Creative Brief

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## Scope of Project

I will be redesigning the home page of Craigslist, fixing issues with layout, navigation, and responsiveness.

## Website Overview

Craigslist is mostly used for buying and selling. However, there are also forums, jobs, and event listings on the website, among other things.

## Target Audience

The target audience for Craigslist is very wide due to the general broadness of its functions. However, the persona used for the original evaluation was female, early 30s, and a hobby crafter.

## Project Goals

For this project, I plan to address three main issues:

* I plan to fix the visual design of the homepage to space things out a bit more so it is less cluttered. This will help users find things more easily, and will also make the site look more trustworthy (Nielsen).
* I will also make navigation easier by adding a clear button that leads back to the home page, among other things. This will keep users from getting stuck and being unable to find a way back (Nielsen).
* Lastly, I will make the website more responsive, to fix issues on mobile phones or tablets. Phones are used quite a bit for browsing the Internet, and if a website is not responsive, users will simply leave and find a different website.

Works Cited

Nielsen, Jakob. “10 Usability Heuristics for User Interface Design.” *Nielsen Norman Group*, 24 Apr. 1994, www.nngroup.com/articles/ten-usability-heuristics/.