Web Application Development

(WAD621S)

Assignment

Part A

Documentation

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1) Introduction

After browsing through website online. I decided that the website I want to redesign was **craigslist.** The website URL is: https://capetown.craigslist.org/. I decided on this website because of the terrible distasteful and "dull" looking home page. I first heard about this website when I was in high school by my friends, who though it was funny that I have the same name as the website. According to Wikipedia **craigslist** is a classified advertisements website created by Craig Newmark, with dedicated sections to Jobs, housing, for sale, etc. Therefore, the purpose of the site is to connect buyer selling items to sellers selling the item they are looking for. It originated in America but has since expanded to about 70 countries, and is available in multiple languages (e.g., English, Spanish and French). As it is available worldwide its target audience is everyone who is looking for a job, house or specific items for sale such as laptops or phones. The visual design of the site is functional but very old-fashioned and unattractive.

2) User Experience

2.1) Original Website

Yes, the website is responsive. If opened on a mobile phone the website displays less content. By this I mean it will only display the category "for sale" instead of displaying subcategories such as "furniture" and "Auto Parts". This makes the website (Figure 2.1.2.1) look less crowded. Hence making it easier to use. The website works well on PC but as mentioned earlier it does not look up to standard when compared to another website like Gumtree (Figure 2.1.2.2) for example. Adjusting the window size does not change the website structure in any way. Which is not good as this creates the horizontal scroll bar, which is very inconvenient, as it makes browsing the website more difficult (Figure 2.1.2.3). The website does not have any images. The load time of the website is still quite quick (most likely due to the lack of images).
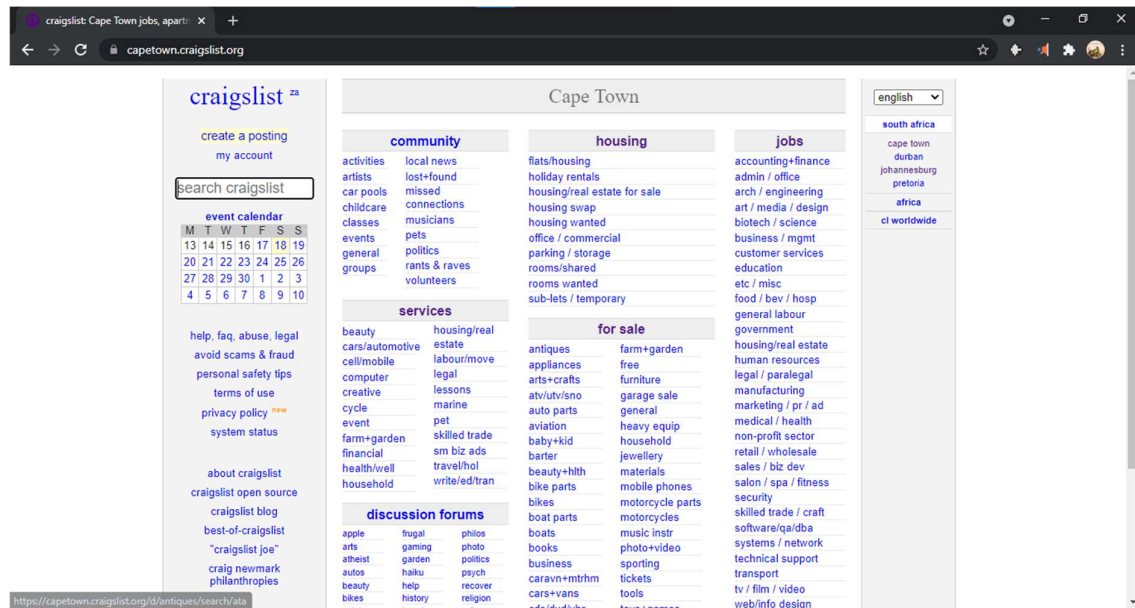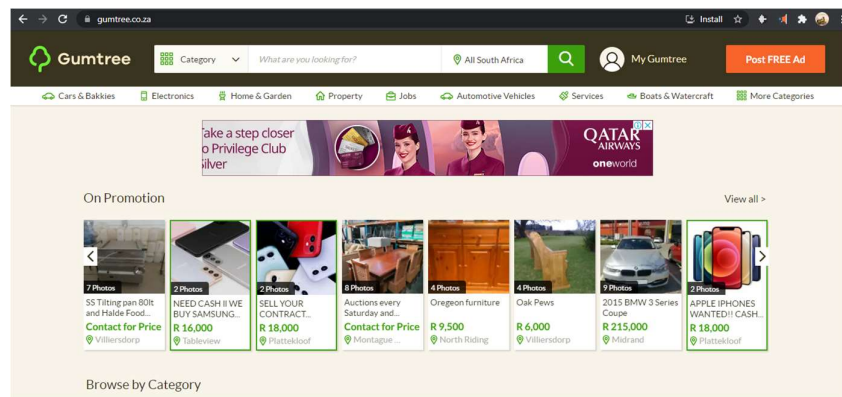
Figure 2.1.2.1- (craigslist Home Page)
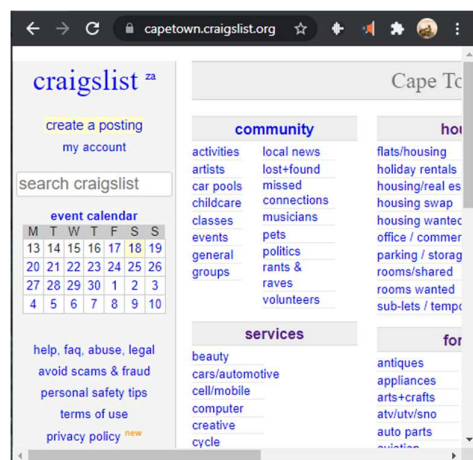

Figure 2.1.2.2- (Gumtree Home Page)

Figure 2.1.2.3- (Minimized craigslist window with horizontal scroll)

2.2) Redesigned website

The redesigned website is functional and much more eye-catching (Figure 2.2.1.1). It is also much better compared to websites like gumtree (Figure 2.1.2.1). It also adjusts the size of the images to fit the website content into the smaller window so that there is no need for the horizontal scroll bar (Figure 2.2.1.2). The load time is how ever slightly affected on the redesigned website as I added loads of images of items that are being sold to take the place of adds to give the website its complete look.
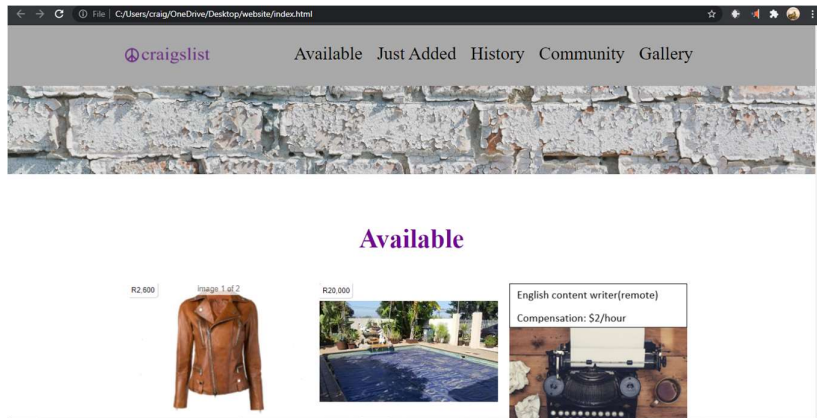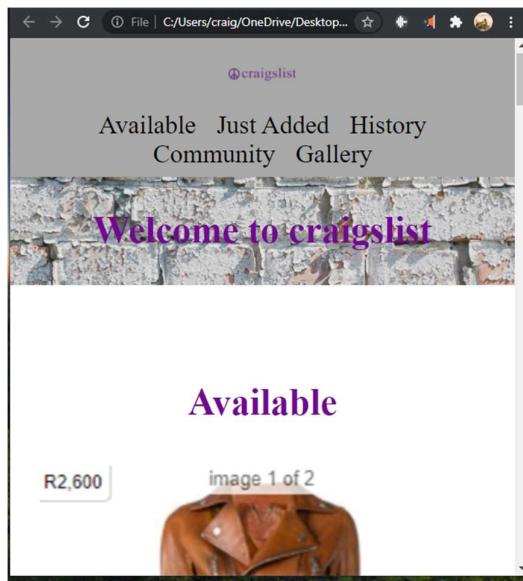

Figure 2.2.1.1- (Redesigned Home Page)

Figure 2.2.1.2- (Minimized window)

3) Site Content

The information being displayed on the original website is relevant to the site. It is just displayed in a very poor manor that can cause users to lose interest quickly. The lack of

pictures also leaves the site looking incomplete, almost as if the site did not load properly (Figure 3.1). Which also makes it look not very trustworthy. Other than that, it is arranged correctly and functional.

Figure 3.1 – (Website not loaded correctly)

4) Site Structure

The site is easy to navigate since almost everything is displayed on the home page. However, finding something might be somewhat of a challenge to find as everything is clustered in the middle of the screen and looks the same (Figure 4.1). The global navigation of the original website is very good the search bar is very helpful and can reduce the hassel of finding things in the clustered middle interface. The local navigation is also good as majority of the items named have hyperlinks redirecting you to other pages.

Figure 4.1 – (Clustered content)

5) Extra features

5.1) Welcome Message

I added a welcome message that the visitors will see as soon as the open the website. According to "optinmonster.com" a welcome message is an excellent way of improving user experience(UX).

Figure 5.1.1- (Welcome Message)

5.2) Just Added

This just added section was added for visitors to quicky see newly added things to the website without leaving the home page.

Figure 5.2.1- (Just Added)

5.3) Brief History

The brief history was added to entice prospective customers and also give them a short background of the website, which I think is a very interesting story.

Figure 5.3.1- (Brief history)

5.4) Gallery

The gallery was added to try and catch the attention of those who either don't have time to browse or who are just wondering around on the site.

Figure 5.4.1- (Gallery)