



 HCI Research

Craigslist Case Study

Analyzing design improvements

<https://craigslist.org>

PRESENTED BY

- seif mohamed ahamed dabour
- Khaled fawzy Mahmoud El-Gazzar
- Abdul Rahman Al-Sayed Raslan
- Eslam Osama Ebrahim Elfadaly
- Omar Mohamed Mansour Wahdan
- Abdelrahman Bder Abdelmotalleb Mohamed Al-Belehe
- Abdelrahman Aiman Abdelglil Mostafa Elbarawy

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.

ONLINE PLATFORM

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

BUYING & SELLING

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

JOB & HOUSING

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

COMMUNITY SERVICES

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

CONNECTING PEOPLE

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

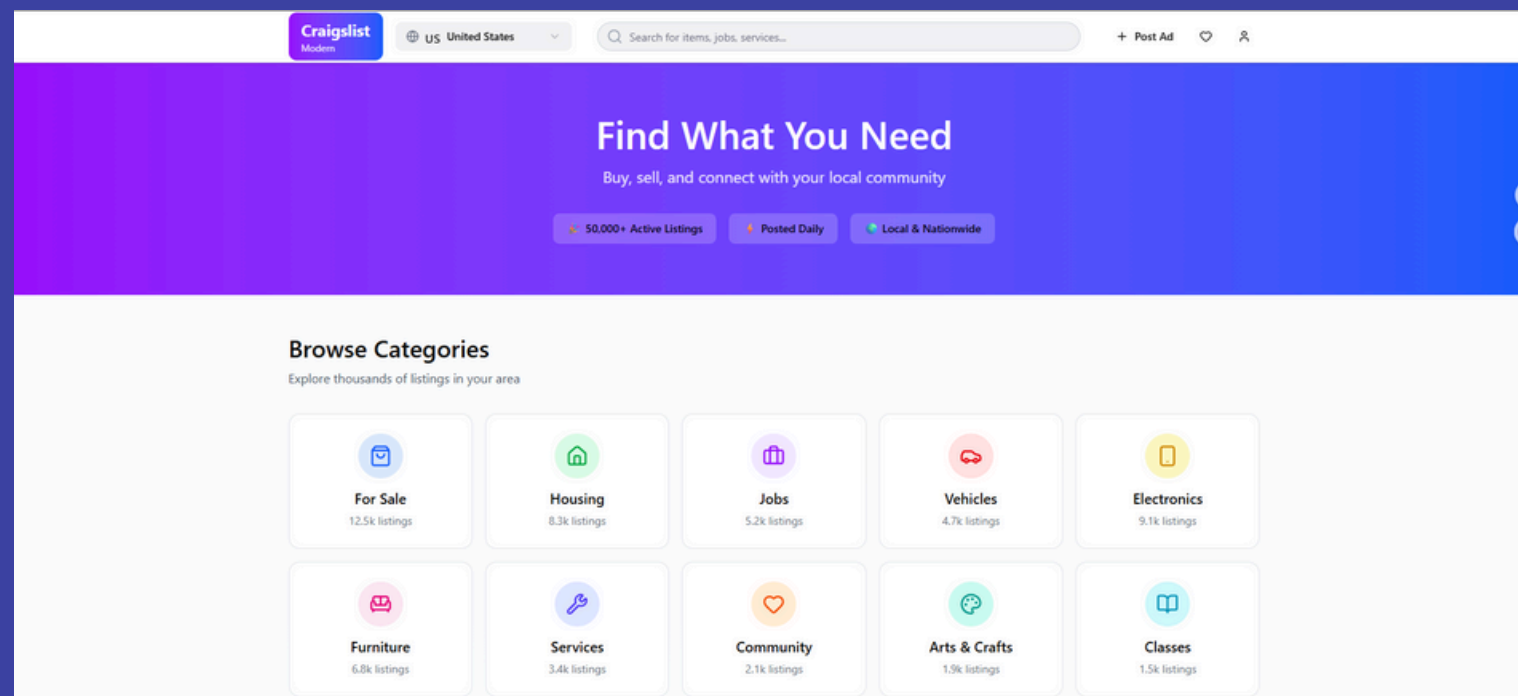
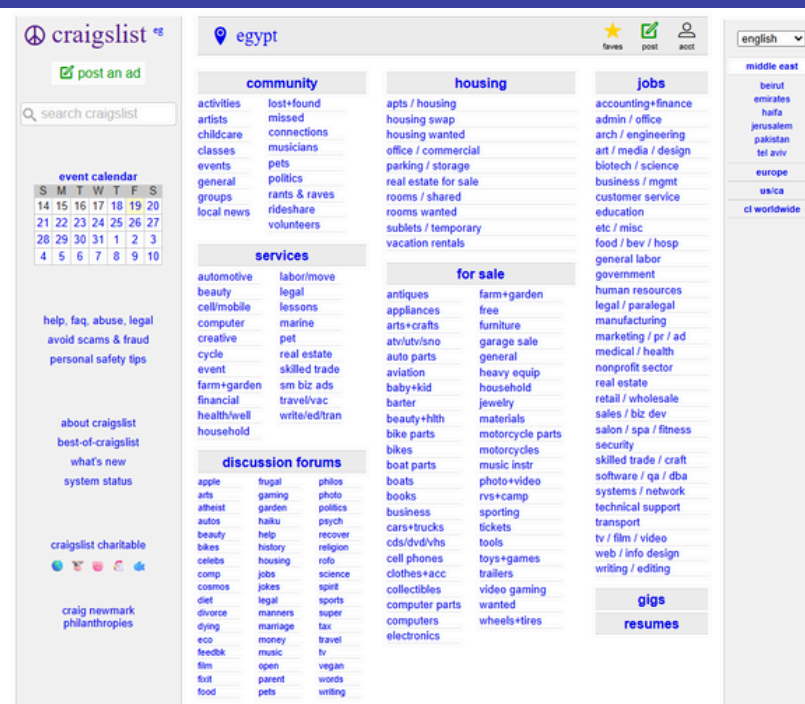
Before vs After

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

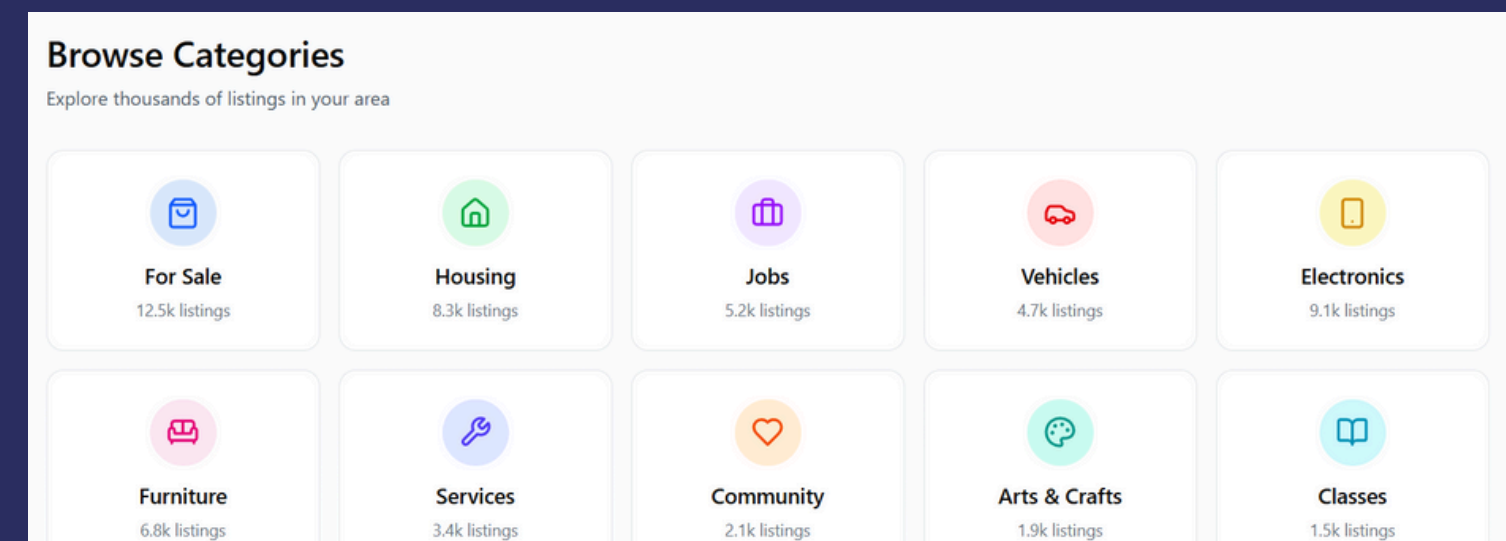
Users previously faced **complex navigation** options that were overwhelming. The redesigned site adopts a **simplified navigation structure**, allowing users to find what they need with ease and efficiency.



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		
activities	lost+found	
artists	missed	
childcare	connections	
classes	musicians	
events	pets	
general	politics	
groups	rants & raves	
local news	rideshare	
	volunteers	
services		
automotive	labor/move	
beauty	legal	
cell/mobile	lessons	
computer	marine	
creative	pet	
cycle	real estate	
event	skilled trade	
farm+garden	sm biz ads	
financial	travel/vac	
health/well	write/ed/tran	
household		
discussion forums		
apple	frugal	philos
arts	gaming	photo
atheist	garden	politics
autos	haiku	psych
beauty	help	recover
bikes	history	religion
celebs	housing	rofo
comp	jobs	science
cosmos	jokes	spirit
diet	legal	sports
divorce	manners	super
dying	marriage	tax
housing		
apts / housing		
housing swap		
housing wanted		
office / commercial		
parking / storage		
real estate for sale		
rooms / shared		
rooms wanted		
sublets / temporary		
vacation rentals		
for sale		
antiques	farm+garden	
appliances	free	
arts+crafts	furniture	
atv/utv/sno	garage sale	
auto parts	general	
aviation	heavy equip	
baby+kid	household	
barter	jewelry	
beauty+hltl	materials	
bike parts	motorcycle parts	
bikes	motorcycles	
boat parts	music instr	
boats	photo+video	
books	rvs+camp	
business	sporting	
cars+trucks	tickets	
cds/dvd/vhs	tools	
cell phones	toys+games	
clothes+acc	trailers	
collectibles	video gaming	
computer parts	wanted	
computers	wheelstires	
jobs		
accounting+finance		
admin / office		
arch / engineering		
art / media / design		
biotech / science		
business / mgmt		
customer service		
education		
etc / misc		
food / bev / hosp		
general labor		
government		
human resources		
legal / paralegal		
manufacturing		
marketing / pr / ad		
medical / health		
nonprofit sector		
real estate		
retail / wholesale		
sales / biz dev		
salon / spa / fitness		
security		
skilled trade / craft		
software / qa / dba		
systems / network		
technical support		
transport		
tv / film / video		
web / info design		
writing / editing		
gigs		



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 * **Price ***

Select a category 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 up to 8 photos. First photo will be the cover image.

Contact Information

Your Name * **Phone Number**

John Smith +1 (555) 123-4567

Email Address *

john@example.com

Ready to post?

Review your listing before publishing

[Cancel](#) [Publish Listing](#)

How to add post

- 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

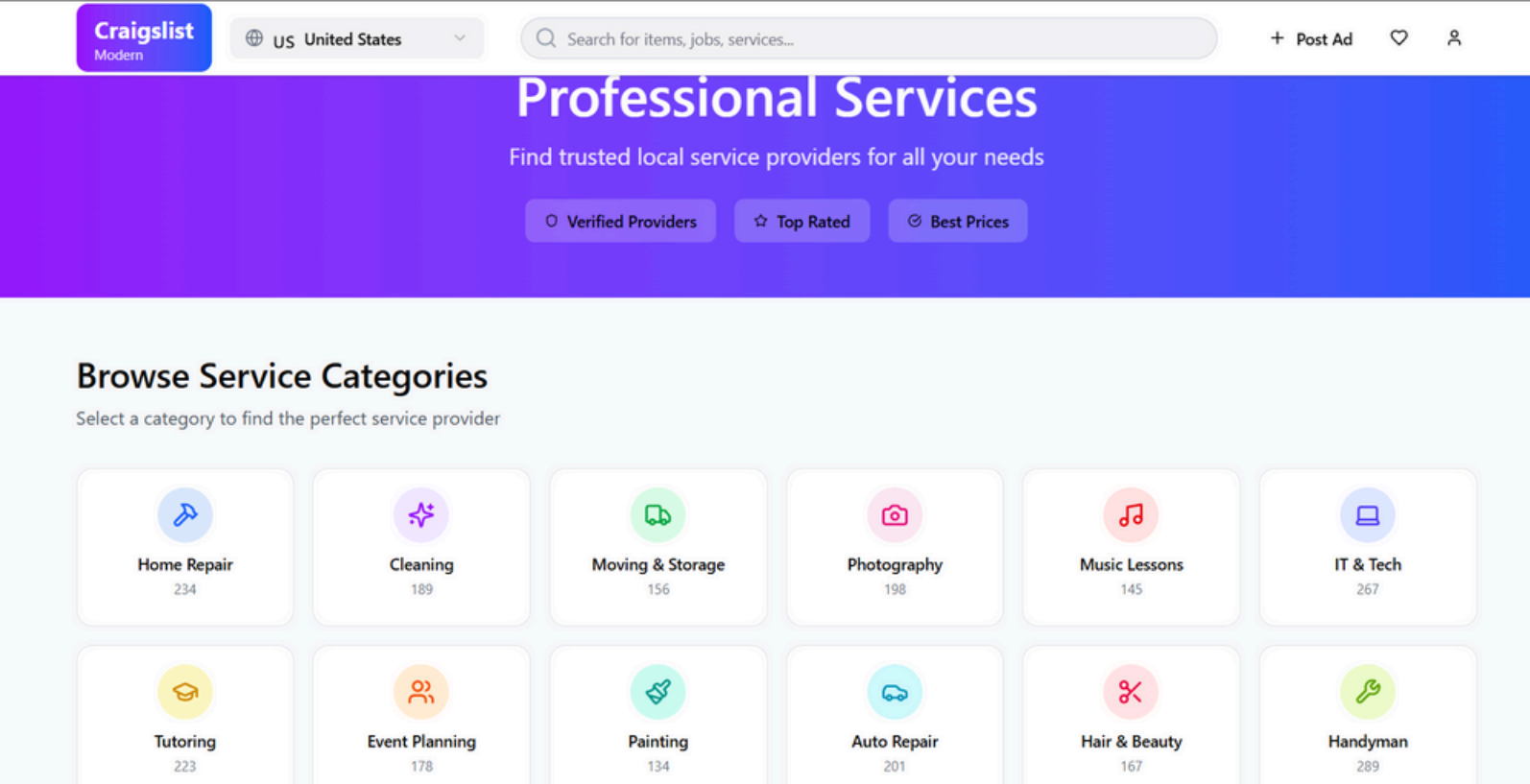
categories (services)

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.

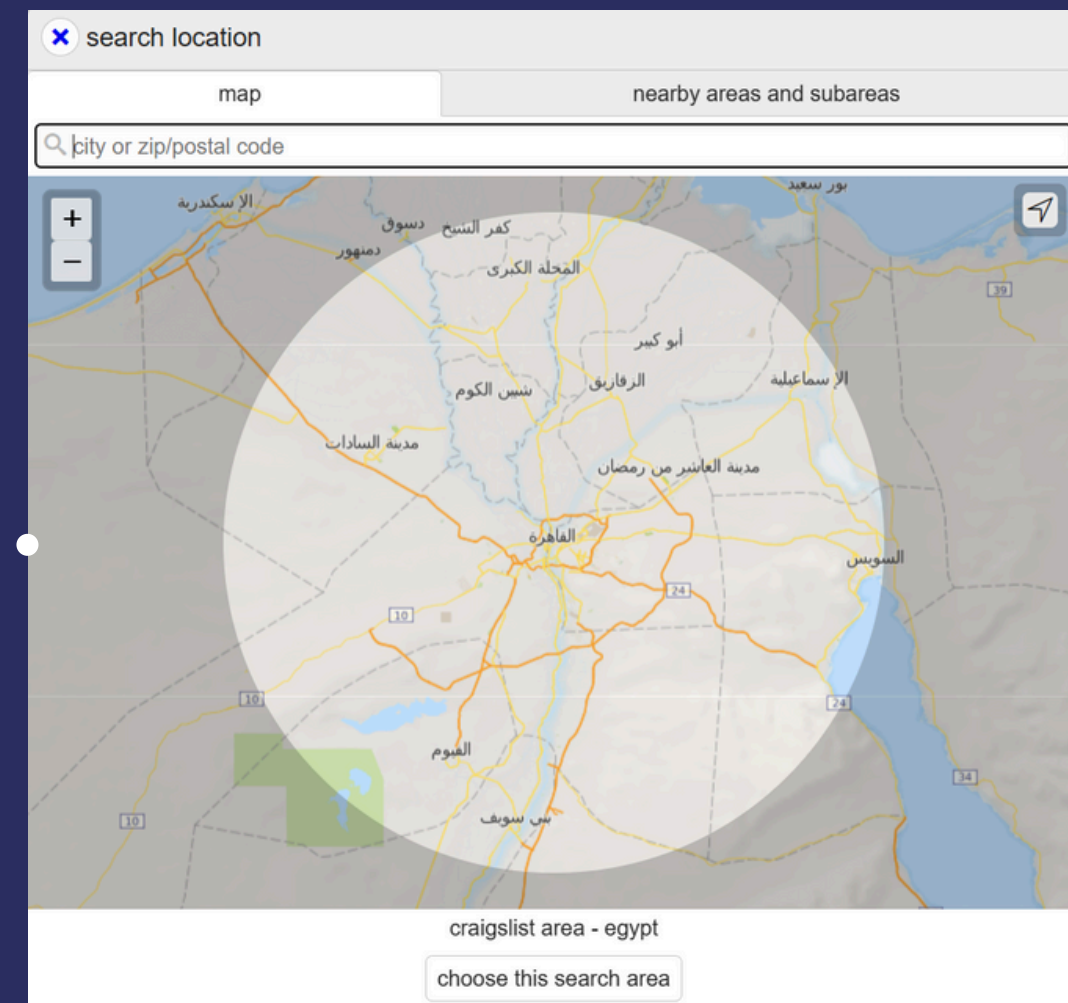


services	
automotive	labor/move
beauty	legal
cell/mobile	lessons
computer	marine
creative	pet
cycle	real estate
event	skilled trade
farm+garden	sm biz ads
financial	travel/vac
health/well	write/ed/tran
household	

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.



