

Greyson Gerhard-Young

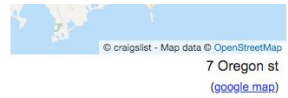
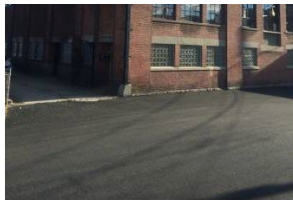
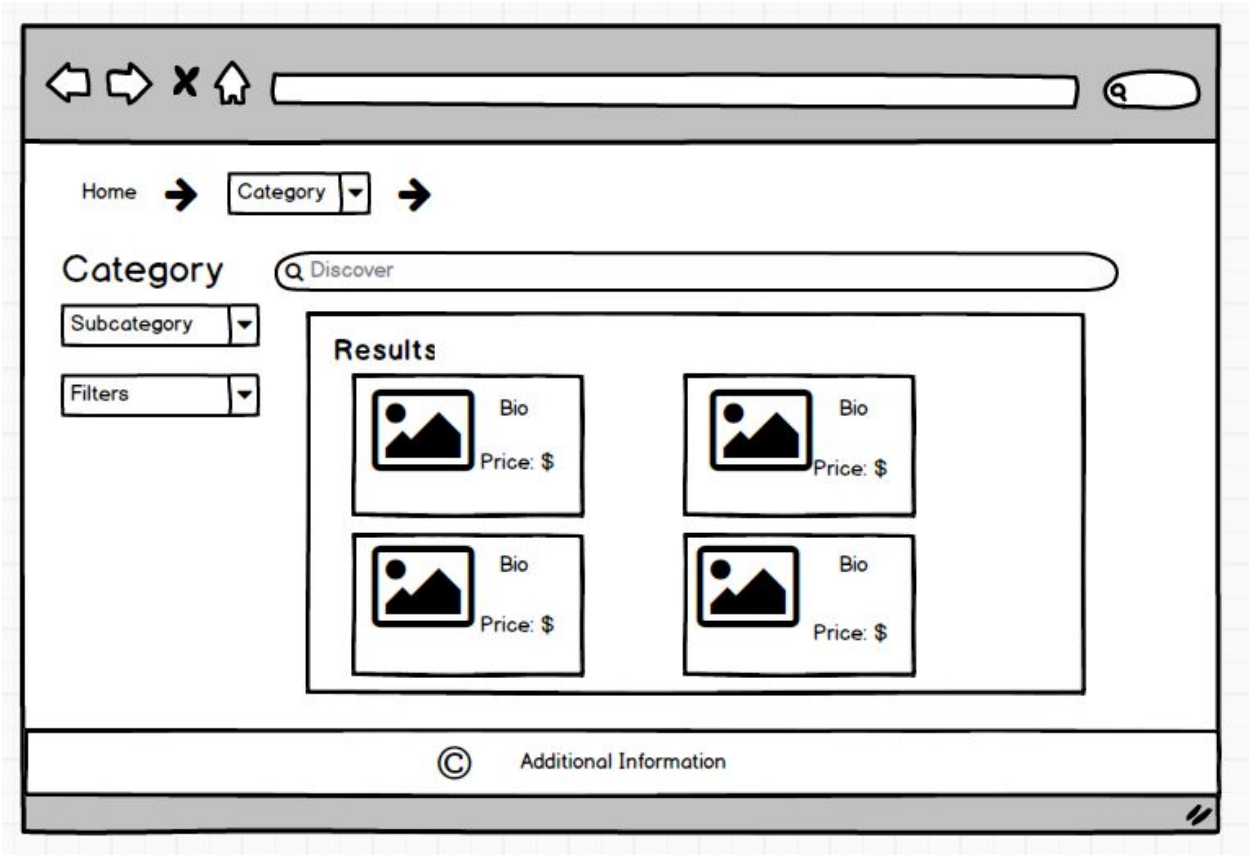
Interface: Craigslist

Link: <https://providence.craigslist.org/>

Description: I'm analyzing the well known site Craigslist, which offers a variety of classified advertisements for specific categories. Members can post available services, and then connect with interested buyers. While some aspects of the user experience work well, there's plenty of room for both functional and aesthetic improvement.

Relevant Screens from Current Site/Proposed Wireframes





ARE YOU IN NEED OF STUDIO OR WORKSPACE FOR YOUR CREATIVE PROJECT OR SMALL BUSINESS?

ARE YOU LOOKING TO AVOID THE HIGH COSTS OF RENTAL SPACE IN BOSTON OR PROVIDENCE?

SOLODAR MILL IS THE ANSWER.

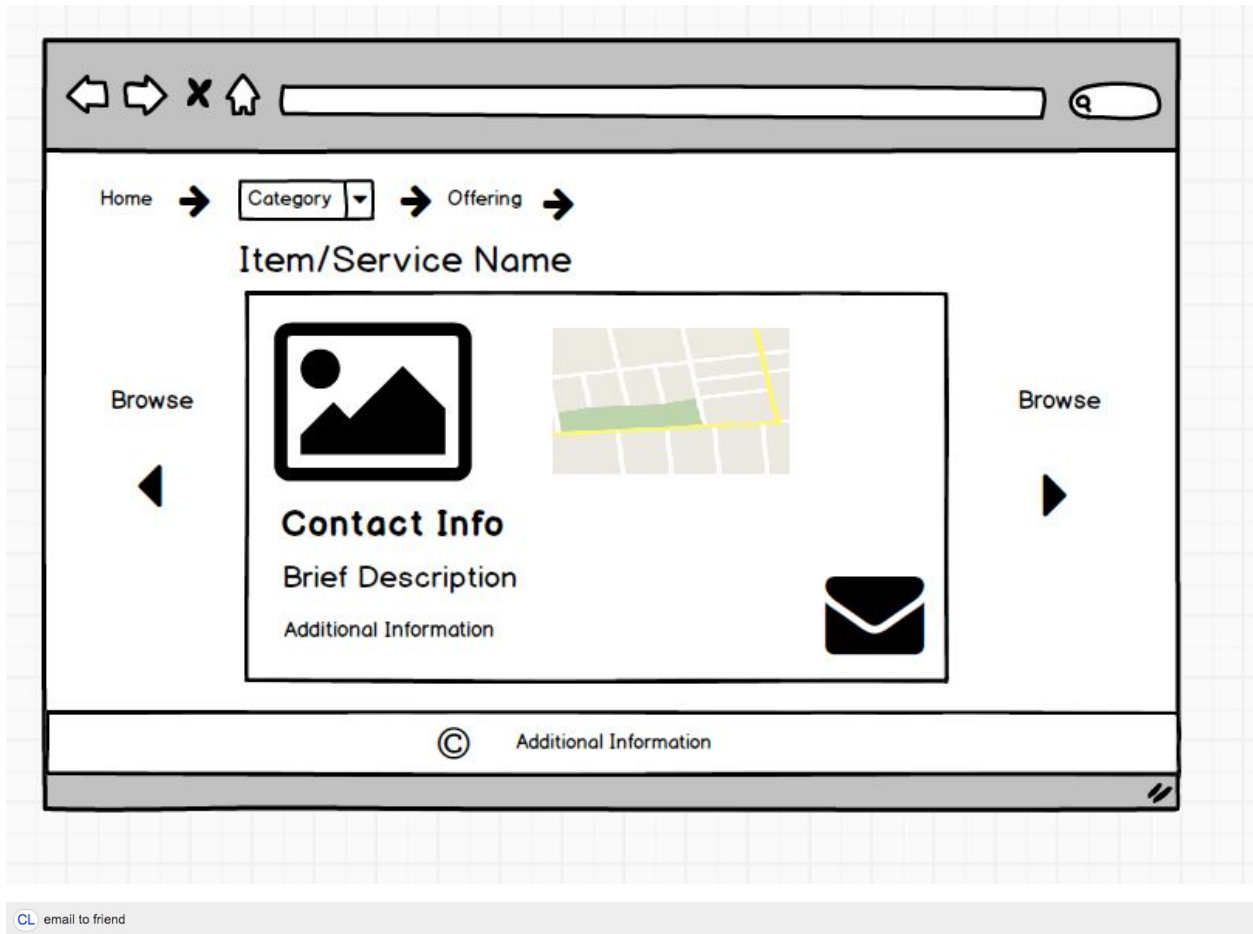
Solodar Mill is a developing multi-use building with a lot of perks for those individuals looking to get on the ground floor of a developing community. Available spaces are ideal for professionals, entrepreneurs, artists or craftsman. The building is absolutely stunning and must be seen to be believed. It has 15 foot ceilings, 10 foot steel windows, exposed bricks and patina flooring all of which are original to the building and will add to the allure of your studio space.

Spaces start at \$7 sq ft and are negotiated on a case by case basis. Rent includes all utilities as well as Wi Fi. Building is also very secure and has CCTV security cameras and a modern alarm system.

Marijuana cultivators, personal trainers and church groups respectfully need not apply.

Please call or text ([show contact info](#))

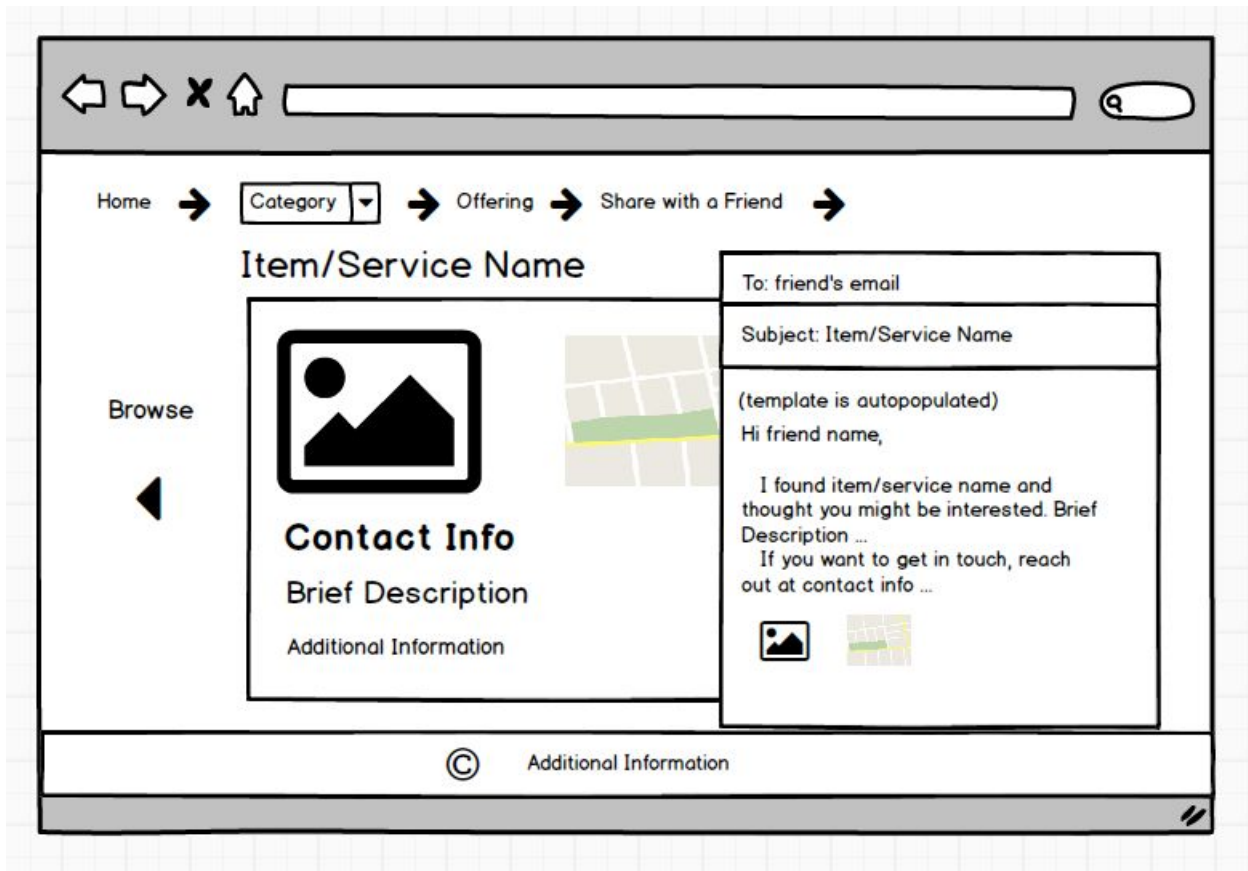
- do NOT contact me with unsolicited services or offers



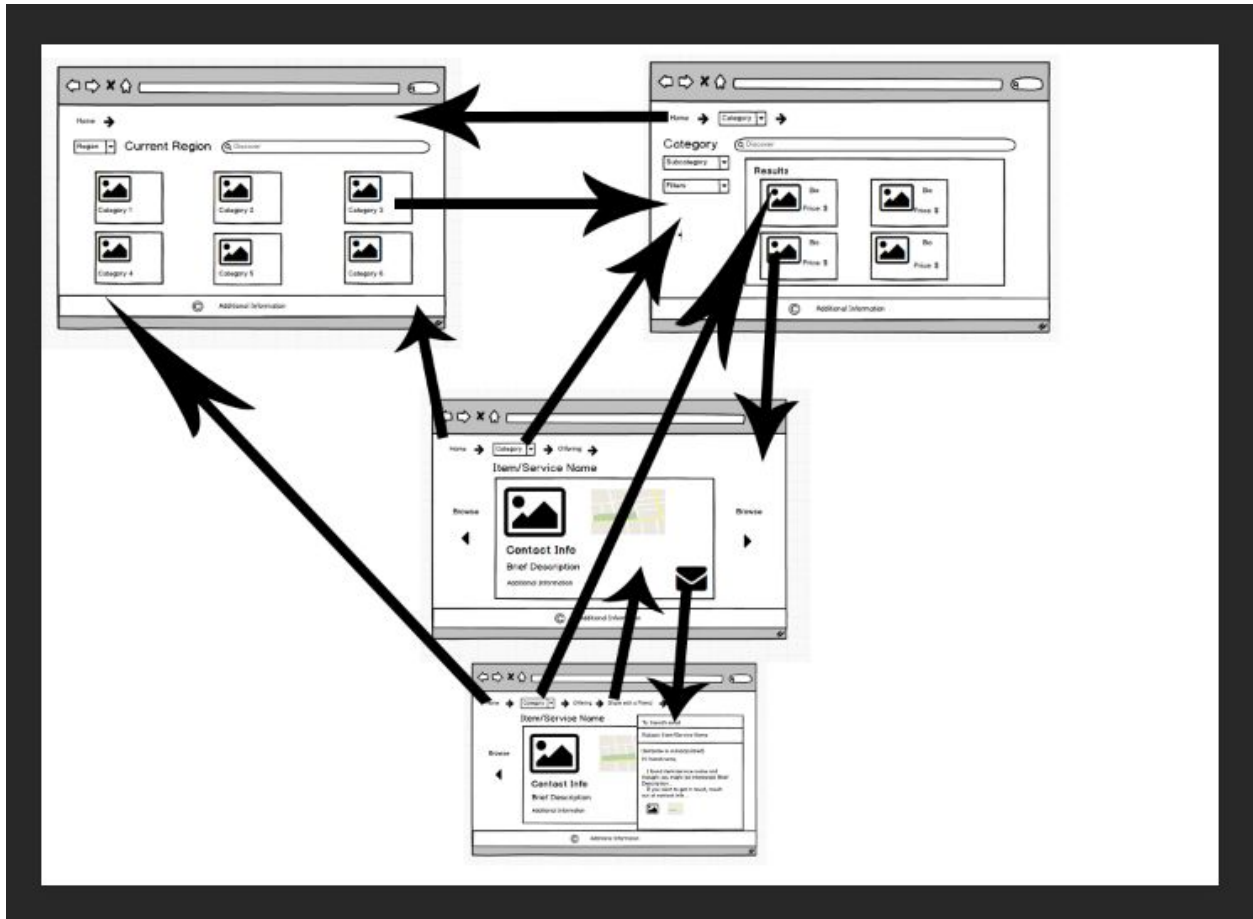
CL email to friend

your address

destination address



Navigation Flow Chart



The traditional ability to navigate forward between pages is still present, but there are now safeguards if a user makes an error. Every screen demonstrates their relative position, so they can return to any location by simply clicking on that particular link.

Explanation of Usability Criteria in Original and Redesigned Interfaces

	Original Interface	Redesigned Interface
Intuitive Design	A core problem with the intuitive design on the original interface is that all of the links on the homepage are essentially identical. This makes it extremely difficult to discern differences.	I addressed the issue of identical links by creating six category sections, which allows for much more intuitive initial navigation. As for the features that worked, I either retained them or

	<p>However, there still are a couple intuitive features (namely, the browse arrows and dropdown menus).</p>	<p>incorporated them into additional sections (such as adding dropdowns to allow for smooth selection between various options).</p>
Ease of Learning	<p>The first issue that stands out is a lack of consistency, especially when it comes to understanding where you're located in the overarching site (only one of the four pages has the helpful arrow icon at the top). The second issue is similar to a concept described above: the vast quantity of links are very overwhelming, and could easily prevent someone from taking the correct action.</p>	<p>To improve the experience for new users, I designed every wireframe with a consistent vision (same footer, and same arrows indicating where you are on the site). The arrows are especially important, as they help you quickly recover from a mistake (by simply clicking on a link that indicates another location on the site). The accompanying images on the home page should also be critical for someone new to rapidly understand which action to take</p>
Efficiency of Use	<p>The least efficient part of the site rears its head when you click on a particular item or service. You're presented with a block of text that's very difficult to parse through, and lots of available actions actually require outside tools. One integrated feature that does exist (sharing with a friend) is extremely unwieldy, as it redirects you to a new completely separate page that contains only a tiny from.</p>	<p>My redesign attempts to rectify the problems once you click on a result. It lists contact information, a brief description, and additional information in descending order (so that a user will be able to clearly observe and interact with these aspects of an item). It also sports a prominent mail icon, which autofills a template email to a friend similar to messaging functionality on Facebook and LinkedIn. The alternative to this approach is to simply link to your mail in a new browser tab.</p>

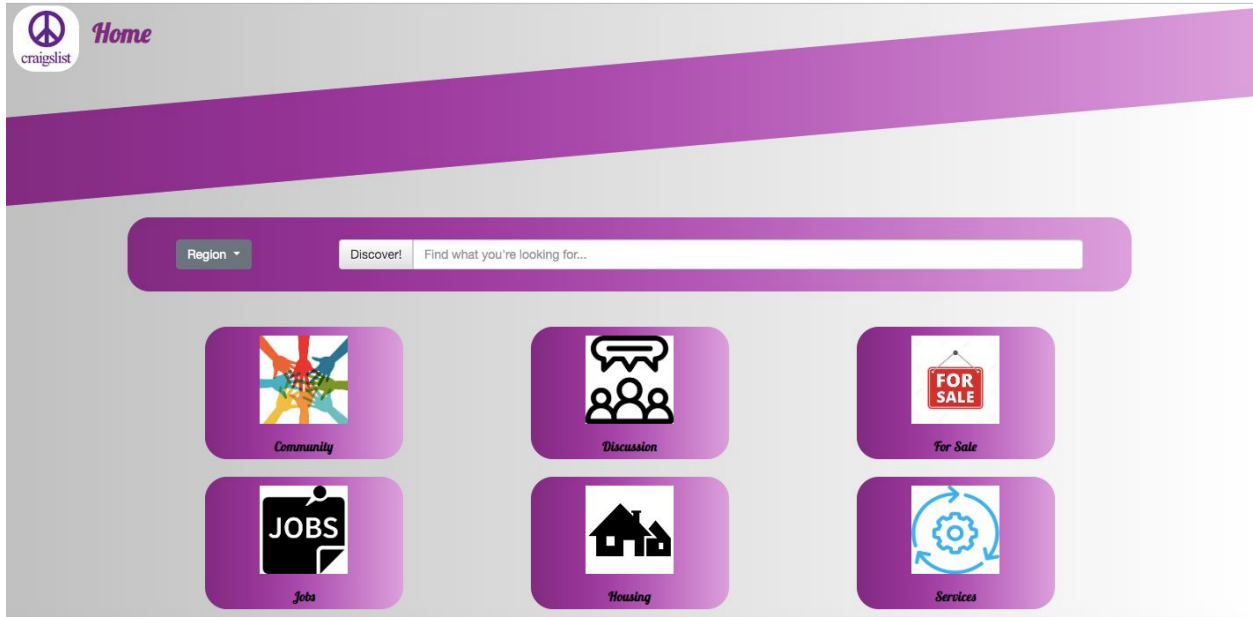
Memorability	<p>A large issue for the site in regards to memorability is the fact that results pages for different categories are often structured uniquely. It's difficult to demonstrate this in a single wireframe and screenshot, but the choppy nature of the office and commercial sector is a clear indicator of this fact. Additionally, while the browse arrows are helpful features to help users explore a higher quantity of new items, they aren't helpful in remembering the relative positioning of larger macro categories. It's also hard to develop muscle memory on the homepage, since the various categories and subcategories are stacked in a strange uneven way.</p>	<p>I designed every results page under a singular paradigm: boxes with equivalent dimensions. No matter what subcategory you're browsing, results will always appear this way. Despite its lack of contribution to helping a returning user remember how to quickly navigate throughout the site, I kept the browse button for some its other upside. Finally, I used a clear grid to delineate the various homepage categories from one another, which will both help returners to the platform remember what to do initially, and become very relevant to providing a quality experience on different screen sizes.</p>
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Visual Redesign



Visual Design Thought Process:

For the initial visual design, I considered the concept of not overloading the user with too many colors. I chose a primary color of purple, and then used a lighter white as a contrast. On the final design, I also added gradients to provide some degree of texture. Another key issue I considered was the unstructured nature of the original page, which is rectified with this clear grid system above (two rows of three elements). This also allows for easier readability, since the content is centered and flows naturally from left to right.



Responsive Annotations:

- The content in the upper left stays consistent over all screen sizes, since that section of the screen is always present.
- The slanted element that spans the overall screen also maintains its position, but allows the outer section to be cut off (since that's no longer relevant).
- The central search bar and region dropdown adjust positions automatically when they no longer fit together on the screen (the search bar moves below the dropdown filter).
- The core resizing occurs with the six categories. When they no longer fit on a single screen, they automatically adjust and stack into a single column.

Images of the Responsive Site at Smaller Screen Sizes

Tablet Size



Home

Region ▾

Discover!

Find what you're looking for...



Community



Discussion



For Sale



Jobs



Housing



Services

Mobile Version



Live Site

<https://greysongy.github.io/craigslistRedesign/>

Concluding Thoughts

One key lesson that I learned on this project was the importance of creating intermediate prototypes. Once I'd developed my initial wireframes, I was overly eager to begin coding, which hurt the final result. In the future, I'd like to spend more time building a more interactive site, with a wider array of functional features.