
Craigslist Usability Report

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CGT 256: Principles of UX Design

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Executive Summary

An executive summary is a high-level summary of a project. In an executive summary, we will cover the purpose, actions, key findings, and recommendations regarding Craigslist's usability. There are typical sections in an executive summary. These sections are: an introduction, procedure, results, recommendations, and conclusion.

Introduction

The goal of this research report is to answer if Craigslist is effective, efficient, and enjoyable for our representative user group. We accomplished this by conducting usability testing and evaluating products in order to report our results. We determined recommendations based on our findings and reflected on our previous design by considering what we missed, why, and how we'd complete our previous project differently after completing usability testing.

In order to complete this project, we utilized a discover, explore, test, and document procedure. We began by creating a proposal and research protocol for usability testing to identify issues. Next, we conducted formal usability testing with four to five users from our representative user group. Then, we analyzed our data using visualizations, revised personas, and a list of results and issues from our testing. Lastly, we synthesized our results into a list of recommendations based on our research and reflected on our design from Project 3 and explored what we learned.

Methodology

Goals

Our group wants to uncover the efficiency and effectiveness of Craigslist by observing individuals complete common tasks within the site. We are testing Craigslist for efficiency, effectiveness, and satisfaction for younger college-aged audiences who are primarily using Craigslist to shop for used, cheap guitars. We want to evaluate the site's performance for users who may be new to Craigslist, but familiar with eCommerce platforms. Through testing, we want to identify issues for Craigslist to be prioritized when modernizing and expanding the platform to younger audiences. Here are the categories of Craigslist features chosen based on our user group and the specific goals we want to achieve post-testing:

1. Determine if searching for used guitars on Craigslist is efficient, effective, and enjoyable.
2. Determine if selecting and filtering a product in Craigslist is efficient, effective, and enjoyable.
3. Determine if contacting a potential seller on Craigslist is efficient, effective, and enjoyable.

Recruitment Criteria

We will recruit participants who are between 18-25 years old. From this age range, we want to recruit novice Craigslist users that may be familiar with eCommerce technology but aren't experts. Lastly, the participants must express interest in an online usability testing session. The participants will be contacted via email to set up a time and online setting for testing.

Participants

Our participants can be any gender but must be within an 18-25-year-old age range. Our users will be novice users of Craigslist but are comfortable with technology. Our users need to find an item quickly, want affordable options, and purchase items securely and safely.



Emily Parker, 21
West Lafayette, IN

Background

- Interested in learning guitar
- Senior at Purdue in Cultural Studies
- Looking to learn a new skill before graduation

Ideal experience

“

I want to be able to find someone who is trustworthy source.

Needs/Motivations

- Wants to find something quickly
- Needs an affordable option
- Needs a way to relieve stress after classes

Tasks

Search for cheap, used guitars near her

Contact potential seller if she sees a product

Make a secure transaction

Fears/Pain Points

- Being scammed
- Meeting up with a stranger
- Product misinformation leading to paying for a faulty instrument

add more?

Knows technology and how to navigate a website, but it is her first time using Craigslist

Participant #1

Male. Age 21-25. New Craigslist user, but occasionally uses eCommerce websites 2-3 times a month. He most commonly uses Amazon as his eCommerce platform of choice. He dislikes Craigslist because it appears bland and boring, but enjoys that things are also straightforward and simplistic.

Participant #2

Female. Age 21-25. New Craigslist user, but is a frequent user of eCommerce websites like Amazon. She uses eCommerce websites a few times a week. She likes the categorical grouping of Craigslist and believes it's relatively user-friendly; however, she questions the validity of the listings and fears being scammed.

Participant #3

Male. Age 21-25. New Craigslist user, but is a novice eCommerce user. He primarily uses eBay once in a while. He believes Craigslist looks overwhelming with a bland background, yet it's organized. He has issues trusting sellers and preventing scams.

Participant #4

Female. Age 21-25. Infrequent Craigslist user, but has used Craigslist in the past to look for furniture. She is a frequent user of other eCommerce sites like Amazon. She believes Craigslist is organized and chaotic since there are so many options; however, distrusts sellers.

Participant #5

Female. Age 21-25. New Craigslist user, but is familiar with eCommerce websites. She is a frequent user of other sites like Amazon and clothing sites. She believes Craigslist is straightforward, but overwhelming in its appearance.

Timeline

We've outlined our timeline below. For a more detailed outline of our tasks, please view our [working timeline file](#).

Task	Date	Requirements	Responsibility
Working Timeline	04/12	Google sheets that everyone works on to delegate tasks based on strengths or areas of growth	Nicole
Proposal Draft	04/14	Google doc that everyone works on outside of class	Akhila
Teaming and Usability Testing	04/15	Google doc that Nicole will start outside of class (due to Google Docs being down the day of class) and receives approval by Wednesday. Everyone works on the usability dashboard in class on Wednesday	Nicole
Proposal Submission	04/19	Google doc with teaming and timeline linked within	Erin
Testing Protocol	04/21	Google doc that everyone will contribute to during class	Kelly
Testing Script	04/21	Google doc that everyone will	Akhila

		contribute to during class. One person will test the script outside of class to ensure we meet time requirements.	
Testing Participants	04/21	Google doc that lists every participant, date of testing, and testing procedure	Nicole
Testing Completed	04/25	Screen recordings of every test	Saswat
Protocol with Script	04/26	Google doc that outlines our protocol and testing directions as well as the final script	Kelly
Analyzing Testing Data	04/26	Google doc in which testing has been translated using our testing protocol and outlines important findings	Kelly
Testing Results	04/26	Google doc that combines insights from each of our tests	Saswat
Recommendations	04/28	Google doc that we work on together in class to come up with recommendations based on our testing	Erin
Final Research Report	05/02	Google doc that we will add to throughout the project accounting for our methodology and findings. Everyone will add their respective tasks into the document and Erin will look over the doc and turn it in.	Erin

Protocol

Supplies we will need for testing are:

- A computer
- A stable internet connection
- Video chat platform with screen share and meeting recording capabilities (Zoom, WebEx, Teams, etc.)
- Verbal consent

Table 1: Metrics, Measures, & Analysis

Metric	Measure	Analyze
Performance Metrics		

<i>Time on task</i>	Every task will be timed individually and will be measured in minutes/seconds with denotations of <i>start</i> and <i>finish</i>	Count and average time per task
<i>Task success</i>	Each task will be measured for completion, partial completion, and incomplete (<i>C/I/P</i>)	Separate results per task and noting any issues
<i>Number of Errors</i>	Each task measure/mark the number of times the user clicked on an item and realized that's not what they wanted to do then denotes it as an <i>E</i> , (<i>E = error</i>)	Count # of errors per task
Behavioral Metrics		
<i>Verbal behaviors</i>	From Observation/Notes, (<i>Q+ =positive comment, Q- =negative, Q= neutral</i>)	Make note of recurring comments or pain points and create a list of example quotes
<i>Nonverbal behaviors</i>	Write out observed behaviors and when those behaviors happened (i.e. during application of filters)	Cluster observations and denote any consistencies in sentiments
Self-Reported Metrics (Surveys)		
<i>System Usability</i>	5-point Likert scale	Average and visualize results
<i>Pre-task comprehension questions</i>	5-point Likert scale	Average per task
<i>Assessment/ Quotes</i>	Open-ended questions.	Create list of sample answers that are representative for each task
<i>Post-task comprehension questions</i>	5- point Likert scale	Average per task
<i>Satisfaction</i>	5-point Likert scale	Average and visualize results and compare them to the expected and actual

User sentiment	Participant answers	Categorize based on sentiment (positive, neutral, negative) and rate
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Script

Opening/Introductions

Good morning/afternoon/evening, how are you today? Thank you so much for opting to participate in our study. The goal of this test is to gauge how college-aged students 18-25 years old use Craigslist. We'd like to see how our users handle tasks such as searching for a product, narrowing their search, and contacting a potential seller. We are testing the system, not you, so we encourage you to answer openly and honestly about what you think of the platform in each of the tasks. The information you provide will be confidential, but we will be taking notes while you provide answers if that's okay. If there are questions after the test, you can reach me at *[your email address]*.

Pre-session: Recording Consent and Screening Questions

For this test, we would like to ask that you share your screen with us and we record what you're doing on the screen. Is this okay with you?

- Yes: Great! Let's get started.
 - *[user shares screen]*
- No: That's okay, thank you for your time. Have a great day.

Before we start with the tasks, I'll ask you some basic questions.

- How old are you?
- Are you currently a student?
- How frequently do you use Craigslist? Daily, 2-3 times a week, 2-3 times a month, rarely?
 - *If they have:* What have you used it for? Shopping, job searches?
- Have you used an eCommerce site before?
- What is the main eCommerce site that you use?
- How frequently do you use eCommerce sites? Daily, 2-3 times a week, 2-3 times a month, rarely?

Set-up:

For the setup for our testing today, we will use the screen recording software in *[state your system here: Zoom, Webex, etc.]*. We will also be using the audio and video tools in this system to record the interactions. We will not need to use your existing Craigslist account or set up a fake account for this testing. Okay, ready to begin?

Category: Searching

Thank you! Let's look at the homepage now. Are there any questions? We would first like you to search for a guitar.

Pre-task #1 - Impression

Alright, let's look at the site now.

- What is the feeling of this site? Please use three words to describe the site.
- Please describe 5 options or functions you can do on Craigslist on this home page.
- Does anything stand out that you like? Dislike?

[user examines sight and lists functions that he/she notices]

Pre-task #2 - Exploratory

Play around on Craigslist for about a minute and let me know what you're thinking and doing.

Feel free to explore other pages on Craigslist and your options.

- How did you feel while using Craigslist?
- What are your thoughts about Craigslist now that you've interacted with the platform?

Great, let's start some tasks!

Pre-task Q#1 - Task Difficulty

We are going to begin by testing the process of finding a product on Craigslist. How difficult do you think this will be on a scale of 1 being very difficult to 5 being very easy? Please explain the reasoning behind the selected level.

[1,2,3,4,5]

(Organize responses into an excel sheet)

Task #1

To start off, please search for a guitar under \$150 to buy.

[user navigates to the Lafayette/West Lafayette region page, types 'guitar' in the search box, and adds a maximum price of \$150]

Post-task #1 - task difficulty

How easy did you find it to search for a guitar on a scale of 1 being very difficult to 5 being very easy?

[1,2,3,4,5]

(Organize responses into an excel sheet)

Post-task #2 - qualitative

How did you find these search results?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Post-task #3 - qualitative

What was your thought process when completing this task?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Category: Filtering

Now we'll have you narrow options when searching for musical instruments.

Pre-task #1 - Impression

Alright, let's look at this page now.

- What is the feeling of this page? Please use three words to describe the page.
- Please describe 5 options or functions you can do on Craigslist on this page.
- Does anything stand out that you like? Dislike?

[user examines sight and lists functions that he/she notices]

Pre-task #2 - task difficulty

We are going to begin by testing the process of narrowing the product results on Craigslist.

How difficult do you think this will be on a scale of 1 being very difficult to 5 being very easy?

[1,2,3,4,5]

(Organize responses into an excel sheet)

Task #2

Now that you've found some guitars in the correct price range, please filter them to show only guitars that are in excellent condition.

[user navigates to the sidebar to the left of the screen, clicks the condition dropdown button, selects excellent, and presses update search]

Post-task #1 - task difficulty

How difficult was the task on a scale of 1 being very difficult to 5 being very easy?

[1,2,3,4,5]

(Organize responses into an excel sheet)

Post-task #2 - qualitative

How did you filter the results?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Post-task #3 - qualitative

What was your thought process when completing this task?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Task #3

Pre-task #2 - task difficulty

Now let's broaden your search radius so you can get more results from locations farther away.

How difficult do you think this will be on a scale of 1 being very difficult to 5 being very easy?

[1,2,3,4,5]

(Organize responses into an excel sheet)

Task #3

Please expand your search radius to 75 miles from the West Lafayette zipcode, which is 47906.

[user navigates to the sidebar to the left of the screen, inputs 75 in the miles box in the miles from zip distance block, user inputs 47906 in the zip box or clicks the target button, and presses update search]

Post-task #1 - task difficulty

How difficult was the task on a scale of 1 being very difficult to 5 being very easy?

[1,2,3,4,5]

(Organize responses into an excel sheet)

Post-task #2 - qualitative

How did you filter the results?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Post-task #3 - qualitative

What was your thought process when completing this task?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Category: Contact the Seller

Now that you've filtered the results, pick the first result that is listed.

Pre-task #3 - task difficulty

Let's say you are interested in buying this guitar and you want to find the contact information of this item's seller. How difficult do you think this will be on a scale of 1 being very difficult to 5 being very easy?

[1,2,3,4,5]

(Organize responses into an excel sheet)

Task #3

Please press the button which allows you to receive contact information for this seller.

[user navigates to the reply button towards the top of the screen, performs the captcha test (if needed), contact info is displayed to the user]

Post-task: Task #3: task difficulty

How difficult was the task on a scale of 1 being very difficult to 5 being very easy?

[1,2,3,4,5]

(Organize responses into an excel sheet)

Post-task #2 - qualitative

How did you find the reply button?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Post-task #3 - qualitative

What was your thought process when completing this task?

(Organize responses into an excel sheet with detailed explanation provided by the user)

Overall Post-session:

Now that we've finished all of the tasks, I have a couple questions about your experience with Craigslist overall.

1. On a scale of 1-5, how satisfied are you with your experience with Craigslist today?
 - a. [1,2,3,4,5]
2. What features did you like the most about the website?
3. Did you feel that you would be able to make a safe transaction with a seller?
4. Did the seller of the guitar you selected seem credible?
5. On a scale of 1-5, how easy would you say Craigslist is to use?
 - a. [1,2,3,4,5]

6. On a scale of 1-5, how likely are you to recommend Craigslist to someone else (with 1 being unlikely and 5 being likely)?
 - a. ***1,2,3,4,5]***
7. On a scale of 1-5, how likely are you to use Craigslist with 1 being unlikely and 5 being likely.
 - a. ***[1,2,3,4,5]***

(Organize responses into an excel sheet with detailed explanation provided by the user)

Closing:

That marks the end of our usability testing. Thank you very much for your time and participation in our study. It's helped us immensely and we really appreciate your cooperation! Thank you again, and have a great rest of your day!

Visualizing Results

For performance metrics, we will measure our charts by successes and errors by demonstrating out of the total number of tasks, how many were successful and how many resulted in errors. A clear way to demonstrate this is to create a pie chart per participant and compare the percent success to the percent error. In terms of general task efficiency, we can use a stacked bar chart to display this. We can overlay a bar with the number of successes and a bar with the number of failures over a bar with the number of subtasks making up a full task per participant to demonstrate how many of the total tasks given were successes or failures. Time per task could be depicted on a line graph with the x axis representing the number step of the current action while the y axis could represent the amount of time (in seconds or minutes) that it took to complete. Having all participants represented as different lines (with differing colors and line types) on the graph will make it quick and easy to compare times between the users.

In terms of self-reported metrics there are many ways we can visualize this data. For pre- and post- task questions, it might be beneficial to see how the participant's responses differ from each other both before and after completing the task. A way we could do this is to use a grouped bar chart with one bar representing one participant. By stacking these 2 questions responses we can get a quick image of how the participants perceived their tasks before and after performing them. For satisfaction, a simple pie chart documenting the percentage that each option was selected would be the easiest way to display this data.

Findings

Pre-session Quotes

Before jumping into testing, we wanted to gauge the overall first impressions with Craigslist. We did this by asking participants to describe the site and what their initial thoughts are after exploring the site themselves. Overall, comments leaned towards negative in nature stating the site was "overwhelming" and is "sketchy". However, there were positives in the fact that the site looked "organized" and "has everything on the front page".

- Participant 1:
 - "It's hard to differentiate between things."
 - "It feels like information overload; I don't feel like I am being guided anywhere."
 - "I like the fact that everything is on this page. It doesn't look like I need to click on a different tab."
- Participant 2:
 - "It's unappealing and not very eye catching."
 - "It seems relatively user-friendly."
- Participant 3:
 - "I think it is pretty overwhelming, like it is a lot of words"
 - "I think it is organized but there is a lot going on."
- Participant 4:
 - "I would say it's organized."
 - "I kind of like that they put everything into categories so you know where to look."
- Participant 5:
 - "Something about this site makes me not want to buy anything. It seems a little sketchy."
 - "I wouldn't want to meet up with people to buy things because it seems 'sketch'."

"hard to differentiate"
"unappealing and not very eye catching"

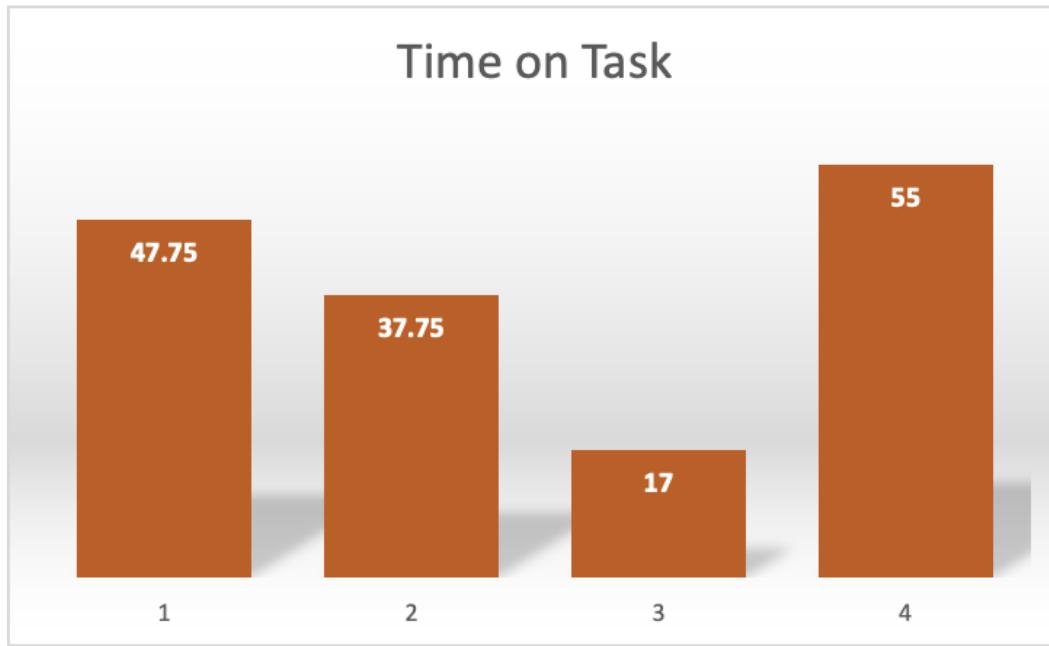
"relatively user-friendly"
a little sketchy.

overwhelming,
organized
organized."
It seems a little sketchy."
"seems 'sketch'."

Average Time on Tasks

On average, the task that took the longest was the contacting the seller task. In finding this data, it didn't take individuals very long to complete their tasks relatively, but the Recaptcha task and finding the Reply button could be factors that made Task 3 the longest.

- Task 1: Searching for a guitar under 150 dollars - 47.75s
- Task 2: Filtering results - 37.75s
- Task 2-1: Expanding search radius - 17s
- Task 3: Contacting seller - 55s



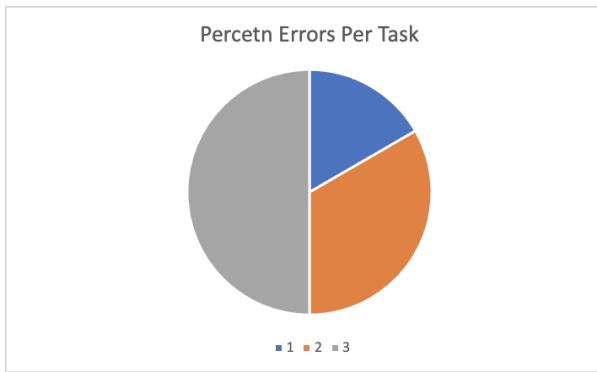
Task Success and Errors

All participants except one completed all of the tasks despite there being errors present. Therefore, the tasks themselves weren't difficult to complete, but could depend on the user's experience with Craigslist and eCommerce platforms in general.

Most of the errors accounted for occurred in Task 1. When creating the testing, we came up with the "ideal" method of searching for a used guitar. However, there are multiple ways to find a used guitar and filter for results. Therefore, some of these errors could be in part due to users straying from the ideal, but still accomplishing the task

- Task 1 : 4
- Task 2: 3

- Task 2-1: 0
- Task 3: 1

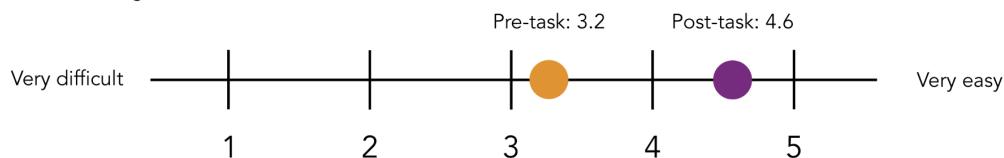


Task one represented 50% of the errors.

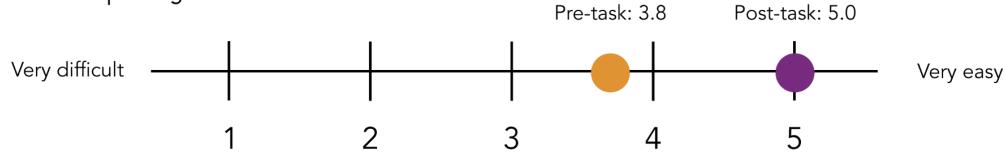
Pre and Post Task Difficulty

For Tasks 2, 2-1, and 3, we asked participants the perceived difficulty before the task and the actual difficulty once completing it. Overall, participants believed most tasks were easier after they completed them, which makes sense. However, for Task 3, most participants believed the task was *harder* than it was initially. This gives insight into what improvements Craigslist could make when contacting a potential seller.

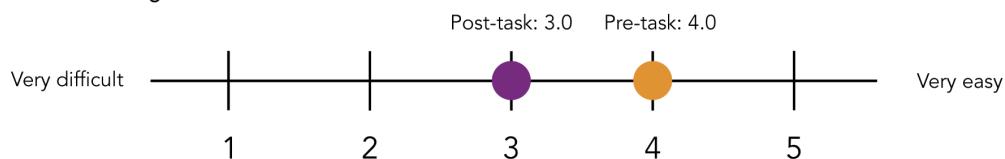
Task 2: Filtering



Task 2-1: Expanding Search Radius



Task 3: Contacting Seller



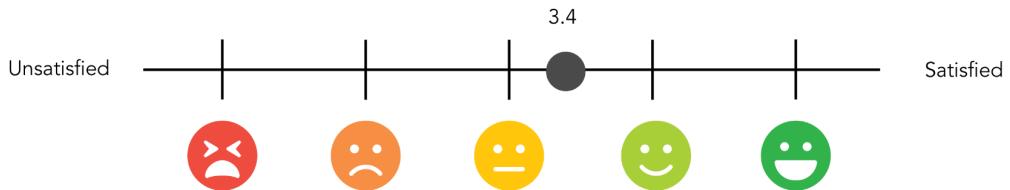
Post Session Questionnaire

Lastly, participants were asked post session questions using quantitative Likert-scale questions as well as qualitative questions. For the qualitative questions, participants believed their experience with Craigslist wasn't necessarily negative, but could definitely be improved. Some noteworthy comments were:

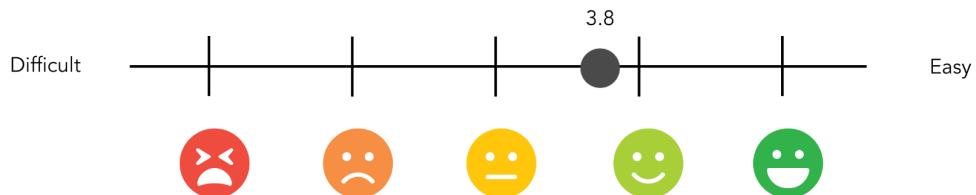
- Feels safer when there are more photos and the seller seems to know what they're talking about
- Doesn't like that everything is lowercase and the same font
- Afraid they might gloss over something
- Liked the categories at the beginning
- Filtering was pretty straight forward
- Liked that the filtering items changed based on the items you were viewing

For the quantitative measurements, most responses were in the middle of the road. While respondents leaned towards Craigslist being easy to use, they were still neutral on whether they would recommend Craigslist to a friend or use it themselves in the future. Some reasons behind this were noted that they use other eCommerce sites so Craigslist may not be their go-to in the future because of other better options.

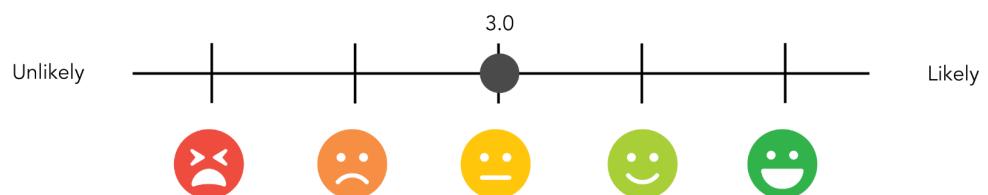
Q1 - How satisfied are you with your experience with Craigslist?



Q5 - How easy is Craigslist to use?



Q6 - How likely are you to recommend Craigslist to someone else?



Q7 - How likely are you to use Craigslist?

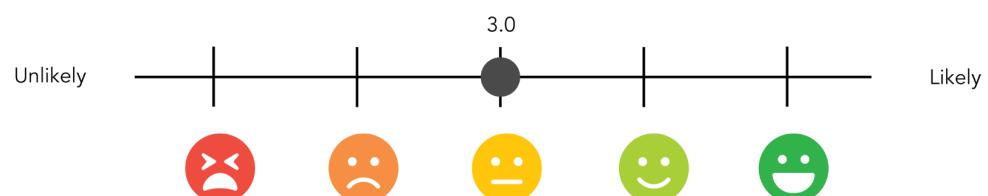


Table of Performance Metrics for Participants

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Average Time on Task	50 seconds	35 seconds	56 seconds	21 seconds	40 seconds
Task Success	All Completed	All Completed	All Completed	All Completed	3 Completed, 1 Failed

Total Number of Errors	2 errors	2 errors	2 errors	0 errors	2 errors
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For full findings and results from our usability testing, please see [Appendix B: Participants and Results](#).

Participants and Video Information

Participant #	Moderator	Date	Time	Link to Video
1	Nicole Dwenger	4/29	26:07	https://youtu.be/yRj8mRmXOzQ
2	Erin Cook	4/30	29:45	https://youtu.be/W0FzRvO20Yk
3	Saswat Mishra	5/1	24:48	https://www.youtube.com/watch?v=jcMgmujG48g
4	Akhila Komakula	5/2	14:51	https://youtu.be/P5I1o9oBwkQ
5	Kelly Tucker	4/28	22:36	https://youtu.be/TtLCxlkGvmQ

Recommendations

After analyzing testing results and determining pain points for novice Craigslist users, We've identified several recommendations regarding the user interface, filtering, contacting the seller, and boosting seller credibility to improve the user experience.

Update User Interface

Users felt that the website looks unprofessional and unappealing. To account for these issues, we recommend Craigslist shifts away from all lowercase letters and include capital letters and correct grammar/punctuation. We also think changing the text on the homepage to appear less like traditional blue link text to add professionalism and appeal. The appearance of the blue links looks unpolished and is overwhelming for the user.

While 3 of 5 participants liked that all available categories were present, the presence of all subcategories make the page look cluttered and overwhelming. We recommend having overarching categories displayed, but use drop down menus to toggle the display of subcategories.

The screenshot shows the Craigslist homepage with the following sections:

- Top Left:** craigslist logo, create a posting, my account, search craigslist button, event calendar (listing dates 3-30).
- Top Right:** english dropdown, nearby cl dropdown, list of cities (battle creek, bloomington, bloomington, chambana, chicago, cincinnati, dayton, decatur, evansville, fort wayne, grand rapids, holland, indianapolis, jackson, kalamazoo, kenosha-racine, kokomo, la salle co, lima-findlay, louisville, mattoon, muncie, owensboro, peoria, richmond, rockford, south bend, southwest mi, springfield, terre haute).
- Middle Section:** lafayette / west lafayette, community (activities, artists, childcare, classes, events, general, groups, local news), housing (apts / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, sublets / temporary, vacation rentals), 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), services (automotive, beauty, cell/mobile, computer, creative, cycle, event, farm+garden, financial, health/well, household), for sale (antiques, appliances, arts+crafts, atv/utv/sno, auto parts, aviation, baby+kid, barter, beauty+hlth, bike parts, boats, books, business, cars+trucks, cds/dvd/vhs, cell phones, clothes+acc, collectibles, computer parts, computers), discussion forums (apple, arts, atheist, autos, beauty, bikes, celebs, comp, cosmos, diet, divorce, frugal, gaming, garden, haiku, help, housing, jobs, jokes, legal, manners, philos, photo, politics, psych, recover, religion, rofo, science, spirit, sports, super), gigs (computer, event).

User Freedom with Filters

After our findings, we observed that most participants thought that the user interface was cluttered on the results page. Craigslist could account for a cluttered appearance by simplifying the results page by making the filter panel toggleable. It was also observed that some filter settings blended with other options, but by adding a better hierarchy with font sizing, modified spacing, and coloring can improve filter delinations.

The screenshot shows a Craigslist search results page for 'musical instruments' in 'tippecanoe'. The search bar at the top has dropdowns for 'for sale' and 'music instr'. Below the search bar, there's a 'musical instruments' category header and a search input field with a magnifying glass icon. To the right of the search input is a 'save search' button. The main content area displays six product listings in a grid:

- Blueridge BR-60 FS/FT** (\$500) - A light-colored acoustic guitar.
- Ovation Celebrity Guitar - CC67** (\$210) - A black acoustic electric guitar.
- bass MICROSYNTH** (\$175) - An electro-harmonix bass synthesizer.
- Fender Deluxe Bass Gig Bag** (\$50) - A dark blue guitar gig bag.
- OVATION** (\$1,500) - A collection of guitars displayed on stands.
- ELECTRIC DRUM KIT** (\$1,700) - A full electric drum set.

On the left side of the page, there's a sidebar with various filter options:

- Search titles only, Has image, Posted today, Bundle duplicates, Include nearby areas.
- MILES FROM ZIP: miles from zip.
- PRICE: min max.
- MAKE AND MODEL: make / model.
- Condition: Cryptocurrency ok, Delivery available.
- Language of posting.

At the bottom of the sidebar, there are 'reset' and 'update search' buttons, and a list of safety tips:

- safety tips
- prohibited items
- product recalls
- avoiding scams

Contacting the Seller

One of the main drivers of constructive criticism came from the difficulty to contact and trust a seller. Participants were concerned about the lack of information about how transactions are supposed to take place. To account for this, we recommend having a transaction method displayed on the listing so buyers can know what to expect about and how they will buy the item. For example, they can state if payment is by cash/credit/venmo or if the item retrieval is in person or by delivery.

Also, we recommend creating a verification system to allow users to know a listing is valid and prevent scamming. Craigslist could also implement a method to present the name (and potentially a photo) of the seller along with their contact information so the buyer knows who they are interacting with.

On the product's page, some participants had difficulty with the Reply button. The button isn't very responsive as 3 of 5 participants believed the button didn't work due to the Recaptcha

present and clicked the button twice before their action was registered. We recommend adding hover and click effects to notify the user of their actions. Additionally, 4 of 5 participants scrolled to the bottom of the page in search for contact information even though the reply button was at the top. The meaning behind Reply was also ambiguous for users since 3 of 5 found that the phrase was confusing and did not correctly describe the function. To account for these issues with the Reply button, we recommend changing the wording of the button to "Contact" (or something similar) and making the button more prominent by increasing the size or placing it in various locations.

CL tippecanoe > for sale > musical instruments - by owner

[reply](#) [favorite](#) [hide](#) [flag](#) [print](#)

Posted about 7 hours ago

Blueridge BR-60 FS/FT - \$500 (Monticello, IN)

image 1 of 10

condition: like new
make / manufacturer: Blueridge
model name / number: BR-60

Main St
adway Street
Tippecanoe River

Boost Seller Credibility

The last area of improvement we recognized was the need to boost seller credibility. 4 of 5 participants didn't trust the credibility of the listings shown to them. We recommend requiring sellers to upload photos when creating a listing and ensure these photos aren't stock photos. Also, ensuring that listings are being properly vetted and all items are being displayed with the appropriate tags on the correct searches improves Craigslist's credibility.

CL | tippecanoe > for sale > music instr

musical instruments

all owner dealer

search titles only
 has image
 posted today
 bundle duplicates
 include nearby areas

MILES FROM ZIP
 from zip

PRICE
 max

MAKE AND MODEL

condition
 cryptocurrency ok
 delivery available

language of posting

- safety tips
- prohibited items
- product recalls
- avoiding scams



May 1 Violin 3/4 Pfretzsch A211C \$275
(Lafayette)



\$50
Apr 30 Baldwin Organ \$50



\$800
Apr 30 Awesome Gallien-Krueger Bass Rig \$800 (West Lafayette)



\$125
Apr 28 Remo Roto Toms With Stand \$125 (West Lafayette)



Apr 28 soundcraft mtk22 \$800 (Lafayette)



\$400
Apr 27 Casio Privia PX160 \$400 (West Lafayette)

Conclusion

The goal of this research project was to answer if Craigslist is effective, efficient, and enjoyable for our representative user group. We were able to observe our user group by having them complete tasks with the use of usability testing. Within the testing we analyzed their behavior. Key learnings that are identified in these testings are that all participants thought the homepage was unappealing and chaotic. Most of the participants completed the tasks successfully, but the searching task took the longest to complete. A plethora of the participants' feedback was related to the interface and how it was overwhelming to look at, which is why searching tasks took the longest.

The next steps are to apply the observation and feedback that was given from the participants to enhance the redesign of the website as done in Project 3 . We will make the interface more user-friendly, apply functionalities, and diffuse misleading functionalities (i.e. a "reply" button as an option to comment versus receiving contact information). Our Project 3 design emphasized adding more hierarchy to information to account for the overwhelming appearance of Craigslist and adding an internal message board to make Craigslist safer for users. Overall, our Project 3 design accounted for some of the issues users presented during testing, but can still use improvements.

Team Information

Meet the Team



Erin Cook

Erin Cook is a senior double majoring in Animation and Game Development and Design with a minor in Communication. Erin can be reached at cook275@purdue.edu.



Nicole Dwenger

Nicole Dwenger is a senior majoring in Web Programming & Design and Public Relations & Strategic Communication. Her main interest is developing user-friendly interfaces that are based on consumer research. Nicole can be reached at ndwenge@purdue.edu.



Akhila Komakula

Akhila Komakula is a senior majoring in Systems Analysis and Design with a minor in Supply Chain Management. Akhila can be reached at akomakul@purdue.edu.



Saswat Mishra

Saswat Mishra is a senior majoring in Web Programming & Design. Saswat can be reached at mishra78@purdue.edu.



Kelly Tucker

Kelly Tucker is a senior majoring in Web Programming & Design. Kelly can be reached at tucke111@purdue.edu.

Team Contribution

Erin Cook:

- Working timeline
- Submitted and worked on the proposal
- Testing protocol
- Submitted and worked on the script
- Usability testing and analyzed recording
- Research report recommendations

Nicole Dwenger:

- Working timeline
- Teaming document and usability testing
- Worked on proposal
- Testing protocol
- First part of the script
- Usability testing and analyzed recording
- Consolidated research report
- Appendix of research report

Akhila Komakula:

- Working timeline
- Worked on the proposal
- Testing protocol

- Worked on scripting
- Usability testing and analyzed recording
- Conclusion of research report

Saswat Mishra:

- Worked on scripting
- Usability testing and analyzed recording

Kelly Tucker:

- Working timeline
- Worked on proposal
- Testing protocol
- Usability testing and analyzed recording
- Created testing visualizations
- Findings of research report

Appendix A: Research Setup

A.1 Working Timeline

For a more detailed outline of our tasks throughout this project, please view our [working timeline file](#).

WEEK	CLASS	CLASS EXPECTATIONS	DELIVERABLES	ASSIGN	TASKS
04/11 - 04/17					
13	MONDAY	"Working timeline"	google sheet link	Nicole	Erin, Nicole, Akhila, Kelly finish timeline layout
	WEDNESDAY	"work on proposal" [DRAFT]	google doc	Akhila	Everyone will work on this document
	WEDNESDAY	"teaming & usability testing"	google doc	Nicole	Nicole will work on teaming outside of class (because Google Docs is down) and e
		"research reports"	google doc	Kelly	Kelly will work on outside of class
	SUNDAY	submit proposal [FINAL]	google doc, google sheet link of timeline	Erin	
		DESK CRIT 1	Facilitator: Nicole Presenter: Erin Notetaker: Akhila		
04/18 - 04/24					
14	MONDAY	"work on protocol for testing"	google doc	Kelly	
	MONDAY	"set up testing script"	google doc	Akhila	
	WEDNESDAY	"set up participants for testing"	google doc	Nicole	Everyone finds an individual and schedules a test time
	SUNDAY	testing completed	screen recordings	Saswat	Everyone records their own testing with a user (15 minutes) and sends to Saswat
	MONDAY	protocol with script	google doc	Kelly	
		DESK CRIT 2	Facilitator: Nicole Presenter: Kelly Notetaker: Saswat		
04/25 - 05/01 - DEAD WEEK					
15	MONDAY	"testing and analyzing data"	google doc	Kelly	Everyone conducts their own testing and shares their results and any important da
	MONDAY	"work on testing results"	google doc	Saswat	Everyone consolidates findings and notes important insights of their testing
	WEDNESDAY	"work on recommendations"	google doc	Erin	
	WEDNESDAY	"team work on report"	google doc	Nicole	Adding in testing information and reccommendations; Nicole will edit the documen
		DESK CRIT 3	Facilitator: Erin Presenter: Akhila Notetaker: Nicole		
05/02 - 05/08 - FINALS WEEK					
16	SUNDAY	Research report is due		Erin	Everyone finishes their portions of the documents and Erin turns in the final report
16	Sunday, midni	P4 Deliverables	research report		
16	Monday, noon	P4 Deliverables	Teammates eval	ALL	

A.2 Goals and Research Questions

The goals of the usability testing are to assess if Craigslist appeals to our target market of young, college-aged individuals. Our proto-persona, Emily Parker, wants to easily navigate through Craigslist's website and find a credible seller that sells affordable guitars.

- Questions
 - How long would it take to navigate through the page?
 - Do users trust contacting the seller?
 - Can users easily navigate to contacting the seller?
 - Do users understand where they're at on a page?
 - How many mistakes/misclicks will users make when navigating to the for sale page?
- Hypotheses
 - If there are a large number of navigation options when searching for an affordable guitar, then users will be overwhelmed and may take them longer to search for a product.
 - If users are unable to message a seller within Craigslist, then they will be less likely to trust the seller and will fear being scammed.

- If there is little to no information about a seller and their products, then the user won't trust them and be more hesitant to purchase.

Observing *efficiency* and *effectiveness* while completing the tasks given. We want to identify if any task takes too long to complete or is too confusing. We plan to identify the overall satisfaction of use.

A.3 Participants/Representative User Requirements

As there are five members on our team, we will recruit five representative users to participate in the usability testing.

The key characteristics of our representative users are the following:

- The participant must be young and college-aged
 - Participants must be younger than 25
 - Participant doesn't necessarily need to be a college student
- The participant must be familiar with eCommerce websites to some extent
 - First time eCommerce users will not be able to participate
 - Participants don't necessarily need to be familiar with Craigslist
- Screening Questions:
 - How old are you?
 - Are you currently a student?
 - Are you a frequent user of Craigslist?
 - Have you used an eCommerce site before?
 - What is the main eCommerce site that you use?
 - How often do you use eCommerce sites?

Appendix B: Participants and Results

B.1 Participant and Testing Information

Participant #	Moderator	Date	Time	Link to Video
1	Nicole Dwenger	4/29	26:07	https://youtu.be/yRj8mRmXOzQ
2	Erin Cook	4/30	29:45	https://youtu.be/W0FzRvO20Yk
3	Saswat Mishra	5/1	24:48	https://www.youtube.com/watch?v=jcMgmujG48g
4	Akhila Komakula	5/2	14:51	https://youtu.be/P5I1o9oBwkQ
5	Kelly Tucker	4/28	22:36	https://youtu.be/TtLCxIkGvmQ

B.2 Results and Metrics

Participant 1

Performance Metrics				
	Task 1	Task 2	Task 2 - sub	Task 3
Time on task	56 seconds	42 seconds	20 seconds	82 seconds
Task Success	Complete	Complete	Complete	Complete
Number of Errors	1 error	1 error	None	None
Self-Reported Metrics				
Impression Task	Boring, something that someone made for high school, monotone, overloaded			
Exploratory Task	<ul style="list-style-type: none">Felt things were pretty straightforward and simplisticDoesn't use Craigslist because of quality concernsWould rather buy second-hand from someone he knows			
Task Difficulty	Task 2	Task 2 - sub	Task 3	
Pre-task	2-3	2	3	
Post-task	5	5	2	
Post-Session				

Question	Response
How satisfied are you with your experience with Craigslist? 1 = unsatisfied 5 = satisfied	3
What features did you like most about the website?	<ul style="list-style-type: none"> • Likes that everything is on the main page • Doesn't like that everything is lowercase and the same font • Afraid he might gloss over something
Did you feel that you would be able to make a safe transaction with a seller?	<ul style="list-style-type: none"> • Depends on the post • Feels safer when there are more photos and the seller seems to know what they're talking about • Since there are less trustworthy posts mixed in, he feels less comfortable
Did the seller of the guitar you selected seem credible?	<ul style="list-style-type: none"> • Being able to take a photo makes it more credible • Actually writing a description is helpful rather than just copy and pasting information (wants formatting)
How easy is Craigslist to use? 1 = difficult 5 = easy	3-4
How likely are you to recommend Craigslist to someone else? 1 = unlikely 5 = likely	3
How likely are you to use Craigslist? 1 = unlikely 5 = likely	3

Participant 2

Performance Metrics				
	Task 1	Task 2	Task 2 - sub	Task 3

Time on task	69 seconds	26 seconds	16 seconds	28 seconds
Task Success	Complete	Complete	Complete	Complete
Number of Errors	1 error	1 error	None	None
Self-Reported Metrics				
Impression Task	Straight forward, unappealing (not eye catching), relatively user-friendly			
Exploratory Task	<ul style="list-style-type: none"> Not a platform she'd like to use Questions the validity of listings Has heard the Craigslist horror stories 			
Task Difficulty	Task 2	Task 2 - sub	Task 3	
Pre-task	4	5	4	
Post-task	5	5	4	
Post-Session				
Question	Response			
How satisfied are you with your experience with Craigslist? <i>1 = unsatisfied 5 = satisfied</i>	3			
What features did you like most about the website?	<ul style="list-style-type: none"> Liked the categories at the beginning Filtering was pretty straight forward Liked that the filtering items changed based on the items you were viewing 			
Did you feel that you would be able to make a safe transaction with a seller?	<ul style="list-style-type: none"> Does not think she'd be able to make a safe transaction Listings don't give the user a choice to buy thus forcing them to contact, talk, and potentially meet with a stranger 			
Did the seller of the guitar you selected seem credible?	<ul style="list-style-type: none"> Seem credible enough since they explained the product accurately Asking for unsolicited services or offers means they don't want to be bothered by extraneous things Presence of feet in photos show its not staged or a stock photo 			
How easy is Craigslist to use? <i>1 = difficult 5 = easy</i>	4			
How likely are you to	2			

recommend Craigslist to someone else? 1 = <i>unlikely</i> 5 = <i>likely</i>	
How likely are you to use Craigslist? 1 = <i>unlikely</i> 5 = <i>likely</i>	1

Participant 3

Performance Metrics				
	Task 1	Task 2	Task 2 - sub	Task 3
Time on task	109 seconds	43 seconds	6 seconds	65 seconds
Task Success	Complete	Complete	Complete	Complete
Number of Errors	1 error	None	None	1 error
Self-Reported Metrics				
Impression Task	Overwhelming, wordy, organized			
Exploratory Task	<ul style="list-style-type: none"> Pretty helpful website overall Doesn't know how much they'd trust the seller 			
Task Difficulty	Task 2	Task 2 - sub	Task 3	
Pre-task	3	3	4	
Post-task	3	5	2	
Post-Session				
Question	Response			
How satisfied are you with your experience with Craigslist? 1 = <i>unsatisfied</i> 5 = <i>satisfied</i>	3			
What features did you like most	<ul style="list-style-type: none"> Likes the zip code and distance Products and prices are shown 			

about the website?	
Did you feel that you would be able to make a safe transaction with a seller?	<ul style="list-style-type: none"> Not really No information about security Doesn't know if the seller is verified
Did the seller of the guitar you selected seem credible?	<ul style="list-style-type: none"> Yes, but not very professional
How easy is Craigslist to use? 1 = <i>difficult</i> 5 = <i>easy</i>	3
How likely are you to recommend Craigslist to someone else? 1 = <i>unlikely</i> 5 = <i>likely</i>	2
How likely are you to use Craigslist? 1 = <i>unlikely</i> 5 = <i>likely</i>	1

Participant 4

Performance Metrics				
	Task 1	Task 2	Task 2 - sub	Task 3
Time on task	25 seconds	17 seconds	32 seconds	10 seconds
Task Success	Complete	Complete	Complete	Complete
Number of Errors	None	None	None	None
Self-Reported Metrics				
Impression Task	Organized yet chaotic since there are so many things on there			
Exploratory Task	<ul style="list-style-type: none"> Pretty organized 			

	<ul style="list-style-type: none"> Noticed pictures with lots of explanations 			
Task Difficulty	Task 2	Task 2 - sub	Task 3	
Pre-task	4	5	5	
Post-task	5	5	5	
Post-Session				
Question	Response			
How satisfied are you with your experience with Craigslist? 1 = unsatisfied 5 = satisfied	5			
What features did you like most about the website?	<ul style="list-style-type: none"> How you could filter the location and the price Cool to have the option of delivery if she lived far away 			
Did you feel that you would be able to make a safe transaction with a seller?	<ul style="list-style-type: none"> Yes, the email was a Craigslist email Believed it would be safe 			
Did the seller of the guitar you selected seem credible?	<ul style="list-style-type: none"> Wish there was a picture when buying a product to make it more credible 			
How easy is Craigslist to use? 1 = difficult 5 = easy	5			
How likely are you to recommend Craigslist to someone else? 1 = unlikely 5 = likely	5			
How likely are you to use Craigslist? 1 = unlikely 5 = likely	5			

Participant 5

Performance Metrics				
	Task 1	Task 2	Task 2 - sub	Task 3
Time on task	53 seconds	41 seconds	12 seconds	55 seconds
Task Success	Complete	Complete	Complete	Failed
Number of Errors	1 error	1 error	Testing error	Testing error
Self-Reported Metrics				
Impression Task	Liked that everything was in categories so you know where to look			
Exploratory Task	<ul style="list-style-type: none"> Helpful website Doesn't know if they trust the sellers 			
Task Difficulty	Task 2	Task 2 - sub	Task 3	
Pre-test	3	4	4	
Post-test	5	5	2	
Post-Session				
Question	Response			
How satisfied are you with your experience with Craigslist? 1 = unsatisfied 5 = satisfied	3			
What features did you like most about the website?	<ul style="list-style-type: none"> Likes that everything is on the front page Thought the search functions were easy and made sense 			
Did you feel that you would be able to make a safe transaction with a seller?	<ul style="list-style-type: none"> Depends on the post Feels safer when there are photos and reliable information 			
Did the seller of the guitar you selected seem	<ul style="list-style-type: none"> The photo made it more credible 			

credible?	
How easy is Craigslist to use? 1 = <i>difficult</i> 5 = <i>easy</i>	4
How likely are you to recommend Craigslist to someone else? 1 = <i>unlikely</i> 5 = <i>likely</i>	3
How likely are you to use Craigslist? 1 = <i>unlikely</i> 5 = <i>likely</i>	3

Appendix C: Team Playbook

Goal

To learn how to conduct usability testing to evaluate products and report your results in order to answer if Craigslist is effective, efficient, and enjoyable for our representative user groups. We will determine recommendations based on our findings and reflect on our previous design by considering what we missed, why, and how we'd complete our previous project differently after completing usability testing.

Milestones

Project proposal	April 19
Testing protocol with script	April 26
Usability testing	April 25
Data analysis	April 26
Data synthesis (list of recommendations)	April 28
Final report	May 2

Deadline

- Formal usability report - May 2

Shared practices:

Team Meetings

- We will meet in person (or on Zoom/Discord) on Monday and Wednesday from 8:30 to 10:20 until the report is due.
- If anyone is unable to meet during class, they should inform the group at least 24 hours beforehand.
- When allowed group time during lab, we will start on time and won't wait for latecomers. If someone ends up being late or absent, they should refer to the [timeline](#) for the content they missed that day.
- We won't meet outside of class unless needed. If needed, we will discuss the topic of discussion and the need for a meeting over our Discord channel.

Communication

- We will communicate outside of class over our Discord channel. This way, all team members will be notified of messages amongst each other.
- While we meet on Monday and Wednesday, it is still expected that team members will reply on other days. There should be an expectation that members will respond when tagged 24 hours after being messaged.
- Members should be tagged for more immediate responses such as checking on deliverable status or immediate questions.

Decision Making

- Every member is involved in making decisions equally. Champions of projects should ensure that when individuals are involved, their thoughts and opinions are considered and implemented if applicable.
- Every member should be aware of any decisions that have been made. They are also able to bring up concerns.

Negotiation

- If a team member is unable to fulfill their task at any given time, they ought to inform the team within an acceptable time frame (24 hours). They should also ask a team member to complete their task and obtain their agreement. If a team member fails to inform the team of an uncompleted task by the due date, team members may reflect their lack of participation during team feedback grades.
- If there is a disagreement amongst team members, both sides should be addressed then voted upon between the team. Once the team has voted, the team will move forward with the decision that won a majority.