

# **REDESIGNING CRAIGSLIST**

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# Introduction

## Executive Summary

Design Challenge Summary: Redesigned the for-sale page of Craigslist and it has been redesigned mainly for the users who need affordable products, the users who want products closer to their place, the users who are first time online shoppers and the non-native people who prefer other languages in the website.

Summarize initial findings/UX analysis: Effectiveness, utility and memorability already exist in the interface. Efficiency, Learnability and satisfiability were issues which were considered in redesign.

Summarize focus and methods of user research: The team conducted a Usability/UX analysis on the existing Craigslist interface to understand the interface from the designer's perspective. The team then came up with an interface goal and user research focus statement on the basis on which user interviews were conducted to understand the requirements of the stakeholders. User needs were identified from the affinity diagram, which later allowed us to build personas, scenarios, and storyboards leading to the development of the final design solution.

Summarize key findings from user research: From our user research we found the users who would be typically using the interface.(For eg, a college student or a person on a budget). It also gave us insights into the user expectations and requirements of what would have a high utility for them as opposed to only a designer's perspective.

Summarize key design changes made: Improved visibility for elements, increased affordability, provided metaphors for quick filters and flagging, made navigation changes for improving user learnability, consistency with the latest research findings such as the F-shaped pattern for interface.

## Design Challenges

The interface selected for the redesign was Craigslist. Craigslist is an online classified ads platform and is a very popular website and has around **60 million** users. Its **primary objective** is to facilitate all kinds of transactions (physical goods, services, etc.) between compatible buyers and sellers. It does this through ads. The design page selected was the for-sale page of Craigslist. The for sale's page current state of design is to help the user find products/services by making use of the limited filter inputs like *newest* and *price*.

CL gainesville > for sale > all

gainesville.craigslist.org

for sale  save search

all owner dealer

- search titles only
- has image
- posted today
- bundle duplicates
- include nearby areas

MILES FROM LOCATION  from zip

PRICE  max

MAKE AND MODEL

condition  cryptocurrency ok  delivery available

language of posting

reset

- safety tips
- prohibited items
- product recalls
- avoiding scams

gallery

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**\$200**


**\$350**


**\$70**

Present Interface for Craigslist

## Analysis of Existing design

### Usability Analysis

**Effectiveness:** Facilitating transactions by pairing buyers and sellers is one of the core goals of Craigslist. Craigslist provides users (Buyers/Sellers) with the basic functionality of posting and finding advertisements. However, it does so without providing very relevant or accurate results. Often users get lots of random or irrelevant results. For example, a search for “glass” shows up a Ford F3 truck.

**Efficiency:** Repetitive searching for items due to irrelevant search results and no proper navigation menu, makes navigating through Craigslist a highly inefficient task. Actions that can be achieved with a single interaction take multiple button clicks. For e.g. When replying to a seller’s ad, we need to click on ‘reply’ twice. When users are posting ads on “Post to Classifieds”, manually choosing categories for the post from a long list of categories is tedious.

**Memorability:** Once the user is adequately used to the interface, the interface is fairly memorable. Although different categories have different layouts, the interfaces among the categories are fairly consistent So, it is easier to remember the actions.

**Safety:** There isn’t sufficient whitespace between links & buttons on the home page. So, it’s easy for users to inadvertently click on unwanted categories. On the mobile website, there is no way to undo the accidental ‘flagging’ of a post. Lots of scams happen on Craigslist and the interface lacks interactions like live chat to report and deal with the fraud immediately. Craigslist lets users post things that are prohibited. For instance, users cannot sell pets on Craigslist but still, they are found under discussion forums. Also, there is no warning in the “Post to Classifieds” section indicating the prohibition of the rule.

**Learnability:** Due to the inconsistent design, learnability is a big issue. Home button is not easily visible. Columns have different design layouts and every category has its own layout, learning all of it may require a lot of time. Inconsistent interface and lack of aesthetics and quality make the learnability of craigslist difficult. Discussion forums are not intuitive in Craigslist.

**Utility:** The website provides its users with various functionalities that they might need including posting an advertisement, finding ads, contacting the buyer/ seller, discussion forums, FAQs, help, etc.

### User Experience

**Satisfaction** is the Core User Experience goal of a digital marketplace like Craigslist. *Buyers and sellers in Craigslist want to be satisfied with the transactions that Craigslist allows them to make.*

Sellers want to post ads without hassle. They want to be contacted by buyers within a certain time. They don’t want to be contacted by spammers. Buyers want to find relevant ads fast and measures that guard against scammers.

Sometimes, buyers have few requirements in mind and they are in dire need of the product

and they compromise few of the requirements. In the case of sellers, they want their product to be sold at a reasonable amount of time with a good profit margin. Sellers compromise because they cannot find buyers who can buy their product. Craigslist should strive to avoid these scenarios.

Also, Craigslist should be **enjoyable** for users to use. This can be achieved by an aesthetically pleasing interface that's easy to use.

## User Research

**Interface Goal:** Helping buyers find relevant products/services in an effective and efficient way.

**User research focus statement:** Understanding the ways in which buyers are searching for relevant products and services for themselves.

### Interview goals for the interface

#### (a) Aspects of who the interviewee is

- Find out what products/services users are searching for online.
- Find out what users are expecting in ads/posts of products/services.
- Find out what online websites users prefer apart from Craigslist while searching for products online.
- Find out in what ways the user contacts the sellers.
- Find out how the user communicates with the seller regarding a product/service.

#### (b) The interface goal

- Find out about the purpose of the user using the interface.
- Find out what attributes users look for in a post/ad.
- Find out what strategies users have in their mind while making a choice when they are provided with a pool of options.
- Find out users' detailed experience of finding any irrelevant products/services while searching for products/services.
- Find out to what extent geographical location matters for a user while searching for a particular product/service.

#### (c) How they use the interface

- Find out about how each user uses the interface.
- Find out about the users' utility of the interface.
- Find out what kind of click interactions users use in the interface.
- Find out the process of how users search for a particular product/service in the interface.
- Find out what kind of keyword searching strategies do users use while searching for a particular product/service.

**(d) A usability aspect that was problematic**

- Find out whether the interface was easy to learn when the users used Craigslist for the first time.
- Find out what kind of navigation issues users faced while using the interface.
- Find out what kind of click interactions users find it tedious while using the interface.
- Find out whether the user clicked on unwanted categories.
- Find out what kind of difficulties the users faced during their search for product/service in the interface.

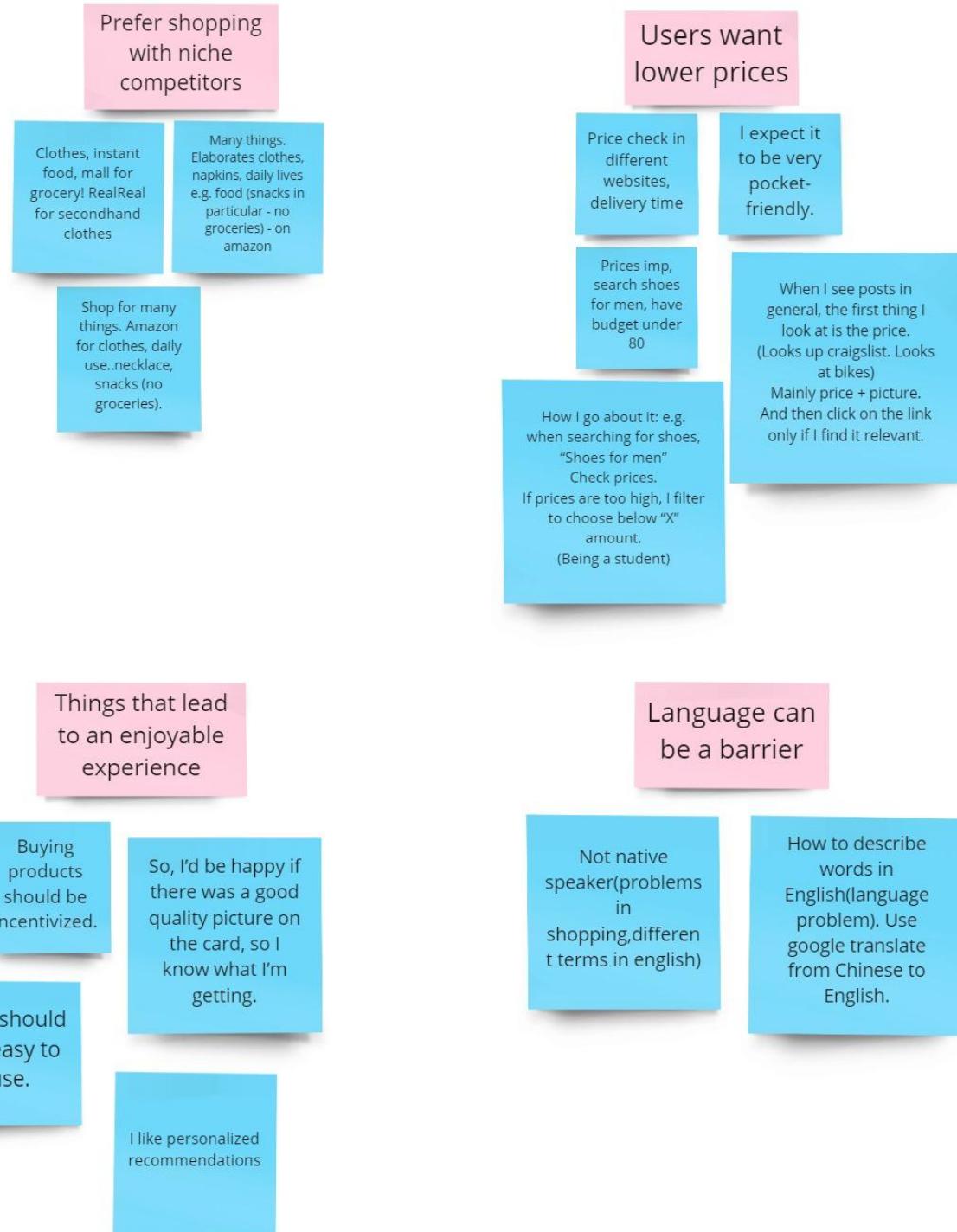
**(e) A user experience aspect**

- Find out whether the user had a fun and satisfied experience after using the interface.
- Find out about the user's opinion and engagement of the interface.
- Find out whether the user is satisfied with his/her search results for a particular product/service in the interface.

**User Interview questions**

1. What products/services do you search for online?
2. Do you come across irrelevant results often? How do you feel when that happens?
3. How do you look for a particular product/service?
4. What attributes(such as price, rating, seller, etc.) do you look for in an ad/post? How do they influence your decision while buying anything?
5. What makes the process of finding & buying products enjoyable for you?
6. What challenges do you face when searching for products/services online?
7. To what extent, does geographical location matter for you while searching for a particular product/service?
8. In general, have you ever come across any prohibited products online? What do you do in that scenario?

## Affinity Diagram





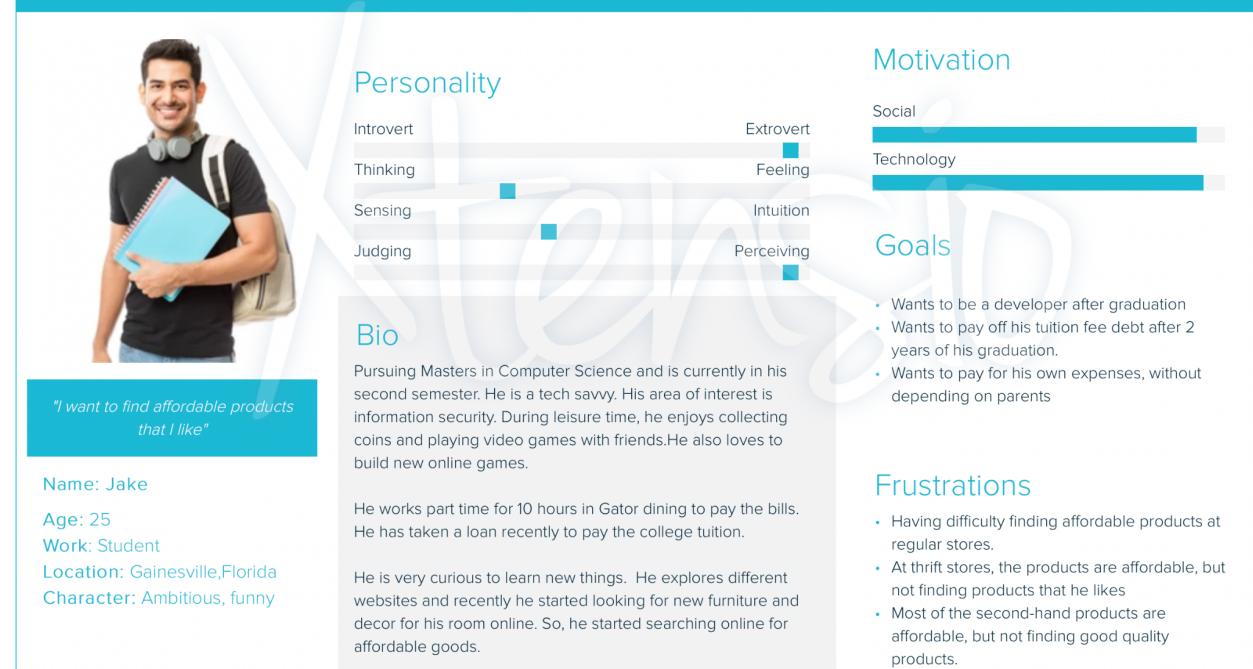
## User Needs

1. Find products that are relevant to what I'm looking for.
2. Learn quickly what I need to know to buy products.
3. Get trustworthy and reliable products/services.
4. See products that fit within the budget.
5. Find products/services close to where I live.
6. Feel safe by not seeing prohibited items.
7. Find products in my preferred/native language.
8. Enjoy the process of buying products/services online.

## Personas

### Persona 1: Primary Persona

#### A budget friendly student



The persona card for "A budget friendly student" includes the following details:

- Image:** A young man named Jake, wearing a black t-shirt, blue jeans, and headphones, holding a blue notebook and a backpack.
- Quotation:** "I want to find affordable products that I like"
- Name:** Jake
- Age:** 25
- Work:** Student
- Location:** Gainesville, Florida
- Character:** Ambitious, funny
- Personality:** A personality chart showing Jake's position relative to the four dimensions of the Myer-Briggs Type Indicator:
  - Introvert vs. Extrovert
  - Thinking vs. Feeling
  - Sensing vs. Intuition
  - Judging vs. PerceivingHe is positioned slightly towards the right (Extrovert), top (Thinking), center (Sensing/Intuition), and bottom (Perceiving).
- Bio:** Pursuing Masters in Computer Science and is currently in his second semester. He is a tech savvy. His area of interest is information security. During leisure time, he enjoys collecting coins and playing video games with friends. He also loves to build new online games.  
He works part time for 10 hours in Gator dining to pay the bills. He has taken a loan recently to pay the college tuition.  
He is very curious to learn new things. He explores different websites and recently he started looking for new furniture and decor for his room online. So, he started searching online for affordable goods.
- Motivation:** Motivation levels for Social and Technology.
  - Social: High
  - Technology: Very High
- Goals:**
  - Wants to be a developer after graduation
  - Wants to pay off his tuition fee debt after 2 years of his graduation.
  - Wants to pay for his own expenses, without depending on parents
- Frustrations:**
  - Having difficulty finding affordable products at regular stores.
  - At thrift stores, the products are affordable, but not finding products that he likes
  - Most of the second-hand products are affordable, but not finding good quality products.

## Persona 2: Primary Persona

### Person without a car



"I want to find products which are closer to my house"

Name: Harry

Age: 26

Work: Student

Location: Gainesville, Florida

Character: Funny, ambitious

#### Personality



#### Bio

Pursuing PhD in Microbiology and is currently in his fourth semester. His area of interest is Genomics. He is doing research in genes of bacteria. He takes Regional Transit Service to his lab everyday and his friends take him to parties during weekends in their car.

During leisure time, he shops online and plays video games with his friends. He shops online for accessories and decor for his room. He doesn't like to pay extra delivery charges for his products and prefers pickup.

#### Motivation

Social

Technology

#### Goals

- Save money from his earnings and buy a car as soon as possible.
- Find products which are closer to his house.
- Want to be an avid contributor in his research.

#### Frustrations

- Facing difficulties without a car during pickup of products.
- Not able to find favorite decors closer to his house.

## Persona 3: Secondary persona

### First time online shopper



"I want to easily navigate and buy products online"

Name: Mariana

Age: 23

Work: Student

Location: Gainesville, Florida

Character: Funny, kind, spiritual

#### Personality



#### Bio

Pursuing Masters in Psychology and is currently in her first semester. During leisure time, she goes to Church and plays board games with her friends. She also donates money and things to charitable organizations.

She is not an avid user of technology. She wants to buy furniture and decor for her room as she moved recently to Gainesville and started looking online for the first time.

#### Motivation

Social

Charity

#### Goals

- Navigate online shopping websites since it helps to buy products quickly.
- Keeping up with the technology.

#### Frustrations

- Difficulty in navigating online websites.
- Help guides provided by the website are confusing.
- Finding difficulty during payment for the products.

## Persona 4: Secondary Persona

### Non-native person



"I want to easily find products in my mother tongue"

Name: Qing Li

Age: 24

Work: International Student

Location: Gainesville, Florida

Character: Funny, ambitious

#### Personality



#### Bio

Pursuing PhD in Electronics and Computer Engineering and is currently in her third semester. Her area of interest is FPGA. She is doing research in FPGA. She also takes English language classes during weekends.

During leisure time, she calls and talks to her family and friends in China and shops online. She shops online for clothes and decor for her room.

#### Motivation



#### Goals

- Want to learn English fluently.
- Want to be able to shop products online in Mandarin and send it to my family and friends.
- Want to be an avid contributor in my research.

#### Frustrations

- Difficulty in finding products online in Mandarin.
- Learning and guiding tools provided by the website are not in Mandarin.

## **Scenarios**

### **1. Jake, the college student on a budget**

Jake wants to buy furniture for his college dorm, but as a college student on a loan, he's on a tight budget. He tries going to furniture stores in his locality but finds them far too expensive. Later, he's advised by a friend to try out thrift stores as they have quality second-hand furniture at cheaper prices. But, when he goes there he finds out there are only a few furniture options available. Being the tech-savvy guy he is, Jake looks up how to find furniture on google and hears of Craigslist 2.0. He goes to the website and searches for "college dorm furniture". He's taken to the search results page where all the furniture is listed in order of increasing price by default. Jake is pleasantly surprised to see the free stuff is at the very top, which is what he was looking for. Moreover, he can clearly see the price filters to adjust the search results according to his budget. Also, since this is an online website, Jake is able to see a huge range of furniture options that everyone is selling and he is free to choose one that meets his particular requirements, without settling for something he doesn't love. Based on his previous experiences with second-hand goods, Jake was worried that the quality would be bad. But, he's pleasantly surprised to find a rating that shows how good of a condition the product is in, along with a high-quality picture that shows him exactly what he is getting.

Jake leaves Craigslist 2.0 having picked several furniture options that he has fallen in love with and that doesn't hurt his pocket! He is sure of the authenticity of the product from the picture and quality rating. As a bonus, he even managed to find some cool free stuff that will fit well in his room.

### **2. Mariana, a first-time online shopper**

Mariana is an avid shopper who frequently buys clothes at retail stores, in-person. However, the good clothing stores in her town are pretty far away from where she lives. As a busy Masters student, she doesn't get much time to travel to the other end of the city. She would like to buy things online as it's much quicker and convenient. She wants to learn how to use technology to achieve her shopping goals, but whenever she tries navigating existing marketplaces websites like she gets confused and doesn't know how to go about it. Then one day, Mariana discovers Craigslist 2.0. Now, as soon as she goes to the website, she's introduced to a virtual interactive tour. She finds this helpful as she's used to an assistant at the store to show her around. So, that particular feature of having someone show her around the website took away her feeling of being overwhelmed & helped Mariana overcome her fear of using technology. In the past, Mariana has gotten confused with where to find help if she got stuck using the interface. Usually, it was not at all obvious. Here, the help section at the very top. She visited that and was delighted to find answers to her common questions in the FAQ. Also, the augmented reality technology on the website shows Mariana exactly how her clothes look on her. Mariana bought a ton of clothes online using Craigslist 2.0. She now loves using technology and recommends Craigslist 2.0 to all her friends who complimented her wardrobe.

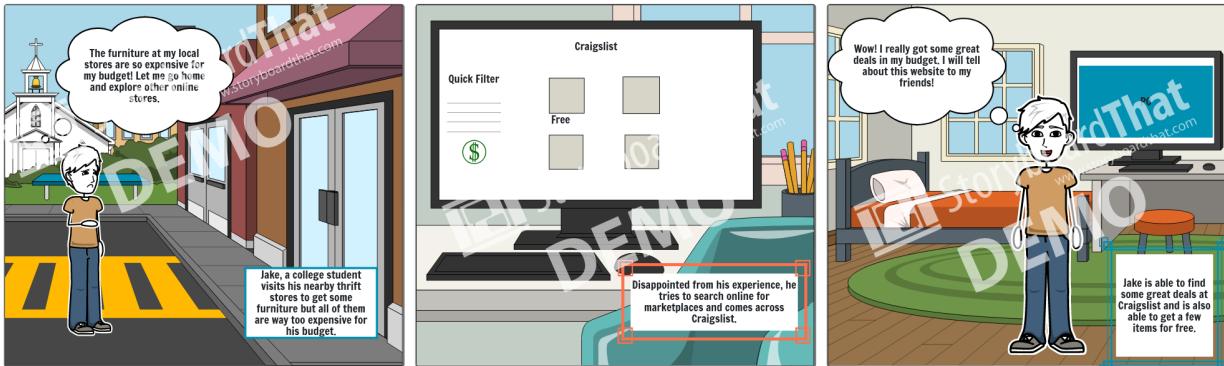
### **3. Qing, an international student**

Qing is an international student who has arrived in the USA. Back in China, Qing was a proficient user of online websites as she is fluent in Mandarin. As she is relatively new to English, sometimes she finds things different. Most of the websites she visits usually bombard her with walls of text in English. They don't have the option to view the website in her native tongue, Mandarin. If there are any such options, it's not clearly visible. One day, based on a recommendation from her international friend, Qing goes to Craigslist 2.0. Instead of walls of text she's used to, the interface is littered with attractive pictures. Qing is visually inclined and dives straight into the shopping. Later, when she hits the language barrier and she wants to perform an action, Qing starts looking around the website for clues and is immediately drawn to the American flag and the label 'English' at the top of the page. Qing sees a possibility and clicks on the flag. Several language options are presented to her. She sees the Chinese flag along with Mandarin near the top. She's excited and clicks on it. The page immediately translates to her friendly native Chinese. Now, Qing feels like she's back home with her family in China. She is soon back to navigating the interface like a pro, with her fluent Mandarin background. She buys some products for her family for the Chinese New Year.

### **4. Harry, a grad student without a car**

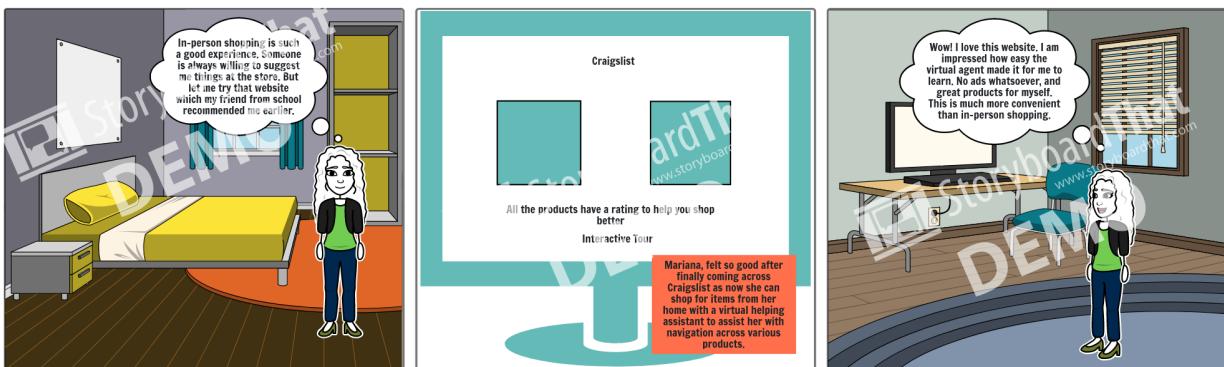
Harry is a grad student who doesn't have a car. He comes across cool products that he needs and good deals frequently, but he's not able to take advantage of these opportunities as they are all in faraway places. One day he stumbles upon Craigslist while searching for new products to buy online. He is delighted to find that all the products that are shown to him are closeby. This is because the products are shown to him based on his geographical location by default. Moreover, when buying products from Craigslist he can filter products based on proximity to his location using the quick filters on the left. Harry is happy he no longer needs to pay for delivery charges. He can use the RTS bus system to navigate his way to the sellers. Harry makes the most of the situation and takes advantage of the deals without wheels.

## Storyboards



Create your own at Storyboard That

Jake's experience with getting free and affordable products on Craigslist



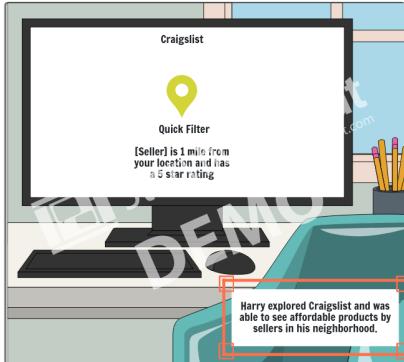
Create your own at Storyboard That

Mariana tries Craigslist for the first time.



Create your own at Storyboard That

Qing is elated to use her native language on Craigslist.



Create your own at Storyboard That

Harry, is able to find a great deal nearby

## Proposed Design Solutions

### Design iterations/ideas

1. User need: Create interesting variations on daily menus

Design feature under consideration: **Quick Filter for Pricing**

Persona (focal/primary): Jake(He/Him)-A college-going student who is tech-savvy and is saving money to pay off his tuition fee and expenses. So, he is looking for affordable products online.

Scenario ('daily use'): Uses the quick filter option to quickly select the maximum price he can afford and is able to see products in his budget.

Comments: The feature may be helpful for Jake being a primary persona, as he is looking for affordable products more than anything.

2. User need: Find products/services close to where I live.

Design feature under consideration: **Quick Filter for Distance**

Persona (focal/primary): Harry(He/Him)-A college going student who shops online and plays video games with his friends during his leisure time. He faces difficulty without a car for pickup of products he ordered. So, he is looking for products closer to his house.

Scenario ('daily use'): Harry takes a break while studying and wants to get some items for himself from a neighbourhood seller so he uses the quick filter option to select his preferred distance radius and visits the seller to collect his items in a few hours.

Comments: The feature maybe useful for Harry as he doesn't have a car and likes to shop for products that he can get by walking to the seller.

3. User need : Find products in my preferred/native language.

Design feature under consideration: **Language Selection**

Persona (secondary): Qing Li(She/Her)-A college going student who shops online and talks to her friends and family in China during her leisure time. She prefers learning and guiding tools and navigation of products in Mandarin.

Scenario ('daily use'): Qing selects her native language to see the interface buttons, listings, etc. as she has a preference for that.

Comments: The feature may be helpful for Qing, but she is a secondary persona.

4. User need : Learn quickly what I need to know to buy products.

Design feature under consideration: **Interactive Tour**

Persona (secondary): Mariana (She/Her)- A college going student in her first semester moved recently to Gainesville and is looking for products online for the first time. She wants the navigation, learning and guiding tools to help her find products as she is a first time online shopper.

Scenario ('daily use'): Mariana hears about Craigslist from a friend to get charitable items so she visits the website and is greeted by the interactive tour that teaches her on how to use the interface being a first time visitor. She is then easily able to place orders for a lot of items easily.

Comments: The feature may be useful for Mariana as she is not a tech savvy person and is visiting the website for the first time.

5. User need : See products that fit within the budget.

Design feature under consideration: **Price filter text boxes**

Persona (focal/primary): Jake(He/Him)- Jake(He/Him)-A college-going student who is tech-savvy and is saving money to pay off his tuition fee and expenses. So, he is looking for affordable products online.

Scenario ('daily use'): Uses the price filter text box to specify the budget within a min & max price.

Comments: This feature is redundant and not as efficient as the quick price filters so it was discarded.

6. User need : Find products that are relevant to what I'm looking for.

Design feature under consideration: **Sort By**

Persona (secondary): Harry(He/Him)-A college going student who shops online and plays video games with his friends during his leisure time. He faces difficulty without a car for pickup of products he ordered. So, he is looking for products closer to his house.

Scenario ('daily use'): Harry sorts products/services according to his preferences. Such as rating / distance.

Comments: The feature may be useful for Harry to sort by distance since he doesn't have a car.

7. User need : Get trustworthy and reliable products/services.

Design feature under consideration: **Certified Badge**

Persona (secondary): Jake(He/Him)-A college-going student who is tech-savvy and is saving money to pay off his tuition fee and expenses. So, he is looking for affordable products online.

Scenario ('daily use'): Uses the certified badge to verify the authenticity of the products/services before purchasing.

Comments: The feature may be useful for Jake as he likes to buy reliable products.

8. User need : Feel safe by not seeing prohibited items.

Design feature under consideration: **Flagging items**

Persona (secondary): Mariana (She/Her)- A college going student in her first semester moved recently to Gainesville and is looking for products online for the first time. She wants the navigation,learning and guiding tools to help her find products as she is a first time online shopper.

Scenario ('daily use'): Mariana, doesn't want to see any prohibited items while she is shopping for the first time online. When she comes across content that violates the rules, she flags it so it doesn't display for other users.

Comments: The feature may be useful for Mariana as she is a first time user and so having the prohibited items flagged will instill confidence in her.

9. User need: Enjoy the process of buying products/services online.

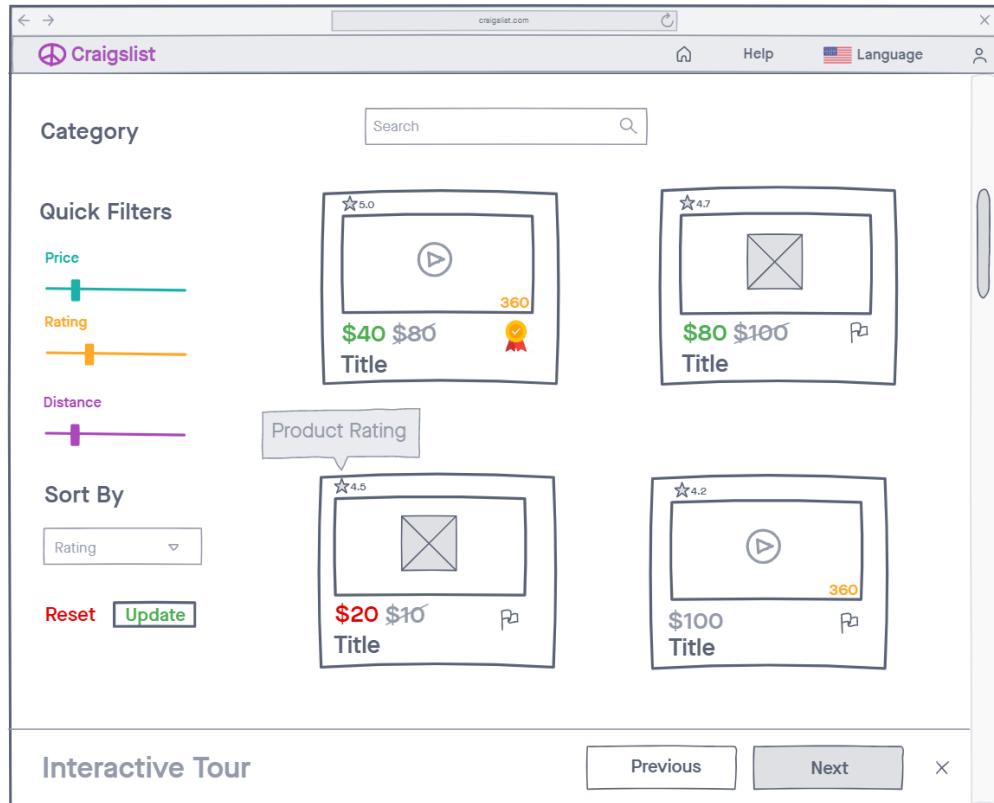
Design feature under consideration: **Having a visually intuitive interface tailored to the mental model of the shoppers.**

Persona (focal/primary): Jake(He/Him)-A college-going student who is tech-savvy and is saving money to pay off his tuition fee and expenses. So, he is looking for affordable products online.

Scenario ('daily use'): Jake is able to easily navigate the interface as it follows the conventions used in other major e-commerce websites.

Comments: Jake might find it useful since he has been using other shopping websites a  
since long and now finds this one intuitive to use.

## Final Design Solution

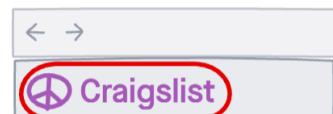


The final design created on [invisionapp.com](https://invisionapp.com)

## Design Rationale

### Craigslist Homepage Navigator:

Based on the learned *conventions* from similar websites, *visibility*, and *embodied sense*, the Craigslist icon on the top left was made more apparent with a logo and text called 'Craigslist' instead of an abbreviation 'CL' making it efficient for users to navigate to the homepage.



### Category

#### Language of interface

We've moved the language option to the top navigation pane to increase *visibility* for non-english users. It also has a universal *convention* of a flag which is usually always next to the keyword 'Language', pushing it to make the interface more intuitive and learnable.



## Quick filters

We've added new quick filters for sorting according to the price, location & rating according to the *feedback*. Applying quick filters is much more efficient than using the filters on the left pane improving utility.

## Quick Filters

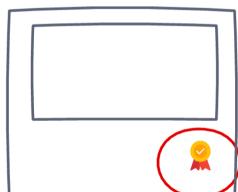


### Title Cards - Price

Considering *visibility* and *consistency*, we have color coded the prices according to the price category. Also, we've included the upward and downward trending arrows that show discounts on products or surge in product price for *embodied sense*. According to the universal *conventions*, the color green indicates budget friendly and the color red indicates surge.

### Title Cards - Product rating

We've introduced a new rating system that provides *mapping* of the public perception of how good of a deal people think it is.

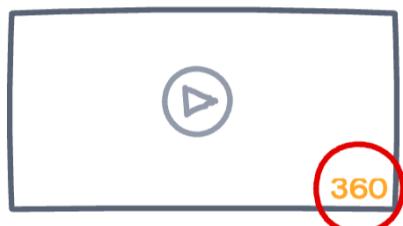


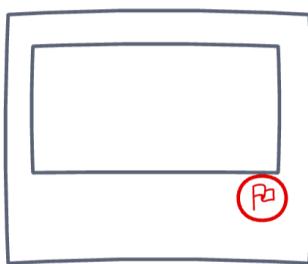
### Title Cards - Product authenticity

We've added a new feature that displays a Certified badge over products that have been verified to be authentic & trustworthy.

### Title Cards - Picture

Based on the user feedback, the new interface shows products that have pics first improving *visibility* and *consistency*. This incentivizes sellers to add images too. We also have 360 degree videos - so that the user knows exactly what he is getting, before even reaching out to the seller.





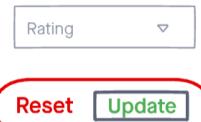
### Title Cards - Product flagging

We've added a new feature to flag products from the sales page so that it is convenient for the user and is very efficient to do it from the home page itself instead of going inside the product page. This leads to 1 click instead of the original 2 clicks. Therefore, prohibited items can be removed faster. Flagging of an item also *metaphors* an actual flag making it easier for users to correlate,

### Left Filter Pane - Buttons

We've color coded the buttons with the *conventions* of green for Update and red for Reset, *mapping* the colours with the human brain. so that users don't accidentally lose their filters.

### Sort By



### Sort By



### Left Filter Pane - Quick Filters

The quick filters *metaphors* the sorting ranges for price, ratings and distance of the products. The *consistent* filters make the filters have *embodied sense*.

### Interactive Product Tour

We've included an Interactive Product Tour for first-time users and users that want to know the features of the interface to increase learnability. This product tour walks the user through the various features and helps them learn the interface.

Interactive Tour

Previous

Next

x

### Alignment edits

Based on prior studies suggesting how a new user navigates an interface using the "F-Shaped Pattern" of interfaces (F-Shaped Pattern of Reading on the Web: Misunderstood, But Still Relevant (Even on Mobile), 2017).

## **References**

F-Shaped Pattern of Reading on the Web: Misunderstood, But Still Relevant (Even on Mobile). (2017). Nielsen Norman Group.

<https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>