

Group 6

Hana Hanifah, Haley Brittman, Jaynish Patel, Adrian Wenzel, Shubhankar Mishra

Focus Group Discussion (FGD) Transcription

Meeting started: Nov 27, 2024, 07.00PM

Meeting duration: 20 minutes

Meeting participants: Aditya Sharma, Adrian Pratama Wenzel, Hana Hanifah, Kelvin Wenzel, Omar Ashurbayov

Transcript

00:00 Kelvin W.: I don't even know how.

00:00 Adrian P.W.: So this is my partner, her name is Hana
and 00:06 Aditya S.: You're welcome.

00:07 Omar A.: hello, Hana

00:09 Hana H.: Hi, thank you for participating for our discussion.

00:14 Adrian P.W.: Fun fact just also Indonesian. There's also another Indonesian
participant in here.

00:20 Hana H.: oh,

00:21 Adrian P.W.: Kelvin Wenzel, that's my brother.

00:23 Aditya S.: that's,

00:25 Hana H.: I could tell by your name.

00:28 Adrian P.W.: Okay, so yeah. Thank you guys for like being here. So
we're gonna do like a simple question for like this Craigslist thingy. so, You
can start now actually. so, I'm gonna start with Who want to start first Omar?

A DPA 00:48 Omar A.: Heelsa, I can start first.

00:48 Adrian P.W.: Kelvin. Okay, so, so like are you familiar with Craigslist
Omar? 00:56 Omar A.: Yeah, I'm a familiar with the With the Craigslist. I used it

before. Not now. No, I used it before.

01:03 Adrian P.W.: Like what do you what do you usually

01:05 Omar A.: Like, I'm

01:07 Adrian P.W.: use it for?

01:09 Omar A.: um, well, usually, I'll just look for an apartment or like Like I used to, I used to use it a lot back home.

01:19 Adrian P.W.: Huh. Oh, that's cool.

01:22 Omar A.: Just to check where, for example in Chicago I can get like a housing or you know, if something that's like for sale.

01:34 Adrian P.W.: and how often do you usually use it like,

01:36 Omar A.: Well, are you I use it before a lot because I was constantly checking for, you know, something that I can I can move into like the the houses that I can move into when I was back home and yeah, like anything like,

01:49 Adrian P.W.: Yeah.

01:52 Omar A.: for example furniture, I also was looking for it, but then right now I don't usually use it because I don't need it anymore.

02:00 Adrian P.W.: That's cool. That's cool. How about your
aditya 02:04 Omar A.: My what?

02:04 Adrian P.W.: Do you use? I'm asking how about you? I did there. 02:09 Aditya S.: Oh, I think the same reason.

02:12 Adrian P.W.: See.

02:12 Aditya S.: You used to use it for for nature housing, or you can say, the buy some stuff to sell some stuff, so not anymore.

02:21 Adrian P.W.: I was pretty cool.

02:23 Aditya S.: Yeah.

02:23 Adrian P.W.: How about you Kelvin?

02:25 Kelvin W.: I don't know anything about Craigslist.

02:29 Adrian P.W.: What do you mean? You know, anything.

02:33 Kelvin W.: I never used that. so,

02:35 Adrian P.W.: I'll never use it.

02:36 Kelvin W.: Yeah.

02:37 Adrian P.W.: I think. Oh, okay. Then okay. Okay, let's move on to another

question, then. So let's go back to Omar again. like Omar, like, How easy do you think it is to navigate the Craigslist website?

02:55 Omar A.: I mean, oh yeah, sorry. Okay. So to me at first,

03:02 Adrian P.W.: He said.

03:05 Omar A.: When I first like entered the correct Craigslist? I thought it's gonna be complicated because I didn't like the UI and everything. But then after like clicking on some apartments, for example, like I want to see the apartments that's available and then I just click on the housing for rent, for example, and it was pretty clear to me. Like What is what and where is located also. I really like the idea of filtering items out.

03:33 Adrian P.W.: Okay.

03:34 Omar A.: So, like I could only look at the apartments that only available at the price range that I need.

03:40 Adrian P.W.: So just to help you make finding the items that you want to find faster.

03:45 Omar A.: Yeah, definitely. Yeah definitely.

03:47 Adrian P.W.: Okay, that's good. What about your Aditya? You think it is easy to navigate the craigslist website?

03:55 Aditya S.: Navigation, relatively is easy for me, but it feels outdated compared to like other websites like

04:00 Adrian P.W.: Okay.

04:01 Aditya S.: eBay Marketplace.

04:02 Adrian P.W.: Yeah.

04:04 Aditya S.: And also like the sides layout is simple and consistent which makes it functional. But it's like you can say, text heavy design and lack of visual aids and which can make it harder to locate specific features quickly. That's the issue with me. That's it.

04:20 Adrian P.W.: It's really good answer. What do you Kelvin?

04:24 Kelvin W.: Because I have no idea about the Website. So, I don't know how. The website looks like.

04:35 Adrian P.W.: Okay.

04:37 Adrian P.W.: Okay, it's fine. That's fine. Okay, that's fine. Let's go back to. Okay, you know what, I'm gonna go, I'm gonna go to Aditya now. So like how accurate are the search results based on your keywords? For example, if you search, for example, you want to sign, you want to find like a chair on a Craigslist website. The thing is like, Easy, is it like accurate to find it on The website.

05:03 Aditya S.: I'm in four me its like fairly accurate but like not perfect.

05:07 Adrian P.W.: Uh-huh.

05:07 Aditya S.: the reason being that like the site lies heavily on, you can say, exact matches to the keywords you're using If my wording isn't specific so I sometimes you like irrelevant irrelevant results. So, like by adding synonyms, or you can say predictive so suggestions could like help the accuracy. Yeah.

05:28 Adrian P.W.: Okay, what about you Omar?

05:34 Omar A.: um, Well, to me, I didn't really see any problems when I was looking for something. Like I usually get exactly what I want. But now, when Aditya mentioned that I never actually like misspelled anything. So I kind of like didn't realize that they have this kind of like system of search. So I would say if that's the case then yeah definitely. That might be the problem for you know, getting exact thing that you need. But, um, generally I think like like in terms of filtering and not like looking for exactly the same thing. Uh, then it should be pretty good.

06:15 Omar A.: Because to me, like all these price regions, for example, or, you know, for example, if you go to the again housing apartments, you can, if there if the cats are okay in the hall, like to if it's okay to have cats and house and everything, So I feel like that's really good, and yeah.

06:38 Adrian P.W.: Let's go. Kelvin. Any. Anything.

06:43 Kelvin W.: Was it again?

06:46 Adrian P.W.: Like how accurate are the search results based on the keywords? For example, if you want to search an old chair, for example, do you think it's like accurate enough? You if you just like type old here on Craigslist,

07:02 Kelvin W.: so I just check it, I just checked the website and the websites look like It's kind of outdated.

07:10 Adrian P.W.: Okay, okay.

07:11 Kelvin W.: So, it I don't think... It's accurate enough. Yeah.

07:25 Adrian P.W.: Okay Okay.. Let's move on to another question now. Or Hana, do you have any other? Things to add.

07:34 Hana H.: Well, I think it's good now. Feel free to just like jump in into the opinion if and some people or other person are saying something that might connected to your experience, so just Just treat it like a discussion, guys.

07:48 Adrian P.W.: Alright, cool. Yeah just it's just a discussion. Nothing like you know, Okay. That's what I try to question then. Um, Omar, what do you think about the design and the layout of the website itself?

08:06 Omar A.: Mmm, I don't like it.

08:09 Adrian P.W.: you already mentioned it before, like, Again, you know?

08:14 Omar A.: Like the design and the layout, although I can say just too old or it just looks that it doesn't look like, I don't know.

08:25 Adrian P.W.: Aesthetic or I don't know. What do you think?

08:27 Omar A.: Well, to me. Um, I would say, okay, for this website specifically from my first look, I just look at it and I, I think, like, there's no CSS file here like as a perspective from the programmer.

08:40 Adrian P.W.: Yeah.

08:41 Omar A.: Um, there's nothing like animations or you know, there's there's just like like blank website with some words on it. That's

08:51 Adrian P.W.: so like, like boring

08:52 Omar A.: Yeah, it's really boring in general.

08:54 Adrian P.W.: Good morning.

08:55 Omar A.: Yeah.

08:56 Adrian P.W.: Okay. That's very what about your Aditya?

09:01 Aditya S.: For me also it feels kind of outdated but it is functional though it is curb like the small text, and the tightly packed links can be like hard

09:10 Adrian P.W.: Yeah.

09:11 Aditya S.: to interact with which can be like quite irritating sometimes so, there's that and also like

09:16 Adrian P.W.: Yeah.

09:20 Aditya S.: Like from my point of view, from my perspective, a more cleaner, or more modern layout would improve focus and usability. According to me, that's it.

09:30 Adrian P.W.: I agree with you guys. I feel like it looks too old for like this car and error, especially like website like that. It looks too boring. You know, like I want to use it.

09:37 Aditya S.: A bit more compact, I would say.

09:40 Adrian P.W.: It feel like compared to like, for example, eBay like something like you mentioned before, right?

09:44 Aditya S.: You know, you're right.

09:46 Adrian P.W.: What, what about you Kelvin? What do you think about the the website like the design of the website itself?

09:53 Kelvin W.: yeah, I have the same opinion with Aditya like he said, The website. The design is so, Outdated. So minimalists. And it lacks of like a modern visual appeal.

10:08 Adrian P.W.: Yeah.

10:09 Kelvin W.: So yeah.

10:11 Adrian P.W.: Yeah, I get with you. What do you think, Hana?

10:18 Hana H.: Yes. Continue.

10:21 Adrian P.W.: You cool. the you guys usually use this website on your mobile phone or Computer or Any other? Gadgets.

10:33 Aditya S.: I mean, I mean, as I select it looks more compact, so if you preferably, so you don't desktop because it gives you to use to do better layout and navigation as compared to the mobile phone. Cosmobile feels like cramped and with small text and less responsiveness. It makes it harder to interact with. So I'll prefer I'll stick with computer.

10:54 Adrian P.W.: Of. What about you Omar?

10:57 Omar A.: Yeah, I would also stick with Computer honestly, because on the phone, it looks even worse. So, I mean, if I want to find something, I would prefer going for the laptop or like PC version desktop version, just to look for stuff.

11:15 Adrian P.W.: What about you, Kelvin?

11:19 Kelvin W.: Yeah, I agree with both of you guys. Because it's due to the I think with that desktop, Has a better screen size for the tax also.

11:31 Adrian P.W.: Mm-hmm.

11:32 Kelvin W.: and if use your cell phones, and hard to see,

11:35 Adrian P.W.: Okay, that's pretty good answer, actually. so imagine if like any of you guys, I like the designer of the website, like what are the Features of like, design improvements, like you guys gonna do to make it look more. Aesthetic. You could say, static. It looks it looks it looks nice to look at. All you guys gonna do for like, making an improvements?

12:06 Aditya S.: For me, I will just suggest that like improvements include, like, you can see our modernized UI or an advanced

12:13 Adrian P.W.: Uh-huh.

12:15 Aditya S.: filtering options. So, like a system for is a communication would be better. And also like to mention like

12:20 Adrian P.W.: Yeah.

12:23 Aditya S.: you can say, missing features are there which include like saved searches these user ratings,

12:28 Adrian P.W.: Yeah.

12:30 Aditya S.: integrated maps for but a better item location. That would be great if it would be added. And also there's borrowing design elements like filters Amazon or Amazon ratings or eBay ratings or you can say Maps, like, which is present in, I guess, in Facebook marketplace. So you can close the location, not exact, like, approx. That would be great. So yeah, it'll make this site more competitive with. If we compare it to the like others.

12:59 Adrian P.W.: Cool.

13:00 Aditya S.: So that would be Great.

13:02 Adrian P.W.: What about you Omar?

13:07 Omar A.: Um, I would, Yeah, I would do the website more interactive I think.

13:15 Adrian P.W.: Animated something like that.

13:15 Omar A.: Interactive in the way like it's interactive in the way that adding

some, you know animations. Yeah. UI like Aditya said and then also, maybe like, How can I say, grouping up the items? So,

13:36 Adrian P.W.: Uh-huh.

13:37 Omar A.: like for example if I look at the website right now it can show you the housing community services and everything like that. Maybe each section will have their own website so it looks more compact. I mean, it looks more compact, I guess.

13:55 Adrian P.W.: Yeah, which means I get what you mean.

13:57 Omar A.: Yeah.

13:59 Adrian P.W.: I feel like they'll be better for sure, for sure.

14:01 Omar A.: Yeah.

14:03 Adrian P.W.: Kelvin. What do you think?

14:07 Kelvin W.: Uh, probably modernize, to help out with the icons then, probably add some...Because what I know, there is no like a review in there, right?

14:24 Adrian P.W.: I mean there are some reviews.

14:26 Kelvin W.: There is.

14:27 Adrian P.W.: There are some reviews, yeah.

14:29 Kelvin W.: Yeah, I don't know. Yeah probably. That one and then. The color. Yeah, everything.

14:46 Adrian P.W.: Everything.

14:46 Kelvin W.: Everything.

14:48 Adrian P.W.: The entire website.

14:49 Kelvin W.: Yeah, hell yeah.

14:51 Adrian P.W.: Okay, okay. so, Do you guys think there are any features missing that you would like to see on Craigslist?

15:07 Omar A.: Can you repeat the question?

15:08 Adrian P.W.: Oh yeah. Are there any features missing that you like to see on Craigslist?

15:15 Omar A.: Features.

15:17 Adrian P.W.: Just one feature. If you could add - what are you gonna add on

Craigslist?

15:23 Aditya S.: like a map view for like, or you can say a mobile app with functionality from you can say, for a more streamlined navigation or user-friendly features would be great. I think so.

15:39 Omar A.: I would add Interactive map. Just to like... I don't know, some real estate businesses, they have this interactive map where people can get real estate. You know.

15:55 Adrian P.W.: Honest, big area.

15:56 Omar A.: yeah, like

15:58 Adrian P.W.: Like what?

15:59 Omar A.: Yeah. Like you can zoom in and zoom out from the map and see what..

16:05 Adrian P.W.: Like airbnb, something like that, right?

16:08 Omar A.: Yeah something like that, but at the same time, it's gonna also cover all the furniture where the people are selling it because they're gonna meet them at some point, unless... Well, okay, okay for the furniture, maybe not because people can just send it over, but I think for like farms or like housing or jobs...

16:30 Adrian P.W.: Yeah.

16:31 Omar A.: definitely needs to be like in the map, so people can easily see where it is and what it is.

16:38 Adrian P.W.: Cool. Kelvin.

16:40 Aditya S.: And also and also Sorry, my bad, my

16:41 Adrian P.W.: Oh sorry.

16:42 Aditya S.: bad. So also I think that by adding

16:43 Adrian P.W.: Oh, if you're right.

16:46 Aditya S.: seller readings and feedback system like same with eBay would be like great because I guess that would like help establish the credibility and

16:55 Adrian P.W.: Yeah.

16:56 Aditya S.: build trust between you and the buyers or the sellers. Which will reduce the risk of scams. That's a must I guess. From I said.

17:04 Adrian P.W.: That's a really good answer actually. Event.

17:08 Kelvin W.: Yeah, I was about to say the same thing like I did here like The readings and all that. And also, I think also the shipping and delivery service. Yeah. Also the payment system also

17:29 Adrian P.W.: What about the payment systems?

17:32 Kelvin W.: Yes. oh,

17:35 Adrian P.W.: What about the payment systems?

17:36 Kelvin W.: It's more secure.

17:39 Adrian P.W.: Okay.

17:39 Kelvin W.: Yeah.

17:41 Adrian P.W.: Anna, Adrian. Anything you want to add on to that?

17:48 Hana H.: Yeah, so that's all that we want to ask for the closing question. I would like you to say something that you like the most about the website and you don't like the most about the website. So, whoever want to start first?

18:07 Adrian P.W.: I mean, we can start with Omar if you want Omar. Or Aditya, whoever.

18:16 Omar A.: Oh sorry, my mic was muted. I'm sorry.

18:19 Adrian P.W.: Like this one.

18:21 Omar A.: What was it again? Sorry.

18:24 Hana H.: What do you like the most about the website and what you don't like the most.

18:31 Omar A.: I like the most I think like they're variety of the choice for housing and apartments personally me because again I keep repeating that but that's the only thing I use it for. I mean most of the things that I use it for. And for some reason other websites real estate websites or airbnb, sometimes they don't have the same opportunities or like offers that Craigslist have. So that's what I like about it. And then what I don't like is the UI and yeah, thats basically it. I just wanted to see more modern thing, when I join the website or like when I enter the website.

19:21 Aditya S.: For me it would be the simple and functional design and also

the focus on local listings of for, items, jobs and services. And there's one more thing, the wide variety of categories we have. That's also one of the things I like about Craigslist and the things I don't like is the outdated design, the poor mobile experience, as I mentioned and the limited features like filters or save searches, no reviews or ratings, increasing scam risks. So, those are the things that I don't like about the privilege.

20:02 Hana H.: Yeah.

20:04 Kelvin W.: Me personally. What I like about the website. I think. The listings - it's targeted to a specific region. So it makes it easy to connect with people in that specific area. And what I don't like is...Yes, just looks, it's so outdated. That's probably it. Yeah.

20:36 Hana H.: Okay, thank you, Adrian. That's all from me.

20:42 Adrian P.W.: Um, I think that'll be all for this conference. Thank you for your guys' time. And then, hope you guys enjoyed the rest of your night.

20:52 Aditya S.: Thank you for having us.

20:54 Hana H.: Thank you.

20:54 Kelvin W.: Thank you.

20:55 Adrian P.W.: One.

20:55 Omar A.: Thank you. Bye.