

# 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.

## Wireframes



Search

Dogs

Cats

Frogs

Hermit Crabs

Bunnies

Birds

Reptiles

Hamsters

Spiders

Snakes

Fish

Supplies

beds

cages

tanks

Food

for dogs

for cats

for birds

Toys

chew toys

squeaky toys



Day-Care	Nannies	Baby-Sitting	Tutoring



Filter

Experience

☐ Checkbox

distance

☐ Checkbox

age-range

☐ Checkbox

subject

☐ Checkbox

## Fashion

The screenshot displays a web interface for a fashion store. At the top, a large grey header contains the word "Fashion" in a large, black, sans-serif font. Below this header is a search bar with a magnifying glass icon and the text "Search". To the right of the search bar is a blue button labeled "Brand".

Below the header, the page is divided into two main sections. The left section is titled "Women's Clothing" and is further divided into four sub-sections: "Tops", "Bottoms", "Dresses", and "Outerwear". Each sub-section lists several clothing items and includes a representative image. The "Tops" section lists T-shirts, Dressy, Blouses, and Flannels, with an image of a woman wearing a red vest over a black top. The "Bottoms" section lists Pants, Jeans, Shorts, and Skirts, with an image of a woman wearing blue jeans. The "Dresses" section lists Formal, Evening, Casual, and Little Black Dress, with an image of a woman wearing a black strapless dress. The "Outerwear" section lists Sweaters, Jackets, and Coats, with an image of a woman wearing a brown coat.

The right section is titled "Women's Footwear" and lists several types of shoes: Heels, Sandals, Tennis Shoes, Flats, Boots, and Booties. Below this list is an image of a pair of black and white high-heeled shoes, with a black box labeled "CHANEL" in the background.

## Final Designs:

## Fashion

Home

1 2

Women's Clothing				Women's Footwear
Tops	Bottoms	Dresses	Outerwear	
<ul style="list-style-type: none"> <li>T-shirts</li> <li>Dressy</li> <li>Blouses</li> <li>Flannels</li> </ul>	<ul style="list-style-type: none"> <li>Pants</li> <li>PantSuits</li> <li>Jeans</li> <li>Skirts</li> <li>short</li> <li>high-rise</li> <li>athletic</li> <li>Skirts</li> <li>Short</li> <li>Medium</li> <li>Mini</li> </ul>	<ul style="list-style-type: none"> <li>Formal</li> <li>Evening</li> <li>Casual</li> <li>Little Black Dress</li> </ul>	<ul style="list-style-type: none"> <li>Sweaters</li> <li>Jackets</li> <li>Coats</li> </ul>	<ul style="list-style-type: none"> <li>Heels</li> <li>Sandals</li> <li>Tennis Shoes</li> <li>Flats</li> <li>Boots</li> <li>Boaties</li> </ul>

## Pets

Home

1 2

Brands			
Animals	Supplies	Toys	Food
<ul style="list-style-type: none"> <li>Dogs</li> <li>Cats</li> <li>Frogs</li> <li>Hermit Crabs</li> <li>Birds</li> <li>Reptiles</li> <li>Spiders</li> <li>Hamsters</li> <li>Snakes</li> <li>Fish</li> <li>Hamsters</li> <li>Turtle</li> <li>Guinea Pigs</li> </ul>	<ul style="list-style-type: none"> <li>Beds</li> <li>Tanks</li> <li>Cages</li> <li>Filters</li> <li>Medical</li> <li>Cleaning</li> <li>Tags</li> <li>Collars</li> <li>Leashes</li> </ul>	<ul style="list-style-type: none"> <li>Chew Toys</li> <li>Squeaky Toys</li> <li>Chasers</li> <li>Canvas Toys</li> <li>Heavy Duty Toys</li> <li>Holiday Toys</li> <li>Interactive Toys</li> <li>Natural Toys</li> <li>Plush Toys</li> </ul>	<ul style="list-style-type: none"> <li>Snacks</li> <li>Wet Food</li> <li>Dry Food</li> <li>Seeds</li> <li>Canned Foods</li> <li>Dog Bones</li> <li>Specials</li> </ul>
			<ul style="list-style-type: none"> <li>Aspen</li> <li>Bamboo</li> <li>Booda</li> <li>Boss Pet Products</li> <li>Canine Hardware</li> <li>Chuckit!</li> <li>Doggy Hoots</li> <li>Kong</li> <li>Kibble and Bits</li> </ul>

## Childcare

Home

1 2

Childcare				Filter
Day-Care	Nannies	Tutoring	Baby-Sitting	
				<ul style="list-style-type: none"> <li>Distance <input type="radio"/></li> <li>Experience <input type="radio"/></li> <li>Subject <input type="radio"/></li> <li>Age-range <input type="radio"/></li> </ul>