The website I have chosen to redesign is <https://toronto.craigslist.ca/>. Craigslist is an advertisement website that serves as a marketplace for individuals who seek jobs, housing, sell items, seek items and services. A quick glance at the website and you can tell it likes to relish in the fact that it was made in 1995; visually unsettling to the millennial eye, who have outgrown its design.

With my redesign it will have a traditional layout of websites in the modern era; header, navigation bar, content and footer. I want to refresh the website with an emphasis on purple, so it is both recognizable, and up to date. Using soft color variations of purple, I want to achieve a monochromatic yet contrasting minimalist design, like a lot of modern user interfaces today. Having the same font, styles, color and sizes it will be more repetitive and will achieve cohesiveness across all pages of the website. Alignment and proximity within the website are not an issue but could use a makeover. By spacing out the different categories so that it becomes visually pleasing and easier to navigate around. Finally, I pushed the unnecessary or less clicked on links on the side of the page to the bottom of the page to create more space for all the information.

The website employs sharp blues, dull greys and a bland font choice. This would be ideal if people were still stuck in the dial-up internet age, but websites have gotten a lot better since then. The design, as boring as it looks, remains consistent throughout the home page. However, one can note it looks like a mess with the clutter of information. In an interview with The Ringer owner and founder of Craigslist, Craig, pointed out that people loved that the website was simple, fast and straight to the point. That couldn’t be any more important in today’s short attention span era, but with competition like Amazon, Kijiji, eBay and Facebook buy/sell groups making large strides not only for user experiences but also upgrading their website’s design, it will only be a matter of time before craigslist meets dies out. This new layout could help achieve the simple experience that the owner wants while becoming something a millennial might use. This is the important thing; the website looks outdated, untrustworthy and unprofessional, anyone on the internet wanting to do business related to buy/sell have so many options that look more comprehendible and trustworthy. While some are familiar with the Craigslist brand most don’t and by continuing to look outdated it wont welcome new users and keep its current users.

<https://www.crazyegg.com/blog/terrible-websites-you-should-copy/>

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