

Design Critique Report

craigslist 

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Overview

American online classifieds site Craigslist has sections for employment, housing, for sale, goods wanted, services, volunteer opportunities, gigs, resumes, and discussion forums. The website has been around for a long time and offers users a convenient way to look for opportunities. To post a posting, users must create an account and have their postings reviewed. Craigslist usually lets users browse in the city that they are in. Users can search for relevant postings using their search bar or the sort features. Most sections are divided into housing, jobs, services, for sale, etc.

The create a posting button lets the users post a type of posting that they can select. The page takes users to a page where they need to select a type of posting and create a post where they can add text, images, descriptions, and location. Afterward, depending on the posting, they must pay and post the fees. For browsing, users can select a category and search on a broad scale or they can use the filtering option depending on their category. Craigslist offers users a wide range of options and opportunities to search through a vast network. On the right side of the website, it offers users to search from a list of nearby cities which users can switch to. It also gives the option to change the language and browse from any US city, state, Canada, or worldwide. They also have an event calendar from where users can browse events on the day they click in their city.

The screenshot shows the Craigslist homepage with a navigation bar at the top. The main content area is divided into several sections:

- Community:** activities, lost+found, artists, childcare, classes, musicians, events, pets, general, politics, groups, rants & raves, local news, rideshare, volunteers.
- Housing:** apartments / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, suburbs / temporary, vacation rentals.
- Jobs:** accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, etc / misc, food / bev / hosp, general labor, government, human resources, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network, technical support.
- Services:** automotive, labor/move, beauty, legal, cell/mobile, lessons, computer, marine, creative, pet, cycle, real estate, event, skilled trade, farm/garden, sm biz ads, financial, travel/vac, health/well, write/ed/tran, household.
- For Sale:** antiques, farm+garden, appliances, free, arts+crafts, furniture, atv/utv/sno, garage sale, auto parts, general, aviation, heavy equip, baby+kid, household, barter, jewelry, beauty+hlth, materials, bike parts, motorcycle parts, bikes, motorcycles, boat parts, music instr, boats, photo+video, books, rvs+camp, politics, nsrch, business, sporting.
- Discussion Forums:** apple, frugal, philos, arts, gaming, photo, atheist, garden, politics, autos, haiku, nsrch.

On the right side, there are dropdown menus for language (english) and location (nearby cities: asheville, athens, augusta, blacksburg, boone, charleston, columbia, danville, eastern ky, eastern nc, fayetteville, florence, greensboro, greenville, hickory, hilton head, jacksonville, knoxville, lynchburg, myrtle beach, raleigh, roanoke, savannah, southern wv, southwest va, statesboro, tri-cities, wilmington, winston-salem), and links for us cities and us states.

Visual design

Grids, columns, headers, typography, white space, and other visual design elements are well used in the website. I've included several figures below that name and demonstrate how to use these visual design ideas. In two pages, it will show how the website applies these ideas.

Grid Alignment

The figures below show the horizontal alignment, columns, and gutters. I have chosen 2 images. One is the homepage and the other is the search for sublets in charlotte. In the first screenshot, charlotte, NC is the header that is above the columns. On both pages, the grid is broken at the top. On its homepage, Craigslist uses a column grid. The grid's problem is that it contains columns inside of columns. Each major item displays its sub-items in one, two, or three columns. As an illustration, "Community" contains two columns for its sub-items, but "Discussion Forum" has three. The inconsistent organization of the material in this structure leads to a visual imbalance in the reader's eyes.

Inconsistencies exist in the alignment of the information. For instance, the primary category items, locations on the right, and menu items are all centrally positioned as opposed to the remaining sub-items, which are left-aligned. The user's eyes experience a visual imbalance as a result. Also, the user's ability to comprehend any long list that is centered has an impact.

White space is used between columns on the website. Whitespace is used mostly to categorize the different searchings and make it easy for the eyes for the users to read and make their selection. Gutters are used around each posting. They are also used above and below the search bar and make the website look cleaner.



Typeface and Emphasis

Craigslist uses mostly sans serif font. In the figure below I have underlined the sans-serif font. The heading community for example uses sans serif font and Arial in size 16 to be more specific.

The font used is standard throughout the website and they use sans serif font in different sizes and weights.

craigslist

create a posting
my account

search craigslist

event calendar

M	T	W	T	F	S	S
20	21	22	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

craigslist app
help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use
privacy policy
system status

about craigslist
craigslist is hiring
craigslist open source
craigslist blog

charlotte, NC

community

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- missed
- connections
- musicians
- pets
- politics
- rants & raves
- rideshare
- volunteers

housing

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- etc / misc
- food / bev / hosp
- general labor
- government
- human resources
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network

services

- automotive
- beauty
- cell/mobile
- computer
- creative
- cycle
- event
- farm+garden
- financial
- health/well
- household
- labor/move
- legal
- lessons
- marine
- pet
- real estate
- skilled trade
- sm biz ads
- travel/vac
- write/ed/tran
- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- baby+kid
- barter
- beauty+hlth
- bike parts
- bikes
- boat parts
- boats
- books
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycle parts
- motorcycles
- music instr
- photo+video

for sale

discussion forums

- apple
- arts
- frugal
- gaming
- philos
- nhoto

english

nearby cl

- asheville
- athens
- augusta
- blacksburg
- boone
- charleston
- charleston
- columbia
- danville
- eastern ky
- eastern nc
- fayetteville
- florence
- greensboro
- greenville
- hickory
- hilton head
- jacksonville
- knoxville
- lynchburg
- myrtle beach
- raleigh
- roanoke
- savannah
- southern wv
- southwest va
- statesboro
- tri-cities
- wilmington
- winston-salem

us cities

I think the use of weight and bolding is done correctly throughout the website. The headings are bolded and the main idea as well as the website name is bolded and linked to relevant pages. It uses 13.33px for the sans-serif and 16px for the serif. An example that I have underlined is community uses sans serif formatting while charlotte, NC uses serif formatting. The use of bolding is done to highlight the key points or the main idea of the section. Craigslist also uses underlining when hovering over a word which offers clarity to the users.

CL charlotte for sale all

for sale

general for sale 1263

furniture 1017

cars & trucks 618

farm & garden 606

household items 605

+ show 40 more 5891

select all deselect all

all owner dealer

search titles only

has image

posted today

hide duplicates

MILES FROM LOCATION miles from zip use map...

PRICE min max

MAKE AND MODEL

ODOMETER min max

search for sale

gallery newest

1 - 120 of >10,000

\$45 Allen-Roth Hurricane Globe Bronzed Ceiling Light

\$100 Primo Hot/Cold Water Dispenser

\$25 Marilyn monroe Paintings 1 canvas 1 wood

Craigslist mainly uses a blue and white color pattern where the blue represents most of the text and the white represents the background. They also make use of shadows to distinguish and create a distance between two posts. The color pattern is standard throughout the site so users can get familiar with it relatively fast which makes the overall usability better.

Visual Design Critique and Improvement

I think overall craigslist does a good job at visual design. Their design mostly keeps posts organized and neat once it is sorted which makes it easy for the users to navigate the site. They also use their fonts and whitespace nicely.

I think one big issue with craigslist overall design is that it is cluttered. On the home page alone almost everything is a link to something else. For a new user, this can be overwhelming. A neat design with minimal functionality would be romantic for a home page so users can get familiarized with the website. The cluttered design is something I would definitely change in the website.

Craigslist also does not use an image unless it is from a post. I think adding imagery can greatly help users familiarize themselves with the website. Images also can help give the website an overall nice and clean aesthetic and make it appear less cluttered. They make good use of the type of fonts such as sans serif and serif, but the size that they use sometimes can be too small and unreadable for the users which can confuse them.

Interaction Types and Modalities

Craigslist uses different types of interaction types and modalities. Their main interaction type is instructing and they use the WIMP modality.

The website uses instructions when the user wants to make a search, select an event, and when selecting an option, post a listing, etc. The website also uses exploring. Users of Craigslist may also browse the site and different postings to locate goods or services that interest them. This kind of interaction is concentrated on looking at and finding interesting things on the site.

In the image below I have annotated how the two interaction types are used.

instructing by searching

craigslist

create a posting
my account

search craigslist

event calendar

M	T	W	T	F	S	S
20	21	22	23	24	25	26
27	28	1	2	3	4	5
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system status

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craigslist is hiring
craigslist open source
craigslist blog

org/search/ccc

community

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- volunteers

lost+found

missed

connections

musicians

pets

politics

ants & raves

bike share

volunteers

housing

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- etc / misc
- food / bev / hosp
- general labor
- government
- human resources
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network

for sale

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- aviation
- baby+kid
- barter
- beauty+hlth
- bike parts
- bikes
- boat parts
- boats
- books
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycle parts
- motorcycles
- music instr
- photo+video
- rvs+camp

services

- automotive
- beauty
- cell/mobile
- computer
- creative
- cycle
- event
- farm+garden
- financial
- health/well
- household
- lab/move
- legal
- lessons
- marine
- pet
- real estate
- skilled trade
- sm biz ads
- travel/vac
- write/ed/tran

discussion forums

- apple
- arts
- athletic
- frugal
- gardens
- philos
- photo
- politics

nearby cl

- asheville
- athens
- augusta
- blackburg
- boone
- charleston
- charleston
- columbia
- danville
- eastern ky
- eastern nc
- fayetteville
- florence
- greensboro
- greenville
- hickory
- hilton head
- jacksonville
- knoxville
- lynchburg
- myrtle beach
- raleigh
- roanoke
- seavannah
- southern wv
- southwest va
- statesboro
- tri-cities
- wilmington
- winston-salem

us cities

instructing by selecting

CL charlotte community lost & found

lost & found

search titles only

has image

posted today

hide duplicates

MILES FROM LOCATION
miles from zip
use map...

lost or found?

reset apply

search lost & found

gallery newest

Yorkie puppies rehoming

Walking dog

Small white possible pomeranian

no image

save

charlotte.craigslist.org/laf/d/.../7592273613.html

The website uses WIMP, text-based, multimedia. Users communicate with each other using WIMP. There is an icon for search, calendar, save, and list, and there are dropdowns as well. In the image below I have shown examples of both and annotated them. Craigslist uses multimedia to show images of the posts that give potential buyers an idea of what the purchase would look like.

Interaction Types and Modalities Critique and Improvement

Craigslist uses minimal but effective interaction types and modalities. I think there are some improvements that can be made. I think adding a conversing interaction type in some way would work great. An example would be to add the chat functionality. This can help users debug in a fast and effective way. Another suggestion would be to add a voice recognition feature where users can search for posts by saying it to the site rather than typing it. It can make the website more accessible and more widely used. I think another suggestion would be to add a chat feature between users. It can make the website safer and craigslist would be able to administer for fake profiles.

Affordances, Signifiers, and Gulfs

Craigslist uses a lot of affordances and signifiers and I have shown tasks below that show the gulf of execution. I have also mentioned how the buttons on two particular pages show affordances and signifiers. I have also demonstrated how three tasks in the website incorporate gulfs of execution and evaluation.

Affordances and Signifiers

Craigslist uses a fair amount of affordances and signifiers. In the home page the search icon signifies that users can search for posts there. There are underlines and the text turns purple when we hover over it which signifies the current place to the users. The event has a calender which signifies how users can pick the date. The language has the drop down

icon which signifies it's a drop down.

The image contains three screenshots of the Craigslist website with various annotations:

- Screenshot 1: Craigslist homepage (charlotte, NC)**
 - A pink circle highlights the search bar with the text "affords clicking" and "signifies search".
 - A pink circle highlights the event calendar with the text "Signifies calendar" and "clicking".
 - A pink circle highlights the sidebar with the text "affords results" and "signifies dropdown".
 - A pink circle highlights the "nearby" dropdown menu with the text "affords clicking" and "signifies dropdown".
 - A green arrow points to the "jobs" section with the text "affords going to certain page".
 - A green arrow points to the "for sale" section with the text "affords going to certain page".
- Screenshot 2: Craigslist free stuff search (charlotte, NC)**
 - A pink circle highlights the "free stuff" dropdown menu with the text "affords changing" and "signifies dropdown".
 - A pink circle highlights the search bar with the text "affords clicking" and "signifies search".
 - A pink circle highlights the "newest" dropdown menu with the text "affords clicking" and "signifies dropdown".
 - A pink circle highlights the "gallery" button with the text "affords clicking" and "signifies image".
 - A green arrow points to the "next" button with the text "affords clicking" and "signifies going to next page".
 - A green arrow points to the "previous" button with the text "affords clicking" and "signifies going to previous page".
 - A green arrow points to the "save" icon with the text "affords clicking" and "signifies saving".
 - A pink circle highlights the sidebar with the text "affords hiding" and "signifies dropdown".
 - A green arrow points to the "add to cart" icon with the text "affords adding to cart" and "signifies hidden cart".
- Screenshot 3: Craigslist free stuff search results (charlotte, NC)**
 - A pink circle highlights the search bar with the text "affords clicking" and "signifies search".
 - A pink circle highlights the "newest" dropdown menu with the text "affords clicking" and "signifies dropdown".
 - A pink circle highlights the "gallery" button with the text "affords clicking" and "signifies image".
 - A green arrow points to the "next" button with the text "affords clicking" and "signifies going to next page".
 - A green arrow points to the "previous" button with the text "affords clicking" and "signifies going to previous page".
 - A green arrow points to the "save" icon with the text "affords clicking" and "signifies saving".
 - A pink circle highlights the sidebar with the text "affords hiding" and "signifies dropdown".

In the image above we see more signifiers that I have annotated. The arrow next to free stuff signifies that clicking on it will hide the side bar. The charlotte, for sale, free stuff all have arrows that signify a dropdown. The search icon signifies the search functionality. The gallery has a arrow that signifies dropdown and so does the newest, which sorts posts. The save icon signifies we can save the post. Below free stuff, there are boxes

which signify that checking on it can sort posts based on that. There are stars below posts which signify we can favorite that post. There are trash icons below each post which signifies to delete or hide the post. There are also magnify sign on each post which signifies we can make posts bigger. On the top next to page number there are arrows which signify we can go to the next or previous page.

Gulf of Execution and Evaluation

Below I am highlighting some tasks that give some examples of gulf of execution. I will walk through the process that users do and detail them for each task.

Task 1: finding the oldest labor services listed.

First the users would start with the main home page. They would have to select a category. On the home page they can hover over categories and sub categories and it would turn underlined and purple so users would know where they are. In this case, that category would be service. Once they have selected a category they would need to look for a subcategory which in this case would be labor.

[volunteers](#)

[**services**](#)

automotive	labor/move
beauty	legal
cell/mobile	lessons
computer	marine
creative	pet
cycle	real estate
event	skilled trade
farm+garden	sm biz ads
financial	travel/vac
health/well	write/ed/tran
household	

Next the users click on the labor/move which redirects them to that page. From that page they would click on the sort feature that states newest and change that to oldest to view listings starting from oldest to newest.

A screenshot of a Craigslist search results page. The search bar at the top contains the query "search labor / hauling / moving". Below the search bar, there is a sorting dropdown menu with "list" and "newest" options. The "newest" option is currently selected and highlighted with a blue box. To the right of the sorting dropdown, there are navigation buttons for back, forward, and search. The text "1 - 120 of 1,067" is displayed. Below the sorting controls, there is a "SEE ALSO" section with links to "hauling", "junk removal", "local movers", and "long distance movers". The main content area displays a list of 120 results. Each result includes a star icon, a title, a location, a timestamp, a "pic" link, and a trash can icon. The results are listed in descending order of posting time, starting with the most recent.

Task 2: Creating a post

The users would start on the home page. On the left hand side there is an option create a posting that is highlighted. The button would turn purple and underlined when users hover over it so they know where they are.



Once they are redirected the page would ask them what kind of posting they are posting.

what type of posting is this: (see [prohibited](#) list before posting.)

- job offered
- gig offered (I'm hiring for a short-term, small or odd job)
- resume / job wanted

- housing offered
- housing wanted

- for sale by owner
- for sale by dealer
- wanted by owner
- wanted by dealer

- service offered

- community
- event / class

continue

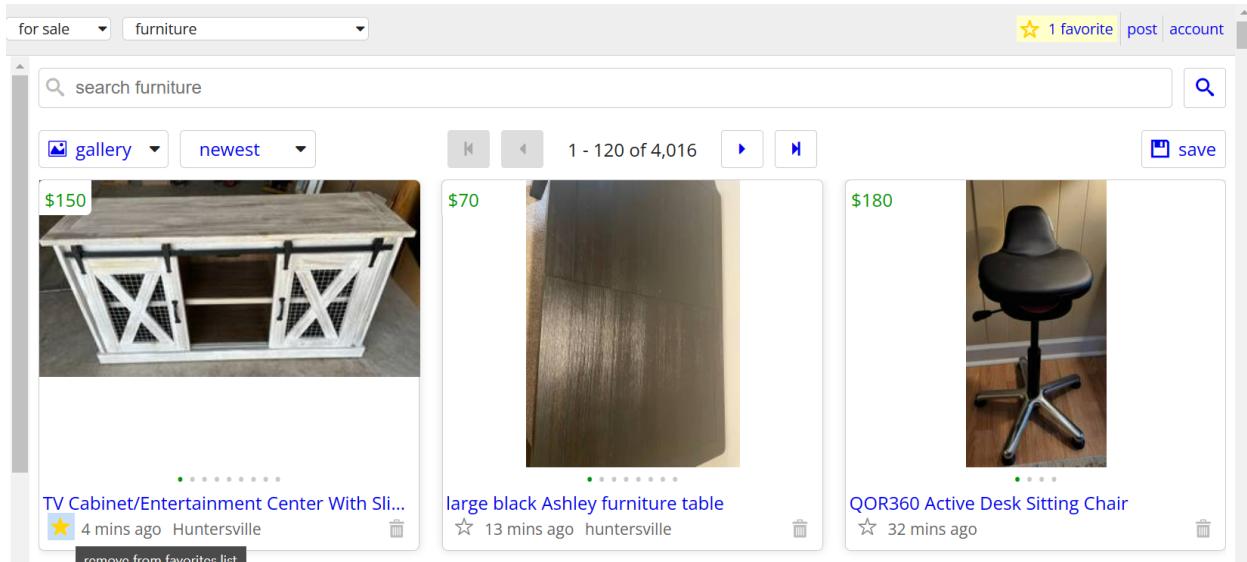
Once users make a selection, they will be taken to the next page. There is a problem here because once user makes a selection they are redirected to the next page regardless of whether they press continue or not so they cannot change their selection unless they go back. For this example I chose the category of housing offered. After making a selection they are taken to a page similar to the one above where they make a more specific selection about their posting. Next they are taken to a page where they fill necessary details about their selection similar to the image below.

posting title <input type="text"/>	city or neighborhood <input type="text"/>	postal code <input type="text"/>																					
description <input type="text"/>																							
posting details <table><tr><td>rent <input type="text"/>\$</td><td>private room <input type="text"/>-</td><td><input type="checkbox"/> cats ok</td></tr><tr><td>per <input type="text"/>-</td><td>housing type <input type="text"/>apartment</td><td><input type="checkbox"/> dogs ok</td></tr><tr><td>sqft <input type="text"/>0</td><td>private bath <input type="text"/>-</td><td><input type="checkbox"/> furnished</td></tr><tr><td></td><td>laundry <input type="text"/>-</td><td><input type="checkbox"/> no smoking</td></tr><tr><td></td><td>parking <input type="text"/>-</td><td><input type="checkbox"/> wheelchair accessible</td></tr><tr><td></td><td></td><td><input type="checkbox"/> air conditioning</td></tr><tr><td></td><td></td><td><input type="checkbox"/> EV charging</td></tr></table>			rent <input type="text"/> \$	private room <input type="text"/> -	<input type="checkbox"/> cats ok	per <input type="text"/> -	housing type <input type="text"/> apartment	<input type="checkbox"/> dogs ok	sqft <input type="text"/> 0	private bath <input type="text"/> -	<input type="checkbox"/> furnished		laundry <input type="text"/> -	<input type="checkbox"/> no smoking		parking <input type="text"/> -	<input type="checkbox"/> wheelchair accessible			<input type="checkbox"/> air conditioning			<input type="checkbox"/> EV charging
rent <input type="text"/> \$	private room <input type="text"/> -	<input type="checkbox"/> cats ok																					
per <input type="text"/> -	housing type <input type="text"/> apartment	<input type="checkbox"/> dogs ok																					
sqft <input type="text"/> 0	private bath <input type="text"/> -	<input type="checkbox"/> furnished																					
	laundry <input type="text"/> -	<input type="checkbox"/> no smoking																					
	parking <input type="text"/> -	<input type="checkbox"/> wheelchair accessible																					
		<input type="checkbox"/> air conditioning																					
		<input type="checkbox"/> EV charging																					

After filling out the necessary information they are taken to a page where they select from a map which area they want to post in. After that, they can add images related to their post. The final step is to review the post and check your email to confirm the post and make the payment to publish it.

Task 3: Adding an item to favorites

The user will start from the home page where they will make a selection from the category. For this example, I decided to view furniture for sale. Once they are on the page they can view the post that they like and click on the star on the left side of the post. Clicking on the star will add that item to the favorites list for the user. Users can view their favorite list from the top right corner of the website.

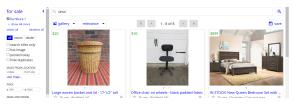


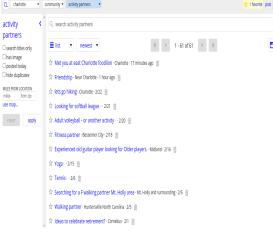
Affordances, Signifiers, and Gulfs Critique and Improvement

Craigslist overall makes a good use of affordances, signifiers, and gulfs. They have a minimalist design for the most part which works because besides from the home page, the website is easy to navigate. I would definitely recommend adding more affordances and signifiers on the home page. The home page appears clustered and confusing. Adding some signifiers would greatly help the users navigate the website. Other than that, it's pretty easy to navigate and website makes it easy for the user to navigate.

Heuristic Evaluation

Heuristic Evaluation Table

Observation	Heuristic	Image	Severity
POS: The Homepage offers a concise summary and picture of the available features, material, and functionality.	Aesthetic and Minimalist Design		
POS: Links are well-labeled, detailed, and easy to understand.	Aesthetic and Minimalist Design		
POS: There is a clear indication of the present position.	Visibility of System Status		
POS: The search results are accurate, complete, and clearly presented.	Flexibility and Efficiency of Use		
POS: Users can easily give feedback.	Help and Documentation		
NEG: System status not showing. Sometimes the website is slow and glitches which cause users not to see what is happening on screen	Visibility of the System Status		3

NEG: Users get directed before they click on continue.	User control and freedom	<p>what type of posting is this: (see prohibited list before posting.)</p> <ul style="list-style-type: none"> <input type="radio"/> job offered <input type="radio"/> gig offered (I'm hiring for a short-term, small or odd job) <input type="radio"/> resume / job wanted <input type="radio"/> housing offered <input type="radio"/> housing wanted <input type="radio"/> for sale by owner <input type="radio"/> for sale by dealer <input type="radio"/> wanted by owner <input type="radio"/> wanted by dealer <input type="radio"/> service offered <input type="radio"/> community <input type="radio"/> event / class <p>continue</p>	4
NEG: The homepage is cluttered and confusing.	Aesthetic and minimalist design		4
POS: The target audience may easily understand the language, vocabulary, and tone employed.	Consistency and Standards		
POS: The website follows the same standards and designs	Consistency and Standards		

Analysis

Overall, the heuristics for Craigslist were mainly positive. The site consists of all the heuristics but I have only mentioned a few in the table above. Of the ten heuristics, the three I found issues in were: Aesthetic and minimalist design, User control and freedom, and Visibility of System Status. The website does great with consistency and standards and maintains the same practice, which helps user familiarity. They are good at helping users recognize, diagnose, and recover from errors. Error messages make it easy for users to debug and see what the issue is. For the most part, the website works pretty well but I did find some negative issues that I will discuss below.

Heuristic Evaluation Critique & Improvement

Issue 1: System status not showing.

Craigslist has frequent errors when it comes to page loading and content displaying. I think a solution for that could be to add loading signs on the website when the page is not displaying so the users know to wait until they are redirected to the page.

Issue 2: Users get directed before they click on continue.

Another issue which is related to the heuristic of User control and freedom is that when users try to post an ad, they get redirected to the next page after choosing category without clicking on continue. This can be harmful overall because users are exited from the page and redirected before they chose to do so. This can be harmful for the users overall because they might want to change their answer but they cannot do so because as soon as they click on the option the page changes. To fix this problem, I would make sure that the page doesn't change and the selection is not confirmed until users click on the continue button.

what type of posting is this: (see [prohibited](#) list before posting.)

- job offered
- gig offered (I'm hiring for a short-term, small or odd job)
- resume / job wanted

- housing offered
- housing wanted

- for sale by owner
- for sale by dealer
- wanted by owner
- wanted by dealer

- service offered

- community
- event / class

continue

Issue 3: The third main issue I found was related to Aesthetic and minimalist design. The home page of the website is extremely cluttered and offers a lot of different options which can confuse the users and especially first time users. To fix this, I would make the

homepage more organized and include more images and only the important information which would make it less cluttered.

The screenshot shows the Craigslist homepage for Charlotte, NC. The top navigation bar includes links for "english" and "nearby cl". The main content area is divided into several sections:

- Community:** activities, artists, childcare, classes, events, general, groups, local news, lost+found, missed connections, musicians, pets, politics, rants & raves, rideshare, volunteers.
- Housing:** apts / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, sublets / temporary, vacation rentals.
- Jobs:** accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, etc / misc, food / bev / hosp, general labor, government, human resources, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network.
- Services:** automotive, beauty, cell/mobile, computer, creative, cycle, event, farm+garden, financial, health/well, household, labor/move, legal, lessons, marine, pet, real estate, skilled trade, sm biz ads, travel/vac, write/ed/tran.
- For Sale:** antiques, appliances, arts+crafts, atv/utv/sno, auto parts, aviation, baby+kid, barter, beauty+hlth, bike parts, bikes, boat parts, boats, books, farm+garden, free, furniture, garage sale, general, heavy equip, household, jewelry, materials, motorcycle parts, motorcycles, music instr, photo+video, rvs+camp.
- Discussion Forums:** apple, arts, frugal, gaming, philos, photo.

On the left sidebar, there are links for "create a posting", "my account", "search craigslist", "event calendar" (showing dates from 20 to 26), and various informational links like "craigslist app", "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", "system status", "about craigslist", "craigslist is hiring", "craigslist open source", and "craigslist blog".

Conclusion

Overall, I think the website does an impressive job with mostly aligning with nielsen's heuristics. They have great user involvement and they do a good job of making the website mostly user friendly. The tasks are easy to accomplish and other than a few improvements, I think the website is great overall. Craigslist has been around for a while and has done a great job at serving the community and the user's requirements. I have mentioned a few changes above that they can make and I think that would make the overall website even better.