

craigslist: redesign

Introduction

Our project was inspired by the current Craigslist that is used daily around the world. Craigslist was launched in 1995 by Craig Newmark. Since then, not much has changed to the look and feel of the website. Craigslist allows free online classifieds advertisements to local communities. Craigslist has been around long enough that any users online who want to sell or purchase items can visit craigslist.org. Right now, Craigslist is serving 570 different cities in 50 countries. When we were presented with this website, we knew from the start, many changes needed to be made to progress where other websites are currently at. We challenged ourselves to design a better graphical user interface that would change the look and feel and user experience of the website while keeping or enhancing the key values, safety, privacy, and trust.

Major Activities

Major activities supported by our website are selecting a location, searching and viewing search results, and creating a new post.

craigslist

san francisco bay area ▼

First click on the drop down menu located in the main header bar to see all the states and cities. It was changed from hover over to actually clicking due to the comments from our usability studies.

[Post to Classifieds](#)

[My Craigslist](#)

search

all categories ▼

SEARCH

[advanced search »](#)

browse

community

activities	lost+found
artists	musicians
childcare	local news
general	politics
groups	rideshare
pets	volunteers
events	classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

appliances	arts+crafts
antiques	auto parts
barter	baby+kids
bikes	beauty+hith
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev

sidebar

sidebar content!

Browse U.S. by State: A C D F G H I K L M N O P R S T U V W Canada Other Countries

[x hide](#)

California

bakersfield

chico

fresno / madera

gold country

hanford-corcoran

humboldt county

imperial county

inland empire

los angeles

mendocino county

merced

modesto

monterey bay

orange county

palm springs

redding

sacramento

san diego

san francisco bay area

san luis obispo

santa barbara

santa maria

siskiyou county

stockton

susanville

ventura county

visalia-tulare

yuba-sutter

Colorado

boulder

colorado springs

denver

eastern CO

fort collins / north CO

high rockies

pueblo

western slope

Connecticut

eastern CT

hartford

new haven

northwest CT

This overlay pops up allowing you to pick the state you would like to view craigslist for. For example you would click on "W" for Washington and all the other states that begin with "W."

miscellaneous
casual encounters
missed connections
rants and raves

[discussion forums](#)

autos
boats
books
business
computer
free
beauty / hair
cars+trucks
cds/dvd/vhs
cell phones
clothes+acc
collectibles

marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev

Browse U.S. by State: A C D F G H I K L M N O P R S T U V W Canada Other Countries

[x hide](#)

Washington

bellingham
kennewick-pasco-richland
moses lake
olympic peninsula
pullman / moscow
seattle-tacoma
skagit / Island / SJI
spokane / coeur d'alene
wenatchee
yakima

West Virginia

charleston
eastern panhandle
huntington-ashland
morgantown
northern panhandle
parkersburg-marietta
southern WV
west virginia (old)

Wisconsin

appleton-oshkosh-FDL
eau claire
green bay
janesville
kenosha-racine
la crosse
madison
milwaukee
northern WI
sheboygan
wausau

Wyoming

wyoming

The list changes dynamically to show all the states that start with W and all the cities available. You would select the city of your choice, for example, "Seattle-tacoma."

women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves
discussion forums

appliances
antiques
barter
bikes
boats
books
business
computer
free
arts+crafts
auto parts
baby+kids
beauty+hlth
cars+trucks
cds/dvd/vhs
cell phones
clothes+acc
collectibles

human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev

craigslist

seattle-tacoma ▼

This takes you to the seattle-tacoma craigslist and you can begin searching, posting, and accessing the seattle-tacoma craigslist.

[Post to Classifieds](#)

[My Craigslist](#)

search

all categories ▼

SEARCH

[advanced search »](#)

browse

community

activities	lost+found
artists	musicians
childcare	local news
general	politics
groups	rideshare
pets	volunteers
events	classes

personals

strictly platonic
women seek women
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misc romance
casual encounters
missed connections
rants and raves

discussion forums

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

appliances	arts+crafts
antiques	auto parts
barter	baby+kids
bikes	beauty+hlth
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev

sidebar

sidebar content!

search couch

all categories ▼

SEARCH

[advanced search »](#)

browse

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

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apts / housing
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housing swap
vacation rentals
parking / storage
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for sale

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antiques	auto parts
barter	baby+kids
bikes	beauty+hlt
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles

In order to search craigslist, you
would click on the search bar and
type in "couch" for example and
click search [jobs](#)

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev

sidebar

sidebar content!

search couch

all categories ▼

SEARCH

[advanced search »](#)

price

min

max

☐ search only titles ☐ posts with images

sort by

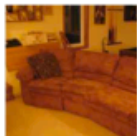
most recent

best match

low price

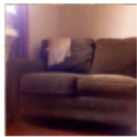
high price

search results for "couch"



Sectional Microfiber Couch in furniture - by owner
Sammamish
7 mins ago

\$600



GORGEOUS COMFY COUCH in free
Seattle
20 mins ago

\$0



Microfiber Sectional Couch in furniture - by owner
Bellevue
1 hour ago

\$700



Tan Leather Couch Loveseat in furniture - by owner
Renton

\$25

The search would take you to the search results page where results are displayed in the "most recent" posting order. You can sort results by most recent, best match, low price, and high price by click on the buttons in the sort by field.

Filters:

Categories

furniture-by owner x

free x

Location

Sammamish x

Seattle x

Bellevue x

Renton x

You can also filter the search results. For example, if you wanted to see results only from the "furniture-by owner" section, you would click on the text that says "furniture-by owner."

search couch

all categories ▼

SEARCH

[advanced search »](#)

price

min

max

☐ search only titles ☐ posts with images

sort by

most recent

best match

low price

high price

search results for "couch"

**Sectional Microfiber Couch** in furniture - by owner

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7 mins ago

\$600

**Microfiber Sectional Couch** in furniture - by owner

Bellevue

1 hour ago

\$700

**Tan Leather Couch Loveseat** in furniture - by owner

Renton

3 hours ago

\$25

Filters:

Categories

furniture-by owner x

free

Location

Sammamish x

Seattle

Bellevue x

Renton x

By clicking the "furniture-by owner" text, the search results only show that section and remove all others and gray out all the other buttons in the categories section. Seattle here is grayed out as well because the only item that was from Seattle was free. You can easily get the results back if you refresh or click on the

search couch

all categories ▼

SEARCH

[advanced search »](#)

price

min

max

☐

search only titles

☐

posts with images

sort by

most recent

best match

low price

high price

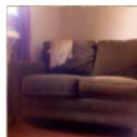
search results for "couch"

**Sectional Microfiber Couch** in furniture - by owner

Sammamish

7 mins ago

\$600

**GORGEOUS COMFY COUCH** in free

Seattle

20 mins ago

\$0

**Microfiber Sectional Couch** in furniture - by owner

Bellevue

1 hour ago

\$700

**Tan Leather Couch Loveseat** in furniture - by owner

Renton

\$25

Filters:

Categories

furniture-by owner x

free x

Location

Sammamish x

Seattle x

Bellevue x

Renton x

All the search results are now back. You can also filter out the results you don't want by clicking the "x" instead of the text. For example if you don't want to see any of the listings from Sammamish, you would click the white "x" button in Sammamish.

search couch

all categories ▼

SEARCH

[advanced search »](#)

price

min

max

☐ search only titles☐ posts with images

sort by

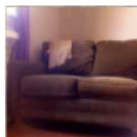
most recent

best match

low price

high price

search results for "couch"

**GORGEOUS COMFY COUCH** in free

Seattle

20 mins ago

\$0

**Microfiber Sectional Couch** in furniture - by owner

Bellevue

1 hour ago

\$700

**Tan Leather Couch Loveseat** in furniture - by owner

Renton

3 hours ago

\$25

Filters:

Categories

furniture-by owner x

free x

Location

Sammamish

Seattle x

Bellevue x

Renton x

This removes all the listing from Sammamish, the button grays out, and the x disappears. If you wanted to see the results back on the page, you would just click on the text to get them back.

search couch

all categories ▼

SEARCH

[advanced search »](#)

price

min

max

☐ search only titles☐ posts with images

sort by

most recent

best match

low price

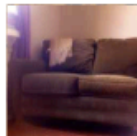
high price

search results for "couch"



Sectional Microfiber Couch in furniture - by owner
Sammamish
7 mins ago

\$600



GORGEOUS COMFY COUCH in free
Seattle
20 mins ago

\$0



Microfiber Sectional Couch in furniture - by owner
Bellevue
1 hour ago

\$700



Tan Leather Couch Loveseat in furniture - by owner
Renton

\$25

Filters:

Categories

furniture-by owner x

free x

All the results are now back.

Location

Sammamish x

Seattle x

Bellevue x

Renton x

craigslist

seattle-tacoma ▼

[Post to Classifieds](#)

[My Craigslist](#)

search

all categories ▼

SEARCH

[advanced search »](#)

To create a post, you would begin by click on the "Post to Classifieds" button on any page in the main header section.

browse

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
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housing

apts / housing
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housing wanted
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vacation rentals
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real estate for sale

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appliances	arts+crafts
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barter	baby+kids
bikes	beauty+hlth
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev

sidebar

sidebar content!

search

all categories ▼

SEARCH

[advanced search »](#)**create a post**

Type of Posting

[Read the terms](#)

job offered
resume / job wanted
housing offered
housing wanted
for sale
item wanted
gig offered
service offered
personal / romance
community
event

This takes you to the posting form. You begin by selecting the type of posting you would like to post. For example, you would click on "for sale" if you would like to sell something.

search

all categories ▼

SEARCH

[advanced search »](#)**create a post**

Type of Posting

[Read the terms](#)

job offered
resume / job wanted
housing offered
housing wanted
for sale
item wanted
gig offered
service offered
personal / romance
community
event

Item Location

Select all that apply

seattle
eastside
snohomish county
kitsap / west puget
tacoma / pierce
olympia / thurston
south king co

This brings up the location selection where you may pick more than one location if you can meet up in either location.

search

all categories ▼

SEARCH

[advanced search »](#)

create a post

Type of Posting

[Read the terms](#)

job offered
resume / job wanted
housing offered
housing wanted
for sale
item wanted
gig offered
service offered
personal / romance
community
event

Item Location

Select all that apply

seattle
eastside
snohomish county
kitsap / west puget
tacoma / pierce
olympia / thurston
south king co

Category

Please limit your post to one category

antiques
appliances
arts & crafts
auto parts
baby & kid stuff
barter
bicycles
boats
books & magazines
business/commercial
cars & trucks - by dealer
cars & trucks - by owner

Selecting the location brings up the category section. If you wanted to sell your car, you would pick "cars & trucks - by owner" for example.

search

all categories ▼

SEARCH

[advanced search »](#)

create a post

Type of Posting

Read the [terms](#)

job offered
resume / job wanted
housing offered
housing wanted
for sale
item wanted
gig offered
service offered
personal / romance
community
event

Item Location

Select all that apply

seattle
eastside
snohomish county
kitsap / west puget
tacoma / pierce
olympia / thurston
south king co

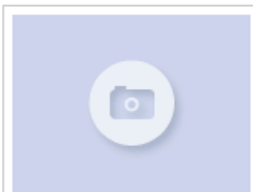
Category

Please limit your post to one category

antiques
appliances
arts & crafts
auto parts
baby & kid stuff
barter
bicycles
boats
books & magazines
business/commercial
cars & trucks - by dealer
cars & trucks - by owner

Making these three selections brings you to a category specific form helping you remember certain specs you may want include in your post. This also allows the buyers to find information easily.

Add Photos



Title:

(OBO)

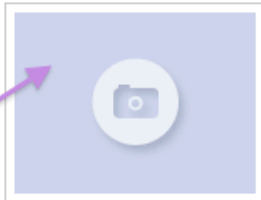
Price:

 \$ ☐ or Best Offer

Your Email:

 so that buyers can contact you type your email again to confirm

Add Photos



You would fill in the form details. You will notice that because you chose the sell a car or truck form, it shows you fields like mileage and the condition of the car to add to your post. If you like to create fields of your own to make it easier for the buyer to find specific and important information, you would click the add detail button. You are encouraged to add photos with this easy photo adder. You simply click on the camera image and it pops up your files folder to pick the photo.

Title:

(OBO)

Price:

\$

☐ or Best Offer

Your Email:

☒ anonymize (your email will show as: sale-xxxxxxx@craigslist.org) [\[?\]](#) ☐ Hide

Item Details

Title:

Mileage:

[+ Add detail](#)

Description:

Preview

Add Photos



x



Once you select one photo, the adder gives you the option to add more with the little plus sign image. If you would like to delete that picture you would just click on the x on the image.

Title:

(OBO)

Price:

\$

☐ or Best Offer

Your Email:

☒ anonymize (your email will show as: sale-xxxxxxx@craigslist.org) [\[?\]](#) ☐ Hide

Item Details

Title:

Mileage:

[+ Add detail](#)

Description:

[Preview](#)

Once you are finished adding photos and filling out the form, you can preview your post by selecting preview.

search

all categories ▼

SEARCH

[advanced search »](#)**Preview Post**

This is only a preview. Please select post to continue.

Sectional Microfiber Couch**Price:** \$600 OBO**Location:** San Francisco**Reason for Selling:** Need space for new couch**Condition:** 6 years old**Dimensions:** 7ft x 4ft x 5ft**Description:**

5 section couch with hide a bed and the 2 endpieces and recliner. The sections can be arranged in a line or with an I shape. Must sell this week.

Edit

Post

sidebar

sidebar content!

This brings you to the preview of the post. It reminds you that this is only a preview and that you have to click post to continue.

You have the option of posting, if you like what you see or going back to the form to edit if you would like to change something.

search

all categories ▼

SEARCH

[advanced search »](#)

Confirmation

Please check your e-mail to publish, edit, or delete your new post.

Would like to start posting instantly without e-mail confirmation? [Create a Craigslist Account.](#)

sidebar

sidebar content

Clicking on post takes you to this page where it tells you that you have to check your e-mail to publish, edit, or delete your new post. This is for users that have not made a Craigslist account.

Summary of Major Design Decisions

Annotated Screenshots & Design Rationale: Structure of navigation, naming of hyperlinks, and placement of content

Home Page

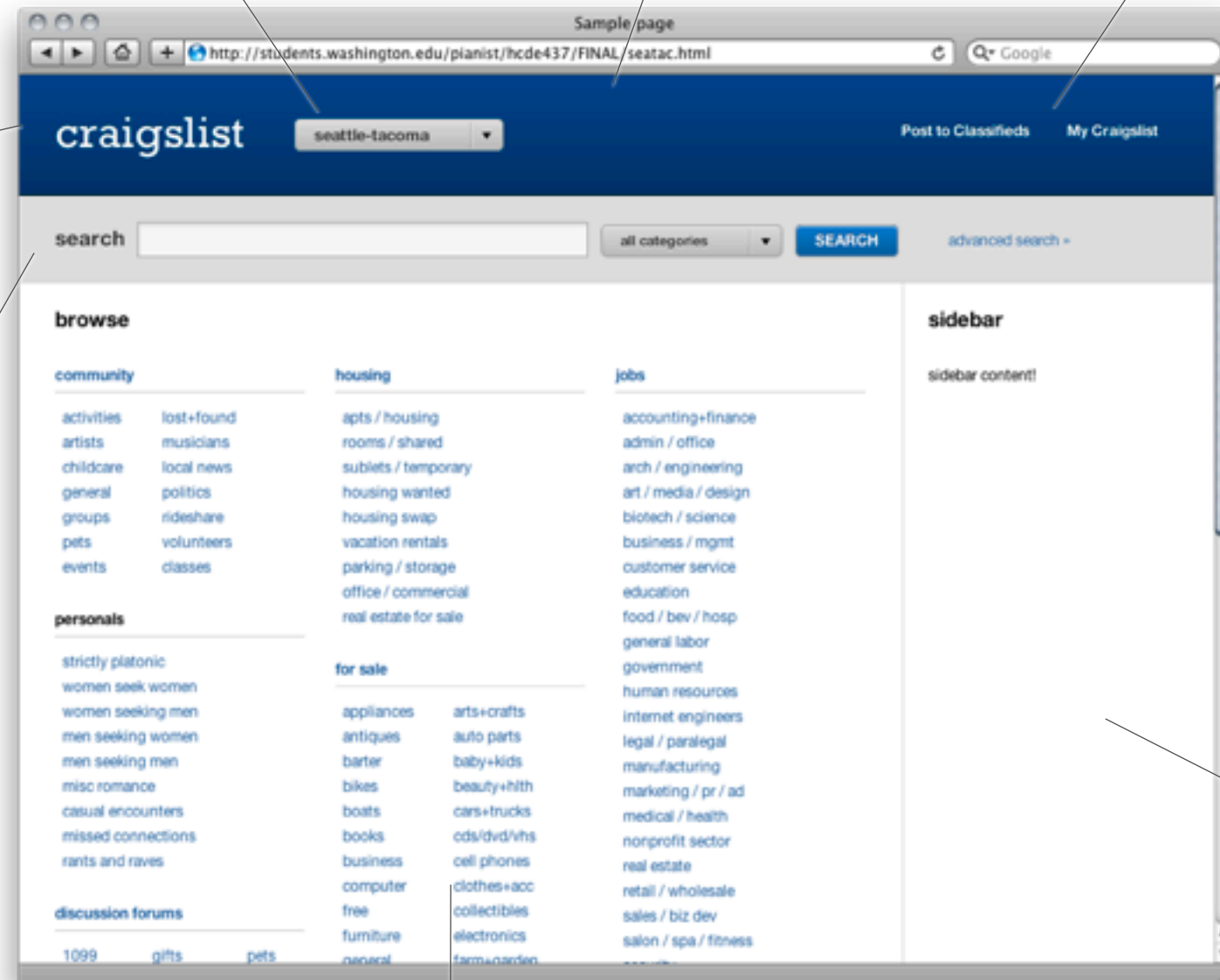
can easily see what location you're in and element visually tells users that you can click to change location

soft blue gradient presents a calm and safe mood

navigation is simplified to just what users need. other links are located in the footer

logo keeps the serif look of the old site but uses slab serif to appear more modern

search is made large and appears consistently across all pages because it is the thing that people access most often



categories are kept in textual form to keep the old Craigslist "classifieds" look and feel, and also we found many users do browse in this way and it eliminates multiple clicks

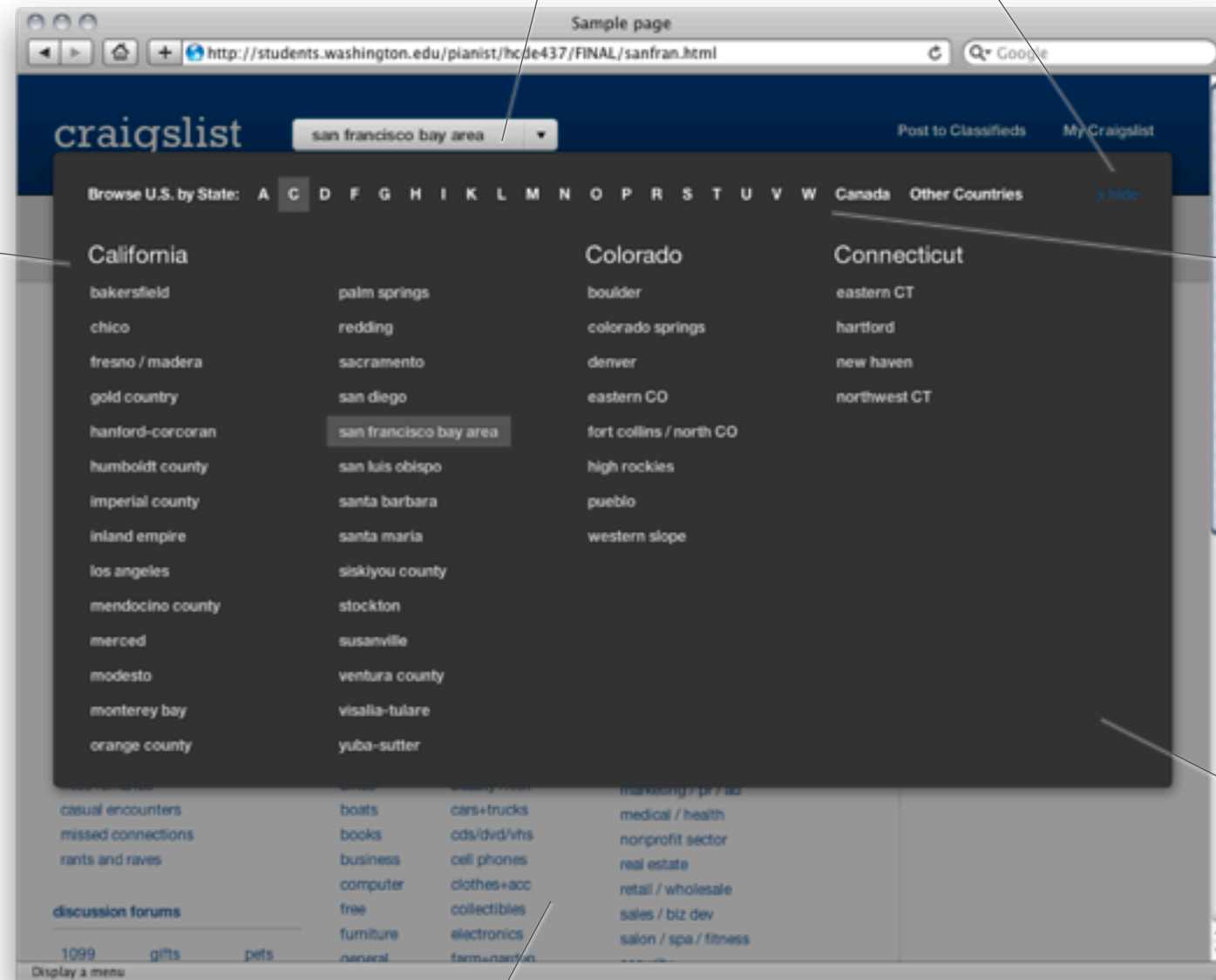
sidebar would have content (if we had more time) such as a feed of most recent posts or a message promoting safety

Changing Site Location

multiple places to click to dismiss popup makes it so users don't feel stuck in the menu and assures the way they expect to dismiss it is there so they don't have to learn a new function

navigation remains textual but large headings make sections easy to distinguish

clicking a letter changes the display to the states beginning with the letter. eliminates another page refresh by doing it dynamically



bar "floats" above page and doesn't require an unnecessary page refresh to get to the location chooser

everything behind the menu is darkened out to not distract. users can click on this darkened area to dismiss the popup (learned behavior from other sites such as Facebook)

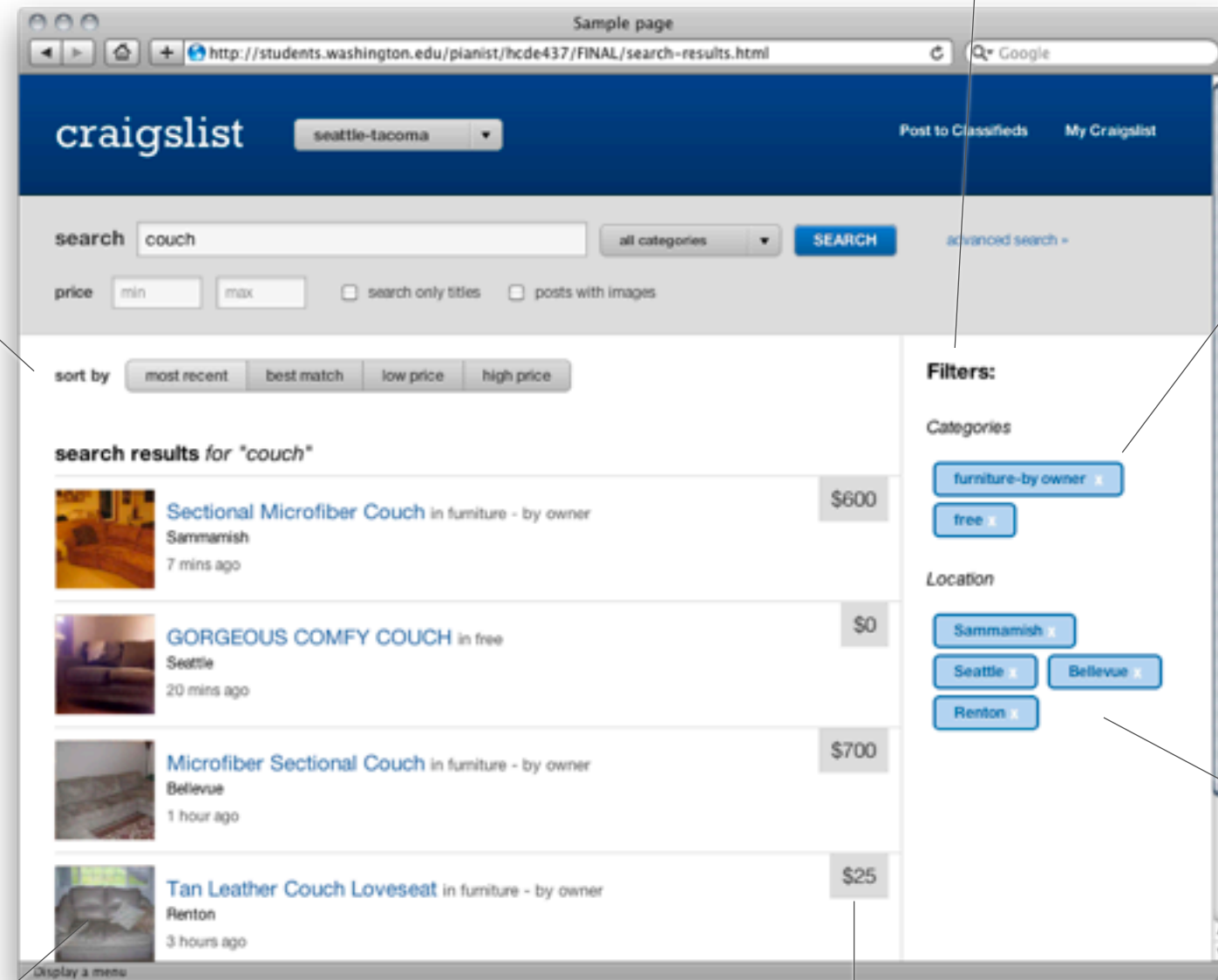
Search Results

sorting is easy and the appearance of “buttons” makes it easier for users to “sniff” out where the function lies on the page

filter function was added to prune search results to exactly what users want

filters appear as “tags” which gives users a “scent” of being able to modify the tags to change the search results

photos appear next to search results, making results MUCH easier and quicker to browse



price is easy to see at a glance and doesn't change location in listings (the current Craigslist has prices that change location depending on how the results are sorted)

clicking on the “x” removes the tag and any results that match that tag, which is very intuitive. the tag becomes grayed out and clicking on it again brings it and corresponding search results back

Create Post

these panels appear after the first choice is selected

if another category is selected in the previous pane, this pane can change

this panel is all that the user sees at the start of the posting process

this lessens information overload and doesn't confuse the user upon beginning the process of posting

The screenshot shows the Craigslist 'create a post' interface. At the top, there's a navigation bar with the Craigslist logo, a location dropdown set to 'seattle-tacoma', and links for 'Post to Classifieds' and 'My Craigslist'. Below this is a search bar and a 'SEARCH' button. The main section is titled 'create a post' and contains three columns of selection panels. The first column, 'Type of Posting', lists options like 'job offered', 'resume / job wanted', 'housing offered', 'housing wanted', 'for sale' (highlighted), 'item wanted', 'gig offered', 'service offered', 'personal / romance', 'community', and 'event'. The second column, 'Item Location', lists areas like 'seattle', 'eastside' (highlighted), 'snohomish county', 'kitsap / west puget', 'tacoma / pierce', 'olympia / thurston', and 'south king co'. The third column, 'Category', lists various categories like 'antiques', 'appliances', 'arts & crafts', 'auto parts', 'baby & kid stuff', 'barter', 'bicycles', 'boats', 'books & magazines', 'business/commercial', 'cars & trucks - by dealer', and 'cars & trucks - by owner' (highlighted). Below these panels are fields for 'Add Photos', 'Title:', 'Price:', and 'Your Email:'. The 'Price' field includes a '\$' symbol and a checkbox for 'or Best Offer'. The 'Your Email' field has a confirmation step. At the bottom, there's an 'Item Details' section with a 'Title' dropdown (set to 'select a condition') and a 'Mileage' field. A 'Display a menu' link is at the bottom left.

see post form on next page



Create Post

can easily see what location you're in and element visually tells users that you can click to change location

sellers can check OBO and it creates a standard way of specifying this in the post so that buyers can search more easily

adding photos is more emphasized than the current Craigslist to encourage sellers to create richer content for buyers to browse

extra fields like this encourage sellers to include this information and improve trust with buyers

additional photo adding buttons appear below when a photo is uploaded to eliminate information overload

preview button lets users preview their post before posting it, and takes them to a page that functions as a preview and a confirmation

this specifications field encourages sellers to create specs for their listing. these specs will appear on postings in a formatted way so that buyers can quickly see specs without having to read through the description

these fields also add the benefit of making searches easier. default fields appear customized to each posting category, for example, entering mileage when selling a car, so that buyers can search by mileage

Sample page

http://students.washington.edu/pianist/hcde437/FINAL/post-1-create.html

Add Photos

Title:

Price:

(OBO)

Your Email:

so that buyers can contact you

type your email again to confirm

anonymize (your email will show as: sale-xxxxxxxx@craigslist.org) Hide

Item Details

Title: select a condition

Mileage:

Add detail

Description:

why are you selling it?

Preview

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terms of use privacy about help

Ongoing Testing Plan

Analytics

Analytics can be used to gain a wide variety of usage patterns on Craigslist. We can monitor the duration that people spend on postings, and monitor navigation from postings to see if people are contacting sellers or if they are leaving the posting after a few seconds. This can help us evaluate how effective seller-created posts are at marketing themselves, and can inform our design about how to improve the posting form.

If Craigslist accounts were made to improve seller trust in buyers, we could monitor how many posts are created with accounts and how many posts are created without. This could be useful information in monitoring spam posts and inform any design decisions to promote awareness of spammers and decrease posts that aren't made by legitimate people.

Further Testing

Search Results: One element we would want to alter and test are search results. There are many examples online that are successful in presenting search results to their users. Some examples are Google search, Bing search, eBay search, and Amazon search. But what Craigslist focuses on is similar to eBay and Amazon search. We want to preserve the integrity of Craigslist, while enhancing the aesthetics of the site. In the current state of Craigslist, it only provides two different filter mechanisms, 'location' and 'category,' and four different sorting mechanisms, 'most recent,' 'best match,' 'low price,' and 'high price.' With these options available, we wanted to present new and improved filtering options for users. We want to utilize A/B testing to see if these options will help our users find what they are looking for. We need to know what placement and style of filtering and sorting would best suit their needs. By testing users with a scenario with specific narrowed down search results that they have to get to, we will know which placement and style has the highest success rate and can continue from there. This way we can optimize the functionality of major activity on our site.

Posting: While creating a new and improved design for Craigslist, we took the risk of redesigning of how to create a new post. Users are accustomed to the current design of Craigslist that doesn't have many form fields or options. Therefore, if major changes are made, users will need to re-accustom themselves. But as a team, we decided a face lift was needed to embrace and enhance the user experience of this site. In creating this new feature, we built activity flows, mood board and wire frames to draw up some ideas of how this feature would look like. After coding this new feature, we know that some design features will not be helpful for users. With A/B testing, we hope to find those features and

figure out a better way of creating that task or remove this feature as a whole. We want this experience to enhance the user experience of the site, and not hinder it in any way.

Changing Locations: Another element we would like to alter and test is the changing locations drop down menu. With Craigslist being localized classifieds, it is important for user to quickly and easily change locations if needed. With the original Craigslist, there is no easy way to change cities after you've chosen one. It takes to you to that city's Craigslist everytime because they make an assumption that people don't need to change cities that often. In order to change cities now most would either change it in the URL or google search the Craigslist for the city they are looking for. This does not create a good user experience. This is why we added the drop down where you can first pick the alphabet of the state you are looking for and then find the city. Currently, with the testing done, the drop-down works well and users find it pretty easy to changes states and cities. However, we only have the states for the letter "C" and "W" and are unsure what it would look like if we added for example the letter "A". "A" has a lot more states and may not all fit in one page of the drop down. We need to test whether or not changing locations would still be as effortless in that situation. We would also want to test which placement of the changing state letters would be best by testing how long it would take to carry out the scenario with each change.

Appendix

Site Map

- sanfran.html
 - change location pop-up
 - C-states menu
 - W-states menu
- seatac.html
 - search-results.html
 - filter search results sidebar
 - Post pages
 - post-1-create.html
 - create-a-post form
 - post-2-preview.html
 - post-3-done.html

Website viewing instructions

- Browser: Chrome for the best viewing experience, but anything besides IE should work
- Screen size: 1024x768 minimum for best viewing experience
- Start at this URL: <http://students.washington.edu/pianist/hcde437/FINAL/sanfran.html>
- Please follow the site map order when viewing pages to avoid nonworking links