Web Design Craigslist Write Up

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For our new design of Craigslist, we had a main goal in mind of trying to make it simplistic. We did not want to disregard the “shady” and “sketch” aspect of Craigslist. We modeled our design after Google, because we felt Craigslist is a lot like a search engine, just for different categories. The colors palette we chose consisted of a light blue, orange, and greys. This is because the orange, we learned, is for trying to emphasize inexpensiveness. The blue gives off a sense of easy and cool usage. It was also just a good complement with the orange. The grey and white helps give the plain and simplistic look. Most of the spacing is also very spread out. This makes the design simplistic and easier on the eye. The original look of craigslist is usually very jumbled up. There is no spacing between the lines of the results and search results. It is just a list. The links also turn purple after you click on it. With our new design, we let the font stay the same color. We created a search button that would not change after being clicked.

Firstly, the landing page has the new main logo. We chose that font because we wanted it to be the opposite of fancy. Because in the end, craigslist is still sellers and buyers trying to find a deal on used items or trying to find personal partners over the web. It tries to sell itself as cheap, and it needs to keep this aspect. We also let people register or sign in at the top if they have accounts, but it does not require an account to be able to use craigslist. The search button condensed to location and item is much better than the current list of all the locations possible to start searching. We chose the short catch phrase as “buy, sell, find” because people look to buy and sell, but if it is for personal uses, they are all trying to find a job or a house or a partner. We felt it fit the craigslist uses.

Next, the main view page has a good easy appeal to the eye. We used icons, again, based off of Google’s site. We left the top bar search button and a navigation register/sign in bar for easy use and access. It looks the best up top because it is one of the first things users should see, but it is not the only thing they can do so it is not placed in the center. The top right is like a perfect reminder. The font is also kept with no caps for another sketch feeling that we wanted to keep. It also just looks good that way with that font.

The search result and search item pages are a lot better looking. The search results are much more condensed than the previous results. It does not give the user a headache because it has so many options, with so many being irrelevant. It gets the job done in a simpler way. The left side bar still gives you choices to refine your search. The search item page gives a better layout. The spacing is not jumbled up to the left. It is perfectly clear where the information is to be found and where you can refine the search again. The fonts used are consistent. The colors are too.