Summary of the Data Gathered

What is your age group?
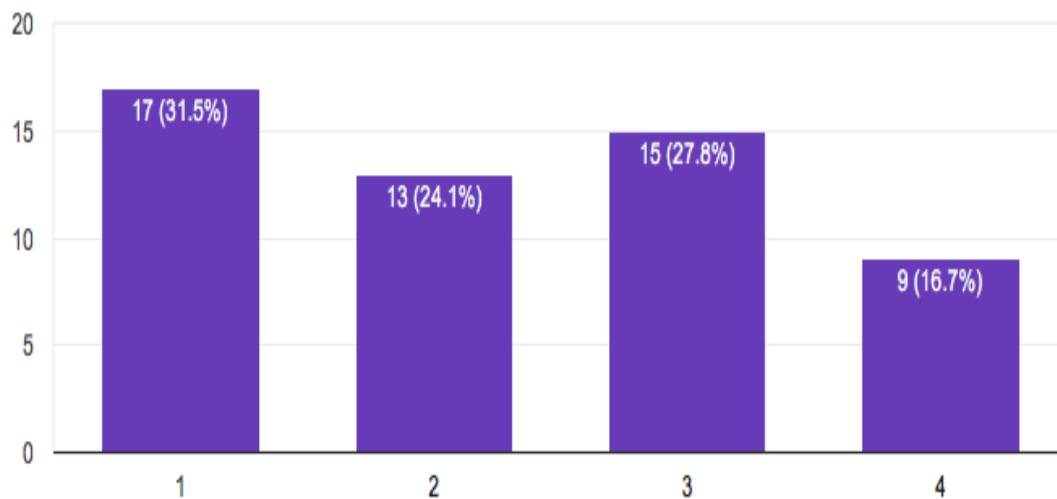54 responses

Legend:
- 12-19
- 20-30
- 40-50
- 50+

13%
11.1%
53.7%
22.2%
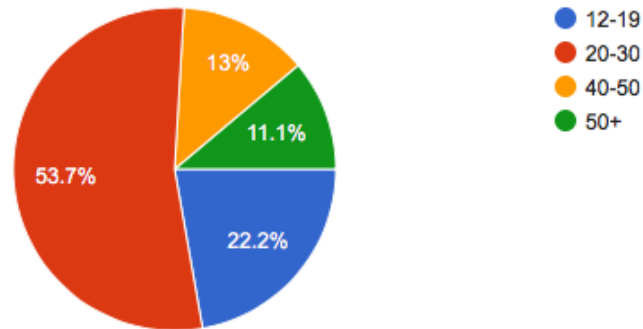
From the responses, Craigslist is mainly used by persons aged 20 and older with over half of the sample being between 20 and 30 years of age.

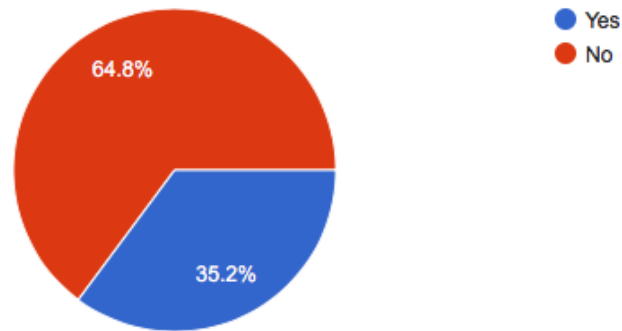## How would you rate your experience of using the Craigslist website?
54 responses

- 17 (31.5%)
- 13 (24.1%)
- 15 (27.8%)
- 9 (16.7%)

Of the 51 respondents, more than fifty percent (50%) gave Craigslist's current website a low rating, with thirty-one point five percent (31.5%) giving it an extremely poor rating.

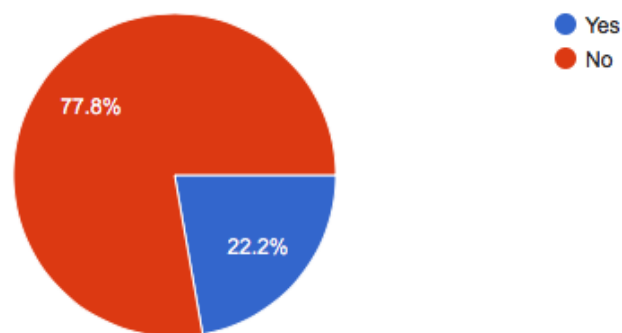## Did you find the current website to be up-to-date?
54 responses

The sample confirms that Craigslist is outdated as stated by roughly sixty-five percent (65%) of the participants in this questionnaire.
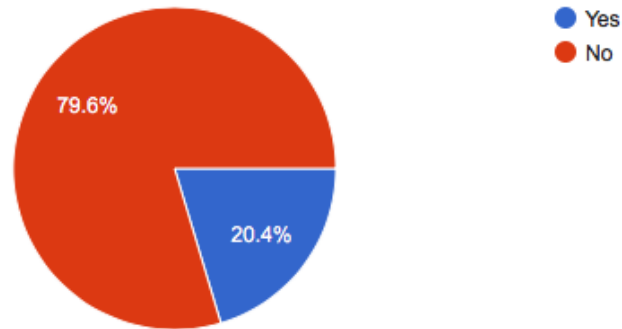
Do you find the website attractive?
54 responses

Approximately seventy-eight percent (78%) of the respondents opined that they found the website to be unattractive.

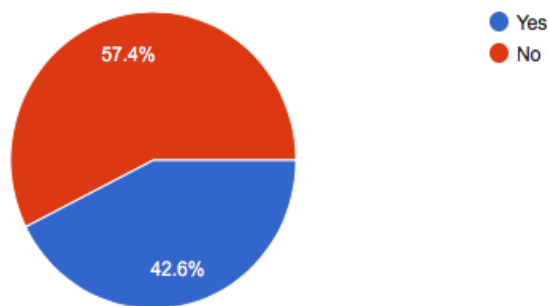## Do you find the website to be user friendly and secure?

54 responses

Based on the responses from the questionnaire, seventy-nine point six percent(79.6 %) of the respondents think Craigslist's current website is neither user-friendly nor secure, and the remaining twenty point four percent (20.4%) stating that it is.
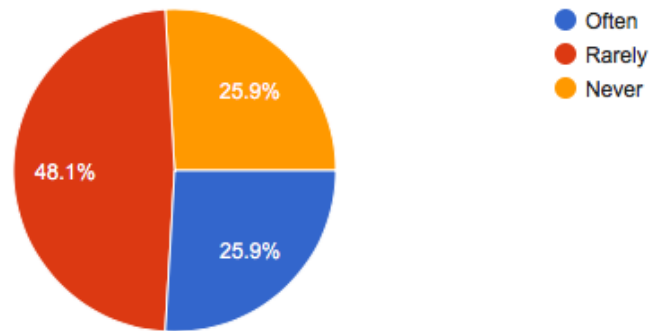
Is the pricing on the website clear?

54 responses

A small fraction of the sample, around forty-two point six percent (42.6%) found the price listings on Craigslist to be adequate while the majority believed the listings of prices were confusing and hard to follow.

How often do you use Craigslist?

54 responses

- Often
- Rarely
- Never

25.9%
48.1%
25.9%

Twenty-five point nine percent (25.9%) of the respondents use Craigslist often, forty-eight point one percent (48.1%) rarely use Craigslist and the remaining twenty-five point nine percent (25.9%) have never used Craigslist.

Do you think an improved look to Craigslist would encourage you to use the website more?

54 responses

- Yes
- No
- Maybe

20.4%
72.2%
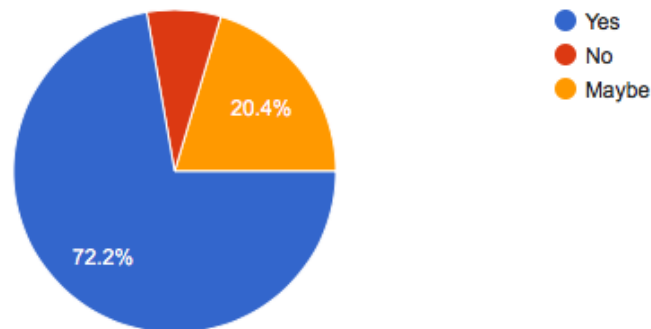
A whopping seventy-two point two percent (72.2%) of the respondents stated that they would be encouraged to use the website more if the look were to be improved. Another twenty point four percent (20.4%) stated that maybe it would help and the remaining seven point four (7.4%) stated that it would not make a difference.

Majority of the respondents have indicated their use of the Craigslist platform was for buying and selling items and services of all kinds. However, approximately 10% of the sample expressed that they use the platform for nothing at all which shows how Craigslist has fallen from its once renowned status as a top third-party selling platform.

A vast majority of the respondents stated that they did not like any feature of the Craigslist website. However, some respondents stated that they like the fact that the website has a wide variety of merchandise at affordable prices.

Would you recommend Craigslist to a friend?
54 responses

- Yes
- No
- Maybe

25.9%
37%
37%
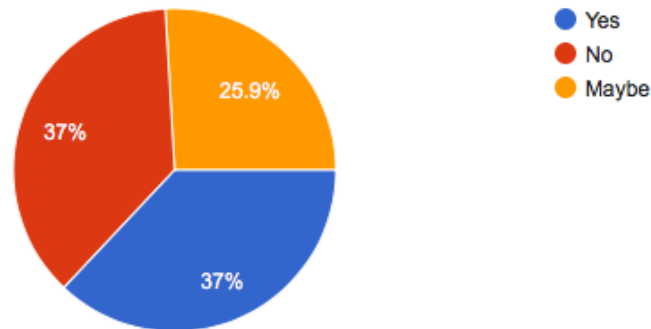
A bit more than a third of the respondents could surely say that they would recommend Craigslist to a friend and the exact same amount indicated the total opposite, with the remainder of the sample being unsure about whether or not they would suggest this website to a friend. The respondents that indicated they would not recommend Craigslist to friends claimed that the site was not secure enough, not easy enough to use and even suggested other options to conduct buying and selling online.

Based on the rating received from the questionnaire, twenty-five point nine percent (25.9%) of the respondents' responses were very unlikely to use the website again as is, eighteen point five percent (18.5%) of the respondents stating that it was unlikely that they'll ever visit Craigslist again, twenty-four point one percent (24.1%) were unsure as to whether they would

How likely are you to use Craigslist again?
54 responses
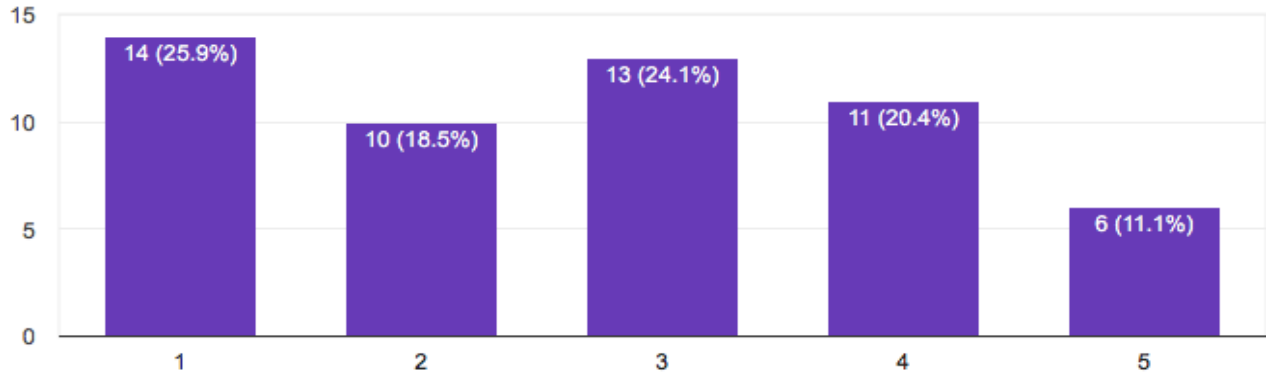
visit the website again or not, and a surprising thirty-one point five percent (31.5%) of the respondents responded with a firm yes to revising the website.

All answers for change can be categorized in the areas of appearance and security. Majority of the respondents called for new colours, better design and imagery to improve the look and feel of the website. Others called for more security features to be implemented to improve the security of the website. On the other hand, some users were satisfied with the current website and stated that little or no change was needed.

Based on the responses from the interview, more than 85% of the interviewees has more that 1 year experience with craigslist website use. Most of the interviewee use craigslist for shopping for small items, with the rest using it to search for house/ apartments or other services, when asked what their first impression of the website was; all interviewee mentioned that the

designed was outdated, almost as if the website was not legit, an interviewee stated that the first time she saw the website she thought her internet was still loading the webpage due to how outdated and plain the website looked. When the interviewees was asked about possible improvements that could be made to the website, all stated that a modern redesign of the current user interface, they stated that it could be more graphical and user friendly instead of just being so bland and unappealing/ unattractive. Some also mention that there was outdated items still being displayed as available although it was no longer available. Some features the that the interviewee mentioned that was missing include a contact number for the sellers so communications can be easier as opposed to using only email which they might not see, another response was the option the hold items for a short period of time before purchase as well as more security checks on users selling item to prevent/ mitigate scamming. Mainly the interviewees were focused on the User interface and interaction of the website for improvements.

Based on observation the team saw the flaws the website has, these include User interface, security and item update.

User Model

| Role Name:	Management

Include Roles:	1. Website Design 2. Website Maintenance and Security 3. Removal of users due to violations
Other related roles:	
Background:	1. Advanced level of website design, implementation and maintenance
Expectations:	Visually appealing, efficient, safe, easy to use interface
Preferences:	1. Full functionality of all elements and components 2. Easy to use layout 3. Attractive design 4. Removal of dead elements and components
Supporting Capabilities (needed functions, features)	1. Functions: secure website for safe transactions 2. Features: fast response time 3. Facilities: viewable on all browsers

| **Role Name:**	Users (Buyers and Sellers)
Include roles:	1. Viewing information (items and services for sale) 2. Purchasing items and services 3. Posting items and services for sale
Other related roles:	
Background:	Intermediate experience with computers and Internet browsing
Expectations:	Visually appealing, efficient, safe, easy to use interface
Preferences	Full functionality of all elements and components

Supporting Capabilities (needed functions, features)	4. Functions: secure website for safe transactions 5. Features: fast response time 6. Facilities: viewable on all browsers

Data Flow Diagram
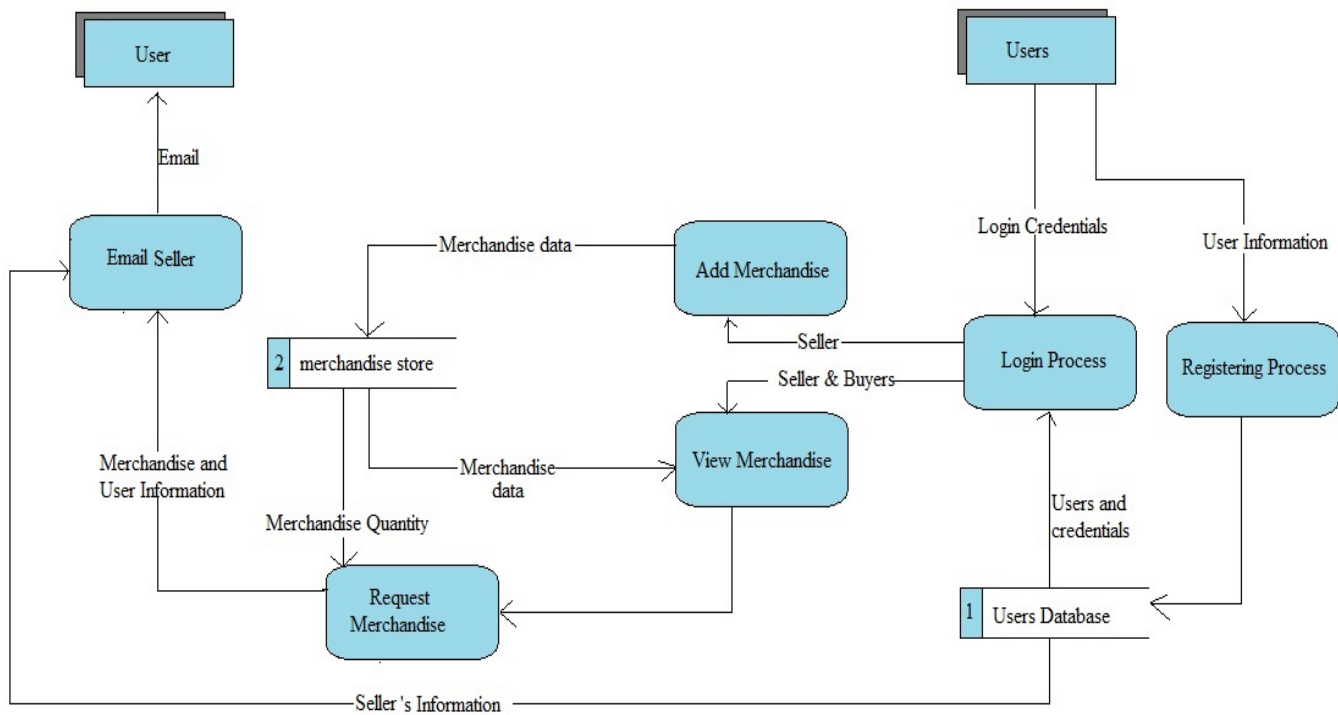
Task Model
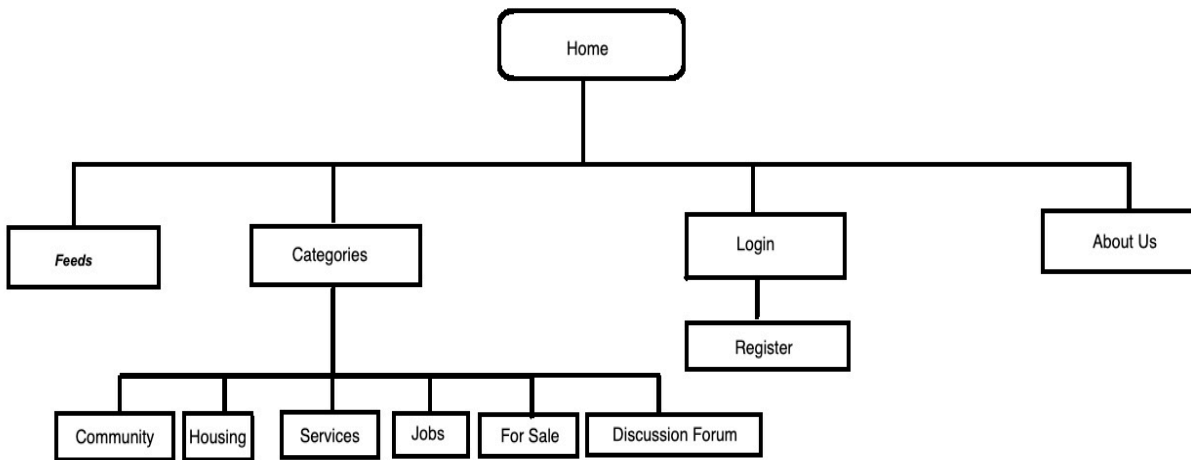
Assumptions for Task Model.

- ❖ Users interested in selling items or services on the website will either login or create an account.
- ❖ Users will choose a category from the list provided to make their search easier
- ❖ Users will choose services or items available on the feeds page

Claims Analysis

Situation Feature	Pros(+) or Cons(-) of features
Menu Layout	+ Drop-down layout, Footer Navigation
	-They can be clustered on mobile devices
Gifs	+The presence of this may be appealing to users
	+ can enhance product imagery and improve the overall user experience
Colour Scheme	+The colors used in the menu are bright and attractive.
	+ Provides a modern feel to the website
Banner	+ Enhances the webpage
	+Used for Craigslist promotions such as Back to School and Mothers Day
	+Effective to draw attention to products and services on Craigslist
Product and User Reviews by customers	+ Reviews helps people make decisions + enables users to feel more relaxed when carrying out transactions with users
	- Negative reviews might impact a user's product/ services.
Advertising	+Good to improve sales and highlight trending products
	- May ruin user experience as it may become annoying to some users
Login and Account Sign Up	+Allows users to set up or securely login to their accounts
	+Enhance security

Search	+Enables users to go directly to items they have interest in and not get lost in the large catalog of products that are provided.

Artifact Analysis

Artifact Type: Web-based (Website)
Artifact uses: - The artifact utilizes a website - Users are able to conduct all Craigslists related actions such as buying and selling of items - Users can create a user account specific to their purpose of using Craigslist
Special qualities of Artifact: - A user-friendly and appealing graphical user interface - Easy navigation - Attractive colours and fonts - Working links and other functional features - Upgraded security features - Compatible with mobile platforms
What does artifact tells us? - The use of this upgraded version of the Craigslist website will attract a very large number of users. The credibility of the company itself will be replenished as one of its major flaws i.e the security feature, will be fixed. These benefits could be a potential income boost for Craigslist.

Problem Scenario:

Scenario 1: Web Developer navigating the current Craigslist website

	Actor: Jane heard about Craigslist from a friend who told her it was a great place to find cheap housing for rent. She decided to go to the Craigslist website to see what she can find. **Background:** Web Developer, very comfortable with computers, and aspiring online business owner.	**Problem Scenario (Analyzing Requirements):** Upon visiting the website Jane realized that it was very unattractive, unorganized, unsecured and very difficult to navigate. She found the website to be very untrustworthy and so decided to exit from the website. With her expert knowledge on website design, she feels that a complete redesign of the system and also putting additional features on the website will attract several customers and give users a much better experience and sense of security while using the website.

Scenario 2: Computer Security consultant and the current system

	Actor: Bob is a very active user of craigslist one day he wanted to purchase a refrigerator on Craigslist, he clicked on the appliances link after that he found a refrigerator that he liked. He did not want to purchase it as yet as he wanted to ask some questions to ask the seller which he could not get an immediate answer for. Bob thinks that if they had a reviews section it would have helped him tremendously in making his choice. Based on his prior experiences of buying on Craigslist Bob doesn't feel secure in putting his credit card information as he simply thinks it is not safe. Background: Computer Security Consultant at a local consultant agency	Problem Scenario (Analyzing Requirements): Bob thinks that security is an essential part of e-commerce businesses and he suggests that people will get a greater sense of security when making purchases on Craigslist if certain security features were implemented on the website. He also thinks that people are able to make up their minds effectively when making a purchase if they have reviews and suggestions from previous buyers.

Functional Requirements

Requirement ID	Requirements Description	Priority	Complexity

F1	Users should be able to use the eCommerce site from any web browser supporting HTML 3.2 or later.	MEDIUM	LOW
F1-a	Visitors new to the site should be able to register by themselves. Users will be differentiated by unique user identifiers.	HIGH	LOW
F2	The system should provide a safe and secure selling process with secure socket layers.	HIGH	HIGH
F3	The website shall allow users to select various items from various sellers and add to a cart for later purchase.	HIGH	LOW
F4	The website should notify sellers when their products have been sold or added to a cart.	HIGH	LOW
F5	The website shall provide different levels of accessibility for both the users and administrators.	HIGH	MEDIUM

F6	Craigslist should be able to display products in groupings determined by the customer	MEDIUM	LOW
F7	Customers should be able to review all their selections and make modifications before proceeding to checkout.	MEDIUM	LOW
F8	A total shall be calculated for each order and includes taxes, shipping and handling, as well as any applied discounts.	MEDIUM	LOW
F9	The system should email a receipt to the customer with all details of their order with an option to print the receipt as well.	HIGH	LOW
F10	The system should process cancellations of orders and refunds/returns.	MEDIUM	MEDIUM

F11	The system shall allow the administrator to add, delete and modify information as well as to check the customer details.	HIGH	HIGH

Data Requirements

Requirement ID	Requirements Description	Priority	Complexity
D1	Craigslist shall display a menu with its details	HIGH	LOW
D2	The system shall allow the users to view all products and sellers based on their categories	HIGH	LOW

D3	The product listings should all have a consistent format detailing all the necessary information about both the product and seller.	HIGH	MEDIUM
D4	The display should output the precise monetary amount that a customer has provided at all times in the billing process.	HIGH	HIGH

User Requirements

Requirement ID	Requirements Description	Priority	Complexity
U1	Users should be able to view their user profiles and edit their information	HIGH	LOW

U2	The system should allow users to search for items by specific attributes	MEDIUM	LOW
U3	The customer shall be able to select the payment type (credit/debit card or PayPal) that they want to make their payment in.	HIGH	LOW
U4	The customer shall be able to read and write reviews on different sellers on the site.	HIGH	MEDIUM
U5	Sellers should be able to place their product listings on the website and fully edit the displayed information about their product.	HIGH	HIGH
U6	The system shall be user friendly. For example, the user interface will be menu driven and shall provide dialog boxes, help screens etc.	HIGH	MEDIUM

U7	The customers should be able to access a frequently asked questions page to quickly acquire important answers to certain questions, as well request technical support.	MEDIUM	LOW

Usability Requirements

Requirement ID	Requirements Description	Priority	Complexity

US1	User interface supports all user roles dependent on their purpose for visiting (e.g., sellers will need to see what is being sold as well statistics to track earnings, while buyers will need to see the products that are being sold and cart information).	HIGH	HIGH
US2	User interface will need to be flexible to allow for necessary updates based on customer feedback	HIGH	MEDIUM
US3	When checking out users will need to be able to cancel the checkout process and modify their cart before returning and completing the checkout process.	HIGH	LOW

Environmental Requirements

Requirement ID	Requirements Description	Priority	Complexity
E1	The website will run on any web browser whether on desktop or mobile as long as it supports HTML 3.2 or later	HIGH	HIGH
E2	The colours of the user interface will be simple, professional and sophisticated to give users a feeling of security and professionalism. These colours will also pull the users attention and allow users to browse the platform for as long as possible without being deterred by a poor colour scheme	HIGH	LOW