Conceptual Design Phase

In the conceptual design phase of the upgrading procedures for the Craigslist website conceptual models were developed. These models described what the website should do, how it should behave and what it should look like. The conceptual model that the website will depict will be one of exploring and browsing which will provide information for the users of the website, in a manner that is appealing. So users will be able to find what they are looking for without having to over think about what to search for.

In this phase the user requirements that were identified were used to get the conceptual model of exploring and browsing. In the conceptual phase of our website we described and generated ideas about how the website will look. Additionally during the conceptual design phase review meetings were held so that varying opinions could be garnered. Several scenarios were created so as to see several situations that users may be placed in. Finally a low fidelity prototype was created on flash cards to see how the website will look at the different stages of each scenario.

Setting up a user account

Actor: John is a new member to the Craigslist website who would like to create a new account as a seller so he can sell appliances from his appliance store.

Background: John owns a small appliance store in a small community.

Scenario: This user account will be created by selecting the login button. John is then presented with a login screen with the option to enter username, account type (buyer/seller) and password or create a new account if he does not already have one. As John is a new user, he will choose to create a new account which requires his full name, email address and double entry of a password. Creating a user account will allow for Craigslist to save John's information and will allow his transactions to be more convenient and secure.

Claims Analysis

Situation Feature	Pros (+) or Cons (-) of feature.
Seller profile	+Allows the seller to post items and their respective prices + Helps in the classification of users + show comment made by their previous buyers - Competition from other sellers of the same product - Less trust from skeptical shoppers
Buyer profile	+ The buyer will be able to see all items posted by sellers and all other info about the

	product they want to purchase. + Buyer has options of products from various sellers to choose from - Cannot add item for sale unless another seller account is created - Likeliness of the inability of receiving a response from seller immediately or at all about product or other issue
Administration profile	+Enables user to manage system(services and items) - Administrator requires special training.
Create new user account	+Useful for users who are new and want to create a new user profile -User can only choose one account type.
Forgot password	+ Used by users who have already created a user profile but forgot their username or password - Users must remember email address used to set up account as the reset email will be sent to that email.

Requesting an item/ service

	Actor: Kayla is looking to purchase an item/service from the Craigslist website. **Background:** Kayla is a final year student from The University of Technology, Jamaica.	**Scenario:** In order for Kayla to request an item or service, she must first be logged in. Once logged in, she'd be able to browse the wide variety of merchandise available from which she'll be able to select a desired item. She will then have to select an item which will redirect her to a page showing detailed information about that item. At the end of the page she will see a button labeled 'request' which she will click in order to request the item from the seller. Upon clicking the request button, she will be prompted with an "Are you sure?" which gives her the option to cancel the process. However should she continue, an email will be sent to the seller, notifying him/her that such buyer is interested in their item/service. Upon completion of requesting the item/service, the seller should respond via email to the buyer regarding whether or not they will do a transaction. Upon completion of that transaction, the buyer can then leave a comment on the seller's profile which all other prospective buyers can see.

Claims Analysis

Situation Features	Pros(+) and Cons(-)
He browses the websites, looking at the different merchandise on the homepage	+ John gets to see the different items/services available on the website, without searching by any category. +He can access the website anywhere at any time once he has an internet connection -Data not sorted, he might not see the merchandise he desires.
After the page is redirected to the detailed view of the item, the buyer will then request the item from the seller and will be prompt before requesting the item.	+ He may no longer be interested in requesting the item/service for various reason, therefore the prompt he'd receive would give him the option to cancel or continue the requesting process, this feature provides flexibility and convenience + Eliminate the possibilities of accidental requests - time delay in process, user might find it annoying.
After form request completion, the seller will Get an email notifying him about the interested buyer.	+ The buyer will be notified the second the buyer clicks the request button, so he/she can reply to the buyer to commence their transaction - The seller might take a longer time to reply to the buyer.

Setting up an Administrative Profile

	Actor: Bob is a network administrator, and wishes to become an administrator for Craigslist. **Background:** Bob is a network administrator at a local consultant agency.	**Scenario:** The admin profile will be created when the website is first launched, therefore the first user will be the administrator for the system, should there be future administrators, the admin will have the option to add new once logged in . Each admin profile will have their own password that bob will provide for the user until the user logs in and changes their password. The admin profile will give the administrators access to the user's profiles, allowing the counselors to manage their users and items.

Claims Analysis

Situation Feature	Pros (+) or Cons (-) of feature.
Admin Profile	+The admin profile allows the admin to remove a users profile. -Admin need to search database for user. +The admin profile allows the admin to edit the website if they receive authorization from management. -Managing website may be tedious.
Entry limitation	+The entry limitation to obtain an admin profile will help to ensure there is order in the

| | organization. |
| | +The entry limitation ensures only knowledgeable users have access to the code of the website. |