Redesigning Craigslist

Giving the Internet's Garage-Sale a Facelift

Ah, Craigslist. Home of questionable sale listings. The virtual garage sale you can always rely on for any possible need. Having dubious content, though, does not mean that Craigslist does not deserve a user-friendly interface. In its current form, Craigslist has a very bare bones design, with minimal affordances and aesthetics. The website has clearly not been iterated on in a very long time, potentially even since the day it was born in 1995.

This project is a reimagination of what Craigslist could be; a complete redesign of the website so that it is intuitive and visually pleasing to the modern consumer while still staying true to the Craigslist brand.

Stage 1: Wireframes

The following are wireframes of different pages from the website reimagined so they are more in compliance with a chosen set of usability principles. The four usability principles we will be examining are intuitive design, ease of use, efficiency, and memorability.
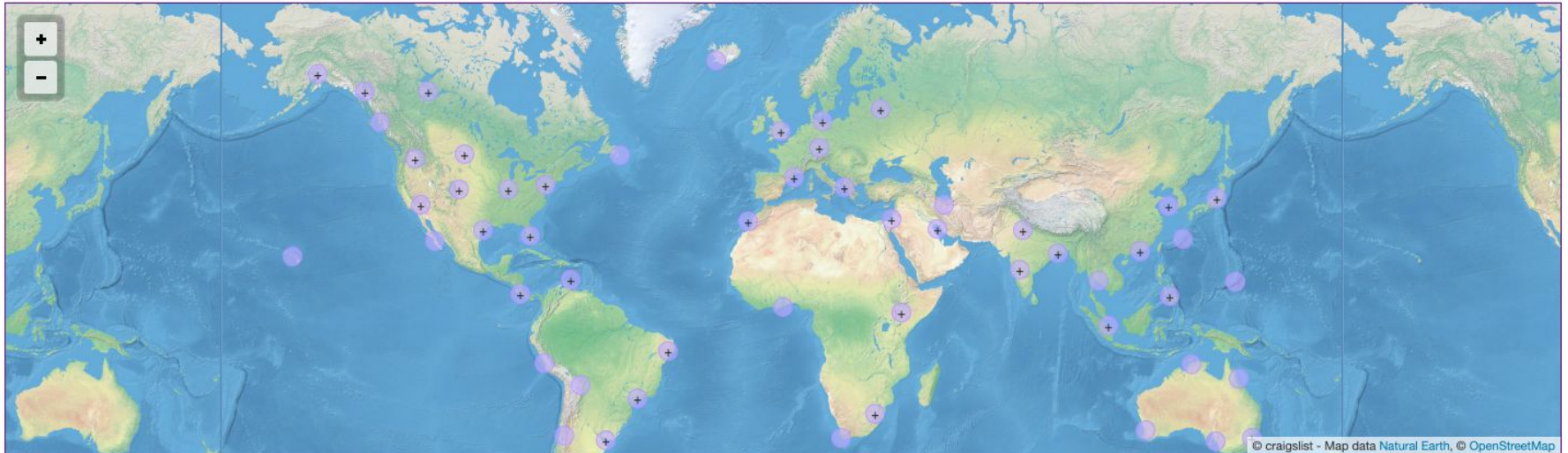
Wireframes: low-fidelity skeletal framework for a website
Usability Principle: property of a product that allows users to learn a product easily in order to achieve their goals

Home Page:

craigslist®

US   Canada   Europe   Asia/Pacific/Middle East   Oceania   Latin America   Africa

© craigslist - Map data Natural Earth, © OpenStreetMap

US

Alabama

- auburn
- birmingham
- dothan
- florence / muscle shoals
- gadsden-anniston
- huntsville / decatur
- mobile
- montgomery
- tuscaloosa

Illinois

- bloomington-normal
- champaign urbana
- chicago
- decatur
- la salle co
- mattoon-charleston
- peoria
- rockford
- southern illinois

Montana

- billings
- bozeman
- butte
- great falls
- helena
- kalispell
- missoula
- eastern montana

Rhode Island

- rhode island

South Carolina

- charleston
- columbia
- florence
- greenville / upstate
- hilton head

http://craigslist.org

Africa | Asia | Europe | North America | Oceania | South America

CraigsList

🔍 Search for your city here...

Log In | Sign Up

[+]
[-]

Africa
Browse cities ▼

Asia
🔍 search
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum

Europe
Browse cities ▼

Welcome Guide

Adding Listings
Contacting Sellers
Best Practices

	Original Interface	Redesigned Interface
Intuitive Design	It's not clear where you would even sign in or sign up. Your only option is to search for your city.	The redesigned interface has features that people expect of an interface, like the ability to sign in/sign up and to search for what they need.
Ease of Learning	The original interface assumed you already understand how Craigslist works and that you would intuitively know to search for your city, which is not the case.	The redesigned interface has a collapsible welcome guide that users can look through to understand that they should look for their city and that once there they can search through listings.

Efficiency of Use	Even for an experienced user, this interface is not efficient. That's because there is no quick way of accessing your city or your account, you have to scroll through all of the cities from all countries to get to the one that you need.	Instead of having to scroll through the list of cities, you can look up your city based on the continent it's in, or you can use the general search bar at the top of the page.
Memorability	The website does not have many visual markers that make it memorable or easy to use. Again, beside the map, this page is essentially just a list of cities, which would take time to search through no matter how many times a person's used the website.	Adding visual elements like a logo helps with memorability because it established a brand and helps people remember the website better.

City/State-Specific Home Page:

craigslist

create a posting
my account

search craigslist

event calendar

M	T	W	T	F	S	S
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use *new*

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

rhode island

community

activities
artists
childcare
classes
events
general
groups
local news

lost+found
missed
connections
musicians
pets
politics
rants & raves
rideshare
volunteers

services

automotive
beauty
cell/mobile
computer
creative
cycle
event
farm+garden
financial
household

labor/move
legal
lessons
marine
pet
real estate
skilled trade
sm biz ads
travel/vac
write/ed/tran

discussion forums

android
apple
arts
atheist
autos
beauty
bikes
celebs
comp
cosmos
diet
divorce
dying
eco
feedbk
film
fixit
food

frugal
gaming
garden
haiku
help
history
housing
jobs
jokes
legal
linux
manners
marriage
money
music
open
outdoor
parent

pets
philos
photo
politics
psych
recover
religion
rofo
science
spirit
sports
super
tax
travel
tv
vegan
words
writing

housing

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

for sale

antiques
appliances
arts+crafts
atv/utv/sno
auto parts
aviation
baby+kid
barter
beauty+hlth
bike parts
bikes
boat parts
boats
books
business
cars+trucks
cds/dvd/vhs
cell phones
clothes+acc
collectibles
computer parts
computers
electronics

farm+garden
free
furniture
garage sale
general
heavy equip
household
jewelry
materials
motorcycle parts
motorcycles
music instr
photo+video
rvs+camp
sporting
tickets
tools
toys+games
trailers
video gaming
wanted
wheels+tires

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
etc / misc
food / bev / hosp
general labor
government
human resources
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing

gigs

computer
creative
crew
domestic

event
labor
talent
writing

resumes

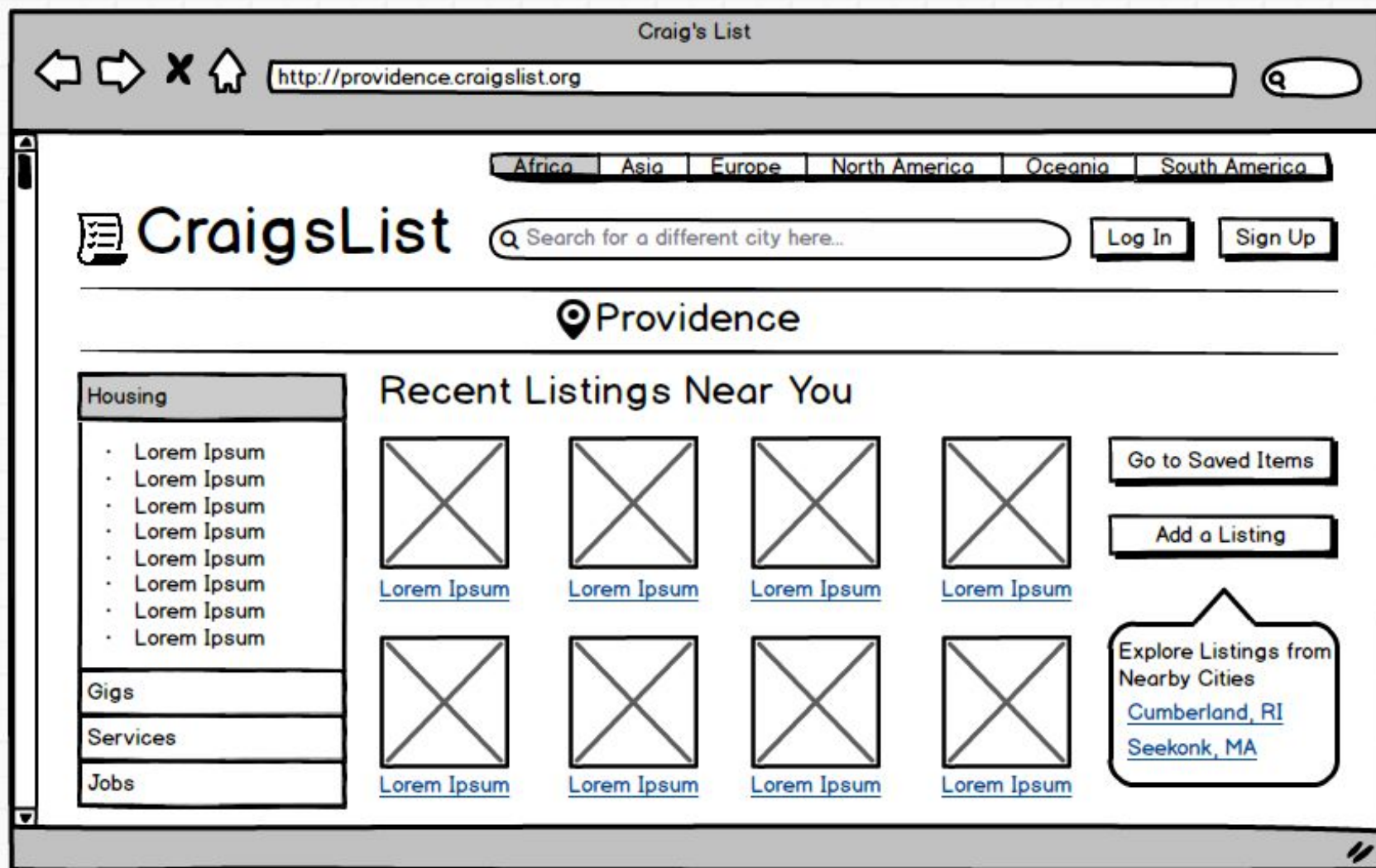http://providence.craigslist.org

Africa | Asia | Europe | North America | Oceania | South America

CraigsList

🔍 Search for a different city here...

Log In   Sign Up

📍Providence

Recent Listings Near You

Housing

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

Gigs

Services

Jobs

Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum

Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum

Go to Saved Items

Add a Listing

Explore Listings from Nearby Cities

Cumberland, RI

Seekonk, MA

	Original Interface	Redesigned Interface
Intuitive Design	The reply button does not make it clear that the user is contacting the seller.	The process for contacting the person who put up the listing is made more explicit through the 'contact seller' button.
Ease of Learning	There is no clear way to navigate back to all of the listings or to a different category, which is confusing to new users.	The drop-down menu with all of the categories is still present, and a 'back to listings' button was introduced.
Efficiency of Use	The crowdedness and odd spacing of the page decrease its efficiency.	Unnecessary elements were removed and the page is more spaced out.
Memorability	The vagueness of the 'reply' button could confuse people who may have visited the site before but who are not frequent visitors.	Commands were made more explicit.

Adding a Listing:

please limit each posting to a single area and category, once per 48 hours

what type of posting is this: (see prohibited list before posting.)

○ job offered

○ gig offered (I'm hiring for a short-term, small or odd job)

○ resume / job wanted

○ housing offered

○ housing wanted

○ for sale by owner

○ for sale by dealer

○ wanted by owner

○ wanted by dealer

○ service offered

○ community

○ event / class

continue

Craig's List

http://post.craigslist.org

Africa | Asia | Europe | North America | Oceania | South America

CraigsList

Search for a different city here...

Log In   Sign Up

Listing Title:

Go Home

General Ctegory:

Choose one or more options   ▼

Uploaded Images:

Sub-category:

Choose one or more options   ▼

% Completed:
8

Images: Upload

Preview   Next

Listing Guidelines | Prohibited Items

	Original Interface	Redesigned Interface
Intuitive Design	It's unclear which boxes are mandatory to check and which aren't. It's also unclear how many to check off.	There are clearly labeled categories for the user to fill in.
Ease of Learning	It's unclear on this first page how extensive the process is, and what else will be asked for.	The 'percent completed' box helps new users understand how far they are in the process.
Efficiency of Use	All of the options are laid out on the screen, meaning the user has to read through all of the options, including ones that are not relevant to them.	Having separate categories with searchable drop-down menus allow experienced users to access the options they need with ease.

Memorability	Extremely bare with very few affordances.	Added affordances and visual elements.

<u>Sign Up Form:</u>

Create an account

Email

Account help   Create account

http://accounts.craigslist.org/signup

Africa | Asia | Europe | North America | Oceania | South America

CraigsList

Q Search for a different city here...

Log In | Sign Up

Sign Up:

Username:

E-Mail:

Password:

Repeat Password:

Sign Up

Go Home

	Original Interface	**Redesigned Interface**
Intuitive Design	Given that sign-up processes typically follow a certain format, the brevity of this sign-up page is unintuitive and confusing.	Much more similar to sign-up pages that users are familiar with and is thus more intuitive.
Ease of Learning	Exiting this page is very confusing. Clicking on the CL logo takes you home, but that is not immediately obvious.	More friendly to new users because of the added affordances such as a home button and the ability to switch to the log in page.
Efficiency of Use	Although it is a very fast sign-up process, its strange format is likely to confuse users, making the process take more time than it would if a regular sign-up process is used.	This is an interface that users have been faced with countless times before, and the fields are all clearly labeled, making it efficient.

Memorability	The confusion around the categories asked is likely to be a recurring theme, unless someone is making Craigslist accounts on a very regular basis.	Once again, the fleshed out sign-up page is more similar to what users expect, and is therefore more memorable.

Viewing a Single Listing:
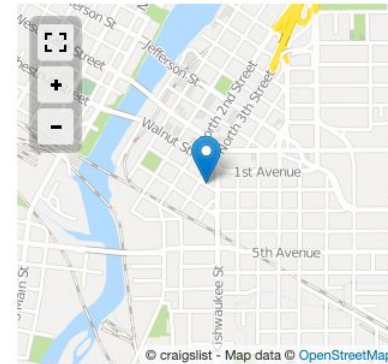
reply   ☆ favorite   ⊠ hide   ⚑ flag   Posted 23 days ago   print

$585 / 520ft² - Large Studio In Downtown Historic District (Haight Village Rockford)

image 6 of 8

(google map)

| 0BR / 1Ba | 520ft² | available nov 1 |

apartment
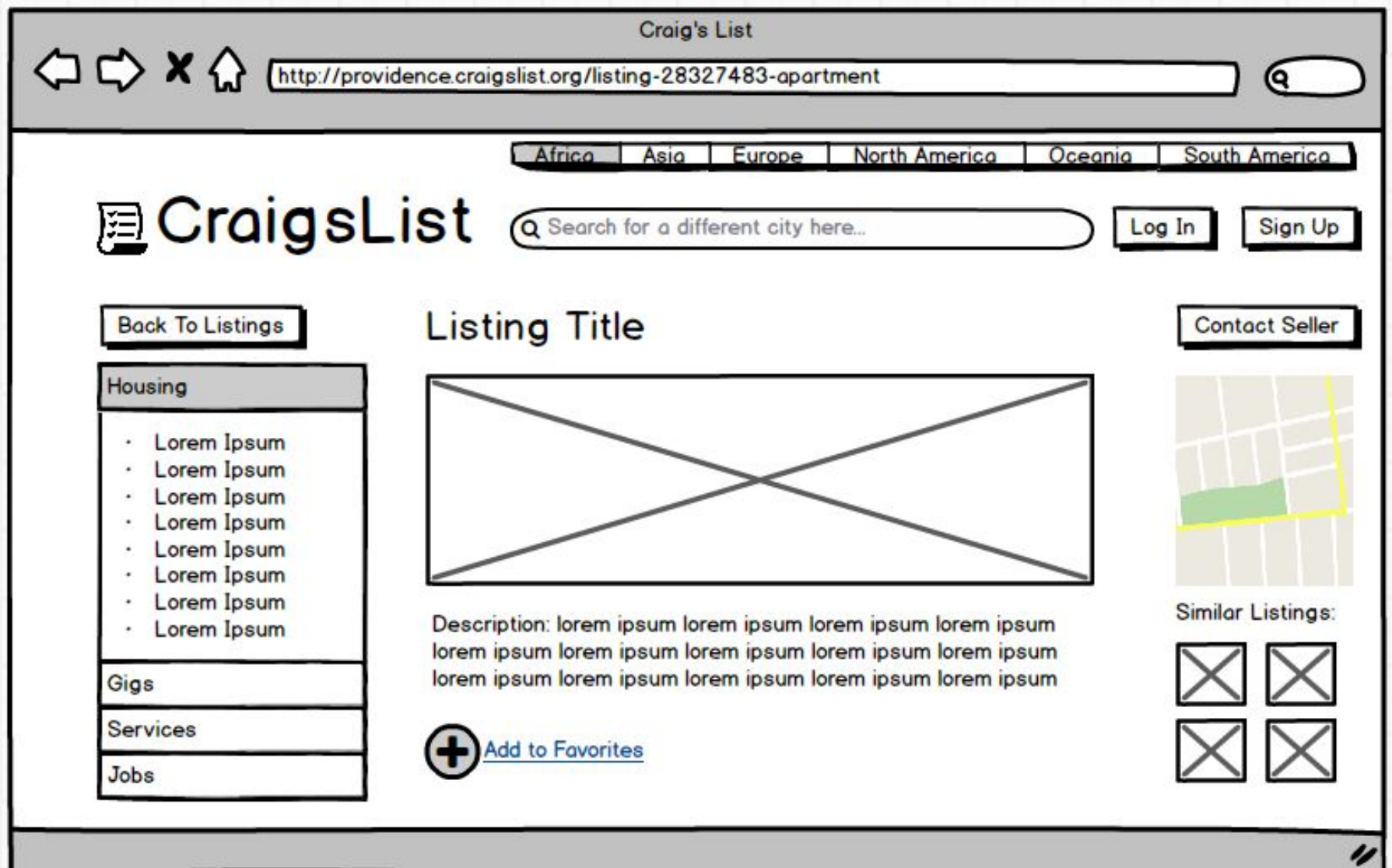
laundry in bldg

no smoking

street parking

Large charming studio apt available for rent, in downtown historic district of Haight Village. Building is located one block from East State Street and is close to all the great restaurants and bars. Apartment has been fully renovated, including original fireplace, original woodwork, full bath with claw foot tub, eat-in kitchen, brand new stainless fridge, new ceiling fans in living and kitchen areas, AC, levelor blinds on all windows. Washer & dryer located in building, off street parking. All utilities included except Electricity. This apartment is move in ready & in immaculate condition!!!! Rent is $585 a month and $585 security deposit is required before move in. No animals, No smoking and rent is based on single occupancy. available November 1st

- do NOT contact me with unsolicited services or offers

http://providence.craigslist.org/listing-28327483-apartment

Africa | Asia | Europe | North America | Oceania | South America

CraigsList

Q Search for a different city here...

Log In | Sign Up

Back To Listings

Housing

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

Gigs

Services

Jobs

Listing Title

Contact Seller

Description: lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum

⊕ Add to Favorites

Similar Listings:

	Original Interface	Redesigned Interface
Intuitive Design	The reply button does not make it clear that the user is contacting the seller.	The process for contacting the person who put up the listing is made more explicit through the 'contact seller' button.
Ease of Learning	There is no clear way to navigate back to all of the listings or to a different category, which is confusing to new users.	The drop-down menu with all of the categories is still present, and a 'back to listings' button was introduced.
Efficiency of Use	The crowdedness and odd spacing of the page decrease its efficiency.	Unnecessary elements were removed and the page is more spaced out.
Memorability	The vagueness of the 'reply' button could confuse people who may have visited the site before but who are not frequent visitors.	Commands were made more explicit.

Navigation Flowchart:
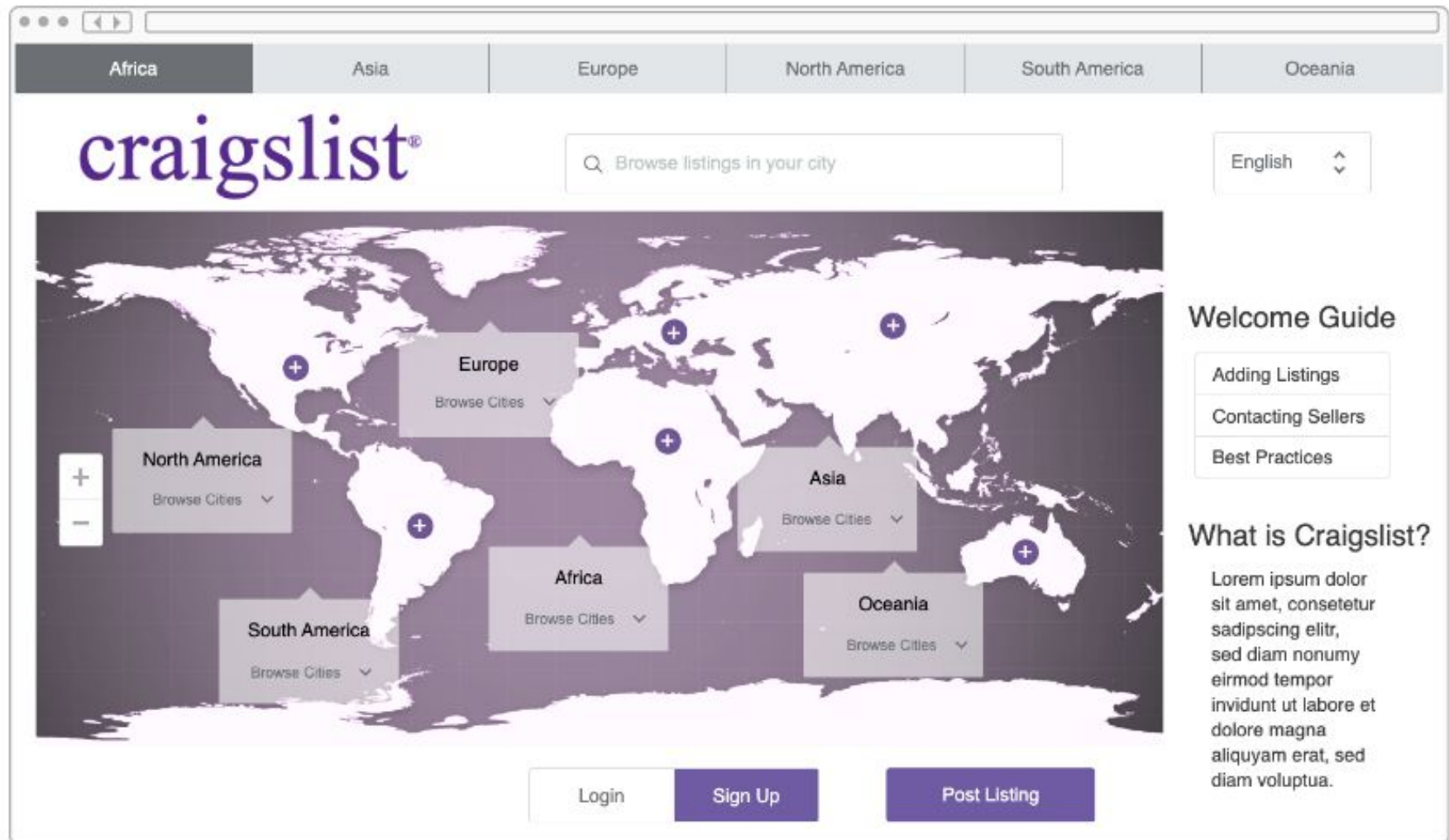
Diagram showing flow of navigation between pages.
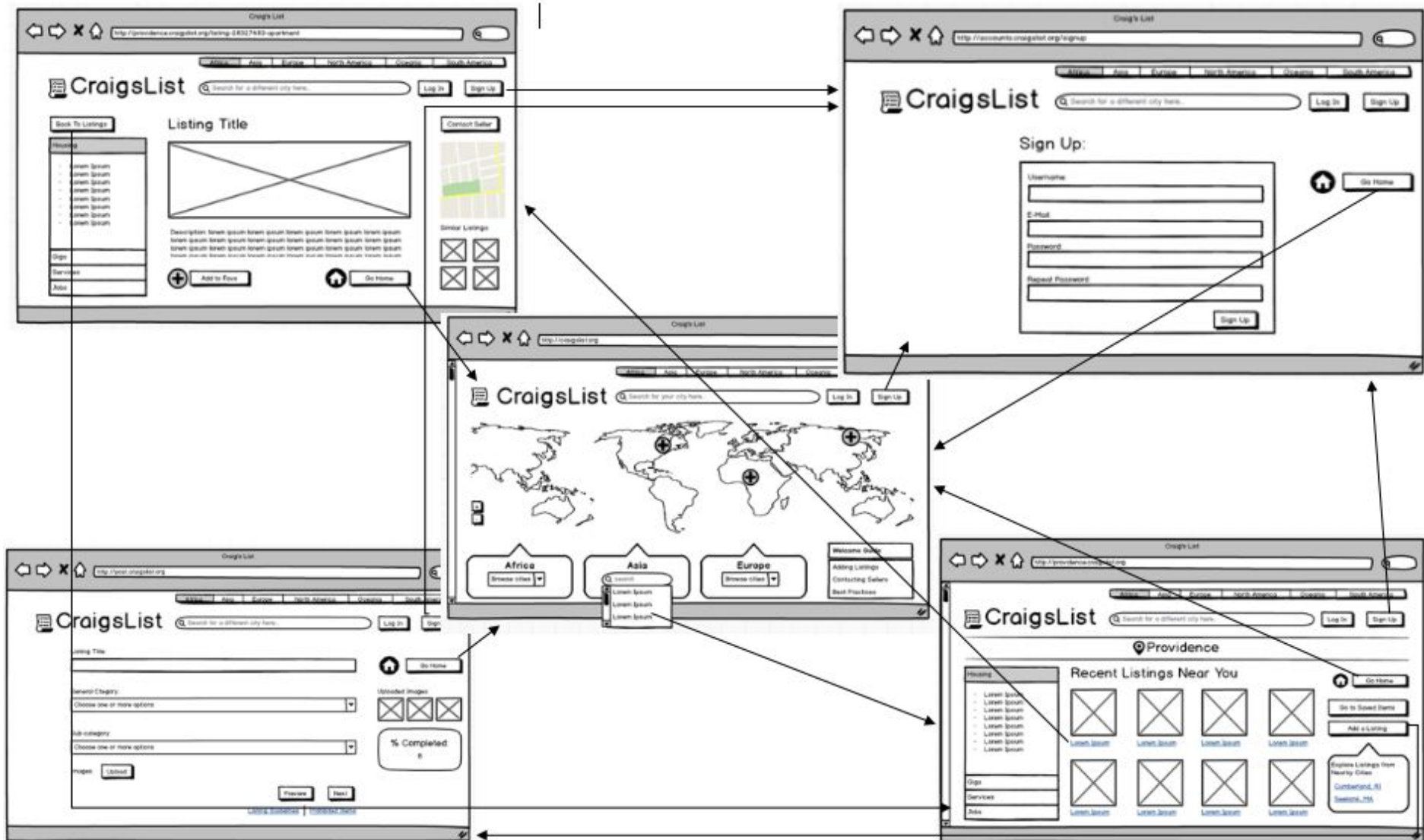
Stage 2: Visual Redesign (on Proto.io)

Now that we've reimagined the website in terms of usability, it's time to also consider its visual appeal. The following pages are high-fidelity visual redesigns of different pages from the website.

Link to project: https://pr.to/KN09GM/

Home Page:

craigslist®

Q Browse listings in your city

English

Europe
Browse Cities ⌄

North America
Browse Cities ⌄

Asia
Browse Cities ⌄

Africa
Browse Cities ⌄

South America
Browse Cities ⌄

Oceania
Browse Cities ⌄

Welcome Guide

Adding Listings

Contacting Sellers

Best Practices

What is Craigslist?

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Login   Sign Up   Post Listing

Adding a Listing:

craigslist®

◉ Providence, RI

🔍 Search for a different city

Blueno Bear
bbear1300

Switch Account

Go Home 🏠

Listing title:

e.g. "Selling Kent Retro 700c City Bicycle"

General category:

Select one or more options ⌄

Sub-category:

Select one or more options ⌄

Uploaded Images:

Images: | Upload | Preview | Next →

Home Page	We chose two shades of purple as our color palette, as an example of choosing one hue and varying the saturation. The current craiglist site has a dark purple logo and dark blue links. Dark blue and dark purple are neither opposites on the color wheel, nor the same color but with different saturations, which is not visually appealing. We made the text large to improve readability, and presented fewer options to avoid the user becoming visually overwhelmed (instead of looking for the nearest (+) to their city on the map, they simply need to choose their continent or zoom in towards the appropriate location).
Adding a Listing	Like the original "add a listing" screen on craigslist, we stuck with the simple color palette of craiglist logo purple and shades of grey. However, we used purple more frequently to make the website livelier. We kept the buttons rounded in accordance with the theory that square buttons require more mental effort to process. Additionally, we used alignment and visual grouping of the three forms to indicate their equivalent importance, and shared purpose, which is to describe the listing.

Stage 3: Responsive Redesign (on Proto.io)

With our high-fidelity design of the page now created, we can go ahead and actually create an interactive page that also resizes for different screens.

On a large screen, the menu bar stretches.

On a tablet, it wraps around to a new line.

On a phone screen, it becomes a hamburger menu.

On a large screen, the location and search bar stay as shown.
On a tablet or smart phone, the location and search bar move to under the craigslist logo.

On a large screen, the profile, switch account, and home buttons stretch towards the right.

On a tablet or smart phone, they move under the search bar (which is under the craigslist logo).

On every screen size, the craigslist logo stays put.

Africa   Asia   Europe   North America   South America   Oceania

craigslist®

📍 Providence, RI

🔍 Search for a different city

Listing title:

e.g. "Selling Kent Retro 700c City Bicycle"

General category:

Select one or more options

Sub-category:

Select one or more options

Images: Upload   Preview   Next →

Blueno Bear
bbear1300

Switch Account

Go Home 🏠

Uploaded Images:

The "images" and "upload" button stay where they are regardless of the screen (under the sub-category dropdown).

On a large screen, the Preview and Next buttons stretch towards the right.

On a tablet, they shift left.

On a phone, they move to the very bottom of the screen.

On a large screen, the "Uploaded Images:" text, progress bar, and images stretch towards the right.

On a tablet, they move under the "Images:" text and upload button. The images remain in a 2x2 grid.

On a phone, they move the same way as they do for a tablet, except the images stack in a column.
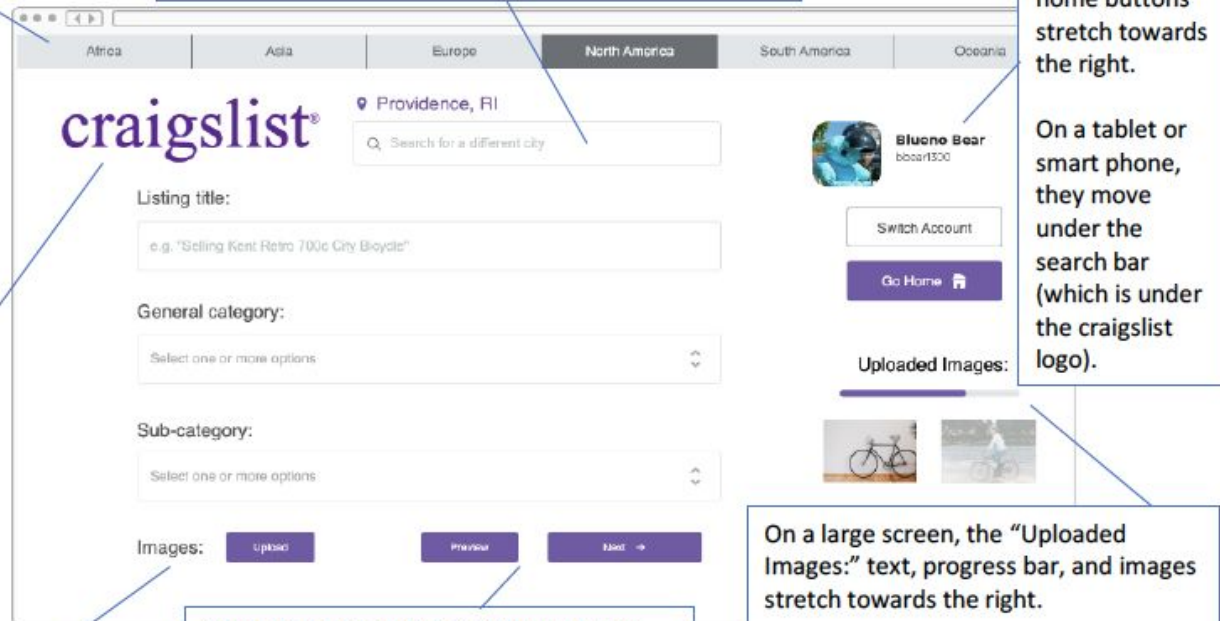
Implementation

To implement this responsiveness, we can use CSS Flexbox for the top three items (the logo, search bar, and profile) and put each in a separate column. We have to add the attribute "flex-direction: column" to row class of the @media section to accomplish this.