

MEMO

To: Craig Newmark, Founder, Craigslist and Jim Buckmaster, CEO, Craigslist
From: Christina Petri, Darryl Brown, Carlisle Welsh, Odane Robinson
Date: September 9, 2018
Subject: Craigslist Revision and Revamping

We are hereby requesting permission that my team members, Darryl Brown, Carlisle Welsh, Odane Robinson and I take on the project of revamping the Craigslist website.

Currently, the Craigslist website faces many problems. Some of these problems include its out-dated and unattractive Graphical User Interface (GUI), limited information on products and services offered, insufficient Customer Support and a poorly functional Account Sign Up.

The users post advertisements of products or services to be rented or sold, in the hope of other users viewing these advertisements so that the seller may be successful with a transaction. With taking on this project 'Website Revamp', the new website will attract more users, and with this will come more sellers and buyers who will have more successful and enjoyable transactions.

My team and I will be following a user-centered methodology, as we will be focusing on the users and their needs throughout the design and development of the project 'Website Revamp'.

I kindly encourage you to view the current Craigslist website which should assist in determining to approve or deny our request.

We look forward to your positive response.

Yours sincerely,
Website Revamp Project Team