields depending on configuration settings for uploaded images. The Description field, and Image URL box will be displayed.

Description

The Description field will contain the bulk of the information displayed with the user's ad. Anything they enter in this field will be displayed in the description section of the Item View in the main Frugal Freight LLC CLASSIFIED user interface. This field can contain any text including HTML formatting tags. This section is huge. You can enter a lot of information here.

Image URL

This field allows the user to enter a link to an image hosted somewhere on the Internet to include with their ad. This field is a good alternative when the Image Upload feature is not available.

Tip: This field will only be available when the system is not configured to upload images to the site using an upload component. For more information on image uploading see the section entitled Upload.

6.1.6 Shipping and Payment Options

The Shipping and Payment Options section allows users to select options to display to the user for shipping and payment for the item they are advertising in Frugal Freight LLC CLASSIFIED. You can also be very wordy or specific regarding these options in the above Description field too.

6.1.7 Optional Classified Ad Properties

Frugal Freight LLC CLASSIFIED provides a few additional options to the user to allow their ad to stand out amongst the other ads on the system. Each of these options has an optional charge. Each of the optional properties is associated with a detailed pop-up help box, which gives a better description of the option.

6.1.8 Upload Image

This section begins the Image Upload process.

When the user comes to the page, he or she will see only two fields. If he or she does not want to upload an image, the user can simply click the "Continue" button without selecting any image in order to move onto the next part of the Post an Ad process. If the user decides that he or she would like to upload an image they will need to select an image from their computer by clicking on the "Browse" button and selecting the image to upload. Once the image is selected, the user has the option to provide a Description with their image. Since most images will be renamed by the upload component, to avoid conflict with other already uploaded images, providing a description with the uploaded image would be helpful to identify the image later. Once all of the appropriate information is filled in, the user will click the "Continue" button to upload the image. The system will process the image; if the system is configured to generate thumbnails, an appropriate thumbnail will be created and displayed alongside the image that was just uploaded. All compatible images will receive thumbnails. Note: The thumbnail generation process will only create thumbnails for JPEG/JPG and PNG files. Due to licensing restrictions components cannot manipulate GIF files. If the preview shows the correct image and the user is satisfied with the uploaded image, he or she will now click "Continue" to return to the beginning of the Image Upload. The first page of the Image Upload process will now look slightly different. There will be a new section at the bottom of the page containing the image just uploaded. At this point, the user can click the delete button if for some reason he or she wants to remove that uploaded image. Once the user clicks the delete button the image will not be retrievable and will be totally deleted from the system. If the user wants to upload that image again, he or she will need to follow the Image Upload process again. The Image Upload process can continue up to the number of maximum images that are allowed to be uploaded with a single ad. (Presently 5).

6.1.9 Ad Preview

After the user has selected all of the options and data they want to display with their ad, the user is now taken to the preview page where they will verify the choices they have made. If any changes or additions need to be made, now is the time to do it. By selecting the "Back" button, the user can return to the beginning of the Post an Ad process and make changes to the data he or she has already entered.

Towards the bottom of the preview page, the user will be given a Total Listing Fees prompt. This prompt will display the total charge for the base fee of the ad and any additional options selected that have a charge configured for them. No discounts will be displayed in this area, only the total charges for the ad.

Click to Delete

When the user is satisfied that the information displayed in the preview page is what they want, they click the "Finish" button and a receipt will be displayed to the screen as well as sent to their email address. At this point the Posting an Ad process is finished and their ad is posted to the system. They can click on the link provided in the receipt to view their ad live on the site.

6.2 Manage Ads

The Manage Ads section of Frugal Freight LLC CLASSIFIED allows a registered user to view the ads that are currently running and those ads that have expired. The Manage Ads section also contains the Bulk Upload Staging area if the user has the proper permissions to Bulk Upload ads.

The Tab bar at the top of this page controls the navigation of the Manage Ads section of Frugal Freight LLC CLASSIFIED. By clicking on any of the tabs a user can select which listing of ads they want to work with.

6.2.1 Open Ads

The Open Ads section of the Manage Ads page displays all of the currently running ads on the site for that particular user. The user has the option to Edit or Close the ads listed in this section.

Edit

By clicking the "Edit" button next to an ad, a user can edit various parts of a running ad. Most fields in the ad are editable from this page. Basically the only fields that are not editable are the number of days that the ad will run and the additional options like Special Icons, Bold, Featured, etc.

A powerful feature contained in the Edit page is the ability to edit the images that were uploaded during the posting of an ad. The user has the ability to add new images to the ad by uploading them, deleting current images and also selecting the default thumbnail to be

associated with the ad.

If a user decides he or she wants to add additional images to their ad, they can do so while

the ad is live on the site. The same charge is applied when uploading images through the edit page or

during the initial posting of an ad. The user will recognize the Image Upload process because it is

very similar to the process used in the Upload Image section of the Posting an Ad process.

The only difference with the edit page, is that the user will be able to select which thumbnail is

displayed with the ad when in list view. Since the Upload Image process generates

thumbnails for all compatible images that are uploaded, the user can select which thumbnail

to display in the listing.

Tip: Only those images for which the Upload Image system was able to create

thumbnails for will have a radio button next to them that can be used for selection as

the default thumbnail. Those images that don't have a radio button were not

compatible types for thumbnail generation and thus have not thumbnail associated with

them.

Close

The "Close" button gives users the option to close open ads prematurely.

The system will

process the ad as if the closing date was changed to the exact time the user clicks the "Close"

button.

6.2.2 Closed Ads

The Selling Closed section displays a list of the ads a user has sold along with some

maintenance functions for deleting and relisting ads.

This section is also dependent on the text box just under the tab bar to determine what ads

are displayed. The ads that are displayed in this section have closed within the past number

of days displayed in that text box under the tab bar. If a user wants to display ads older than

what is displayed, he or she needs to increase the number of days to display closed ads for.

Relist

Users have the option to relist closed ads while in this section. For each closed item there is a

button to the right called "Relist". When the "Relist" button is clicked, the user will be taken to

an edit page where he or she can change some of the ad attributes before relisting the ad.

You have the ability to make many changes to your ad to enhance its message.

Bulk Relist

Users have the option to perform certain operations on a number of ads at one time rather than maintaining each ad separately. There is a check box next to each ad that is used by the buttons at the bottom of the page. One of those buttons is the "Relist Selected" button. When a user clicks this button, Frugal Freight LLC CLASSIFIED will relist all of the ads with the check box next to the listing checked. By clicking on this button, users will be taken to a simple preview page and will not be able to edit any parts of the ads they are relisting. If the user wants to edit parts of the ads before relisting them, he or she will need to follow the process for relisting a single ad.

Delete Ads

Users have the option to delete their own ads. The listing of closed ads can become cluttered after awhile and some users may find the need to clear out old ads. By placing a check in the box next to the ads they want to delete and clicking the "Delete Selected" button at the bottom of the ad list, users can delete multiple ads at one time. Tip: Two additional buttons available at the bottom of the ad listings in this section of the Manage Ads page are the "Select All" and "Clear Selected" buttons. These buttons provide an easy way for users to check all of the check boxes or remove the checks from those ads selected. These buttons have no more functionality than what happens to the checkboxes next to each ad.

6.2.3 Bulk Upload Staging

This section of the Manage Ads section is covered in the Bulk Upload Staging section of the Bulk Upload Process in this document.

6.3 Bulk Upload Process

Frugal Freight LLC CLASSIFIED provides a way for advanced users to post a large number of ads at a single time. We call this new feature the Bulk Upload Process. The Bulk Upload process, in its simplest description, allows users to create a file offline that contains any number of ads in it. This file is then uploaded to the site through a special section in the Manage Ads section and Frugal Freight LLC CLASSIFIED reads the information contained in the file and submits them to the system.

Once the ads are processed they are held in a staging area where they await the user's approval for submission to the live classifieds site. The Bulk Upload Process has only a few different screens, but the process itself can be very powerful for those users who have a large number of items they wish to submit to the site. The following sections describe the different aspects of the Bulk Upload Process that are important to most users.

6.3.1 User Permissions

Before any user can utilize the Bulk Upload functionality built into Frugal Freight LLC CLASSIFIED they need to have been given the proper permissions. Simply put, users must have the BULKUPLOAD capability assigned to their user account in order to use this functionality. Once a user has the appropriate permissions on the site, when they visit the Manage Ads page of the site, after being logged in, they will see an additional tab titled "Bulk Upload Staging". This is the gateway to the Bulk Upload functionality of Frugal Freight LLC CLASSIFIED. Presently, all users have permission to use the Bulk Upload feature, but permission may be restricted individually should a user cause a situation contrary to the USER AGREEMENT

6.3.2 Bulk Upload Staging

The Bulk Upload Staging area displays ads that are ready to be submitted to the live classifieds area but which are still awaiting approval. Any ads listed in this section will not be displayed in the ad listings on the main site until they are approved. Users have the ability to approve, edit, and delete ads that have derived from files they have already uploaded through the Bulk Uploader. Below the tab bar users will see a small button called "Upload". This button takes the user into the front end of the Bulk Upload Process.

6.3.3 Bulk Upload User Interface

Once users click the "Upload" button, they will see a page that describes the Bulk Upload Process in more detail. There are several items on this page that are important to the user.

Sample CSV File

The Bulk Upload system receives all information through a CSV or Comma Separated Value file. This type of file is a plain text file that contains information similar to that of Excel,

but rather than columns and rows separating the information, commas are used to designate columns and each new line in the text file determines the rows. View the side-by-side comparison of the same data. The first CSV plain text format viewed in Notepad and the second CSV plain text format viewed in Excel in the Bulk Upload description provided when clicking on the Bulk Upload Staging area.

Entrance to Bulk Upload Interface

The plain text view of the CSV file is not exactly user friendly, but Excel provides a facility to save data into the CSV format necessary for the Bulk Upload system. The user simply needs to click on the File->Save As option and select CSV (Comma Delimited) (*.csv) option from the "Save as type:" drop down option box. The Bulk Upload system will only recognize certain fields uploaded through the CSV file. These fields are provided to the user through the "sample CSV file" link in the Bulk Upload user interface page. When a user clicks on this link, he or she will be prompted to download the CSV file template from the site. The Bulk Upload system will dynamically create a template CSV file for the user depending on the features and fields that have selected to display on the site. The Bulk Upload system will even generate sample data to show users what sort of data should go into each of the fields. To learn more about the valid values for each of the fields in the CSV file, refer to the sections below.

Category ID's

Provided within the Bulk Upload system are two pages that provide the user with a list of valid values for certain fields used by the Bulk Upload system. One of these pages contains a list of the category id's a user can use in the CSV file under the cadCatID heading. There is a link in the Bulk Upload description that users can follow to view the list of valid category id's. The category id list displays all of the categories in the order the administrator has configured the system to display them. This list contains the category id that is necessary in the CSV file for the cadCatID field as well as the path for the category. Note: Users can click on the "Print" button display the list of categories in a printer friendly format so they can compile their CSV file offline.

Valid Values for Other Fields

Frugal Freight LLC CLASSIFIED has several other fields that require certain specific values in order to be recognized by the Bulk Upload system. These fields along with their appropriate values are displayed by clicking on the link for "Valid Values for Other Fields". Each list of values corresponds to a field in the Bulk Upload CSV file. Only those fields that are configured to display on the site are included on this list.

6.3.4 Processing the CSV File

Once the user has created his or her CSV file, they are ready to upload the file to the system for processing. By clicking the "Browse" button on the Bulk Upload user interface, the user can search for the file they created on their computer and then click the "Upload" button to submit the CSV file to the Frugal Freight LLC CLASSIFIED. The Bulk Upload system now goes into action processing each of the records in the CSV file. Using the same validation as in the standard Posting an Ad process, the Bulk Upload system determines whether or not the ads in the CSV file have the minimum requirements to be posted to the system. Any of the ads in the CSV file that do not contain the minimum requirements for a valid ad will be skipped and the user will be presented with a list of those failed ads on the Bulk Upload Preview page. The Bulk Upload Preview page is divided into a few sections that contain various pieces of information regarding the ads that were just posted. When the user is satisfied with the results of the Bulk Upload process, he or she will then click the "Finish" button to save the results of the process and generate a receipt for the ads uploaded. The user will receive an itemized breakdown of the ads processed as well as any accumulated charges. The administrator will also receive a notification of the Bulk Upload session that took place and a brief description of the outcome.

Bulk Upload Statistics

The Bulk Upload Statistics section of this page contains information about the successes and failures of the Bulk Upload Process for the CSV file that was uploaded.

Bulk Upload Charges

The Bulk Upload charges section breaks down the charges for the Bulk Upload process into the various items that have a charge. This section will display a total charge for all of the ads successfully

processed with the Bulk Upload system, but no discounts will displayed on this page.

Note: The base charge for each ad processed through the Bulk Upload system can vary depending on the category in which the ad is placed. The fees charged for the different categories are listed in the Valid Values for the cadCatID Field page available through the Bulk Upload user interface. Presently, all categories have the same fees, but this may change as conditions determine.

Errors Encountered During Import

This section may or may not display at the end of the Bulk Upload Process. If all of the ads uploaded to the system through the Bulk Upload system process successfully, this section will not display. If the system encounters any errors, the first few records/ads will be displayed here with a brief description of the field causing the Bulk Upload system to reject the record.

6.4 Auto Relist

Frugal Freight LLC CLASSIFIED contains a feature that assists users in the regular maintenance of their ads. Users have the option to have Frugal Freight LLC CLASSIFIED relist their ad automatically when it expires. This option is available during the Post an Ad process and also through the Bulk Upload process. Presently, the auto relist feature is disabled. The user can manually relist their Ad in Manage Your Ads

6.5 Ad Watch

The Ad Watch feature allows users to have some influence on what items are advertised on the site as well as to receive notification when those types of ads become available. Users can enter items into the Ad Watch area that they would like to see offered on the site using keywords that match with ad titles. Sellers can view the Ad Watches and easily determine demand for different items. When a seller posts an ad on the site that matches with any keywords submitted in an Ad Watch, the user who submitted the Ad Watch will be notified by email that an item has been posted meeting his or her requirements. Only logged in users can submit items to the Ad Watch list. When they select the Ad Watch link they will be taken to a list of their own Ad Watches. This is where users can maintain items they have already submitted to the system for Ad Watch. They can edit an existing Ad Watch item and they can delete existing items

when they are no longer interested. Ad Watches are automatically set to expire after a certain number of days. This feature helps maintain the list of Ad Watches even if the user who posted the watch forgets about it. Users will also only be able to submit up to a set number of Ad Watches.

6.5.1 Adding An Ad Watch

By clicking the "Add" button users can add new Ad Watches to the list. They are presented with several options when adding a new Ad Watch. The text at the top of this page provides information about the process of adding an Ad Watch. Each of the fields available when adding an Ad Watch make the user's notification more specific.

Keywords

The Keywords field is one of the more important fields in the Ad Watch system. This allows the system to match items added to the system and notify the user of ads that match his or her needs. The maximum length for the Keywords field is 255 characters, so being brief and concise with keywords is important. Either the Keywords or the Seller field is required when adding an Ad Watch to the list. The other fields in this section are optional. A user will only receive notification when ads are posted that match ALL of the keywords, which that user has entered.

Seller

This field specifies that the user wishes to only be notified of items posted by the seller listed in this box. If the Keywords field is also filled in, the user will only be notified when this particular user has posted an ad matching the Keywords specified.

Min Price

This field sets the lower bound of the price the user is willing to pay for an item advertised. This field will be used when determining when to notify a user of an ad. This field also gives sellers an idea of how well an item will sell at a particular price.

Max Price

Along with the Min Price field, the Max Price field sets the upper bound of what a user is willing to pay for an ad. This field also helps narrow the notifications a user may receive from the system when ads match their criteria. The seller also gains some knowledge into how to

price their ad if it is related to this Ad Watch.

Category

The Category selection box works the same way as the Posting an Ad process. When used in an Ad Watch, the Category field helps narrow down when a user will receive a notification for a posted ad matching their criteria.

Region

The Region drop-down selection box offers another way for users to make their Ad Watches more specific.

Public

The Public option determines whether or not other users will be able to view the Ad Watch entry. If a user decides to not make their Ad Watch public, they will still receive notifications when ads are posted matching their criteria, but other users will not be able to see their Ad Watch. This can be useful if a user does not want to influence the pricing of an ad a seller found interest in the Ad Watch list. However, a benefit to setting an ad watch to public is that it may encourage other users to post a matching item.

6.6 Memorized Ads

Each user has the option to add open ads to a list of their own personal Memorized Ads. By simply clicking the "Memorize" button that is displayed on the ad detail page of any listing in Frugal Freight LLC CLASSIFIED, the user can post that ad to a list of his or her favorite items. This feature is helpful when a user is looking for details of an ad that they may have previously visited. The listing of Memorized Ads provides some brief information about the ads as well as a link to the details of the item. Users can remove ads from their Memorized Ads list by simply clicking the "Delete" button next to the item they want to remove from their list.

6.7 Advanced Searching

The front page and category browsing pages offer users a small search box at the top of the page. If a user enters any search keywords into this box and clicks "Go" Frugal Freight LLC CLASSIFIED will use those simple criteria to find matching ads. Users also have a more advanced search page available to them. By clicking on the Search

link on the left hand navigation bar, users will be able to narrow their search using different criteria and search text in different fields.

Memorize Button

All of the fields that you see in the Advanced Search page will be evaluated by Frugal Freight LLC CLASSIFIED's search engine to best filter the search results of users.

By entering keywords separated by spaces, users can increase the robustness of their search.

Users have the option to narrow their search by specifying the user who posted the ads returned from the search. The Region drop-down box allows the user to narrow his or her search even further.

6.7.1 Search Delimiters

Keywords separated by spaces are interpreted by Frugal Freight LLC CLASSIFIED as different keywords.

There are two ways that the keywords entered in a search field can be joined together in a search:

AND, OR.

The AND Delimiter

When the "Search for ALL Words (AND)" option is selected in a search all of the keywords separated by spaces will be strung together and Frugal Freight LLC CLASSIFIED will search all of the current ads, unless "Show Closed Items Only" is specified, returning only those ads that match all of the keywords entered for that particular field.

The OR Delimiter

When the "Search for ANY Words (OR)" option is selected all of the keywords in the search fields will be strung together and Frugal Freight LLC CLASSIFIED will search all of the current ads, unless "Show Closed Items Only" is specified, returning those ads that match one or more of the keywords entered for that particular field by the user.