

craigslist



# wireframes

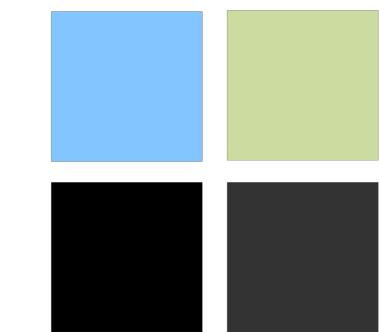


Avenir Book

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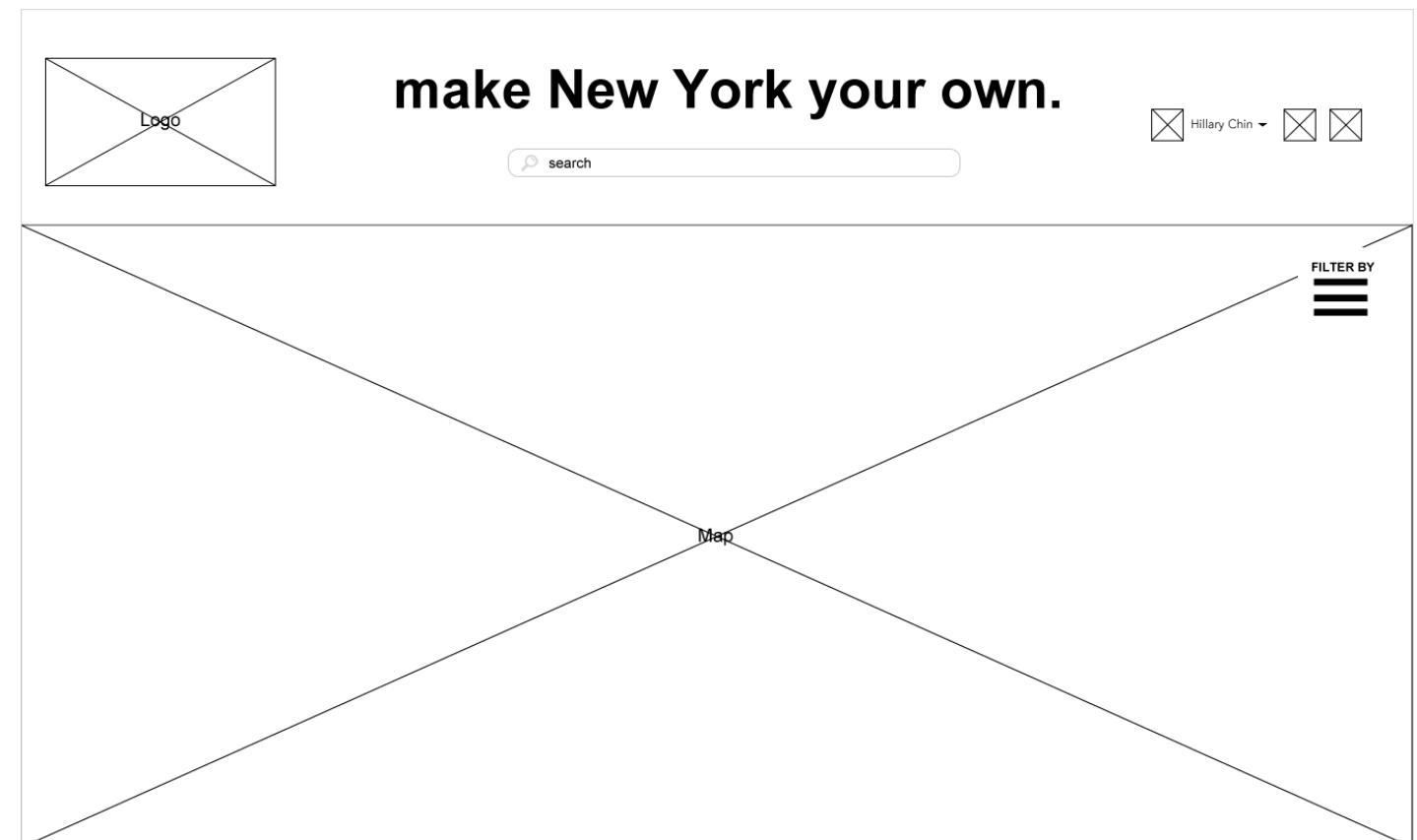
Avenir Heavy

A B C D E F G H I J K L M N  
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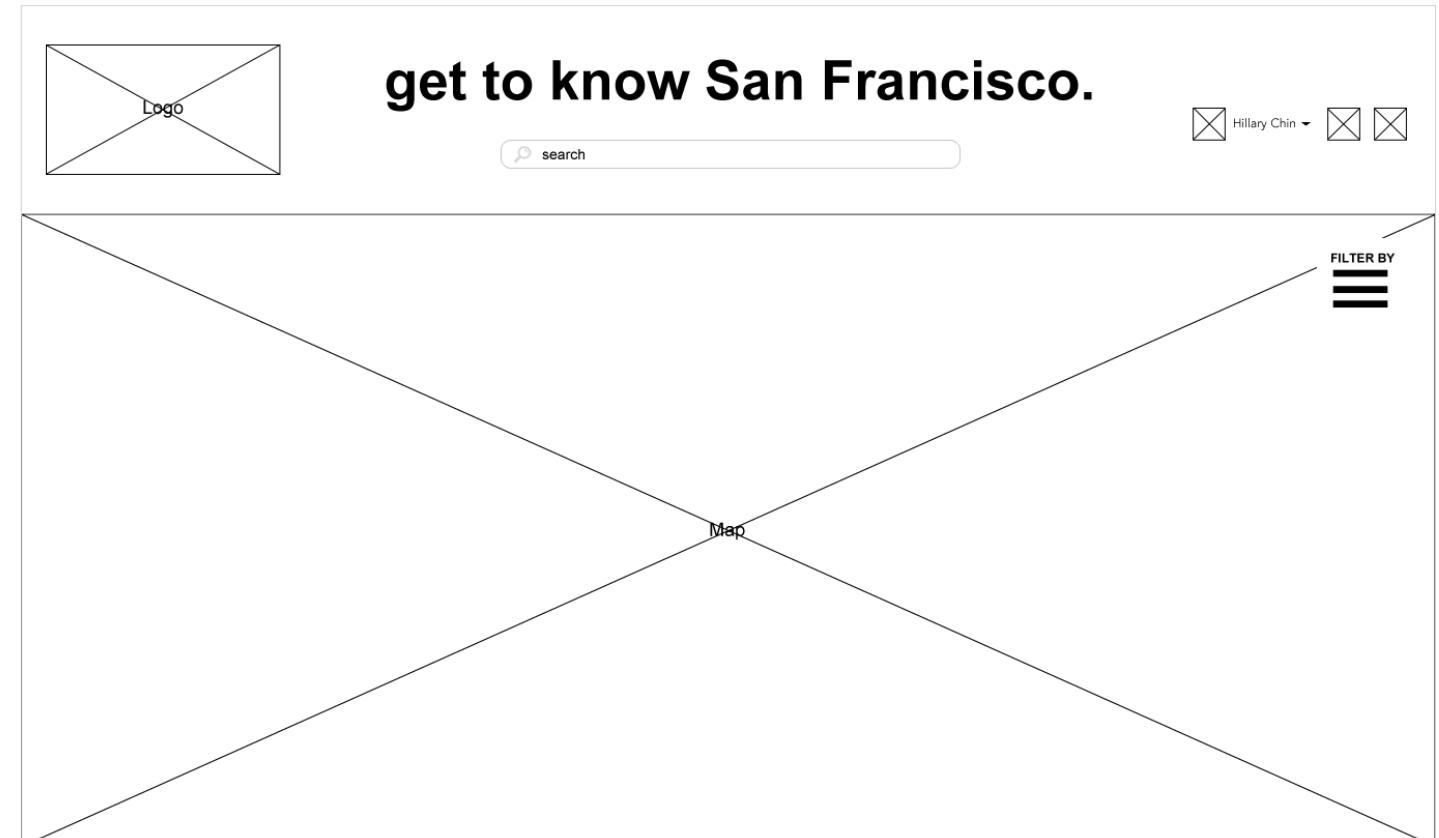


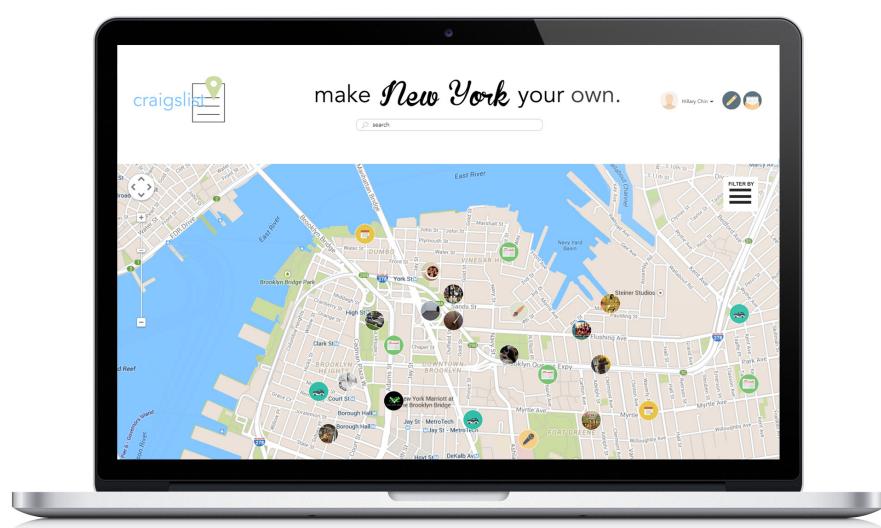
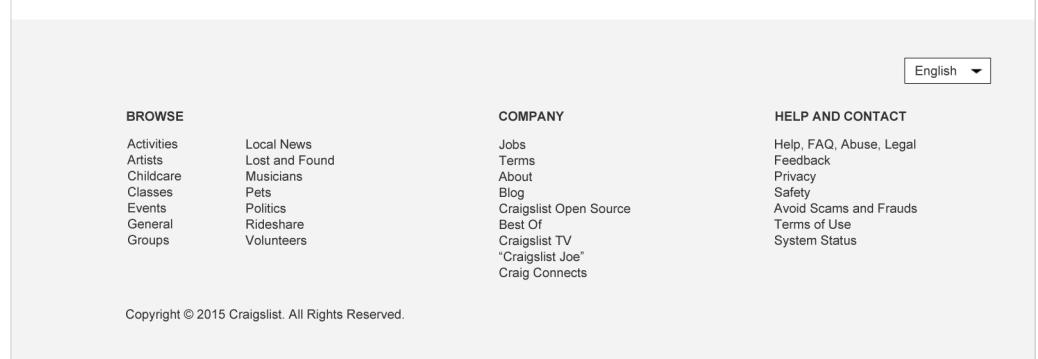
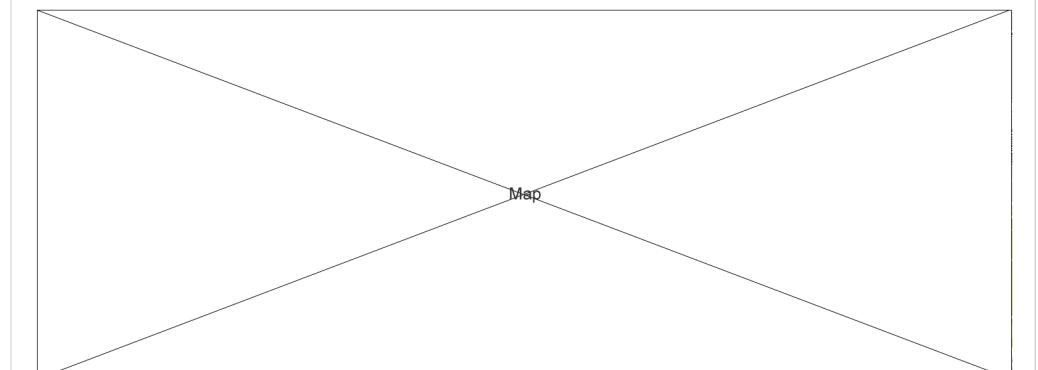
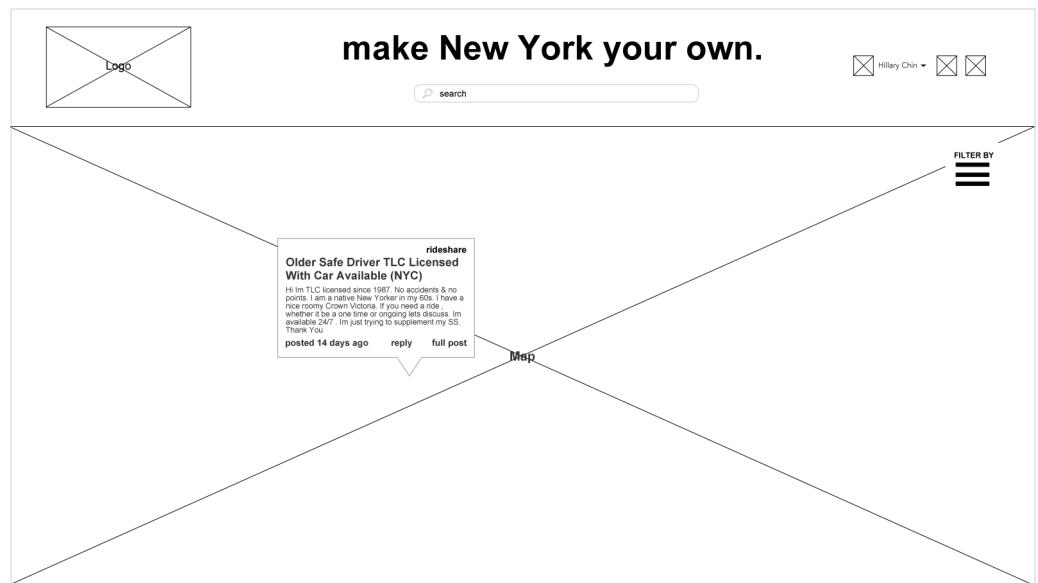
My redesign of Craigslist focuses on the community section of the current website. It narrows the website down to one of its main focal points, which is location-based listings. The goal of my redesign is to give users the ability to immerse themselves into their own city and personally connect with the people, things, and happenings around them. Its intention is to give everyday people an easy way to always find something to do, buy, learn, or meet in their area. Maps are a major component of the interface as they provide an intuitive way for users to browse and locate whatever they desire. My concept also completely rebrands the company with a new logo and website design that is fresh, attractive, and modern. My goal with the design was to achieve minimalism and simplicity while using colors, images, and icons to keep it interesting and friendly. It also eliminates the jumbled mess of a navigation the current Craigslist uses by ridding of all the lists and replacing them with a map that displays images, icons, and summaries.

Homepage



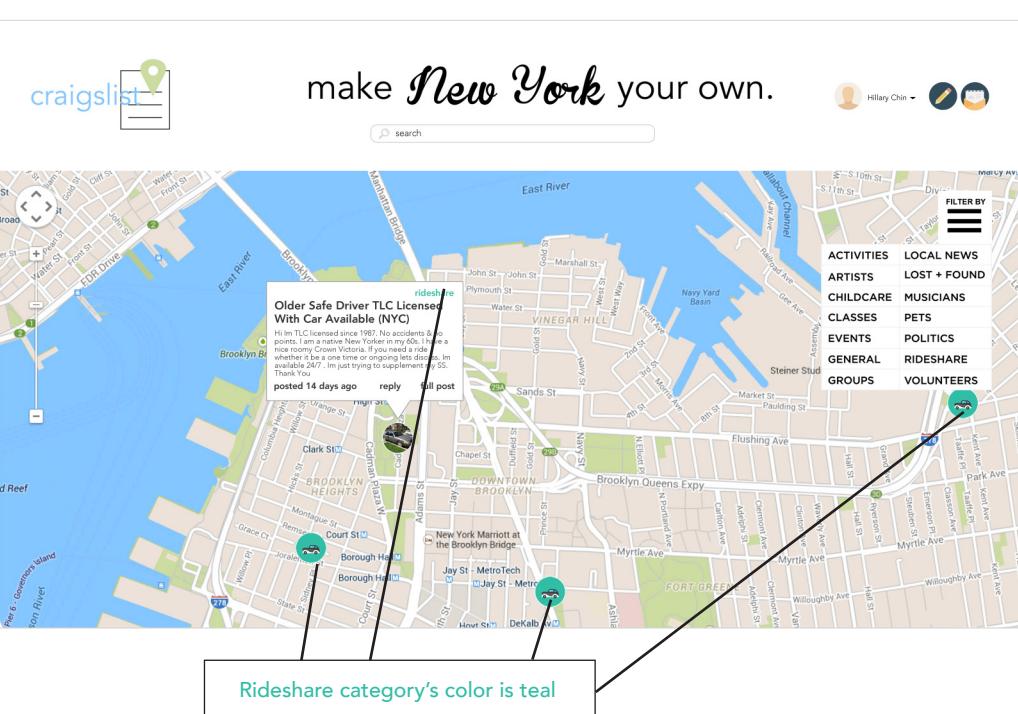
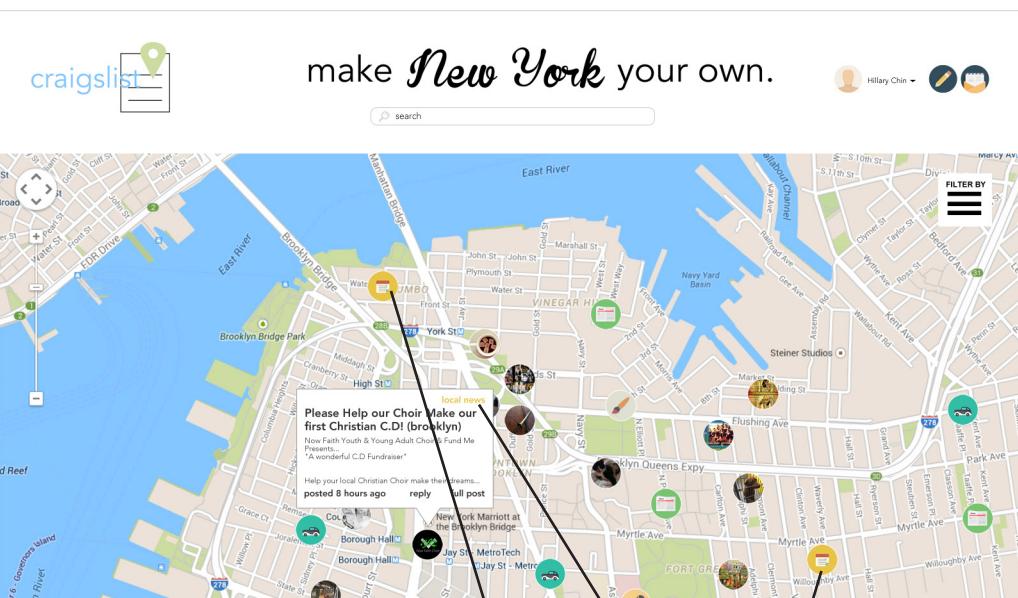
get to know San Francisco.





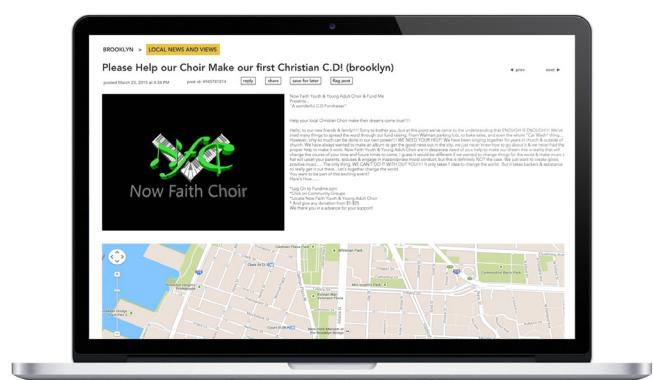
The layout for the homepage is simple. Users are greeted with a header and a map that fills up the whole size of their browser. The header contains the Craigslist logo on the upper left hand corner, a randomized tagline that displays the user's location in the center with a search bar below it, an account profile area on the upper right hand corner, and a drop-down menu on the upper right hand corner of the map that filters results by category. By default when the page loads, the map displays all available listings from every category. This provides users who don't have a specific thing they're searching for the ability to browse through everything.

# postview



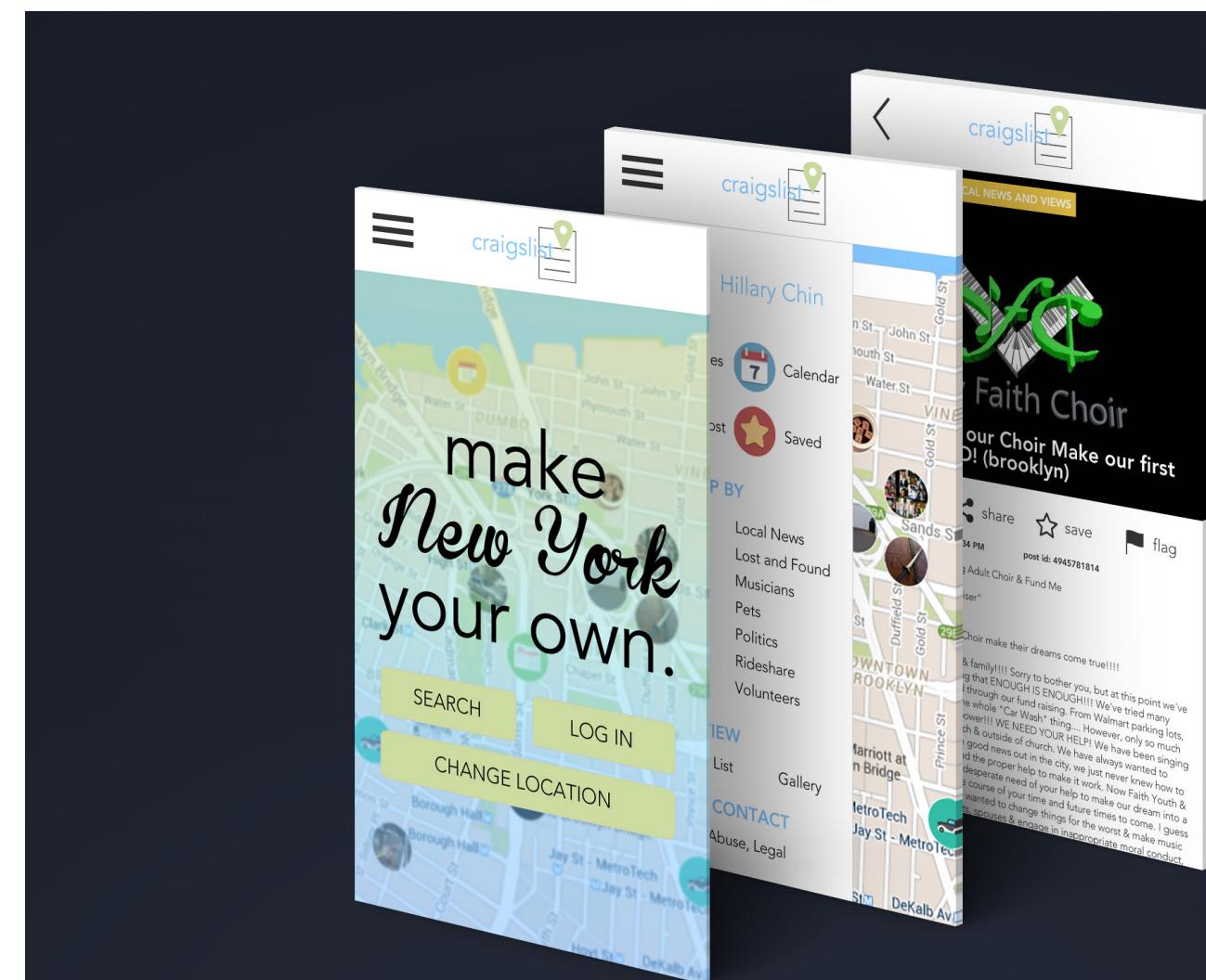
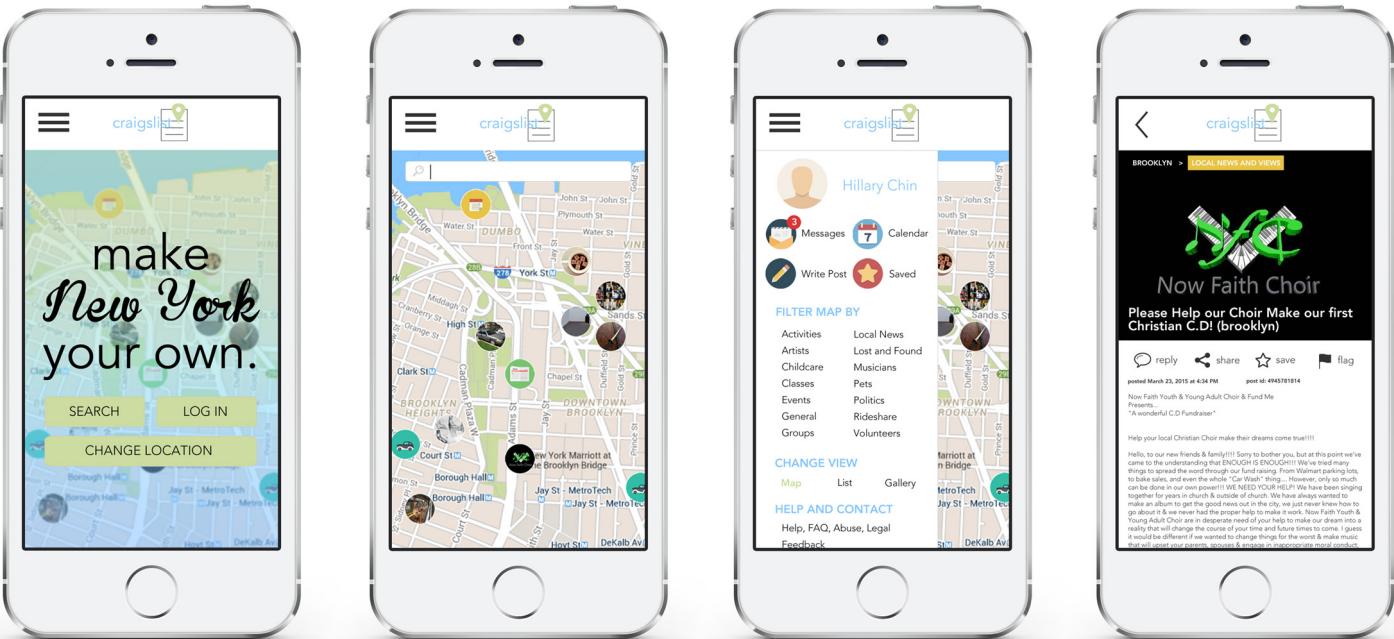
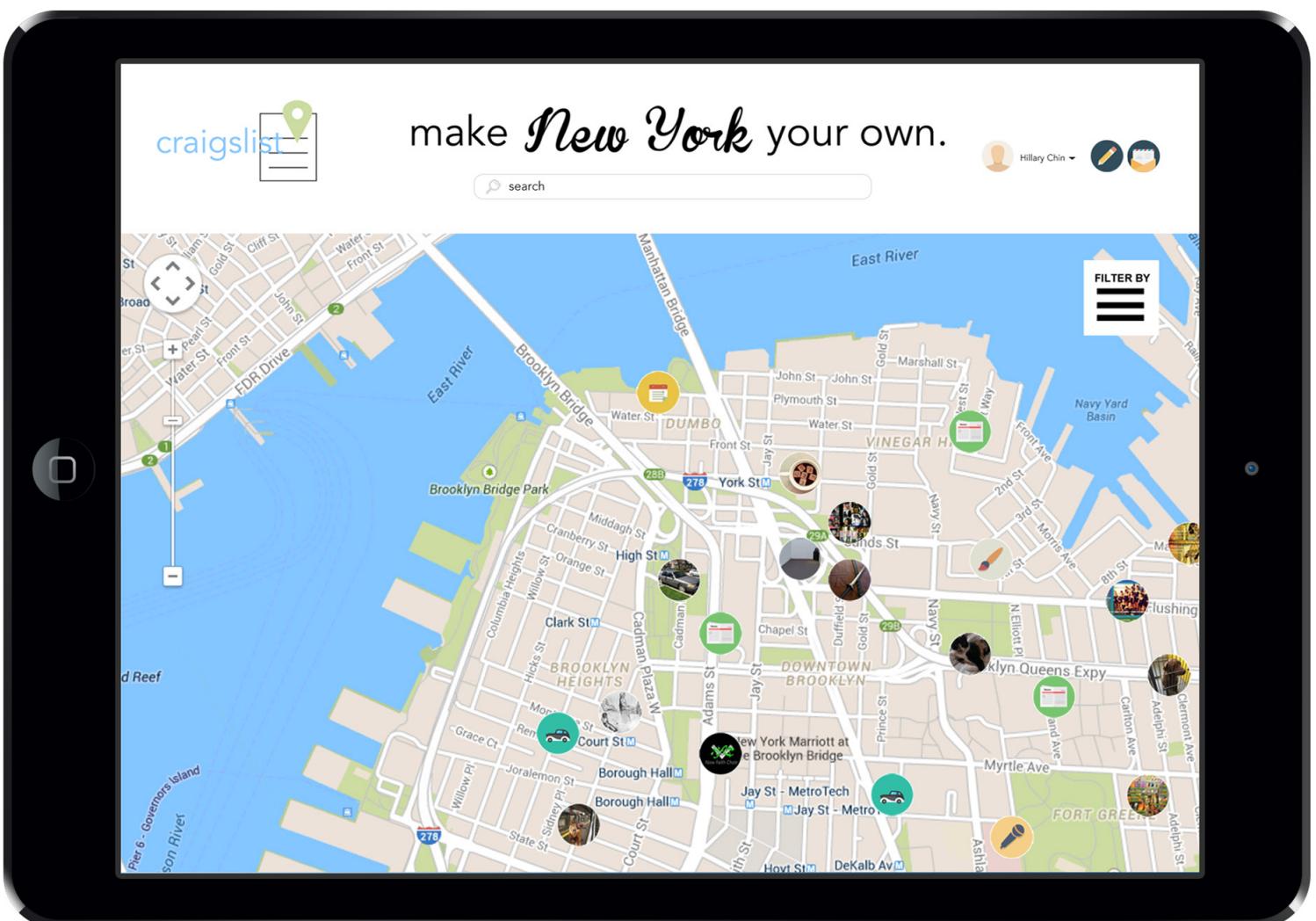
When a user clicks a category in the filter results menu, the map displays only the results from the chosen category. Each category is color coded. Results with no image displays a default icon for that category. The category's icon background color, the hover color when choosing a category from the filter menu, and the text color of the pop-up box that shows when you click on a result all match the category's color.

A screenshot of the full post view of a listing titled "Please Help our Choir Make our first Christian C.D! (brooklyn)". The top navigation bar includes the Craigslist logo, a location pin, a search bar, and user account information. The main content area displays the post title, a small image of the Now Faith Choir logo, the posting date (March 23, 2015), and a "full post" link. Below the post is a detailed description of the choir's needs and goals, followed by a "Help" section with links to fundraise, contact community groups, and make donations. At the bottom of the page is a map showing the location of the posting. The right sidebar contains sections for "BROWSE" (listing categories like Activities, Local News, Artists, etc.), "COMPANY" (links to Craigslist's About, Jobs, and Help pages), and "HELP AND CONTACT" (links to Legal, Feedback, Privacy, and System Status). A copyright notice at the bottom reads "Copyright © 2015 Craigslist. All Rights Reserved."

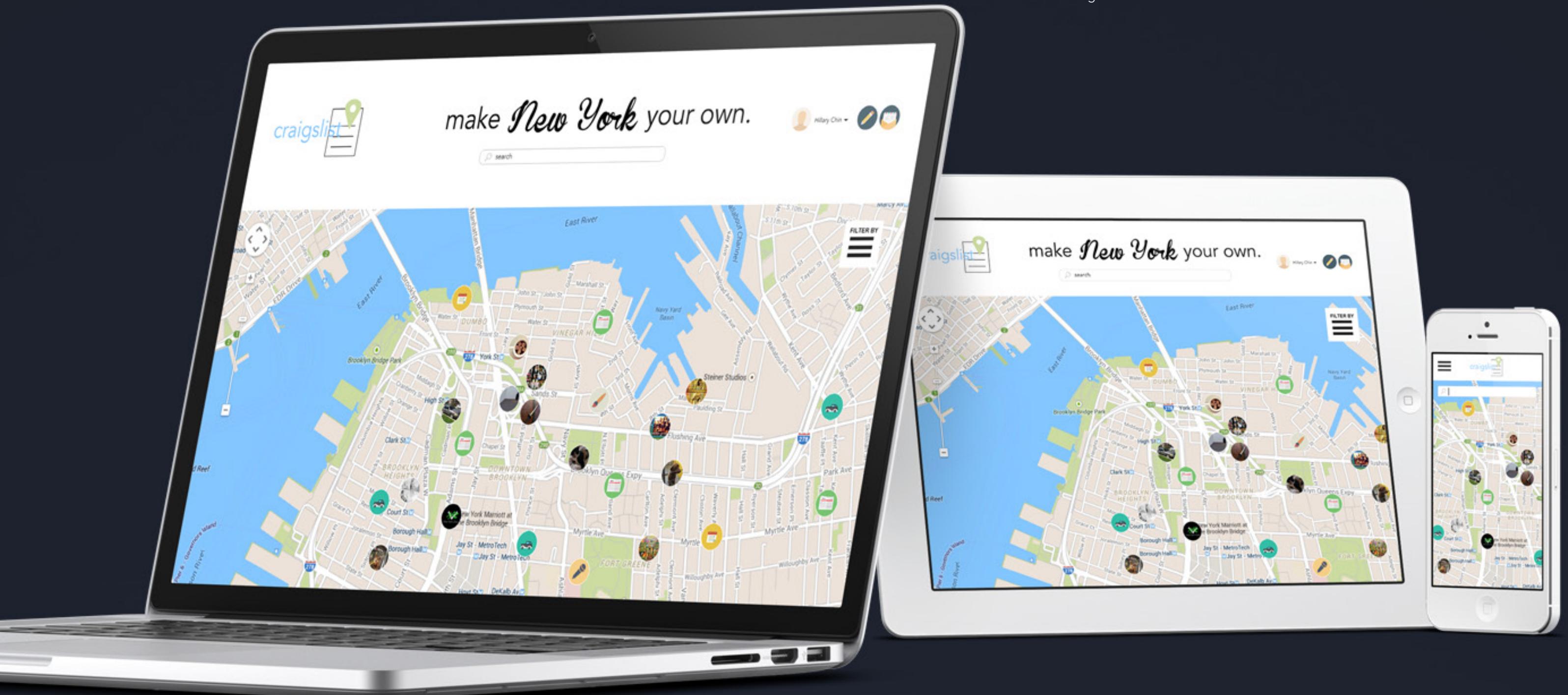


When a user enters the full post view of a listing, the persistent header stays at the top to maintain consistency while navigating through the website. This means the user is able to access their account and the search bar no matter where they are. Text wraps around the image if the poster uses one. The page hierarchy has been rearranged to make more sense; the post's title is the biggest and at the top. Important post details (i.e. time it was posted) and user interactions with the post are directly below (i.e. respond to a post or save it for later). The post's description and image is underneath and below that is the map showing the location of the posting. Above the post title is the location of the posting, similar to the current Craigslist (Brooklyn > Local News and Views).

# responsive designs



In modern web design, responsiveness is key. Craigslist's website is not mobile-friendly and it doesn't have an app either. Responsive design expands to a new audience and lets users post, browse, message, etc. on the go.



**HTML documentation can be found at**  
[hillarychin.com/learninglog/midterm](http://hillarychin.com/learninglog/midterm)