



UI/UX DESIGN DOCUMENT

Middle Ground Express — Car Rental & Shipping Platform

Version 1.1 · June 26, 2026 · Client-approved mockups · Middle Ground Express

Design System (Logo-Guided)



All mockups follow the **Middle Ground Express** logo: deep navy + leaf green crossing arrows over a package, on white, with silver-gray motion accents. Headings use Montserrat (bold, uppercase); body uses Open Sans. Green is used for primary CTAs and success; navy for structure, headers, and admin chrome.



Navy #16335B



Navy 2
#1E4A82



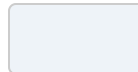
Green
#5EA233



Green Dk
#3E7D1E



Gray #8B939B



Sky #EEF3F8

MONTERRAT — HEADINGS · Open Sans — body copy

Components: green primary buttons, navy secondary, outline tertiary; sky form fields; navy data tables; status chips (green/amber/red); price boxes with green amounts; dashed placeholders represent real photography (vehicles, pallets, pre-inspection).

Customer — Storefront

Home / Storefront

C-01



middlegroundexpress.com



MIDDLEGROUND EXPRESS

Rent a Car

Ship

Track

Account

Get Started

RENT. SHIP. ONE PLATFORM.

CAR RENTALS & INTERNATIONAL SHIPPING · NASSAU & MIAMI / FT. LAUDERDALE

RENT A CAR

SHIP A PACKAGE OR VEHICLE

[Hero image: rental car + cargo container with crossing green/navy arrows] *Brand-aligned hero photography*



Car Rental

Economy & Mini Van · daily rates · book online in minutes



Shipping

Freight, pallets & vehicle shipping · warehouse drop-off · tracking

✓ Pay securely online

📷 Photo pre-inspection

📱 SMS tracking

🌐 International

Middle Ground Express · Serving Nassau & Miami / Ft. Lauderdale

C-01: One storefront, two clear paths (Rent / Ship). Single account, single cart. Hero and service cards mirror the logo's navy + green identity.

Customer — Car Rental

Rental Search & Results

C-02

Location

Miami Airport



Price Range

Any



Pickup Date

07/02/2026



Return Date (1-day min)

07/04/2026



[Economy sedan photo]

Economy

\$50 / day

2 days = \$100

SELECT

[Mini Van photo]

Mini Van

\$65 / day

2 days = \$130

SELECT

[Economy sedan photo]

Economy

\$50 / day

In buffer · 2h

UNAVAILABLE

C-02: Filter by **price range only**. Flat daily rates (Economy \$50, Mini Van \$65), 1-day minimum. A vehicle in its 2-hour cleaning buffer shows as unavailable.

Vehicle Detail & Booking Config

C-03

1. Vehicle

2. Your Info

3. Cart

4. Pay

[Mini Van — gallery photos]

Mini Van

Same pickup & drop-off: Miami Airport



Add WiFi — \$5.99 / day

Pickup

Jul 2, 2026

Return

Jul 4, 2026

Order Total (paid in full at booking)

\$141.98

2 days × \$65 + WiFi 2 × \$5.99 · USD · No deposit

CONTINUE

C-03: Live total = days × daily rate + WiFi add-on. **Full payment upfront, no security deposit.** All prices in USD.

Location-Based Onboarding (Guest OK)

C-04

Nassau

Full Name *

ID Upload *

Choose File No file chosen

Signed Contract *

Choose File No file chosen

Miami / Ft. Lauderdale

Full Name *

ID Upload *

Choose File No file chosen

Signed Contract *

Choose File No file chosen

Flight Info — departure date *

mm/dd/yyyy



Consent: "Your ID is processed for identity verification. Images are stored for 2 months, then deleted." [Privacy Policy](#)

C-04: Guest checkout allowed. Miami/Ft. Lauderdale reveals the **Flight Info** field. ID consent notice shown at upload; manual admin verification (AI OCR assists — see AI-03).

Customer — Shipping

Choose Shipment Type

S-01



Freight / Pallet

International pallet & container shipping under Middle Ground Express

START



Vehicle Shipping

Ship a car in a container · VIN & pre-inspection required

START

S-01: Two shipping paths. Customers drop off at the warehouse (booking-only); no carrier comparison or driver pickup.

Freight Shipment

S-02

Origin Address

Miami Warehouse

Destination Address

Nassau, Bahamas

Weight (lb)

220

Declared Value (USD)

90

Insurance (banded)

\$0–100 → \$5



Estimated Total

\$12.00

Freight \$7 (flat, over 1 lb) + Insurance \$5 · USD

S-02: Manual address entry, weight, declared value, and banded insurance. Freight pricing confirmed: \$1/lb ≤ 1 lb, flat \$7 over 1 lb, \$7 minimum.

Vehicle Shipping

S-03

Make

Toyota

Model

Corolla

Year

2019

VIN * (required)

1HGBH41JXMN109186

Class

Small car



Condition

Drivable



Pre-Inspection Photos (existing damage)

[Front / sides]

[Rear / scratches]

Flat Price

\$1,500

Small car · drivable · USD

Small \$1,500/\$1,700 · Medium \$2,000/\$2,200 (drivable/non-drivable)

 No personal items allowed inside the vehicle. Container service only (not RORO).

S-03: VIN is mandatory; class + condition drive the flat price; pre-inspection photos captured for the record and for AI damage analysis (AI-02).

Warehouse Drop-off Slot

S-04

Select a drop-off window — Miami Warehouse · **booking only, no walk-ins:**

~~Mon 9:00~~

Mon 11:00

Tue 10:00

Tue 14:00

Wed 9:00

~~Wed 13:00~~

Thu 10:00

Fri 15:00

 Email reminder sent **48 hours** before drop-off · [RESCHEDULE IN APP](#)

S-04: Time-slot picker manages warehouse congestion; in-app rescheduling; 48-hour email reminder. No capacity enforcement at launch.

Customer — Cart & Checkout

Combined Cart (Rental + Shipment)

P-01

Item	Details	Total
Car Rental — Mini Van	Jul 2–4 · Miami Airport · +WiFi	\$141.98
Freight Shipment	Miami → Nassau · 220 lb · +Insurance	\$12.00

Vehicle Shipping — Small car

VIN ••109186 · drivable

\$1,500.00

Order Total (USD) **\$1,653.98**

PROCEED TO CHECKOUT

P-01: A single cart holds rental + shipping together (in scope at launch — customers frequently buy both) and is paid in one transaction.

Checkout & Payment

P-02

1. Cart

2. Pay

3. Done

Sign in (optional)

CONTINUE WITH GOOGLE

CONTINUE AS GUEST

Payment Method

Stripe

PayPal

Visa

MasterCard

AMEX

Card Number

4111 1111 1111 1111

Expiry

MM/YY

CVV

123

PAY \$1,653.98

Full amount charged now · no deposit · card data handled by PCI-compliant gateway

P-02: Guest or Google sign-in. Stripe / PayPal / major cards. Full payment upfront (no deposit hold); the payment method is saved so admin can charge later penalties.

Order Confirmation

P-03



Order Confirmed!

Reference

MGX-2026-004871

Rental email sent · shipping SMS tracking enabled · create an account to save your history?

[CREATE ACCOUNT](#)

P-03: Confirmation with unified reference; guest can convert to a registered account.

Account — Order History & Tracking

P-04

Your Orders

Ref	Type	Status
MGX-004871	Rental	Confirmed
MGX-004871	Freight	In Transit
MGX-004870	Vehicle	At Warehouse

Shipment Tracking

- Received at warehouse
- In transit — departed Miami
- Out for delivery
- Delivered

[SHARE TRACKING LINK](#)

P-04: Combined history (rentals + shipments). Milestone tracking with a one-click shareable link; reschedule warehouse slots in-app.

Notifications

Rental Email

N-01

Booking Confirmed — MGX-2026-004871

To: customer@email.com



Middle Ground Express

Your Mini Van rental is confirmed for Jul 2–4 at Miami Airport.

Total paid: **\$141.98**

WiFi add-on included.

Shipping SMS

N-02

Middle Ground Express

MGX: Shipment MGX-004871 is now **In Transit**
(departed Miami). Track: mgx.co/t/004871

MGX: Your shipment is **Out for Delivery**.

Drop-off Reminder (48h before)

N-03

Reminder: Warehouse Drop-off in 48 Hours



Middle Ground Express

Your drop-off is scheduled **Tue 10:00 AM** at the Miami Warehouse. Need to change it?

[Reschedule online](#).

N-01–N-03: Rental confirmations & reminders by **email**; shipping progress by **SMS**; warehouse drop-off reminder by email 48h prior. All templated (standard code, not AI).

Admin Back Office

Admin Login

A-01



MIDDLEGROUND ADMIN

SIGN IN WITH GOOGLE

Email

Password

SIGN IN

Admin role via secure claims · rate-limited login

A-01: Admin access (Google or email/password) with server-verified admin role.

Admin Dashboard

A-02



MGX

Dashboard

Inventory

Bookings

Shipments

Drop-off Slots

Pricing

Customers

AI Copilot

\$420

Revenue Today

3

Cars Out

2

Upcoming Returns

4

AI Items to Approve

Today	Item	Status
10:00	Drop-off · Freight (Nassau)	Scheduled
14:00	Vehicle pre-inspection · Corolla	Pending

A-02: KPI cards (Revenue Today, Cars Out, Upcoming Returns) are standard code. A prominent "AI Items to Approve" count links to the approval queue (AI-01).

Inventory Management

A-03

+ ADD VEHICLE

Vehicle	Category	Daily Rate	Status	
Toyota Corolla	Economy	\$50	Available	Edit
Honda Odyssey	Mini Van	\$65	Out	Edit

Nissan Versa

Economy

\$50

Buffer (2h)

[Edit](#)

A-03: Manage vehicles, photos, daily rates, and availability. The 2-hour post-return buffer is shown as a status.

Bookings & Shipments

A-04

All Types



All Statuses



Ref	Type	Customer	Amount	Payment	Action
MGX-004871	Rental	M. Rolle	\$141.98	Paid	View · Penalty
MGX-004870	Vehicle	D. Smith	\$1,500	Paid	View · Inspect
MGX-004869	Freight	K. Bain	\$7.00	Paid	View

A-04: Filterable bookings/shipments; open a record to modify, apply a penalty/adjustment (charged to the saved payment method), or view documents.

Drop-off Slots

A-05

Warehouse calendar — create/close slots, see bookings, handle reschedules:

Mon 9:00 K. Bain	Mon 11:00	Tue 10:00 M. Rolle	Tue 14:00
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A-05: Manage warehouse drop-off capacity and bookings; booking-only (walk-ins not accepted).

Pricing Rules (Standard Logic, Not AI)

A-06

Rental (flat daily)

Category	Rate/day
Economy	\$50
Mini Van	\$65
WiFi add-on	\$5.99/day

Insurance (banded)

Declared Value	Premium
\$0–100	\$5
\$101–500	\$15

\$501+

3%

Freight

Rule	Value
Base ≤ 1 lb	\$1/lb
Over 1 lb	flat \$7
Minimum	\$7

Vehicle Shipping

Class	Drivable	Non-driv.
Small	\$1,500	\$1,700
Medium	\$2,000	\$2,200

A-06: All pricing is deterministic and admin-editable (no AI). No seasonal pricing at launch; USD only.

Customer Records

A-07

Customer	Documents	ID Image
M. Rolle	ID Contract Flight Info	Auto-deletes in 2 months
D. Smith	VIN Pre-Inspection ×4	—

A-07: Access IDs, contracts, flight info, VINs, and inspection photos with access controls. ID images auto-expire at 2 months.

AI Admin Copilot (Anthropic Claude)

AI Approval Queue (Hybrid Autonomy)

AI-01

AI Proposal	Type	Evidence	Decision
Damage penalty \$120 — Mini Van	Vision	Before/after photos	APPROVE REJECT
ID fields extracted — M. Rolle	OCR	License image	APPROVE REJECT

AI-01: Anything touching money/identity/legal is queued here for human **Approve/Reject**. Nothing executes autonomously; every action is logged for audit.

AI Damage Review (Vision)

AI-02

[BEFORE photo — clean panel]

[AFTER photo — AI highlights new scratch]

AI summary: New scratch detected on rear-left door (not present at pickup). Suggested penalty: **\$120**.

APPROVE & CHARGE SAVED CARD

EDIT AMOUNT

DISMISS

AI-02: Side-by-side before/after with AI-highlighted damage and a drafted penalty. **Admin approves before any charge.**

AI OCR Review (ID / VIN)

AI-03

[Driver's license / VIN plate image]

Full Name (extracted)

Mary Rolle

ID Number

... 4821

VIN

1HGBH41JXMN109186

Admin verifies/edits before saving. AI does **not** auto-approve identity. API: Anthropic (zero-retention); image kept 2 months.

SAVE TO RECORD

AI-03: OCR pre-fills fields next to the source image to save data entry; identity verification stays manual.

Ask your data:

What was revenue this week and how many cars are out?

Answer: Revenue this week is **\$1,980** across 9 orders. **3 cars** are currently out; 2 returns are due tomorrow.

Read-only queries over live data · lighter Claude model · **\$100/month spend cap** (typical ~\$5–\$15/mo)

AI-04: Plain-language questions become safe read-only queries; fixed KPI reports remain standard code (A-02).

Foundations



Installable PWA (app icon, splash). Offline not required.

R-01: Mobile-first responsive across breakpoints; installable as a PWA. No native app store build needed at launch.

Service	Pricing
Economy rental	\$50 / day (1-day min)
Mini Van rental	\$65 / day (1-day min)
WiFi add-on	\$5.99 / day
Freight	\$1/lb ≤ 1 lb · flat \$7 over 1 lb · \$7 min

Vehicle — Small	\$1,500 drivable / \$1,700 non-drivable
Vehicle — Medium	\$2,000 drivable / \$2,200 non-drivable
Insurance	\$0–100 \$5 · \$101–500 \$15 · \$501+ 3%
Deposit	None — full payment upfront
Currency	USD

Build ready: Brand confirmed as **Middle Ground Express**. Domain: variant of brand name (register before production).
Vehicle classes: Small/Medium only. Anthropic cap: \$100/mo. See Build Plan for phased delivery.



MIDDLEGROUND EXPRESS

Design Document v1.0 · Companion to Requirements Analysis, Tech Specs & User Stories