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Assignment #1

A redesign of craiglist.org

SWOT Analysis

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| **Strength** | **Weaknesses** |
| * lot Content * Wide Variety (Apartments, Jobs, Electronics) * Minimalistic Design * Speed * Categorized by location * Clear purpose | * Word’s content on homepage * Too many links * Unorganized links * No Footer * Login form hard to find * Non uniform font |

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| **Opportunities** | **Threats** |
| * Very popular * A lot of traffic is generated * Simple purpose: Ad Listing * Very distinct look | * No consumer protection whatsoever * Too much content * No seller profiles / reviews |