

Ethnographic Research

**Qualitative Marketing Research
Team: The Research Gurus**

Hung Chun Chou (Sophia)
Flavia De Souza
Shih-Chi Kao (Kyle)
Gayathri Pothuru



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Meet the Research Gurus



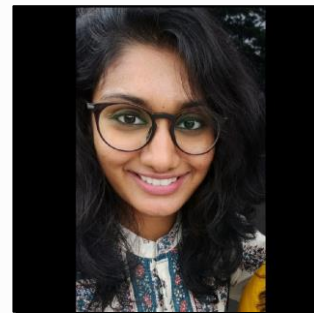
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Overview



01

Online content analysis:

- 1 Video: Talks at Google
- 3 Reports: wired.com

03

Quantitative research

02

Ethnography research:

- Regular User- Nikhil
- New User- Sophia & Santosh

04

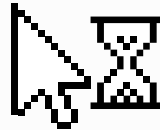
Conclusion & Recommendations



Why hasn't Craigslist's interface
changed over so many years?



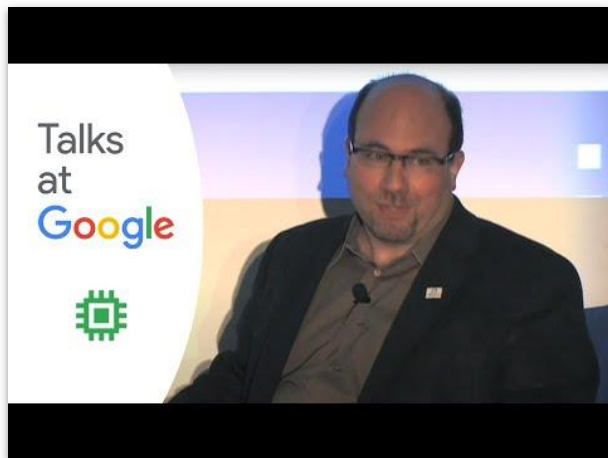
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Online content analysis



Interview with Craig Newman, founder of Craigslist
Talks at Google, 2008

1. Simple, intuitive interface
2. Focus and purpose
3. Stays true to its roots

Next



Online content analysis

Simple, intuitive interface

The Founder and CEO has no design skill.

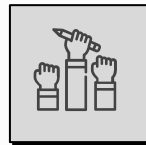


Focus and Purpose

They want to stay simple, fast, and efficient.

Stays true to its root

Ninety percent of the functions of Craigslist's website is based on suggestions from users.



"Give people a break"

Craigslist created culture of trust and fairness for people.

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Ethnographic Research

Observational

1. Participants demonstrated how they navigate on the website for searching for apartments.
1. How they select and get information about listings they are interested in.
1. How they try to contact with the apartment manager/owner or leasing agent.

Exploratory

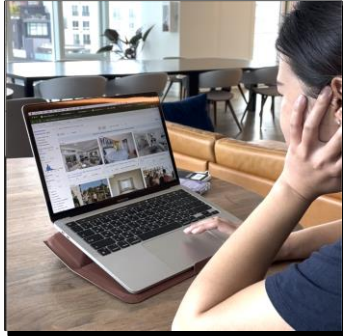
General questions about the participant's experience on the website:

1. What made you choose some specific listings over the others?
1. If you could change or include anything for the house searching, what would it be?
1. How do you rate your satisfaction with Craigslist from 1 - 5?



Ethnographic Research

Participants Profiles



New-User: Sophia

Occupation: Student

Rating for Craigslist: 🌟 🌟



New-User: Santosh

Occupation: UI/UX designer

Rating for Craigslist: 🌟 🌟 🌟



New-User: Nikhil

Occupation: Data Engineer

Rating for Craigslist: 🌟 🌟 🌟

Ethnographic Research

A window with a title bar at the top containing three icons (minimize, maximize, close). On the right side, there is a vertical scroll bar and a crosshair cursor.

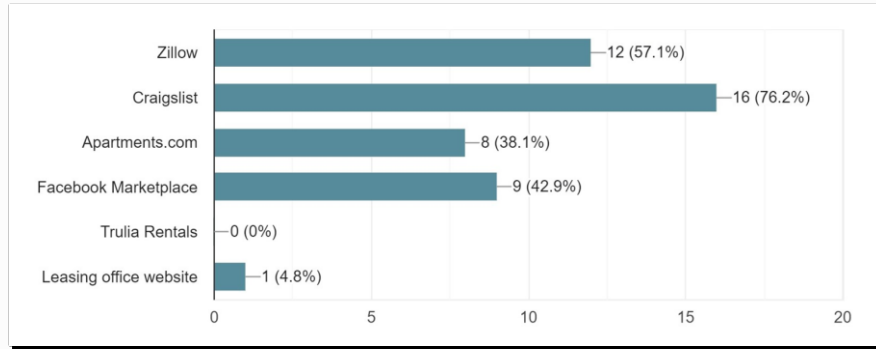
Findings - Key Points

1. Participants were confused at first sight.
2. They felt too much information was dumped, and they had to do much scrolling.
3. The filter function was helpful.
4. They could not find enough information about the seller/owner.
5. Concerns about the anonymous posts.
6. They quickly moved on to external links in an attempt to have more detailed and organized information, exact location, more photos, and seller/owner information.

Quantitative Research

Topic: **House and Apartment Searching** | 22 interviewees from 20 - 49 y.o.

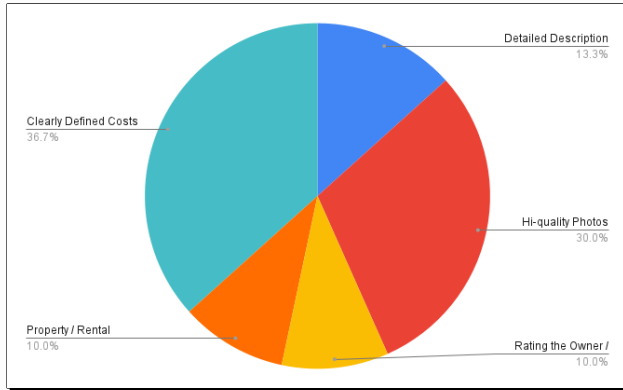
1. What website do you use when looking for a house or apartment?



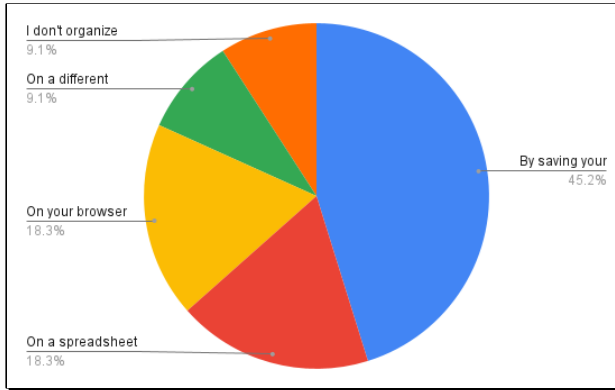
Quantitative Research

Topic: **House and Apartment Searching** | 22 interviewees from 20 - 49 y.o.

2. What do you consider the most important factor on a house/apartment listing?



3. How do you compare your favorite options in order to make a decision?



Conclusion

01

We learned that most users use Craigslist as a start point on their research, but they don't rely on the website when it comes to selling/purchasing decision.
People use it mostly as a research tool

02

People's attitude change when they realize they **can't rely on the website for their decision making.**
Since many anonymous posts with limited contact information.

03

Users don't mind the interface being basic and simple **as far as it is updated and functional.**





Recommendations

1. Including **more functions to improve the reliability** of the website.
 - Such as virtual tour, direct schedule of touring, legit information about the property and the Owner/seller by reviews.
 - Chat box that consumer could directly and immediately contact with the seller/ owner.
 - Reducing the potentiality of scams, by avoiding anonymous posts and requiring use of photos.
1. More **contextual information**, eliminating the need of many clicks.
 - Limiting the number of characters on the post for a more precise description.
 - Summary of most important characteristics on the preview.

Overall, improving and updating the functionality of the website might appeal better to customers.





Thank you!

A window with a light gray title bar at the top containing three standard window control icons (minimize, maximize, close). On the right side of the window is a vertical scrollbar with a purple slider. The main content area is white and contains the text "Thank you!" in a large, black, serif font. The text is highlighted with a black rectangular background, and a mouse cursor is positioned at the bottom right corner of this highlight.



Resources

1. [A Conversation with Craig Newmark | Talks at Google - YouTube](#)
2. [Why Craigslist Is Such a Mess | WIRED](#)
3. [Extreme Makeover: Craigslist Edition | WIRED](#)
4. [Mr. Craigslist, Master of the Nerdiverse | WIRED](#)
5. [Craigslist Performance Compared to Main Competitors | Similar Web](#)
6. [Redesigning Craigslist With Focus On Usability – Smashing Magazine](#)

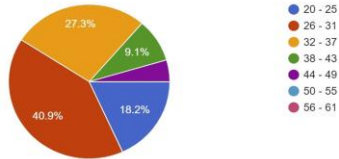
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Appendix

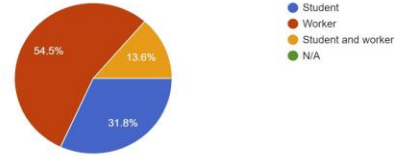
Age

22 responses



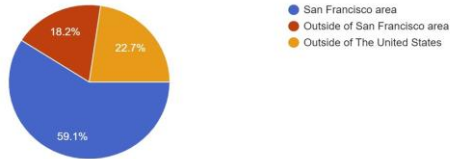
Current status

22 responses



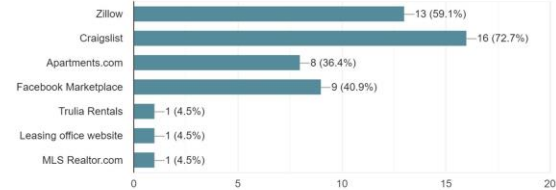
Where are you from?

22 responses



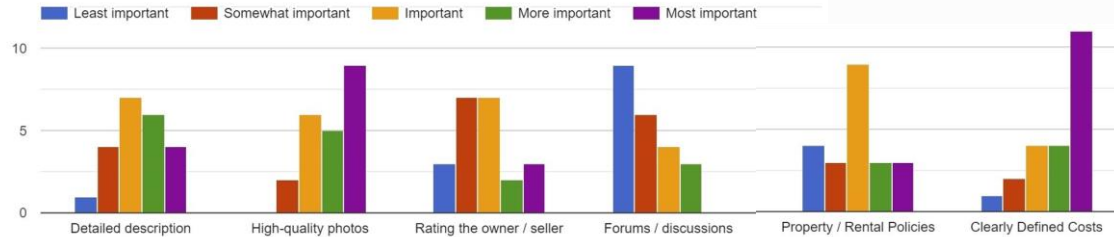
What website do you use when looking for a house or apartment? (choose 1 or more)

22 responses



Appendix

How do you rate the information you consider the most important to you on a house/apartment listing?



* Graph format modified on the presentation for a better visualization of only the most important categories selected.