



HCI Research

# Craigslist Case Study

Analyzing design improvements

<https://craigslist.org>

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# Human–Computer Interaction

Human–Computer Interaction (HCI) is the study of how users interact with computer systems, focusing on enhancing usability and user experience by minimizing effort and errors.



# About Craigslist Cairo

## LOCAL VERSION

Craigslist Cairo serves as the Egyptian local version of Craigslist for users.

## BUYING & SELLING

Users can easily buy and sell various items through the website's listings.

## COMMUNITY SERVICES

The platform offers services and community posts to enhance local connections.

## ONLINE PLATFORM

This platform provides a local online classifieds service for people in Egypt.

## JOBS & HOUSING

Craigslist Cairo includes listings for jobs and housing opportunities in the area.

## CONNECTING PEOPLE

It focuses on connecting residents and fostering engagement within the city of Cairo.

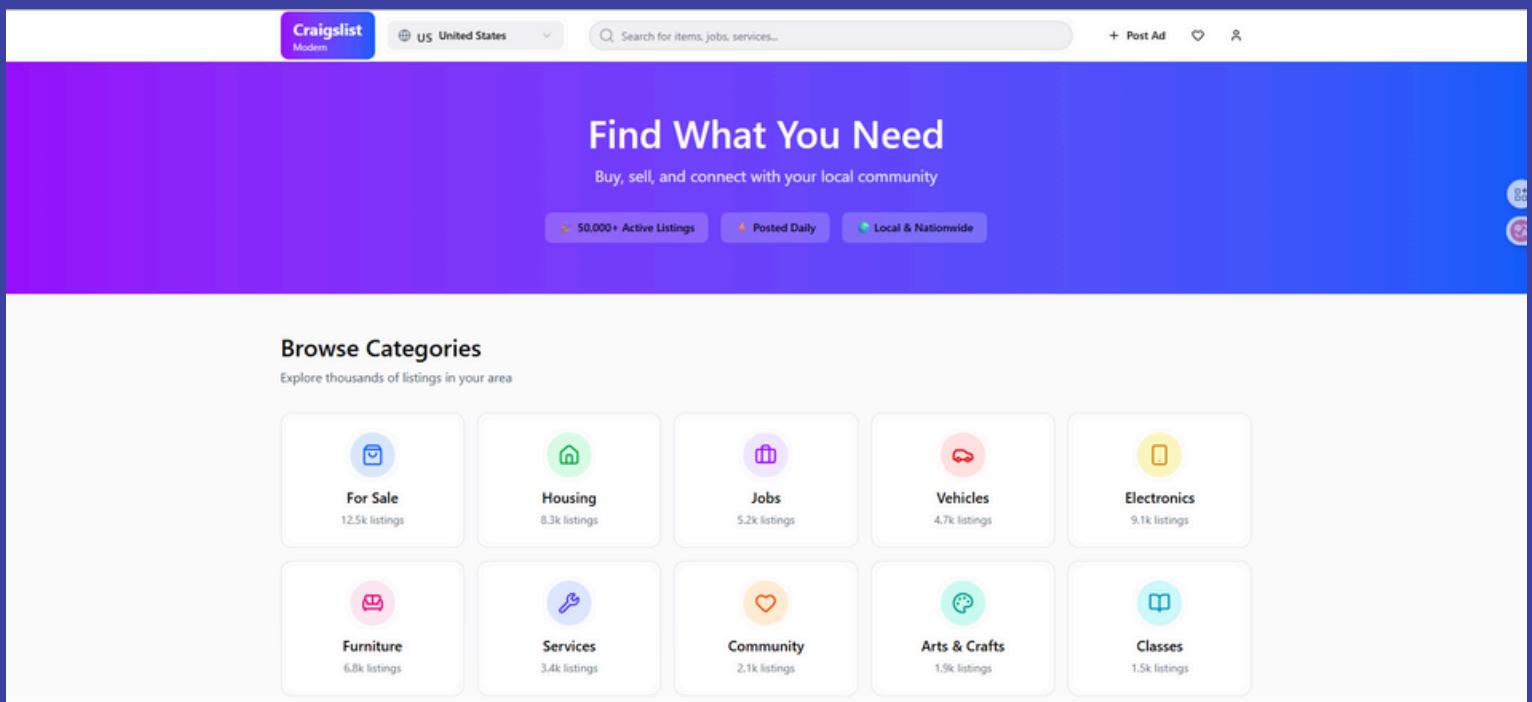
# Before vs After

## LAYOUT COMPARISON



The old Craigslist interface used a **text-heavy layout**, making it challenging for users to quickly identify information. The new design leverages **card layouts** for better organization and clarity.

## NAVIGATION SIMPLICITY



Users previously faced **complex navigation** options that were overwhelming. The redesigned site adopts a **simplified navigation structure**, allowing users to find what they need with ease and efficiency.

# Menu of categories

- old design: Too many options and long text  
→ confusing and slow decisions, hard to use on mobile, better for expert users.
- new design: Fewer options in clear cards → faster understanding, relies on visual recognition, easy on all devices.

community	housing	jobs
activities	lost+found	accounting+finance
artists	missed	admin / office
childcare	connections	arch / engineering
classes	musicians	art / media / design
events	pets	biotech / science
general	politics	business / mgmt
groups	rants & raves	customer service
local news	rideshare	education
	volunteers	etc / misc
		food / bev / hosp
services	for sale	general labor
automotive	labor/move	government
beauty	legal	human resources
cell/mobile	lessons	legal / paralegal
computer	marine	manufacturing
creative	pet	marketing / pr / ad
cycle	real estate	medical / health
event	skilled trade	nonprofit sector
farm+garden	sm biz ads	real estate
financial	travel/vac	retail / wholesale
health/well	write/ed/tran	sales / biz dev
household		salon / spa / fitness
		security
discussion forums		skilled trade / craft
apple	frugal	software / qa / dba
arts	gaming	systems / network
atheist	garden	technical support
autos	haiku	transport
beauty	help	tv / film / video
bikes	history	web / info design
celebs	housing	writing / editing
comp	jobs	
cosmos	jokes	
diet	legal	
divorce	manners	
dying	marriage	
gigs		

Browse Categories

Explore thousands of listings in your area

For Sale	Housing	Jobs	Vehicles	Electronics
12.5k listings	8.3k listings	5.2k listings	5.7k listings	9.1k listings
Furniture	Services	Community	Arts & Crafts	Classes
6.8k listings	3.4k listings	2.1k listings	1.9k listings	1.5k listings

# How to add post

what type of posting is this: (see [prohibited](#))

- job offered
- gig offered
- resume / job wanted
- housing offered
- housing wanted
- for sale by owner
- for sale by dealer
- wanted by owner
- wanted by dealer
- service offered
- community
- event / class

**continue**

— Back to Home

## Post a New Listing

Fill in the details below to create your listing

**Basic Information**

**Listing Title \***  
e.g., Modern 2BR Apartment in Downtown

**Category \***  
Select a category

**Price \***  
e.g., \$1,850 or Free

**Location \***  
e.g., Downtown, New York

**Description \***  
Provide a detailed description of your item or service...

Include key features, condition, and any important details

**Photos**

Add Photo

Add up to 8 photos. First photo will be the cover image.

**Contact Information**

Your Name \*  
John Smith

Phone Number  
+1 (555) 123-4567

Email Address \*  
john@example.com

**Ready to post?**  
Review your listing before publishing

**Publish Listing**

- old design: Step-by-step flow with plain text
- slower, requires more effort, functional → .but gives a poor user experience
- new design: One-page layout with visual guidance → faster, clearer, and easier to use, with a modern and user-friendly design

# component of cards

## categories (services)

### Old Version:

- The old website uses a text-based layout with simple links and no visual hierarchy. It looks outdated and unattractive.
- Users need to read many links to find a service. It is not intuitive, especially for new users.
- Navigation is based on long text lists, which can confuse users.

### New Version:

- Services are shown with icons and categories, making it easy to find what the user needs quickly.
- The new website uses a modern design with colors, icons, and cards. The layout is visually organized and more appealing.
- Navigation is clear, structured, and category-based.

The screenshot shows the Craigslist Professional Services section. At the top, there's a purple header with the Craigslist logo, the text "Professional Services", and a search bar. Below the header, a sub-header reads "Browse Service Categories" with the sub-instruction "Select a category to find the perfect service provider". A grid of 18 service categories is displayed in three rows of six. Each category card includes an icon, the category name, and a count of items. To the right of the grid, there's a large, bold blue heading "services". Below this heading, a vertical list of service categories is shown in blue text, each preceded by a short horizontal line.

Category	Count
Home Repair	234
Cleaning	189
Moving & Storage	156
Photography	198
Music Lessons	145
IT & Tech	267
Tutoring	223
Event Planning	178
Painting	134
Auto Repair	201
Hair & Beauty	167
Handyman	289

services

automotive

labor/move

beauty

legal

cell/mobile

lessons

computer

marine

creative

pet

cycle

real estate

event

skilled trade

farm+garden

sm biz ads

travel/vac

health/well

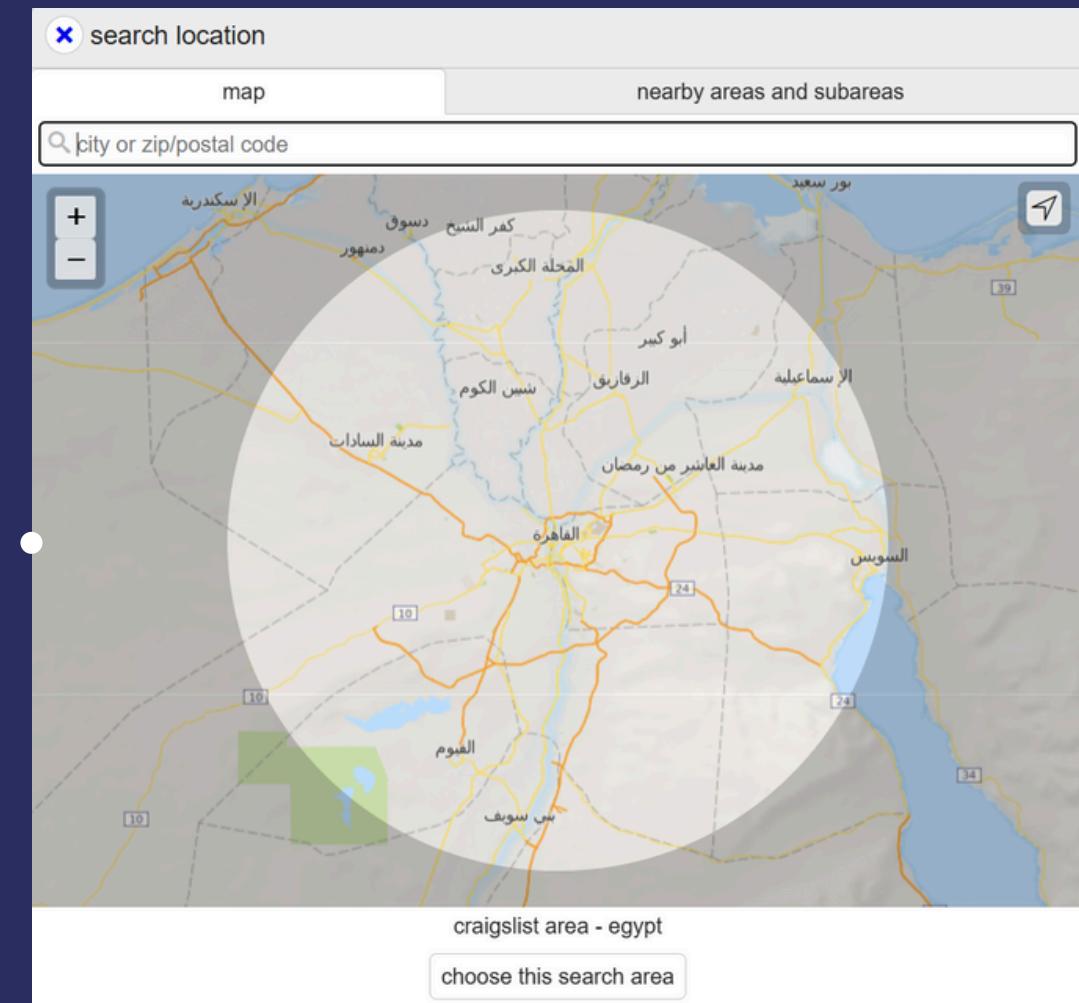
write/ed/tran

household

# How to select your position

## Old design:

- **Interaction:** Focuses on Manual Input. The user has to do the heavy lifting by searching, typing, or navigating a complex map.
- **Efficiency:** It offers high precision but at the cost of speed and ease of use.
- **User Effort:** High cognitive load; it feels like a "tool" rather than an "experience."



## Modern Style:

- **Interaction:** Focuses on Recognition. By using flags and a simple list, the interface reduces the mental effort required to make a choice.
- **Usability:** Highly optimized for Mobile (Touch). Large buttons and clear icons make it fast and error-free.
- **User Effort:** Low cognitive load; it prioritizes a "frictionless" experience where the user finds what they need instantly.



# Conclusion

The analysis shows how the **old design's focus on functionality** led to usability issues, while the new design enhances user satisfaction through improved aesthetics and functionality.



Thank  
you