**Name: Jhon Morales Carmona**

**Course: IASC 1P02**

**Assignment 3**

**Descriptive Wireframe Document**

1. **Website to be re-design:** [www.craigslist.org](http://www.craigslist.org)
2. **Layout Description**

**Item #1**

Description: Navigation Header

Font: Arial 25px

Color: White

Alignment: Left

Media: Company Logo

Interactivity: Site search, and 6 taps for each of the main categories (buy & sell, housing, services, jobs, community forums, other)

**Item #2**

Description: Promoted post sections

Font: Arial 20 px

Color: White

Alignment: Left

Media: Slides post being promoted by paying users.

Interactivity: Direct link to the post paid by users.

**Item #3**

Description: Popular post section

Font: Arial 20px

Color: White

Alignment: Left

Media: N/A

Interactivity: Direct link to popular user by post, presented in a slide show.

**Item #4**

Description: Login section

Font: Arial 15px

Color: White

Alignment: Left

Media: N/A

Interactivity: Username tap, and password tab.

**Item #5**

Description: Footer

Font: Arial 12px

Color: White

Alignment: Center

Media: N/A

Interactivity: Terms tab, about us tap, job offers tap, and contact us tap.

1. **Reasoning for changes:** The major issue with Craigslist web design lies on the choice of colors, the structure of the design and the delivery of content. The 3 main colors used on the website are: white, blue, and grey. The white backgrounds simply keep the blue- colored text elements as the focus of the attention, with each section highlighted by a plain grey color for the heading box. This use of colors is rather bland and makes the website uninteresting which affects the ability of Craigslist to retain new users.

In terms of design and structure, the content in center around the centered of the page, mashed together with different categories. This fails to adhere to the C.R.A.P design principle. Although there is repetition, and proximity since all of the text content is presented identically in the main body of the page, there is no contrast to visually differentiate topics for the user. The alignment is rather disproportionate as the bulk of content is centered in the undiscriminated cluster, instead of a visual connection with hard, vertical edges.

These are the factors that make the website unappealing, and reduce user engagement and retention, which is a critical flaw from a web designer’s point of view in the modern era.

1. **Color theory applied:** A better option in the way of using color is to grab the viewer’s attention, with a simple, yet engaging design. For this purpose, we can use an analogous colour scheme where the text and not the background of the body is white. The background of the body can take on a light blue/green color, with each of the content boxes being highlighted with a darker shade of blue/green. This will keep a light, and appealing look on the website which is attractive to the eye.
2. **Design principles applied:** The redesign of the color scheme will help to support a new approach to design. Simplicity, organization, and accessibility are the key. To do this, we will make use of a top navigation bar which will contain the main topics of Craigslist. The main body will be divided in 2: The right side will have the log-in section, while the left side will contain a top section with paid user publications being promoted, while the lower half of the left body will contain a rotation of top post. By doing this, the user will have publications geared to his/her data profile, as well as see popular post that might be of interest. A simple footer with accessible information for the user to contact the company, look for labour opportunities, or learn more about the business will be the last part of the website.