

Craigslist

Craigslist Mobile App Proposal

1 - CLIENT OVERVIEW

Client

On March 1, 1995, Craig Newmark wrote an email to his friends said that he had reached a time in his life to "give back". He started by creating a classified ads site with FREE ads in San Francisco.

Craigslist is undoubtedly website that many people are loved by its quality, and hated by its outdated designs.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

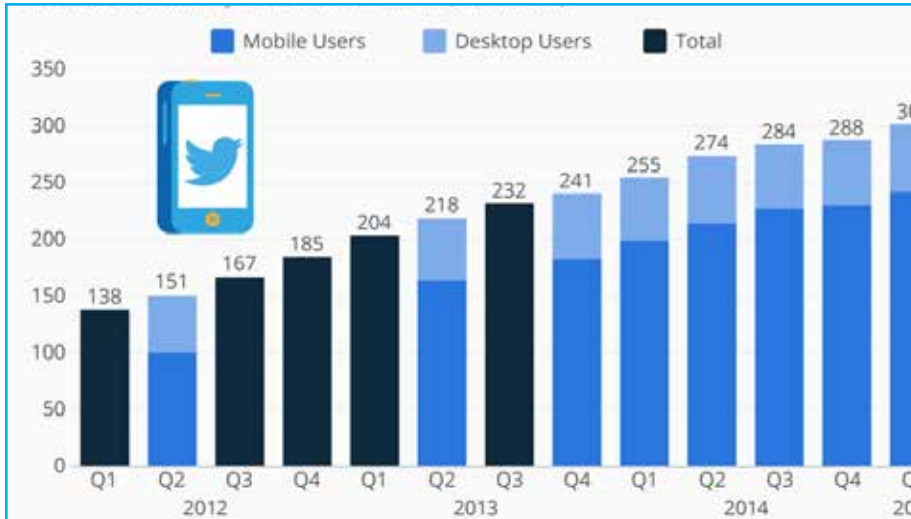
One of the reasons why Craigslist app is necessary is over 36 percent of the world's population is using a smartphone by 2018, up from about ten percent in 2011. Which means we can mostly access the internet anytime, and anywhere.

With the growth of the mobile app, Craigslist will help its users, especially busy users who want to save more time spend on finding classified ads. The app is convenient and it also intends to improve the security of customer information.

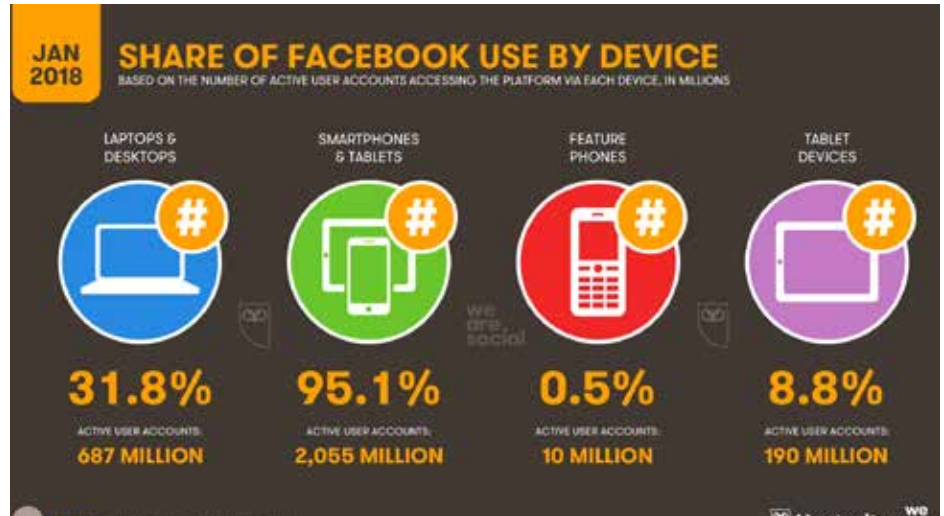


Craig Newmark, poses in front of his company's old San Francisco office in 2006

2 - MOBILE USERS STATISTIC



Twitter mobile users statistic



Facebook mobile users statistic

Over 36 percent of the world's population is using a smartphone by 2018, up from about ten percent in 2011.

3 - 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.

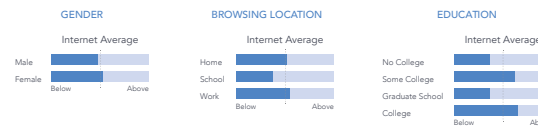
Target Audiences

- Both Genders
- Live in US
- College Students
- 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.

4 - 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: Below, Above</p> <p>Female: Below, Above</p> <p>BROWSING LOCATION</p> <p>Internet Average</p> <p>Home: Below, Above</p> <p>School: Below, Above</p> <p>Work: Below, Above</p> <p>EDUCATION</p> <p>Internet Average</p> <p>No College: Below, Above</p> <p>Some College: Below, Above</p> <p>Graduate School: Below, Above</p> <p>College: Below, 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 REVENUE IN 2016	\$690 Million
ESTIMATED CRAIGSLIST REVENUE 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/>

5 - CONTENT STRATEGY

START BOX

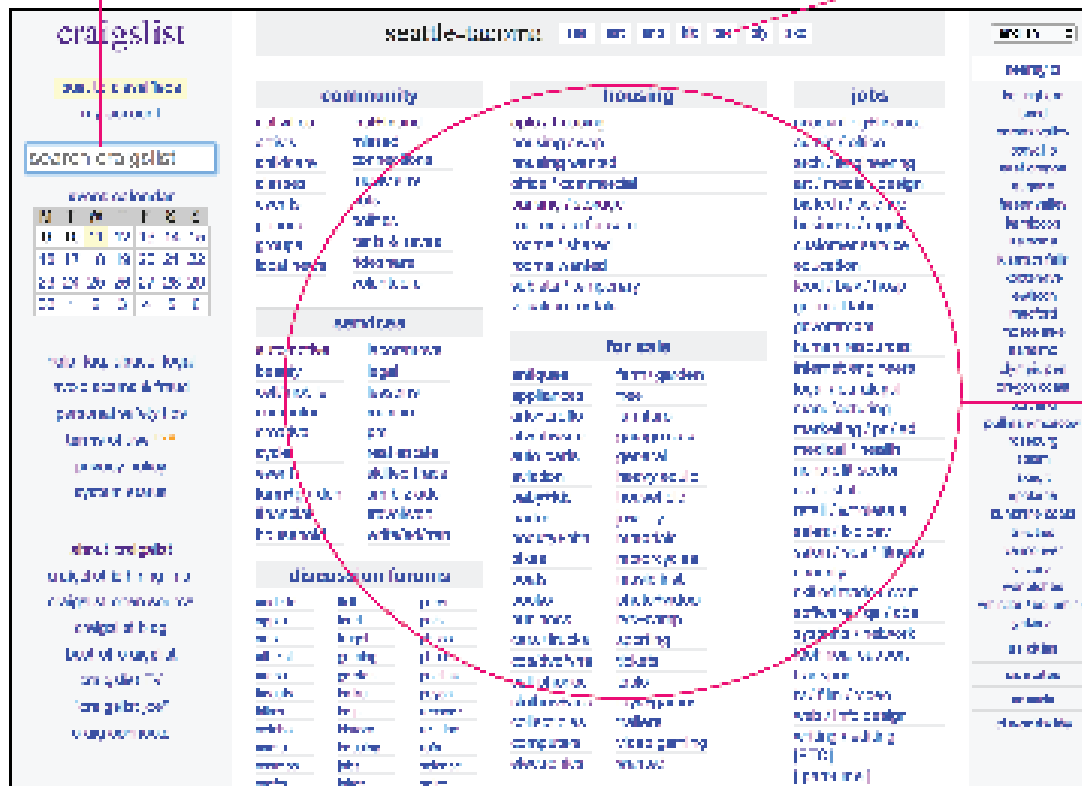
Search lists should be included on the top so users can reach any time.

LOCATION

Has right to opt. or be named to
choose their career location and
be able to change anytime
under "first" category.

EXTRA INFO

Remove unnecessary information or reduce 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.

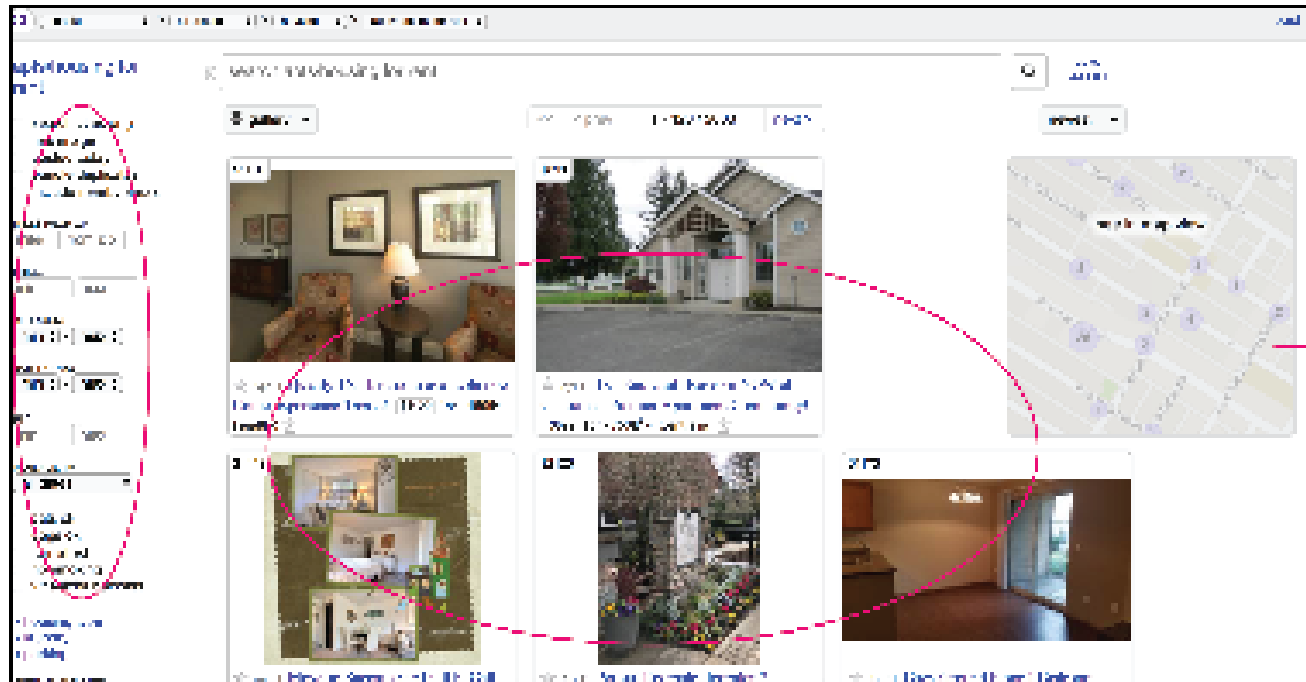
5 - CONTENT STRATEGY

FILTERS

Filter is one of the most important functions in a Craigslist app. Users should be able to select the sort 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, poster information, and poster's contact information.



MAPS

User would like to see the location of the post, then they can arrange an appointment in a controlled manner.

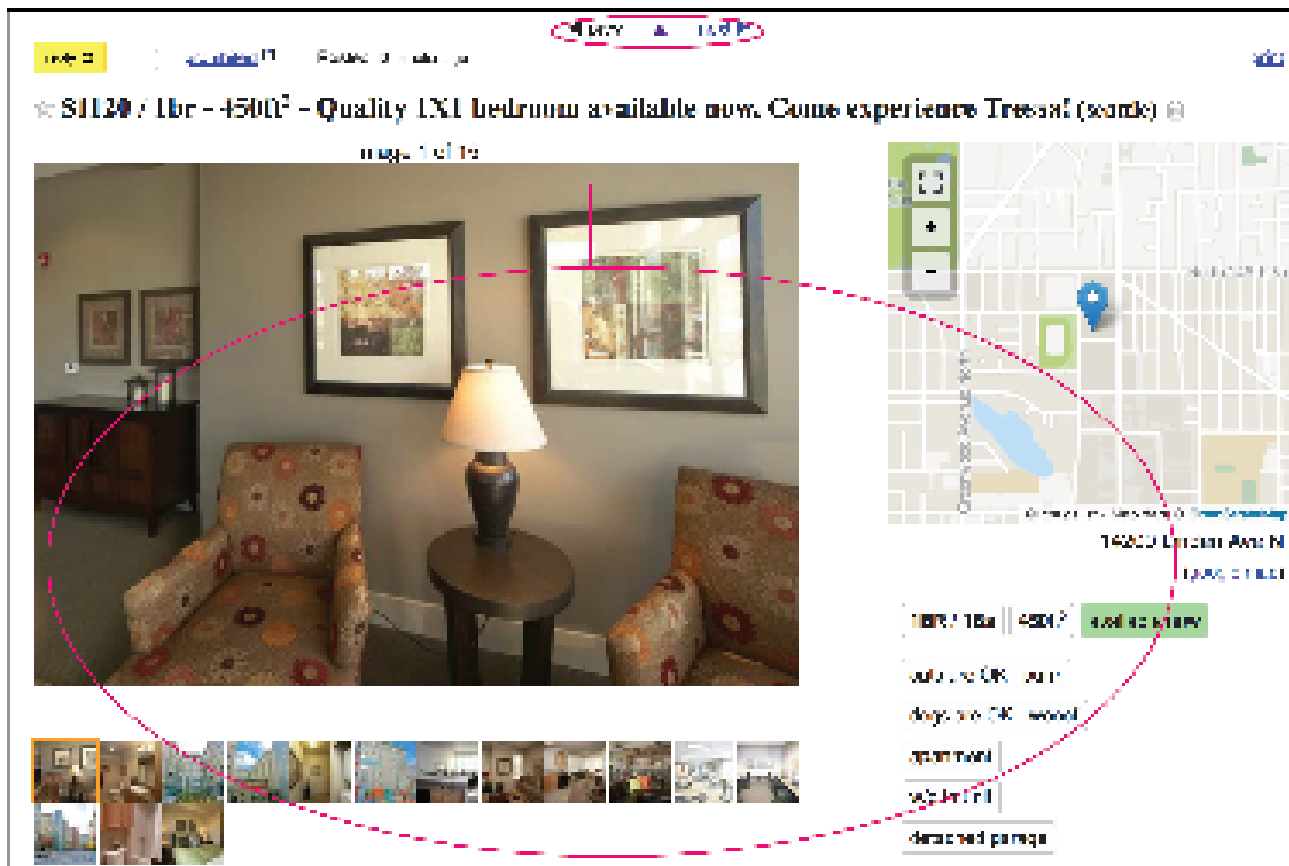
5 - CONTENT STRATEGY

POST DISPLAY

User wants to see all the information provided for Craigslist and view the photos on their phone.

INTERACT ON BUTTON

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



6 - 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

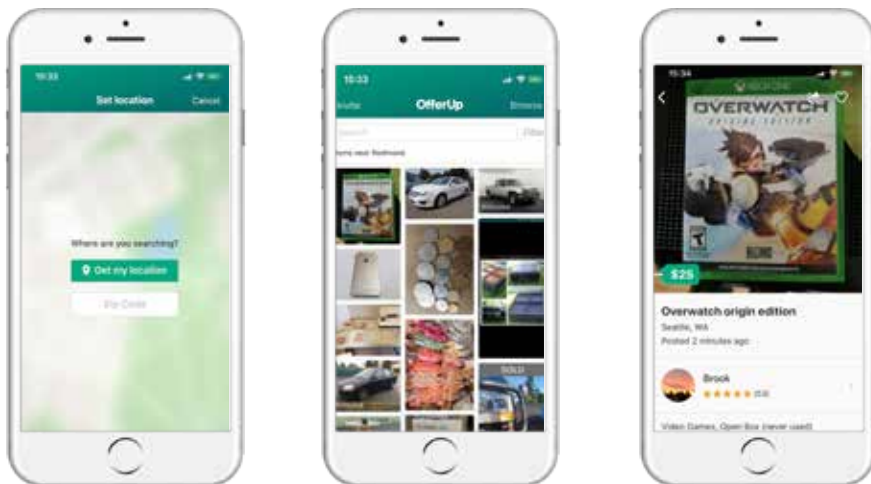
- Message buyers and sellers securely from within the app
- Browse items by image and sort by category or location
- List an item using your phone or tablet in as little as 30 seconds
- Know who you're dealing with through reputation and safety features

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.



6 - COMPETITIVE ANALYSIS

Cplus

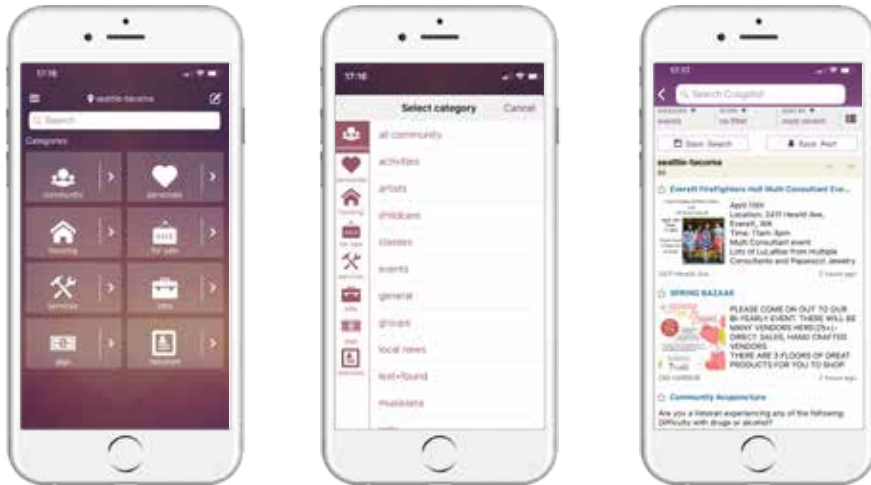
CPlus is an officially licensed Craigslist app for both Windows Phone and iPhone. CPlus offers huge extra features that make browsing and searching on Craigslist very smoothly.

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.

6 - COMPETITIVE ANALYSIS

Qwilo

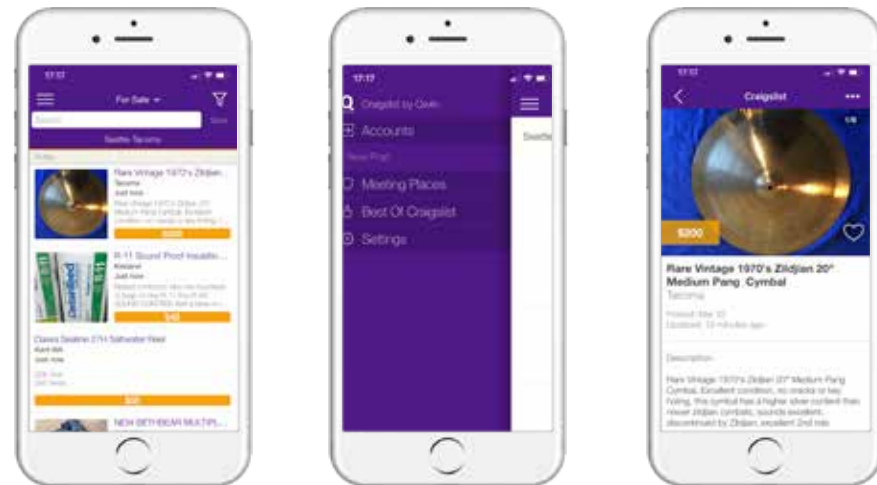
Qwilo is officially licensed craigslist app. It carries everything you love about Craigslist and places it all together in one easy to use. It is a feature-wise, beautiful and reliable Craigslist mobile app.

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).

6 - COMPETITIVE ANALYSIS

CSmart

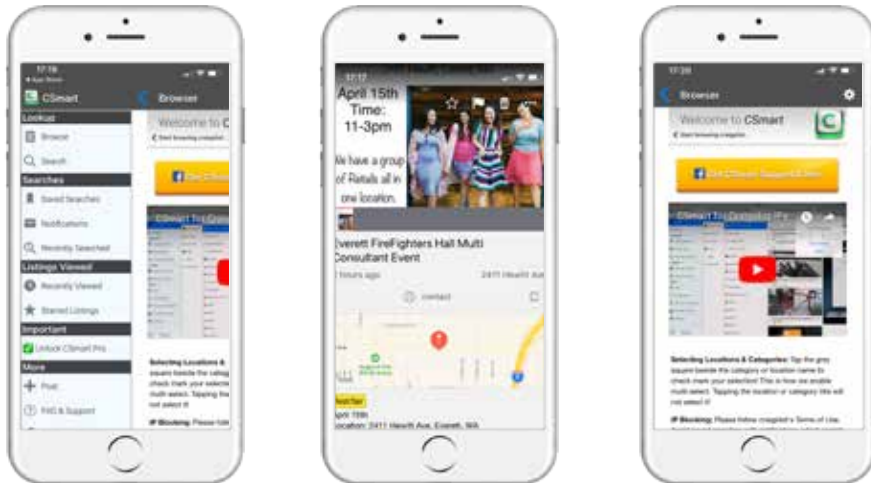
CSmart allows users have the full capability as if they were on a computer. The quickest way to browse and search craigslist with excellent feature wise though.

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.

6 - 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

7 - MOOD BOARD



8 - 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

8 - 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

8 - USER PERSONAS



Rebecca Jensen

48, History Professor

Married

Spokane, WA

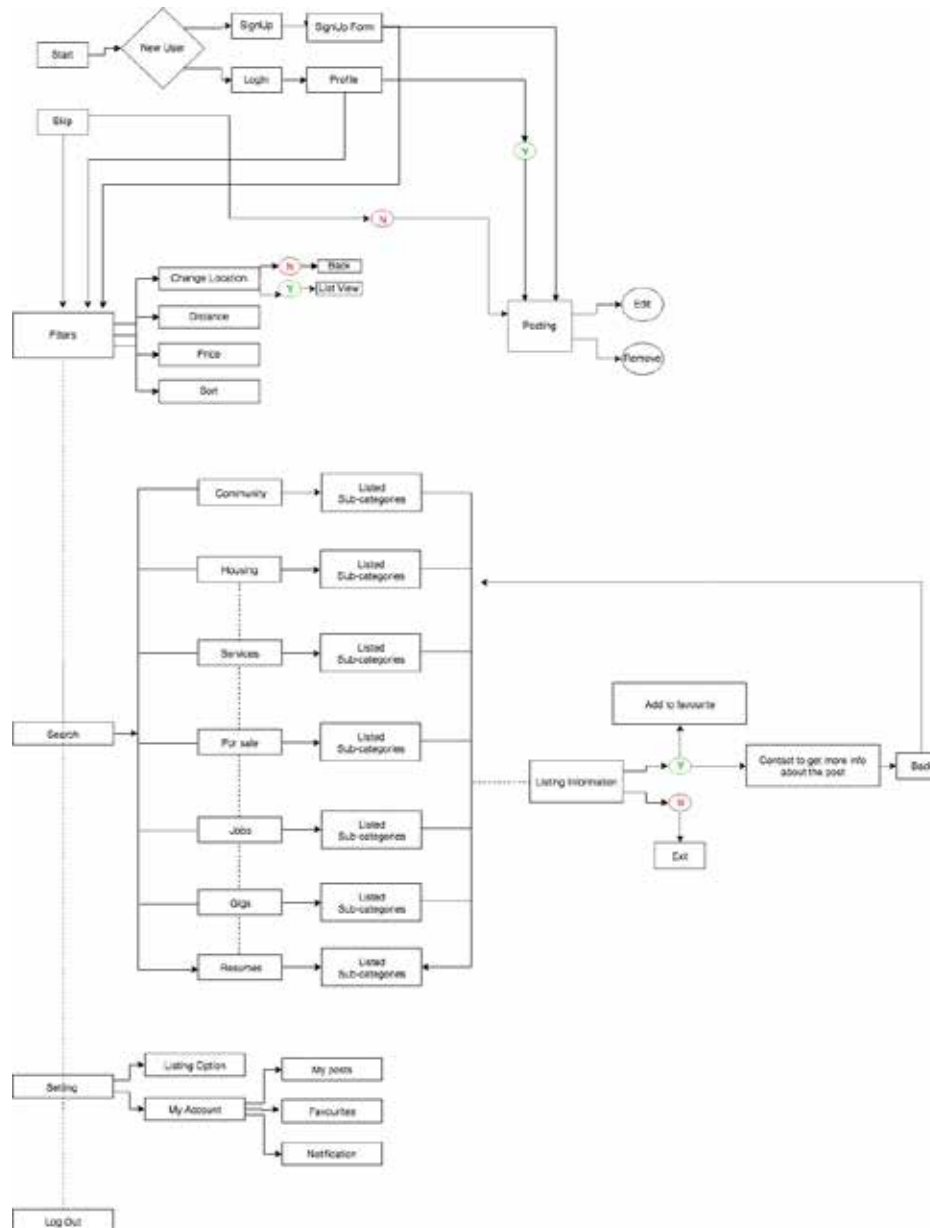
Rebecca teaches history at a local high school in Spokane. Besides teaching, she does volunteer for local nonprofit organizations. Rebecca frequently seeks for charity activities in Craigslist and encourages her students to contribute and help miserable people.

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

9 - USER FLOW

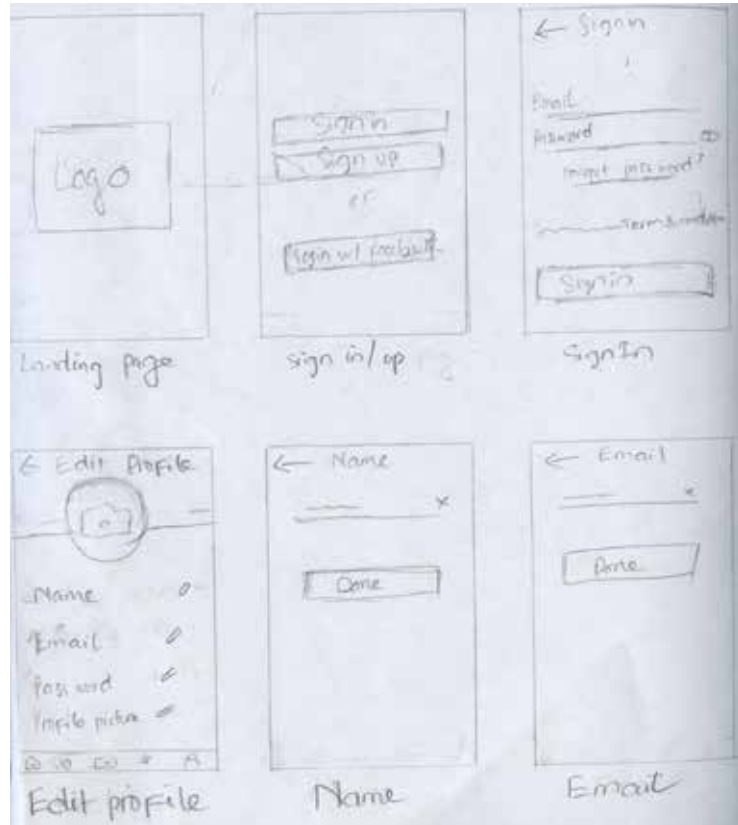


11 - PLATFORM

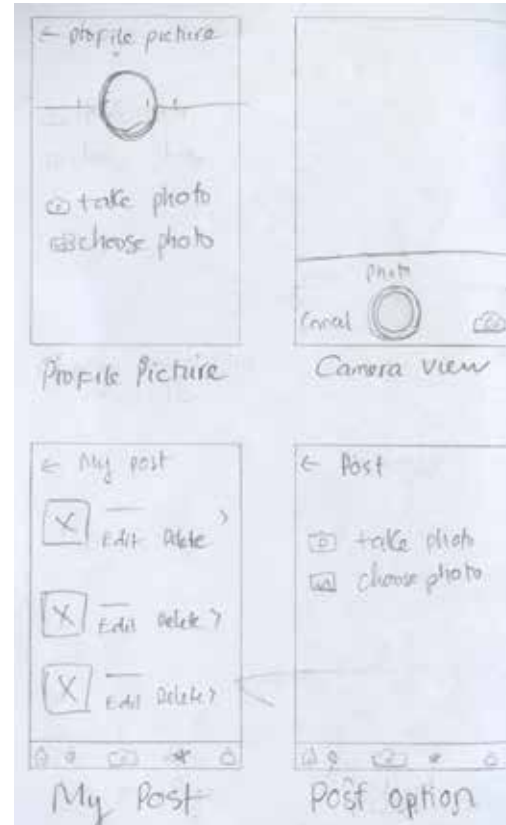
I will challenge myself by designing a Craigslist app for iPhone X. Here are the parameters of the iPhone X and depending on the purpose of each page, I will adjust it reasonably.



12 - SKETCHES



Sketch #1

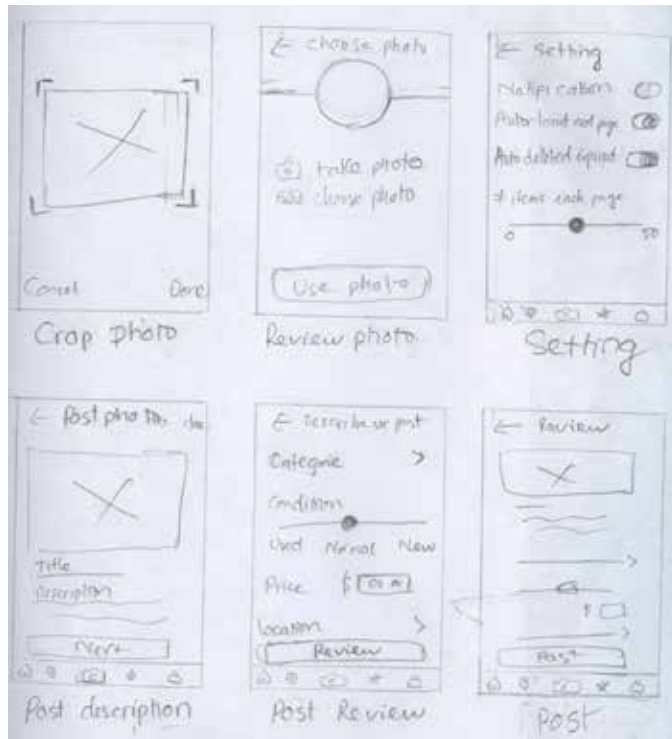


Sketch #2

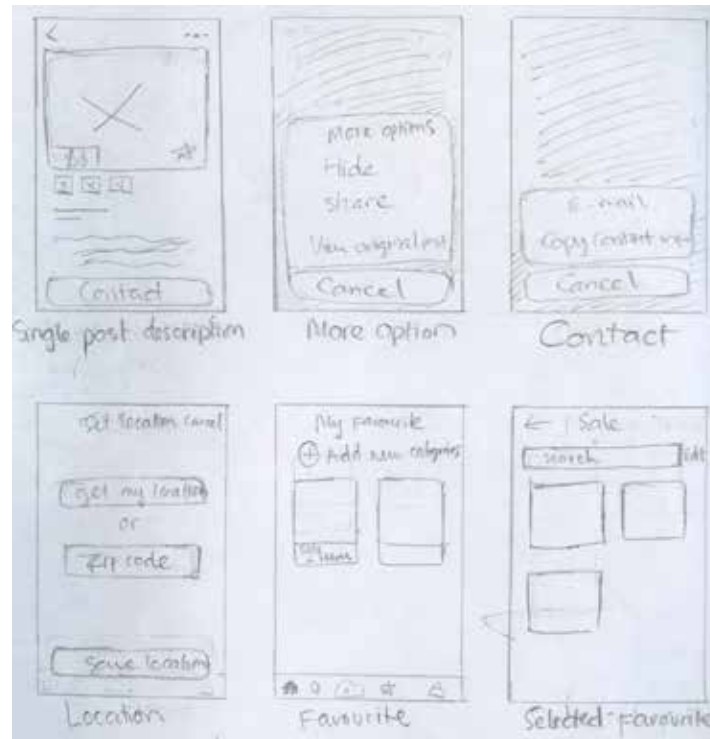


Sketch #3

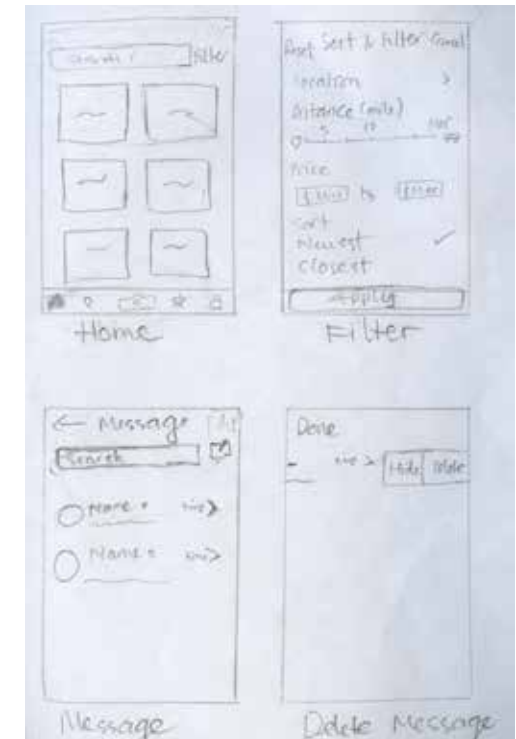
12 - SKETCHES



Sketch #4

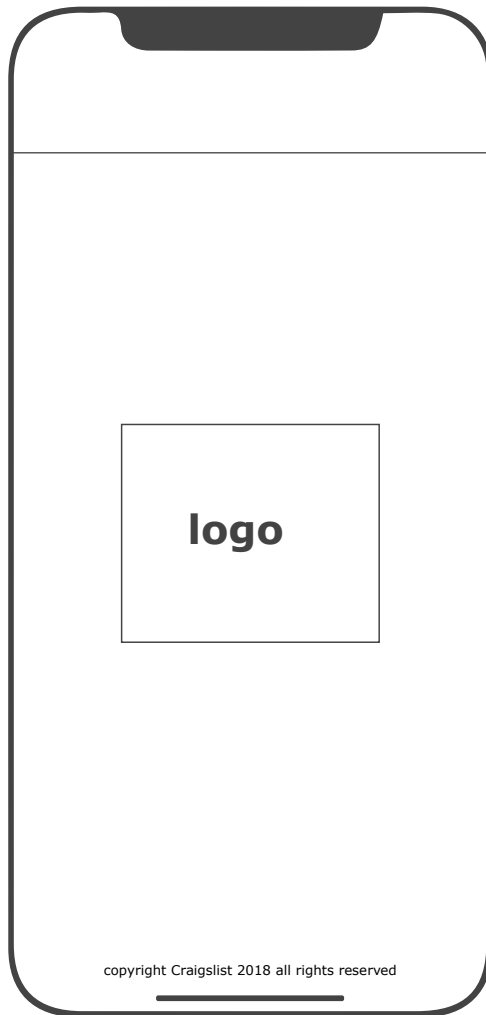


Sketch #5

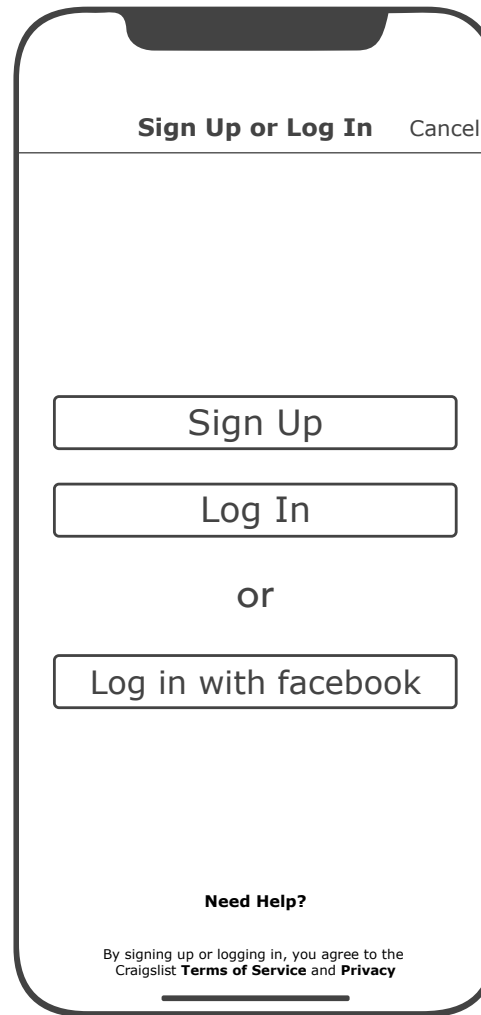


Sketch #6

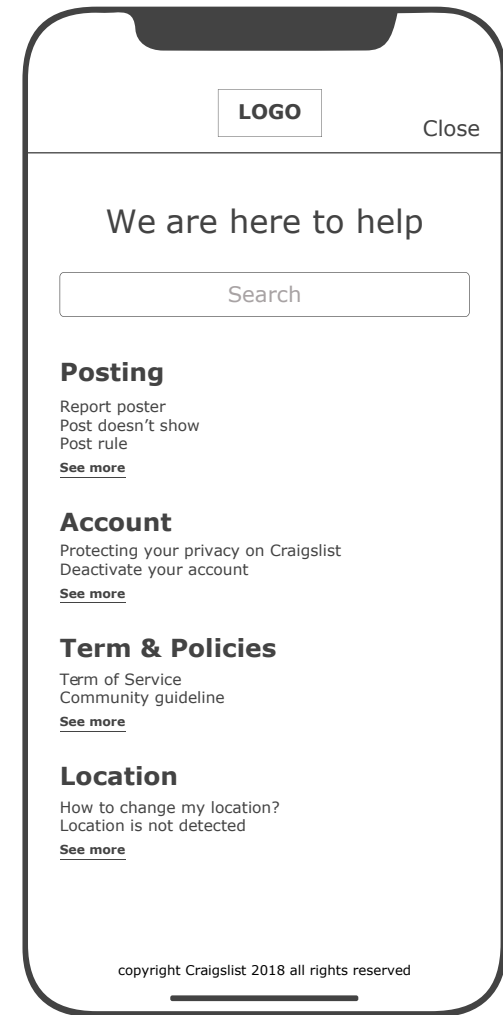
13 - WIREFRAME



Landing page

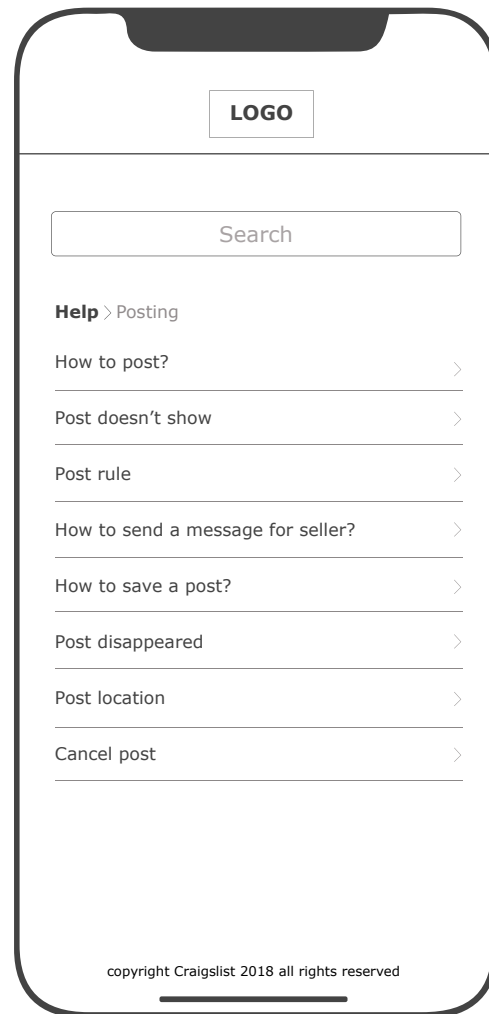


SignUp/Login

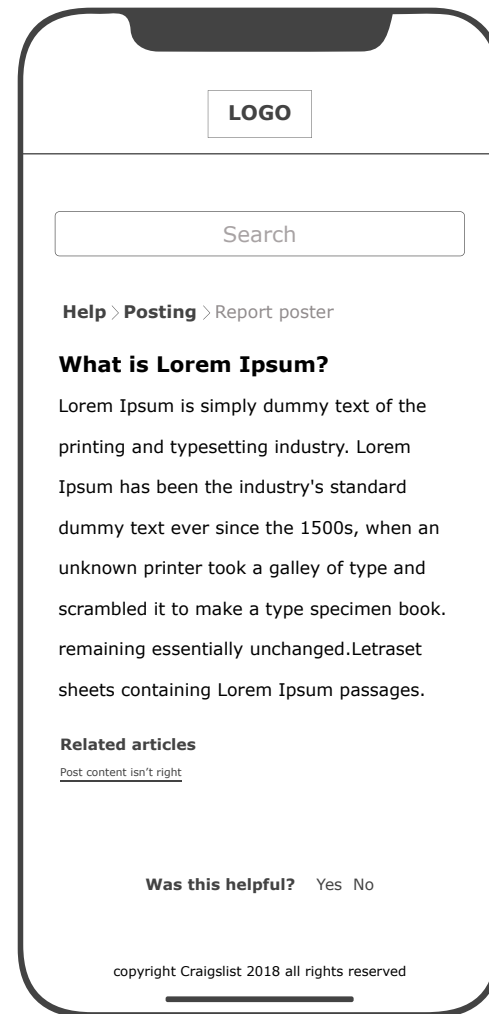


Help

13 - WIREFRAME



Help Info



Help-sub-info

13 - 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 is hidden. The inputs are 'David Smith', 'david.smith@live.com', '*****', and '98112'. The 'Password' field now has a 'hide' link to its right. The bottom text and 'Sign Up' button remain the same.

SignUp Hide Password

13 - WIREFRAME

The wireframe shows a mobile app screen titled "Log In". At the top left is a back arrow. Below the title are two input fields: "Email" and "Password". The "Password" field has a "hide" link to its right. Below the inputs is a link that says "Forgot your password?". At the bottom, there is a "Sign In" button. Above the button, there is a line of text: "By signing up, you agree to the Craigslist Terms of Service and Privacy".

SignIn

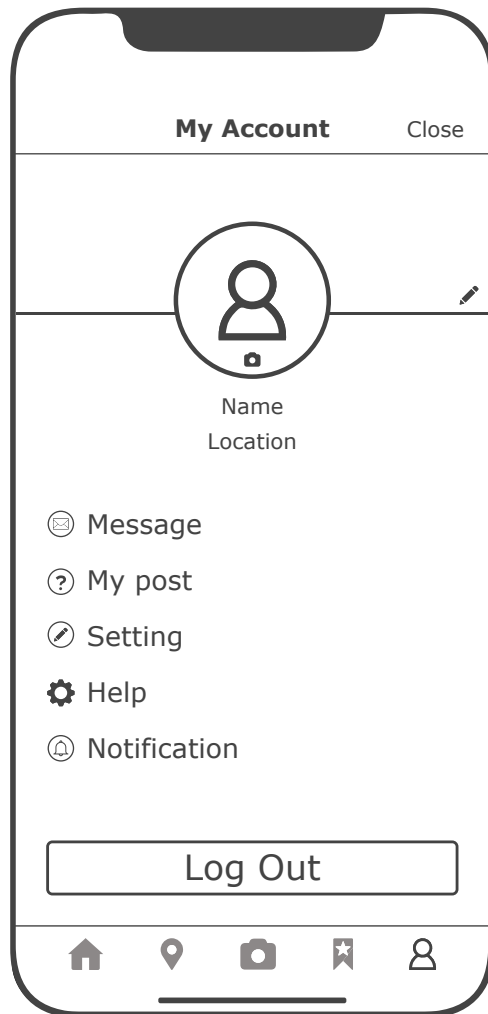
This wireframe shows the "Log In" screen with data entered into the fields. The "Email" field contains "david.smith@live.com" and the "Password" field contains "123456". The "hide" link is still present next to the password field. The "Forgot your password?" link and the "Sign In" button remain at the bottom, along with the agreement text.

SignIn Entered

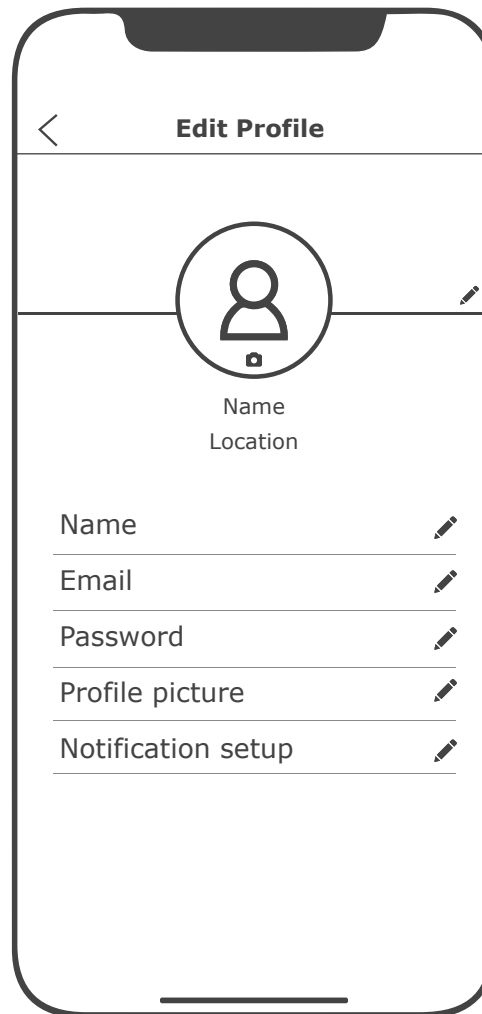
The wireframe shows a mobile app screen titled "Forgot password" with a "Close" link at the top right. Below the title is an "Email" input field. Underneath the input field is a "Submit" button. At the bottom of the screen, there is a small copyright notice: "copyright Craigslist 2018 all rights reserved".

Forgot Password

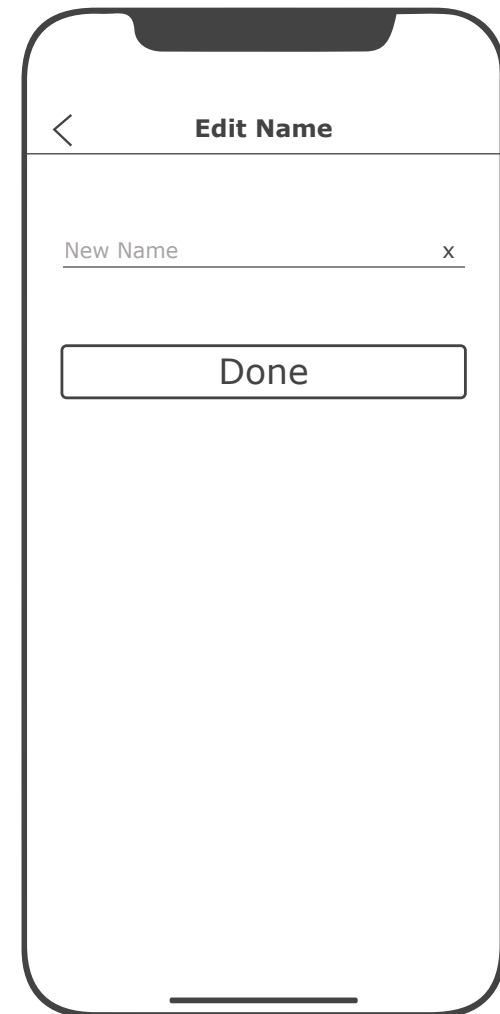
13 - WIREFRAME



My Account

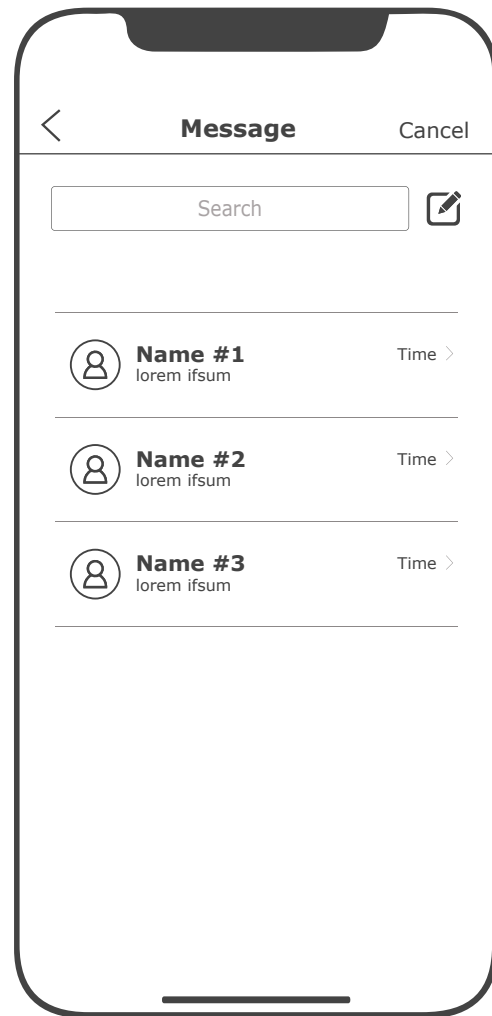


Edit Profile

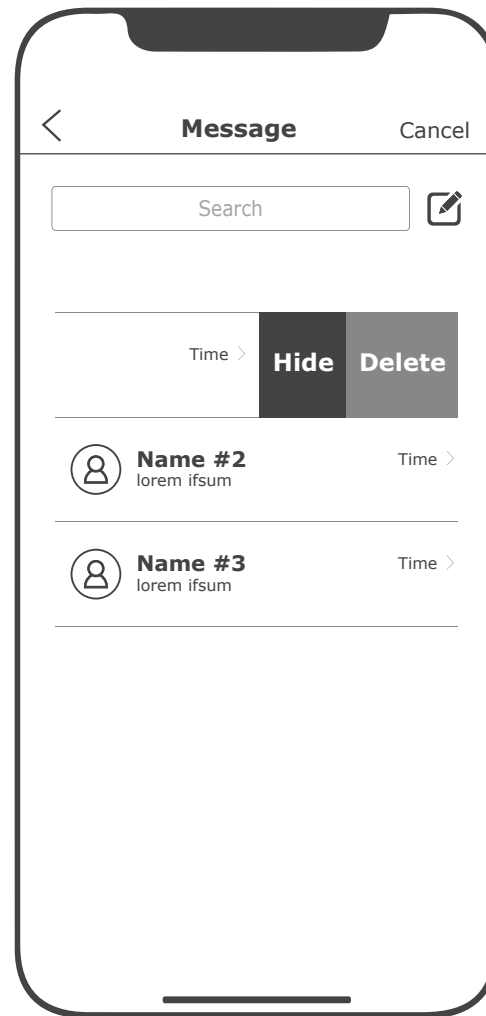


Edit Name

13 - WIREFRAME



Message



Delete Message

13 - 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

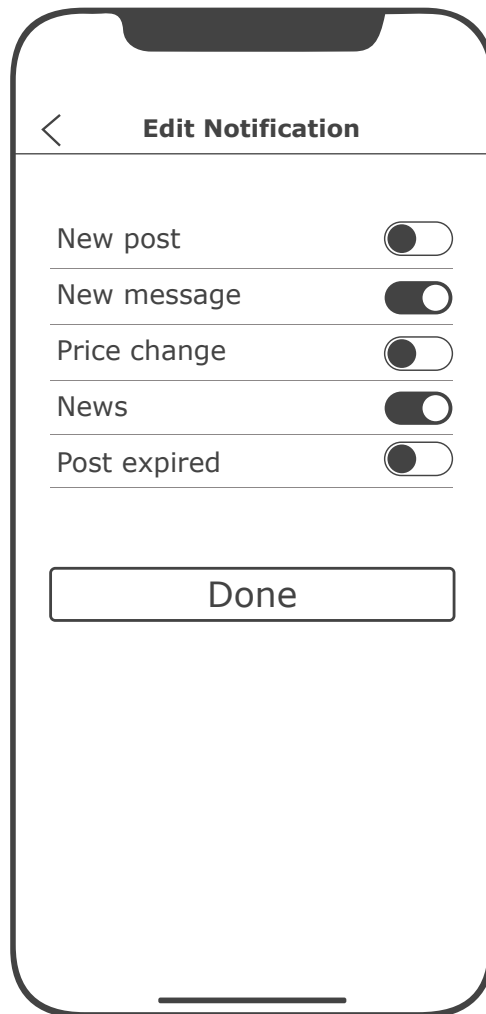
111111 x

111111 x

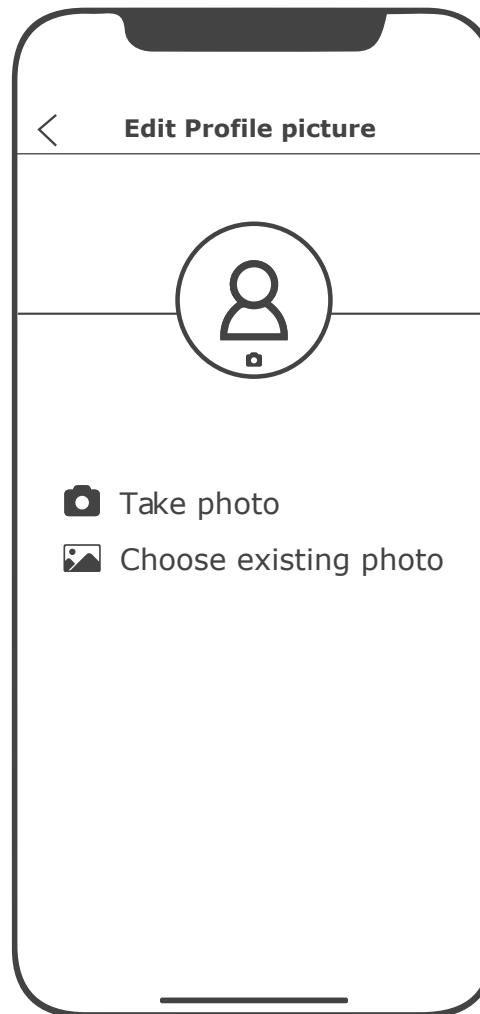
Done

Edit Password Entered

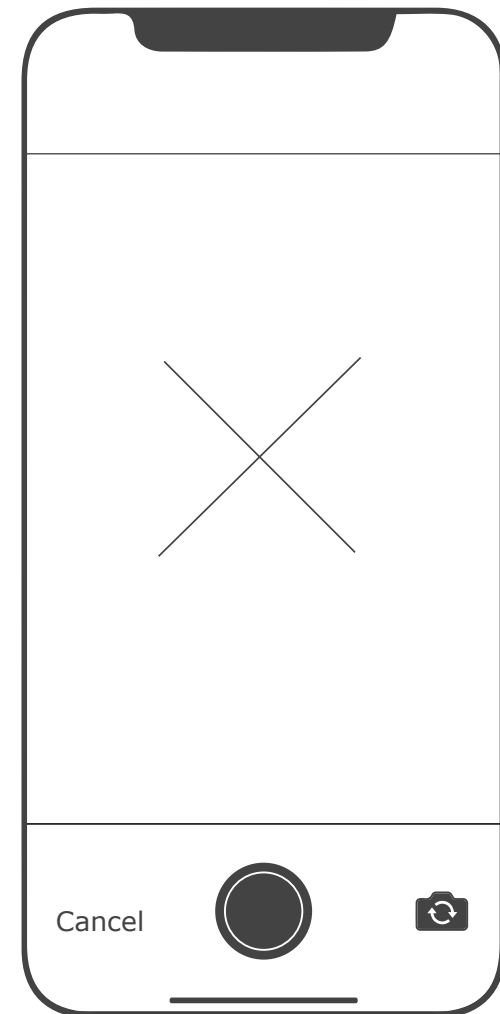
13 - WIREFRAME



Edit Notification

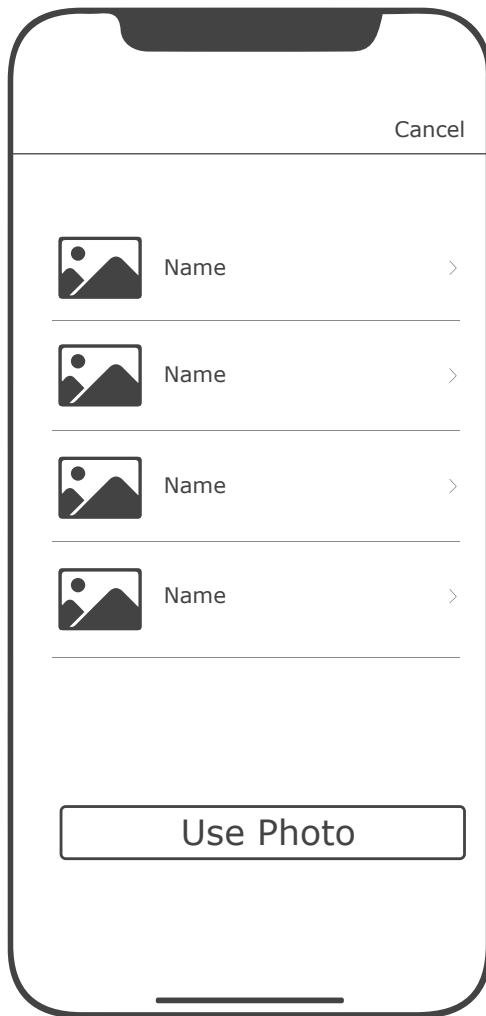


Edit Profile photo



Take Photo

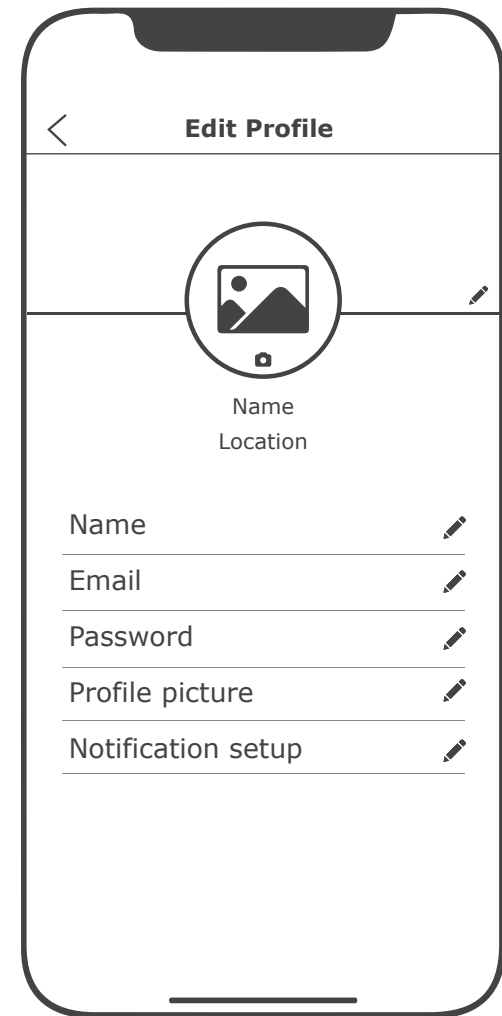
13 - WIREFRAME



Choose photo

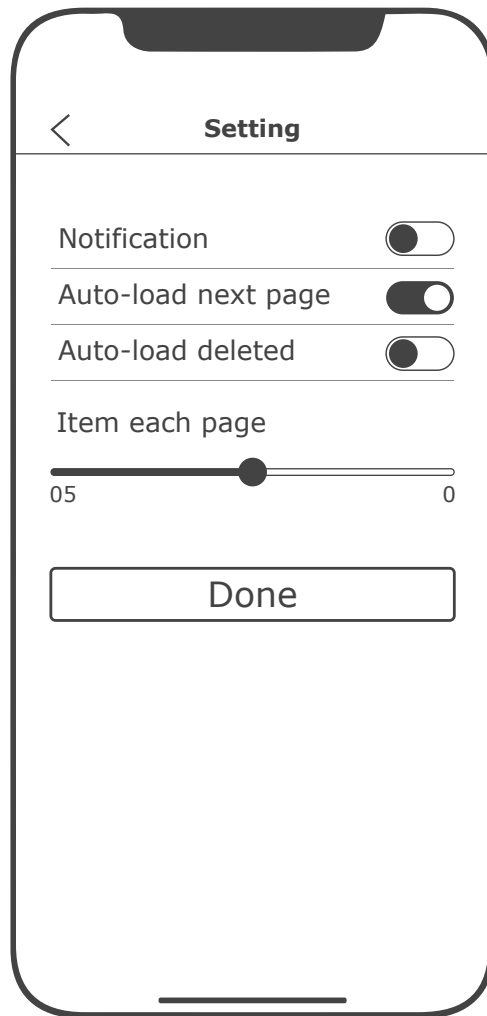


Done change photo

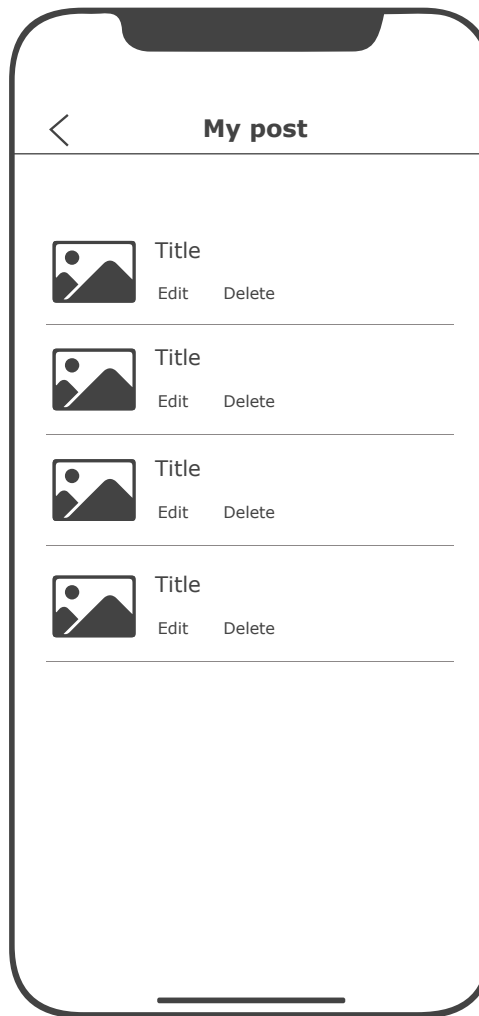


Edit Profile

13 - WIREFRAME

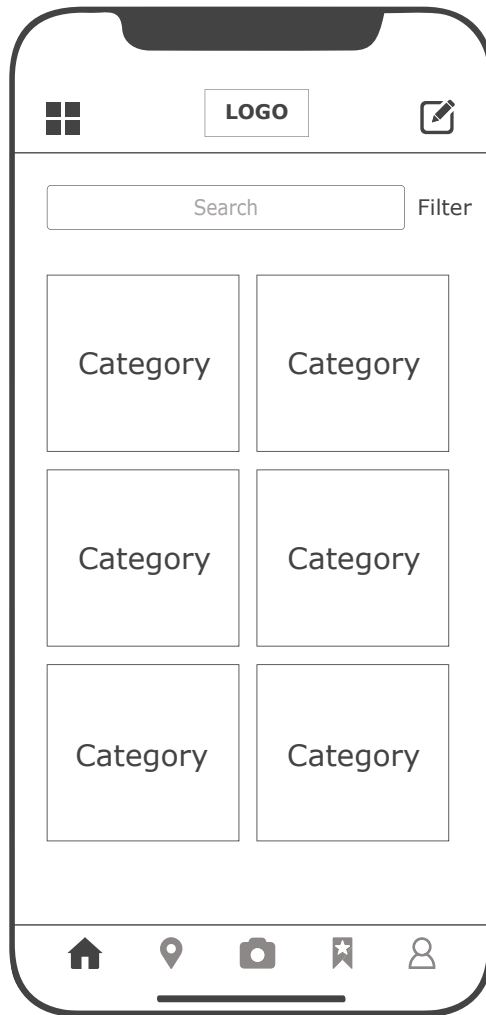


Setting

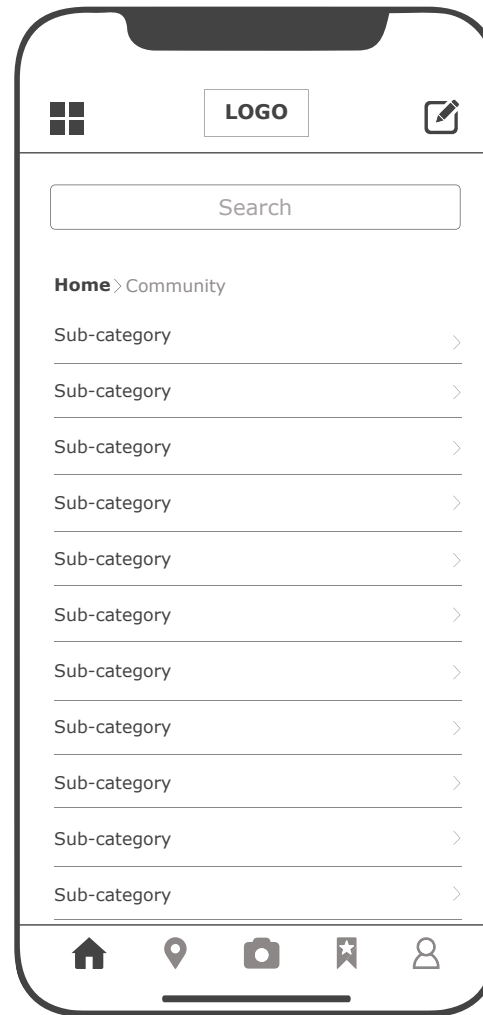


My Post

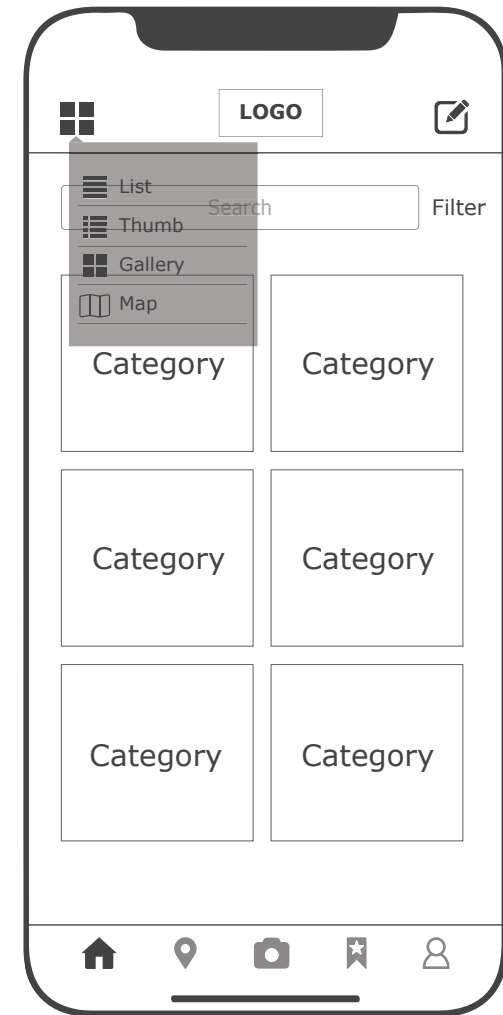
13 - WIREFRAME



Home Categories

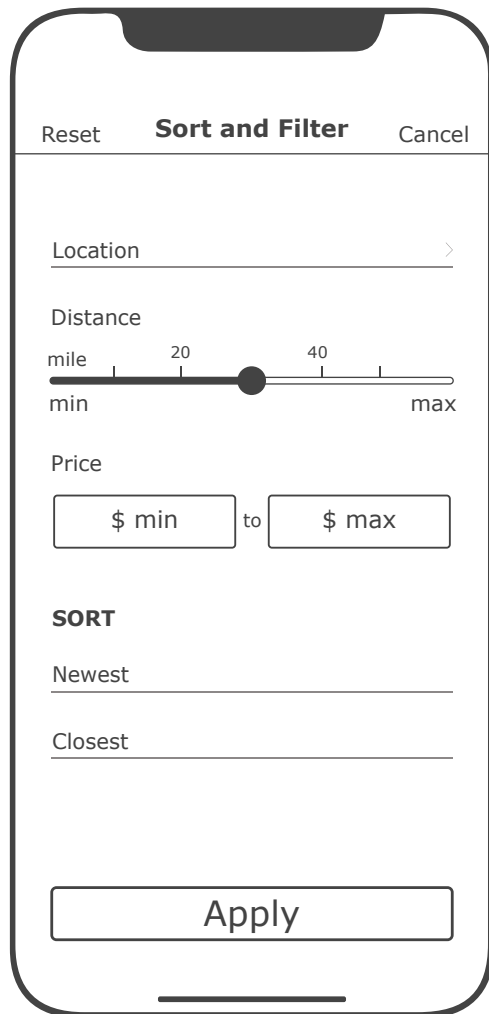


Sub-categories

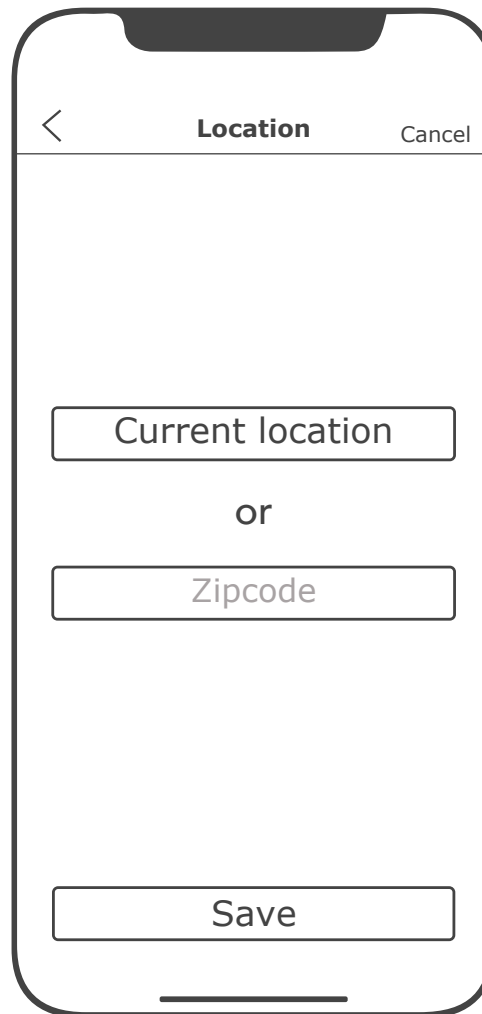


View Mode

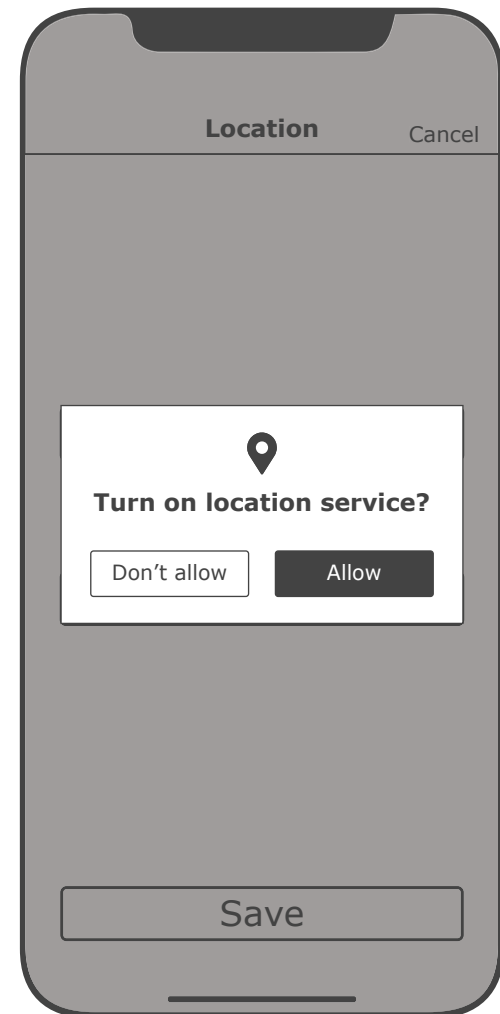
13 - WIREFRAME



Sort and Filter

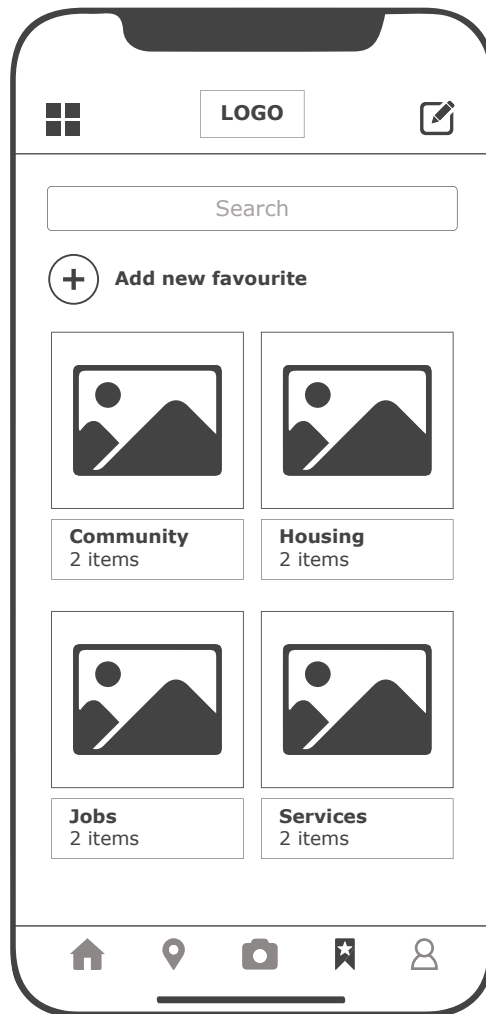


Location

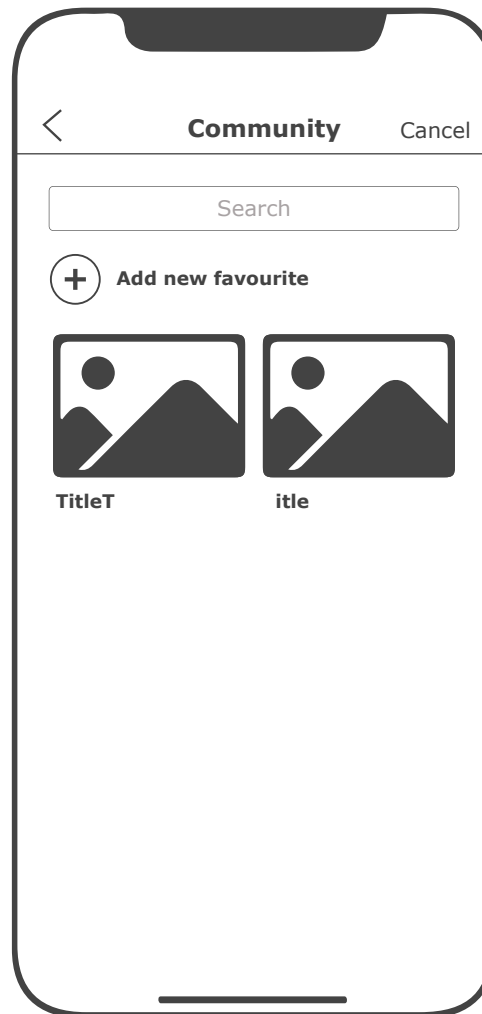


Accept turn on location

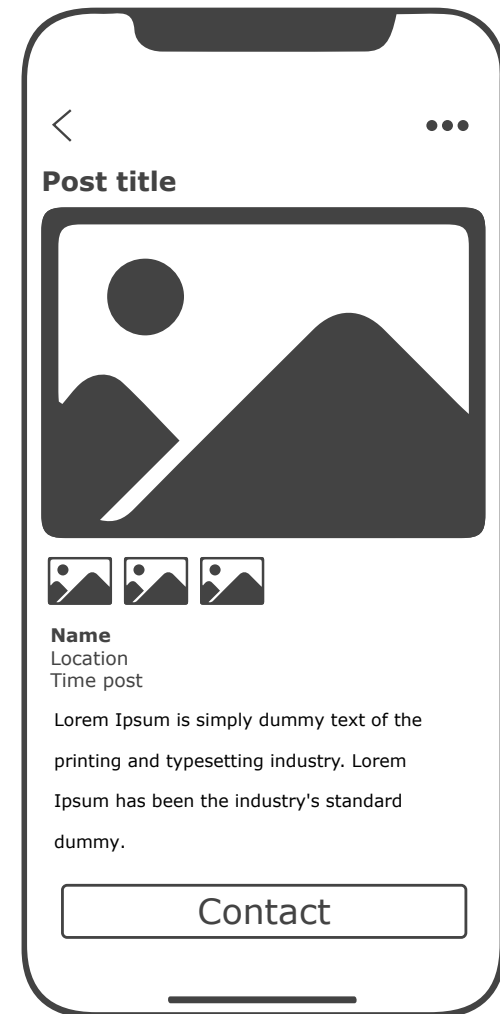
13 - WIREFRAME



Favourites

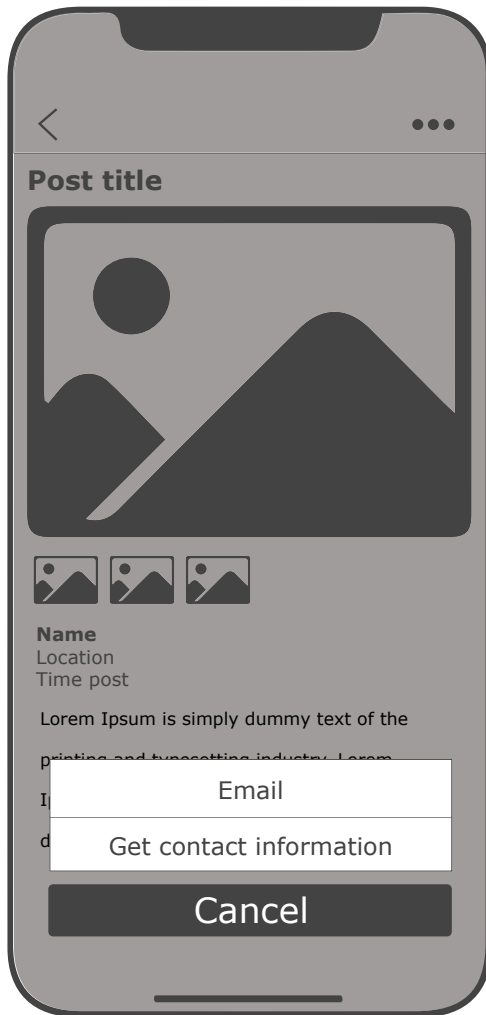


Category Selected

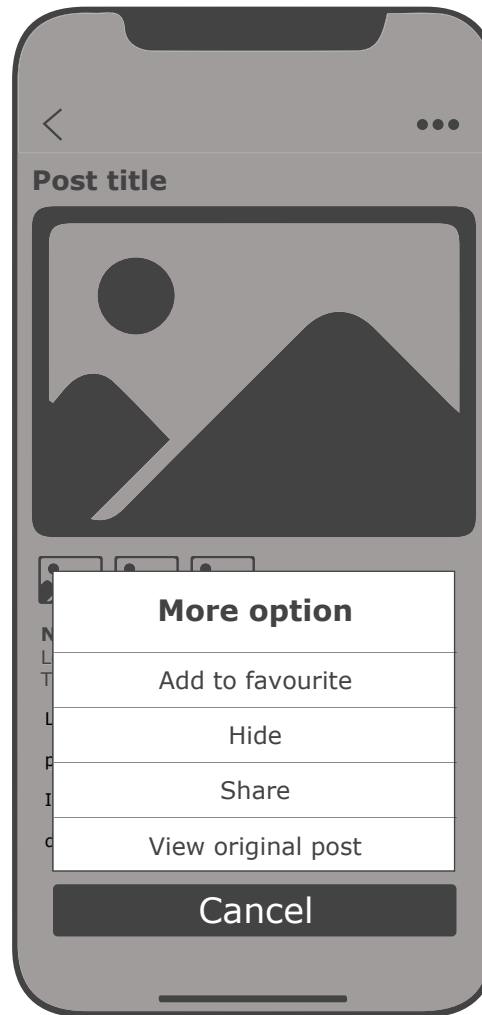


Post information

13 - WIREFRAME



Contact information



More Option

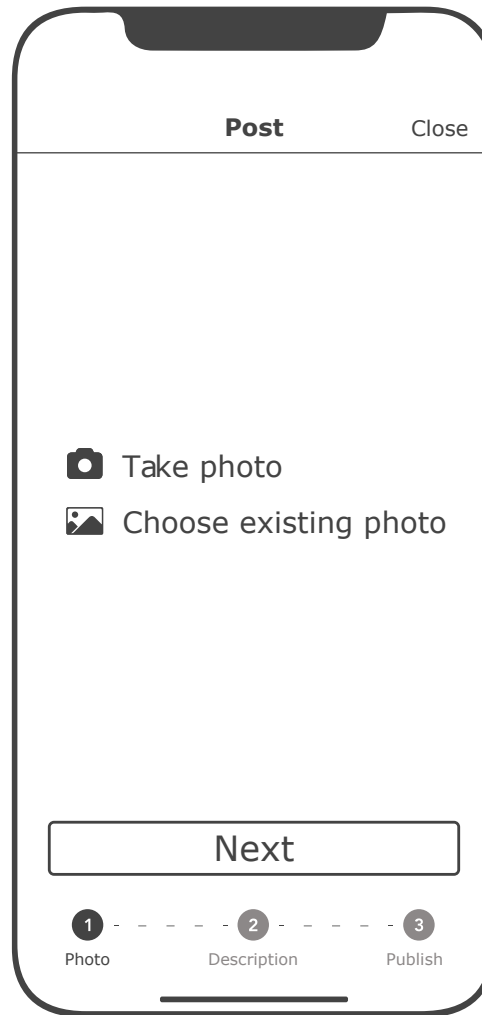


Share

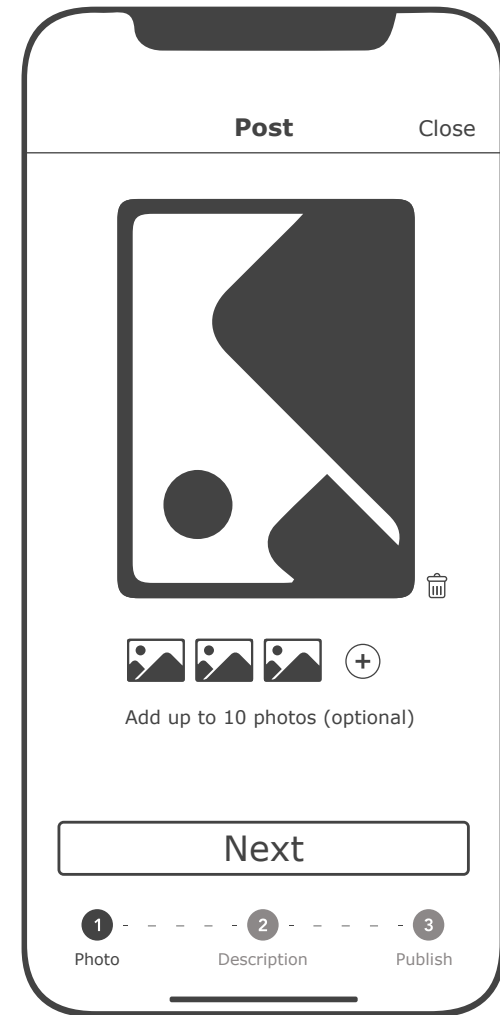
13 - WIREFRAME



Add To Favourite



Post



Post Step #1

13 - 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 'Description' label followed by a large text input area. Underneath the description 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 is a progress indicator with three steps: 'Photo' (checked), 'Description' (active), and 'Publish'.

Post Step #2

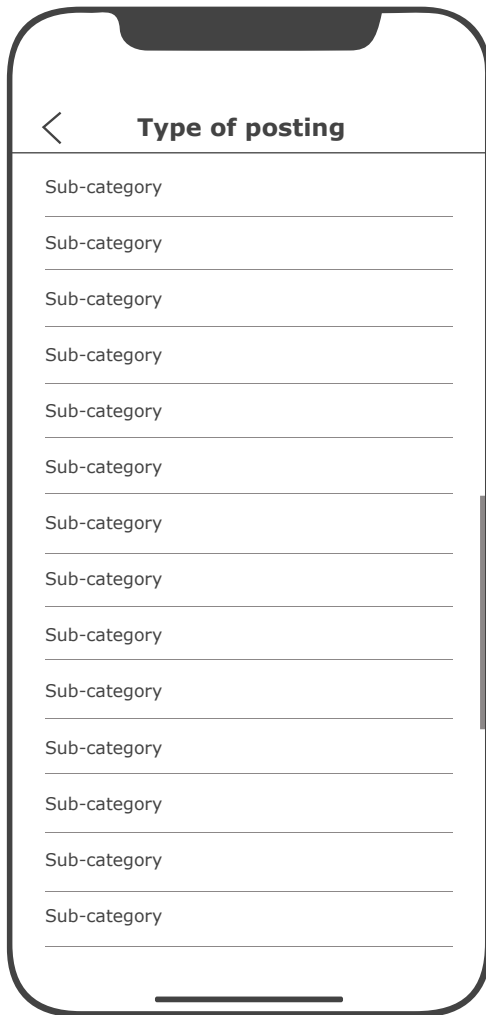
This wireframe is identical to the previous one, but with the radio button selected. The radio button is now filled with a black dot, indicating the user has chosen the option to allow others to contact them.

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. Below the title bar is a list of ten 'Sub-category' items, each with a horizontal line underneath it. At the bottom of the screen is a progress indicator with three steps: 'Photo' (checked), 'Description' (active), and 'Publish'.

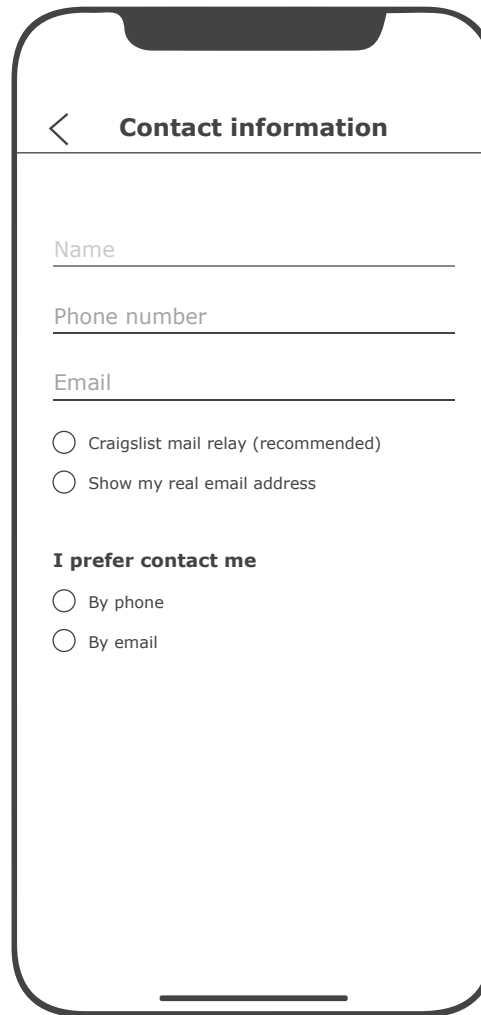
Post step #2- Slection

13 - WIREFRAME



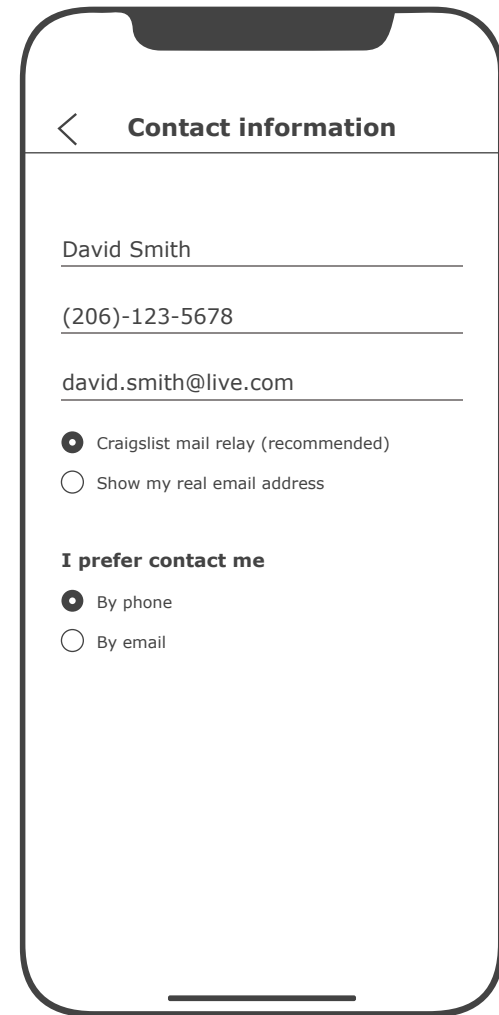
A mobile app wireframe for the 'Type of posting' screen. It features a back arrow and title at the top. Below is a list of 14 'Sub-category' items, each with a horizontal line for selection. A vertical scrollbar is on the right side of the list.

Post step #2-Type



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

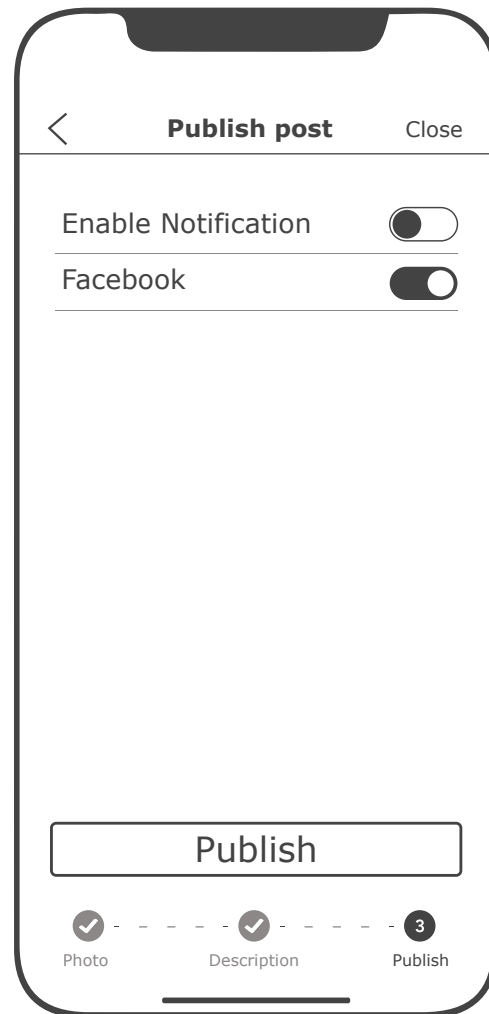
Post step #2-Contact



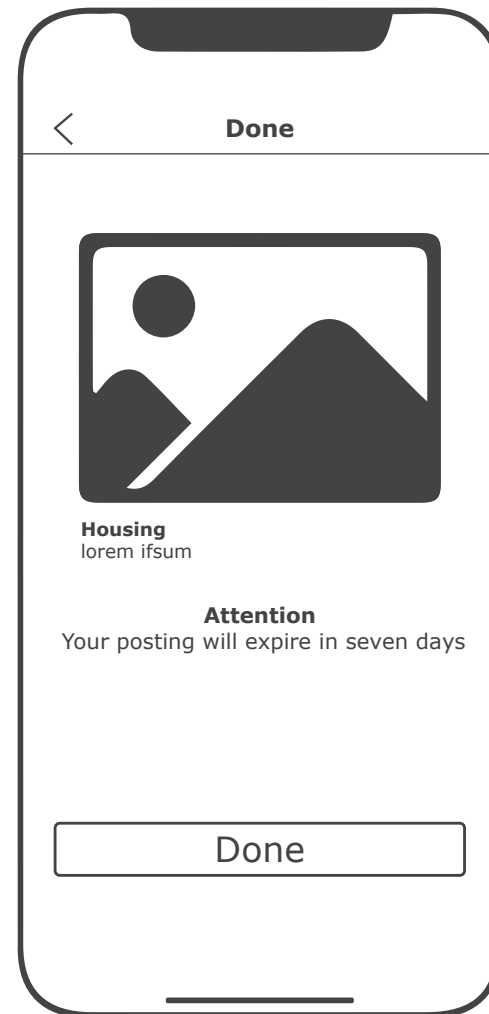
A mobile app wireframe for the 'Contact information' screen, showing the filled state. It features a back arrow and title at the top. The input fields contain the text: 'David Smith', '(206)-123-5678', and 'david.smith@live.com'. The radio button options are: 'Craigslist mail relay (recommended)' (selected), 'Show my real email address', 'I prefer contact me' (section title), 'By phone' (selected), and 'By email'.

Contact Entered

13 - WIREFRAME



Post step #3-Publish



Post Confirmation

10 - 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.

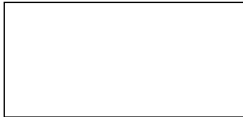



Craigslist CEO Jim Buckmaster brought this in his 2009 "Why Craigslist is such a mess" article. He said, "Craig thought it was associated with the hippies and that hippies were discredited," "Whereas I think peace is among the most desirable things you can have." Buckmaster disagreeing about is the peace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



10 - 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

10 - 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. SF Pro Display is the font for iOS . I choose this font because it is clear and simple to use for a small platform like a mobile app.



14 - USABILITY TESTING

Summary

For the usability test, I designed a scenario and six small tasks. I create a prototype of Craigslist through Sketch and Invision. The tasks will be tested on the iPhone X.

Total of five participants in this usability test. They are all college students ages from 20 to 29. They are all familiar with IOS interface and have experienced using iPhone X at least one time. All participants finished all six tasks and they provided their suggestions and comments about Craigslist app after the completion of tasks.

Scenarion

Imagine you are a college student and works part-time at a local vet clinic. Recently, you have to work night shift so getting home after 9 p.m is a bit scare to you.

You decide to buy a used car for your convenience and safety. Being a student, you do not have a big budget so you have to spend wisely. Your friend has bought a car from Craigslist. it was in good conditions and reasonable price so you want to start with Craigslist for your car. Craigslist currently launch an app so you decide to search it while on the bus home.

Tasks

Task 1: Since your first time so you want to know how to post

Task 2: Sign up a new account and login

Task 3: Change your profile picture

Task 4: Search for "Toyota 2018" for sell then contact a seller via email

Task 5: Assume that you have a car for sale, try to post it

Task 6: Add a "housing" category under "add to favorite" section

14 - USABILITY TESTING



14 - USABILITY TESTING

SUCCESS RATE

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
Participant 1	Y	N	Y	Y	Y	Y
Participant 2	Y	Y	Y	Y	Y	Y
Participant 3	Y	Y	Y	Y	Y	Y
Participant 4	Y	Y	Y	Y	Y	Y
Participant 5	Y	Y	Y	Y	Y	Y

Note: "Y" Stands for success, "N" stands for fail

14 - USABILITY TESTING

Feedback from participants

Participant 1

The interface layout is clean and bold
The navigation between screen is well-observed and smooth
Prefer to have another icon for "favorite" category
Having a "Craigslist" feeling

Participant 2

Having a bit difficult finding "need help" section
The user flow is understandable and smooth
Thought posting icon was a taking photo icon
Like to have a list of sub-category when clicking on home category sectionn before taking to the posts

Participant 3

The "favoite" icon reminds him of tag icon
Like to see a review screen before publish the post
The interface design is smooth and simple
The color palette is really matching with Craigslist

Participant 4

She didn't understand why need a camera icon for changing profile picture. Instead, can use word "edit".
Like the overall feeling

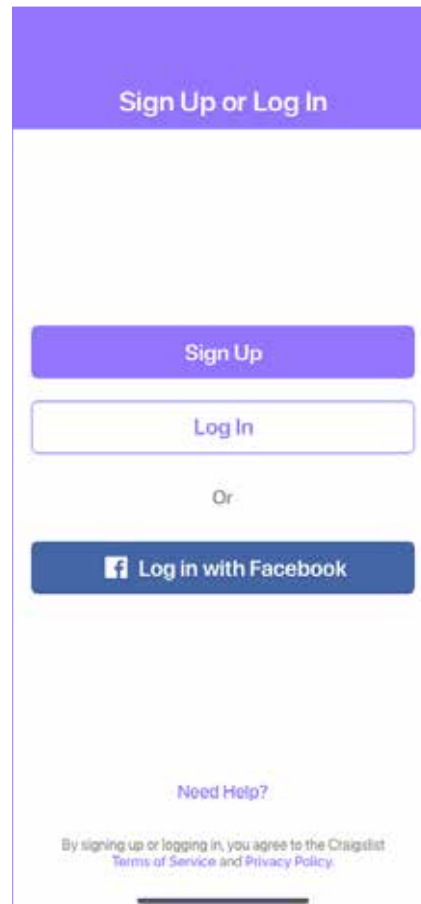
Participant 5

Want to add "sub-category" for each category in homepage
The "add new category" is a bit confusing
The user flow was simple and smooth.

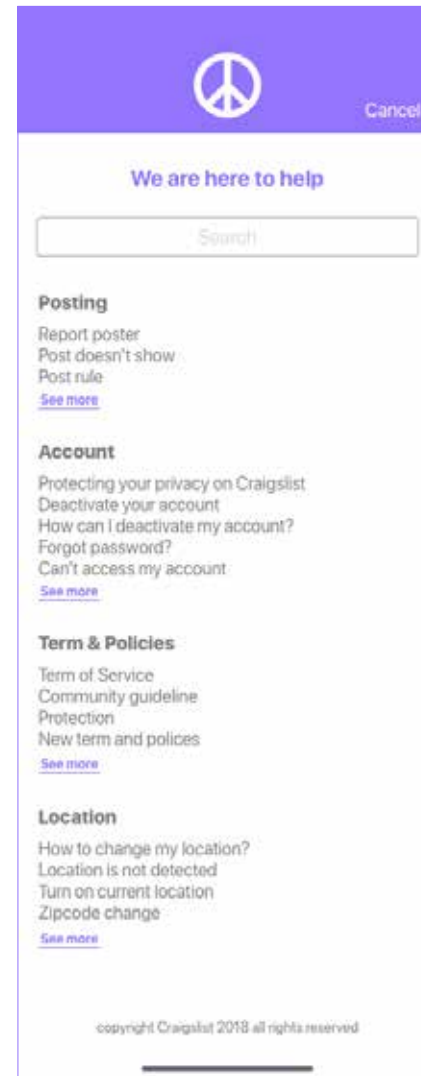
15 - FINAL DESIGN



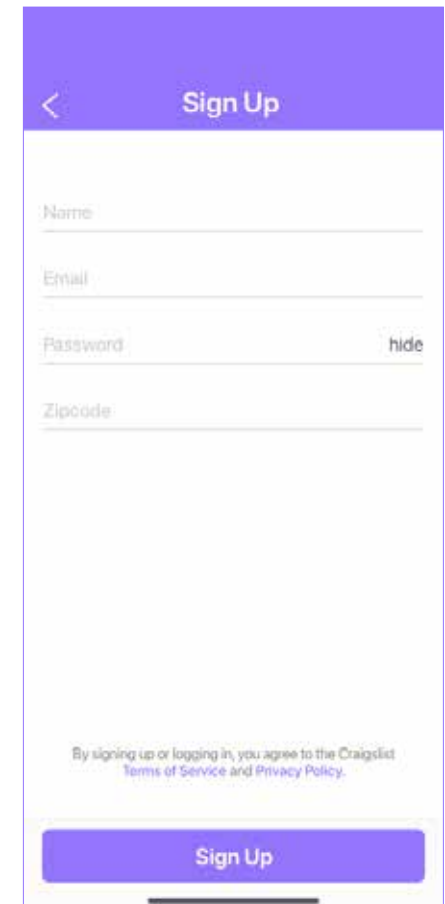
Landing page



SignUp/Login



Help



SignUp

15 - FINAL DESIGN



Sign Up

David Smith

David.smith@live.com

123456 hide

98112

By signing up or logging in, you agree to the Craigslist
Terms of Service and Privacy Policy.

Sign Up

SignUp Entered



Sign Up

David Smith

David.smith@live.com

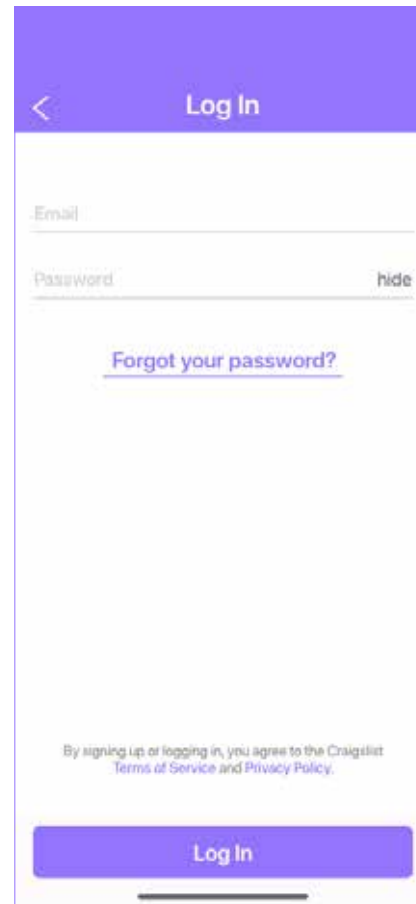
***** show

98112

By signing up or logging in, you agree to the Craigslist
Terms of Service and Privacy Policy.

Sign Up

SignUp Hide Password



Log In

Email

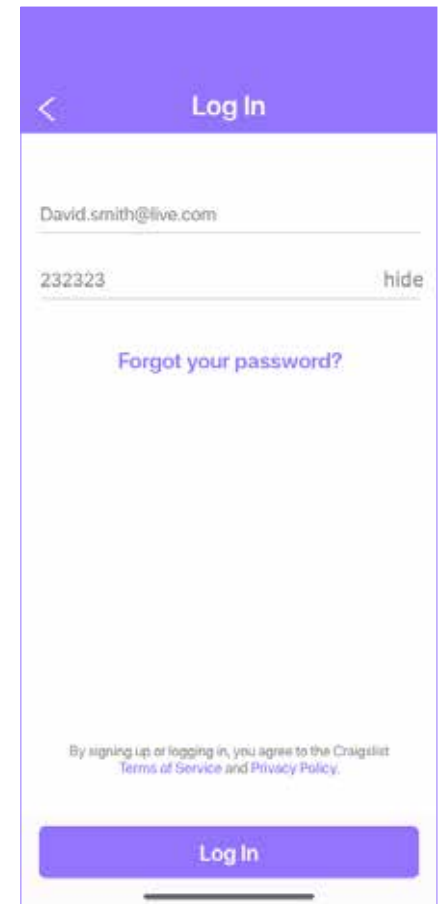
Password hide

[Forgot your password?](#)

By signing up or logging in, you agree to the Craigslist
Terms of Service and Privacy Policy.

Log In

Log In



Log In

David.smith@live.com

232323 hide

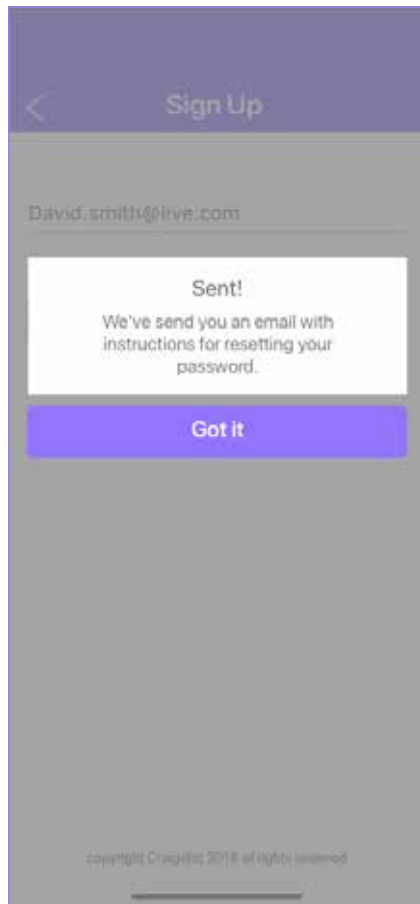
[Forgot your password?](#)

By signing up or logging in, you agree to the Craigslist
Terms of Service and Privacy Policy.

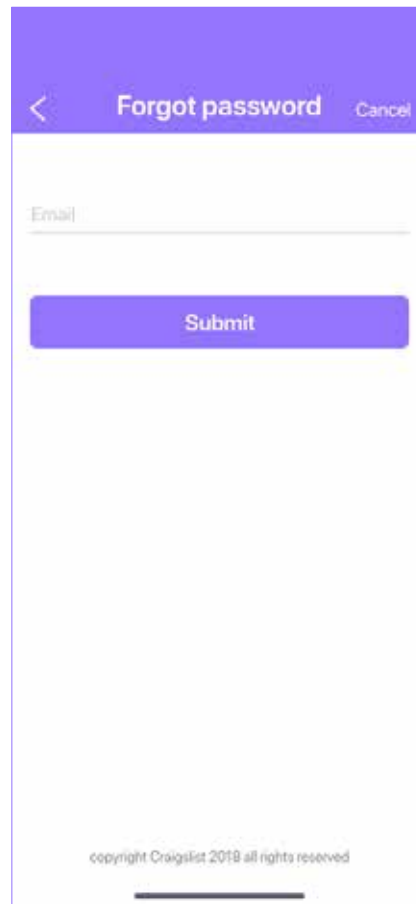
Log In

Log In Entered

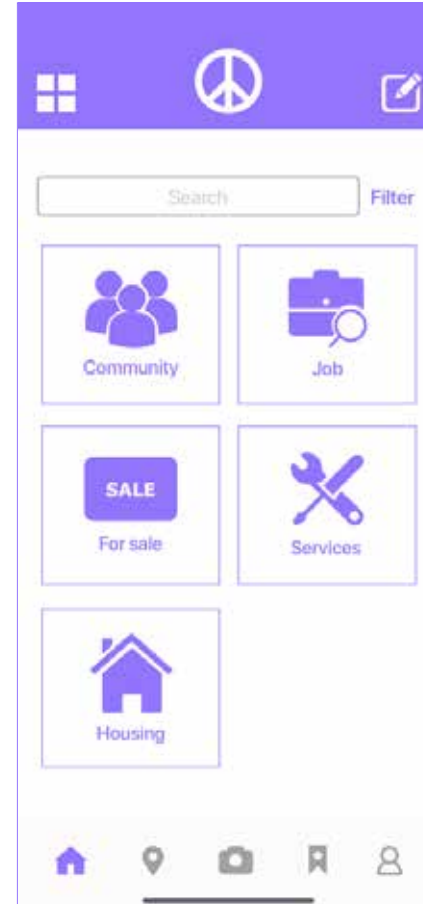
15 - FINAL DESIGN



Forgot Password Sent



Forgot Password

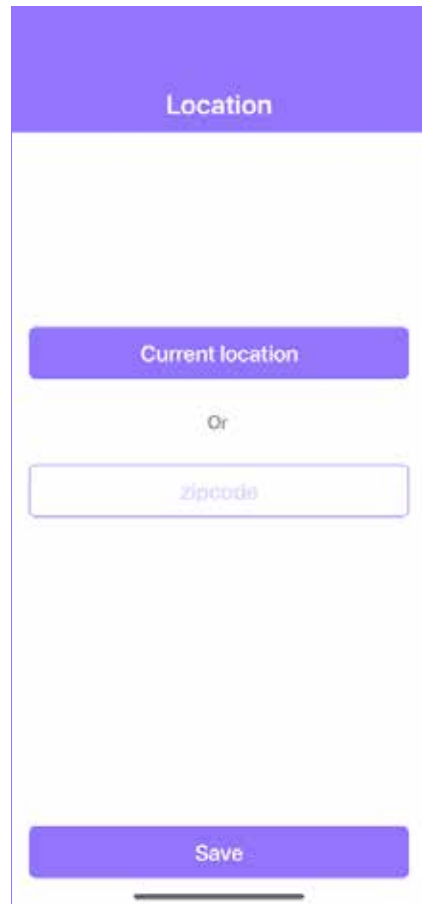


Home Page



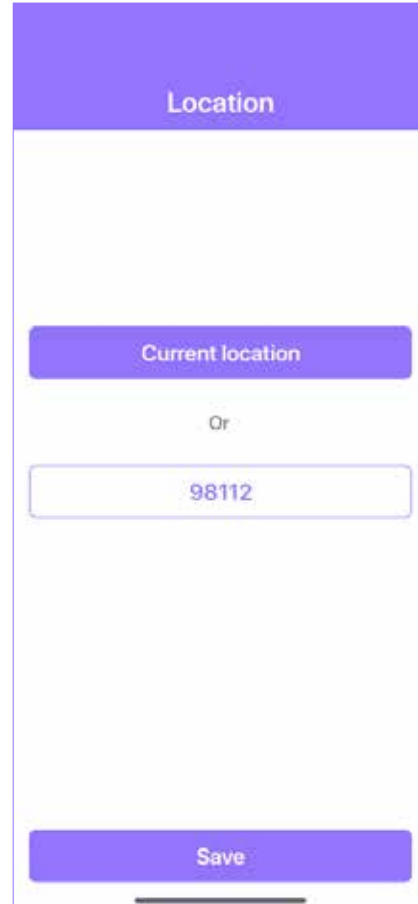
View list

15 - FINAL DESIGN



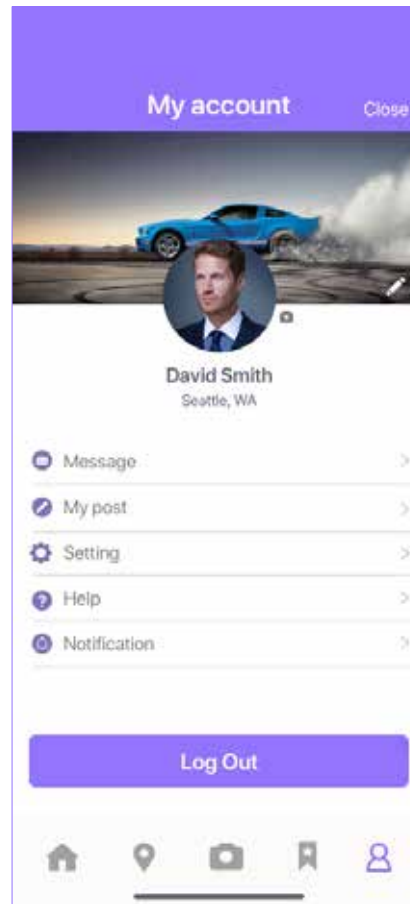
The 'Location' screen features a purple header with the title 'Location'. Below the header is a large white rectangular area. In the center of this area is a purple button labeled 'Current location'. Below this button is the text 'Or'. Further down is a white text input field with the placeholder text 'zipcode'. At the bottom of the screen is a purple button labeled 'Save'.

Location



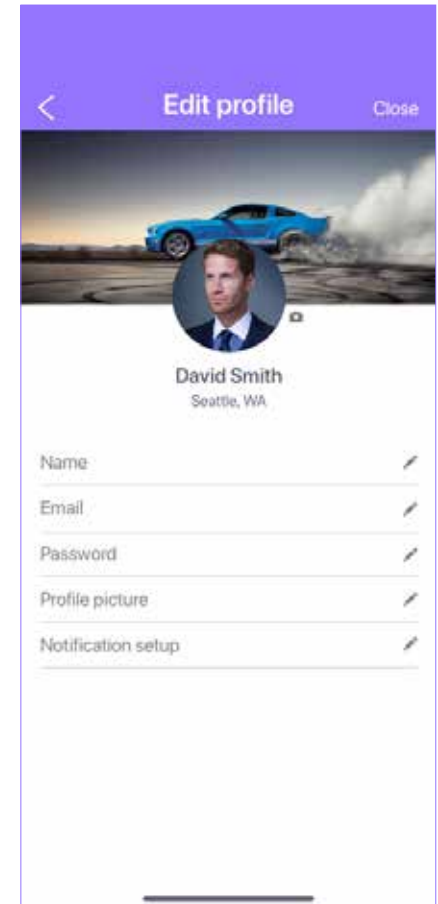
The 'Location Entered' screen is identical to the 'Location' screen, but the text input field now contains the value '98112'.

Location Entered



The 'My account' screen has a purple header with the title 'My account' and a 'Close' link on the right. Below the header is a banner image of a blue sports car. Under the banner is a circular profile picture of a man, followed by the name 'David Smith' and the location 'Seattle, WA'. Below this is a list of menu items: 'Message', 'My post', 'Setting', 'Help', and 'Notification', each with a right-pointing arrow. At the bottom of the list is a purple button labeled 'Log Out'. The bottom of the screen features a navigation bar with five icons: a house, a location pin, a camera, a bookmark, and a person.

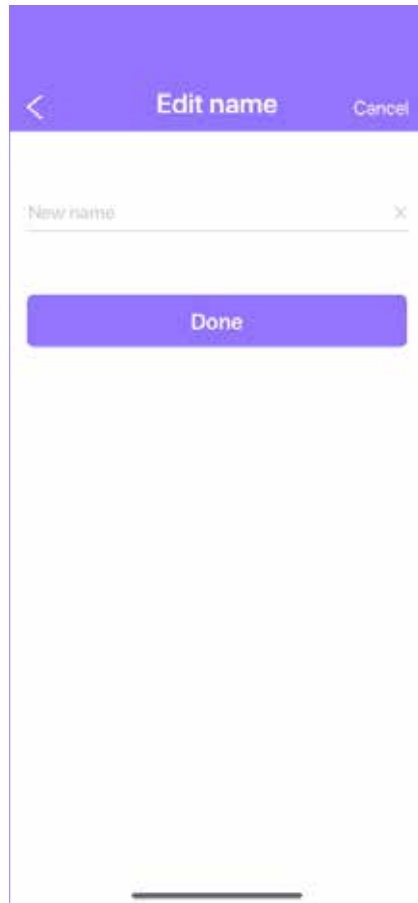
My Account



The 'Edit profile' screen has a purple header with a back arrow on the left, the title 'Edit profile', and a 'Close' link on the right. Below the header is the same banner image and profile information as the 'My account' screen. Below this is a list of editable fields: 'Name', 'Email', 'Password', 'Profile picture', and 'Notification setup', each with a right-pointing arrow. The bottom of the screen features a navigation bar with five icons: a house, a location pin, a camera, a bookmark, and a person.

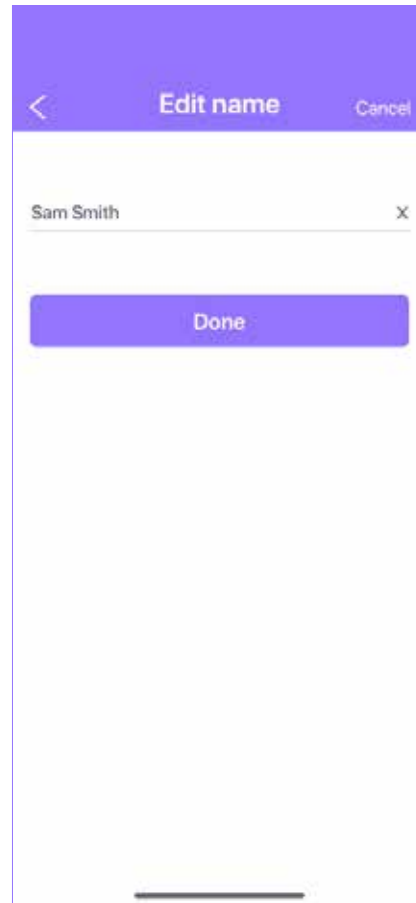
Edit Profile

15 - FINAL DESIGN



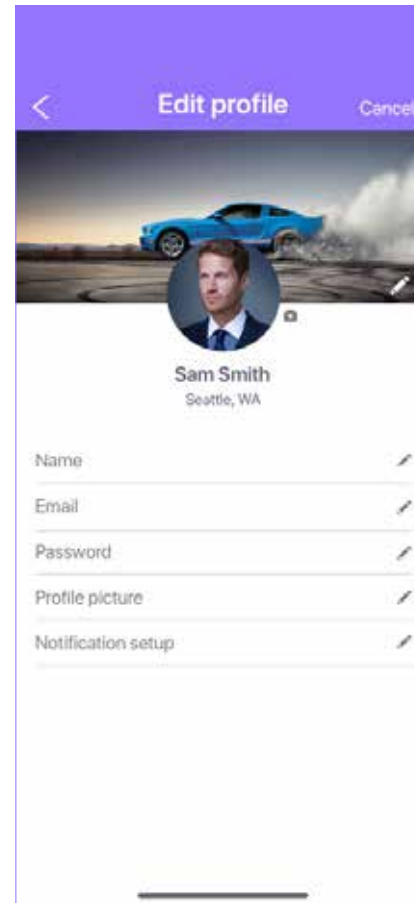
The 'Edit name' screen features a purple header with a back arrow, the title 'Edit name', and a 'Cancel' button. Below the header is a text input field with the placeholder 'New name' and a clear 'X' button. At the bottom is a large purple 'Done' button.

Edit Name



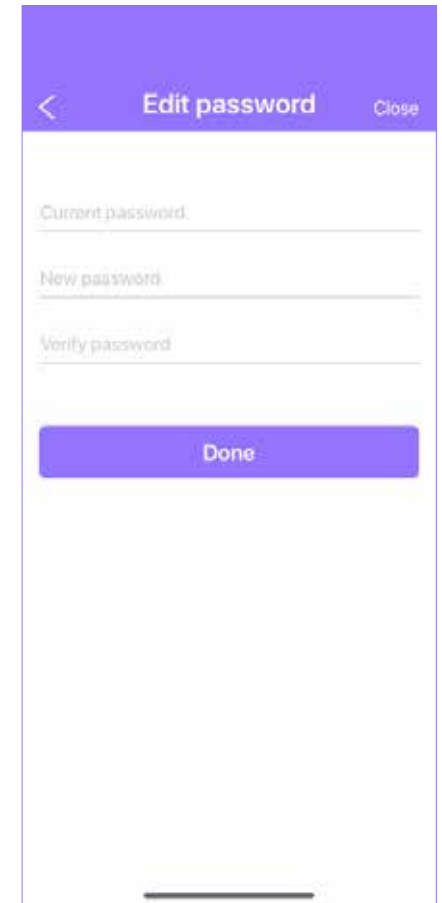
This screen shows the 'Edit name' form with the text 'Sam Smith' entered into the input field. The 'Done' button remains at the bottom.

Edit Name Entered



The 'Edit profile' screen has a purple header with a back arrow, the title 'Edit profile', and a 'Cancel' button. It displays a profile card for 'Sam Smith' from Seattle, WA, with a blue car as the background image. Below the card is a list of settings: Name, Email, Password, Profile picture, and Notification setup, each with an edit icon.

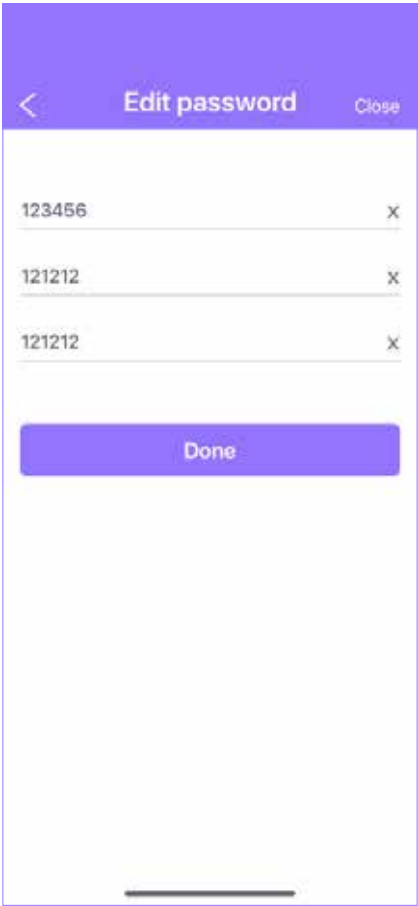
Edit Name Changed



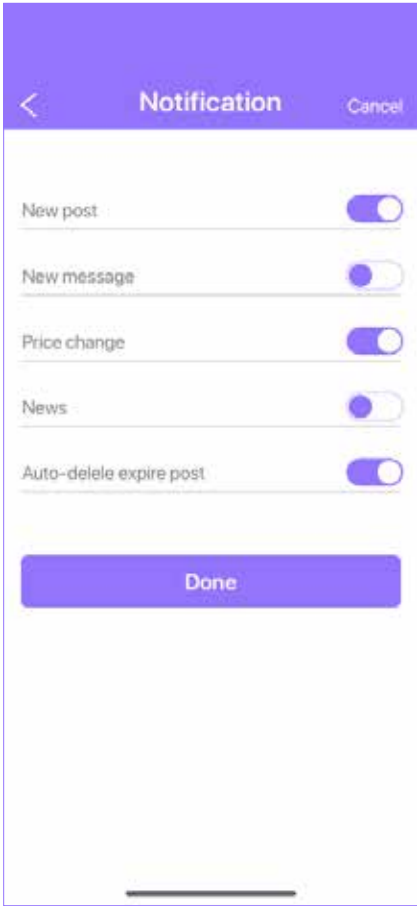
The 'Edit password' screen features a purple header with a back arrow, the title 'Edit password', and a 'Close' button. It contains three text input fields for 'Current password', 'New password', and 'Verify password'. A large purple 'Done' button is positioned at the bottom.

Edit Password

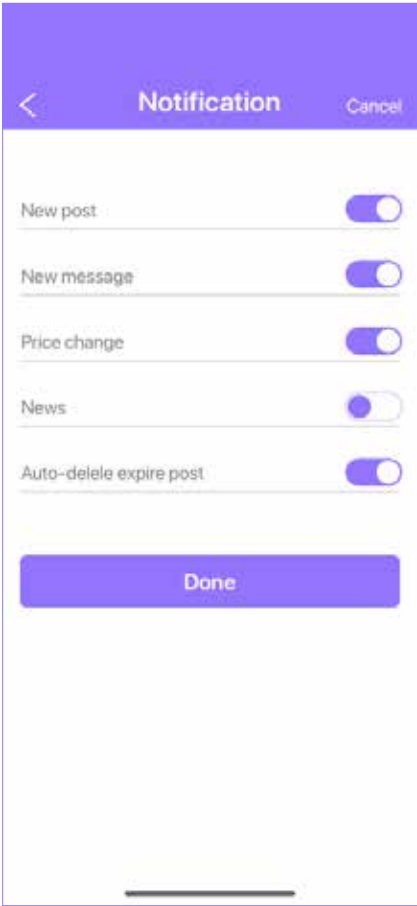
15 - FINAL DESIGN



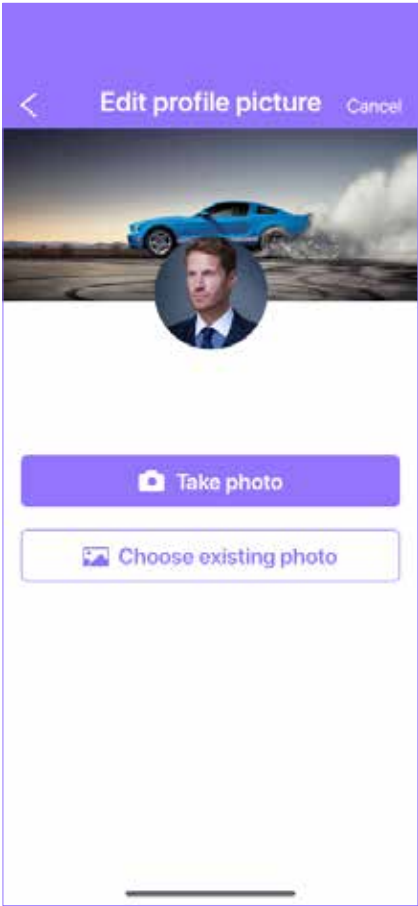
Edit Password Entered



Notification

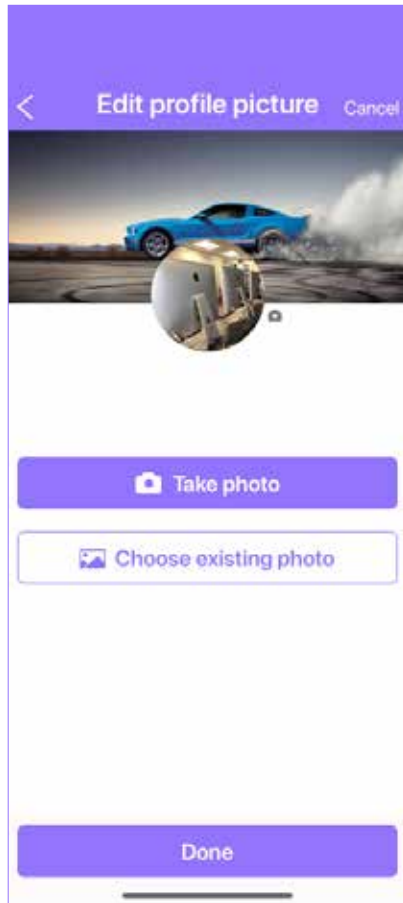


Notification Switch changed

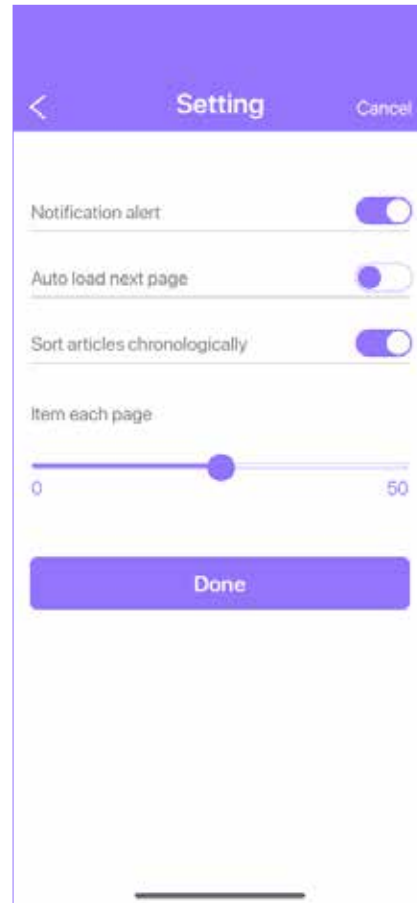


Edit Profile Picture

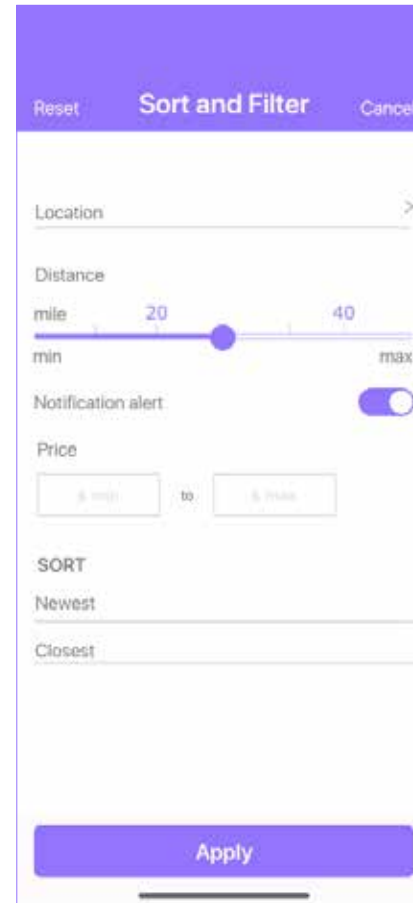
15 - FINAL DESIGN



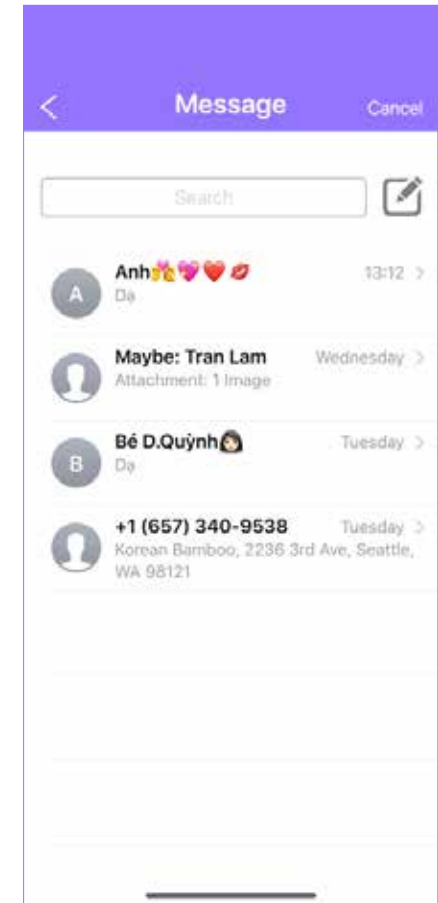
Edit Profile Picture Changed



Setting

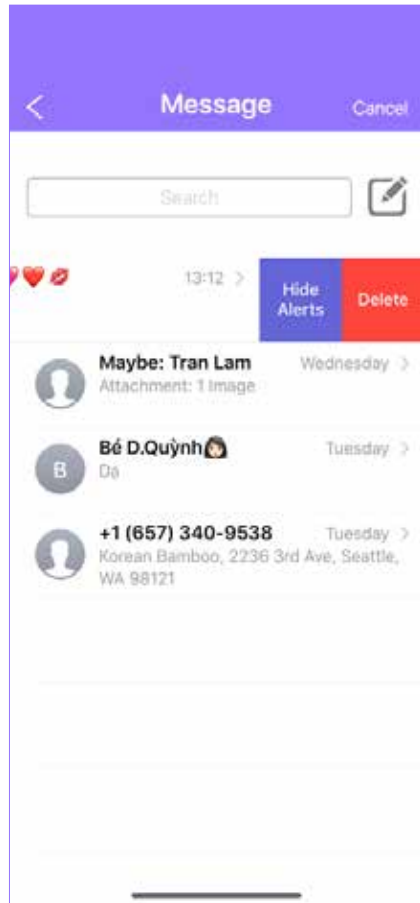


Sort and Filter

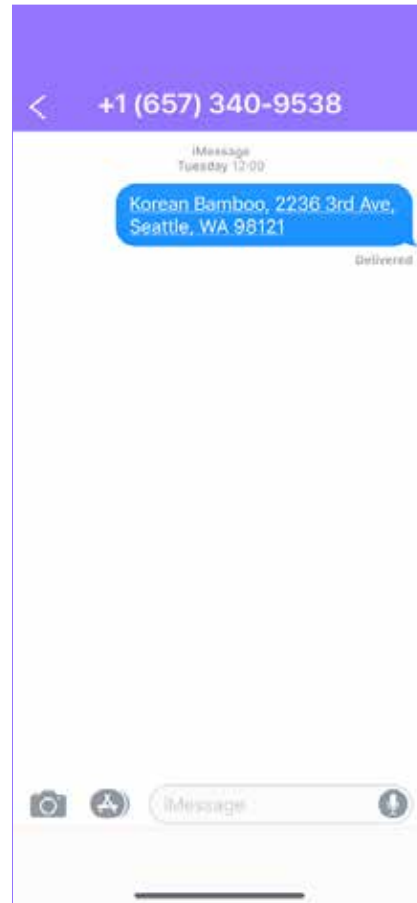


Message

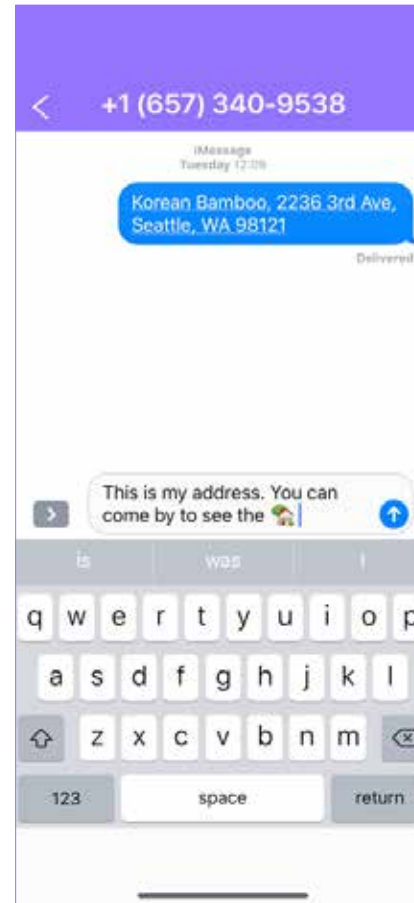
15 - FINAL DESIGN



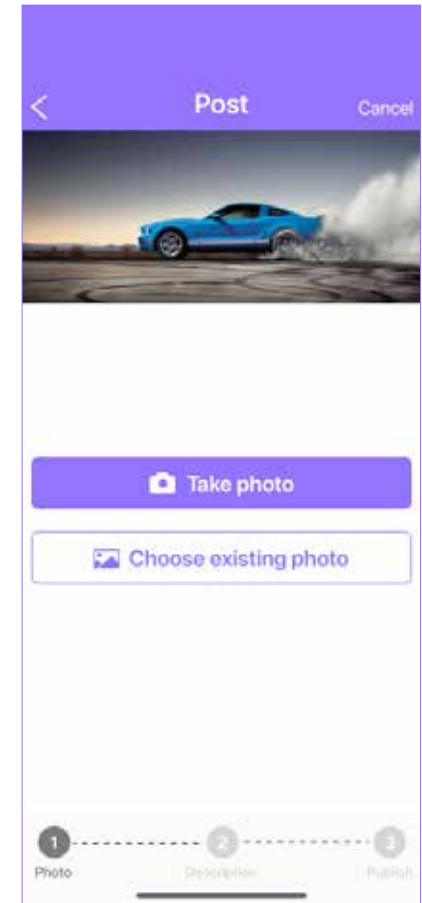
Message Delete



Message Infor

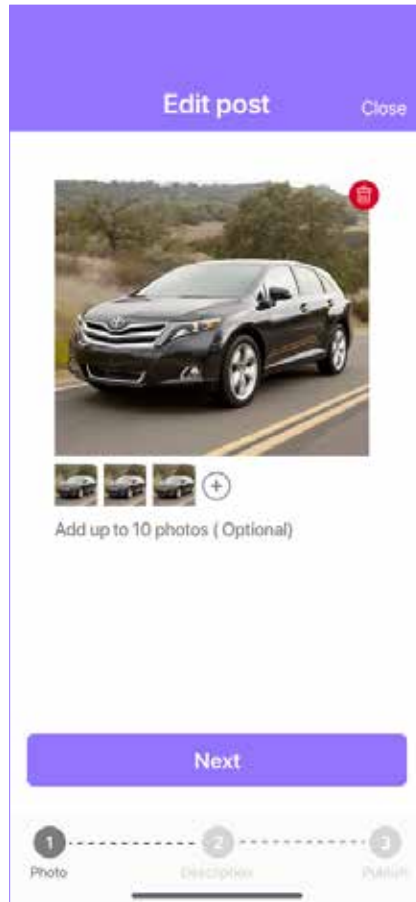


Message Typing

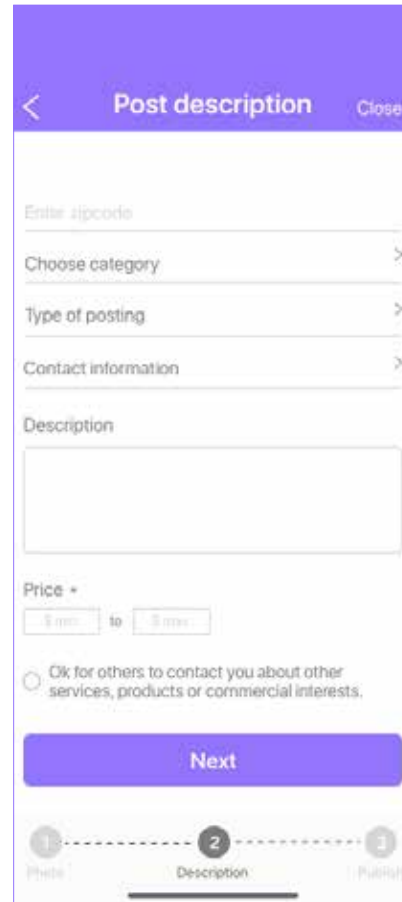


Post

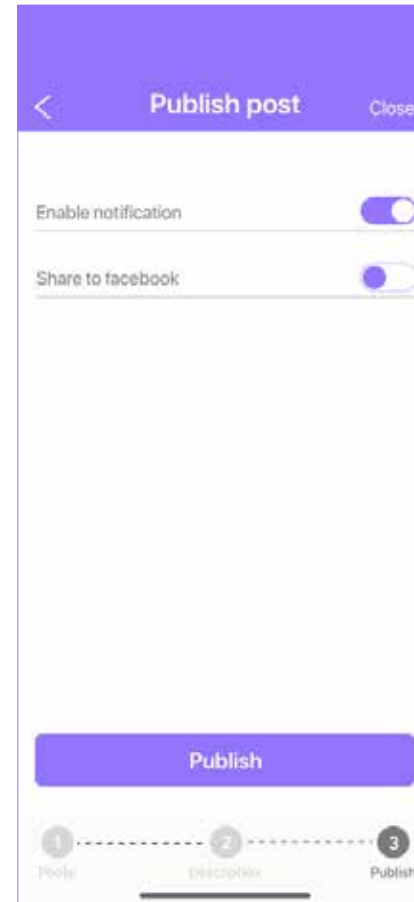
15 - FINAL DESIGN



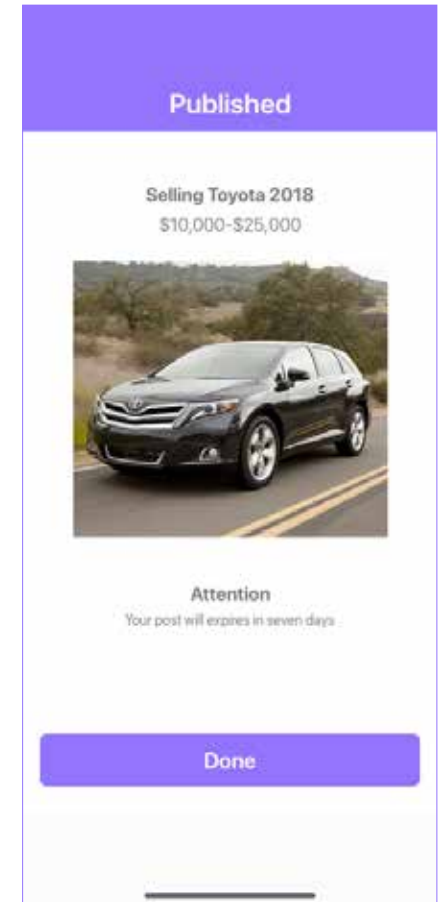
Choose Photo



Post Description

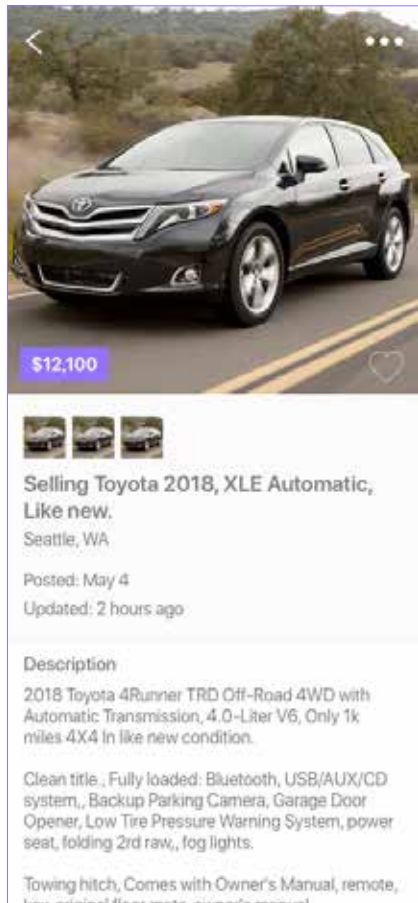


Publish Post

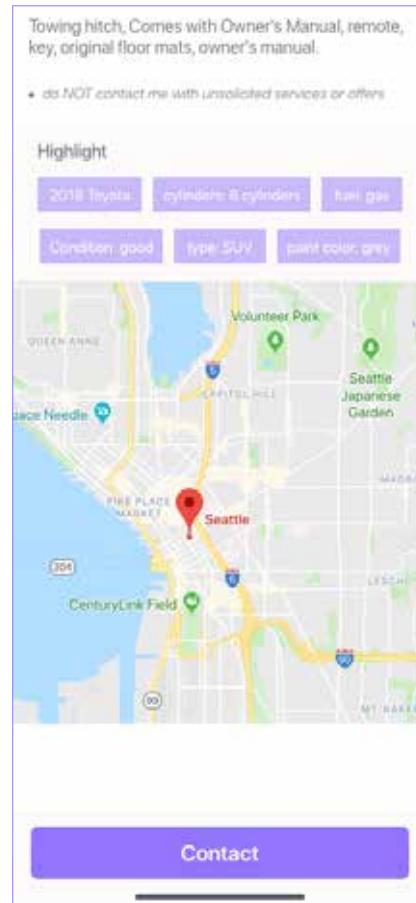


Publish Post Confirmation

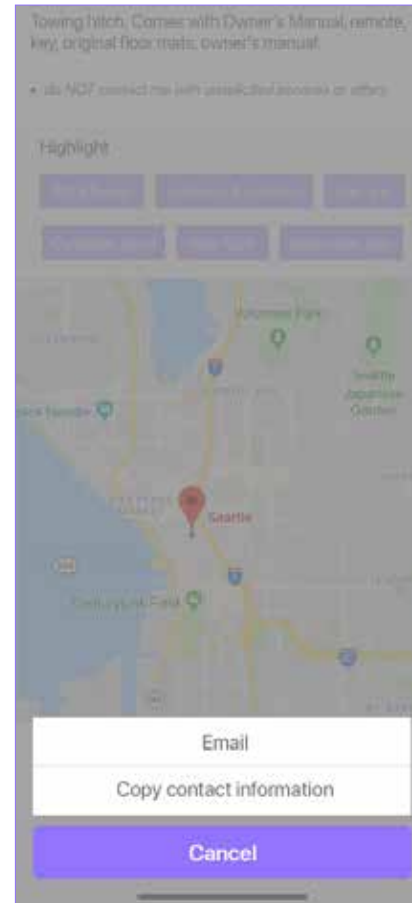
15 - FINAL DESIGN



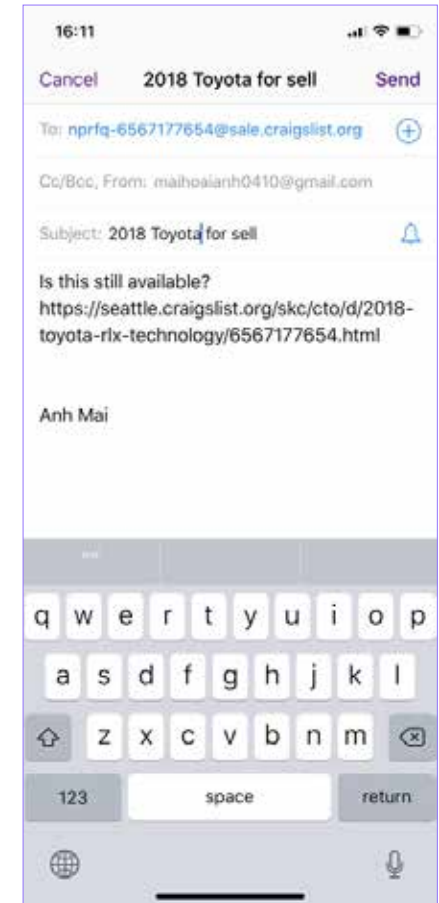
Post Detail #1



Post Detail #2

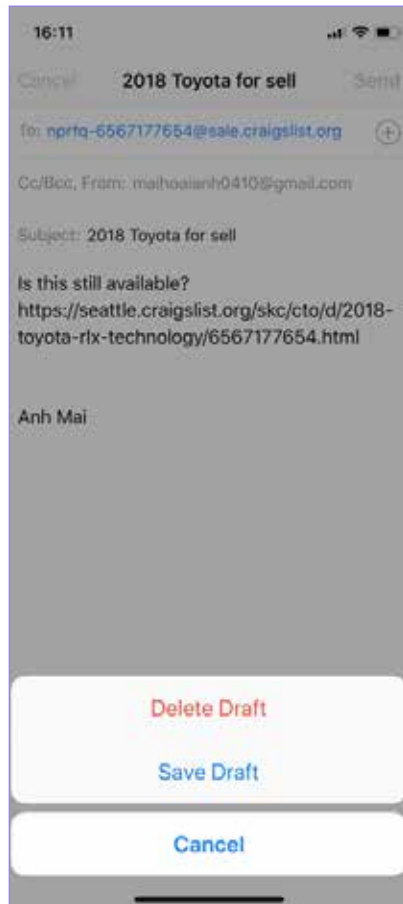


Contact

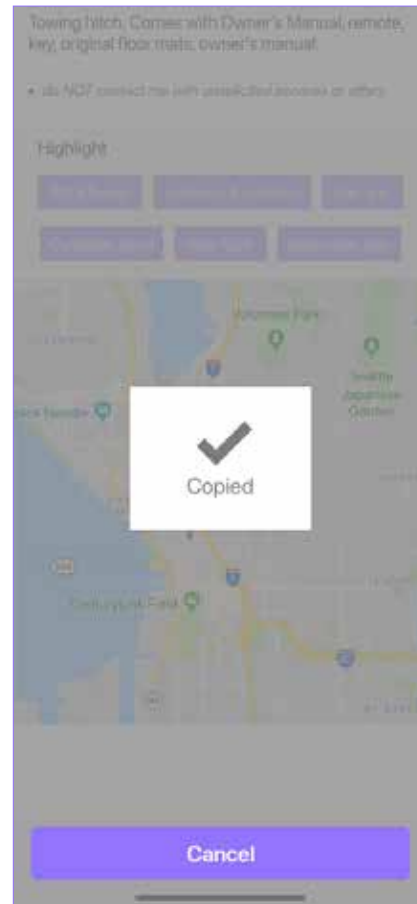


Contact Via Email

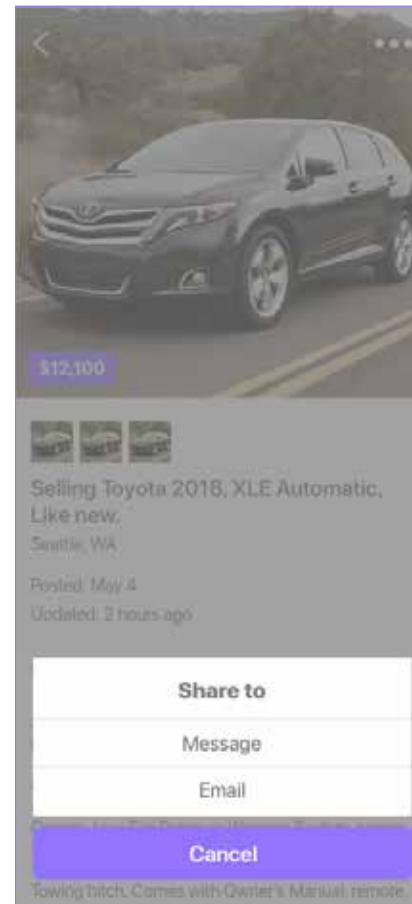
15 - FINAL DESIGN



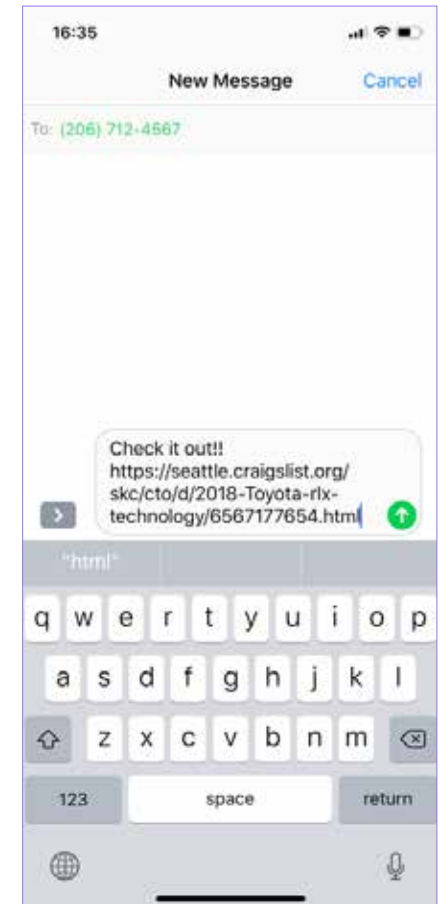
Delete email



Copied Contact Info

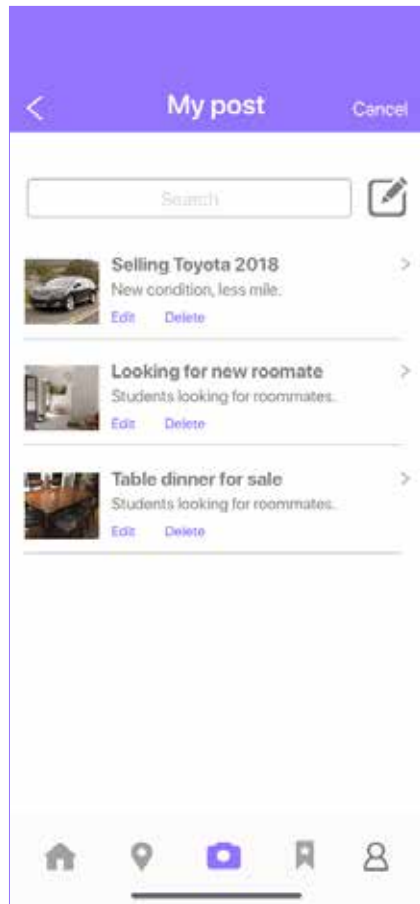


Share Post

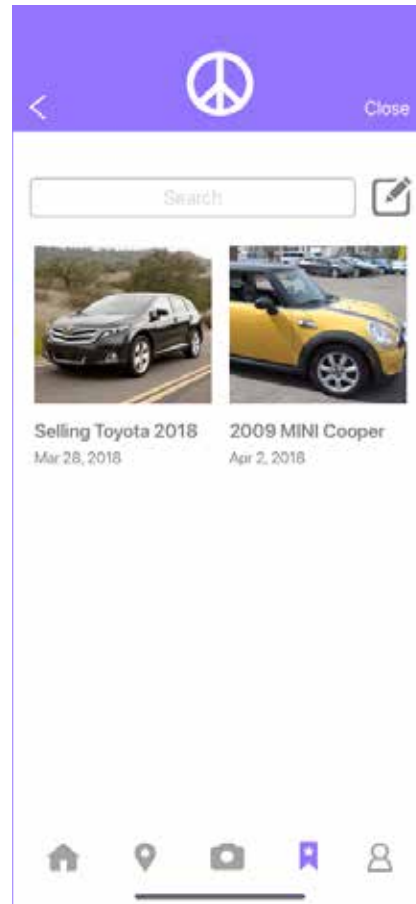


Share To Message

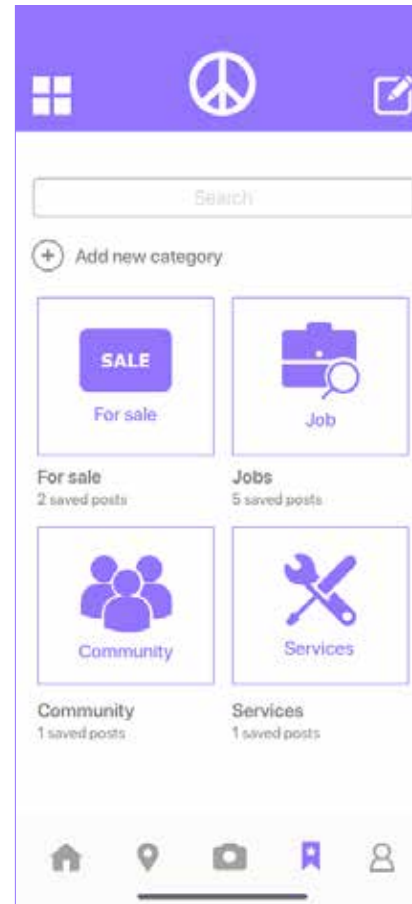
15 - FINAL DESIGN



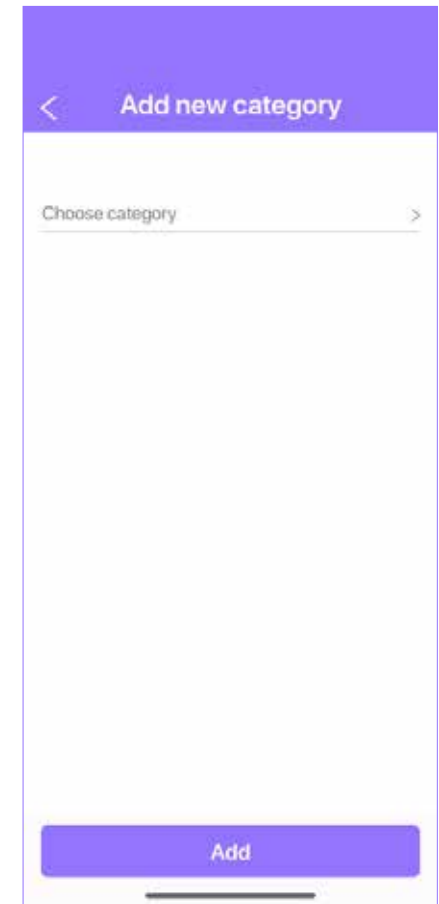
My Post



Post Display

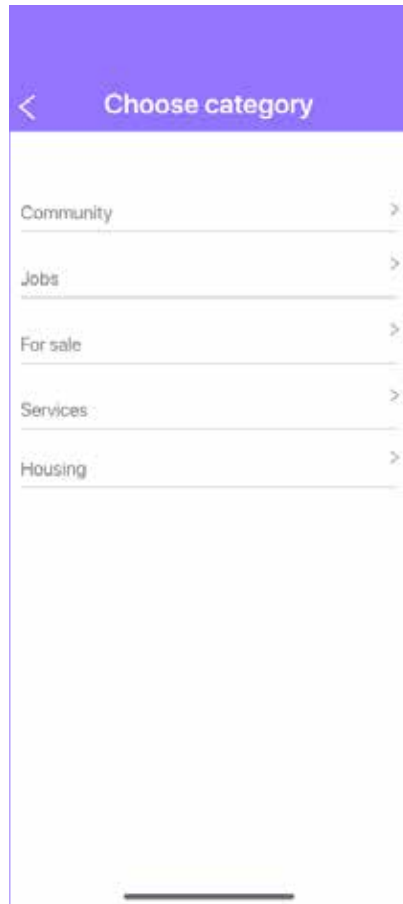


Favorite

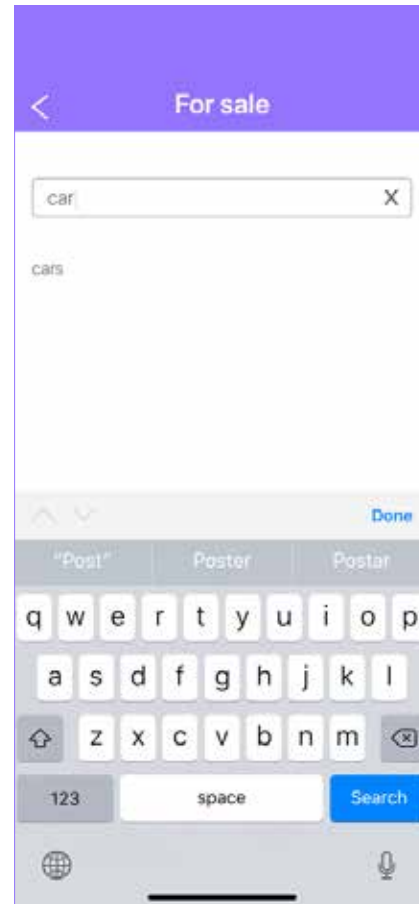


Add new category

15 - FINAL DESIGN



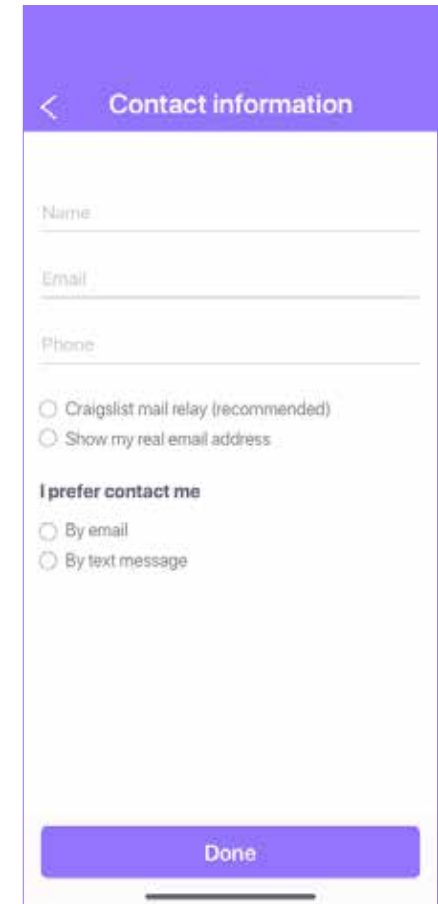
Choose category



Seach Bar Display



Type Of Posting



Contact Info