
DEVELOPMENT ROADMAP

Live Auction Platform with Facebook Live Bidding

A fully custom auction system for Facebook Live sellers, with automated item queues, real time bidding, seller operator controls and post auction settlement reporting.

PREPARED FOR

Client Project

DELIVERY

20 Days

PLATFORM

Custom WordPress

Project Summary

The platform allows sellers to run automated auctions alongside their Facebook Live streams. The stream is embedded directly on the auction page, sellers queue their items in advance, and the system presents each item on a countdown while the seller retains full manual control over pacing. Buyers bid in real time, and once the stream ends the system produces settlement reports for the seller and every winning buyer.

The entire system is developed as custom code on WordPress. Nothing is assembled from off the shelf themes or page builders, which keeps the platform fast under live load, fully owned by you, and free of licence dependencies or recurring third party fees.

20

DAYS TO
DELIVERY

2

MILESTONE
STAGES

300

CONCURRENT
LIVE BIDDERS

100+

ITEMS PER
STREAM

Scope Principle

Everything described in this roadmap is included in the MVP delivery. Features intended for a later phase, such as automated payment gateways and active sales commission, are prepared in the database and code structure at launch so they can be switched on later without any rebuild.

Foundation, Seller and Admin Systems

STAGE ONE

Platform Core and Control Panels

Duration **12 days** · Days **1 to 12** · Deliverable **Working seller and admin environment**

01 Architecture and Database Structure

Custom database tables for auctions, items, bids, orders and user profiles, indexed for fast reads during live sessions. Bid writes are handled with atomic conditional updates so that two bids arriving in the same instant can never corrupt the price.

02 User Accounts and Role System

Three separate account types with fully segregated access: buyer, seller and super administrator. Custom registration, login and password recovery flows, with seller applications routed to the administrator for approval before any auction can be published.

03 Seller Dashboard

Auction creation, bulk upload of one hundred or more items with photographs, titles, descriptions and starting prices, drag ordering of the item queue, saved bank transfer details displayed on the public seller profile, and order and shipping management after each stream.

04 Super Admin Dashboard

Approval and rejection of new seller accounts, full visibility over every auction, bid history and post auction report generated on the platform, user activity monitoring, and control of core system settings including bid step tiers, timer defaults and language options.

05 Commission Framework

A configurable commission percentage is built into the auction and order tables from day one and set to zero for launch. Activating automated sales commission in a later phase becomes a settings change rather than a system rewrite.

06 Interface Build and Design System

Your existing HTML and CSS direction is carried into a complete responsive interface, tuned for desktop, tablet and mobile, since a large share of live stream buyers will bid from a phone while watching.

07 Dark and Light Mode

A full dual theme system built on design tokens rather than duplicated stylesheets. Dark is the platform default to match the live stream viewing experience, with a one click switch to light mode and the user preference remembered between visits.

08 Multilingual System

Every interface string is served through a translation layer with Polish as the primary language and English included at launch. A language switcher sits in the site header, additional languages can be added without touching code, and the structure supports connection to an automatic translation service for user generated content such as item descriptions.

Live Bidding Engine and Launch

STAGE TWO

Real Time Auction and Settlement

Duration **8 days** · Days **13 to 20** · Deliverable **Live platform on your server**

09 Real Time Bidding Engine

Bids and price changes are pushed instantly to every connected viewer, with no page refresh and no manual reload. The countdown is governed by the server rather than the browser, so every bidder sees the same clock and the same current price regardless of device or connection speed.

10 Automated Item Queue

The system advances through the seller's queued items in order, presenting each one with its own countdown, recording the winner and moving to the next item automatically once the timer expires.

11 Seller Operator Controls

Pause freezes the timer and locks bidding instantly across all viewers when the seller needs to talk or present a product for longer. Resume restores the clock from the exact second it stopped. Next item ends the current lot immediately and pushes the following one, giving the seller complete control over stream pacing.

12 Progressive Bid Steps

The minimum increment scales automatically with the current price across your four defined tiers, from ten zloty at entry level up to two hundred and fifty zloty above five thousand. Tiers are editable per auction from the dashboard.

13 Anti Sniping Protection

A bid placed in the closing seconds extends the timer, so no lot can be won by a last instant bid that other buyers had no opportunity to answer.

14 Facebook Live Integration

The stream is embedded on the auction page directly above the bidding panel, so buyers watch and bid without leaving the site or switching between applications.

15 Post Auction Settlement Reports

When a stream closes the system generates one consolidated report for the seller listing every sold item, winning username and total value, plus an individual summary for each winning buyer showing their won items, the amount due, the seller's bank transfer details and a unique payment reference. Reports are delivered by email and stored in both dashboards.

16 Payment Reconciliation

A paid and unpaid toggle in the seller dashboard allows manual bank transfers to be marked as received, with shipping status tracked from the same screen and buyers notified automatically as their order progresses.

17 Trained AI Assistant

An on site chatbot trained on your platform rules, bidding process, payment procedure and shipping policy, answering buyer and seller questions in Polish and English at any hour. It reduces repetitive support messages during and after live streams, and unrecognised questions are logged for the administrator to review.

18 Deployment, Testing and Handover

Server provisioning and configuration, security hardening, SSL, automated backups, load testing against the three hundred concurrent bidder target, and a walkthrough of the seller and administrator panels on completion.

Day by Day Timeline

DAYS	WORK DELIVERED
1 to 2	Architecture, database schema, environment and repository setup
3 to 4	User roles, registration, authentication, seller onboarding and admin approval
5 to 7	Seller dashboard, bulk item upload, auction creation and queue management
8 to 9	Super admin dashboard, system settings and commission framework
10 to 11	Interface build, responsive layouts, dark and light mode system
12	Multilingual system, Polish and English, internal review
Day 12	Milestone One delivered and ready for your review
13 to 15	Real time bidding engine, server side countdown, automated item queue
16	Seller operator controls, progressive bid steps, anti sniping
17	Facebook Live embed and buyer bidding interface
18	Post auction reports, payment references, reconciliation and notifications
19	AI assistant training and integration
20	Server deployment, load testing, security hardening and handover
Day 20	Milestone Two delivered and platform live

Standard With Every Build

Email Notifications

Outbid alerts, auction won confirmations, payment reminders and shipping updates, all in the user's chosen language.

Mobile First Bidding

The bidding panel is built for one handed phone use, since most viewers will bid while watching the stream on mobile.

Search and Filtering

Structured browsing across live, upcoming and completed auctions with category and price filtering.

Legal Pages

Terms, privacy and auction rules pages prepared in the multilingual structure and editable from the admin panel.

Watchlist and History

Buyers can follow items before a stream begins and review every bid and won lot from their account.

Security Hardening

Protected forms, validated inputs, rate limited bidding and safeguards against automated bid manipulation.

Performance Tuning

Caching and query optimisation so page speed holds steady while hundreds of bidders are connected at once.

Full Ownership

All code, data and design belong to you on completion, with no licence keys and no dependency on any third party service.

Support After Launch

The first three months following delivery are fully covered at no cost, including bug fixes, monitoring, updates and server maintenance. After that period, ongoing support continues on a simple monthly subscription.

Prepared for Phase Two

Automated payment gateways, active sales commission, seller subscription tiers and buyer ratings can all be introduced on top of this foundation without restructuring the platform.