

University of Technology

Jamaica



Faculty of Engineering and Computing

School of Computing and Information Technology

Human and Computer Interaction

Part 2

Project and Requirement Planning

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Project Concept

Project Name:

Craigslist Website (Webfix)

High Level Vision

To become the world's leading online destination for people to find anything they might want to buy, trade or sell.

Rationale

Craigslist was a popular ecommerce website that provides a wide range of merchandise for purchase. The website is currently outdated and labelled untrustworthy due to the fact that it is unappealing and unsecure. As a result, there was a dent in the website's reputation in terms of credibility which led to a tremendous reduction in the site's average users. The aim of this project is to revamp the website's architecture and design. This will mitigate and, in some cases, eliminate these issues. The main objectives would include: to increase the average number of users, to strengthen the credibility of the website and to rebuild the reputation of the website. Usability and user experience will be the optimum goal of the new design leading to superior user experiences. The implementation of Webfix on Craigslist will completely redesign Craigslist's unattractive and outdated website. With the aid of Google Verify making Craigslist more secure, Webfix will eventually rebuild the website's reputation and popularity.

Stakeholders

- Owners/Developers of Craigslist - The owner/ developers of Craigslist would have a vested interest in this venture as it has the potential to generate more profits and expand its customer base.
- Potential and current sellers on Craigslist - The increase in the number of potential buyers on Craigslist will heighten the chance of the sellers having their goods/services sold.
- Potential and current users of Craigslist - Users will be drawn to a more attractive, user-friendly, functional and secure website where they will feel more excited to conduct business on Craigslist.

Starting Assumptions and Constraints

Constraints

- The budget for this project will be about seven(7) million dollars.
- Completing this project by the end of this semester.
- Changing the design of Craigslist's website while making it easier for the customers to use.
- The limited resources to complete this project.

Assumptions

- Each member will contribute a minimum of US\$2000.00 before the project begins.
- Users should be able to easily navigate and use new interface design.
- All the members participating in the development of this project will do their assigned sections and submit in a timely manner, according to assigned schedule by team/project leader.
- The website modification will be done using mainly CSS and JavaScript coding.

Work Plan

Objectives for Project

The redesigned Craigslist website aims to bring this major third-party selling marketplace into the future with a completely new look and feel. The graphical user interface will be overhauled to attract new users (both sellers and buyers) as well as encourage returning users to utilise the platform to conduct even more business. The infamous broken links of Craigslist will be a thing of the past where all links will be fixed to carry out their intended functions in a time effective manner. The main objectives for the proposed project are as follows:

- To provide an attractive and easy to use graphical user interface that is easy to navigate and understand in order to get business done in the most efficient way possible.
- To fix all broken links on the website that take away from the marketplace's overall effectiveness.
- To eliminate the buyers' fear of getting scammed by introducing a new trusted seller verification system when using the website.
- Include a secure payment system to ensure all transactions carried out are completely legitimate and free from fraud.
- To make Craigslist the preferred third party selling marketplace.

The scope of the objectives mentioned above will be limited for this semester's project due to a restriction of time. The project will utilise simplified milestones work with this limited time frame, namely:

- Provide the layout for the graphical user interface to be used in the final project, with dummy product placements that will only serve as a placeholder to give an idea of how product listings will look after project completion.
- All links will lead to their respective pages, though they will not all be completed in terms of their content. The landing pages however will remain consistent with the overall theme of the website.
- The secure payment system will not be fully implemented but rather simulated to give a general feel of the new process of purchasing items on the Craigslist platform.

Roles

Table 1 below displays a breakdown of how each member of the team will participate in the completion of the project, highlighting their roles and responsibilities.

Names	Roles	Responsibility
Darryl Brown	Project Initiation, creating schedule for each member, designing UI for project.	Ensure all the members stick to their assigned time schedule for each task to ensure the smooth completion of the project based on the project deadline, designing the new user interface for the project as well as overseeing all other project operations.
Christina Petri	Data and requirements gathering, and data analysis.	To use the best data collection methods to collect/ gather information that the project needs, and to elicit information from raw data gathered from both primary and secondary sources which will aid in the completion of the project.
Carlisle Welsh	Database design, website design.	To design a new database for the system as well as aid in the website design and maintenance.
Odane Robinson	Website implementation and website maintenance.	To test the new system using testing techniques such as unit, system, integration and acceptance testing, and implement and maintain the new system.

Table 1: Showing the roles and responsibility of each member of the team that will be working on project Webfix .

Timeline

Phases	Due Date	Start Date	Duration (days)	End Date
Project Proposal	Week of September 10, 2018	September 3, 2018	7	September 10, 2018
Project and Requirement Planning	Week of September 24, 2018	September 10, 2018	14	September 24, 2018
Requirements Analysis	Week of October 1, 2018	September 24, 2018	7	October 1, 2018
Conceptual Design	Week of October 8, 2018	October 1, 2018	7	October 8, 2018
Physical Design	Week of October 15, 2018	October 8, 2018	7	October 15, 2018
Prototype and Evaluation Plan	Week of November 5, 2018	October 15, 2018	21	November 5, 2018
Evaluation Results and Project Reports	Week of November 12, 2018	November 5, 2018	7	November 12, 2018

Fig. 1. Estimated Schedule of the Project Timeline

Figure 1 above depicts the timeline layout of how each phase of the project will be completed. This timeline ensures that each part of the seven (7) phases of the project will be completed in a timely manner. The phases, due dates for each phase, the starting and end date of each phase as well as their duration are outlined in the table above. The PERT chart (Fig. 2) below demonstrates a graphical representation of the project phases and their start and end dates.

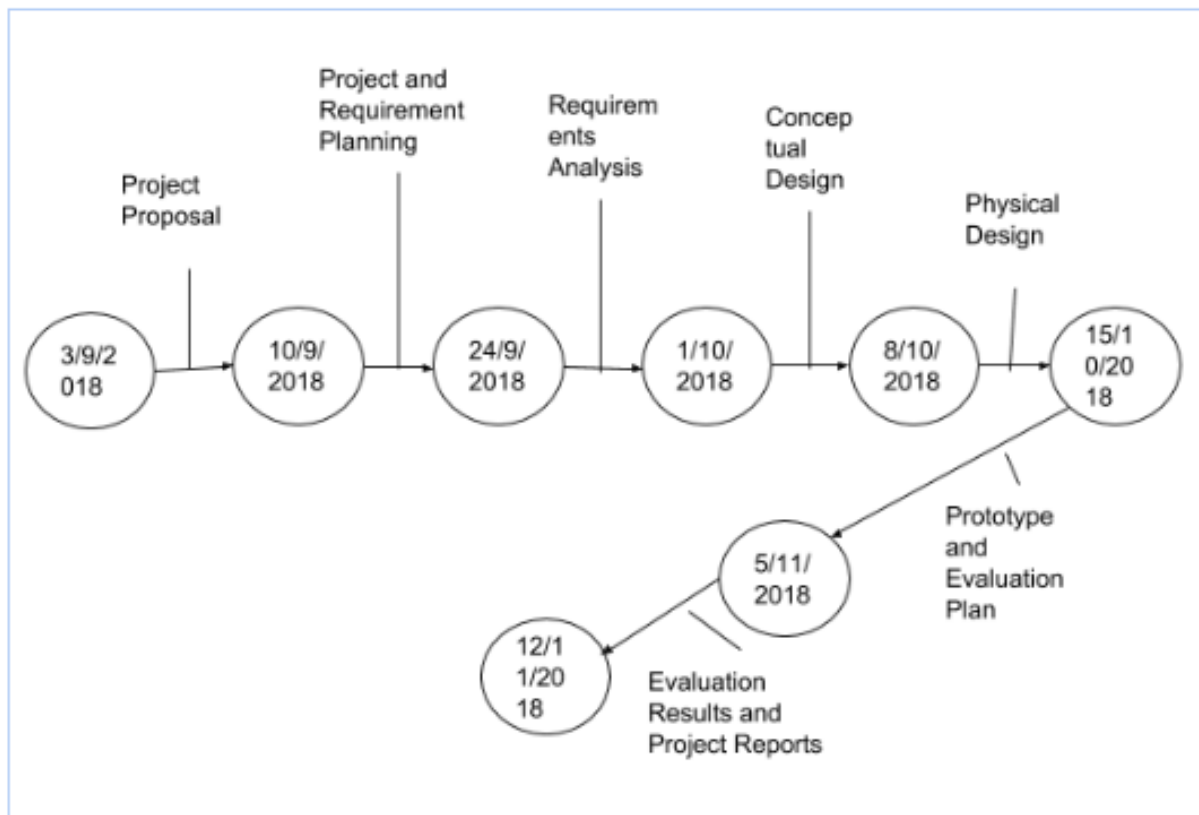


Fig. 2. PERT Chart illustrating the timeline of the project phases, their start and end dates

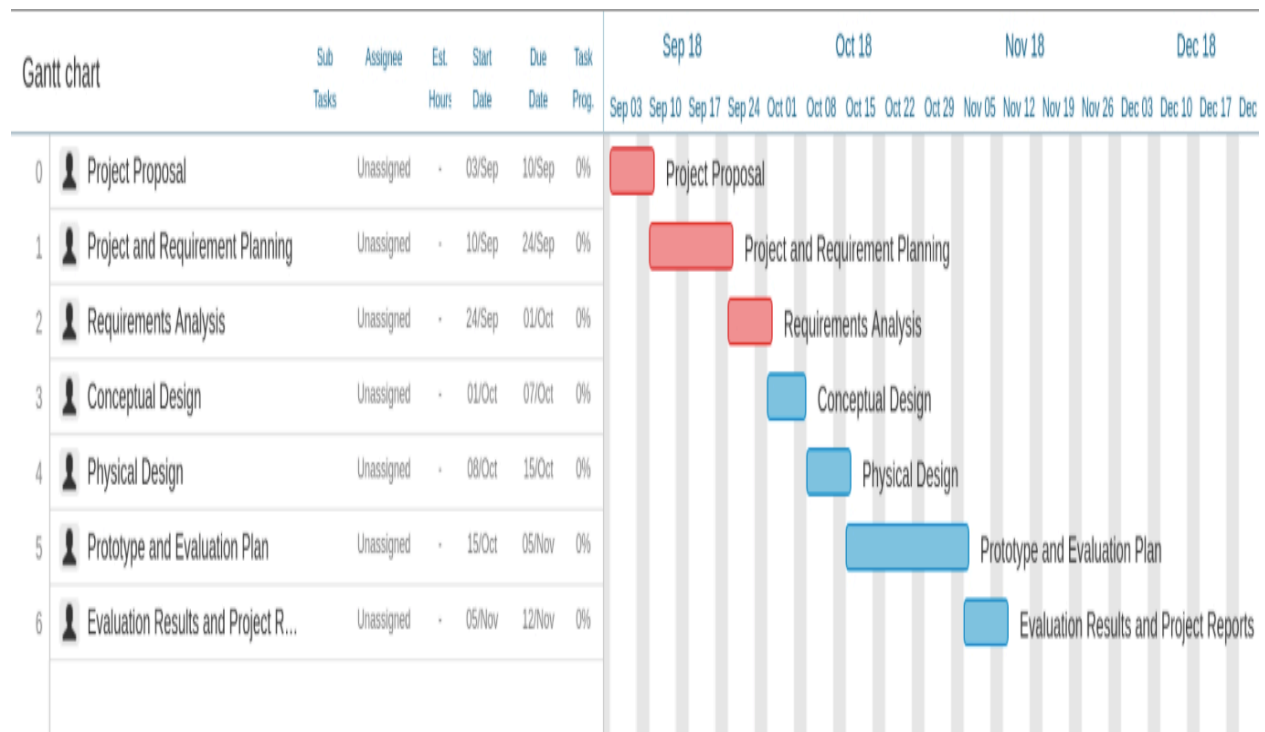


Fig. 3. Gantt Chart illustrating the timeline of the project phases, their start and end dates.

Based on Figures 1, 2 and 3, the project of redesigning Craiglist's website is estimated to be completed in 2 ½ months. The phases in the project will be done in a sequential order, but when referring to the dates (due dates, start and end dates) some phases will take longer than others but must be completed one after the other.

Required Data Gathering

The stakeholders of this company agree with our proposal of redesigning the currently obsolete, unsecured and unattractive Craigslist website. With this information gathered, we will have a better understanding of how our concepts and ideas can be expanded into the implementation of this design, as it provides us with important statistics and feedback from the users. After conducting and gathering information, we will need to know the user's needs as well as the requirements of the user. This will allow for their experience with using the new system to be a pleasing one.

1. Before designing our website, we will conduct the following data gathering activities:

- A. Participant Observation
- B. Questionnaire
- C. Interview

2. In this section we will be explaining our reason for using each requirement gathering technique.

- Questionnaire: This will help us to evaluate user experience using the current website , what they would they like about it, what they would like to change about it and several

other important aspects pertaining to designing an excellent website that captures and meets all their requirements.

- Interview: The interview allows for us to effectively explore the views, experiences, beliefs and feelings of users towards our product.

- Participant Observation: This type of observation is the ideal data collection technique to use as it will enable our team to experience the actuality of how the website really works, as well as to identify the flaws of the current system in order to make further modifications. This technique will also enable our team to get a feel of the end user experience of the current system, which will make us have a better idea of how exactly we need to modify and perfect our new website solution, project WebFix, making it more user interactive and efficient.

3. Participant observation will be conducted by our project team at a convenient time. We will be able to get a first-hand experience of what it is like to use the website so as to better aid us in the design of our new system. We will distribute the questionnaires to fifty (50) persons while ten (10) persons will be interviewed.

4. The data will be analysed through the creation of several charts and tables which will provide relevant statistics, figures and relevant data patterns to support our proposal of designing this website.

Interview

1. How long have you been using Craigslist?

2. What do you use Craigslist for?

3. What was your first impression when you entered the website?

4. What improvements, if any, can be made to the current website to make your experience a better one?

5. What is/are the most important feature(s) missing from this website that you want us to add?

6. Have you ever tried to purchase an outdated item from craigslist?

7. How do you feel about the current user interface of craigslist?

8. How interactive do you think craigslist is?

Questionnaire

This questionnaire is designed to help in evaluating user experience of the Craigslist website.

Please answer the following questions honestly.

1. What is your age group?

☐ 12 - 19

☐ 20 - 30

☐ 30 - 50

☐ 50+

2. What is your gender?

☐ Male

☐ Female

3. How would you rate your experience of using the Craigslist website?

☐ Poor

☐ Average

☐ Good

☐ Excellent

4. Do you find the current website up-to-date?

☐ Yes

☐ No

5. Do you find the current website attractive in terms of its Graphical User Interface(GUI)?

☐ Yes

☐ No

6. Do you find the current website user friendly and secure?

☐ Yes

☐ No

7. How often do you use Craigslist?

☐ Once per week

☐ Once per month

☐ More than twice per week

☐ Everyday

8. Do you think an improved user interface to Craigslist would make you use it more?

☐ Yes

☐ No

9. What is your reason for using the website?

10. What feature of the website do you like?

11. Would you recommend Craigslist to a friend?

☐ Yes

☐ No

12. If no, why?

13. How likely are you to use Craigslist again?

☐ Very likely

☐ Somewhat likely

☐ Neutral

☐ Somewhat unlikely

☐ Very unlikely

14. What changes would you like to see in Craigslist?

15. Is the pricing on the website clear?

☐ Yes

☐ No

16. What was the one thing that almost stopped you from conducting business on our website?

Please state any other feedback that you have below:

Retrieved from <https://survicate.com/website-survey/questions/20>