Kamran Shaikh

Descriptive Wireframe Document - Assignment 3

Orignal Website: https://toronto.craigslist.org/

Rationale:

My redesign of the Craigslist homepage consists of a header, featuring the company logo to the left (with the location underneath), a horizontal list of municipalities to the center, and to the right, a language dropdown menu, a search bar, a profile icon, and a post icon. There is a navigation bar on the left, with a distinguished box for the event calendar, and a columnar list of links. There is a main body, featuring the eight main categories for postings portrayed as large labelled images. Lastly, there is a footer containing links and copyright information.

Craigslist's original homepage has many flaws with its design. Firstly, it is very crowded and heavy on small text. This is most apparent in the site's main body, where there are long columnar lists of hyperlinks underneath each category. This poorly executes the design principles of contrast and proximity as these columns look incredibly similar to each other and are too close together, making it hard for the user to distinguish between the columns. To remedy this, I replaced each list with a single square image labeled with its respective category, each appropriately spaced out from one another. These images link to external pages that provide a list of their subcategories.

Additionally, the original site features two navigation bars on each side, also featuring lists of small text. My redesign combines the two navbars into a single bar on the left. Since multiple links within the original site's left navbar were also present in the site's footer, I was able to remove the repeated links to shorten the list and make it less crowded. I also improved the readability of the navbar by aligning the text to the left rather than the center, giving it a hard vertical edge for the reader to follow.

I utilized colour theory in my redesign by choosing a monochromatic purple colour scheme. I chose this colour because despite Craigslist's peace sign logo being purple, it is never used elsewhere on the site. Using the principle of repetition, I utilized different shades of purple throughout the site, giving it a cohesive theme that stands out compared to its original white/grey colour scheme. Furthermore, I made sure the text colour contrasted with the background colours I chose. I used white text over the dark purple backgrounds and dark purple text over the lighter backgrounds.

Item #1:

Description: Background

Font: N/A

Colour: #ede0ff (pastel light purple)

Alignment: N/A

Media: N/A

Interactivity: N/A

Item #2:

Description: Header

Font: Times New Roman, 20px for regular text, 24px for logo text, #59108e (purple)

Colour: #ecc8ff (pastel purple)

Alignment: Logo to the left, municipalities to the center, language menu, search bar, and icons to the right

Media: Company Logo, profile icon, post icon

Interactivity: Clicking "craigslist" logo links to their about/sites page; clicking "ca" superscript links to their about/sites link anchored down to the Canada section; clicking "toronto" opens a map; municipality abbreviations redirect to their respective homepages; drop-down menu reveals language options; search bar allows user to enter a query

Item #3:

Description: Event Calendar

Font: Times New Roman, 20px, white

Colour: #59108e (purple)

Alignment: Centre

Media: N/A

Interactivity: Calendar with links on each day to sale date pages

Item #4:

Description: Sidebar with links to other pages

Font: Times New Roman, 20px, #59108e (purple)

Colour: #ecc8ff (pastel purple)

Alignment: Left

Media: N/A

Interactivity: The top six lines can be clicked to reveal drop-down menus listing links to other

locations. The bottom six lines are hyperlinks to their respective pages.

Item #5:

Description: Main body, featuring the main content (eight Craigslist categories)

Font: Times New Roman, 20px, white

Colour: White

Alignment: Centre

Media: Eight square images with titles representing each Craigslist category

Interactivity: Clicking a category image will redirect to another page with a list of its

subcategories.

Item #6:

Description: Footer with links to other pages and copyright

Font: Times New Roman, 20px, white

Colour: #59108e (purple)

Alignment: Centre

Media: N/A

Interactivity: Each link redirects the user to its respective page