

Usability assessment and proposal: Topic Proposal

Submit a 150-200 word proposal that addresses the below questions. Don't worry about formatting on this deliverable. The point of the proposal is only to receive feedback on your idea for the project. Your proposal should answer the following questions:

1. What is the website/application, and what is problematic about the user interface currently?
2. How will you go about researching the problem?

Craigslist is a widely used online advertisement website known for its usability and design issues. Its interface is outdated, cluttered, and inconsistent and relies on text, hyperlinks, and minimal visuals. Users face difficulties navigating the website due to a lack of top-level navigation and inconsistent design on page elements. The search functionality is limited, and content is poorly categorized. Additionally, the absence of buyer protection and effective fraud prevention poses risks to unwary individuals on the website. There are well-known cases of people being harmed or scammed through Craigslist, but minimal changes have been made to address these safety risks.

To address the problems, we will adopt a step-by-step approach to research through usability testing. Firstly, we hold an initial user observation and ask them to perform tasks like posting an item or searching for something. Next, we'd ask them to articulate their thoughts as they interact with the site, revealing any confusion concerning the interface. Then we would gather their feedback and qualitative information to rank issues faced. We can use this data to create specific task scenarios that measure the difficulty of a task and the number of steps required to complete it. This sets us up properly for the usability audit.