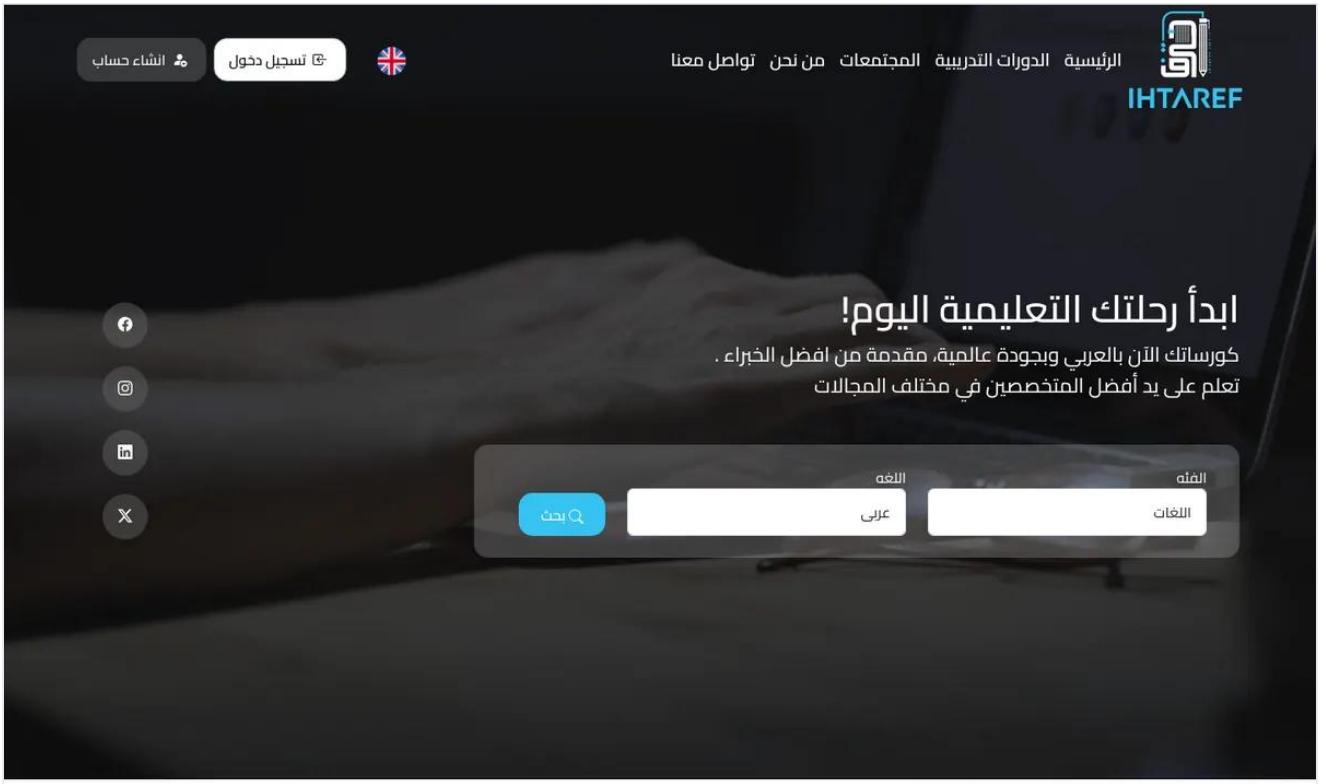
Education & Training

A marketplace where independent trainers sell courses, live sessions and videos

CLIENT	**Ihtaref**
INDUSTRY	**Education & Training**
TECH STACK	**Laravel 9** **PHP 8.1** **Laravel Sanctum** **Spatie Permission** **Spatie Translatable** **Blade** **PayTabs** **Pusher**



01 The Challenge

Independent trainers in Jordan had no single place to publish paid training and reach students. Courses, live workshops and recorded videos were sold through scattered channels, with manual bookings and separate payment arrangements for each.

The startup wanted one platform where a trainer could sign up, list what they teach, get paid online, and where students could find, buy and follow that training in Arabic or English.

02 Our Solution

We built a Laravel marketplace with a public web front end and a custom admin dashboard. Trainers register through their own sign-up flow and get a public profile. Students, teachers and companies each have their own role, and access is controlled with role-based permissions.

Three product types share one purchase flow: structured courses, scheduled live sessions and a recorded-video catalogue. Payments run through PayTabs Jordan in JOD, with transactions and discount support, and sign-in works with Google or Facebook. Pusher powers real-time messaging between users.

- **Courses:** sections, units, lessons and downloadable course files.
- **Assessments:** questions and answers attached to course content.
- **Live sessions:** trainer schedules and appointments booked by students.
- **Discovery:** category filtering, search, trainer profiles, reviews, likes, favourites and comments.
- **Content and promotion:** blog posts and ads managed from the dashboard.
- **Administration:** countries, languages, categories and permissions managed by admins.

03 The Results

- **One marketplace for three formats:** courses, live sessions and recorded videos are sold and purchased through a single flow.
- **Online payment in JOD:** PayTabs Jordan handles purchases, with transactions and discounts recorded.
- **Trainer onboarding:** trainers can sign up, build a profile and publish paid training without manual set-up.
- **Full Arabic/English parity:** content and interface are available in both languages.
- **Role-based control:** students, trainers, teachers, companies and admins each see only what their role allows.

Facing a similar challenge? Talk to our engineering team: info@jo-life.com • +962 79 0888 700 • www.jo-life.com