

Craigslist

Mobile App Version

1 - CLIENT OVERVIEW

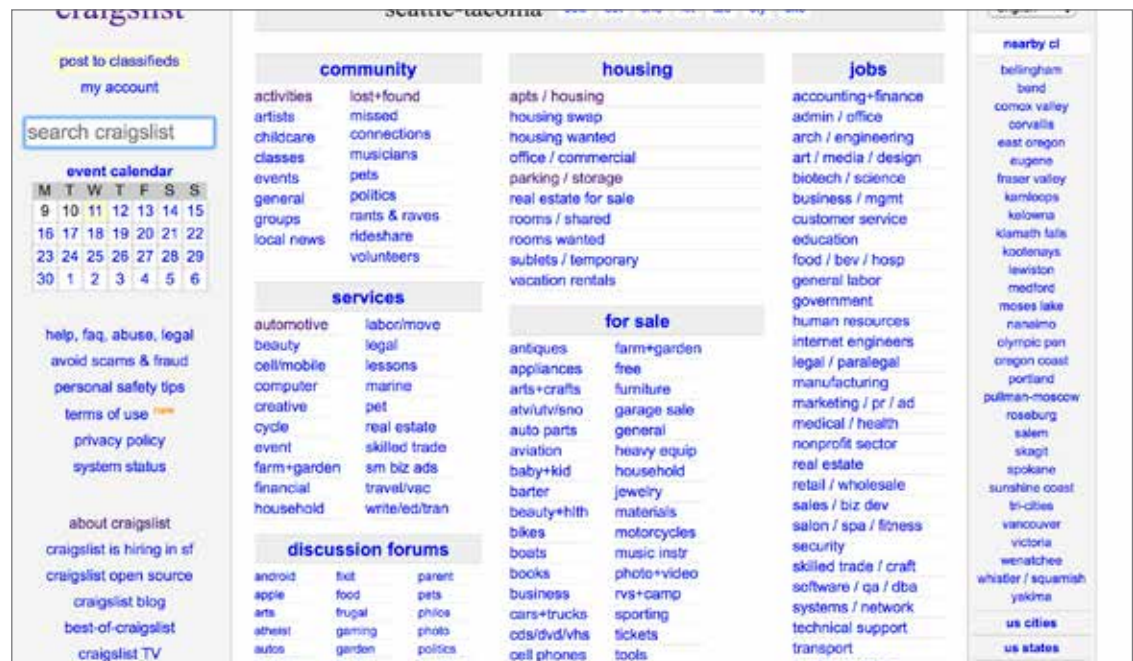
Client

Craig Newmark (e.g., Craig) launched a free platform for classified ads in San Francisco Bay Area called Craigslist. It started expanding to other U.S. cities in 2000, and now covers 70 countries. Craigslist became a web-based service in 1996 and expanded into different classified categories like jobs, housing, for sale, etc.

Craigslist is undoubtedly website that many people are loved by its quality, and hated by its outdated designs. It is understandable for its design because Craigslist's minimalist strategy means its users are the ones who make the decisions, on their time, with no distractions. Today, it serves over nine billion page views per month in 450 cities across 70 countries.

Objective

The app is created to help the current Craigslist users, particularly busy users who want to save more time spend on finding classified ads. The app also intends to improve the security of customer information.



2 - CREATIVE BRIEF

About Craigslist App

Craigslist is an app created for the need of the current desktop users. It is designed to help local users find what they need instead of being required to have a computer anytime. The goal is to create a mobile app that eases to use for everyone without any confusion.

The app will first ask users to select their current location. These data will then be gathered and used to find the local classified ads that match the target user. Users can also search multiple cities at a time from their mobile.

Also, users can customize their profile by saving their favorite ads and postings. The results list will be shown in order of the ones which recent post. Users could then browse through and find ones that they like the most, then send a request to know more information about the post.

Problems

There are several 3rd parties that officially licensed by Craigslist. When using their app, a user will be asked to accept Craigslist's term and conditions to be able to use the app.

However, acceptance means that their information will be shared with a 3rd party, which make user concern about security. That's why Craigslist decides to create an official app for its users. It emphasizes that personal information of users is always a top priority.

Target Audiences

- Both Genders
- College Students
- Live in US
- Average Incomes

Solutions

Emphasizes the importance of information quality rather than focus on aesthetics. The core user value is to make the app works with a clear design layout and make it appears most specific to their primary target audiences.

3 - CRAIGSLIST DEMOGRAPHIC STUDIES

NUMBER OF USERS	60 Million Users
AUDIENCE GEOGRAPHY	United State: 94.9 % Canada: 1.1 % Japan: 0.6 %
AUDIENCE DEMOGRAPHICS	<p>GENDER</p> <p>Internet Average</p> <p>Male</p> <p>Female</p> <p>Below</p> <p>Above</p> <p>BROWSING LOCATION</p> <p>Internet Average</p> <p>Home</p> <p>School</p> <p>Work</p> <p>Below</p> <p>Above</p> <p>EDUCATION</p> <p>Internet Average</p> <p>No College</p> <p>Some College</p> <p>Graduate School</p> <p>College</p> <p>Below</p> <p>Above</p>
NUMBER OF LANGUAGE SUPPORTED	13 Languages
NUMBER OF COUNTRIES THAT CRAIGSLIST OPERATES IN	70 Countries
NUMBER OF MONTHLY USER POSTINGS IN CRAIGSLIST DISCUSSION FORUM	200 Million Postings
AVERAGE NUMBER OF MONTHLY JOBS LISTINGS POSTED	More Than One Million
AVERAGE NUMBER OF CLASSIFIED ADS POSTED MONTHLY	80 Million Ads
NUMBER OF CRAIGSLIST LOCAL SITES	More Than 700 Sites
ESTIMATED CRAIGSLIST AVENUE IN 2016	\$690 Million
ESTIMATED CRAIGSLIST AVENUE IN 2015	\$396 Million
NUMBER OF CRAIGSLIST EMPLOYEES	40 Employees
AVERAGE NUMBER OF MONTHLY PAGEVIEWS	50 Billion Payviews Per Month
WHERE DO VISITORS GO ON CRAIGSLIST.ORG?	accounts.craigslist.org: 10.21% post.craigslist.org: 10.02% sfbay.craigslist.org: 9.03% losangeles.craigslist.org: 6.92% craigslist.org: 6.11%

<https://www.alex.com/siteinfo/craigslist.org>
<https://expandedramblings.com/index.php/craigslist-statistics/>

4 - CONTENT STRATEGY

SEARCH BOX

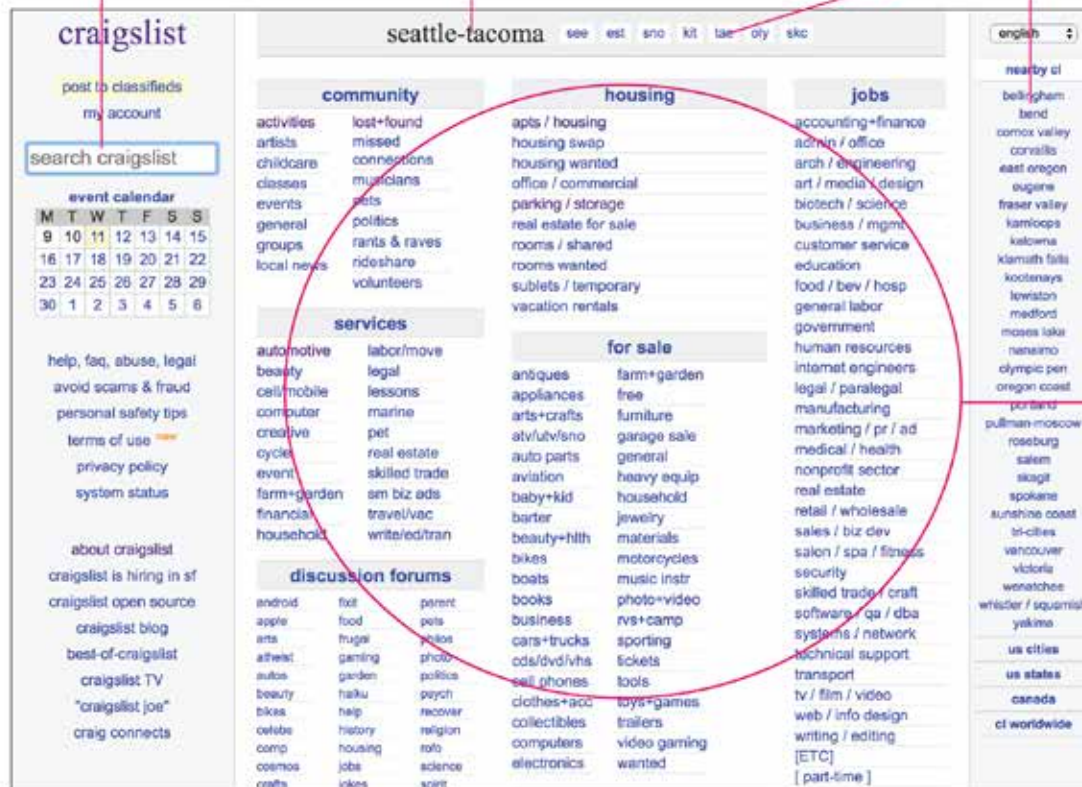
Search box should be included on the top so users can search any time.

LOCATION

Having an option for users to choose their current location and be able to change anytime under "filter" category.

EXTRA INFO

Remove unnecessary information can cause distraction when using the app to create a better user experience.



CATEGORIES ARRANGEMENT

Information should focus on the visual hierarchy and display consistency throughout the app.

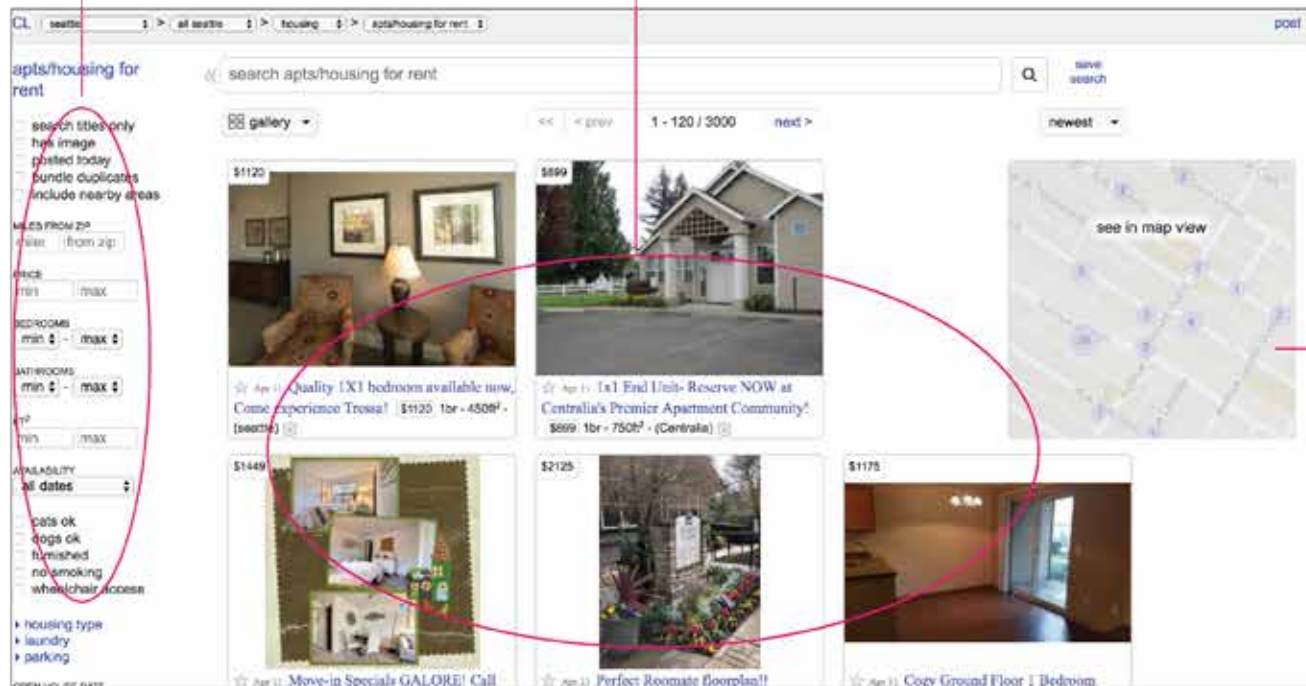
4 - CONTENT STRATEGY

FILTERS

Filter is one of the most important functions in a Craigslist app. User should be able to select the data to narrow down their search.

POST DISPLAY

A user expects to find the type of information that Craigslist provides on their mobile app including images, post information, and poster's contact information.



MAPS

User would like to see the location of the post from their app so they can arrange an appointment in a controlled manner.

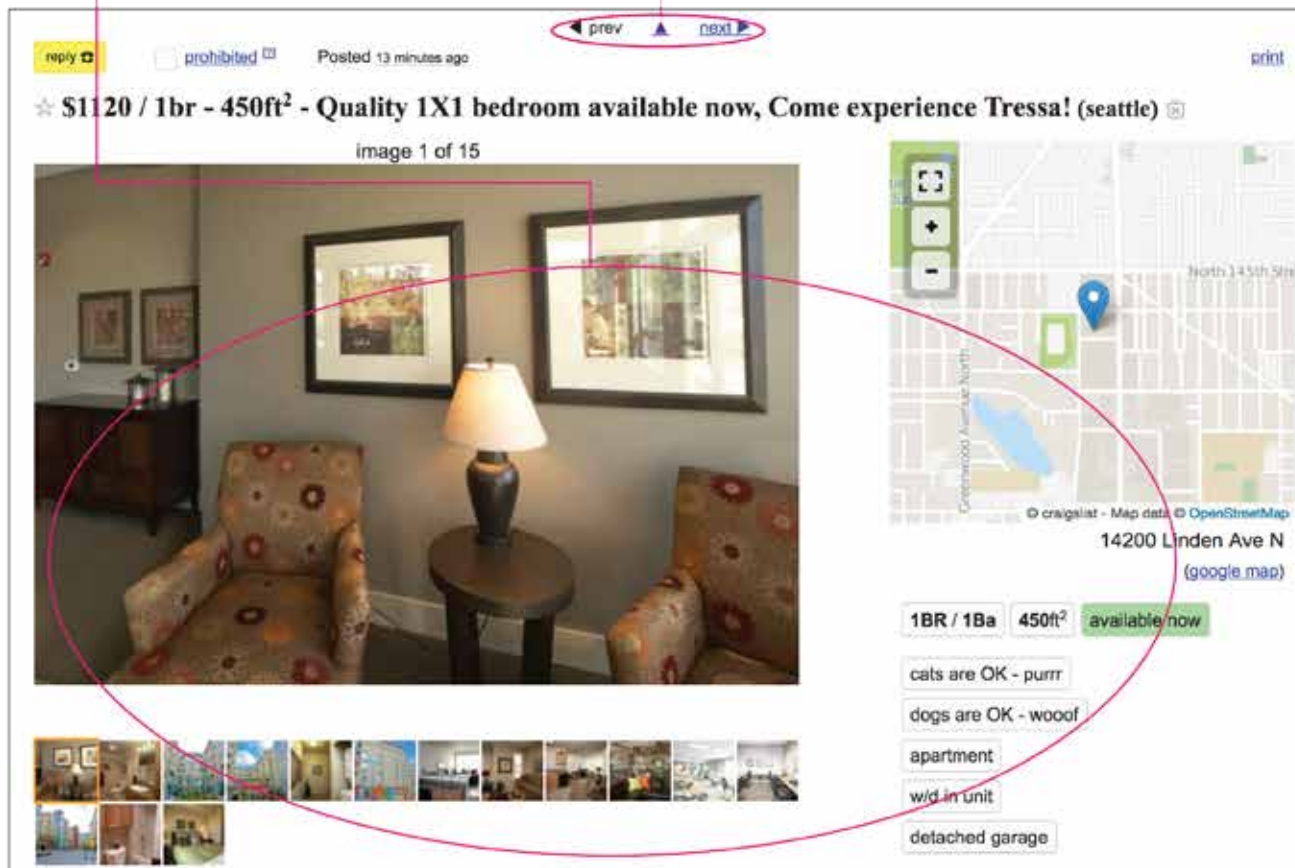
4 - CONTENT STRATEGY

POST DISPLAY

A user wants to see all the information provided by Craigslist and view the photos on their phone.

INTERACTION BUTTON

User prefers to have interaction buttons which toggle between pages easily.



5 - COMPETITIVE ANALYSIS

OfferUp

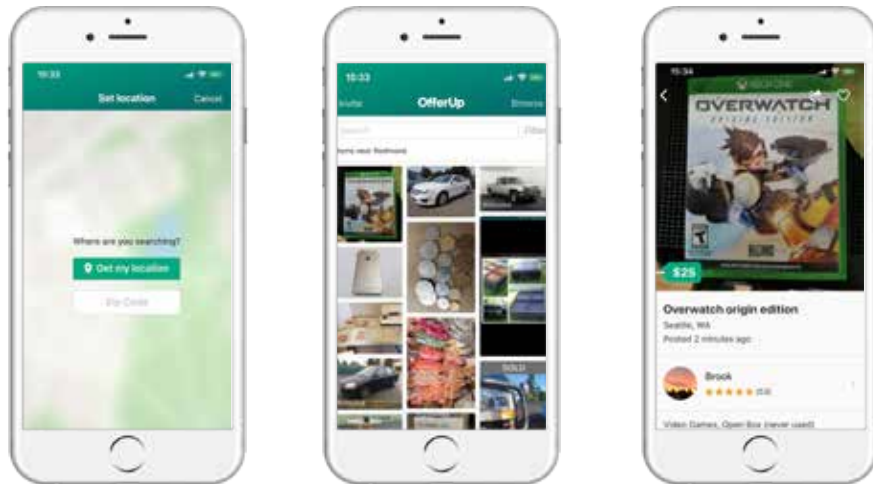
OfferUp is one of the biggest mobile marketplace for local buyers and sellers. Almost all of its functions support the buy and sale; and exchange of information between users.

Platform

- IOS
- Android

Price

- Free
- More options in-app purchases



Features

- Message buyers and sellers securely from within the app
- Browse items by image and sort by category or location
- List an item using your phone or tablet in as little as 30 seconds
- Know who you're dealing with through reputation and safety features

Design

- Price highlighted
- Bold text
- Blur the image that currently view.
- Grid design layout

Cons

- Messages is glitchy with the latest update
- Ads are not automatically deleted after 14 days unless the seller manually renews the ads.
- None of user posted items appear when searching for said items.

5 - COMPETITIVE ANALYSIS

Cplus

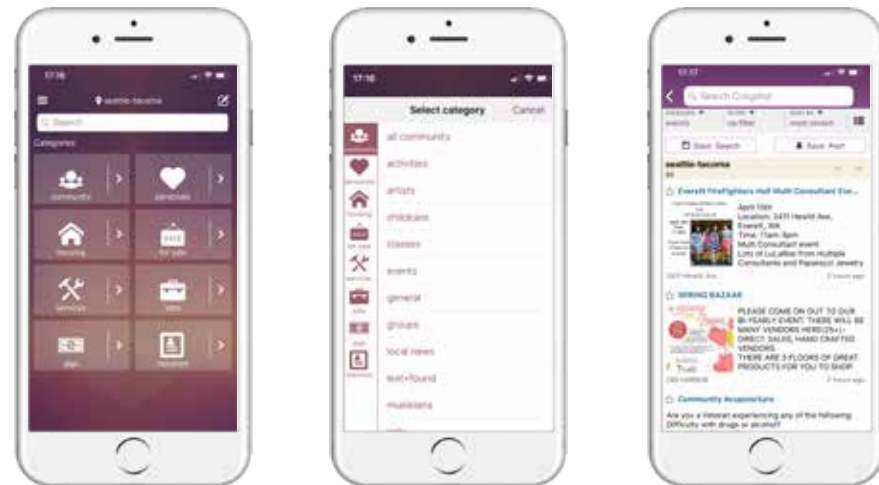
CPlus is an officially licensed Craigslist app for both Windows Phone and iPhone. CPlus offers huge extra features that make browsing and searching on Craigslist very smoothly.

Platform

- IOS
- Android

Price

- Free
- Premium alert feature: \$1.99
- Upgrade to the Pro version: \$2.99



Features

- Post, edit, and browse listings
- Search multiple cities at once
- Many options to show search results in a grid, map, or list.
- Save searches that you frequently search and set up notifications for new listings.
- Map search for nearby listings

Design

- Multiple color theme options
- Large screen display
- Greys out listings you've already looked at
- Change theme available

Cons

- Should include a hide listings button from certain posts.
- Hard to update post
- It takes a long time to load in between postings.
- Lack of individually customize the search areas for each saved search.

5 - COMPETITIVE ANALYSIS

Qwilo

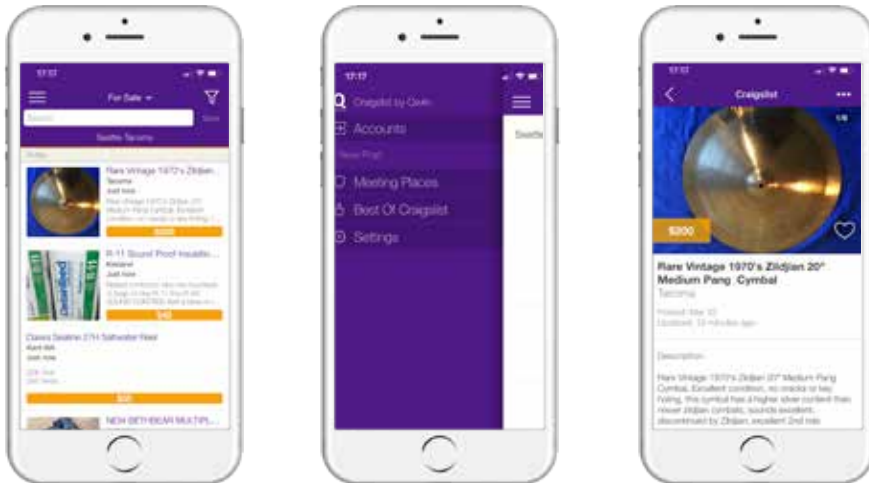
Qwilo is officially licensed craigslist app. It carries everything you love about Craigslist and places it all together in one easy to use. It is a feature-wise, beautiful and reliable Craigslist mobile app.

Platform

- IOS

Price

- Free
- Pro Upgrade: \$0.99



Features

- Filter Craigslist search results; includes advanced search filters.
- View results in Text-only, Grid, Thumbnail and Picture layouts
- Run up to five alerts at one time (require Qwilo Pro)
- Create Craigslist alerts to be notified when a listing matches your criteria.
- Map view with clustering

Design

- There is a handy night mode
- A big contact button on every listing
- Listing status icons (active, inactive, deleted)
- Full screen pictures

Cons

- Limited in posts management even if upgraded to Qwilo Pro.
- Hard to update post
- Qwilo locks saved searches and notifications behind a \$1 paywall (CPlus includes both for free).

5 - COMPETITIVE ANALYSIS

CSmart

CSmart allows users have the full capability as if they were on a computer. The quickest way to browse and search craigslist with excellent feature wise though.

Platform

- IOS

Price

- Free
- CSmart Pro: \$2.99

Features

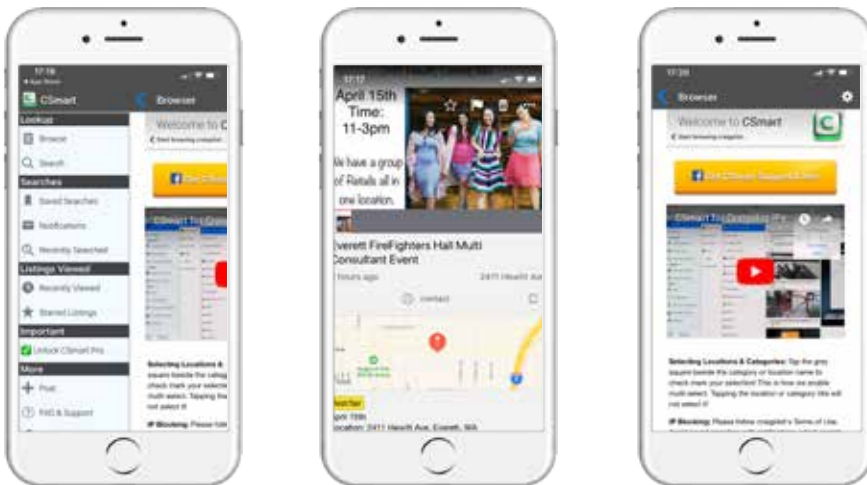
- Automatically notifies user when a new item is found that they are searching for.
- Options to enable or disable: Automatic Sync, Notifications and Sounds
- Multi-city saved searches
- Integrated with Notification Center
- Sort results by price, date, and optionally group first by city then sort within each city.

Design

- Grey highlight for read listings
- Starred Listings
- Different cities are color coded in search results

Cons

- Overall design looks a bit outdated
- If you leave the app, users lose their place when they come back.
- Sometimes the previous search information does not remove.



5 - COMPETITIVE ANALYSIS

Decision

Qwilo and Cplus apps share many common features. Qwilo is a modernly designed app focused more on aesthetics while Cplus is a traditionally built app and design based on the grid system. OfferUp can be considered as an innovation in design because its information communicated more efficiently and straightforwardly. Csmart is the less favorite one, possibly because of its outdated design.

After analysing the strengths and weaknesses of the competitors, official Craigslist mobile app should incorporate positive features while avoiding negative features from its competitors. It should focus on the quality of information and find the best solutions to help a user find what the need for just minutes. Visual aspects should also be concentrated on the layout, color scheme, and visual hierarchy to make it right for both aesthetic and usability aspects.

Adopt

- Visual hierarchy
- Fixed navigation
- Suitable color scheme
- Photo display layout
- Bold and simple icons
- Clear button designs
- Organized grid layout

Avoid

- Unnecessary information
- Extra functions
- Unclear description
- Crowded design layout
- Outdated design
- Lack of photos
-

6 - MOOD BOARD



7 - USER PERSONAS



Chloe Shakin

22, Student
Single
Tacoma, WA

Chloe is a college student at the University of Washington. Apart from school works, Chloe works part-time at a bookstore. Being a student, she does not have a big budget so she have to spend intelligently. Chloe is looking to buying a new car because she thinks about working at a local vet clinic in Seattle that is a bit far from where she currently lives.

As most college students, Chloe cannot live without her phone. To her, mobile apps are very convenient and can be used any time, so she loves to use it. She is looking for the cheapest car, and the seller should not be farther than 10 miles from Tacoma. She then decided to buy a new car through Craigslist. Chloe has little knowledge about cars, so she wants to know more details offered by Craigslist's seller. With a tight daily schedule, Chloe would love to use the mobile app to see all the available options before actually going out to see a car.

Goals:

- Time-saving and efficiency
- Convenience to contact a seller over the mobile app
- Detailed information provided

7 - USER PERSONAS



Jonathan Howell

42, T-mobile Manager

Married

Austin, Texas

Jonathan has seven years of experience working for T-mobile as manager. He has 18 years old daughter who is going to study at Seattle University in this summer. As a father, Jonathan always want to help his children get the best preparation. He decides to help his daughter to find a friendly and safe apartment in Seattle.

After researching, Jonathan decided to choose Craigslist for its quality and reputation. As a manager, Jonathan is responsible for many projects, so he must presents at the store most of the time to help his colleagues. Jonathan love to use his mobile phone to find information before spending an extra time communicating with the poster.

Goals:

- Time-saving and efficiency
- Updated the most relevant posts
- Contacting sellers easily

7 - USER PERSONAS



Rebecca Jensen

48, History Professor
Married
Spokane, WA

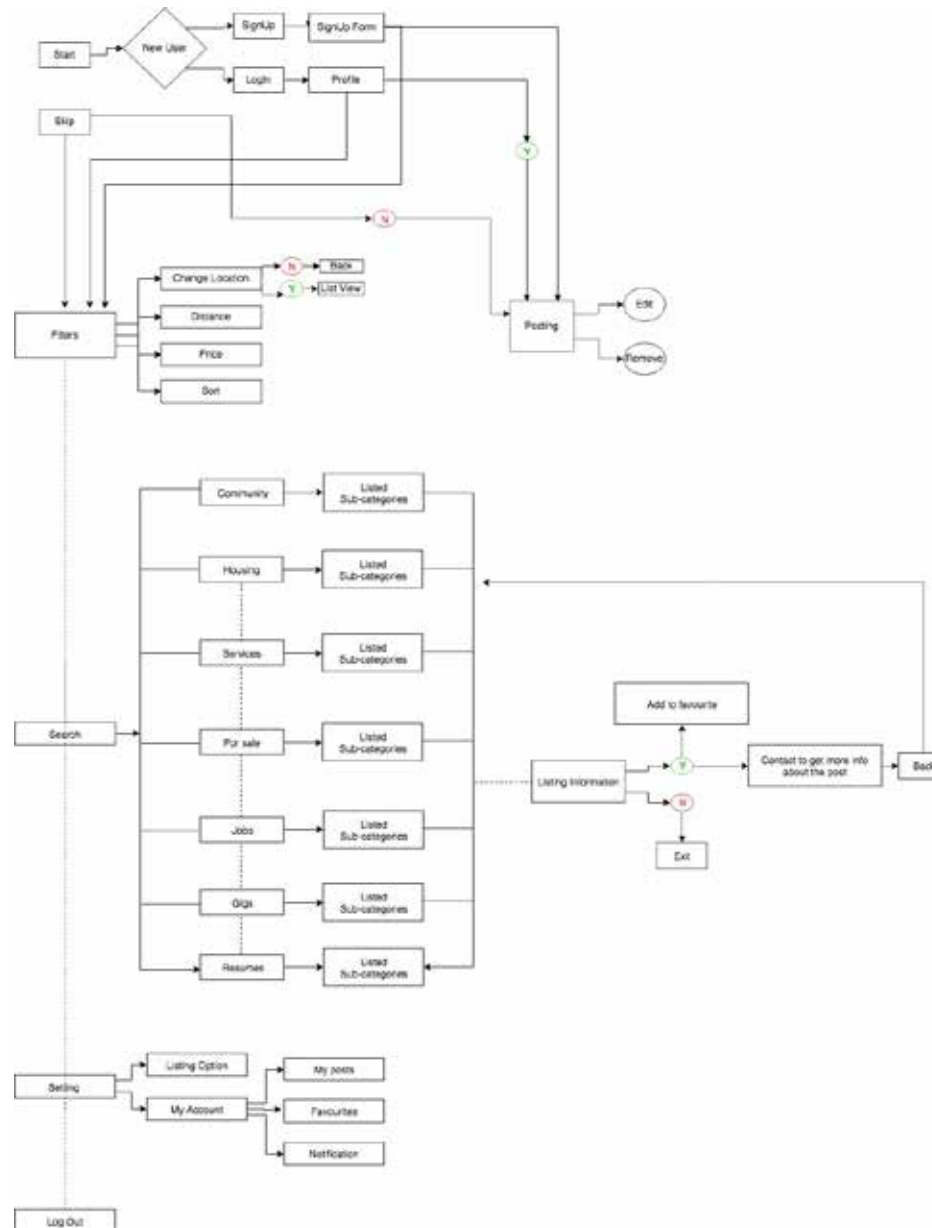
Rebecca teaches history at a local high school in Spokane. Besides teaching, she does volunteer for local nonprofit organizations. Rebecca frequently seeks for charity activities in Craigslist and encourages her students to contribute and help miserable people.

Between her classes, Rebecca uses her phone to check on the volunteer's opportunities. She wants to contact people who have involved to see the requirements and positions are available so she can keep it for her students and her friends. As a teacher, Rebecca is a detailed and organized person. She wants to be able to save the information that she found in her favorites so she can check back later.

Goals:

- Posts reminder
- Time-saving
- Saving to favorites quickly

7 - USER FLOW



8 - STYLE GUIDE

To make sure that my app design remains as consistent as possible with the desktop version, I will not change dramatically about its style. Instead, I will adopt and sticking to Craigslist's current design style guide but will be adding more design elements to make it more close to the user.

Logo

The logo is popularly known to be the Peace symbol. It was designed by Gerald Holtom as a logo for a British campaign for Nuclear Disarmament. If you pay close attention, you can also see the CL wordmark, from top to bottom.







Craigslist CEO Jim Buckmaster brought this in his 2009 "Why Craigslist is such a mess" article. He said, "Craig thought it was associated with the hippies and that hippies were discredited," "Whereas I think peace is among the most desirable things you can have." Buckmaster disagreeing about is the peace sign that enhances the craigslist web address.



8 - STYLE GUIDE

Color

The color scheme of the site is now by default HTML, CSS. To create a connection between the desktop version and the app, I decided to choose the purple shade of the current Craigslist's color. Neutral shades of the grayscale are the best choice to keep all the shades are matched with others.

		
# FFFFFFFF	# 999999	# 565063
		
# E2C8F2	# 905DD2	# 8969FC

8 - STYLE GUIDE

Typography

The hierarchy will be my primary concern. For each page, there will be no more than three levels of hierarchy so the user will not be overwhelmed while toggling between each page. Verdana is a humanist sans-serif typeface. I choose this font because it is clear and simple to use for a small platform like a mobile app.



Title, Verdana, Bold, 9px

Sub-Title, Verdana, Bold, 8px

Link, Verdana Bold 4px

Navigator, Verdana Bold 6px

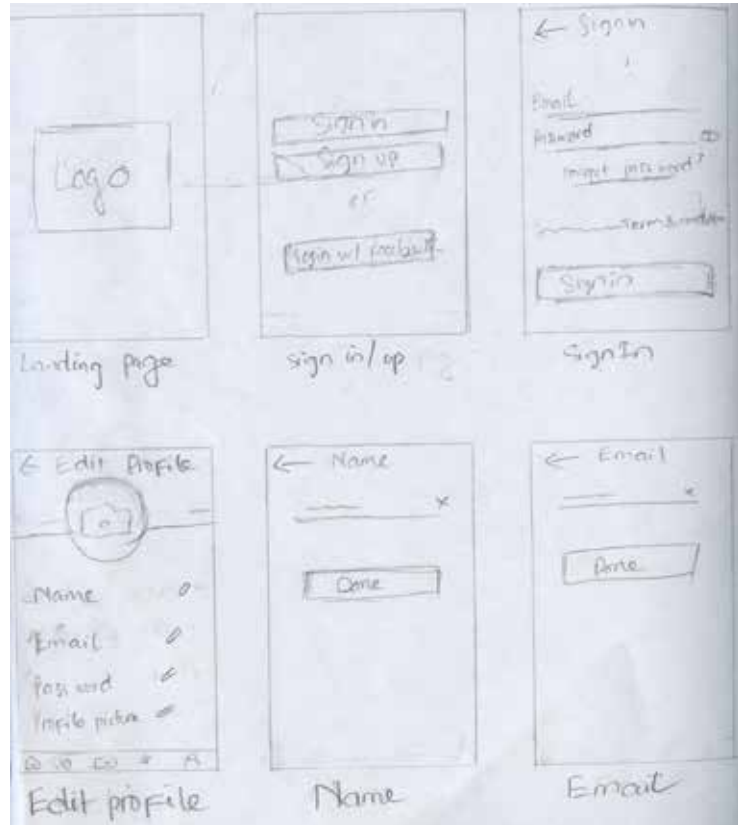
Body Text, Verdana Regular 5px

9 - PLATFORM

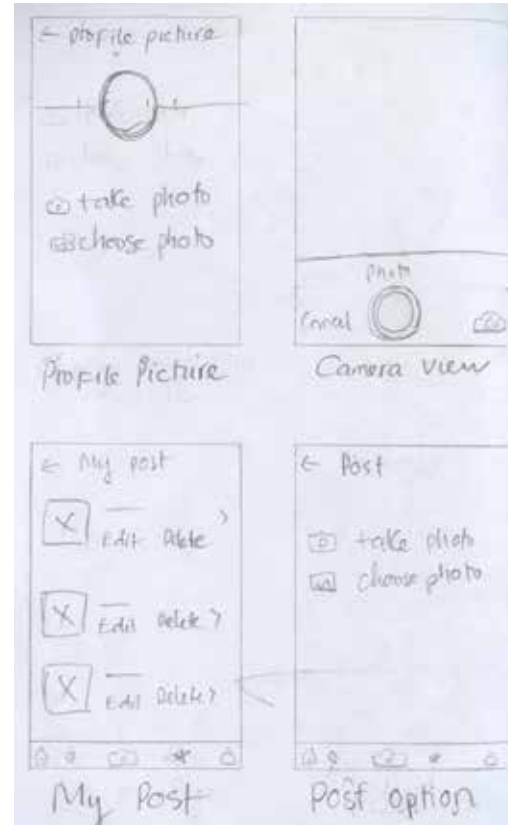
I will challenge myself by designing a Craigslist app for iPhone X. Here are the parameters of the iPhone X and depending on the purpose of each page, I will adjust it reasonably.



10 - SKETCHES



Sketch #1

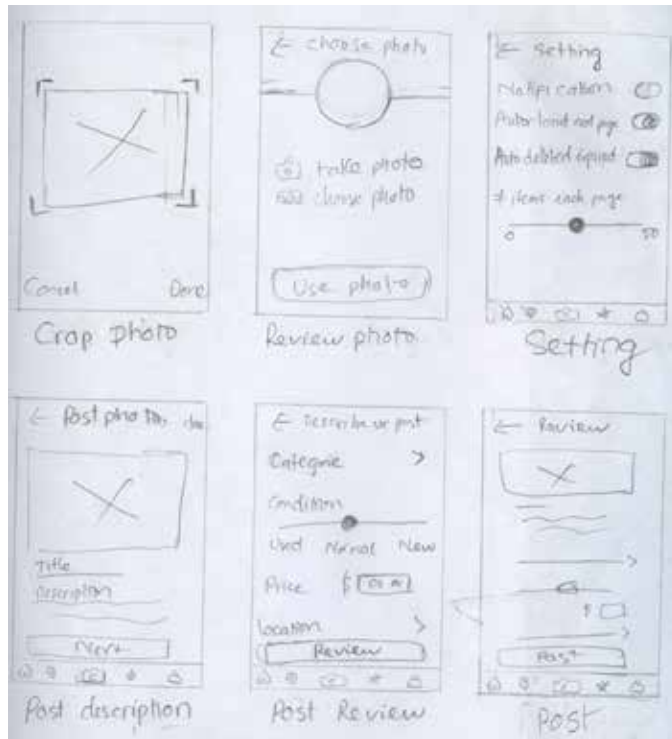


Sketch #2

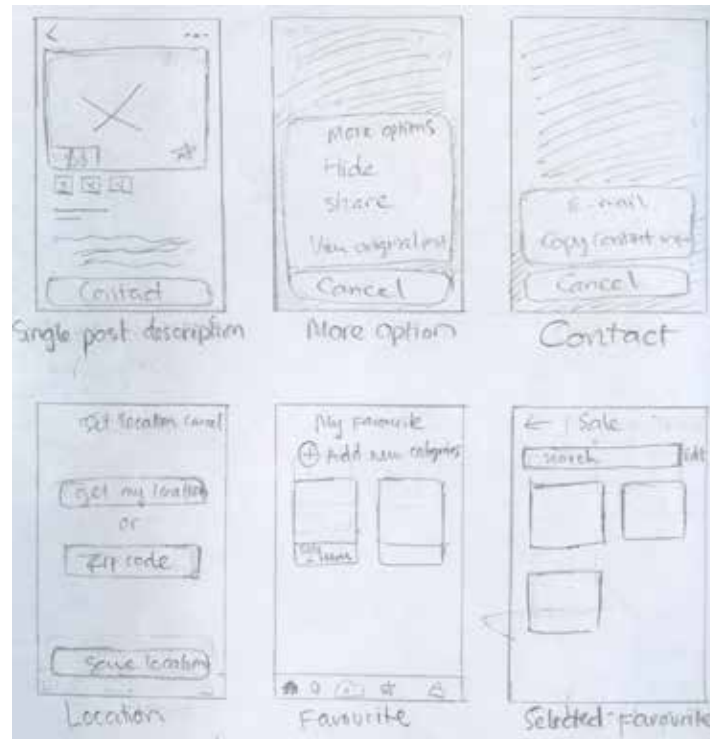


Sketch #3

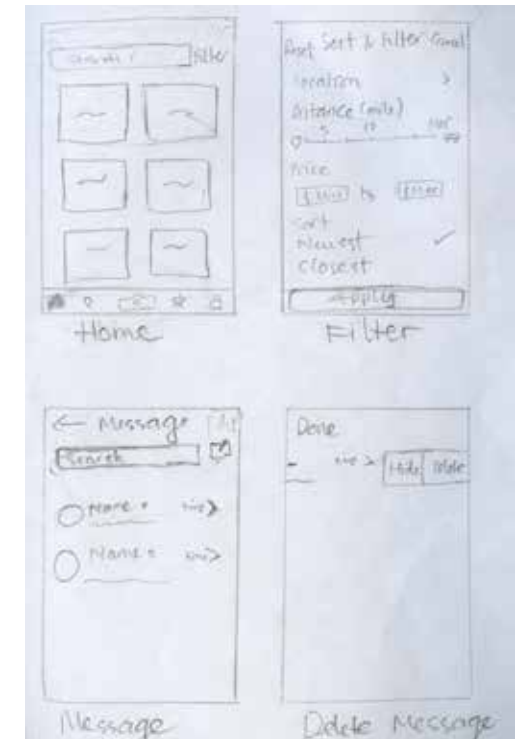
10 - SKETCHES



Sketch #4

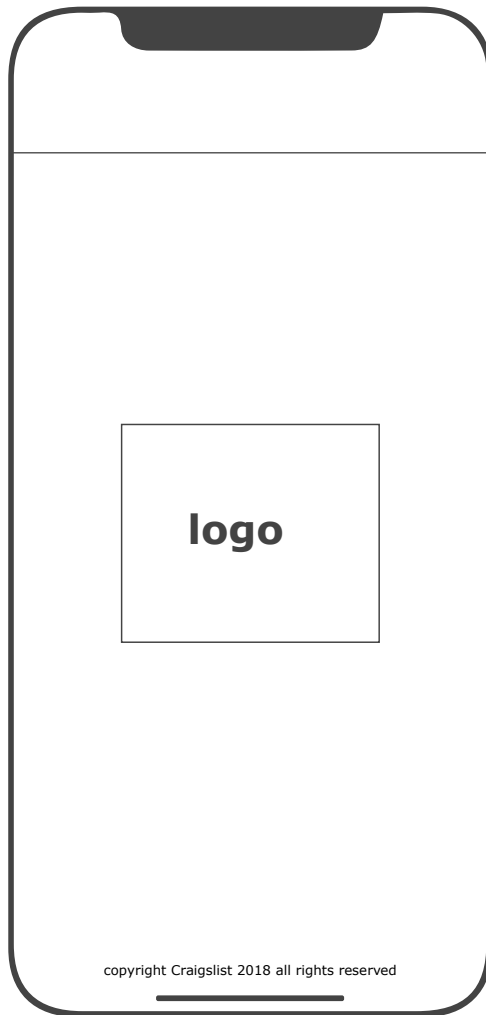


Sketch #5

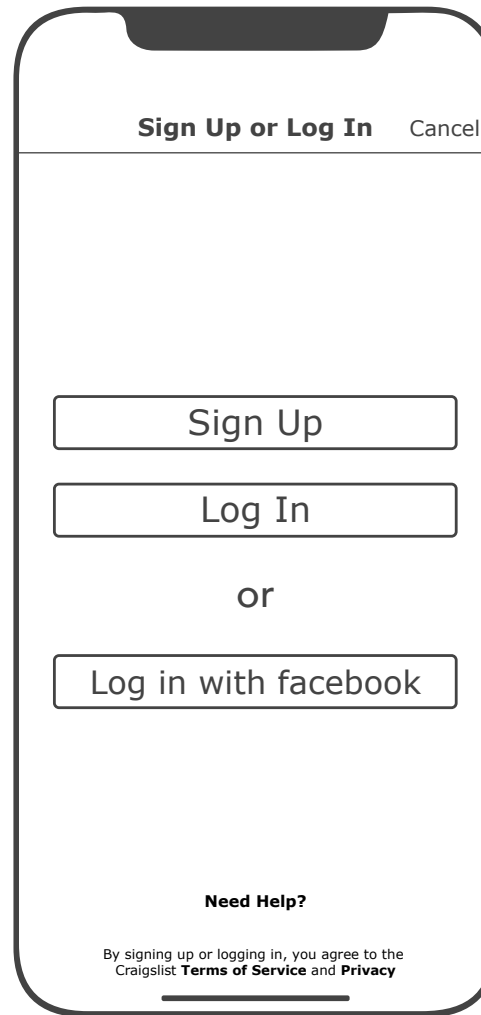


Sketch #6

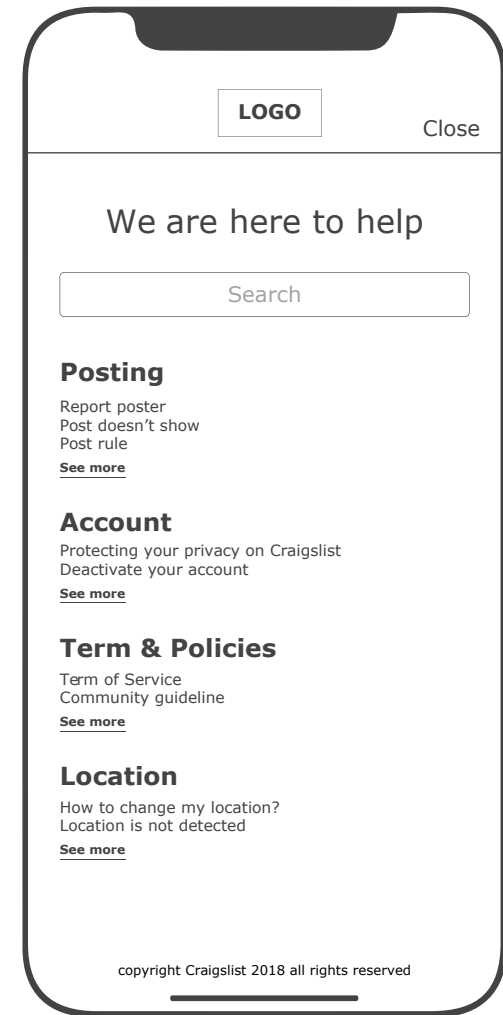
11 - WIREFRAME



Landing page

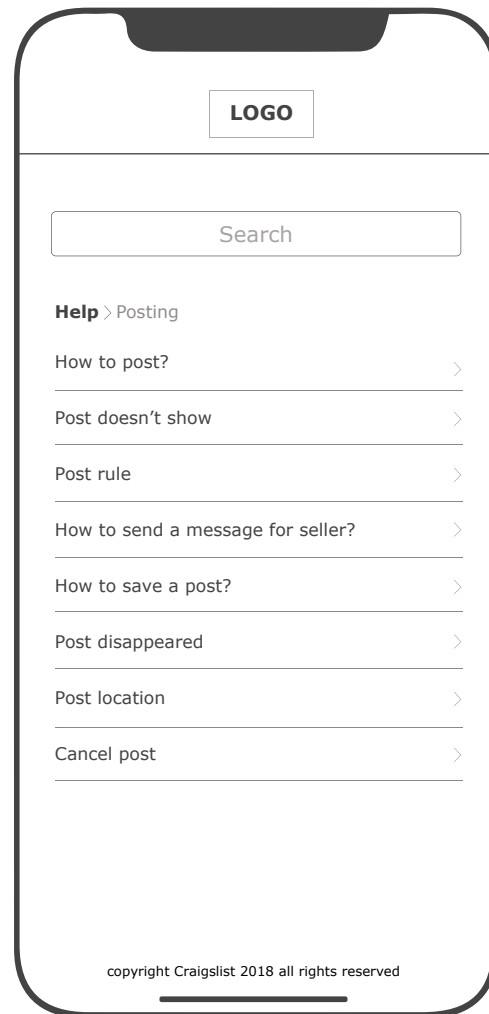


SignUp/Login

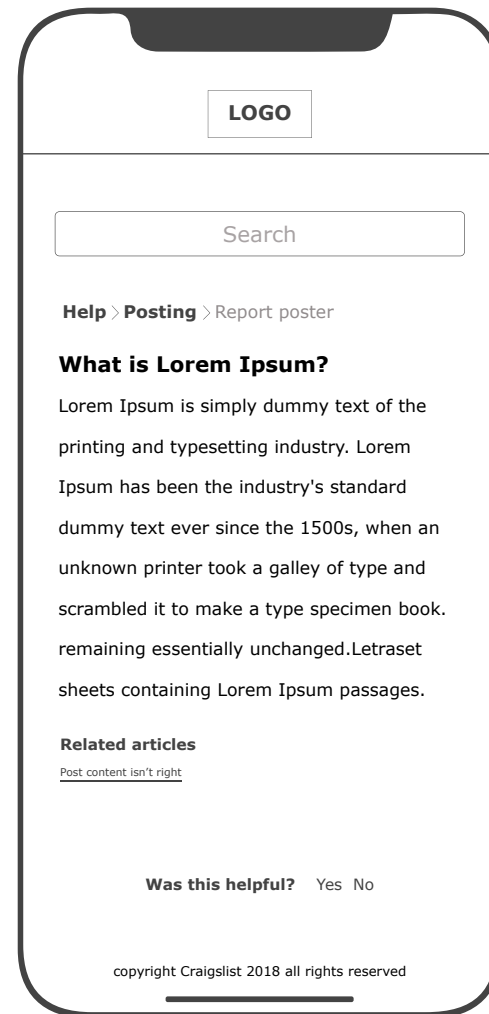


Help

11 - WIREFRAME



Help Info



Help-sub-info

11 - WIREFRAME

This wireframe shows the initial 'Sign Up' screen. It features a back arrow and the title 'Sign Up' at the top. Below are four empty input fields labeled 'Name', 'Email', 'Password', and 'Zipcode'. The 'Password' field has a 'hide' link to its right. At the bottom, there is a line of text: 'By signing up, you agree to the Craigslist Terms of Service and Privacy', followed by a 'Sign Up' button.

SignUp

This wireframe shows the 'Sign Up' screen with data entered into the fields. The inputs are 'David Smith', 'david.smith@live.com', '123456', and '98112'. The 'Password' field still has a 'hide' link. The bottom text and 'Sign Up' button remain the same.

SignUp Entered

This wireframe shows the 'Sign Up' screen where the password has been hidden. The input for the password is now represented by seven asterisks '*****'. The 'hide' link is still present. All other elements, including the title, other inputs, and the bottom text/button, are identical to the previous states.

SignUp Hide Password

11 - WIREFRAME

Log In

Email

Password hide

[Forgot your password?](#)

By signing up, you agree to the Craigslist
Terms of Service and **Privacy**

Sign In

SignIn

Log In

david.smith@live.com

123456 hide

[Forgot your password?](#)

By signing up, you agree to the Craigslist
Terms of Service and **Privacy**

Sign In

SignIn Entered

Forgot password Close

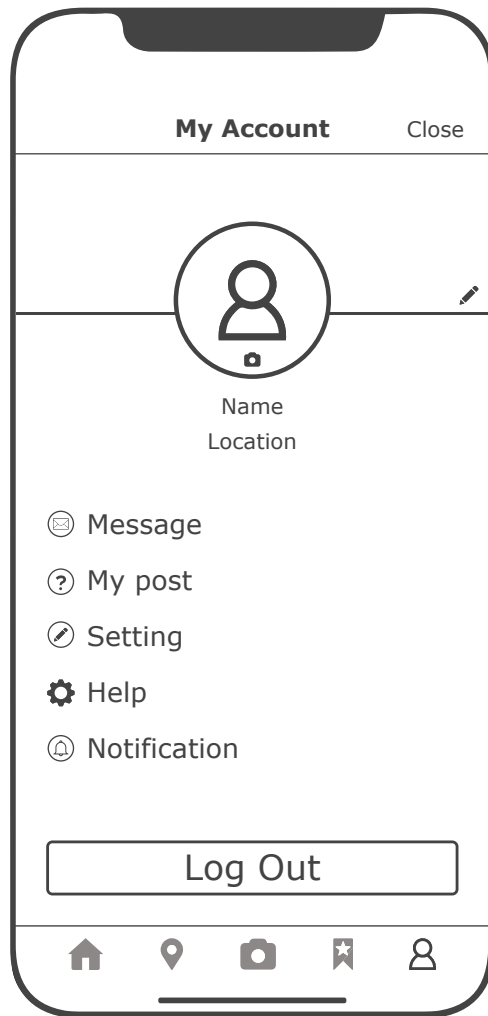
Email

Submit

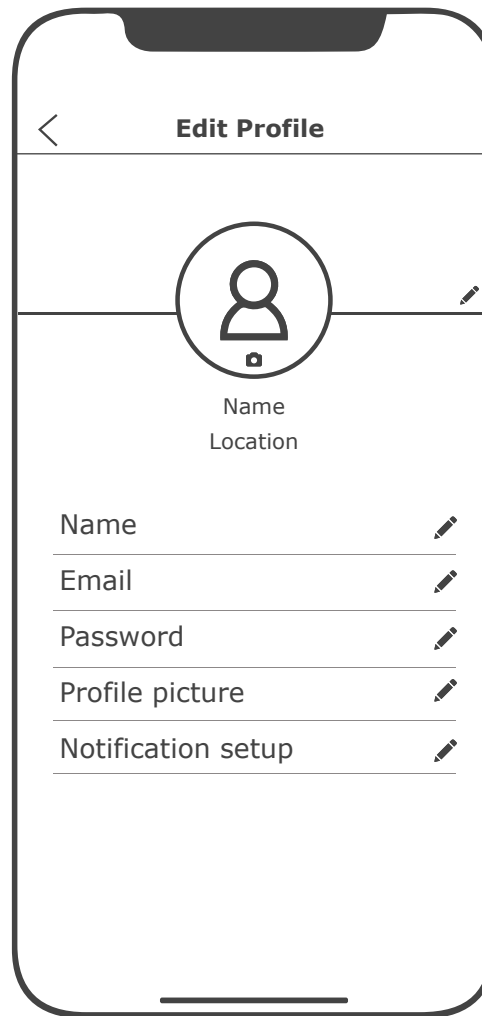
copyright Craigslist 2018 all rights reserved

Forgot Password

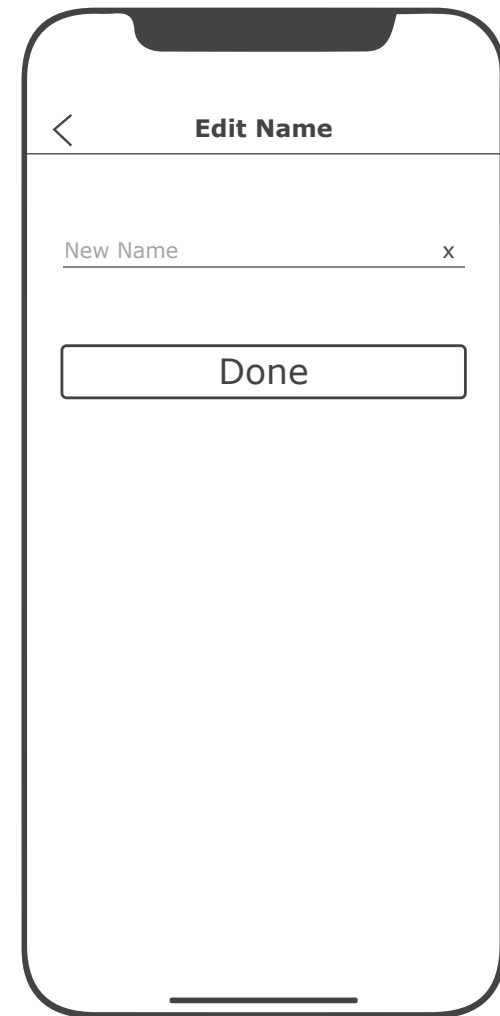
11 - WIREFRAME



My Account

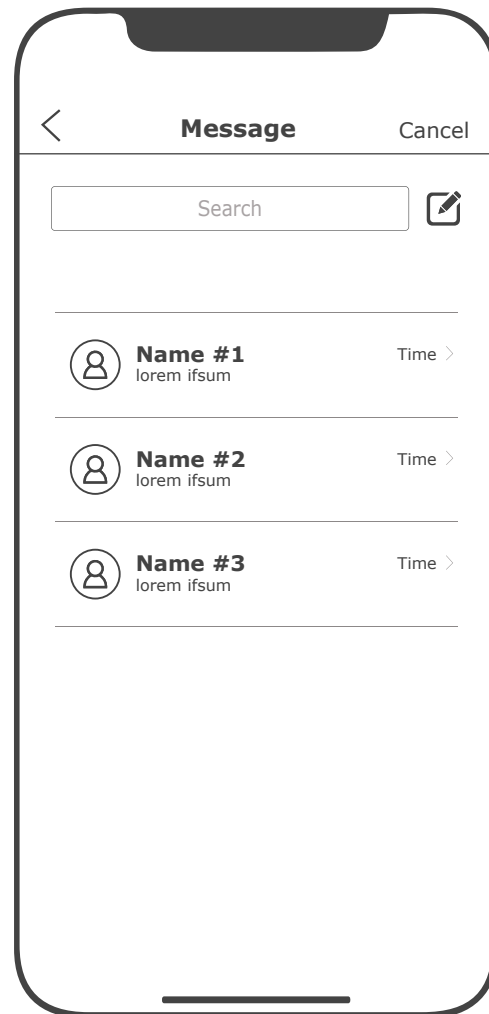


Edit Profile

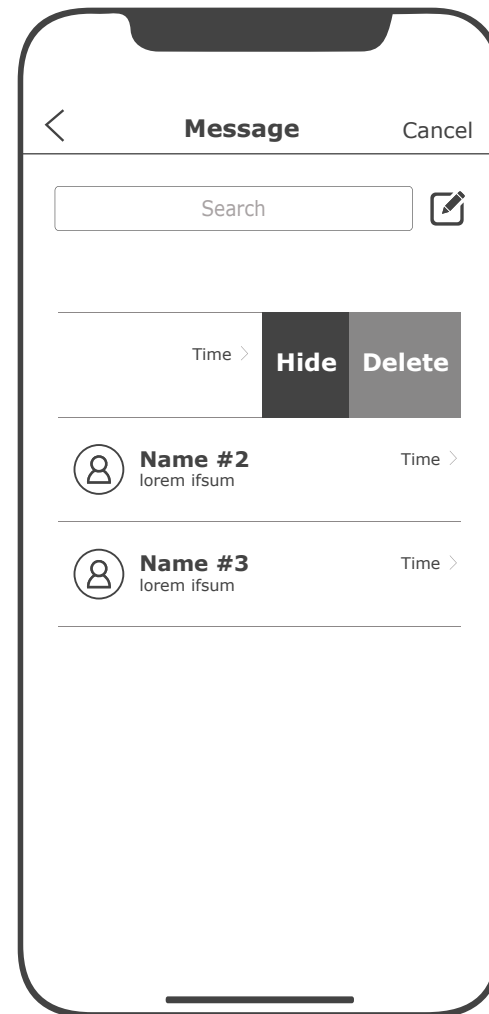


Edit Name

11 - WIREFRAME



Message



Delete Message

11 - WIREFRAME

< Edit Name

Sam Smith x

Done

Edit Name Entered

< Edit Password

Current password

New password

Verify new password

Done

Edit Password

< Edit Password

123456 x

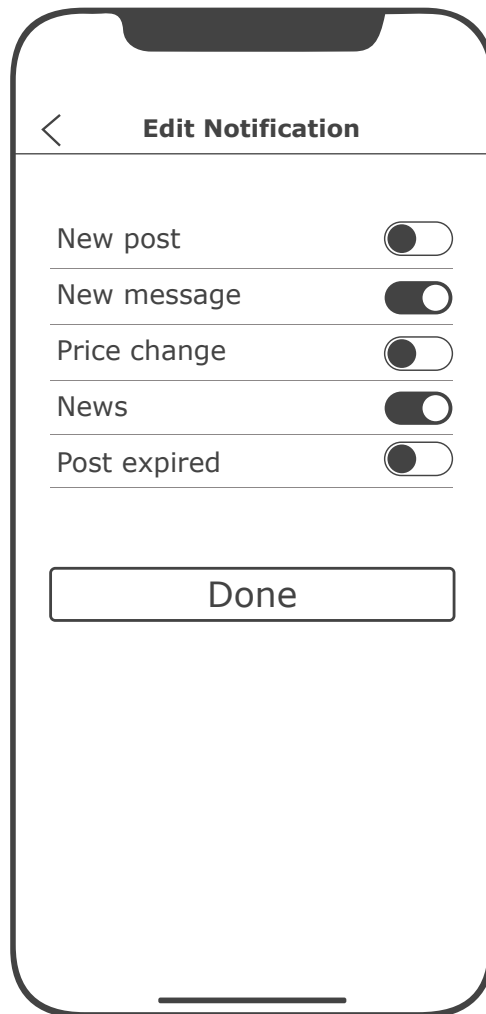
111111 x

111111 x

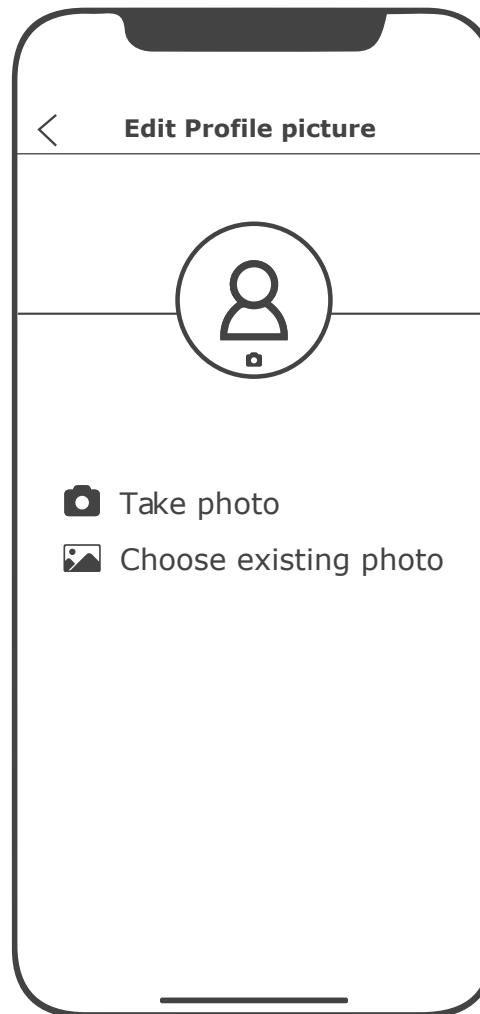
Done

Edit Password Entered

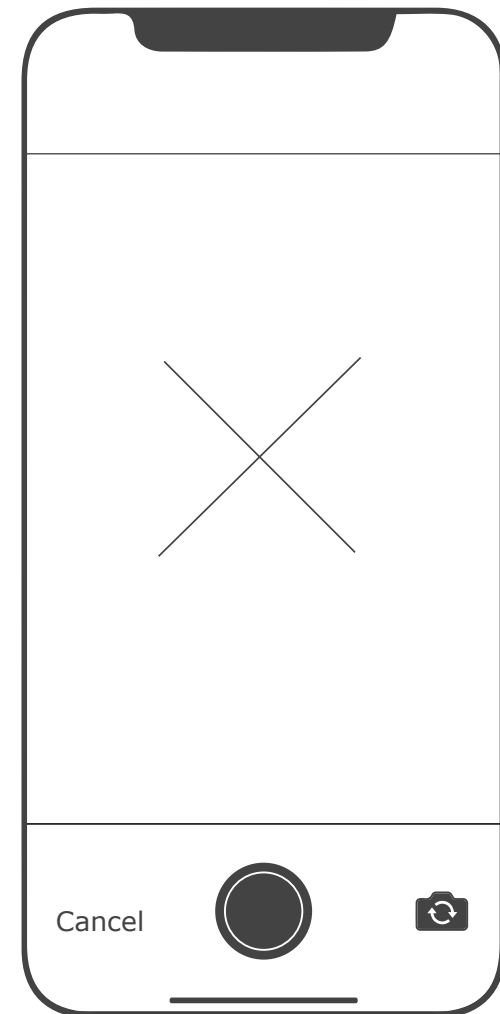
11 - WIREFRAME



Edit Notification

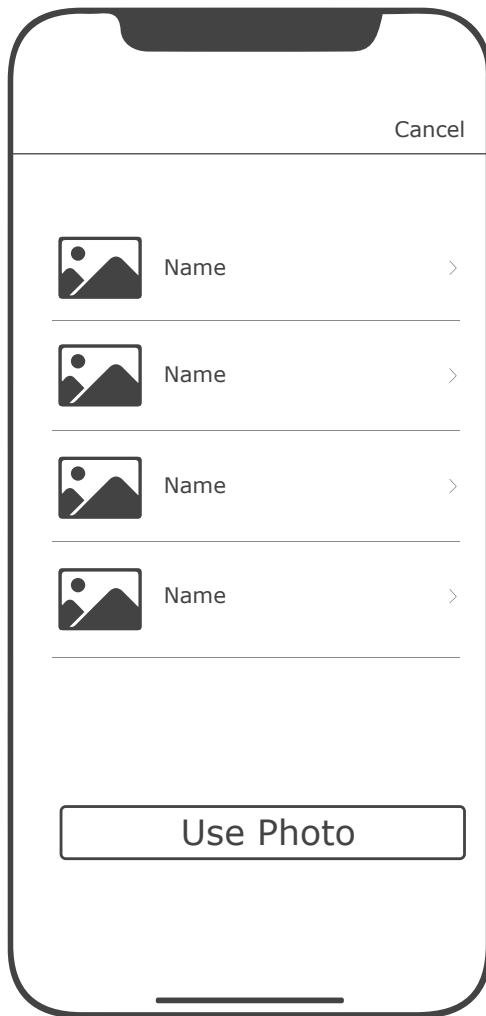


Edit Profile photo



Take Photo

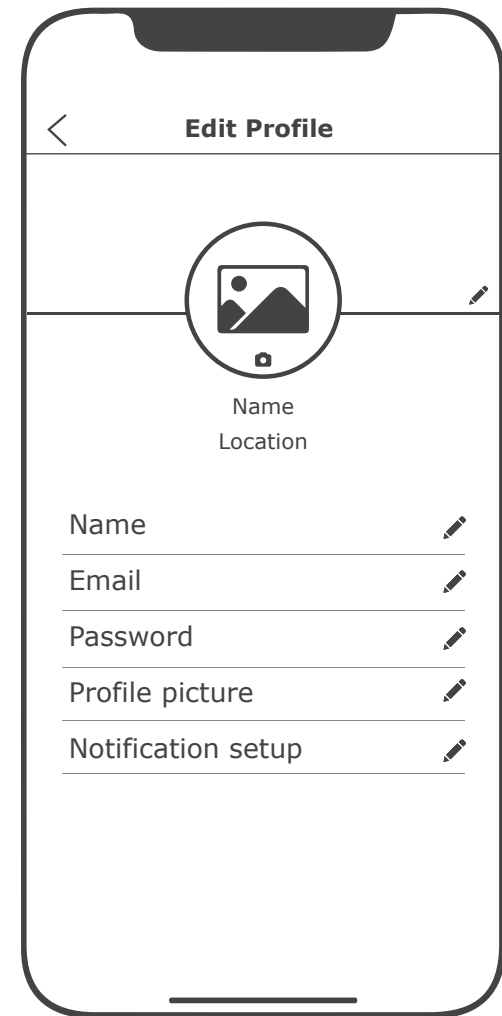
11 - WIREFRAME



Choose photo

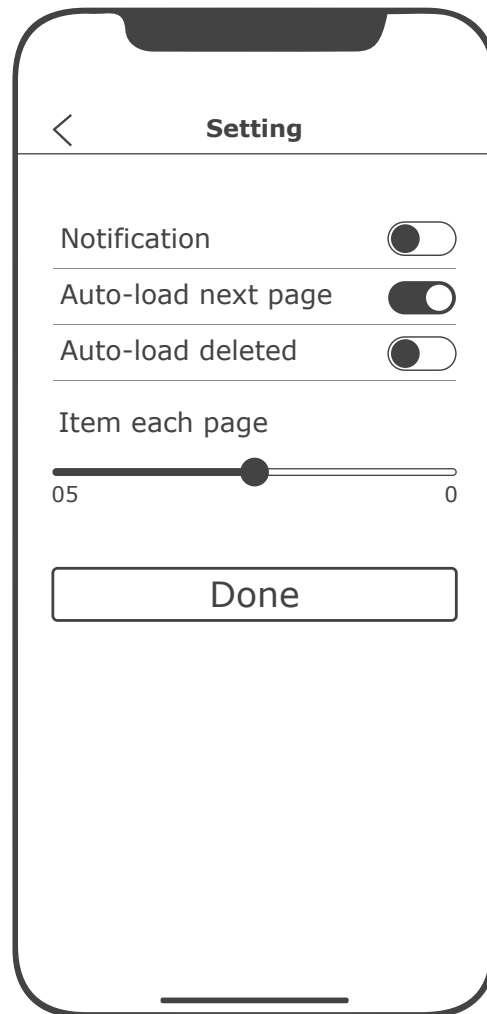


Done change photo

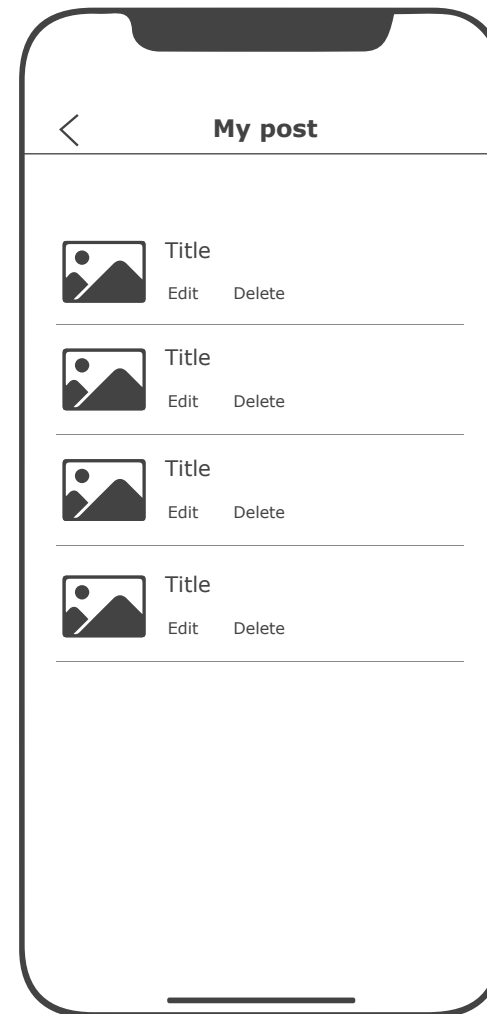


Edit Profile

11 - WIREFRAME

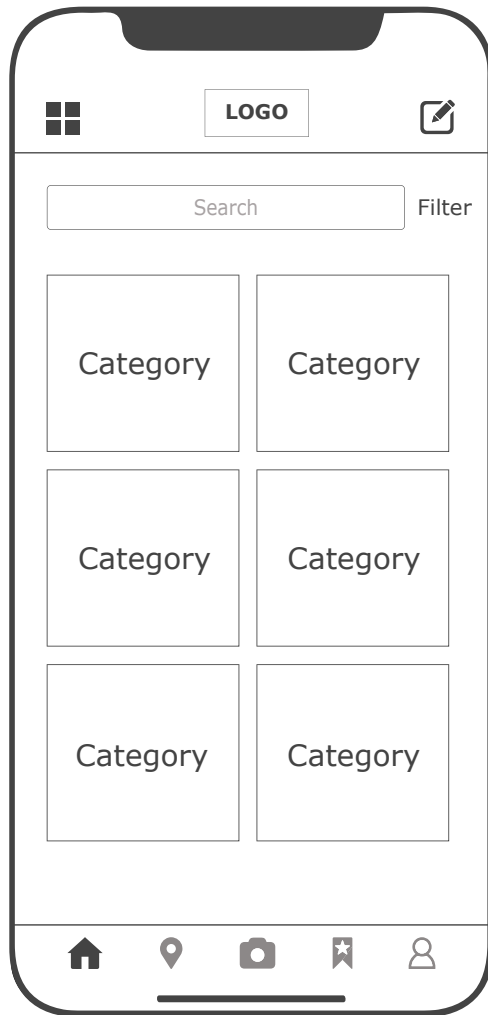


Setting

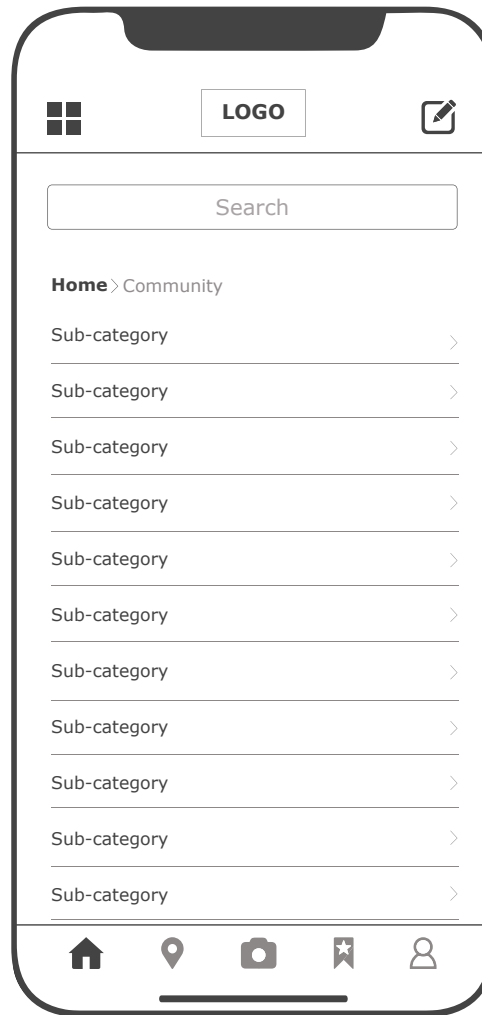


My Post

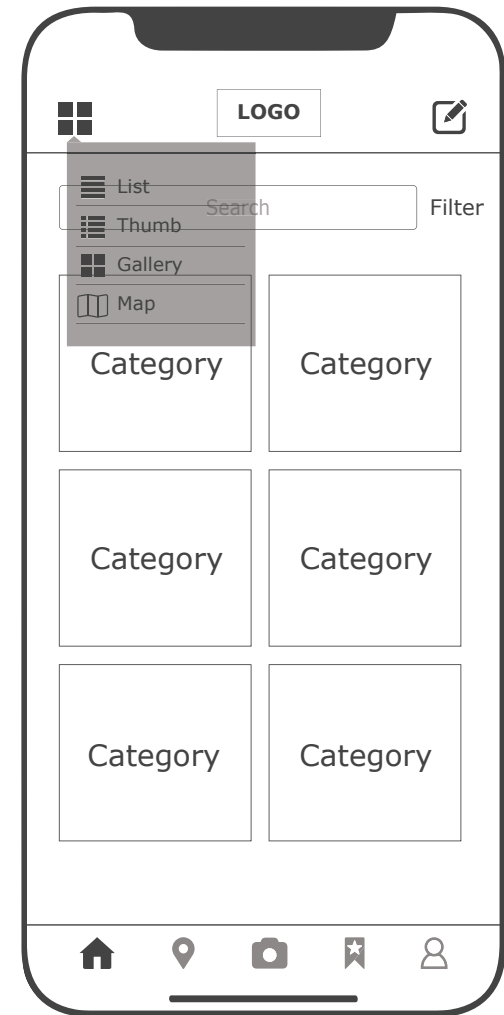
11 - WIREFRAME



Home Categories

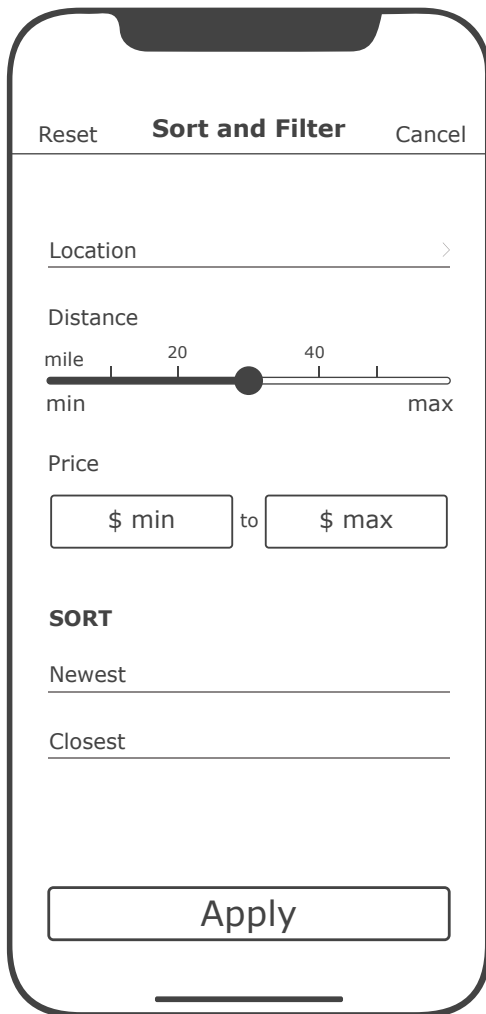


Sub-categories

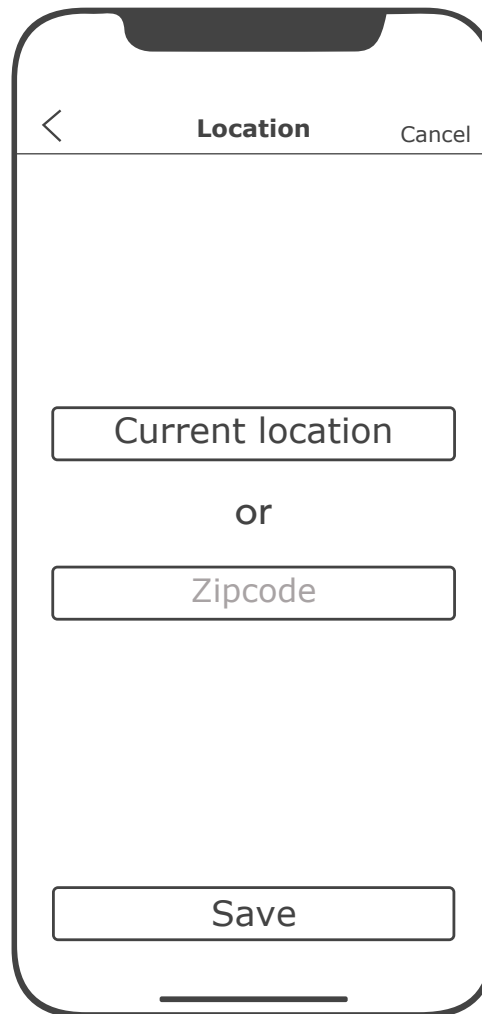


View Mode

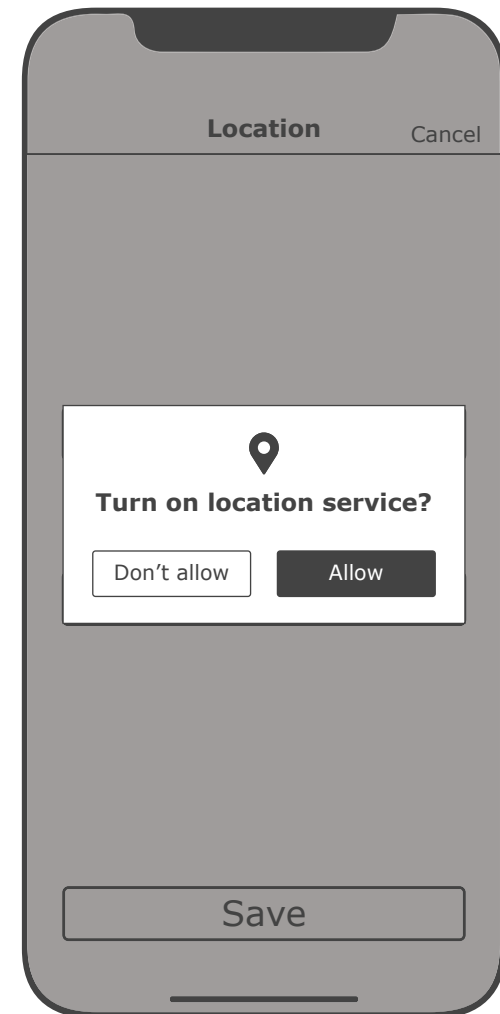
11 - WIREFRAME



Sort and Filter

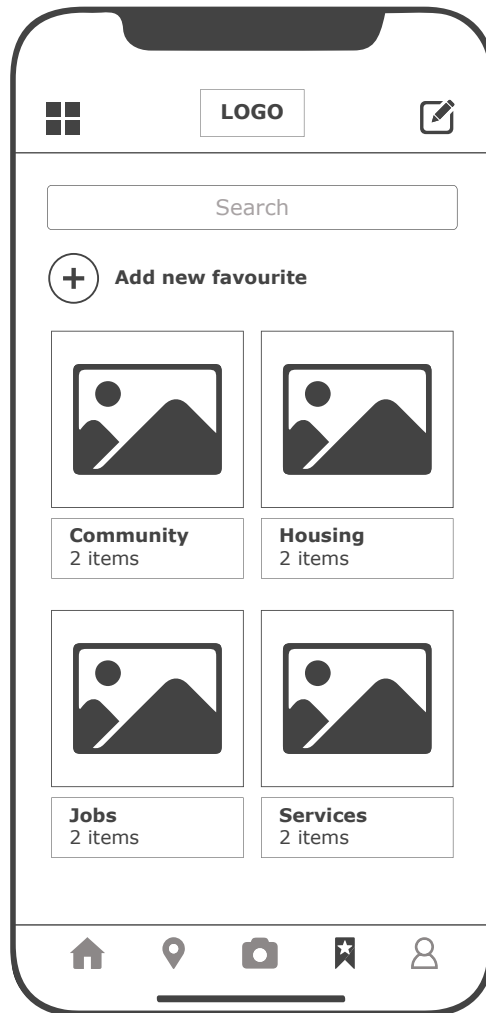


Location

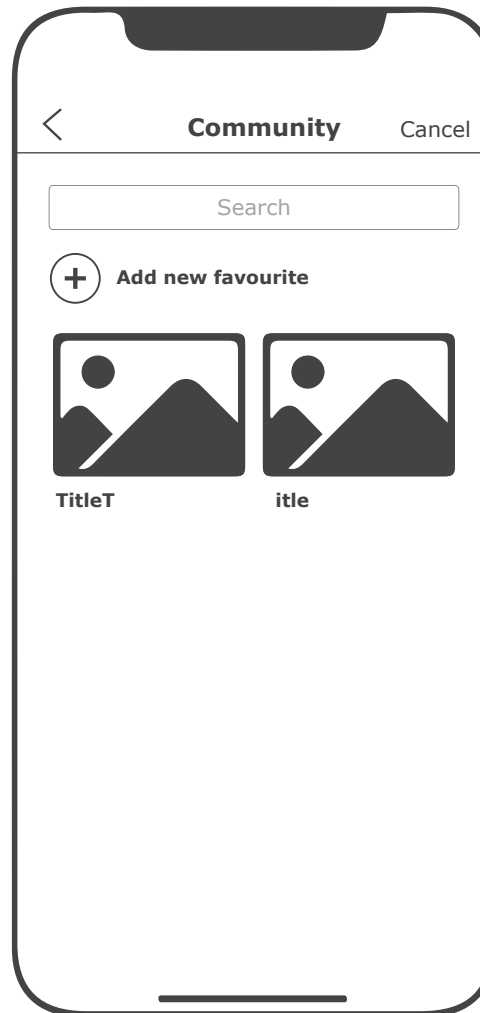


Accept turn on location

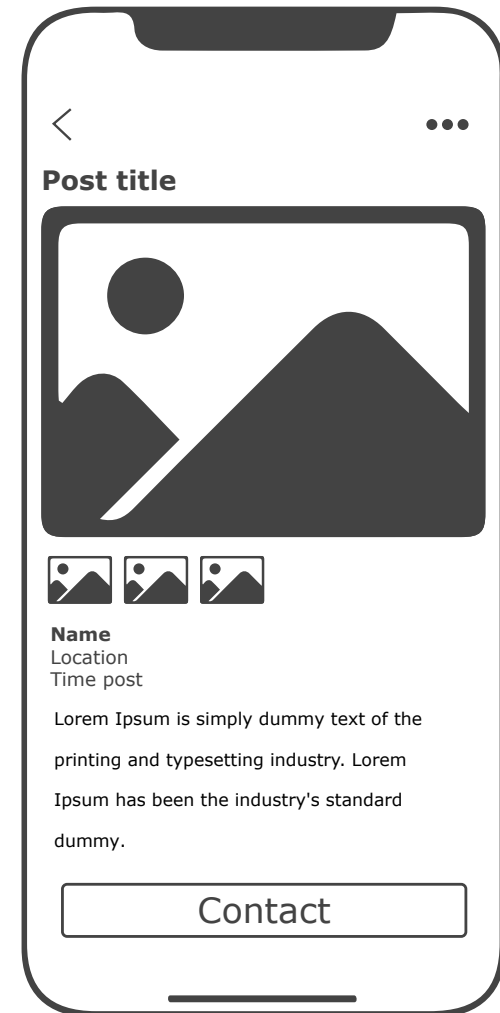
11 - WIREFRAME



Favourites



Category Selected

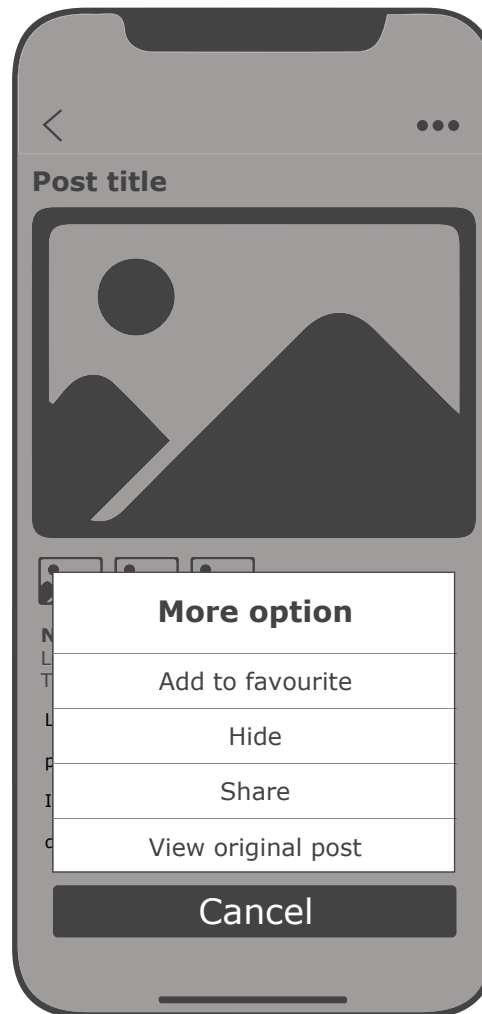


Post information

11 - WIREFRAME



Contact information



More Option

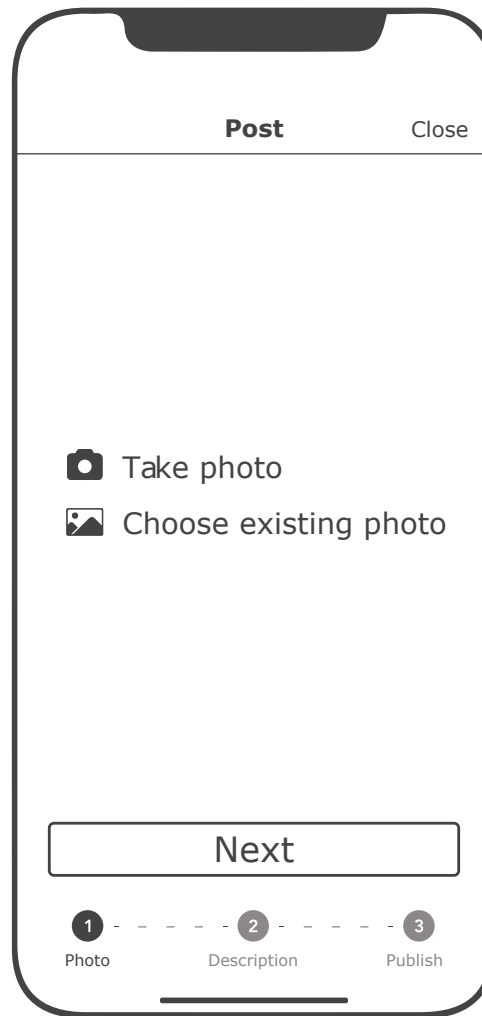


Share

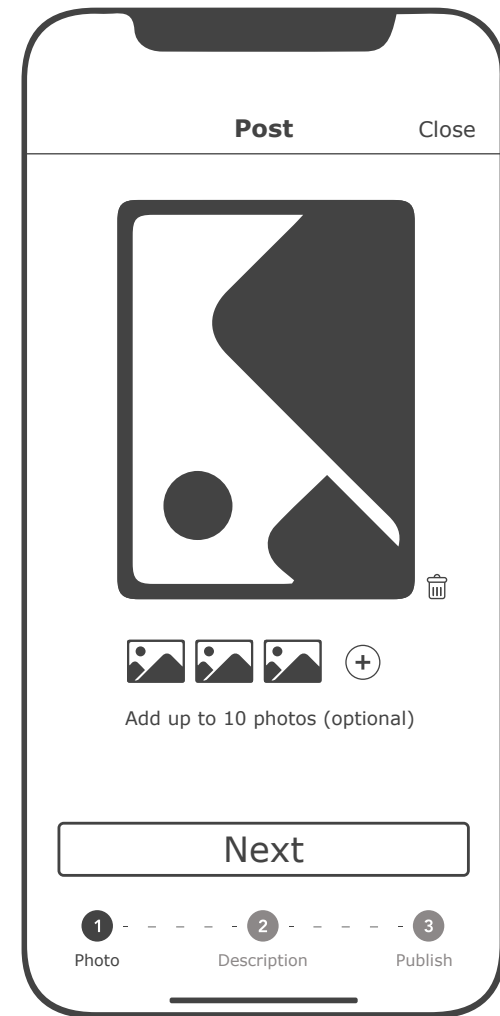
11 - WIREFRAME



Add To Favourite



Post



Post Step #1

11 - WIREFRAME

This wireframe shows the 'Post Description' screen. At the top, there is a title bar with 'Post Description' and a 'Close' button. Below the title bar, there are four input fields with right-pointing chevrons: 'Enter zipcode', 'Choose category', 'Type of posting', and 'Contact information'. Below these fields is a large text area for 'Description'. Underneath the text area is a 'Price' section with two input boxes labeled '\$ min' and '\$ max' separated by 'to'. Below the price section is a radio button option: 'Ok for others to contact you about other services,products or commercial interests'. At the bottom of the form is a large 'Next' button. At the very bottom, there is a progress indicator with three steps: 'Photo' (checked), 'Description' (active), and 'Publish'.

Post Step #2

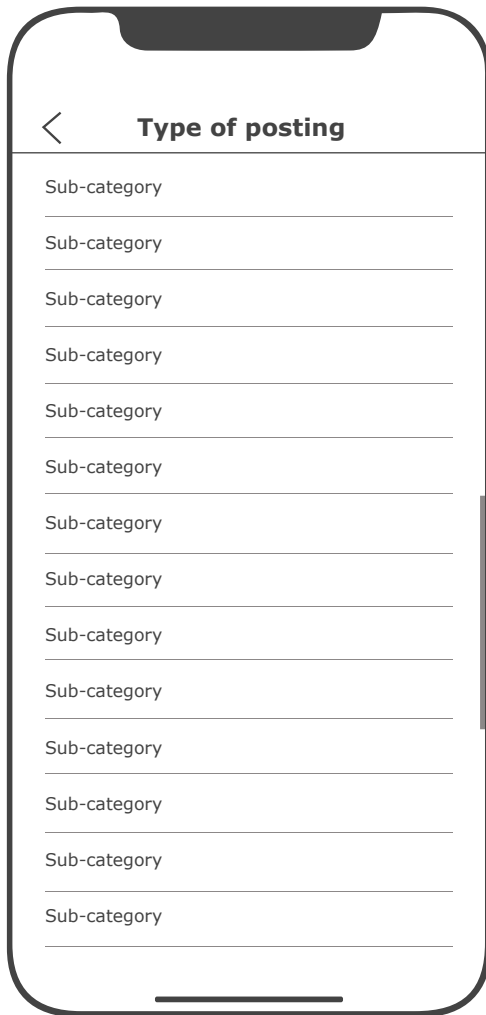
This wireframe is identical to the previous one, showing the 'Post Description' screen. It includes the title bar, input fields for zipcode, category, posting type, and contact information, a description text area, a price range selector, a radio button for contact permissions, a 'Next' button, and a progress indicator at the bottom.

Post Step #2

This wireframe shows the 'Choose category' screen. It has a title bar with a back arrow, 'Choose category', and a 'Close' button. The main content area consists of a vertical list of ten 'Sub-category' items, each with a horizontal line below it. At the bottom, there is a progress indicator with three steps: 'Photo' (checked), 'Description' (active), and 'Publish'.

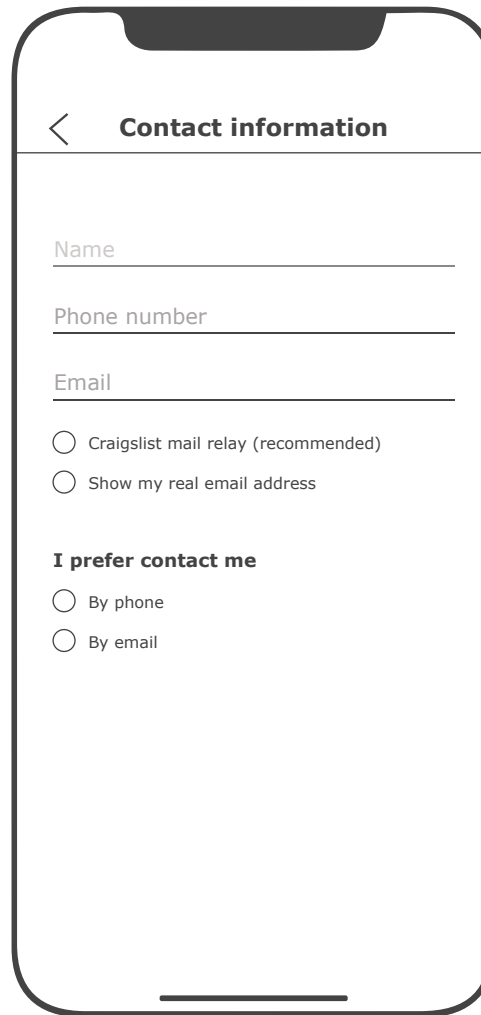
Post step #2- Slection

11 - WIREFRAME



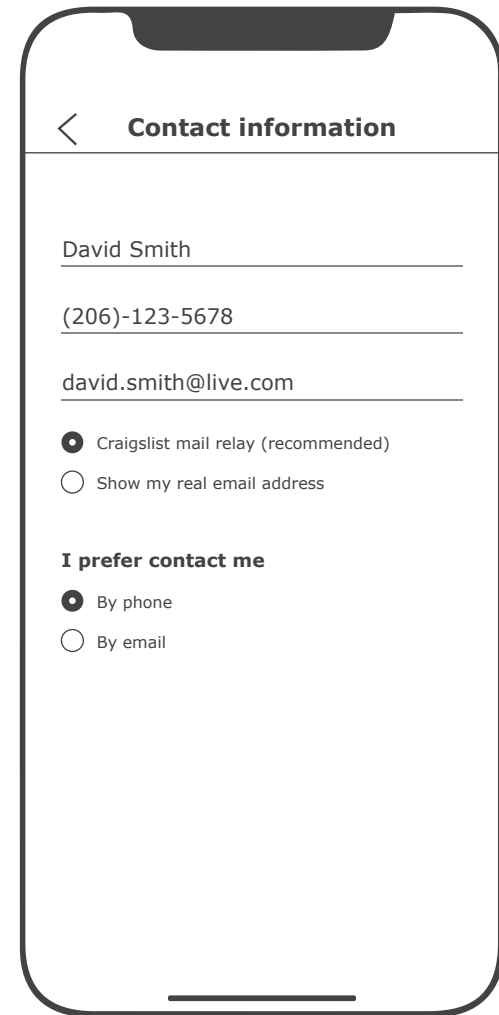
A mobile app wireframe for the 'Type of posting' screen. It features a back arrow and title at the top. Below is a list of 12 'Sub-category' items, each with a horizontal line for text input. A vertical scrollbar is visible on the right side of the list.

Post step #2-Type



A mobile app wireframe for the 'Contact information' screen (Step 2). It includes a back arrow and title. The form contains three input fields: 'Name', 'Phone number', and 'Email'. Below these are two radio button options: 'Craigslisat mail relay (recommended)' and 'Show my real email address'. At the bottom, there is a section titled 'I prefer contact me' with two radio button options: 'By phone' and 'By email'.

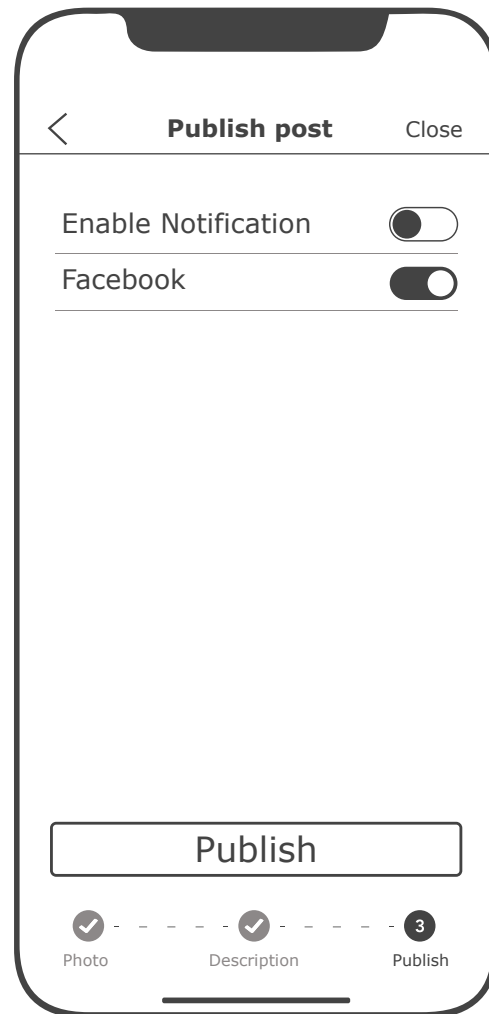
Post step #2-Contact



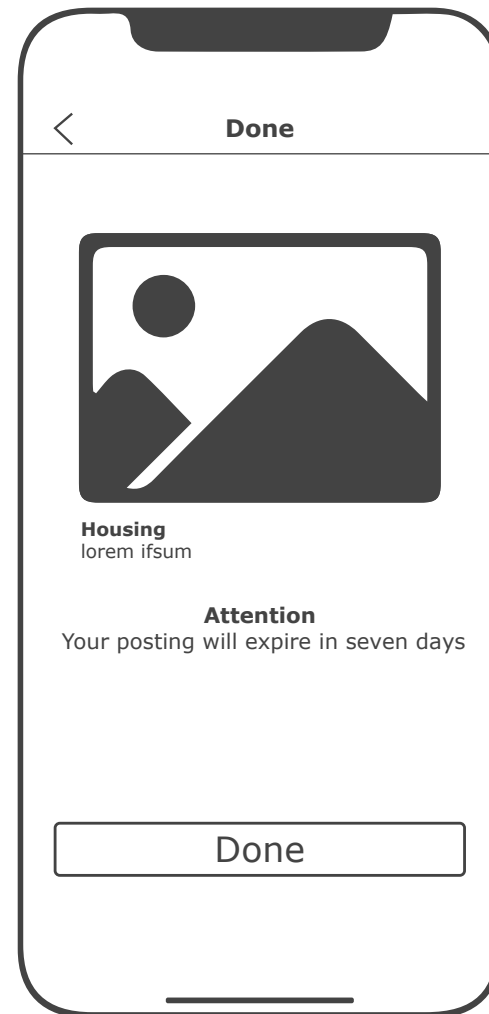
A mobile app wireframe for the 'Contact information' screen (Step 3), showing the data entered in the previous step. The fields are populated with: 'David Smith' for Name, '(206)-123-5678' for Phone number, and 'david.smith@live.com' for Email. The radio button options are the same as in Step 2, with 'Craigslisat mail relay (recommended)' and 'By phone' selected.

Contact Entered

11 - WIREFRAME



Post step #3-Publish



Post Confirmation