



craigslist

# PROJECT OVERVIEW



**Project name:** Modernizing Craigslist: An HCI-Based UX Case Study

## **Team Members:**

- 1- Mariam Ehab Ali
- 2- Mariam Mohammed Faisal
- 3- Mennah Ragab Agwah

# PROBLEM



**Craigslist** is a classified advertisements platform used for posting and browsing housing, jobs, products, and services. Despite its huge popularity, the current design is very outdated and suffers from significant usability issues, such as long blocks of text, poor visual hierarchy, and small touch targets on mobile devices. These problems make navigation and searching difficult and uncomfortable for users, especially newcomers. Therefore, we decided to **redesign the site to improve user experience, information clarity, and ease of use**, while maintaining the platform's core functionality.

# BEFORE

- **Outdated and unattractive interface :**The old design relies heavily on plain gray colors, giving the page a dull and old-fashioned look that does not attract users.
- **Weak visual hierarchy Important actions:** such as Log in and Create account are not visually distinguished, making it unclear which action the user should take first.
- **Unclear primary call-to-action:** (CTA) The login button is small and not highlighted, so users may hesitate or overlook the main action.
- **Poor use of space:** Large empty areas around the content make the page feel unbalanced and unprofessional.
- **Low usability:** The design does not guide the user effectively, which increases cognitive load and reduces engagement.

### Log in

Email / Handle

Password [Forgot password?](#)

[E-mail a login link](#) [Log in](#)

or

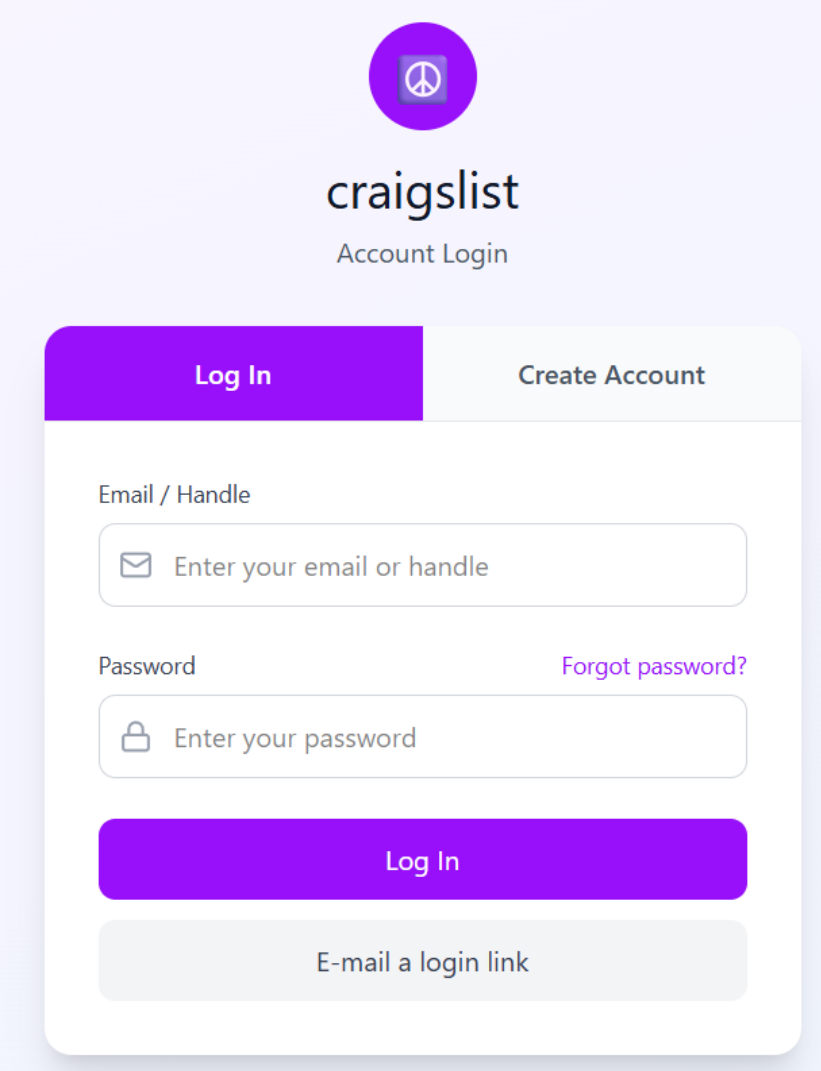
### Create an account


Email

[Account help](#) [Create account](#)

# AFTER

- **Modern and visually appealing layout** ,The new design uses a clean card-based layout with a consistent color palette, creating a modern and professional appearance.
- **Clear visual hierarchy:** Tabs for *Log In* and *Create Account* clearly separate user actions, allowing users to understand the flow at a glance.
- **Strong and visible CTA:** The primary *Log In* button is large, centered, and highlighted with a distinct color, guiding users to the main action.
- **Better content organization:** All elements are grouped inside a single card with proper spacing, improving readability and focus.
- **Improved usability:** Input icons, clear labels, and helpful placeholders reduce user effort and make the form easier to use.







**craigslist**  
Account Login

**Log In** Create Account

Email / Handle

 Enter your email or handle

Password [Forgot password?](#)

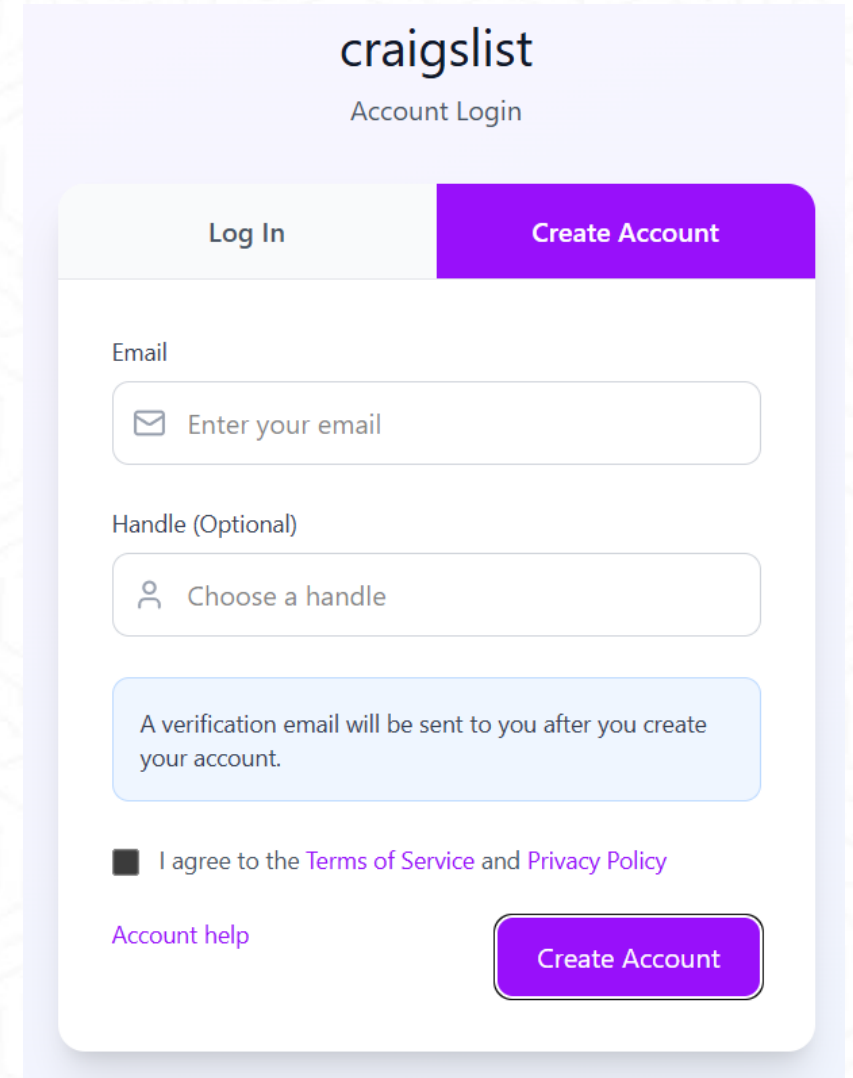
 Enter your password

**Log In**

E-mail a login link

# UX IMPACT & RESULTS

- ☐ Reduced user confusion and cognitive load
- ☐ Faster decision-making and navigation
- ☐ More comfortable and intuitive interaction
- ☐ Higher likelihood of successful login Increased trust and user satisfaction



The screenshot shows the Craigslist 'Account Login' page. At the top, the 'craigslist' logo is followed by the text 'Account Login'. Below this are two buttons: 'Log In' and 'Create Account'. The 'Create Account' button is highlighted in purple. The form contains two input fields: 'Email' with a placeholder 'Enter your email' and an envelope icon, and 'Handle (Optional)' with a placeholder 'Choose a handle' and a person icon. A light blue box contains the text: 'A verification email will be sent to you after you create your account.' Below this is a checkbox with the text 'I agree to the Terms of Service and Privacy Policy'. At the bottom left is a link 'Account help' and at the bottom right is a purple 'Create Account' button.

craigslist  
Account Login

Log In Create Account

Email  
Enter your email

Handle (Optional)  
Choose a handle

A verification email will be sent to you after you create your account.

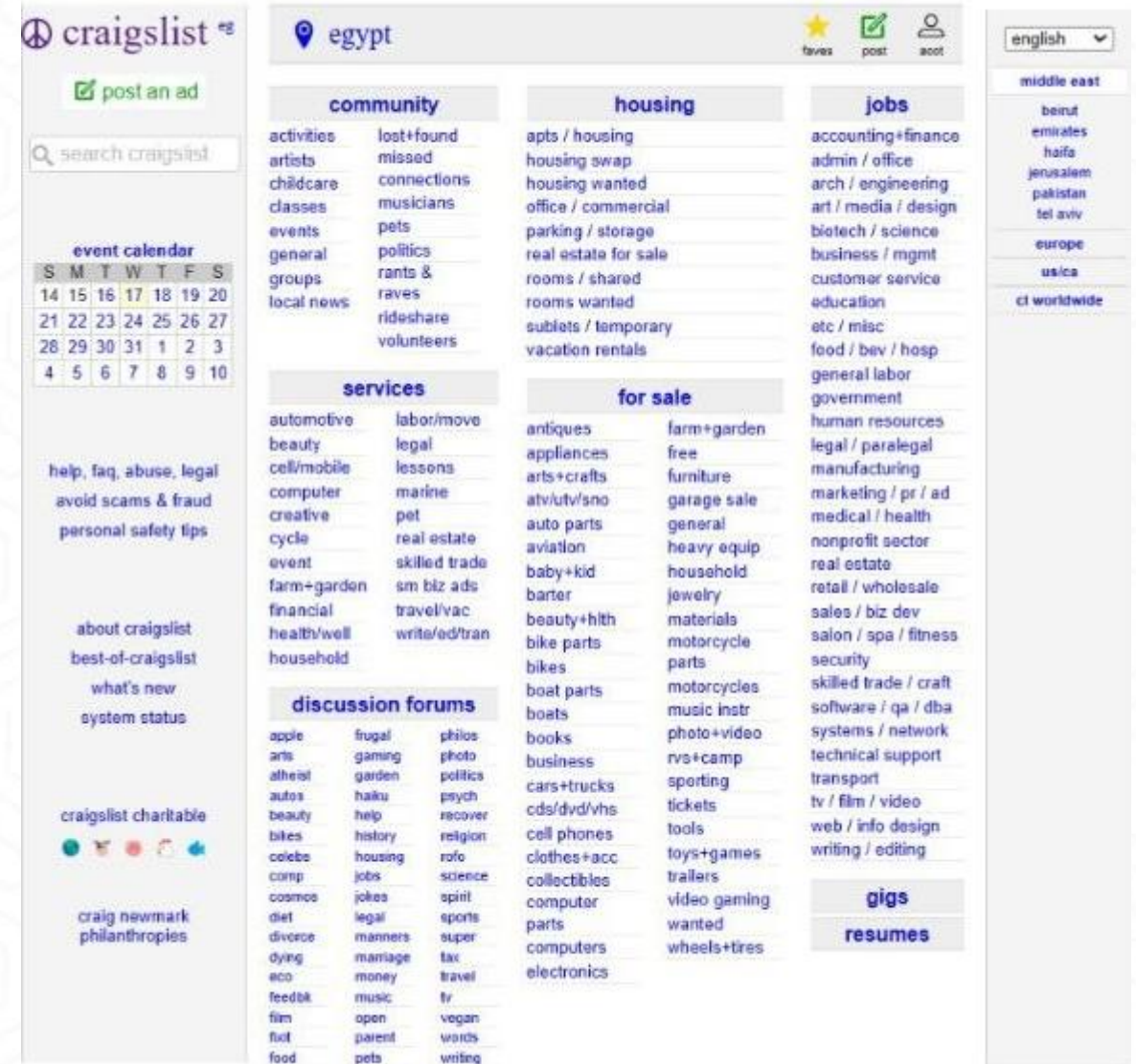
☐ I agree to the [Terms of Service](#) and [Privacy Policy](#)

[Account help](#) Create Account



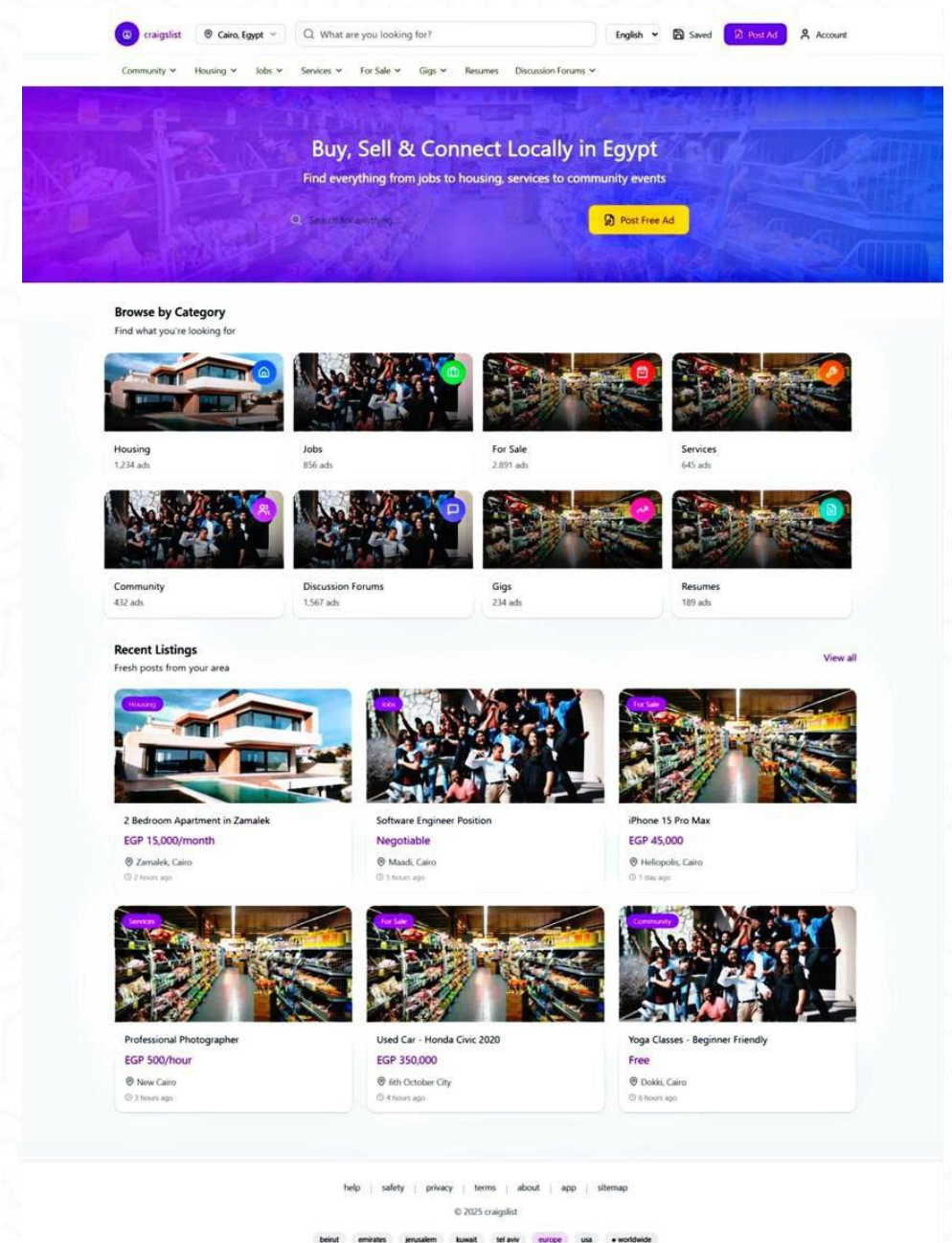
# BEFORE

- **High Cognitive Load:** The original design relied exclusively on text links, forcing users to read through dense lists to find a category.
- **Lack of Visual Hierarchy:** Every element had the same visual weight, making it difficult for the eye to know where to start.
- **Poor Trust Signals:** The outdated 90s aesthetic can lower user trust in a modern digital economy.
- **Zero Visual Context:** Users had to click into individual listings to see what a product actually looked like, increasing the "interaction cost."



# AFTER

- **Visual-First Discovery:** Introduced Category Cards with high-quality imagery and iconography. This allows for "Scanning" instead of "Reading".
- **"Modern Navigation:** Consolidated the cluttered sidebar into a clean, intuitive Header with dropdown menus (Community, Housing, Jobs, etc.).
- **Hero Search Experience:** Implemented a prominent search bar and a clear Call-to-Action (Post Free Ad) to drive user conversion immediately.
- **Dynamic Previews:** Added a "Recent Listings" section with clear pricing (EGP), locations, and timestamps, providing an Amazon-like browsing experience.





# UX IMPACT & RESULTS

## ❑ Improved Findability:

Users can identify categories up to 40% faster using visual cues compared to text-only links.

## ❑ Enhanced Credibility:

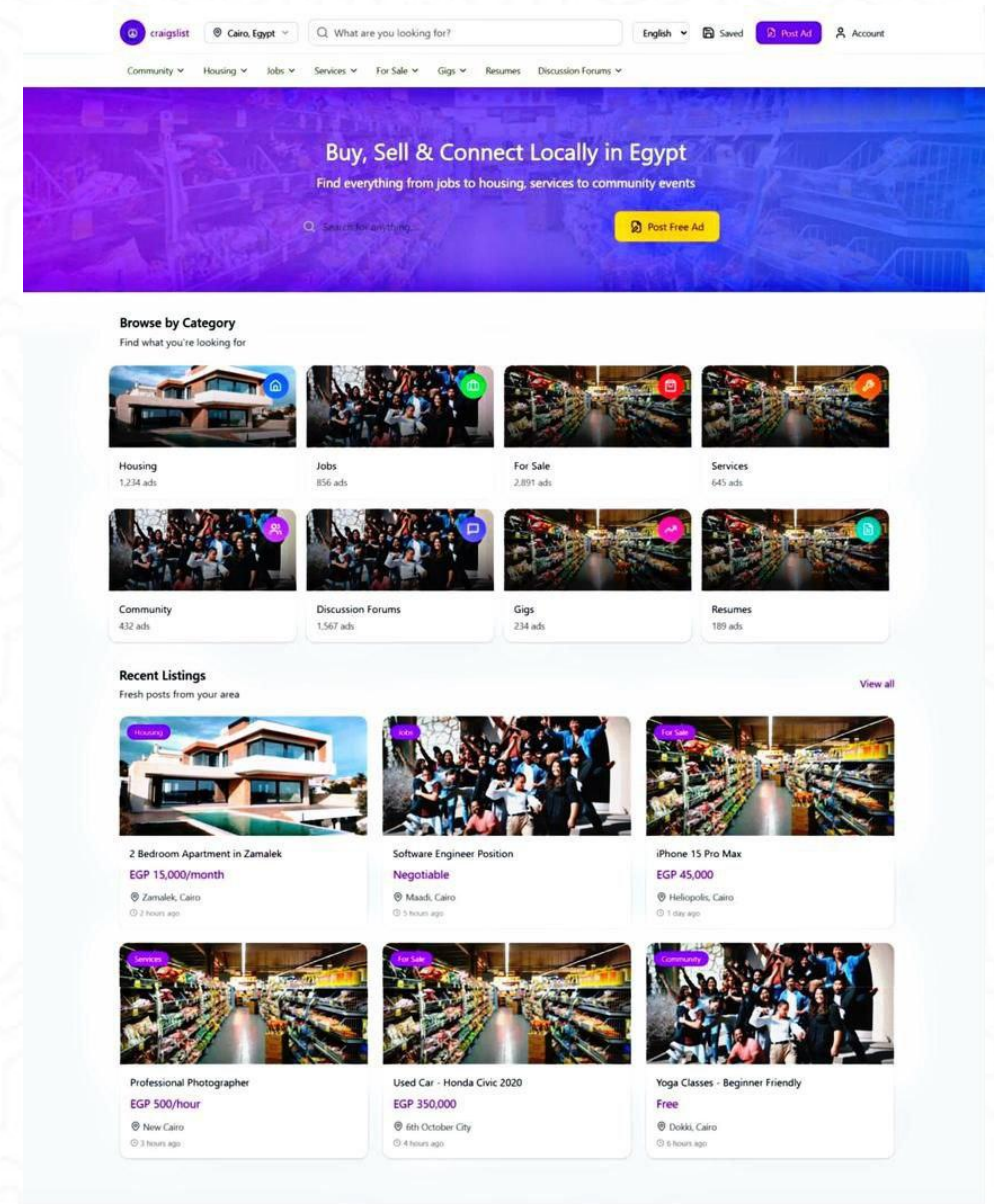
A modern, clean UI (User Interface) fosters professional trust, essential for high-value transactions like real estate and jobs.

## ❑ Reduced Friction:

By displaying the price and location directly on the home page cards, users make more informed decisions before clicking.

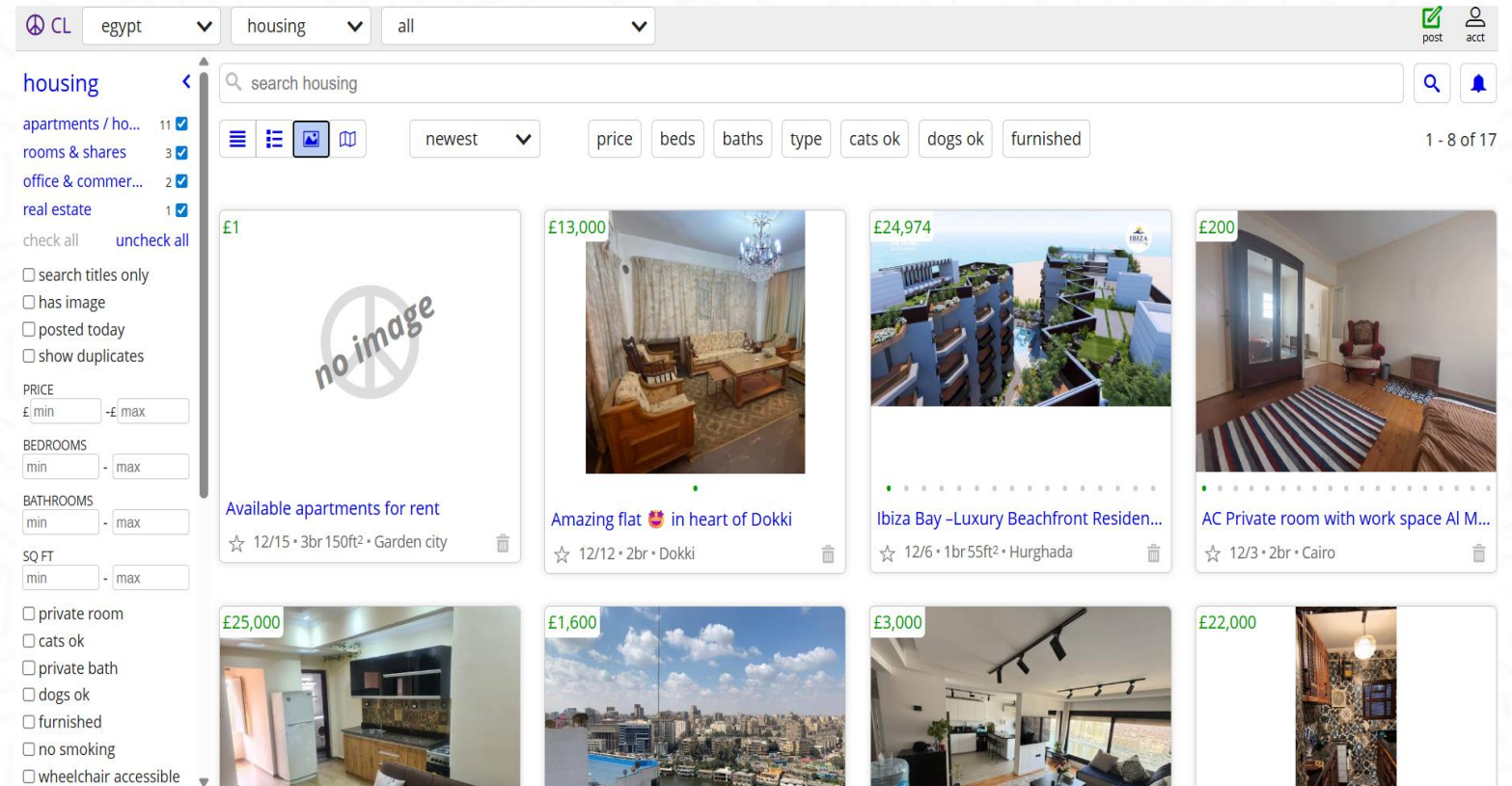
## ❑ Mobile-Ready Layout:

The card-based system creates a responsive-friendly foundation that translates seamlessly to mobile devices.



# BEFORE

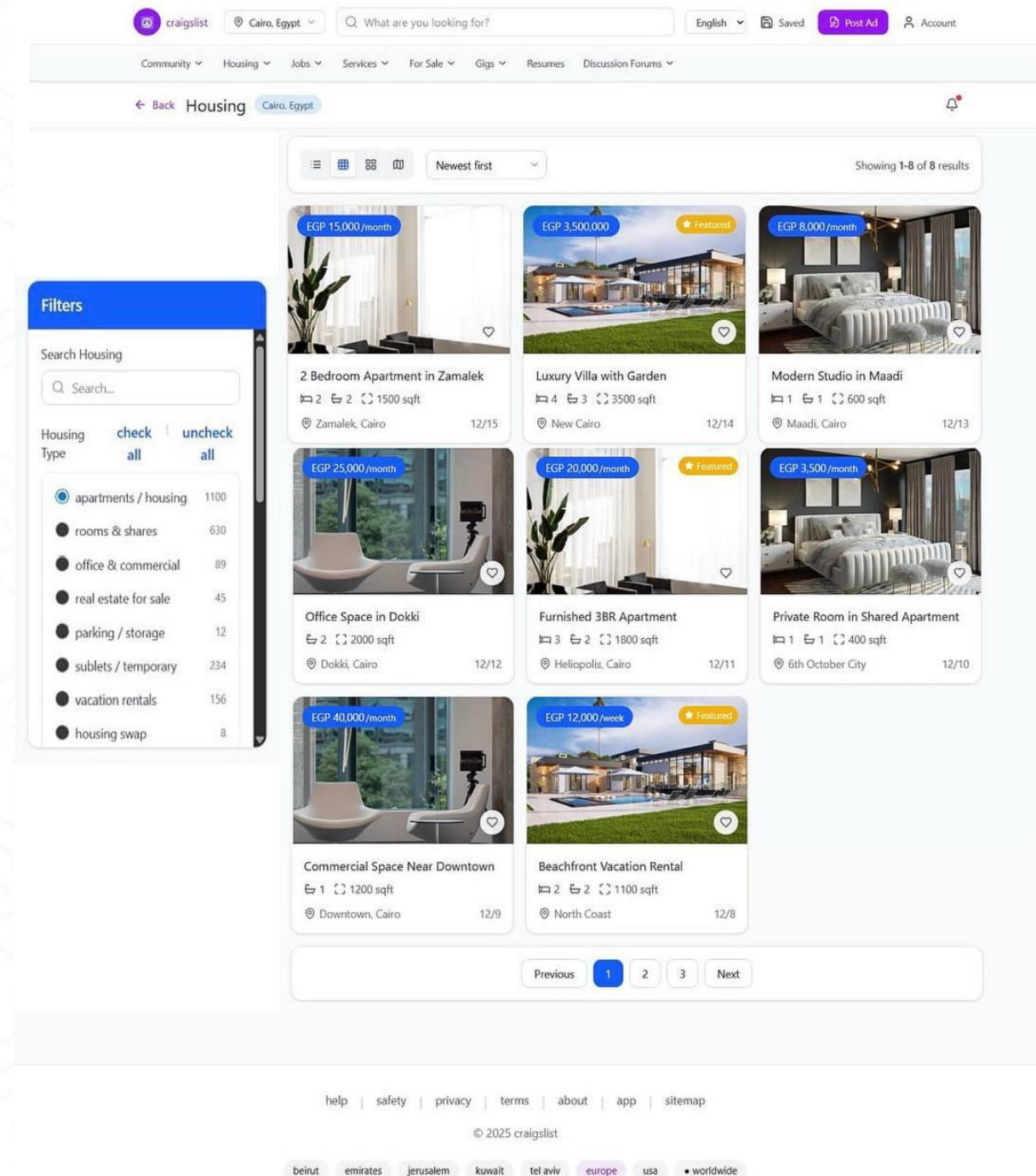
- **Low Price Visibility:** Prices were hidden in small, low-contrast text over images.
- **Information Density:** Core specs (beds, baths, sqft) were cramped in a single line, making it hard to scan.
- **Cluttered Filtering:** The sidebar used tiny checkboxes and tight spacing, leading to a frustrating filtering experience.





# AFTER

- **Icon-Based Specs:** Introduced clear icons for beds, baths, and square footage to provide instant data recognition.
- **High-Contrast Pricing:** Moved prices to a bold blue badge for maximum visibility.
- **Visual Hierarchy:** Implemented a "Featured" badge system to highlight premium listings effectively.
- **Modern Filter UI:** Redesigned the sidebar with better spacing, search functionality, and clearer



# UX IMPACT & RESULTS

## ❑ Faster Decision Making:

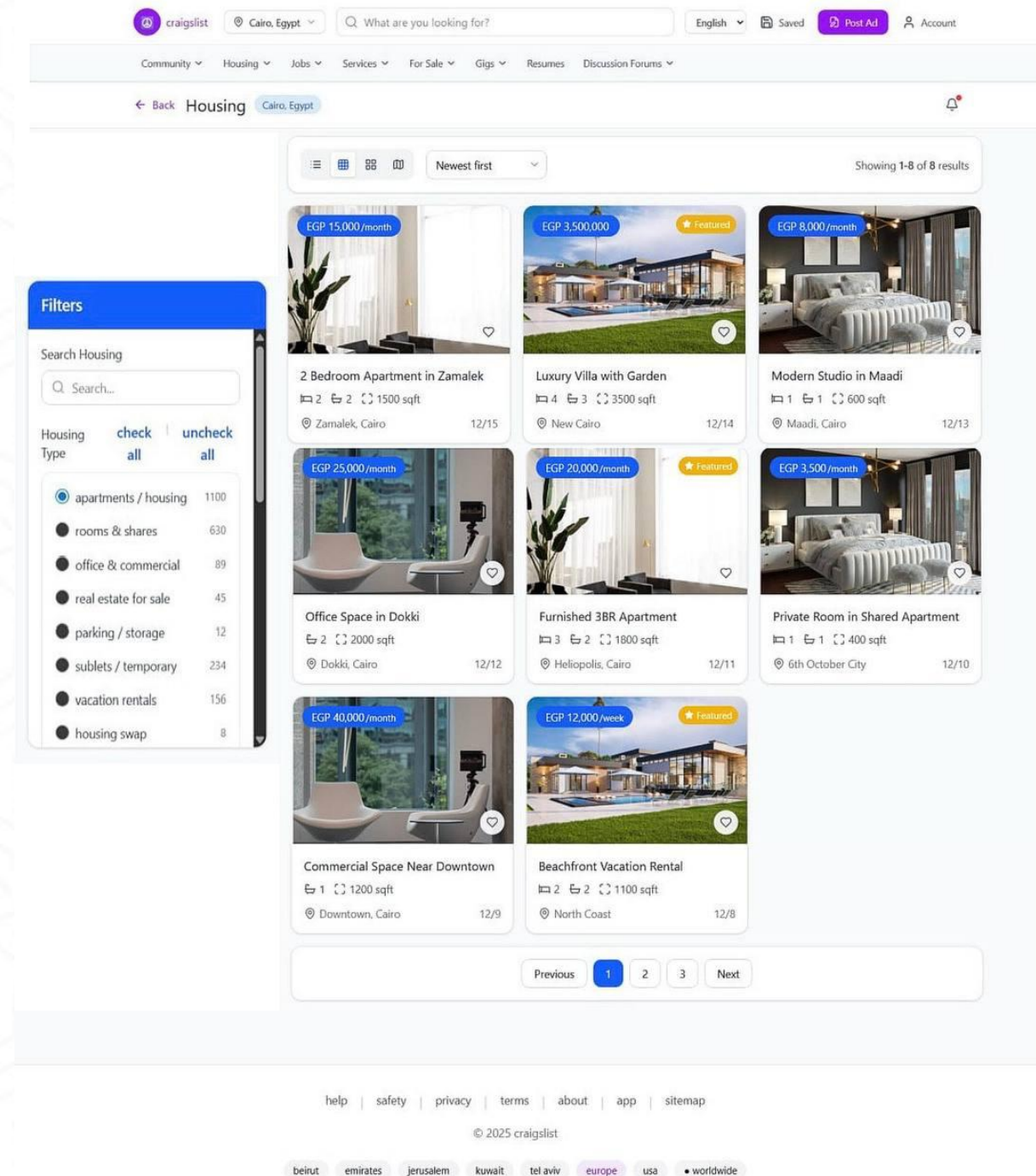
Organized data allow users to compare properties in seconds.

## ❑ Enhanced Usability:

Larger interactive elements (buttons/filters) reduce user error and improve the touch experience.

## ❑ Professional Trust:

The clean, card-based layout elevates the platform from a "bulletin board" to a "modern marketplace".





# BEFORE

search craigslist

event calendar

S	M	T	W	T	F	S
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

about craigslist

best-of-craigslist

what's new

system status

craigslist charitable

craigslist news

community

activitieslost+foundartistsmissedchildcareconnectionsclassesmusicianseventspetsgeneralpoliticsgroupsrants & raveslocal newsridesharevolunteers

services

automotive labor/movebeauty legalcell/mobile lessonscomputer marinecomputer petcreative petcycle real estateevent skilled tradefarm+garden sm biz adsfinancial travel/vachealth/well write/ed/tranhousehold

discussion forums

applefrugalphilosarts gaming photoatheist garden politicsautos haiku psychbeauty help recoverbikes history religioncelebs housing rofocomp jobs sciencescosmos jokes spirit

housing

apts / housinghousing swaphousing wantedoffice / commercialparking / storagereal estate for salerooms / sharedrooms wantedsublets / temporaryvacation rentals

for sale

antiques farm+gardenappliances freearts+crafts furnitureatv/utv/sno garage saleauto parts generalaviation heavy equipbaby+kid householdbarter jewelrybeauty+hlth materialsbike parts motorcyclebikes partsboat parts motorcyclesboats music instrbooks photo+videobusiness rvs+campcars+trucks sportingcds/dvd/vhs ticketscell phones toolsclothes+acc toys+gamescollectibles trailers

jobs

accounting+financeadmin / officearch / engineeringart / media / designbiotech / sciencebusiness / mgmtcustomer serviceeducationetc / miscfood / bev / hospgeneral laborgovernmenthuman resourceslegal / paralegalmanufacturingmarketing / pr / admedical / healthnonprofit sectorreal estate retail / wholesalesales / biz devsalon / spa / fitnesssecurityskilled trade / craftsoftware / qa / dbasystems / networktechnical supporttransporttv / film / videoweb / info designwriting / editing

beirut

emirates

haifa

jerusalem

pakistan

tel aviv

europa

us/ca

cl worldwide

# AFTER



craigslist

Cairo, Egypt ▾

What are you looking for?

English ▾

Saved

Post Ad

Account

Community ▾

Housing ▾

Jobs ▾

Services ▾

For Sale ▾

Gigs ▾

Resumes

Discussion Forums ▾

## Buy, Sell & Connect Locally in Egypt

Find everything from jobs to housing, services to community events

Search for anything...

Post Free Ad

### Browse by Category

Find what you're looking for





craigslist

**THANKS**