

FINAL SPRING 2023

UXDG 310

Professor Kinkade

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Craigslist

# Today's Agenda

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Meet the team

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Primary and Secondary  
Research

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Problem Statement

5

The Prototype

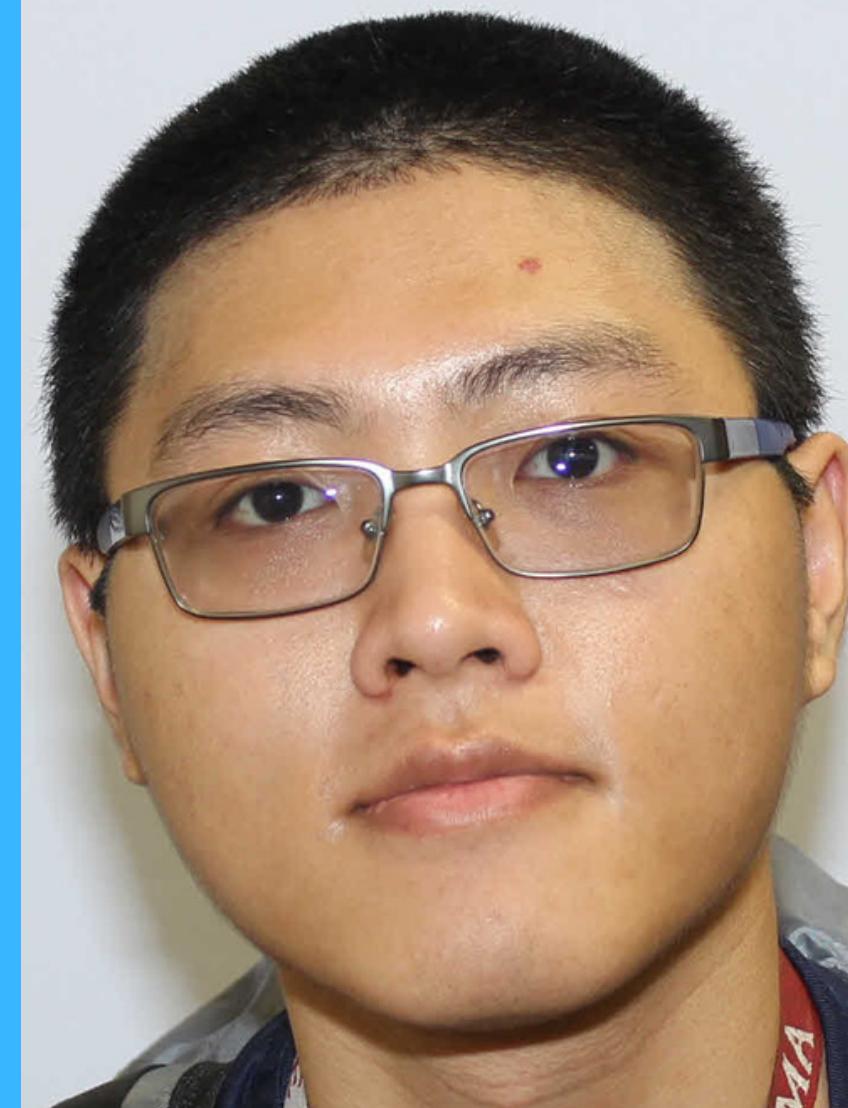
3

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Final Remarks

# Meet the team



**HUNG VINH**  
**RESEARCHER**

UX/UI researcher, UX/UI designer, digital media manager for Craigulites



**MILOS JANKOVIC**  
**DESIGNER**

Specialist in wireframing, copy writing, visual design, and, data analysis



**GREG CADLE**  
**RESEARCHER**

Specialist in Information architecture, prototyping, and persona development

# Problem Statement

How can we **improve** the overall Craigslist **user experience** by **addressing** the inherent **risks** associated with its use, **enhancing** its **design**, and making it more **accessible** to users?

So,

# How Might We?

## HOW MIGHT WE INCREASE TRUST WITH USERS?

- Rebranding
- Review system
- Authentication

## HOW MIGHT WE DESIGN TO RETAIN CURRENT USERS?

- Adapt UI to a modern/legacy versions

## HOW MIGHT WE UPDATE THE VISUAL DESIGN?

- Card sorting to better organize

# Our Project Goal

**Our goal** is to create a **safer** and more **user-friendly** marketplace, increase **engagement and satisfaction**, and attract **new users** to the site.

# Competitive Analysis

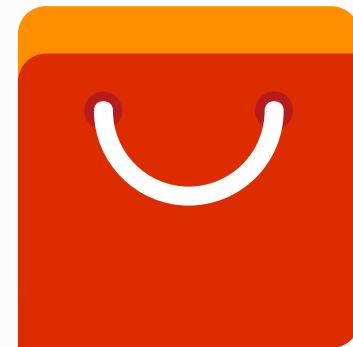
Direct



ebay



In-direct



# DIRECT COMPETITOR

## Authentication

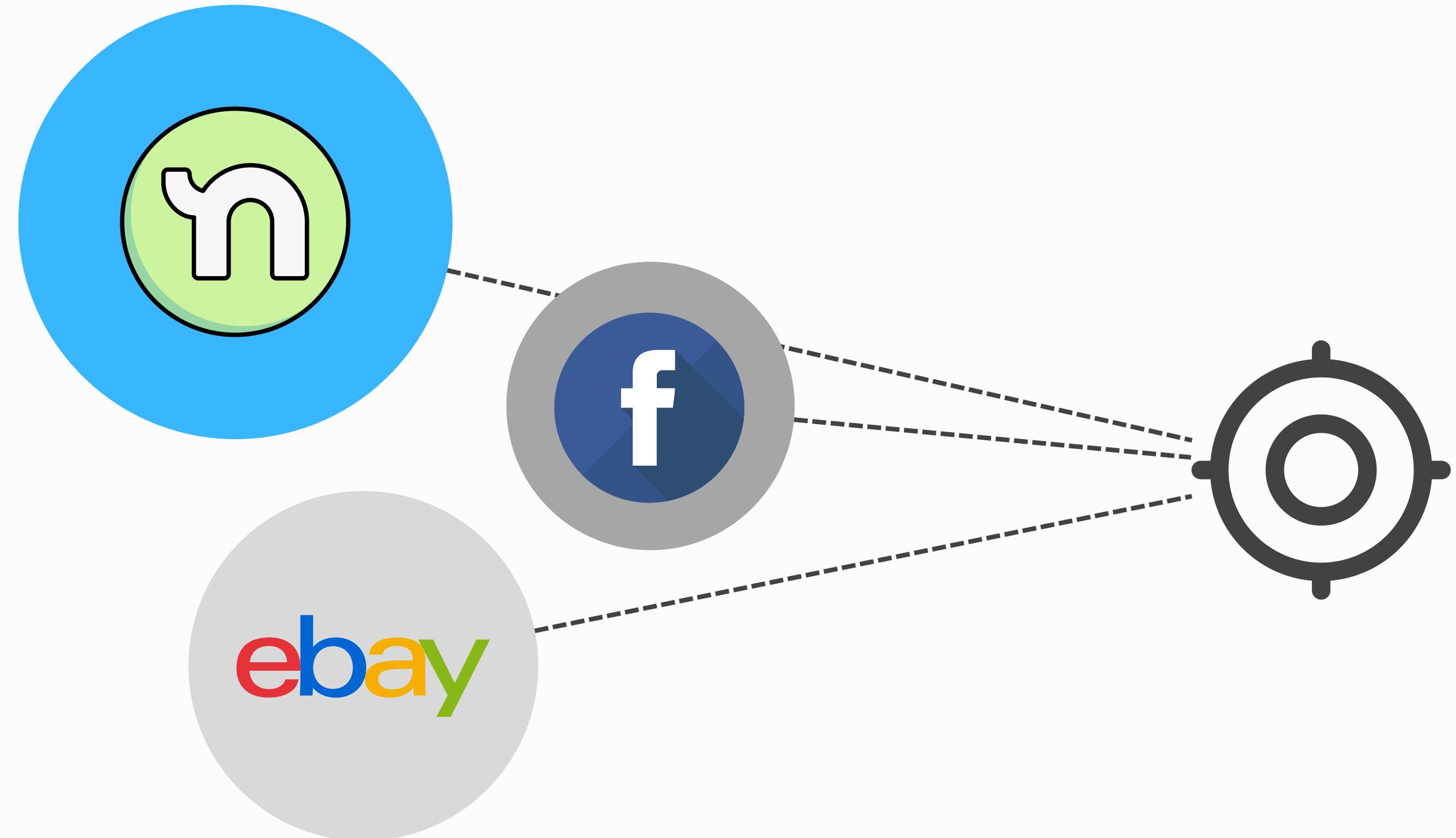
These competitors have in place a degree of measure to authenticate an item or a sale

## Safety

These sites have several methods of safety and privacy precautions.

## User friendly

Modern designs that are inviting to the user



# Comparative Analysis

	craigslist	OfferUp	Aliexpress	Ebay	Facebook Marketplace	olx
Readability	3/5	5/5	4/5	3/5	3/5	3/5
Usability	3/5	3/5	3/5	4/5	4/5	3/5
Accessibility	2/5	2/5	2/5	3/5	3/5	3/5
Barrier to Entry	4/5	3/5	4/5	4/5	1/5	4/5
Consistent Design	2/5	5/5	5/5	5/5	4/5	3/5
Trust	2/5	5/5	4/5	5/5	2/5	3/5
Score	16/30	23/30	22/30	22/30	17/30	19/30

# Accessibility

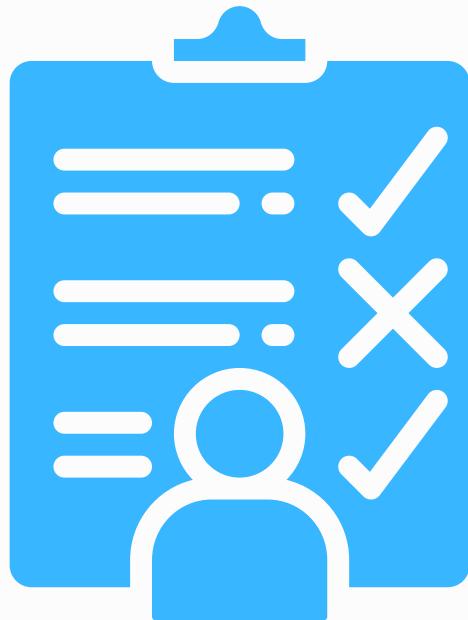
- Inconsistent & Confusing Design
- Poor Visibility
- Poor Customer & Seller Interaction
- Not ADA Compliant

# Trust

- No Buyer/Seller Protection
- Customers Are Liable To Scams
- Poor Reputation
- Crimes Originated From Craigslist

# Primary Research

## SURVEY



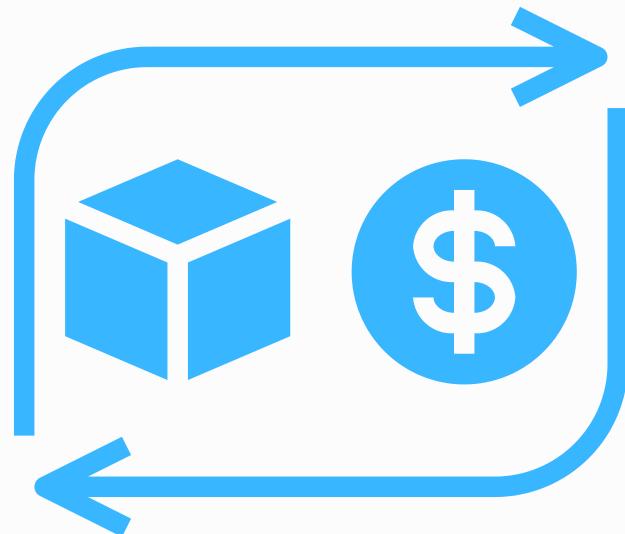
9 Respondents

## USER INTERVIEW

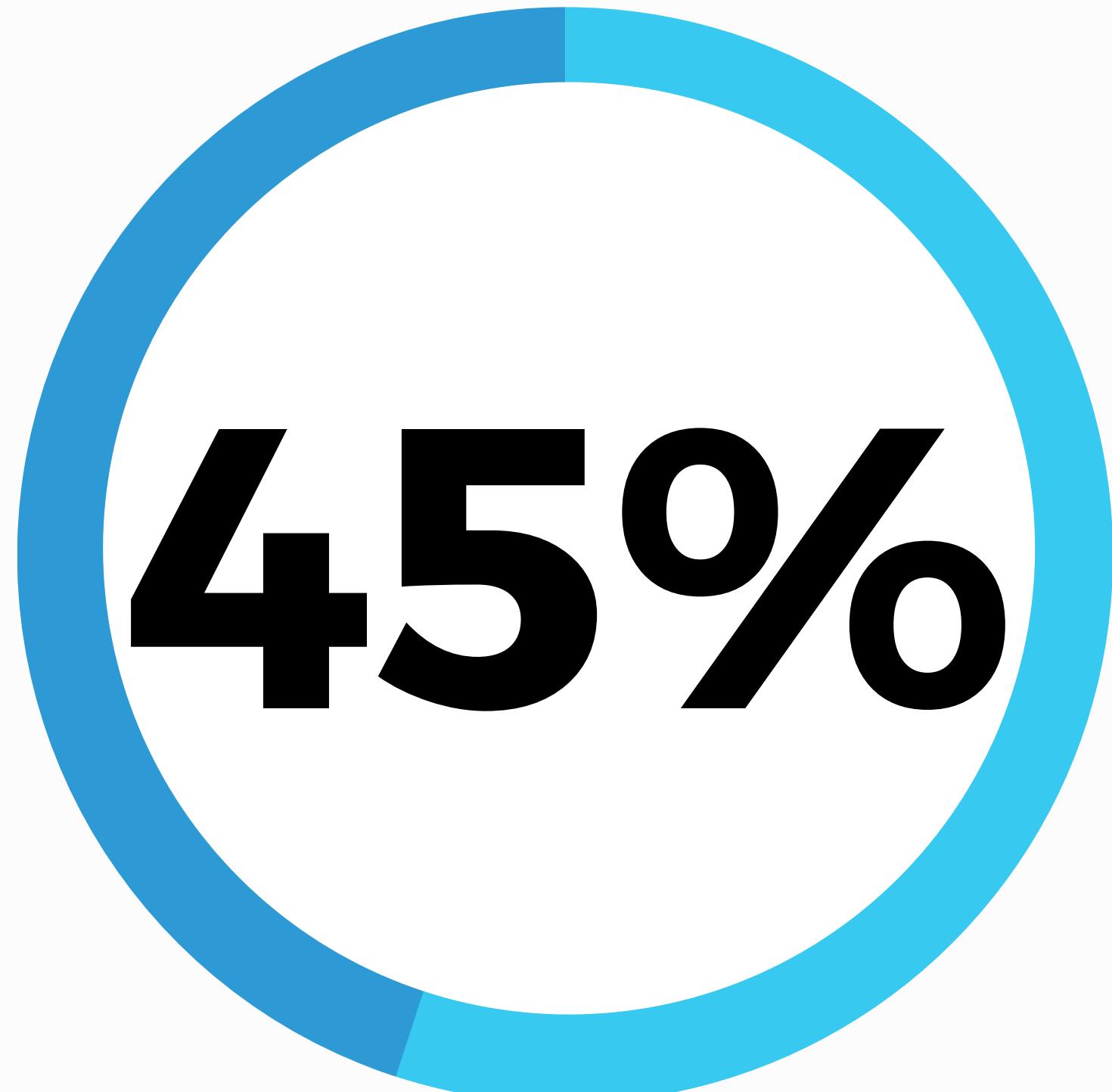


3 Interviews

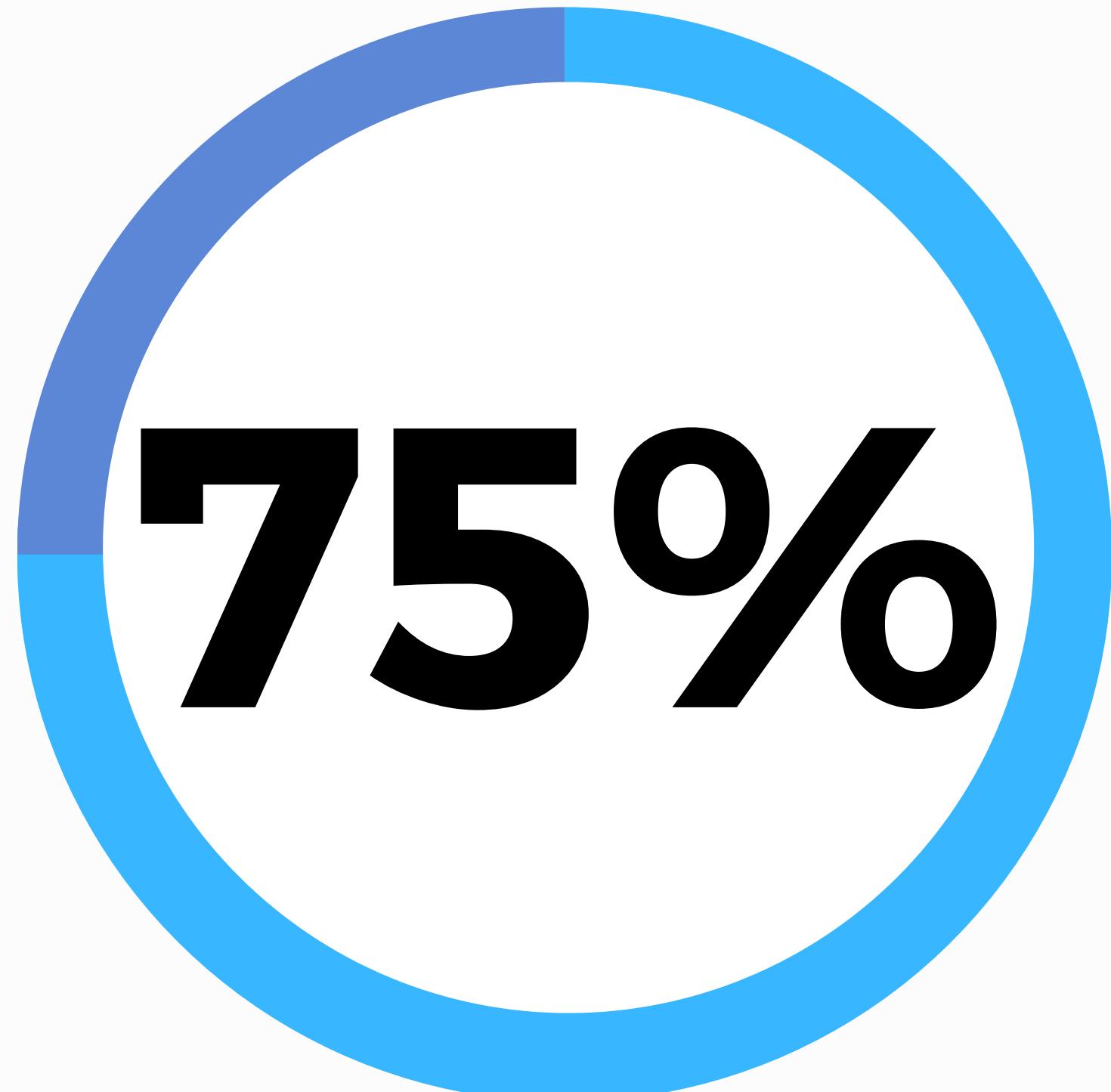
## ETHNOGRAPHY



1 Ethnography



Surveyed users are above the age of 45

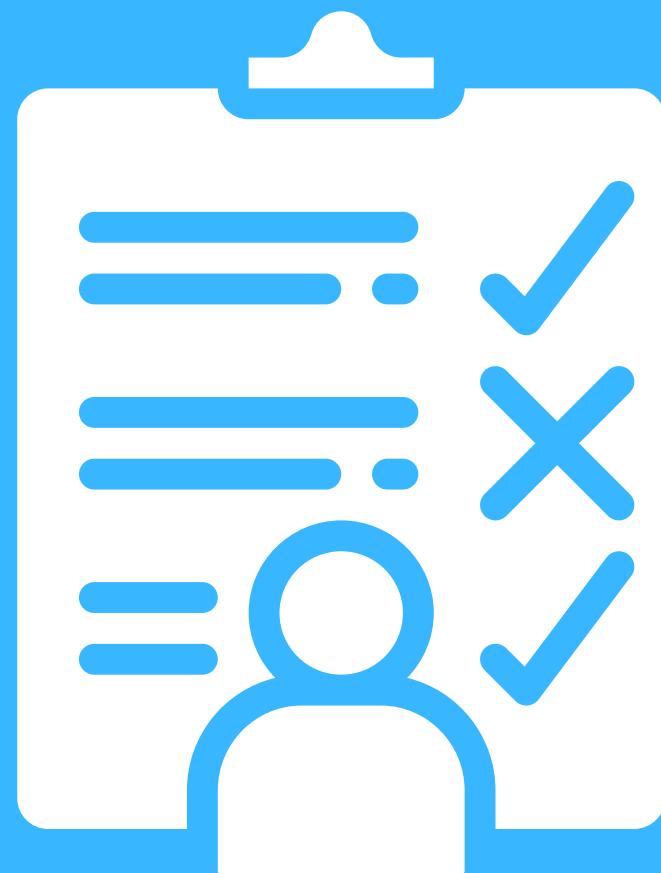


Surveyed users have used Craigslist  
for more than 5 years



Surveyed users used computers for  
Craigslist access

# Survey Insights



"Align the aspect of buying and selling more with what is expected in todays digital marketplace."

# User Interview



## Buying - Selling - Exchange

- The users who use Craigslist love the site due to its ability to allow user to negotiate.
- Likewise, there are many items for them to choose from.
- In addition, users can remain anonymous.
  
- But, many of the users have issues with trust even though they want to be anonymous.
- They are afraid of getting scammed and robbed.
- In addition, many have issues with filters.
- Likewise, they also have issues with accessibility.

# User Interview



## Safety - Privacy - Forums

- No major incidents with our interviewers.
- Users can remain anonymous. Does not require account.
- Craigslist does not collect as much data as other sites.
  
- Afraid of getting scammed & robbed.
- Forums is unmoderated and there are harassments.

# TY

**Age:** 28 years old

**Occupation:** Residential Manager



"My camera is my partner in crime, and my shoes are my accomplice."

Creative

Introvert

Busy

Stressed

## BIO

A 28 year-old residential manager. He is a laid-back person who enjoys buying/selling shoes and photography equipment. He used Craigslist to mostly buy items related to shoes & photography. He loves the pricing and variety on the site but he is afraid of scammers.

## INTERESTS

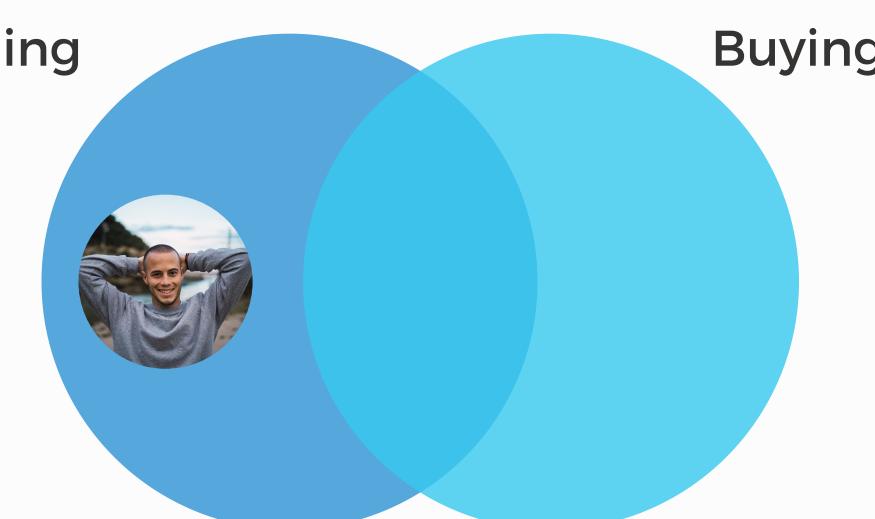
- TV
- Used cars
- Shoes
- Photography

## FRUSTRATIONS

- He finds it difficult to sift through scams and phishers
- Doesn't have a local secure area for exchanging goods.
- Wants to be able to better navigate buying & selling on mobile.

## NEEDS

- A way to obtain quick cash
- He needs a local platform that has a variety of items
- He wants to be able to negotiate prices



## BOB

**Age:** 65 years old

**Occupation:** Farmer



"Patience & knowledge  
are keys to a good deal"

Oldschool

Honest

Savvy

## BIO

A 65-year-old farmer from the area south of Reno, Nevada. He is an honest person who loves to barter for a good deal on tools and farm equipment. He loves to use Craigslist as it gives him affordable options but he is afraid of scammers.

## INTERESTS

- Gardening
- Lawn care
- Football

## FRUSTRATIONS

- He doesn't like sites that collect so much information about him.
- He hates having to constantly sign in to his account.
- Gets frustrated when bartering with a bad seller.

## NEEDS

- Likes to use what he's familiar with but needs accessibility features.
- Wants to be able to find what he's looking for more easily

Casual

Super user

Selling

Buying



# KIM

**Age:** 38 years old

**Occupation:** Engineer



"Computers, like many things in life, are a puzzle."

Analytical

Tech-savvy

Resourceful

## BIO

Kim Johnson is a 38-year-old engineer who is passionate about technology and enjoys staying up-to-date with the latest trends. She works at a tech company and spends most of her day on the computer.

## INTERESTS

- Computers
- Technology
- Mathematics

## FRUSTRATIONS

- Has trouble finding high-quality online.
- Doesn't like dealing with unreliable or untrustworthy sellers.
- Gets frustrated having to sort through the large volume of listings.

## NEEDS

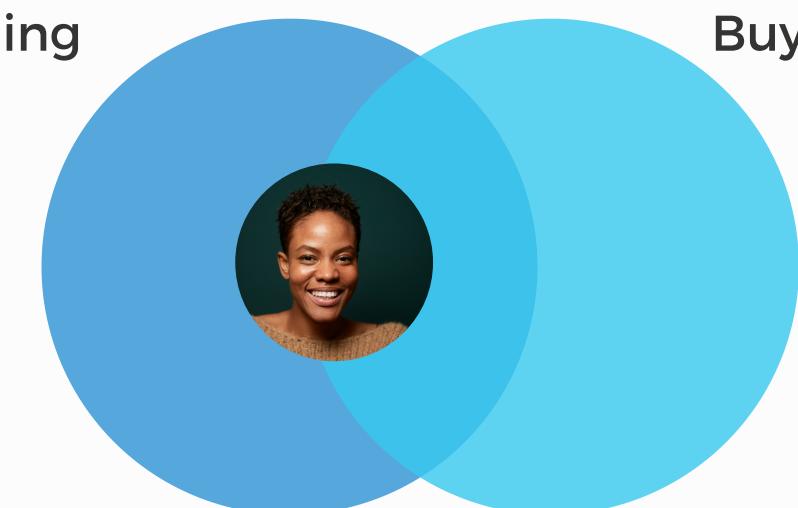
- Would like to sell her old electronics and gadgets for extra cash.
- Wants to connect with other tech enthusiasts and professionals in her area.

Casual

Super user

Selling

Buying

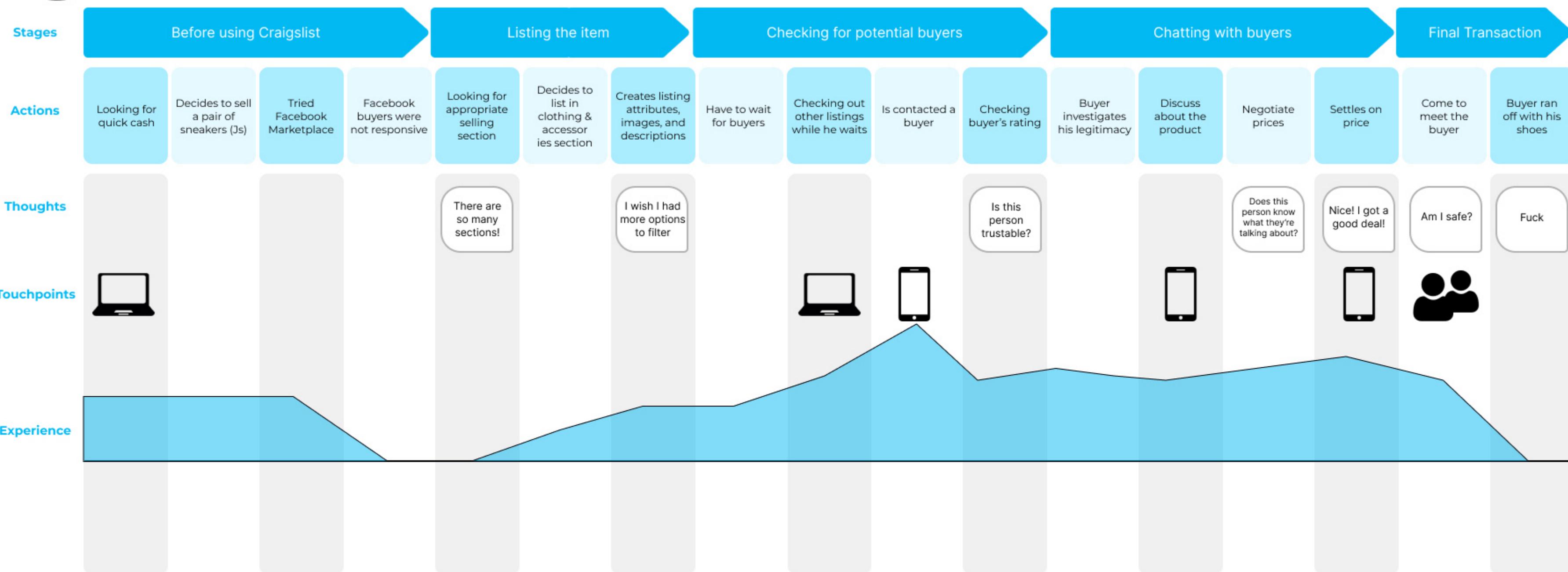




# User Journey

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Ty been having financial problems recently. Therefore, he wanted to sell some of his extra shoes (J's) for quick cash. He will base this choice on the site that have responsive customers, ability to negotiate prices, and local meeting place.



## Opportunities

**Checking the rating of the buyer/seller**  
Stage: Potential buyers

**Providing merchandise insurance for seller/buyers**  
Stage: Final transaction

**Giving expansive information about items that are listed**  
Stage: Listing the item

**Using a built-in messaging will provide more privacy and safety to users**  
Stage: Chatting with buyers

## Bio

**Ty** Age: 28  
Occupation: Residential Manager

Introvert      Creative  
Busy      Stressed

### Needs:

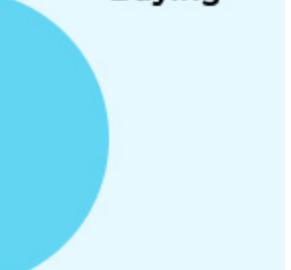
- A way to obtain quick cash
- He needs a local platform that has a variety of items
- He wants to be able to negotiate prices

## User type

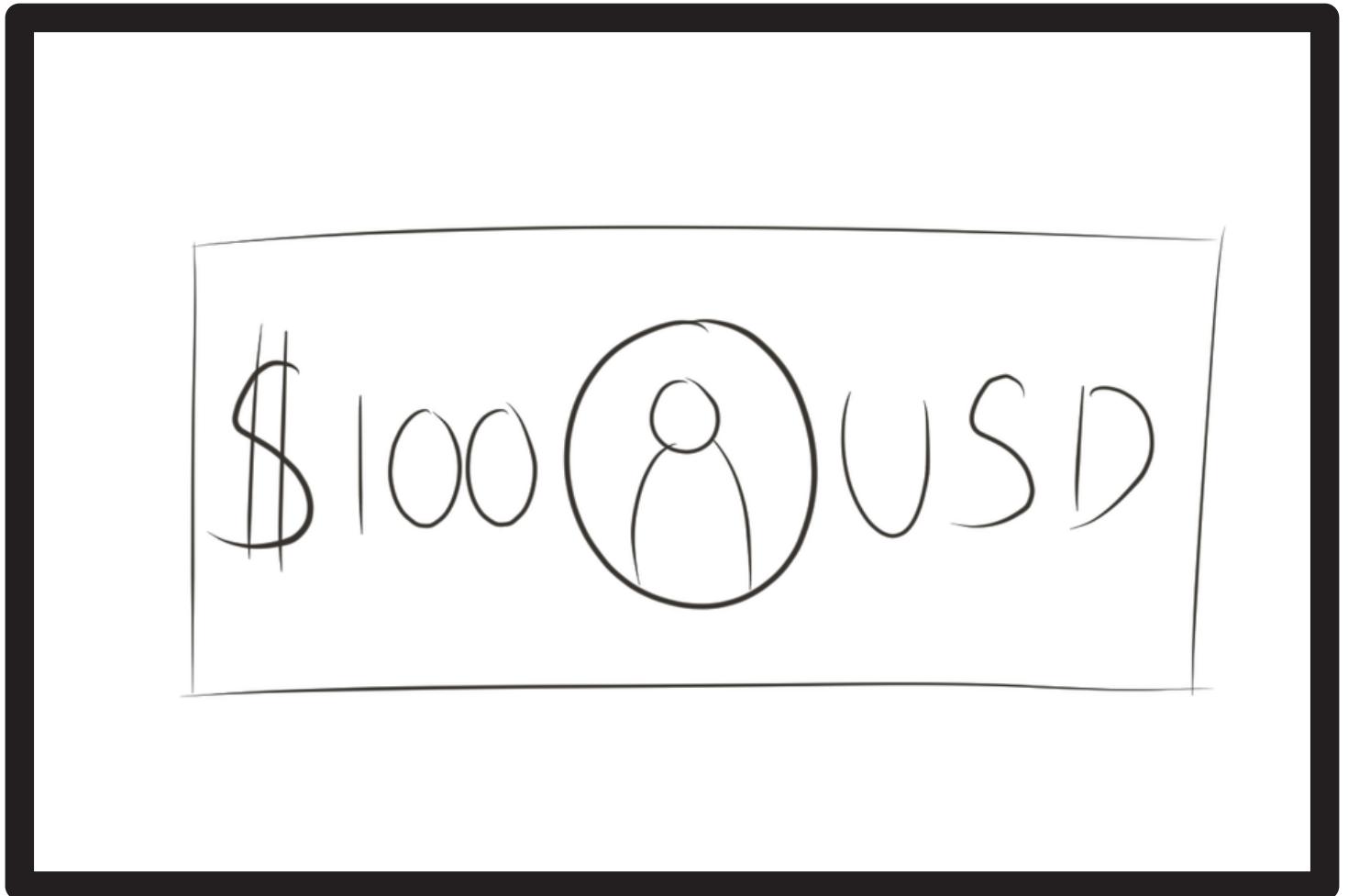
### Selling



### Buying



# Ty's Storyboard

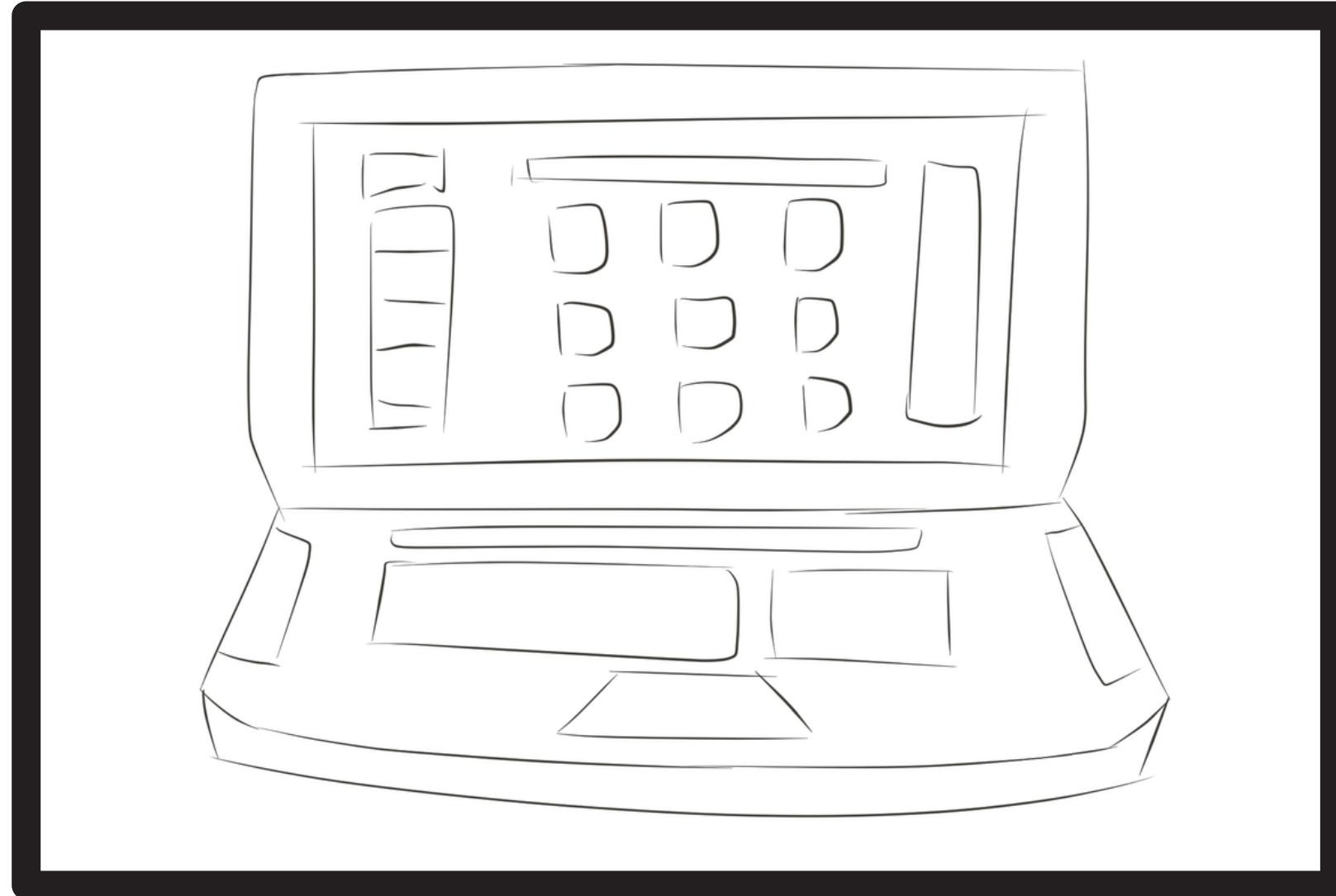


Need quick cash



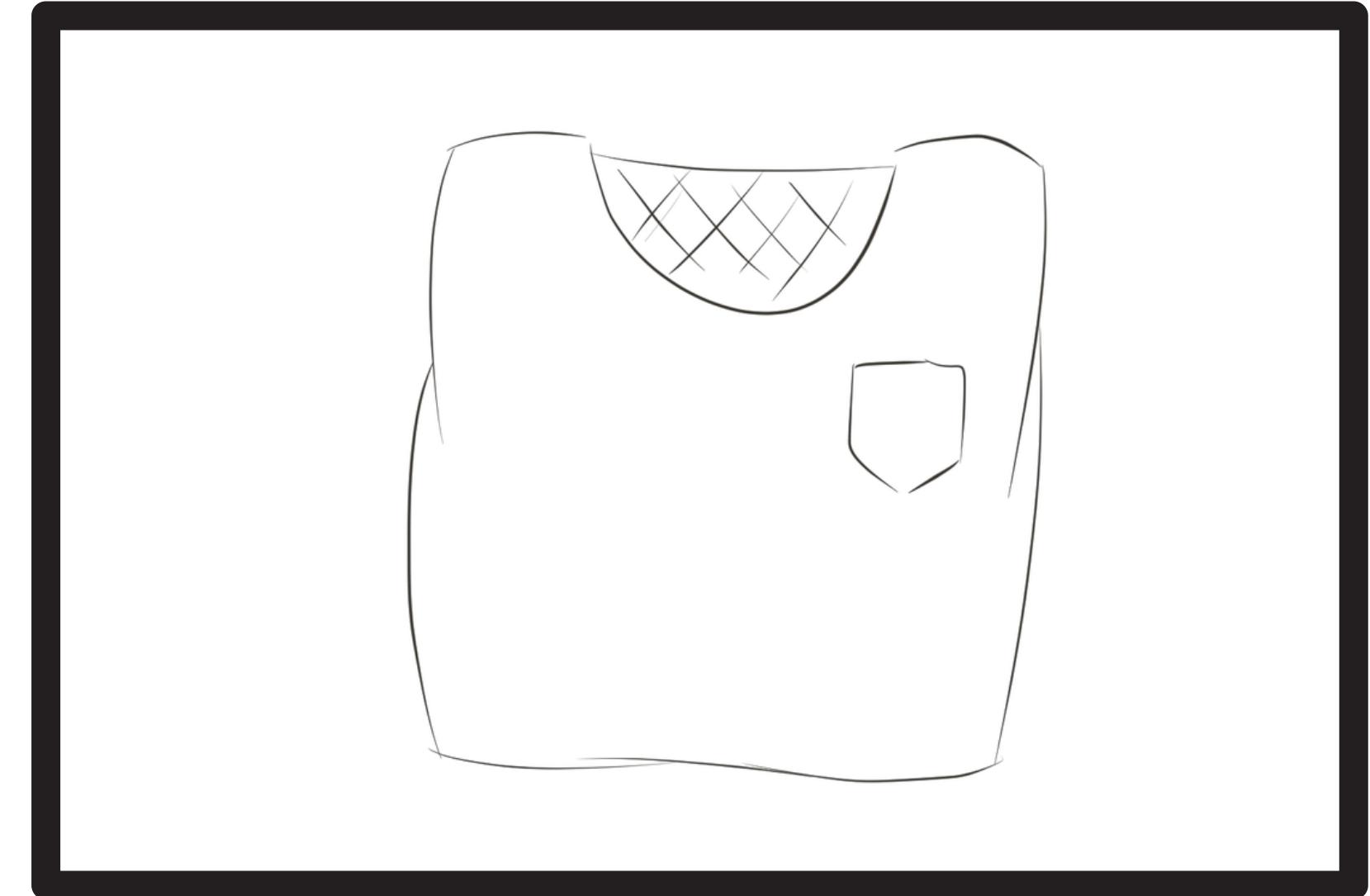
Decided to sell shoes

# Ty's Storyboard



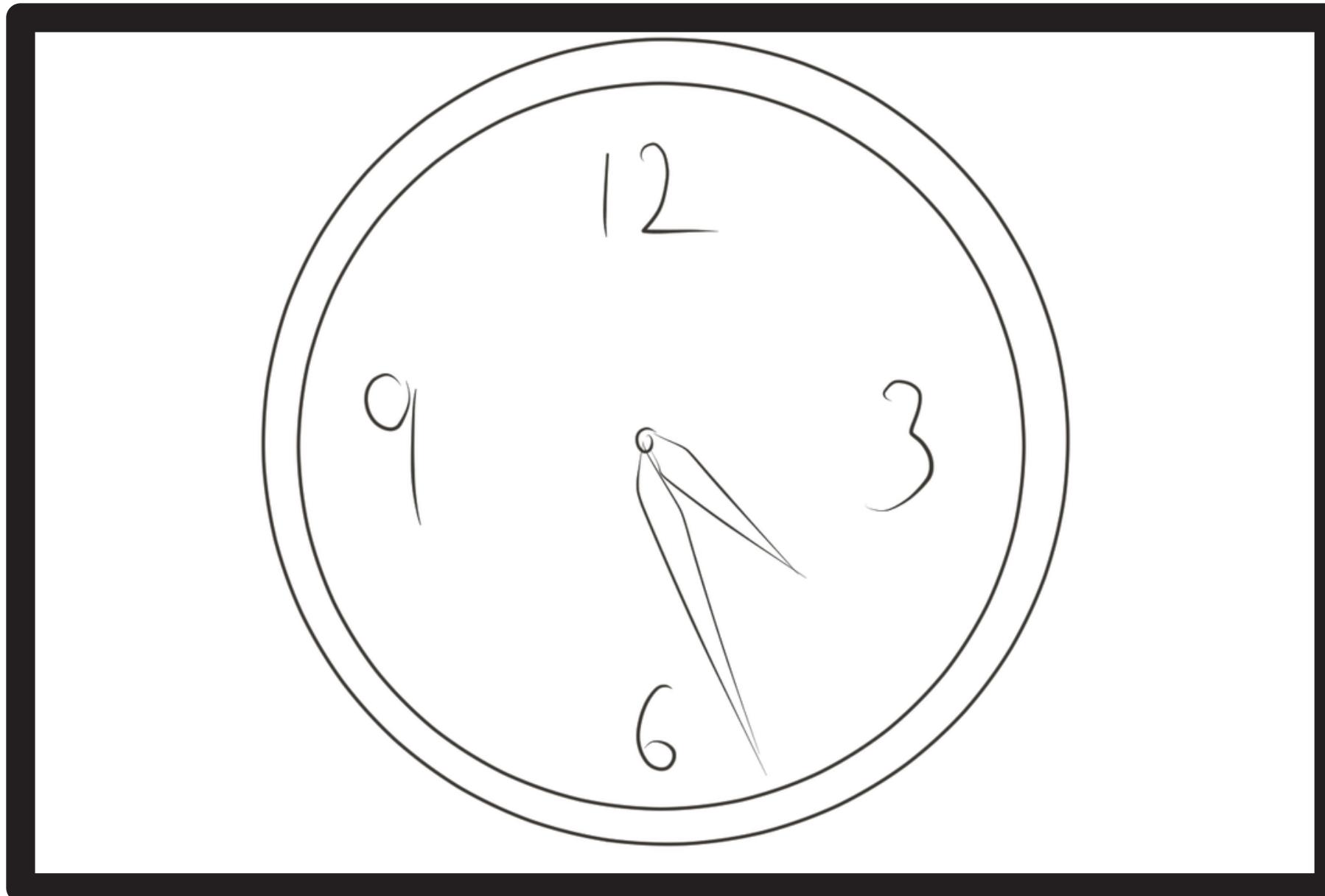
Decided to look use Facebook Marketplace  
Buyers aren't responsive

Decided to check out Craigslist using  
his computer



Look for an appropriate section to sell  
Take awhile because there are too  
many sections

# Ty's Storyboard

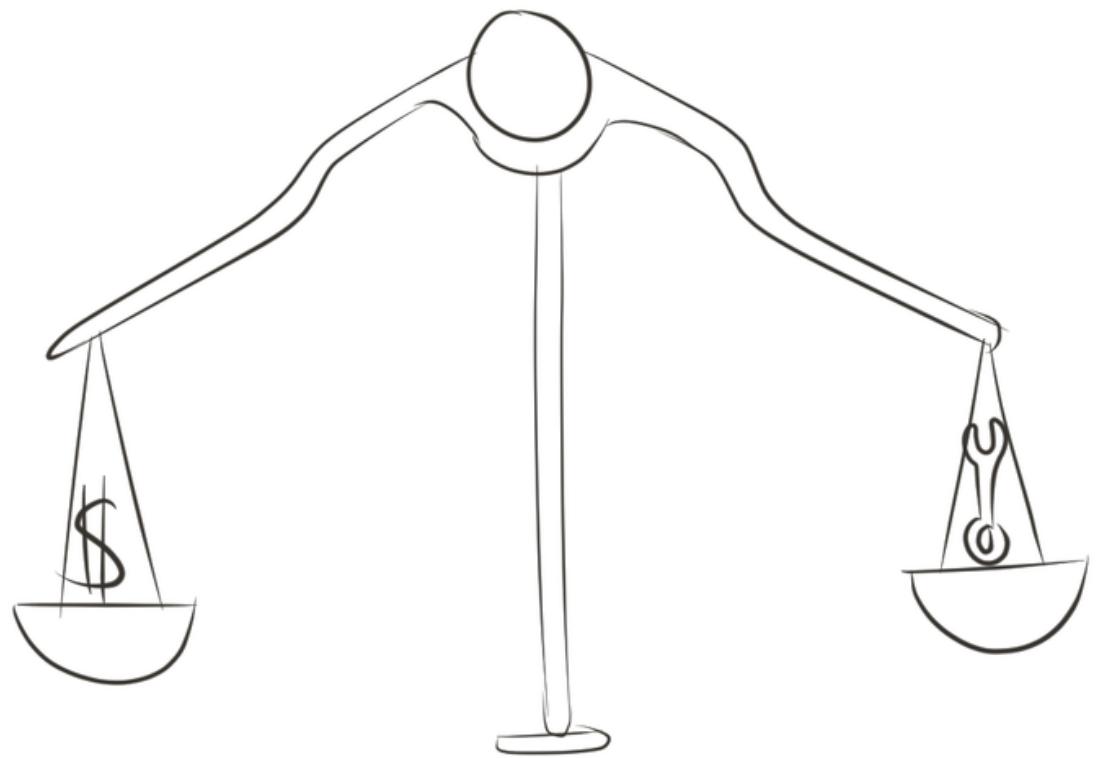


Had to wait a long time for buyer  
Wish for priority advertisement



Contacted by a buyer  
Could not check their rating  
Trust issue

# Ty's Storyboard



Negotiate for a good deal



Buyer ran off with his shoes

# Ty's Opportunities

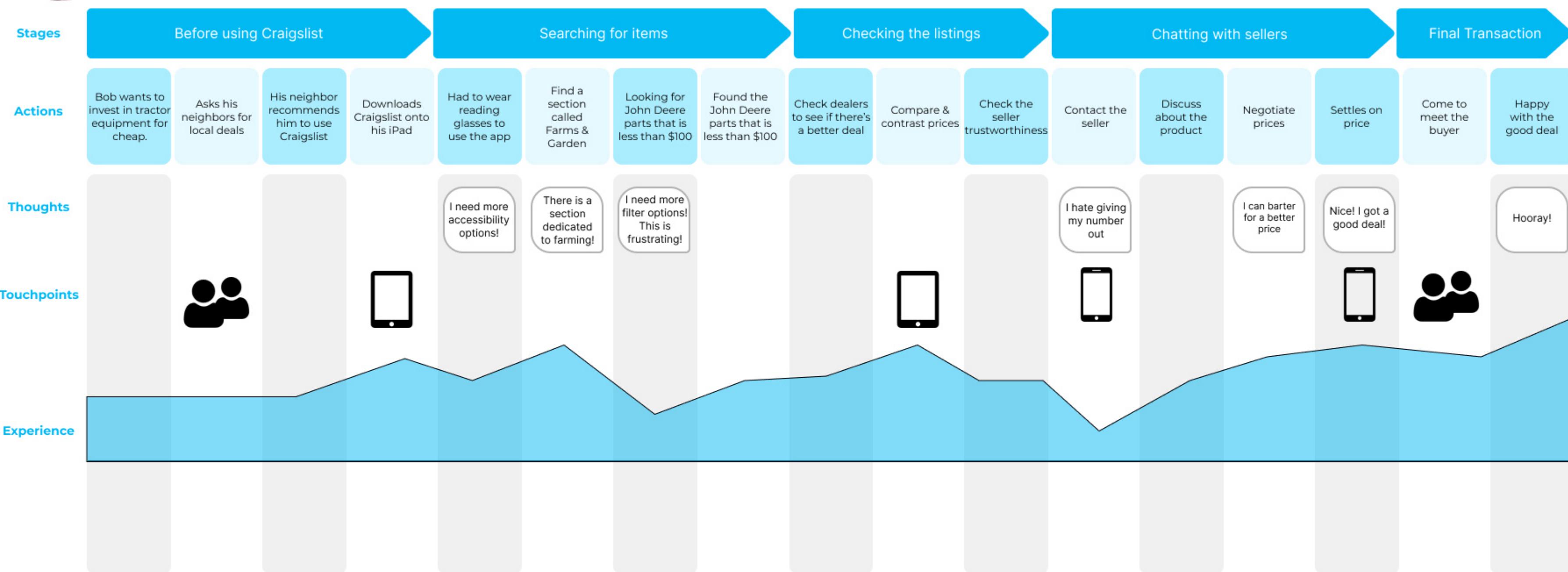
- User Reviews & Verified Status Options
- Advertising Options
- Seller Protection
- Buyers' Reviews
- Better App Navigation



# User Journey

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Bob is missing some tools for this farm equipment. He want to use a site whereas there are a variety of local farm items that he can get right away. In addition, he love to negotiate for lower prices.



## Opportunities

**Checking the rating of the buyer/seller**

Stage: Potential sellers

**Providing extensive item filtering**

Stage: searching for items

**Giving expansive information about items that are listed**

Stage: Searching for items

**Using a built-in messaging will provide more privacy and safety to users**

Stage: Chatting with buyers

## Bio

**Bob**

**Age:** 65  
**Occupation:** Farmer

Oldschool

Honest

Savvy

## Needs:

- Like to use what he's familiar with but needs accessibility features.
- Wants to be able to find what he's looking for more easily

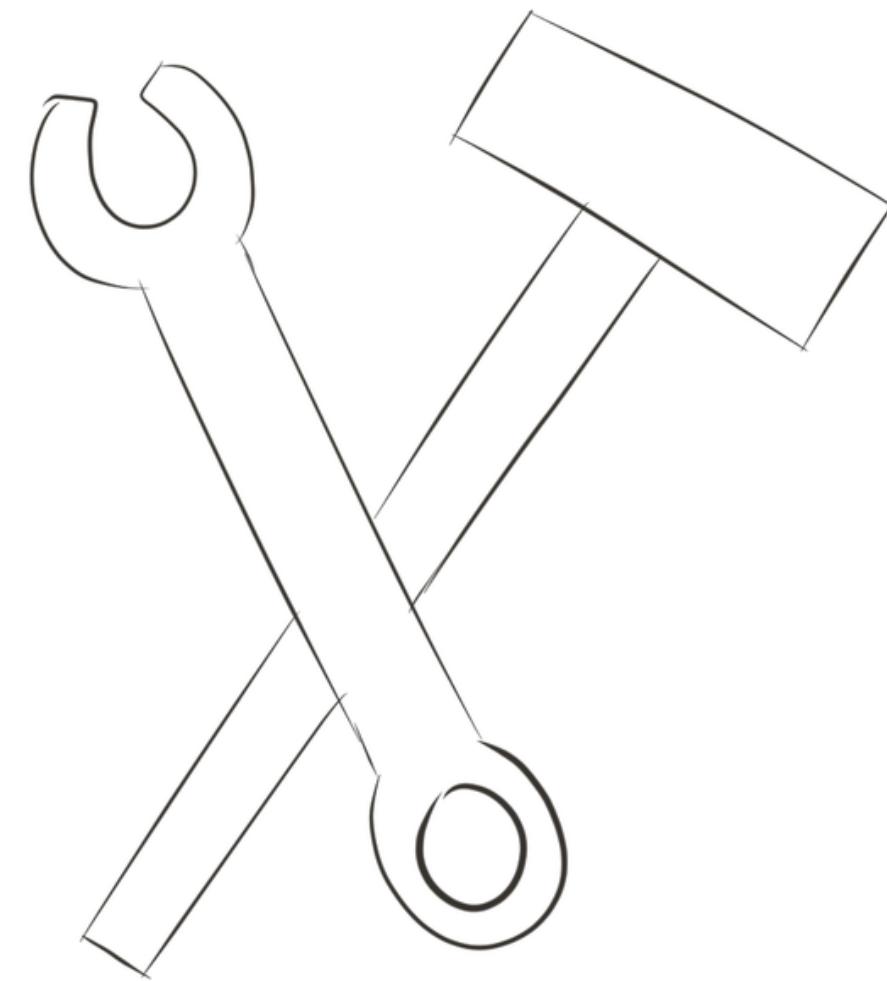
## User type

**Selling**



**Buying**

# Bob's Storyboard

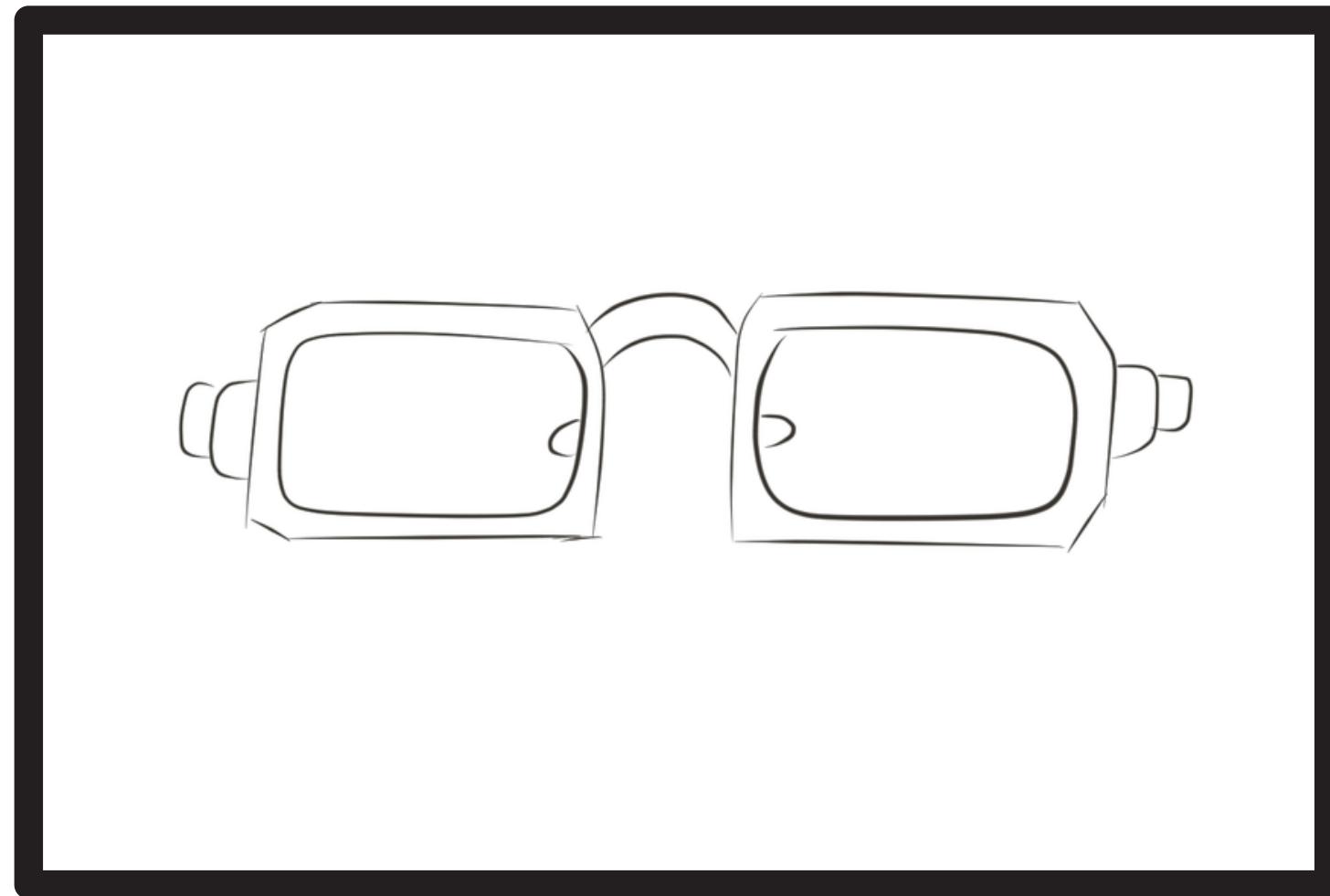


Looking to buy farm tools/equipments

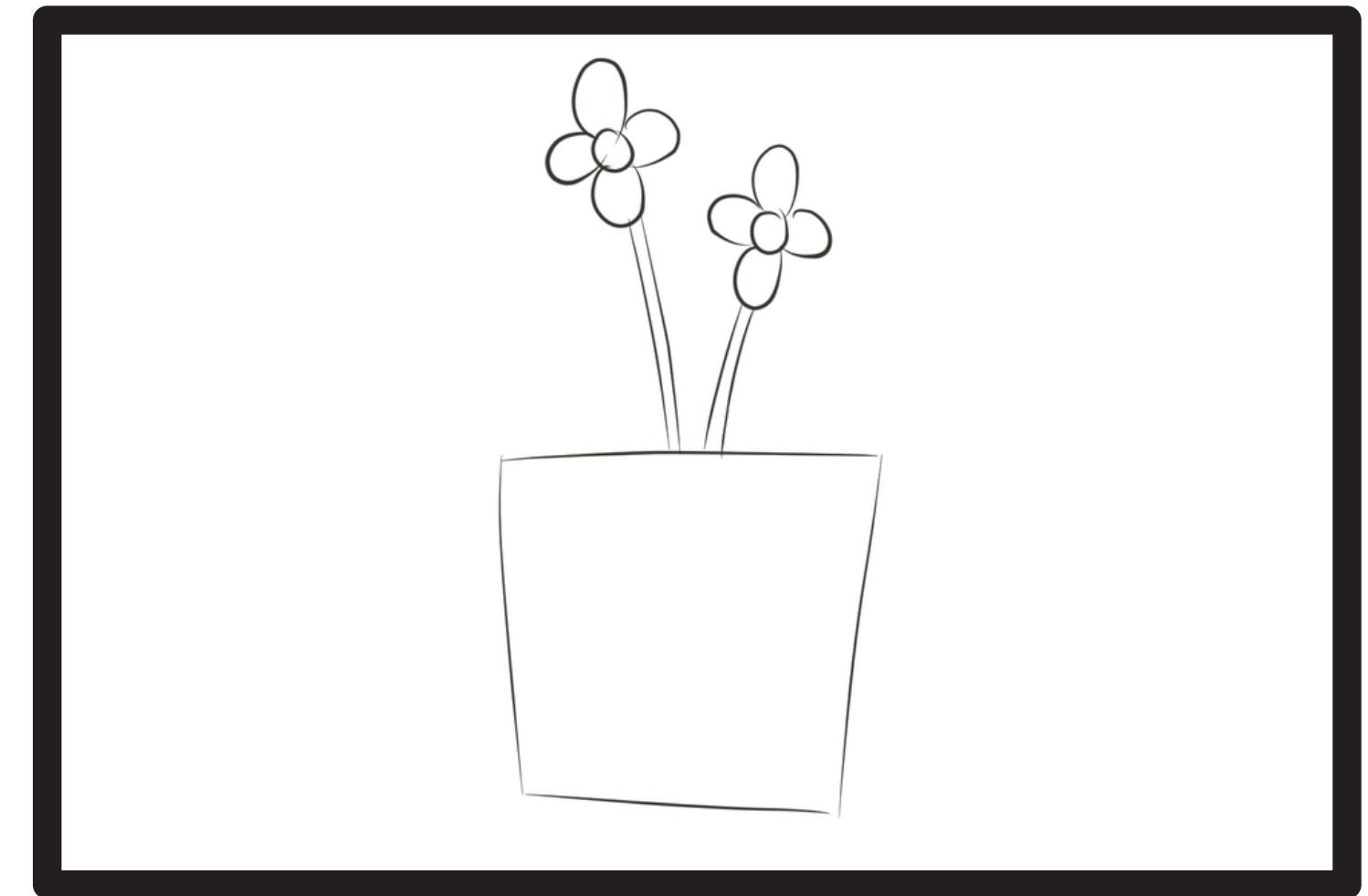


Downloaded the app onto his iPad

# Bob's Storyboard

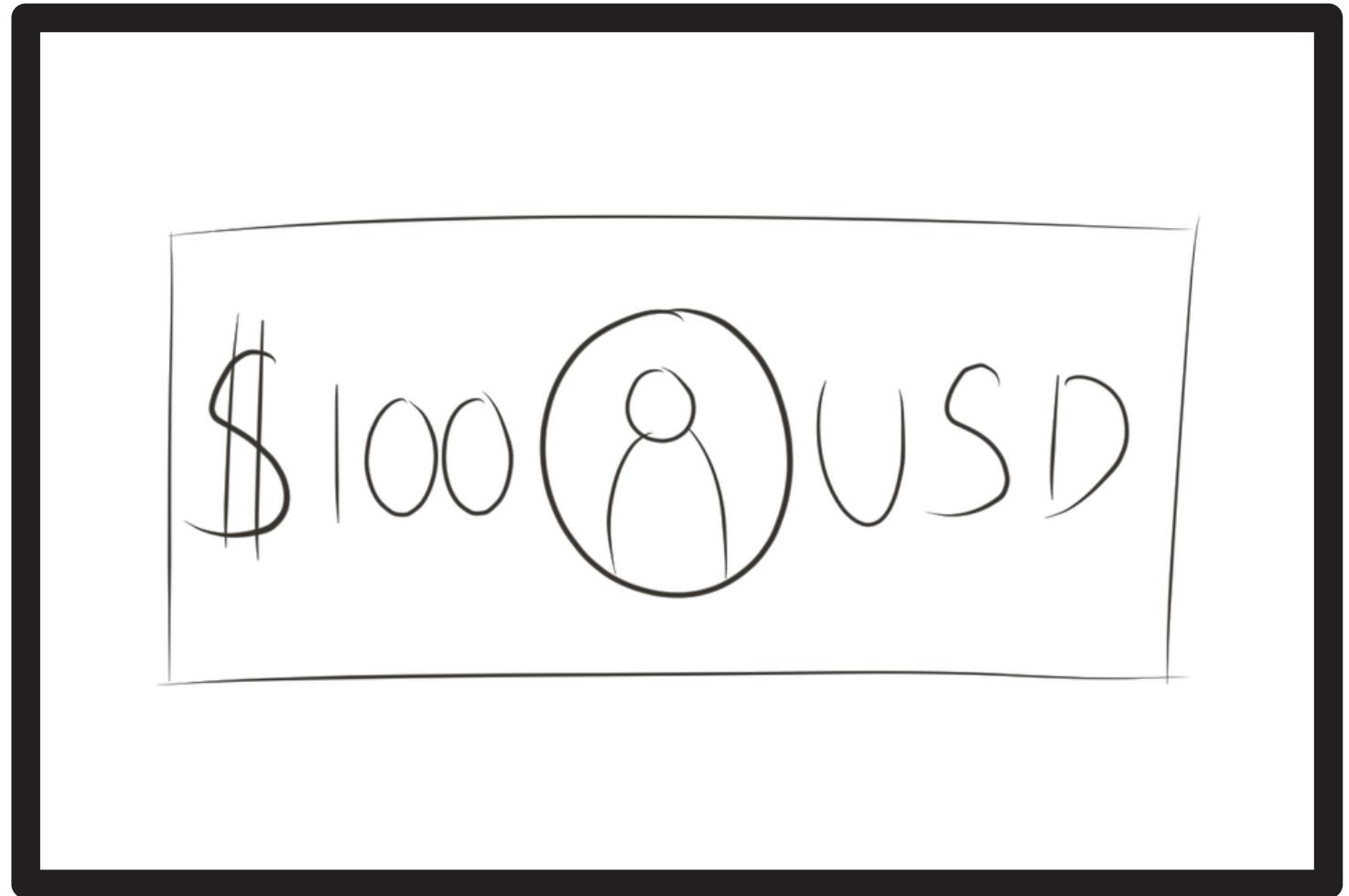


Had to wear glasses for the app  
Need better accessibility

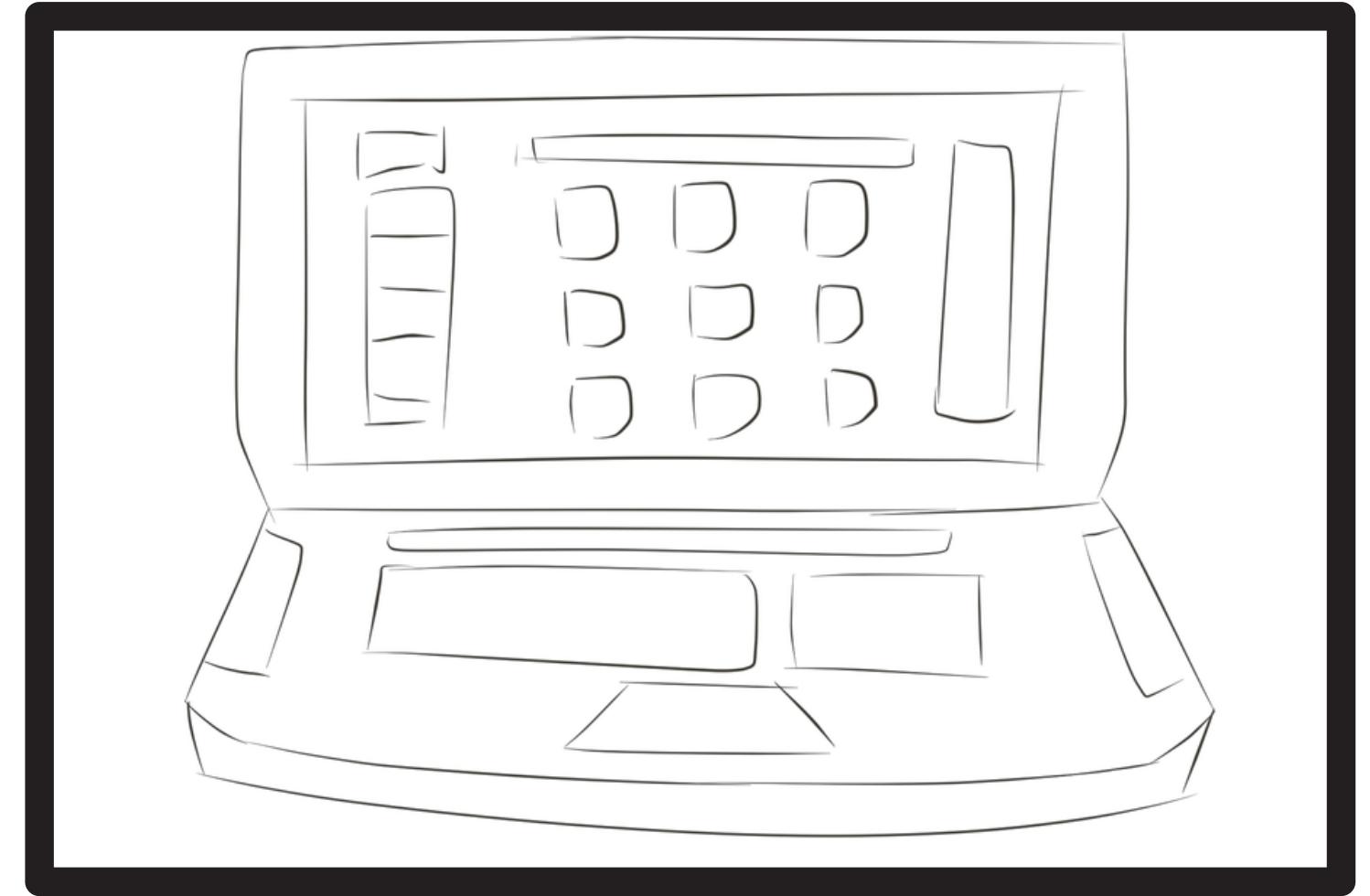


Used Craigslist a lot  
Found farm section easily

# Bob's Storyboard

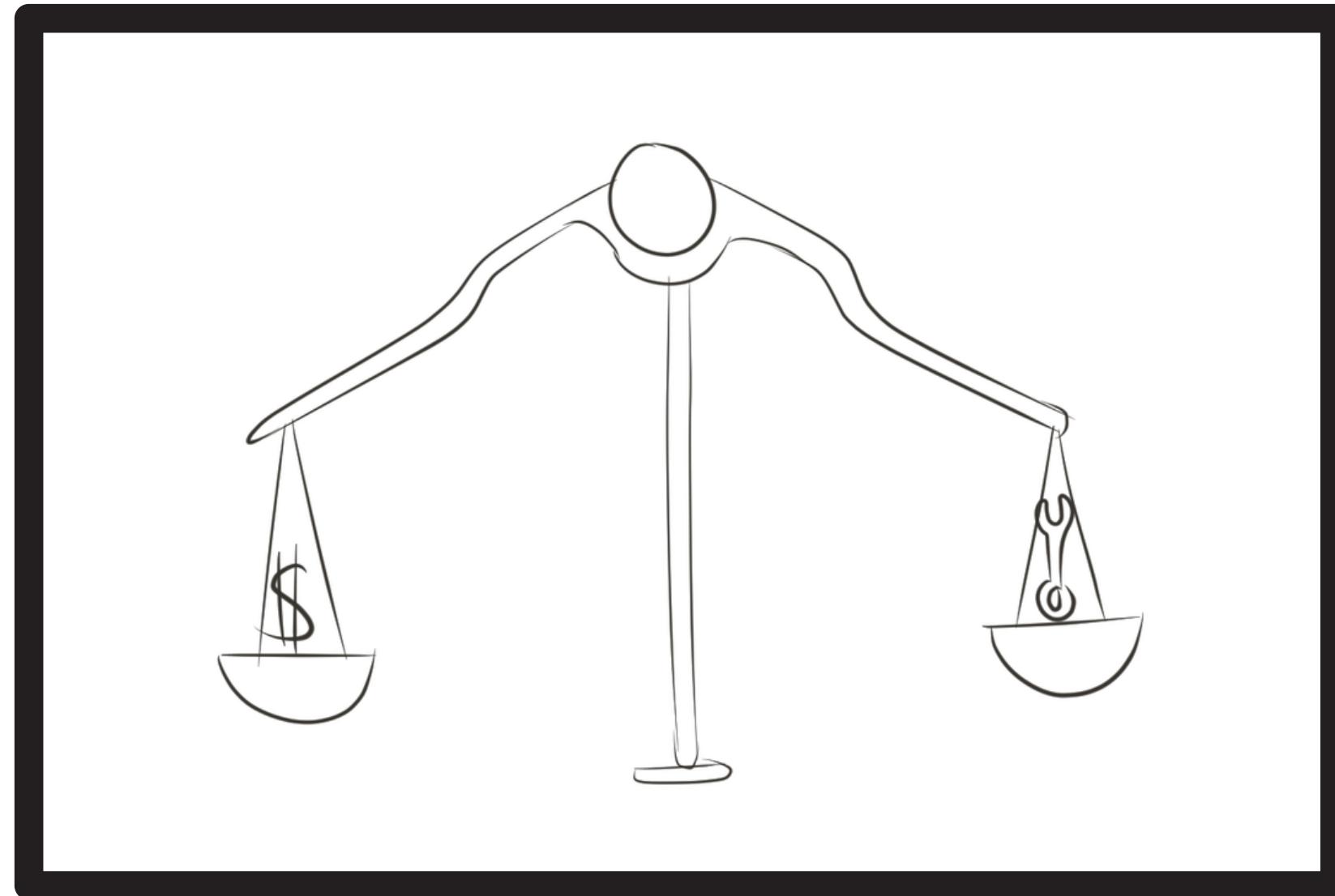


Looking for a \$100 John Deer part  
Bad time with filter options



Take awhile to look for good deal  
because dealers keep showing up

# Bob's Storyboard

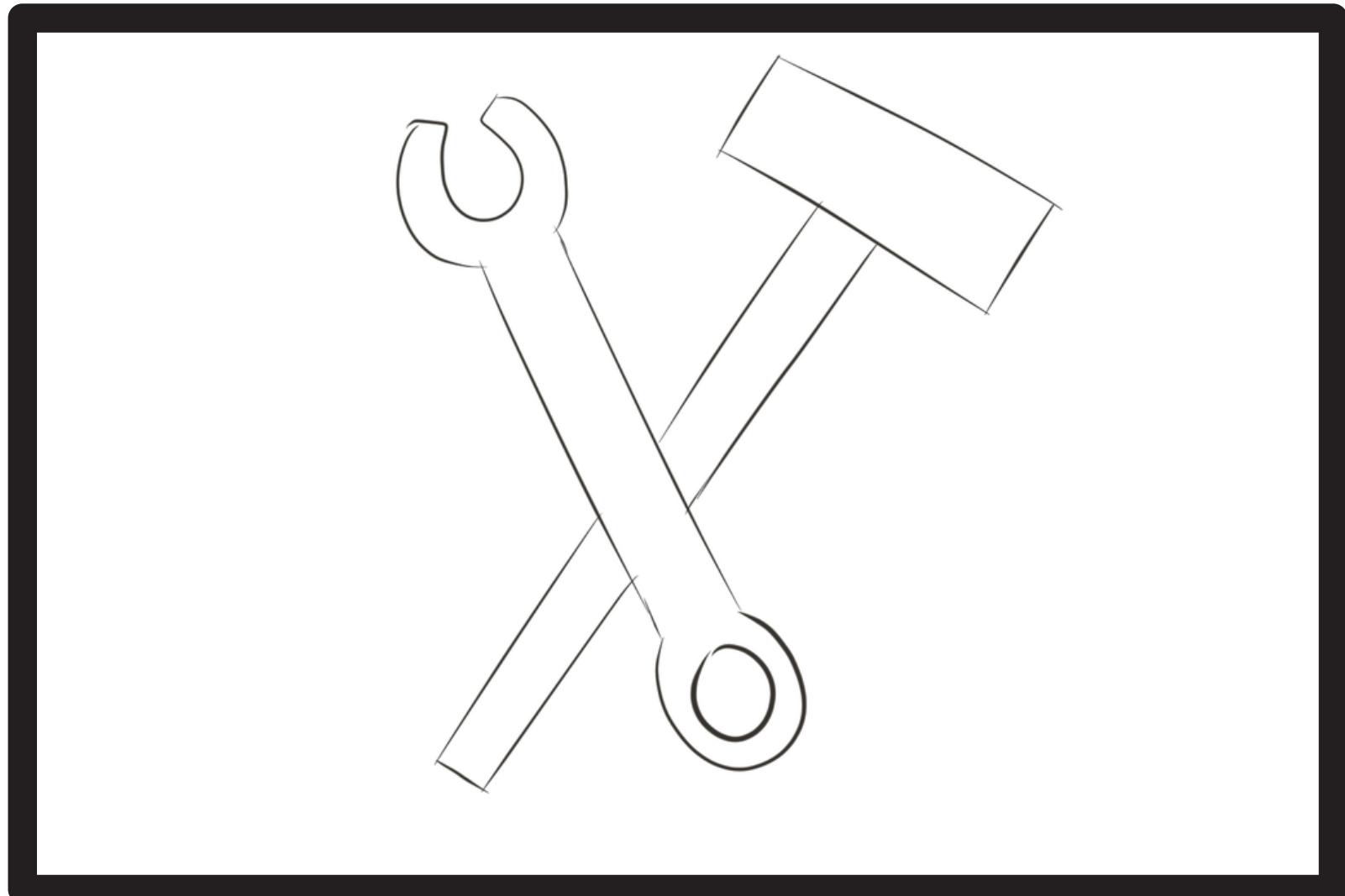


Negotiate for a good deal



Checking out the seller reputation  
because they had an account

# Bob's Storyboard



Got a good deal for his tools



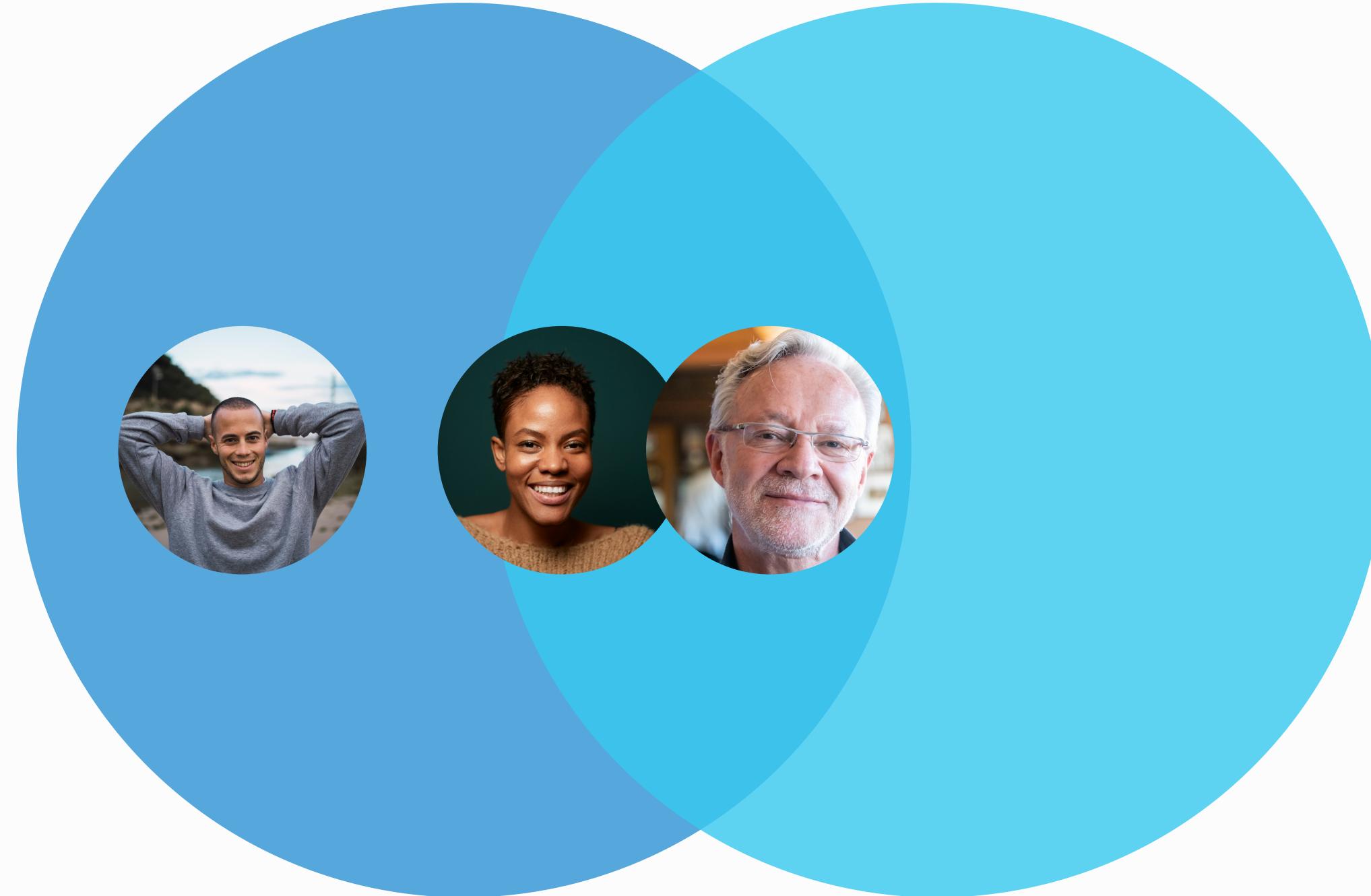
Very happy & satisfied

# Bob's Opportunities

- Filter to Differentiate Sellers & Dealers
- Better Filters
- Buyer Protection
- Sellers' Reviews
- Better Readability and Accessibility

# Consumer Behavior Distribution

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Selling

Buying

# User Testing



# Task 1

## Buying User Flow

### **Buy a \$40 black Michael Jordan shoes**

- Users consistently reported that the price should be visible for each item within the Product Listing Page before clicking on it.
-

# Task 2

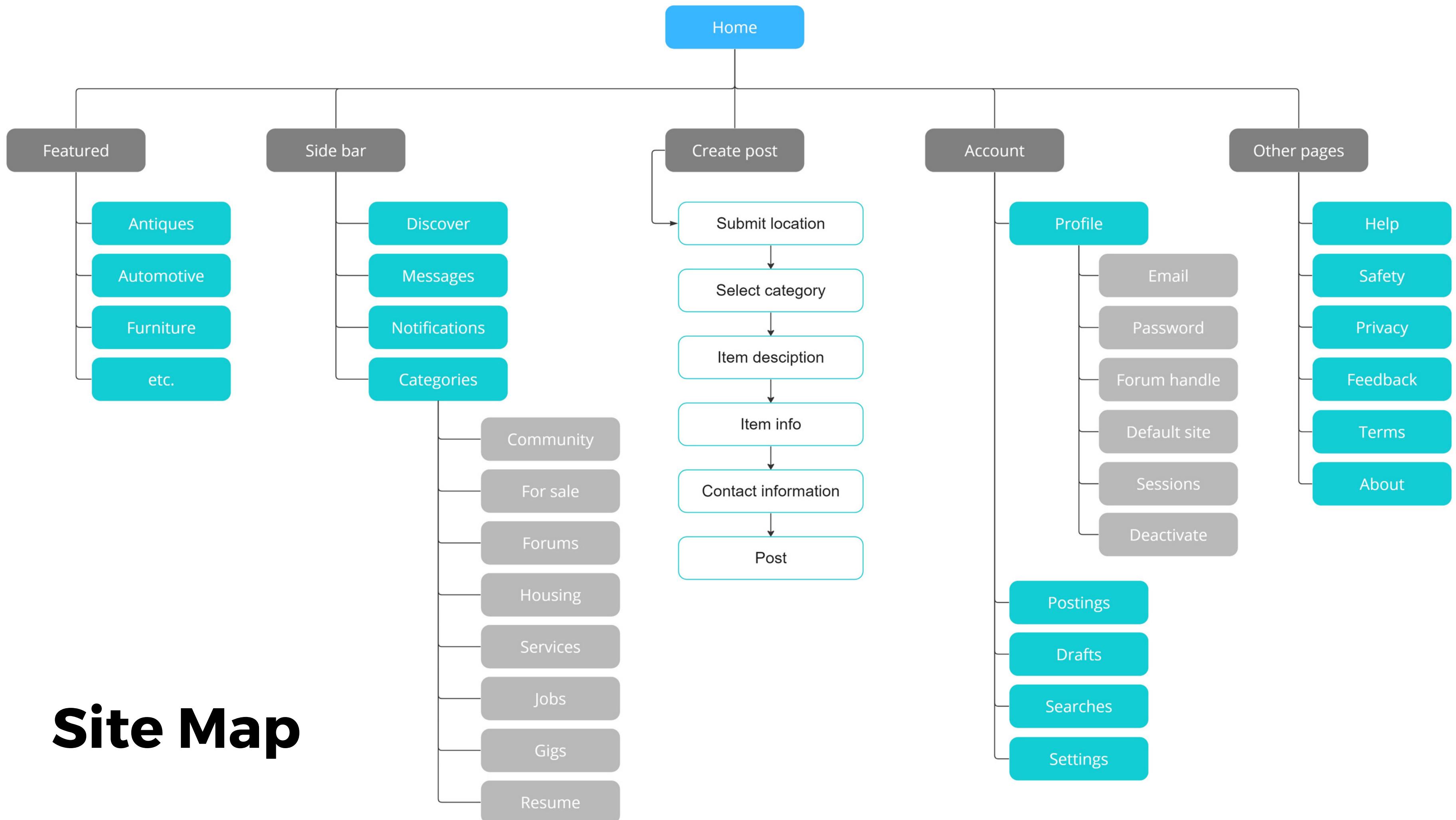
## Selling User Flow

**Sell a backpack on Craigslist**

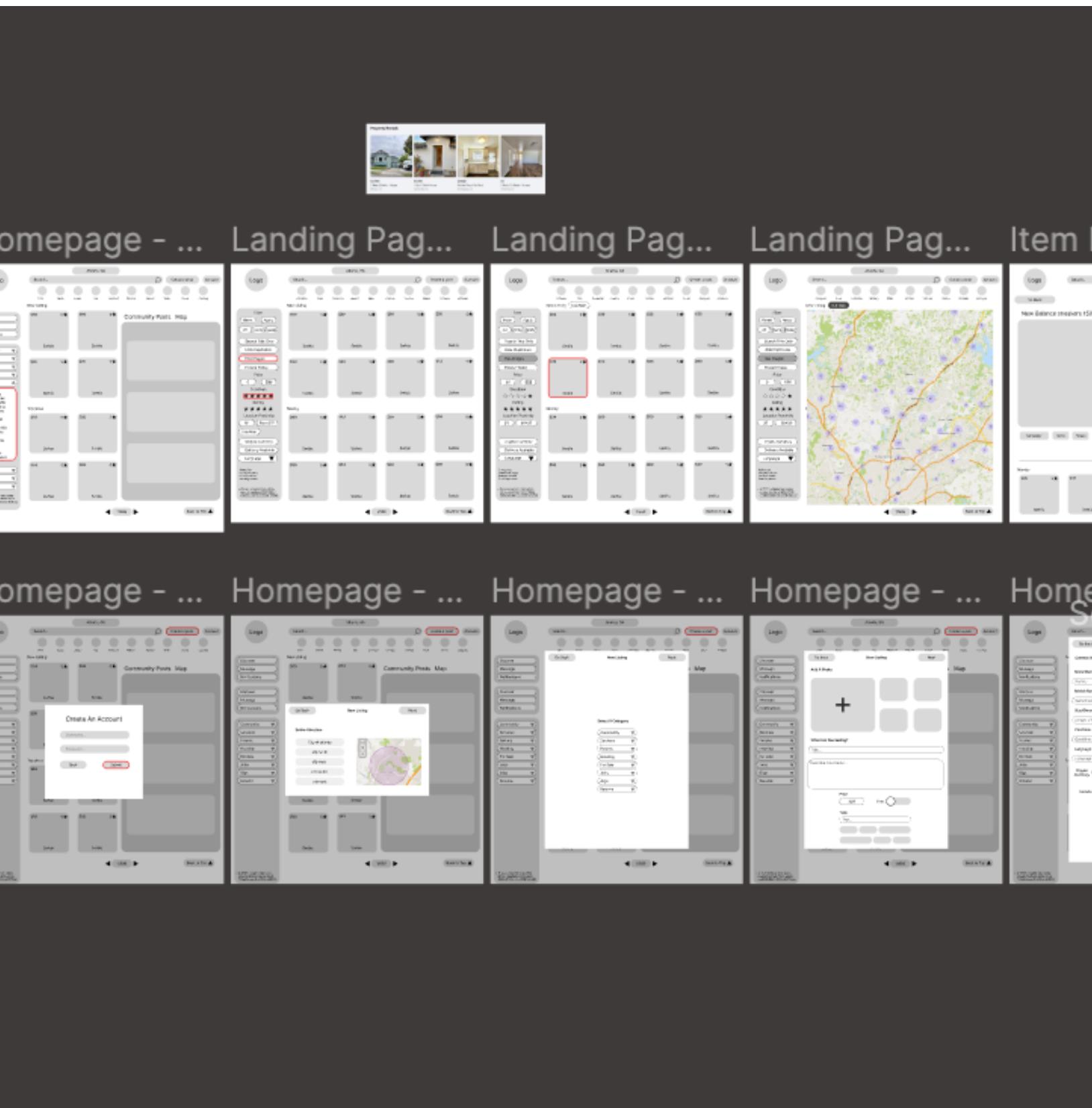
Re-design

# Branding

# Site Map

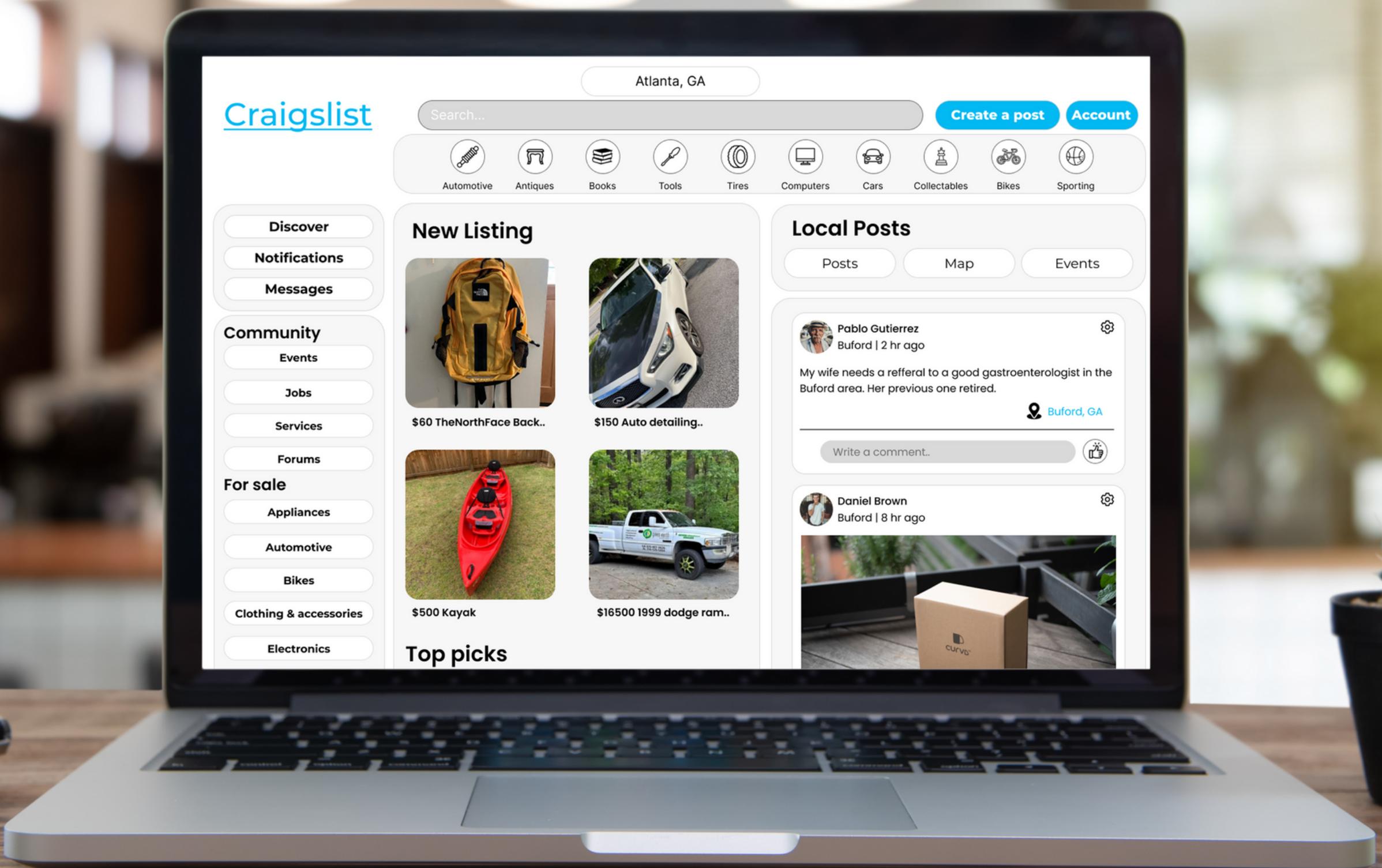


# Low Fidelity Wireframes



Prototype

# Mockup



B

# Reflections

Thank you!