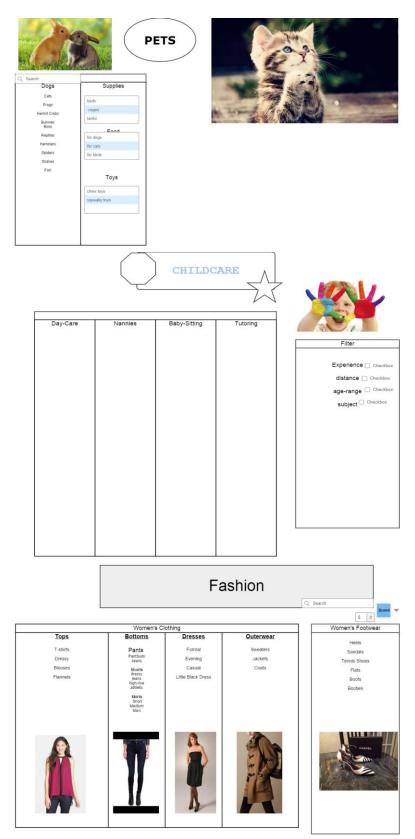
Katalina Park

Course: Intro to Web Design Course ID: DM2193FA2014 Instructor: Johnny Benson

For the midterm project, I decided to redesign Craigslist. While I appreciate the simplicity of Craigslist, it proves too bland and boring for many users. I think it's great to have a basic design that doesn't distract or overwhelm people, so I decided to keep my recreation of Craigslist clean with simple colors. My goal was to make Craigslist look sophisticated and welcoming to customers while maintaining a "minimalist" look. Realistically, I wanted to prevent designing an over complicated page because I find that people get frustrated on webpages if they are being bombarded with too many options and distractions. If I were trying to sell products, I would want customers to be able to find exactly what they're looking for without trouble. However, I didn't want my design to look flavorless or boring, so I tried adding elements (such as photos) that would make the page look a little more fun. For the fashion page, I paid special attention to spacing and the pictures I chose. After working in the fashion industry, I learned how important it was to space properly, because it often symbolizes order and wealth. I intentionally chose sketches of outfits for the images because it looks as though it's coming from the designers. I also changed the logo of Craigslist at the top of the site. I made it look similar to the *Tiffany & Co* logo because Tiffany's is often associated with glamour, quality, and luxury. For the next page, I chose redesign the pet section of Craigslist. Again, I kept the page simple, but I added a couple of images in order to give the page some character. I tried to organize everything into categories, allowing for easier searches, but I'm not sure if I'm quite happy with how it turned out. Essentially, if this were to become a working site, I would have to make edits within the sub-categories because there are too many that I excluded. I also think that it may be a little too simple for a pet-page; it almost reminds me of a calendar or checklist. For my last page, I focused on redesigning the childcare section for Craigslist. I think this can be one of the most stressful pages for people to browse because looking for someone to look after your child is a tedious and serious process. Since parents or guardians often want very specific people to take care of their children, I wanted to make a filter to cater to their requests. In order to make the search faster and easier, I added subunits to childcare (nannies, tutoring, baby-sitting, etc.). Again, I wanted to prevent the page from looking disorganized and chaotic, allowing customers to feel more comfortable using Craigslist. With Craigslist being under a lot of scrutiny for being an unreliable website, I think it's very important to focus on how the website appears. It seems that people are more willing to trust sites that are structured and easy to navigate; it legitimatizes the source. Thus, my goal was to recreate the image of Craigslist as an organized, trustable, and friendly website.



Final Designs:

