# Webdesign for website TopPrivydelek.cz

We are looking for a web designer who will suggest graphic design and logo for our advertising C2C portal “TopPrivydelek.cz” (the name should be a part of the logo and can be complemented with a graphical element), which will be focused on services. These services will be provided by the users of the portal to each other (cooking, housecleaning, babysitting, tutoring etc.). The other focus of the portal will be advertisements dealing with the sale and purchase of cultivated crops (like from small farmers or other households where they have gardens and grow fruit and vegetables by themselves), animal products (home eggs, honey, meat etc.) and hand-made products (jewelry, shelves, wicker works, knitted socks etc.).

## The content of the website

Here we briefly describe each section of the portal. If you have any questions please ask. We will try to respond as soon as possible.

### Advertisements

Advertising (offers and demand) will constitute the main content of the website. All advertisements will be divided into sixteen categories, and each category should be represented by some graphic element (picture). The number of categories may be increased or reduced in the future.

Categories of the advertisements:

1. Cooking.
   * In this category we want to connect people who cook for themselves regularly with people who don’t cook at home but don’t want to buy food at the restaurants all the time. For the first group of people it’s not difficult to cook some extra portions so they can sell them let’s say to pensioners, students, singles etc. We also believe that later some small restaurants can also use this category while selling their day/lunch offers, so it’s necessary to add next buttons to advertisement section for day/lunch offers of the restaurants: dish photo, name, price and buy button.
2. Housework (cleaning, ironing, mending, ...)
3. Work in the garden (mowing grass, raking leaves, ...)
4. Pet care (dog walking, training, ...)
5. Babysitting
6. Tutoring
7. Elderly care
8. Transportation (people, goods, car sharing, ...)
9. Handyman (minor repairs, assembling furniture, ...)
10. Consulting (legal services, accounting, ...)
11. Art (drawing, video recordings, ...)
12. Body care (manicure, pedicure, massage ...)
13. Farming (apples, pears, tomatoes, onions, ...)
14. Animal products (rabbit, goose, chicken, eggs, honey, ...)
15. Hand-made goods (jewelry, sweaters, baskets, ...)
16. Other (services and goods)

Each category should have its own specific filter for easy search of adverts (subcategory, price, location, rating, and some specific filters suitable for each certain category). Given that the filters are not ready completely and will be formed up in the process of the portal creation, please prepare a universal filter with the following items:

* text field
* drop-down box (select)
* checkbox (checkbox)
* checkbox (radio)
* slider to select prices (type “range” in HTML 5)
* spinner to select the number of available pieces (text field with buttuns for increasing and decreasing)
* date picker
* a dialog to select a location from the map
* + anything else you can think of :)

For each advert there will be the following options that we would like to be represented with the image:

* Edit (only for the author of the advert)
* Update (to place an advert with the same text, but with the actual date; only for the author of the advert)
* Place at the top of the list (instructions how to do that via SMS)
* Hide (advert is not deleted, but not in the list, only for the author of the advert)
* Statistics (data, how many people viewed the ad detail)
* Show Answers (for ad author)
* Delete (only for the author of the advertisement)
* Report (report for inappropriate content)
* Share on social networks (FB, G +)
* Send a link to a friend’s e-mail

### Registration

We don’t want to scare the user during registration with the extensive form, so we’d like to use only basic items and to put the benefits from the registration somewhere on the web-page.

* username
* password
* password again
* e-mail (from which the user will confirm registration)
* e-mail again
* agreement with the general conditions
* agreement to receive news, newsletters, commercials.

After the successful registration the user will be asked to fill the other information in his profile because it will help him in communicating with potential customers:

* name and surname
* address of residence. This data will be very important to filter ads by distance. It would be perfect if users could enter the GPS coordinates (the best option is that the user click on the map and GPS coordinates are identified automatically), but we guess we will have to prepare the option to enter the address (street, city, postal code).
* telephone number (few)
* e-mail (few)
* Skype
* ICQ
* web (few)
* text fields for description of skills / notes
* profile photo
* additional files for biography and various certificates

### User profile

The user profile will display basic information about the user, his advertisements, discussion and evaluation (users will be able to evaluate each other)

### Photo Albums

So that users are able to better present their work we’ll make an option to create a photo album (title, description, photos).

### Private messages

Registered users will be able to send messages to each other. The responses to advertisements will be addressed the same way.

### Search

Although each category will have a detailed filter, we want to keep a classical search box in the header, as some users are used to it.

### Discussion forum

The portal will have a discussion section, which will include several categories:

* Comments on the site
* Pets
* Hobby and garden
* Holiday
* Children
* Households
* ...

### Articles

We want to make an option of placing articles on the portal and offer users to have a blog, where they can describe their services in detail.

## Requirements for the site layout

Originally we didn’t want to describe the site layout, but it might help you. Still we welcome your own ideas and vision.   
  
The header should have logo, search box, login box, space for menu (discussion, articles, users, registration, add advert, ...) and after the user logs in there should be a menu with links for logged users (my profile, my messages, statistics). Somewhere in the header there also should be the breadcrumb navigation (for example home -> Advertisements).

The body of the page should consist of two columns. One of them for the main contents of the inner width of 728 pixels and the second column on the inner width of 300 pixels, which will be used to display the best ads, advertising, box to log in to send a newsletter, etc..   
  
Web should have responsive design - for the beginning we want to hide the right column for certain devices, so there should be a button somewhere in the header.

Regarding the format of the design, we would prefer the PSD file.

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## Required pages

1. Homepage
2. Advertisements – page with a list of categories
3. Advertisements – list of ads within the category (please prepare two kinds of display)
4. Advertising – ad details
5. Advertising – page for adding the ads (including a progress bar for file upload)
6. Registration
7. Users – list of registered users
8. Users – profile
9. Private Messages
10. Photo Album
11. Article
12. Discussion – page with a list of categories
13. Discussion – page with a list of discussion forums within the category
14. Discussion – posts overview in discussion forum
15. Newsletter – template of the e-mail that we’ll send out to users