



Human-Computer Interaction (HCI) Project Report

Project Title: Modernizing Craigslist: An HCI-Based UX Case Study

Course: Human-Computer Interaction

1. Team Members & Roles

1.1 Mariam Mohamed Faisal

Role: UX Researcher & Documentation Lead

- **Market Research:** She conducted research to identify Craigslist as a high-traffic website with severe usability problems.
- **Project Scope:** She defined the specific pages that needed redesigning, such as the Home Page.
- **Report Synthesis:** She led the writing of this final report to document the team's work.

1.2 Mennah Ragab Agwah

Role: UI/UX Designer & Layout Specialist

- **Interface Redesign:** She executed the "Before & After" redesign to ensure a modern aesthetic standard.
- **Structural Design:** She divided the page into clear functional sections (like Categories and Listings) to improve the layout.
- **Interaction Design:** She focused on making the website easy to navigate for mobile users.

1.3 Mariam Ehab Ali

Role: Visual Designer & Presentation Strategist

- **Heuristic Analysis:** She identified usability violations like small touch targets and high cognitive load.
- **Visual Identity:** She chose colors and fonts that meet WCAG accessibility standards.
- **Presentation Design:** She created the slide deck to show the transformation of the website.

2. Project Rationale: Why Craigslist?

Our team chose Craigslist because it is a very unique case:

- **Massive Traffic:** The platform gets over 250 million visits every month.
- **The "Digital Relic" Problem:** Despite its success, the design is stuck in the 1990s.
- **Usability Issues:** It suffers from tiny touch targets, no visual hierarchy, and too much text.
- **Impact:** Improving Craigslist helps a massive number of users have a better experience.

3. Methodology: Scientific Design Principles

We applied core HCI theories to fix the functional problems of the website:

- **Fitts's Law:** We made buttons and cards larger to fit the "Thumb Zone" for mobile ergonomics.
- **Gestalt Principles:** We used the "Law of Proximity" to group the photo, price, and title into organized cards.
- **Cognitive Load Theory:** We replaced long lists of text with icons and images (Dual Coding) to make it easier to read.
- **WCAG Accessibility:** We fixed the contrast ratios to make sure the text is clear for everyone.

4. Measuring Success

In a real-world scenario, we would measure our success by:

- **Task Completion Time:** Users should find items faster with the new design.
- **Error Rate:** Reducing accidental clicks on the wrong links.
- **User Satisfaction:** Getting better feedback through usability scales.

5. Final Conclusion

This project shows that old applications can be modernized by following HCI principles. We transformed Craigslist from a "digital relic" into a modern, accessible, and functional experience.