Web Design Decal Writeup:
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Gallery View

To improve the gallery view in comparison to Craigslist's current format, we added brighter more inviting colors to attract the eye to certain key elements and differentiate essential tools such as the navigation tool, sidebar and corresponding elements, and the individual posts. By using the card format for individual posts, the easier is able to differentiate all the available different options that they may choose from. We purposely made use of neat spacing to make sure all posts had a cohesive uniformism. Each post in this way would be as equally alluring stylistically. Additionally, we made a conscious choice to display the price in the upper land hand corner of the image to let the user know exactly how much the listing would cost. By setting the price in the left corner with a bright distinguishable color, with easily legible font, the user can glance at listings much quicker in case they have a certain budget that they can't allow themselves to go over. The side bar has been improved with a more user friendly modern look that keeps all the functionalities that craigslist already has but packages them with better shapes, colors, and fonts to garner a better use experience so they are more inclined to return to the page.

Item View

To improve the item view, we placed the most important information about the listing on the left side, emphasizing the price especially. We decided to align the main photo with the description underneath, so there would be more space. The original item view was very cluttered, but the centering of these elements makes the page cleaner and easier to read as well. We also made the spacing consistent and made sure every element was aligned with at least one other element. Since the user already checked the boxes about the things s/he was looking for in the list or gallery view, we decided not to include those category buttons in this view because they seemed to clutter the page unnecessarily. We used one Sans Serif font for the whole page to keep things consistent, unlike the original page which used one Sans Serif font and one Serif font. The purple color theme made the view more aesthetically pleasing and only included the "Contact Us" button since we thought that was the most relevant. We kept the

description in one scrollable container since that was the only portion that had a large amount of information.

List View

Similar to gallery view, we saved the elements of the nav tools and sidebar for easy access. This view is very similar to gallery view and is just an alternative view that focuses more on more posts per page and less on seeing the images associated with the listings. However, we made the listings more of as a table that allows the user to glance over to exactly what they might be interested in. For the example of apartments listings, a user wants to know how long ago this post was made, how much is the post, what is the post about, the finer details and where the location of the apartment is. This allows the user to quickly glance over posts without having to decipher listings that have no real standardize ordering to them. Furthermore, as stated in the earlier views, functionality compared to old craigslist is not compromised and styling has been improved in terms of readability, color palette, fonts, etc.

Home Page

Craiglist's home page is a mess to begin with. There are too many links, too many words. The colors don't help the user distinguish their needs. Overall the site looks almost like basic html and is simply confusing and an eyesore and headache to want to navigate for specific needs. In our implementation, we removed the ambiguity and headache. We went for a very minimalist look akin to Google, selecting legible, attractive fonts that were pleasing to look at it. The color palette that was non-existent in the original Craiglist was improved on by selecting a simple elegant color selection that invited users. Instead of having all the sections for each of the categories displayed along the website we introduced a simple nav bar that is placed at the top of the page that when hovered over drops down more specific subitems. In this way, the user is not overwhelmed when they need to find specific things. Furthermore, the giant search bar in the middle attracts the user's attention enabling them to direct their attention there and find what they need by alternatively typing it out like google's search engine; a simplistic design choice overall to relieve the mess of the original website's styling. Of course, a clean, legible font, pleasing color selection, and equal spacing allows the page to be easily functional and pleasing for the eye without losing functionality.