

Trolleys Digital

Bilingual Multi-Branch Digital Platform & Customer Experience System

Trolleys Digital is a centralized, bilingual (EN/AR) digital platform developed for **Trolleys Supermarket LLC** — a growing multi-branch supermarket chain. Built with Next.js, the platform transforms a standard supermarket website into a complete digital management and customer experience hub. It unifies dynamic content management, an AI-powered blog system, an interactive flipbook catalog for weekly promotions, multi-branch customer surveys with QR-code access, centralized Google Business analytics across all locations, country-level visitor tracking, and comprehensive bilingual SEO — all managed through a single, intuitive admin panel.

◆ SIGNATURE FEATURES



Flipbook Catalog System

Weekly PDF catalogs uploaded by admin are automatically converted into interactive, page-turning flipbooks for customers to browse online. Mobile-responsive, embeddable, with downloadable PDF option and full archive of past promotions.



AI-Powered Blog Automation

Each uploaded weekly catalog automatically generates blog content using AI — product highlights, promotion summaries, and category spotlights are created and published in both English and Arabic without manual writing effort.



Multi-Branch Survey System

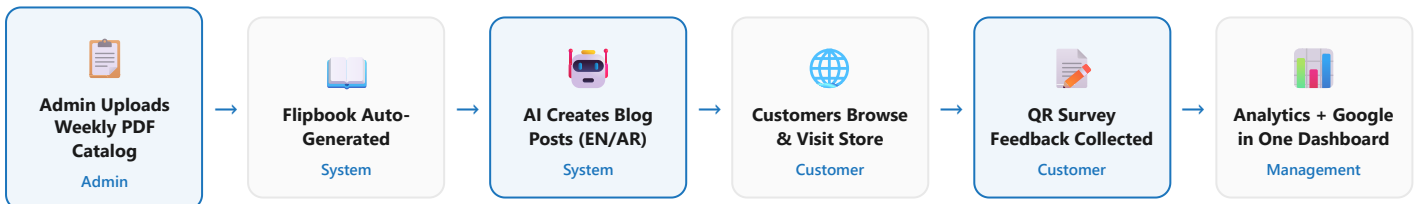
Custom feedback forms per branch with QR-code access at checkout. Results flow into a unified dashboard with branch-level satisfaction scores, visual charts, customer comments, CSV export, and cross-branch performance comparison.



Google Business Command Center

All locations' Google Business Profiles managed from a single panel — aggregated ratings, review volumes, and branch-level sentiment analytics. Monitor and compare online reputation across every supermarket location in one view.

◆ CONTENT & CUSTOMER JOURNEY FLOW



◆ PLATFORM MODULES

Hero Slider

Desktop+mobile slides, CTAs, EN/AR titles, scheduling.

Ticker & Announcements

Scrolling ticker bar, site-wide banners, promotional notices.

AI Blog System

Auto-generated EN/AR articles from catalog content, SEO-ready.

Categories

Product taxonomy, EN/AR names, ordering, active/inactive.

Customer Database

Contact records, survey participation, communication history.

Store Profiles

Descriptions, hours, photos, Google Maps, EN/AR per branch.

Locations

City, emirate, map references, contact details, visibility.

Translations

Centralized EN/AR manager, reusable keys, RTL support.

Visitor Analytics

Page views, sessions, country-level tracking, traffic sources.

SEO / Meta

Page titles, descriptions, social sharing, canonical, branch SEO.

Platform Settings

Company identity, social links, language defaults, cache control.

System Controls

Cache clearing, maintenance tools, operational status monitoring.

◆ TECHNOLOGY STACK

Next.js

React

TypeScript

SSR

Tailwind CSS

Flipbook.js

AI API

REST API

MySQL/PostgreSQL

Prisma ORM

EN/AR RTL

Chart.js

Google Business API

Google Maps

Visitor Analytics

Vercel

CSV Export

Trolleys Digital transforms weekly supermarket promotions into an automated digital ecosystem — flipbook catalogs, AI-generated bilingual blog content, multi-branch QR surveys, and unified Google Business analytics — all managed from a single Next.js powered admin panel.