

Craigslist Redesigned Midterm
Calvin Ong
DM2193 Spring 2015

The Craigslist website is redesigned. There are 3 wireframe designs and 3 final designs to be submitted, along with a brief.

The Craigslist design so far is acceptable. The raw basic, text design makes it easy to navigate and fast to load on a browser, especially for places where wifi signal is bad. However, there are a lot of links that I would assume no one really goes to. Some of are even redundant. For example, on the homepage, the terms of service: the privacy, policy, etc... are repeated twice. One list is on the sidebar, and one is on the footer of the page. The search criteria can also be collapsed. For example, where the left sidebar says “nearby cl”, users will usually not search nearby places. They will look for products and services, and see how far away it is.

On the home page, the calendar can be improved by actually showing notable events, instead of simply linking to another page, which is a hassle on the user.

On the results page, it is a little better. It’s less cluttered. However, if you go to a Google or even Bing results page, there are collapsible search criteria. You don’t need every possible search criteria shown. You can simply select and choose. Also, at the top of the page,



This is unnecessary since there is a search bar right below it. If they coded the search engine well, the user can simply enter key words and search there, or the search engine can offer suggestions as they type, like Google.

A map showing the where various same/similar products/services are located near the item a user is looking for is extremely useful as well.

On the item page, there is too much empty space to the right of the page.

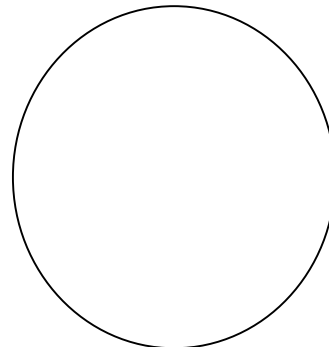
These safety tips and other warnings should be gone, since the user does not have to be reminded on every page other than the homepage. The condition could stay.

★ Wilson Staff FG-51 golf irons



condition: new

- [safety tips](#)
- [prohibited items](#)
- [product recalls](#)
- [avoiding scams](#)

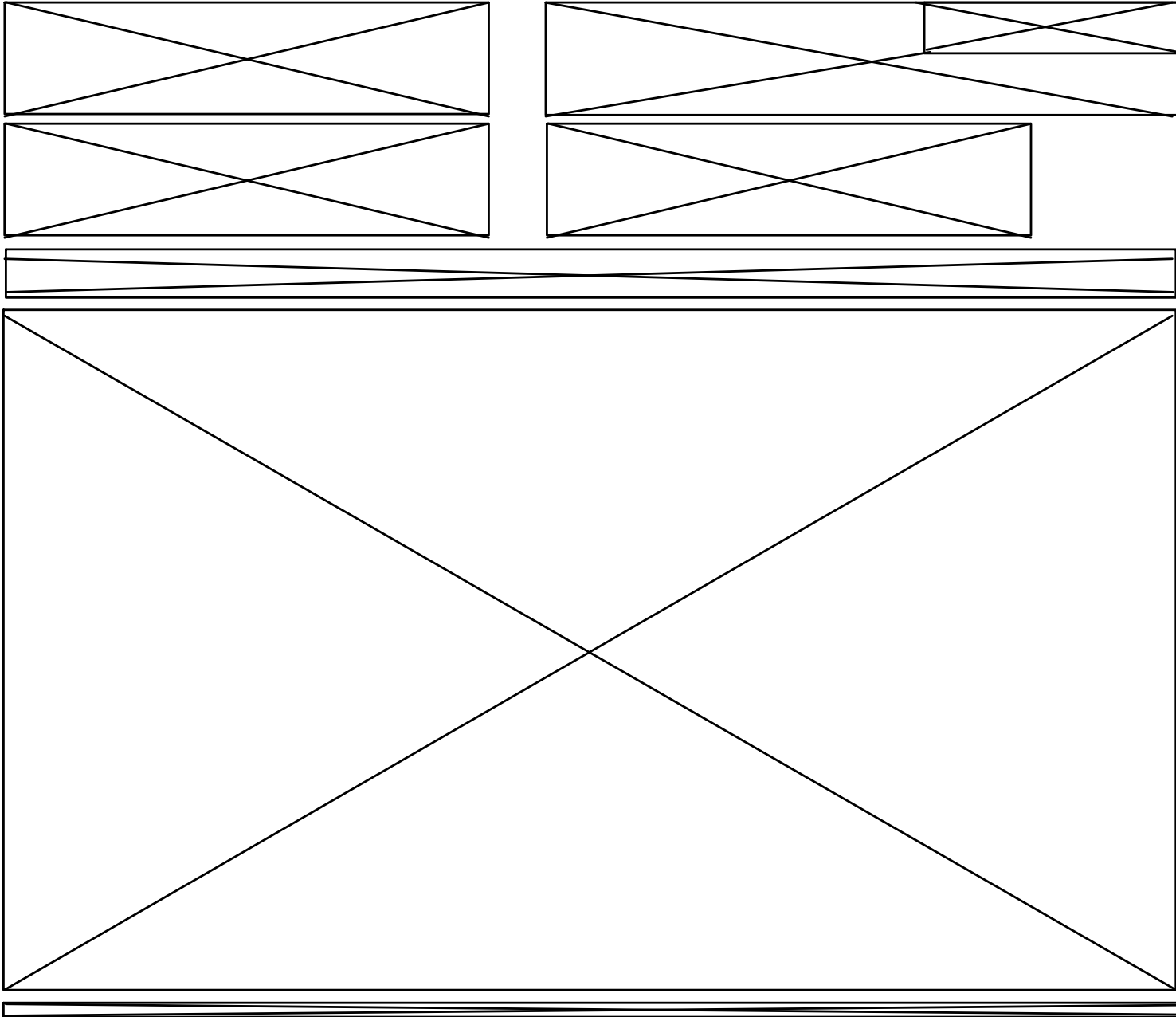


This space can be used to put another picture, so that the user can compare multiple pictures side by side. If someone was looking at an item, they would want to compare the different pictures. Furthermore, the description should not be so far down the page that the user has to scroll down to read it. Also, the search engine should be on this page as well, since I don't want to have to go back and reload the page just to search for another item.

*For mobile and tablet designs, the designs should roughly be similar. However, there would be much more collapsible tabs.

Craigslist Homepage Wireframe

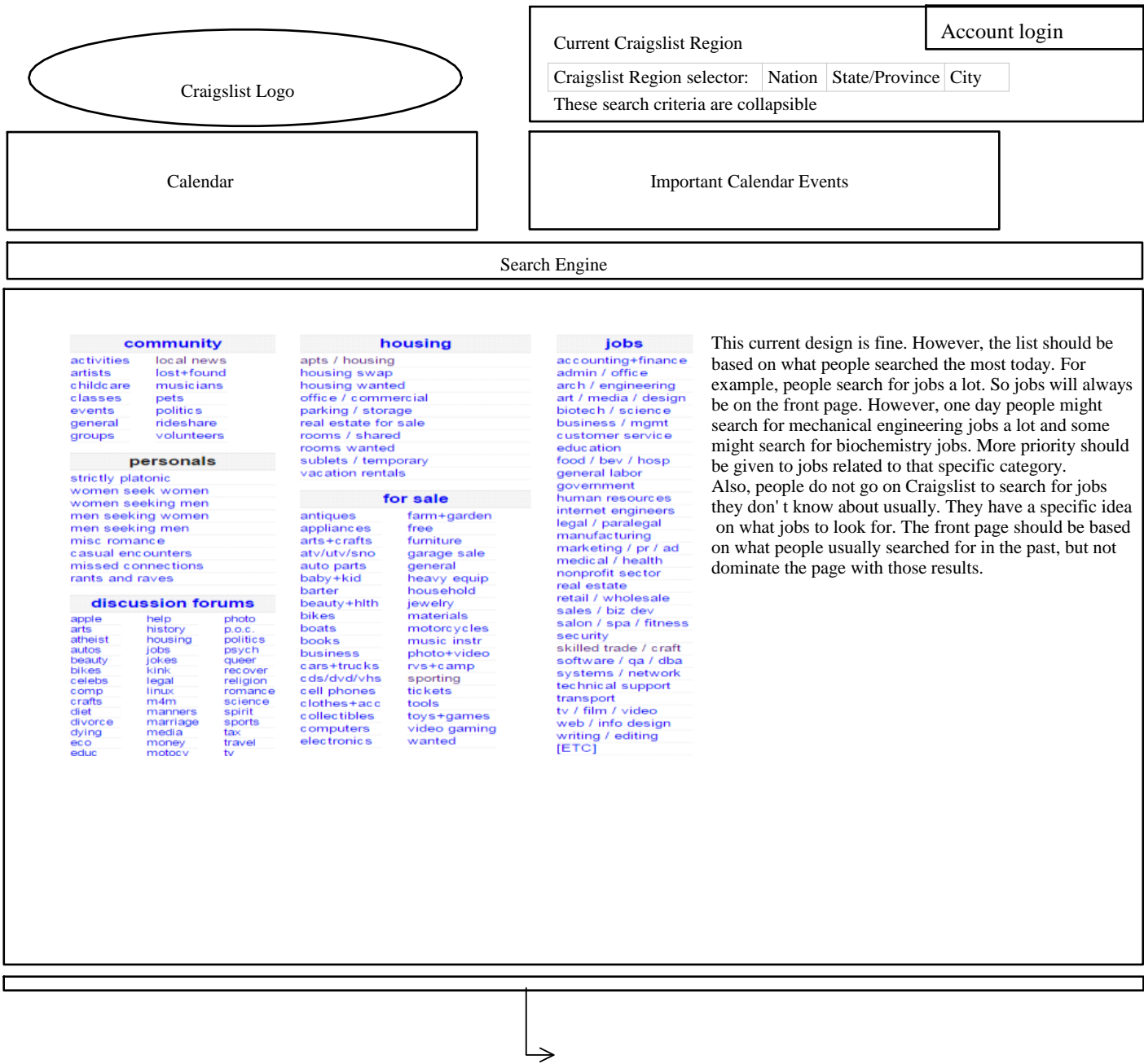
Tuesday, March 24, 2015 5:00 PM



Craigslist Homepage Design

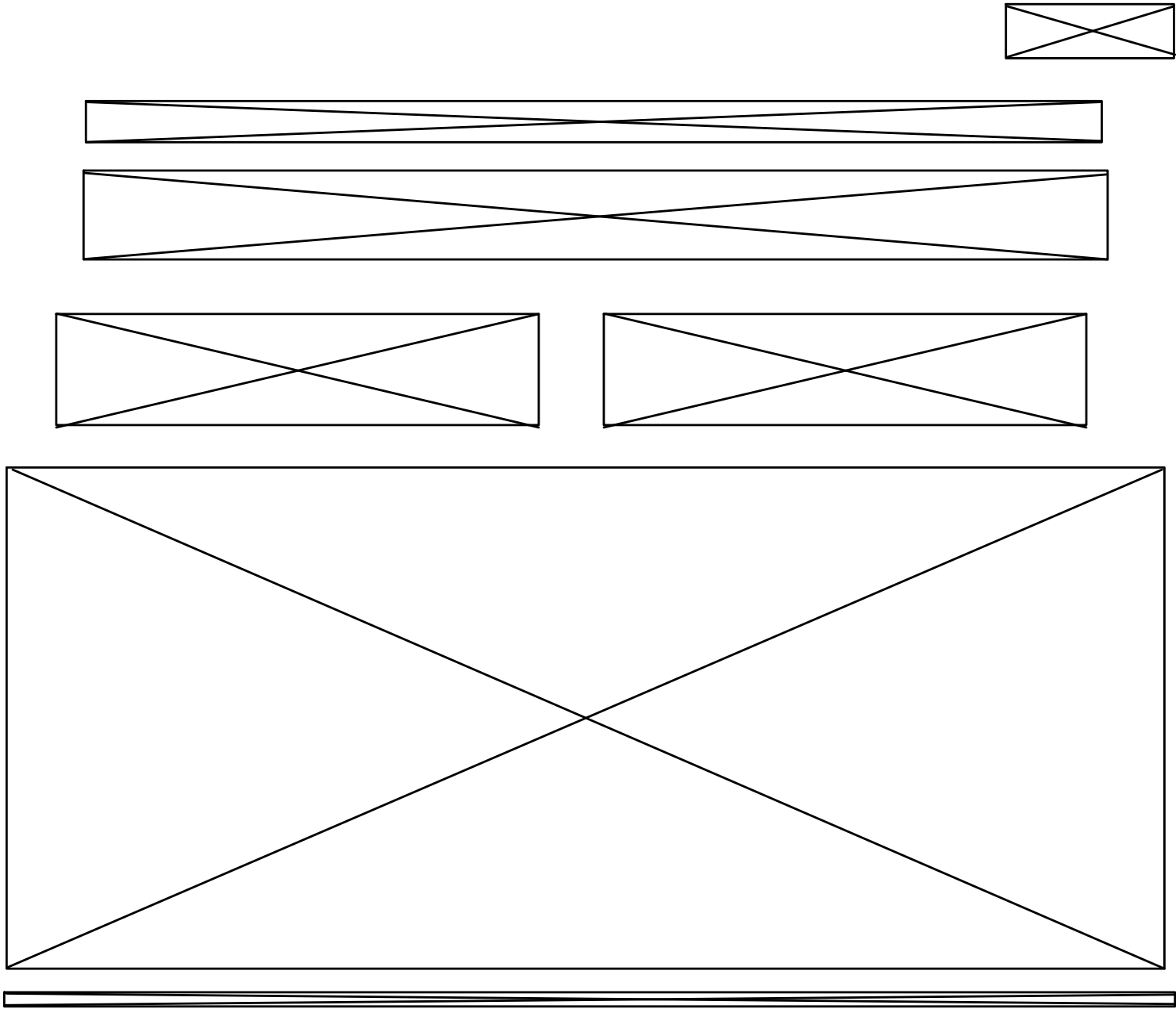
Tuesday, March 24, 2015 5:57 PM

*Note: The text in all pages should NOT be blue. It should be black to look for professional; only the links should be turning purple if clicked on already.



Craigslist Results Page Wireframe

Tuesday, March 24, 2015 5:11 PM



Craigslist Results Page Design

Tuesday, March 24, 2015 5:57 PM

- ☐ search titles only
- ☐ has image
- ☐ posted today

PRICE
min max

reset search

→ This should also go in the block as well.

Account login

Search Engine

owner dealer

list thumb gallery map

<< < prev 1 - 100 of 4403 next >

newest ss\$ \$\$\$

These options for navigating through the gallery are fine as it is. However, they should all be placed on the same block.



Google Maps for location of items

Lists locations of each items from the map



★ Mar 24 Wilson Staff FG-51 golf irons
sporting goods - by owner



★ Mar 24 RAM FX "Tour Grind" nickel blade
irons sporting goods - by owner



★ Mar 24 Swarovski Binoculars - Pre Owned
... FIND THEM AT (texasBINOman dot
com) sporting goods - by dealer



\$300



\$75

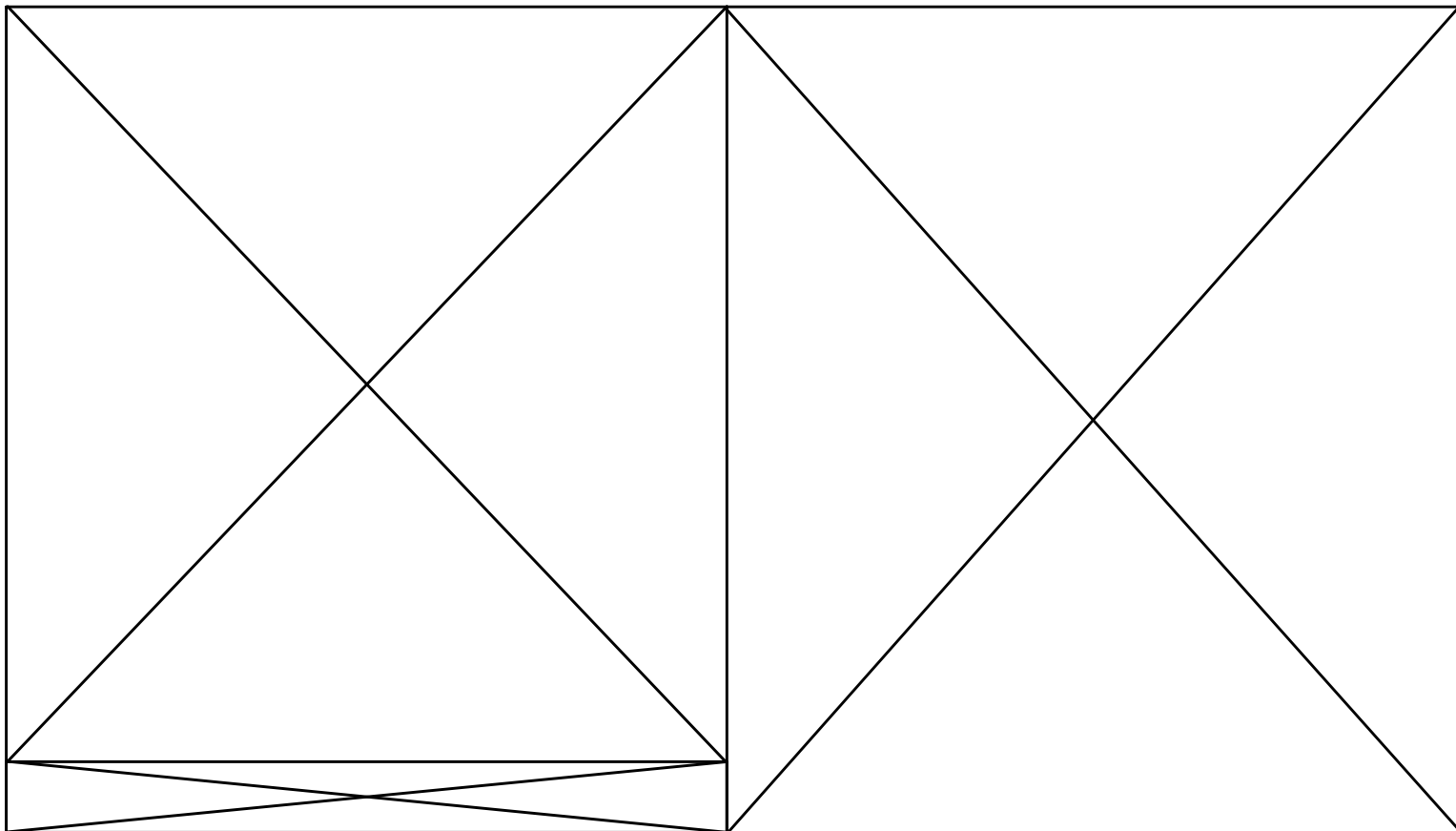
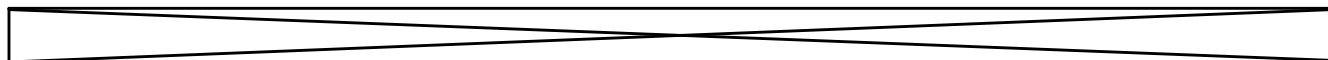
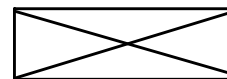


This gallery is fine as it is.

→ Terms of service and conditions, warnings, Craigslist jobs, about Craigslist, connects

Craigslist Item Page Wireframe

Tuesday, March 24, 2015 5:14 PM



Craigslist Item Page Design

Tuesday, March 24, 2015 5:58 PM

Account login

Search Engine



There should be a slideshow of the picture(s) here. The preview pictures should go right below the current picture.

The preview pictures is a good design. However, making them a little bigger would be easier on the eyes.

Description of pictures go here.

reply

☐ prohibited

Posted: 15 days ago

prev

next

post id: 4924477040

posted: 15 days ago

updated: 2 hours ago

email to friend

best of

These navigation buttons are fine as it is currently. They should be placed Below the description and pictures.

Terms of service and conditions, warnings, Craigslist jobs, about Craigslist, connects

Country 

State / Province 

City 


E-mail









Password


Login

Forgot password

March 2015



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 	4	5	6	7
8	9	10 	11	12	13 	14
15	16	17	18	19	20 	21
22	23	24	25 	26 	27	28
29 	30	31 				



Important dates based on your locations:

- **March 3:** Wiz Khalifa Concert at Madison Square Garden
- **March 10:** Solar Eclipse Festival at Central Park
- **March 13:** Rob a Bank Day
- **March 20:** Hug a dog day
- **March 25:** Tiananmen Square Reenactment at Times Square
- **March 26:** Free drugs at Washington Square Park



2007 Nissan Maxima Chrome Wheels



Community

Activities
Artists
Childcare
Communist Revol.
Events
Fight Club
General
Groups
Local News
Lost+Found
Musicians
Pets
Politics

Housing

Apts/Housing
Corpse Swap
Housing/Swap
Housing/Wanted
Office/Commercial
Parking/Storage
Real Estate for Sale
Rooms/Shared
Rooms Wanted
Sublets/Temp.
Torture Chamber
Vacation Rentals

Personals

BDSM
Casual Encounters
Men s. Men
Misc Romance
Missed Connec.
Otherkin s. Men
Rants and Raves
Strictly Platonic
S&M
Women s. Women

For Sale

Antiques
Appliances
Arts+Crafts
Baby Spines
Barter
Guns
Nazi uniforms
Onions
Used furniture
Wedding gowns

Jobs

Admin/Office
Arch/Engineer
Astronaut
Biotech/Science
Business/Mgmt
Customer Serv.
Education
Feces Inspect.
Gen. Labor
Government
Human Resour.
Pirate



2007 Nissan Maxima Chrome Wheels



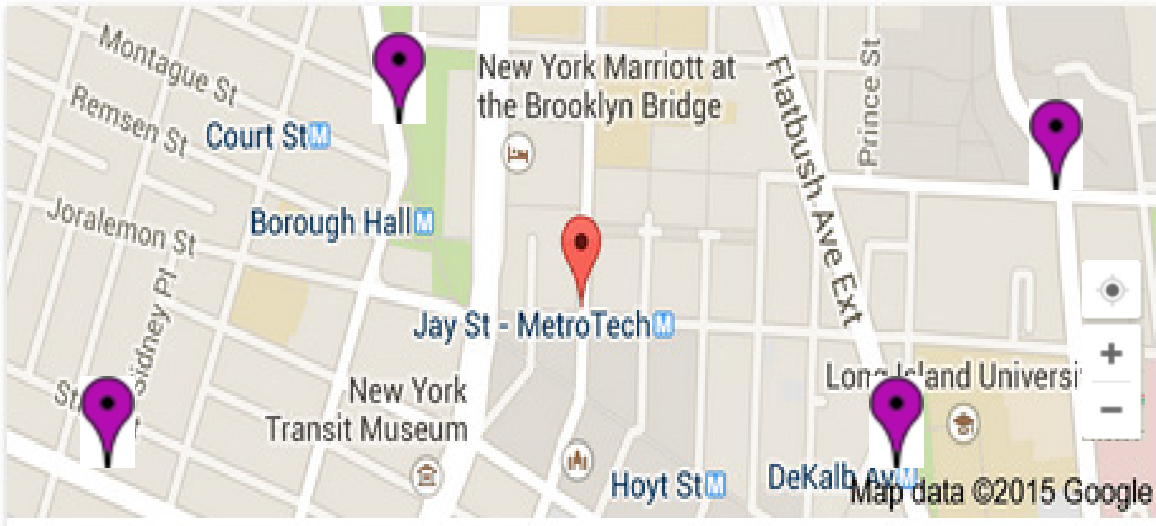
E-mail Alert ☐
Save Search ☐

List Thumb **Gallery** Map




Newest **Relevant** Highest \$ Lowest \$

All **Owner** Dealer

☐ Search title only ☒ Has image
☐ Posted today




Enter an address or search radius


- 4 Locations found:
-  223 Pyongyang Drive
 -  129 Saddam Hussein Boulevard
 -  12 RandomAddress2 St.



<< < 1 to 10 of 11 > >>


\$5500






March 29: Nissan Maxima 2007
SL Moon Roof

\$6500



March 28: Nissan Maxima 2007

\$7500




March 27: Nissan Maxima s1
Sedan



Welcome , cragslistCal94

Messages: 0 

Logout 



E-mail Alert ☒



Save Search ☐

2007 Nissan Maxima Chrome Wheels

Reply

Nissan Maxima 2007 SL Moon Roof - \$5500



Post ID: 13376969 **Posted:** 23 hours ago **Updated:** 5 hours ago **Forward**  **Prohibited** ☐ **Favorite** 

Nissan Maxima 2007 for sale , Only 9000 Cash Only; black exterior, black corinthian leather, chrome wheels, custom 69 Gig, 6G and wifi Zune in the dash, only 90000000000 miles factory Beats surround system, Fridge Heated toilets, Heated mirror When call number this [Show contact info](#) ask for Goku, Please leave a massage and your number and I will get back to you
• do NOT give me Senzu beans

Key Words:

Odometer: 9000

Good Condition

Transmission: Automatic

Coming into this class, I was unsure of what to expect. Computer Science/Computer Engineering and Web Development were very different from each other. Programming meant drawing diagrams to try to understand how to construct the actual program, and worrying about things like running time or memory accesses. Web design meant drawing sketches to make sure a website is easy to navigate whilst aesthetically pleasing; things like browser compatibility and mobile compatibility were also concerns.

It was easy transitioning in some ways. Good practices like code maintainability, comments, and avoiding long-winded unnecessary code in programming translated well to web design. Understanding what code should be in my HTML files and what should be in my CSS file(s) led to smaller code. The use of classes (or ids, which are similar but bad practice to use) and understanding how the browser parses the code based on classes led to faster code. Drawing wireframes and designs saved a lot of potential headache since it allowed easier visualization of both the webpage(s) and what code there had to be written. Determining what should be a block element and what should be an inline element was the hardest.

The main difficulty in transitioning was from focusing on programming for other programmers to see, to focusing on designing for possible non-programming users. While a minimalist approach is often the best (even if it is overused) approach, a webpage can be too minimalist and often leave a lot of empty undesirable unused space on the page. However, cramming too many things into one page can result in a webpage loading slower (especially with movie images or flash animation). It can also be an eyesore for the user (like the homepage of Craigslist). There's prioritizing what should be linked to another page and what should remain on the page. You don't want the user to be lost trying to click link after link to reach a page, but neither do you want the user to get lost navigating a single page because the link is small and hidden in some obscure part of the page. The coding part is usually easier than the design part.

If I had a better understanding and appreciation for this difficulty earlier in the semester, I would have looked at more websites and study their layout for inspiration. The key is to understand the flaws in a website and why that flaw did not work. Even a good website like Craigslist has a lot of flaws.

Initially I was hesitant to do a complicated design, since I believed that a minimal design is always better. However, looking through the website, I realized that such an approach was not going to work with a website like Craigslist. Craigslist is a very interactive website. It's not like Tumblr or Pinterest where people simply scroll or comment on images. Users search and type a lot on the website. It would be easy for a user to miss an item on the page because they are scrolling too fast or are too inattentive. With that in mind, I aimed to get rid of features I thought Craigslist did not need (there were a lot) and add some features that I believed Craigslist would benefit from. I also took inspiration from ideas given by my classmates, such as an integrated Google Maps and calendar notification system.

One of the biggest things I remembered was that users respond better to bigger than normal, but not too big text. It makes it easier to read the text and the user won't be straining their eyes trying to read a big block of text. Another thing I remembered was that users also respond well to pictures. A

good picture is often worth more than a thousand words. What might take 2 paragraphs to explain can be summed up in a single picture or diagram, which often takes less space on the webpage. When users are scrolling through a search page, they usually don't search past the first page. They will only search 2 at most before refining their search. On the first page, their eyes will focus heavily on the upper left hand side (since most users around the world read left to right, with perhaps the exception of Arabic and Hebrew users). With this in mind, I focused on designing the webpages with regards to easier user navigation, with heavy emphasis on search engines (which I assumed a back-end developer could tackle).

Although this approach solved most problems I believed Craigslist had, I felt there were simply too many items on the pages. Due to limited space, I could not allot some spaces between blocks on the page. For example, on my item page, there was little space between the top of the picture's title and the bottom of the search engine. I may have also overestimated the capabilities of the search engine, since it may require the user to understand how to navigate it. For example, on Google's search engine, if a user types in a sentence with double quotes (like so: "example"), Google searches for pages with those exact quotes. Intricacies like that would result in better searches, but also put more burden on the user to learn, which might turn some new users away. If I had more time, I would have minimized some blocks and make other blocks bigger. I would have also created a user-friendly tutorial page to help newcomers learn. I would have also created a mobile page since a lot of users simply browse on their tablets.