

Project 3: Design Documentation

# Craigslist Redesign

CGT 256 - Team 8: Erin Cook, Nicole Dwenger, Akhila Komakula,  
Saswat Mishra, Kelly Tucker

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# Project Overview

## Introduction to the Project

The goal of this project is to conduct an evaluation of Craigslist and redesign it utilizing visual design and usability principles to improve upon a dated style. The redesign needed to account for old features to not alienate their current user-group while also expanding into a younger audience. In order to complete this project, there will be various stages including - discovery and exploration, ideation and design, and prototyping and testing.

To meet the project goals and ensure the user is at the center of our design, we will begin by developing a proto-persona to serve as the base of our research. We will then conduct primary and secondary research as background information into trends and competitors. Afterward, we will create mood boards and a style guide to keep consistent styling. With consistent styling, we will create mockups to conduct desirability testing with representative users.

## Meet the Team



Erin Cook

Erin Cook is a senior double majoring in Animation and Game Development and Design with a minor in Communication.



Nicole Dwenger

Nicole Dwenger is a senior majoring in Web Programming & Design and Public Relations & Strategic Communication.

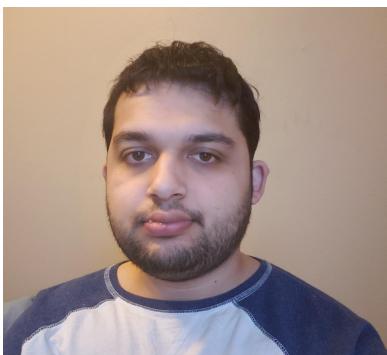
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Akhila Komakula

Akhila Komakula is a senior majoring in Web Programming & Design.



Saswat Mishra

Saswat Mishra is a senior majoring in Web Programming & Design.

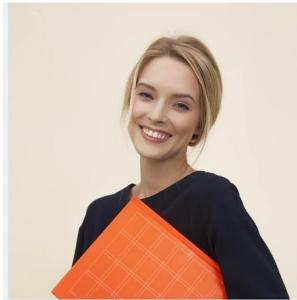


Kelly Tucker

Kelly Tucker is a senior majoring in Web Programming & Design.

## Proto-Persona

The purpose of a proto-persona is based on assumptions to help target our research and validate our current impression of our users. A proto-persona will help us identify what we know and what we don't know about our users. The outcome of this proto-persona will help us focus our research on a younger, college-aged audience and frame our redesign to appeal to this audience.



**Emily Parker, 21**

West Lafayette, IN

### Needs/Motivations

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

### Background

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

### Tasks

Search for cheap, used guitars near her

Contact potential seller if she sees a product

Make a secure transaction

### Ideal experience

“

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

### 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

## Project Steps

To accomplish this project, we will utilize three main project stages, discover and explore, ideate and design, and prototype and test. In these steps we will do the following:

1. Secondary research (interface inventory, trends review, competitor review)
2. Primary research (heuristic evaluation)
3. Data analysis of heuristics
4. Mood boards
5. Style guide
6. Sketching of screens
7. Mockups of redesign
8. Desirability testing

## Discover and Explore

### Trends Review

The purpose of a trends review is to better understand the needs of existing customers and the market. By conducting a trends review, we will be able to recognize new business opportunities and changing trends. In doing so, we can discover areas of expansion by recognizing potential customers and their needs.

To accomplish a successful trends review, we analyzed 2021 e-commerce design trends from Smashing Magazine, 99 designs, and Awwwards. Some of the more common trends emerging in 2021 according to these sites are personalized user interfaces, navigation taking center stage, fun filter functions, and voice search.

#### **Personalized User Interfaces**

The first design trend, personalized user interfaces, prioritizes each customer individually reflecting their taste, style, and identity. Consumers are often more willing to provide information about their preferences to form personalized experiences. In most cases, personalization comes from recommendations or messaging based on the customers' history. However, new personalization can include dark/light mode, color themes, size, and spacing of the text.

<https://www.smashingmagazine.com/2021/01/web-design-trends-report-2021/>

The screenshot shows a section of the Shaping Design Trends Report. At the top left, it says "TREND NO.3". In the center, the title "Your UI, by you" is displayed above a horizontal line. Below the line, there are four icons with arrows pointing right: a red circle labeled "Color →", a diamond shape labeled "Shape →", a black-outlined circle labeled "Outline →", and a 3D sphere labeled "3D →". To the right of these icons is a box containing the text: "FLEXIBLE INTERFACES ALLOW USERS TO CUSTOMIZE THEIR OWN LOOK-AND-FEEL, CHAMPIONING SELF-EXPRESSION AND INDIVIDUALISM." Further to the right is another box with the text: "Companies are adapting their content to fit individual users' preferences and craft more personalized experiences, like in Spotify's end-of-year roundups and Netflix's artwork personalization." At the bottom right of the main content area is a yellow button labeled "Customize →". At the very bottom of the page is a yellow footer bar.

Source: [Shaping Design Trends Report](#)

### Navigation Taking Center Stage

In 2021, a new way of thinking for e-commerce sites is to make the menu the main event. Traditionally, navigation menus are easy-to-find but intentionally kept out of the way to make space for home page features. Since users almost always interact with the navigation first when turning to a site, it makes logical sense to have your navigation be front and center. Creating a visually appealing and interesting navigation menu can create a better, more memorable first impression for visitors.

<https://99designs.com/blog/trends/ecommerce-design-trends/>

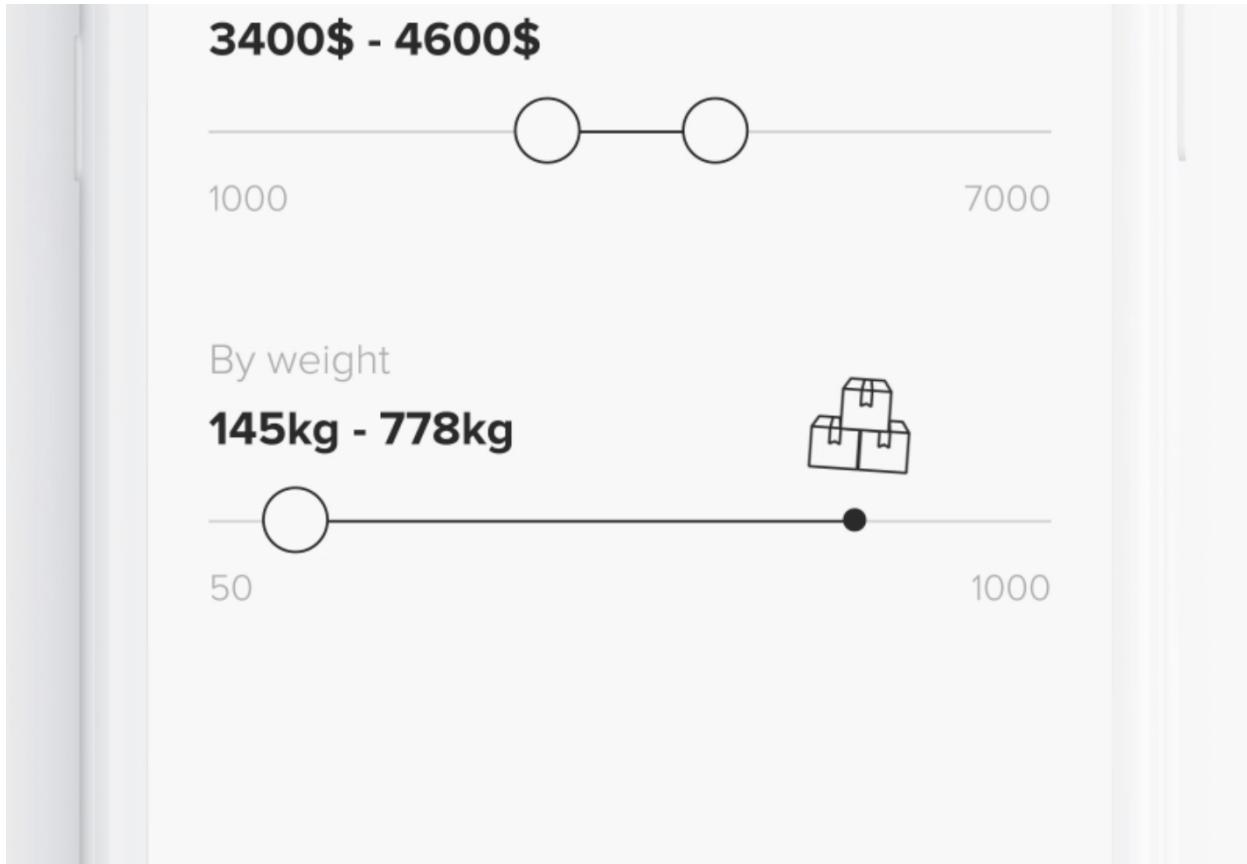


Source: [outer](#), via Dribbble

### Fun Filter Functions

The third trend, fun filter functions, is essential for e-commerce sites as it gives users options to focus their attention on the items they're looking for. In 2021, this trend is more than simply generous search filters, categories, and product tags as it should involve intuitive and memorable displays. “Generic drop-down menus may aid navigation, but they won’t impress anybody” (99designs, 2021).

<https://99designs.com/blog/trends/ecommerce-design-trends/>



Source: [Tony Pinkevych](#), via Dribbble

### Voice Search

The last trend, voice search, is possibly one of the most discussed trends in e-commerce in 2021. With Google Assistant, Alexa, and Siri, user's lives have changed and in some situations, have been easier with these voice assistants. Voice search allows users to speak out their needs rather than typing. These assistants can benefit customer experience if users are unsure how to spell what they're looking for or are busy and want to search hands-free. Voice search can also help search engine optimization in the future.

<https://www.awwwards.com/ecommerce-development-trends-the-2021-edition.html>

### Synthesis

Looking at these trends, we can prioritize these trends in the following order:

1. Navigation taking center stage
2. Fun filter options
3. Voice search
4. Personalized user interfaces

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Since the homepage of Craigslist is basically one large navigation menu, there is room for growth to play with the design of the navigation menu to make the user interface and experience more intuitive. Currently, with the navigation menu appearing as a link farm, users are likely to scan and may take more time to find what they're looking for. In our project, if we prioritize the design of the navigation menu, we can help users find what they're looking for quicker and easier.

Once a user finds the category they're looking for, they may want to filter based on price, type of product, distance from their location, etc. Therefore, creating a more interactive filter system could be more memorable for users and intuitive if designed correctly. By modernizing the filter system for Craigslist, it could attract younger audiences and prioritize the options users want.

Next, voice search could simplify the large navigation menu on Craigslist. If users are able to search for a product in a given region by voice, they could bypass the link farm on the homepage. Even if we prioritize redesigning the navigation menu, a user will still need to scan the links to find their desired category. By providing users an option to do a voice search, it could help them find what they're looking for quicker and easier.

Lastly, we could look into personalizing user interfaces. The reason this trend has the lowest priority is due to the user base and our proto-persona. If users are simply interacting with the site once or twice to search for a product to purchase or service, they may not need to change user preferences. However, if a user was a seller and interacts with the platform often, they could have the option to adjust the interface based on their preferences. However, since our proto-persona is simply a one-time buyer, they most likely won't benefit from this feature and just create more steps in their purchasing process.

After conducting a trends review for e-commerce sites in 2021 across three different trend-review sites, we found many insights regarding how a user will interact with a platform. In e-commerce sites, navigation and search functions are key for users to be able to easily locate and purchase items. Therefore, for Craigslist, we should prioritize modernizing the navigation menu, filter options, search options, and user interface personalization.

## Competitor Review

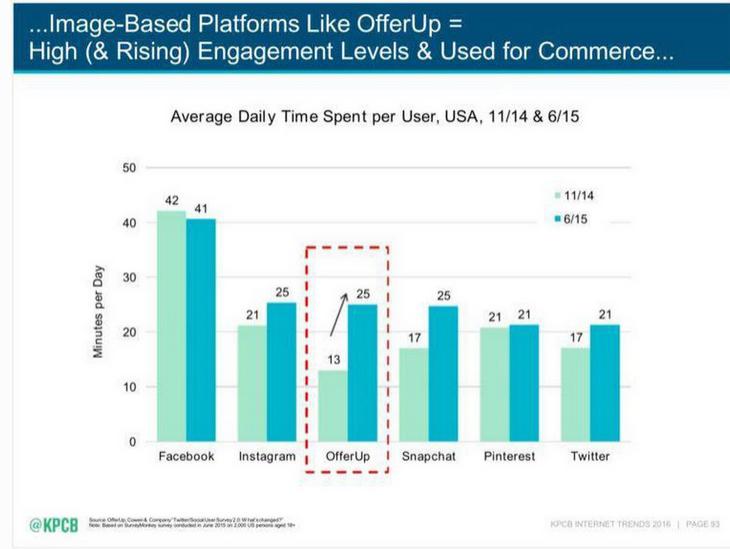
### OfferUp

In this competitive analysis, we will be performing a competitor review on the third-party online marketplace OfferUp. We will do so in order to see how Craigslist compares to OfferUp. By looking at the current state, the strengths, the weaknesses, and reviews of OfferUp, we will be able to understand Craigslist's current place within the market (in comparison to Offer) as well as being able to find features that can be included in Craigslist's update to make it competitive.

#### Current State

OfferUp was released in 2011 by Nick Huzar and Arean Van Velen. Since its launch, OfferUp has only continued to grow in size and popularity. According to TechCrunch, OfferUp acquired their main competitor, Letgo, in March 2020. The article expresses that this merger could threaten the tight hold that very large third-party online market platforms (such as Craigslist, eBay, and Facebook marketplace) have on the market.

In a Forbes article, OfferUp is seen as a promising, up-and-coming, innovative product to join the online marketplace scene by both users and the industry. In the article, Josh Breinlinger, a board member for OfferUp and managing director at Jackson Square Ventures, said "I strongly believe OfferUp will surpass Craigslist and all other competitors as the go-to marketplace for the American consumer to buy and sell locally."



(Source: Mary Meeker/KPCB, 2016 Internet Trends Report)

PayPal co-founder Max Levchin expressed in this article that he is excited in the prospect of OfferUp saying, "OfferUp is one the most exciting e-commerce companies I have come across in a long time...While consumer commerce continues to evolve in specific areas, it's rare to have a company completely redefine the marketplace experience from start to finish. OfferUp is that

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type of company and it has been rewarded by a fiercely loyal and engaged user base and explosive growth."

According to a 2016 Internet Trends report by Mary Meeker (a senior partner at venture firm Kleiner Perkins Caufield and Byers), users spend 25 minutes a day on OfferUp which is about the same that users spend time on Instagram and Snapchat. This is more time that users usually spend on Pinterest and Twitter.

Overall, OfferUp is a quickly growing, widely respected, and popular platform for online local buying and selling by both users of the app and industry experts.

### **Strengths and Weaknesses**

Offer Up boasts many strengths. One of the most apparent ones is the very visual interface and overall user-friendliness. Additionally, OfferUp gives users many options to use their platform. With both Apple and Android apps (which are free) and the website version, users have many choices in how they can buy or sell. OfferUp is also praised for its emphasis on safety by having strict guidelines to prevent unsafe situations for buyers and sellers as well as a verified identification system to ensure that all transactions are trustworthy (thus preventing scamming). OfferUp also is free to use and does not charge listing or transaction fees for sellers.

In terms of the weakness of OfferUp, users have complained that the customer service is lacking. Additionally, OfferUp can be inconsistent and sometimes unstable with many users being unable to open the app, send or receive messages, and other similar glitches. Finally, the algorithm that presents a seller's post to buys is not optimized. Thus sellers might have to buy ads to boost their post (which starts losing the seller money instead of making it).

### User Reviews

According to Google Play Store, OfferUp has an average score of 4 out of 5 stars (from 930,127 reviews). Reviews are very hit or miss. Many reviews express that the app had been very good in the past, however recent updates have made the app hard to use. Additionally, many reviews recently say that the general functionality of the app has suffered.

On the Apple App store, OfferUp has an average score of 4.8 out of 5 from 4 million reviews. The reviews of OfferUp seem to be generally more forgiving than on the Play Store. However, there are many reviews expressing similar annoyances to those from the Play Store, many of which complain about how the app became more difficult to use after a recent update.

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Additionally, App Store reviewers expressed significant frustration with the customer service options of OfferUp. Many said the overall customer service system needs work while others say that it is hard to get in contact with an actual customer service representative.

### Outcomes

From this competitor review of OfferUp, we have learned there are many things that must be considered in our work on the Craigslist update. Firstly, the creation of an app form of OfferUp has allowed it to become very large very quickly. We should think about mobile options for Craigslist to aid in getting more users. Additionally, a good user interface will make Craigslist easier to use. Specifically, transitioning Craigslist from a mainly text format to a more visual format might help users in understanding how to use Craigslist. Finally, adding verification measures to Craigslist would also be beneficial to improve the safety of users on the platform.

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## Facebook Marketplace

In this review, we will be analyzing Facebook Marketplace and how it compares to Craigslist. We will review the capabilities and differences in the user experience between the two platforms.

### Current State

Facebook Marketplace was a capability added to Facebook's platform in 2016. It allows users to buy and sell new and used goods locally. Postings begin with a set price for items but buyers are able to negotiate the offer. Facebook's idea was not original as it is quite similar to Craigslist, eBay, and OfferUp.

### Strengths and Weaknesses

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Where Facebook has the advantage is in its user base. With more than a billion users on the platform, Facebook marketplace has the automatic exposure that Craigslist did not have.

Facebook users already have an account to access the marketplace and more than 100 million people have the Android or iOS app according to Consumer Reports. The app itself is an advantage Facebook has. The app creates a seamless user experience by creating easy filtration of results.

Craigslist has filtering capabilities as well but not packaged into a mobile application. The app and desktop site's messenger format has a better user experience than craigslist making communication between buyers and sellers easier to accomplish. Another strength that Facebook has is that it allows the buyer to see the source of the seller. As a buyer, you can view the profile of the individual selling an item and gauge whether they seem like a trustworthy individual.

Facebook Marketplace does however have some weaknesses specific to its platform. With Facebook Marketplace having a focus on local markets, this can be a struggle for such a broad user base. Another struggle they face is that, according to GBKSoft, Facebook users can mostly be separated into four groups: relationship builders, town criers, window shoppers, and selfie-takers. None of which generally fall into the category of wanting to sell or buy items.

### User Reviews

According to EcommerceBytes Facebook has scored a 5.97 out of 10 for ease of use and Craigslist scored a 6.77 for ease of use. Looking at a redesign of craigslist this is very important to note as facebook's UI is much more aesthetically pleasing but that does not mean it is better because it is not as easy to use as Craigslist. Keeping an elevated score for ease of use should remain a priority.

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**Profitability:**

5.42

**Customer Service:**

3.93

**Communication:**

3.95

**Ease of Use:**

5.97

**Would you recommend:**

5.39

**Profitability:**

5.78

**Customer Service:**

3.92

**Communication:**

3.99

**Ease of Use:**

6.77

**Would you recommend:**

5.69

**Facebook Marketplace**

**Craigslist**

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## Outcomes

From taking a deeper look into Craigslist's competitor, Facebook Marketplace, we have discovered a few key points to implement into our redesign. Facebook's advantage of having a mobile application is helpful to the platform. We have also realized that maintaining ease of use will be very important as it targets more users so that it does not lose that major advantage over Facebook Marketplace.

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<https://www.ecommercebytes.com/2021/02/13/sellers-choice-2021-marketplace-ratings-craigslist/>

## eBay

In this competitive analysis, we will be performing a competitor review on an online marketplace called eBay. We will do so in order to see how Craigslist compares to eBay. The

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following will be looked at: the current state, the strengths, the weaknesses, reviews of eBay, and outcomes.

### Current State

eBay, originally called Auction Web, was founded by Pierre Omidyar in 1995. Omidyar knew he was onto something when the first transaction was placed on a broken laser printer when people started bidding on it. eBay is famous for its auction system meaning the seller posts an item with a starting price and due date. Then the user lets the item become public for those that want to bid on it.

25 years later, the company has a market capitalization of \$29 billion at the end of 2019. eBay has grown into a global e-commerce powerhouse containing about 182 million registered users. In addition, the mobile app has been downloaded 476 million times according to the company data. The revenues include \$10.7 billion annual net revenues were half of that coming from U.S.-based buyers (\$4.4 billion).

### Strengths and Weaknesses

An amazing strength of eBay is that they have a money-back guarantee. This means you are protected from an item that you ordered and if the following happened: didn't arrive or doesn't match the listing. There are multiple benefits as a seller as well. All eBay sellers get 50 free listings per month and 35 cents per listing beyond that.

Another strength is being able to filter your searches by "sold items". Filtering your search by this lets you "see what certain items sold for, not just what someone is asking for." Even if you end up selling on let's say another site, eBay provides information on what people consider a fair price for your item. The best part is that eBay is the only site that lets you filter this way.

A few drawbacks of eBay are the 10% cut-off of your sale. This means for big-priced items like laptops and tablets as a seller you can lose around \$50 to \$100 or even more. Another drawback is not being able to protect sellers. It's an advantage if you're a buyer and can avoid being scammed, but sellers can also get scammed. The problem is that eBay most likely will take the scammer's side.

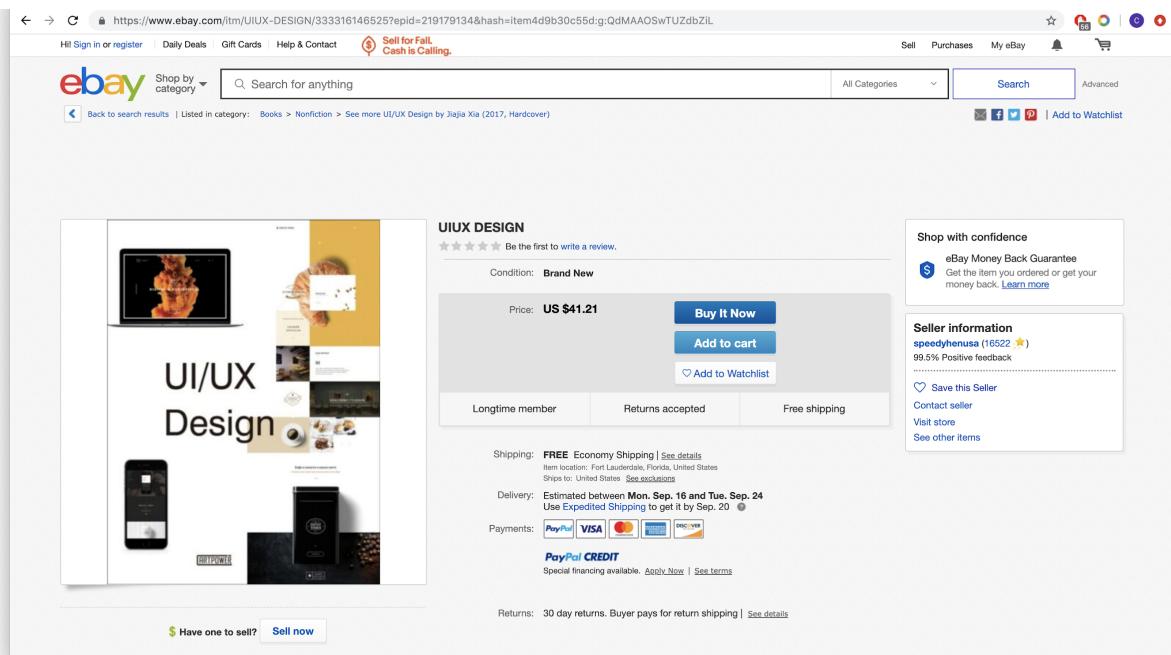
eBay is great when you want to find rare items, broken electronics, and spare parts. The site has options to provide feedback about items or sellers. While Craigslist is ideal for very popular items and hard-to-ship items. The overall structure of the interface isn't horrible. It has grids that make it easier for buyers/sellers to read. The colors used on the site are simple which

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consist of gray and white. Using simple colors means easier to see to the naked eye, but can also be considered dull. Having the product picture is a large portion of the site makes it easier for the buyer to see what the item looks like and gain a better understanding of the product.

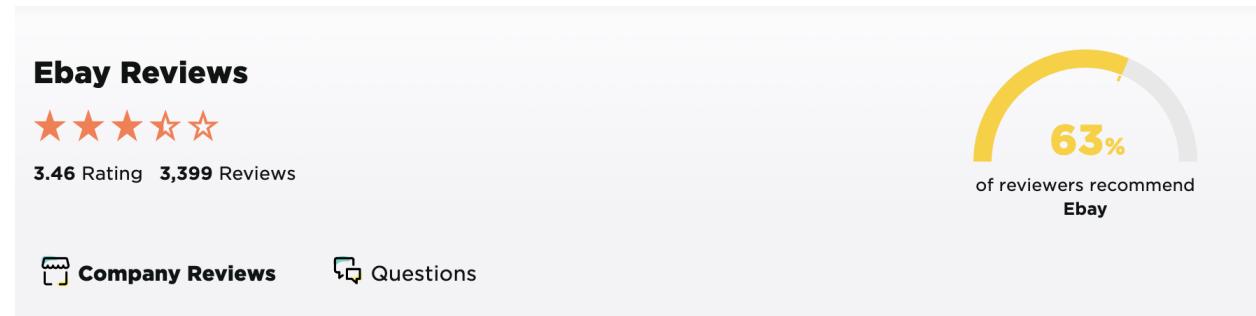
Lastly, the information is in blocks and the important buttons are in blue.



Craigslist on the other hand is designed for their long-term based customers. They have everything squished onto the page. They have no separators, sortings, color indications, or search filter options. They do not provide product reviews; seller or buyer feedback, harder to handle returns, and much more. While eBay offers all of these capabilities.

### User Reviews

According to Reviews.io, 63% of reviewers recommend eBay. They have an overall 3.46 rating. With accurate and undamaged orders greater than 64%. Additionally, with on-time delivery greater than 37%. Unfortunately, customer service was given a 1.34 out of 5, and the returns/refund process to be very much improved.



## Merchant Metrics

### Shipping & Delivery

Delivery Methods	<b>Postal Service, Courier</b>
Average Delivery Time	<b>Over A Month</b>
On-Time Delivery	<b>Greater than 37%</b>
Accurate And Undamaged Orders	<b>Greater than 64%</b>

### Customer Service

Communication Channels	<b>Telephone, Email, Live Chat</b>
Queries Resolved In	<b>Over A Week</b>
Customer Service	<b>1.34 out of 5</b>

### Returns & Refunds

Refunds Process	<b>Difficult</b>
Returns Process	<b>Could Be Better</b>

Many users which include seller's wished they had the ability to also write reviews of the buyers. Buyers can scam the seller by providing inaccurate feedback on the product. Then the seller ends up receiving a bad review.

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<https://www.quora.com/Is-Craigslist-better-than-eBay-or-Amazon>

## Interface Inventory

The purpose of an interface inventory is to address what Craigslist currently features on their site and categorize and collect components of the interface. Craigslist is a web page for people who want to meet up with other people for the buying and selling of goods and services. This is a location-based site in which the first pane people see directs them to a localized Craigslist page. People in a similar location are filtered so that they see the posts that people nearby have made. This site may be used for job recruiting for simply meeting new people as well; however, our proto-person uses Craigslist to browse and buy a product.

Homepage

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The Craigslist homepage for Lafayette/West Lafayette is displayed. The layout includes a search box at the top left, followed by a date calendar for the current month. To the right are several columns of links:

- Community:** activities, artists, childcare, classes, events, general groups, local news.
- Housing:** lost+found, missed connections, musicians, pets, politics, rants & raves, rideshare, volunteers.
- Services:** automotive, beauty, cell/mobile, computer, creative, cycle, event, farm+garden, financial, household.
- Discussion Forums:** android, apple, arts, atheist, autos, beauty, bikes, celebs, comp, cosmos, diet, divorce, dying, eco, feedbk, film, fixit, food.
- 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.
- Resumes:** event, labor, talent, writing.

On the far right, there's a sidebar with dropdown menus for "english", "nearby cl", "us cities", "us states", "canada", and "cl worldwide".

When opening the homepage, these are the items that are first visible -

Search box - There's a search box in the top left allowing you to search for whatever you want. Since our user is planning to buy a guitar, we will search for "guitar" in it.

Date box - there's a date box or also called an event calendar that showcases what events are available for the users.

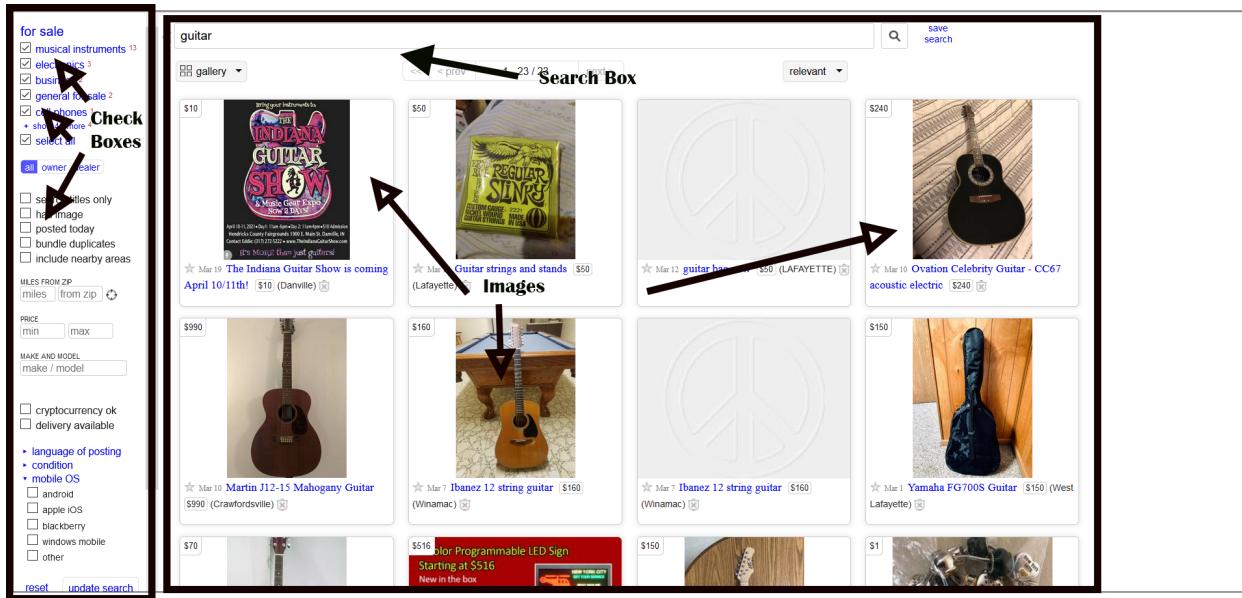
Lots of links - There are a ton of links to choose from, each in their own separate section. Note that some links are pretty general in nature, so the search box may be more useful if you need something more specific in nature. All the sections are put into columns which consist of the grid layout.

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There's a section on the right side of the page as well that can let you search in areas other than where you're currently situated.

### Guitar Webpage



**Checkboxes** - There are some checkboxes on the left side of the screen that can help you filter out which store of products you'd be willing to buy.

**Search box** - There's a search box at the top that helps you search a more specific instance of the product you're interested in. Our user may be interested in an acoustic or electric guitar, and she may search for it in the search box.

**Some images** - There are some images that showcase what product is being offered. Our buyer could decide for herself which guitar she wants.

The grid layout is just two columns. A small column to the left where you can filter out what we want. And a big column to the left that is filled with buyers posting pictures of the objects that they want to sell.

## Heuristic Evaluation

Introduction: We conducted a heuristic evaluation on Craigslist, to understand the tasks that the user undertakes. We learned that there are some visual heuristics that are more important to be fixed than others.

List of heuristics:

1. User control and freedom: Allow the user to have more control of the site and be able to do the same things in multiple different ways.
2. Error prevention: Catch potential errors before they happen.
3. Recognition rather than recall: To recognize aspects rather than recall things.
4. Flexibility and efficiency of use: The site should be efficient to use and users should be able to do their tasks quickly and efficiently
5. Aesthetic and minimalist design: There should only be the most relevant information on the site.

<https://www.nngroup.com/articles/ten-usability-heuristics/>

List of severity ratings:

- 0 = No Problem found: I don't agree that this is a usability problem at all  
1 = Cosmetic problem only: need not be fixed unless extra time is available on the project  
2 = Minor usability problem: fixing this should be given low priority  
3 = Major usability problem: important to fix, so should be given high priority  
4 = Usability catastrophe: imperative to fix this before the product can be released

<https://www.nngroup.com/articles/how-to-rate-the-severity-of-usability-problems/>

List of Tasks :

Task 1: Search for cheap, used guitars near the proto person.

Task 2: Contact potential seller if she sees a product

Task 3: Make a secure transaction

Task #1: Search for cheap, used guitars near the proto person

Severity	Location	Heuristic/Issue	Recommendation/Comment
2	Category Selection	Aesthetic and Minimalist Design	It is all in-text and there are no icons that will make the site more aesthetic.

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3	Category selection	Flexibility and efficiency of use	Not all categories are written down and the Search feature seems to be more useful.
2	Category selection	Recognition rather than recall	The user has to personally try to recall where the link they want is the next time they want to search for it rather than just recognizing an icon.
1	Category selection	User Control and Freedom	It would be nice if you could personally change the event calendar so that only your preferences show up.
2	Category Selection	Aesthetic and Minimalist Design	It should not be allowed for the sellers to post without providing pictures for the product. Checking the “has image” checkbox seems like an extra unneeded step.
1	Category Selection	Aesthetic and Minimalist Design	The images when searching for a guitar are not all sized the same so it does not follow a symmetrical view and is not following a grid. Recommendation would be to set a permanent size for all image uploads.
3	Category selection	Flexibility and efficiency of use	Hard to find instruments and used guitars by clicking on different links. They must use the search bar. Recommendation is to reorganize the categories for the links.
1	Category selection	Aesthetic and Minimalist design	The links would be better to look at and more aesthetically pleasing if they were drop down menus.

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2	Category selection	Recognition rather than recall	The musical instruments link is “music instr”. This could be confusing at first for a new buyer. Recommendation would be to make it “musical instruments”.
2	Category Selection	Flexibility and efficiency of use	It is not possible to filter for used guitars only. The buyer wants a cheaper option so the recommendation would be to make it possible to filter to only used guitars.

Task #2: Contact a potential seller if she sees a product

Severity	Location	Heuristic/Issue	Recommendation/Comment
4	Seller's page	User control and Freedom	The seller has an untraceable way of establishing contact but no such luxury is given to the potential buyer.
3	Seller's page	Error Prevention	There seems to be no concrete way that the site deals with scammers, besides just giving users pointers to avoid scams
2	Seller's page	Recognition rather than recall	The buyer doesn't see the reply button below the post but rather on the top left of the post. It seems that it would save recall time if the reply button was placed at the bottom.
2	Seller's page	User Control and Freedom	It would be useful if the map could show the distance and time it would take to get from your location to their general location.

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4	Seller's page	User control and Freedom	The user cannot see exactly what the address of the location of the seller is and it would be hard to tell if she was going to an unsafe area to make her transaction.
4	Seller's page	User Control and Freedom	When trying to reply to the seller to ask additional questions it would not load anything after clicking the reply button.
3	Seller's page	Error Prevention	Some of the sellers do not have a description of their item. The buyer may need to know more about the product. Recommendation would be to make a description mandatory when posting a listing.
2	Seller's page	User Control and Freedom	The user doesn't have a way to map to the seller directly through Craigslist's site. Recommendation would be to directly link with google maps through Craigslist.

### Task #3: Make a secure transaction

Severity	Location	Heuristic/Issue	Recommendation/Comment
3	Seller's page	Aesthetic and Minimalist Design	There should be an easily accessible icon that leads you to a secure page where an online transaction can occur.
4	Seller's page	Flexibility and efficiency of use	There seems to be no good way to complete a transaction unless it's in person.
2	Seller's page	Flexibility and Efficiency of use	It would be nice if Craigslist would have some sort of

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			shipping service linked with it so that people can send their goods that way.
3	Seller's page	Error prevention	There is not a third party authorization to protect online transactions. Recommendation would be to add a paypal method to protect buyer and seller.
4	Seller's page	Flexibility and efficiency of use	There needs to be an easy way to contact the seller. Recommendation would be to have a way to access their contact information such as phone number or email.
2	Seller's page	User Control and freedom	Users may need to be able to contact craigslist if they get scammed. Recommendation would have to have some sort of assurance of responsibility for scams.

The largest area of improvement would be for user control and freedom. Craigslist has a quite rigid user interface that makes it difficult for the user to feel that they are necessarily being catered to. The user should feel as though the site is built around their needs. Our proto persona may feel as though Craigslist does not give her the ability to contact the seller correctly. She may not feel safe going to certain streets as she is a young girl. She also may feel as though she may be getting scammed due to no scam prevention through Craigslist's site directly.

An area where there seem to be many heuristic violations is the category page. It is not aesthetically pleasing and can seem like it is hard to control your filtering options. This is where it seems our UI redesign should focus the most on improving.

Aesthetic and Minimalist design as well as Flexibility and efficiency of use seems to be the two main heuristics that should be improved in the site. Also, not all the categories are shown and

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the search feature is more useful. It is especially useful when searching up a “Guitar” for our proto person as there is no sub-category for guitars under the music instruments category. Even if there was a link that the user could click, they would have to recall where it was the next time they had to click it. There is no easy recognition system in place instead. Pictures of the product you want to sell should be mandatory and posts without any pictures should be removed. A personal event calendar would be better suited for the user’s needs.

No non-identifiable way to contact sellers though sellers have anonymous ways to be contacted. Scammers aren’t being dealt with properly otherwise there would be no need for guidelines to follow to not deal with scammers. The reply button should be at the bottom of the page and the map should show the route to the approximate location.

Finally contacting sellers seems to be where users would feel the most apprehensive. It is not intuitive. It needs to be very easy to contact the seller and ask any questions you may have about making a secure transaction that the user is satisfied with. There should be a way to easily do some online transactions without going through the hassle of meeting up in person. A secure transaction can also only be done if it’s in person. A shipping service that’s linked to Craigslist could get rid of the in-person requirement for the exchange of goods.

## Outcomes

From the secondary research conducted, a few things can be easily taken into account from eBay for Craigslist. The UI definitely needs an upgrade from color to filter options. The site also needs to implement better customer service and shipping protection. The items on craigslist need to be categorized and sorted in a much way better way.

## Ideate and Design

### Mood Boards

The purpose of a mood board is to represent the feel for the visual design direction. Their intent is to be an effective way to communicate big design ideas. To carry out our mood boards, three members of our team individually created mood boards for Craigslist redesign. These mood boards contain our proto-persona, representative images of our user group, the inspiration of design and layouts, and any graphic information (colors, fonts, screen layout, etc). The outcome of the mood boards is to gather our visual ideation for a concept redesign for Craigslist. Once all three mood boards have been created, we will work together as a team to review our design direction and create a final style guide.

### Mood Board 1 - Nicole Dwenger

For the Craigslist redesign, I wanted to keep the concept simple, yet bold. I chose indigo as the main color to mimic Craigslist's current logo. Indigo conveys trustworthiness, loyalty, and responsibility. Since Craigslist has a reputation of being unreliable, utilizing indigo may offset some of these concerns. I also wanted to introduce a secondary color that Craigslist currently lacks. By pairing the indigo with bright blood orange, it conveys optimism, confidence, and enthusiasm.

Bold typography is one of the trending designs for eCommerce sites in 2021. Therefore, I chose Bebas Neue Regular as a bold, sans serif header. An uppercase font commands authority and attention while still remaining informal and youthful as a sans serif. I wanted to move away from Craigslist's lowercase, simplistic font as it creates a sense of untrustworthiness. I paired the bold font with a simplistic sans serif body font in Museo Sans. Museo Sans comes in different weights which will be helpful in defining content hierarchy visually on a page.

For the overall user interface and appearance, focusing on cards and filters is important for Craigslist. Cards within the site would have rounded corners and soft drop-shadows to create a modern and minimalist appearance. These cards could be simple bounding boxes for listings or more colorful for primary navigation. Craigslist currently needs more filtering options it's a trending design aspect for eCommerce sites. The filtering options should be simplistic to keep attention on the products displayed. The strategic use of bold fonts, colors, and shapes should draw attention to interface elements that are key to users such as contact buttons or purchasing buttons.

# Desirability Testing

## Protocol

The testing conducted by our team included a Google Forms questionnaire. It included a 7 question portion over dyadic word associations. These included the following: complex vs. simple; confusing vs. clear; clean vs. cluttered; professional vs. unprofessional; attractive vs. unattractive; modern vs. outdated; and organized vs. unorganized. We conducted these same questions on both our new redesign and the existing Craigslist site. The next portion of our testing was a qualitative questionnaire including questions about how the user would use the site or their perceived ability to use the site and rating these perceptions on a scale from 1-5 for both the redesign and current site. We next conducted an open-ended opinion response questionnaire. This allowed the participants to let us know in their own words how they feel about using the site. We included questions about their mood, frustrations, and ease of use whilst looking at both sites. Finally, we left two open-ended response questions for the users to add any additional information that they felt would be important for us as the designers to know about the new design. We also asked how users would like to be notified of messages from the seller. We conducted this testing on a total of 7 participants following a protocol of informed consent.

## Results

Our testing gave us insight from the dyads that we consolidated by scores out of 5 for each question. For the new design, the following average scores for calculated: simplicity score received an average answer of 3.9; clear score received an average answer of 4.2; professionalism received an average score of 3.6; cleanliness score received an average answer of 4.1; modernness received an average answer of 5; attractiveness received an average answer of 4.8; and organization received an average answer of 3.6. For the old design, the following average scores for calculated: simplicity score received an average answer of 3.0; clear score received an average answer of 4.4; professionalism received an average score of 3.0; cleanliness score received an average answer of 3.6; modernness received an average answer of 1.6; attractiveness received an average answer of 2.8; and organization received an

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average answer of 3.2. From this we can see that it seems that the old version was perceived as a bit more clear than the redesign, but all other markers were improved in the new design. From the qualitative questionnaire, the values of the perception of usability were much higher in the redesign than the current version. From the open-ended response questions, we received “calm” and “innovative” as recurring responses to the new site. And from the additional questions, we learned that most commonly people reported that they would like a separate tab for viewing messages on their account.

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**EMILY PARKER**  
21, West Lafayette, IN  
I want to be able to find someone who is a trustworthy source.

Make a secure transaction  
Search for cheap, used guitars near her  
Contact potential seller if she sees a product

**BACKGROUND**

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

**NEEDS**

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

**Fears**

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

Andrew Hammons  
09 / 21 VISA  
+ Add credit card

Alina Smith  
We love Alina. She's a full-stack web developer with over 6 years of experience helping brands move it fast.  
JOIN NOW

Design System Manager  
Many thanks  
A big part of our design process is iteration and refining the details. Where are you?

Studio Boards

Write New Card  
Your website product design needs to be communicated

Bestsellers

Product	Price	Rating
Nike Air Max 270	\$195.00	4.8
Nike Air Max 90	\$195.00	4.7
Nike Air Max Plus	\$195.00	4.6

Popular wallets This week

Product	Price	Rating
Exodus	\$129.00	4.9
Copay	\$220.00	4.8
BRIQ	\$28.00	4.7

Free Shipping  
Reviews (180)

# BEBAS NEUE REGULAR

Museo Sans 300  
Museo Sans 500  
Museo Sans 700

120 Products Popular

Amos Chair A modern take on tradition \$680

Kew Chair A modern take on tradition \$580

Tinar Chair A modern take on tradition \$480

air

Select All

Prototyping Sketch Product  
Figma UI kit User experience  
Wireframing XD Leadership  
UI design ReactJS Photoshop

Service Industries Transportation Healthcare  
Exhibitions Entertainment Culture

## Mood Board 2 - Erin Cook

For my version of the Craigslist redesign, I wanted to drastically change the feeling that the UI exudes yet still use familiar colors and layouts that are commonly seen in other platforms and apps.

For the colors, I went with blues as the main colors. Blue as a color is calming to those who see it in addition to being associated with loyalty and trustworthiness. Despite Craigslist's outdated UI, people still return to it as a trusted shopping platform. Thus I wanted to reflect that in the main color of the app. Additionally, blue is a very familiar color, at least in the technology sphere. There are many companies within tech that utilize the color blue, so the color wouldn't be off-putting to potential users. Finally, Craigslist already has a white and blue theme. While changing up the look of the site, I didn't want to depart dramatically from what was already there. The presence of pink and brown as potential accent colors was chosen to compliment the blues.

In terms of font, I chose League Spartan as the main header font. It is bold and demands attention from the user. However, it is not overly harsh or abrasive. It still feels lite even though it is a bolder font. The subheading font is Nunito. Nunito has the same lite feel that League Spartan does. Nunito by default is a very thin font, yet is still easy to read. However, it also has a bold setting that would make it look more normal (instead of its thin default) while also drawing more attention to it. Overall, I wanted to make sure the redesign was a bit more casual since the current Craigslist format is very sterile and formal. I picked these fonts because they were a good middle point between casual and professional.

Finally, in terms of UI features, I think Craigslist would benefit from a visual grid system instead of their usual lists. OfferUp, a competitor to Craigslist, has gained a significant amount of notoriety from having a more visual grid system. I think Craigslist could greatly benefit from this as well.

I think lots of curves and looser, more flowing shapes would compliment this grid system. Since Craigslist is currently very sterile and linear, I think having more curvy and rounded design features would contrast from the current layout yet highlight Craigslist's main strength of having a lot of variety in what services they offer and what items are being sold. Thus rounded, curved UI should be very prevalent in the Craigslist redesign.

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The mood board illustrates the redesign process for Craigslist. It includes:

- User Research:** A portrait of Emily Parker, 21, from West Lafayette, IN, with her fears and wants listed.
- Design Concepts:** A wireframe of a modern Craigslist interface showing a search bar and a grid of items for sale.
- Aesthetic Elements:** A color palette of blue, white, light blue, pink, and gold; font samples for League Spartan and Nunito; and images of a woman playing guitar and a woman using a laptop.
- Sample Layout:** A graphic showing a laptop screen displaying a storefront for "Buy Online".

## Mood Board 3 - Akhila Komakula

My redesign and idea of Craigslist is to make it a home and safe vibe. The website hasn't been redesigned and has the cluster of categories to accompany back to the loyal/original customers of Craigslist. It is about time it is changed.

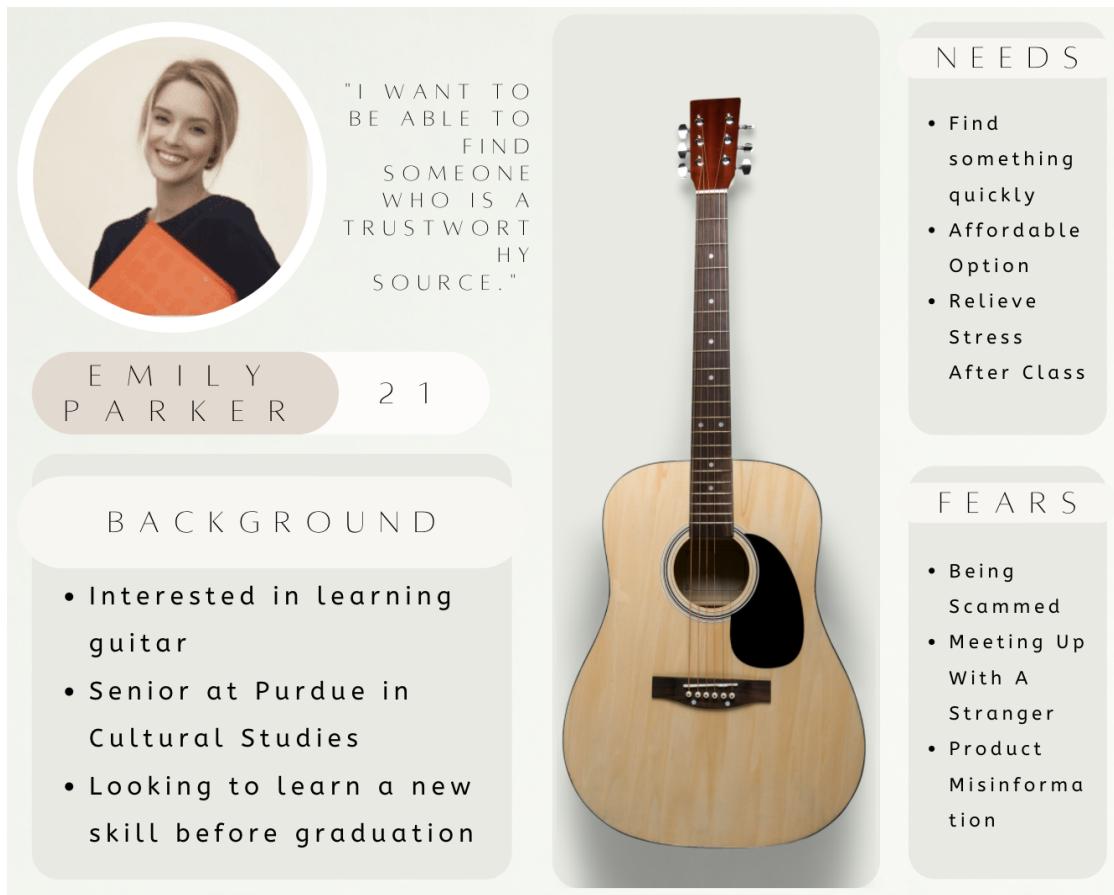
The color schemes chosen are natural shades of nude, beige, and light greens. These colors are light and eerie to the eye, which gives it the minimalistic look. Additionally, makes you feel like your home. It also adds a modern aesthetic using those colors and the fonts. The fonts chosen are ALTA LIGHT and AbeeZee. These fonts work well together when used and are easier to read compared to what is currently used. Keeping the colors somewhat similar to the old interface allows the loyal customers to adapt the change easier.

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A big issue of the old interface was the cluster of the categories and product or seller information. To solve the issue of clustering, now the customer can search for their desired item by using the filter option. The customer can filter by “collection”, “price”, “color” (if applicable), and “brand” or “seller”. Now you can easily find what you are looking for in the price range. Another issue with the previous interface was not being able to see seller reviews or chat with them. To get a better understanding of the product, the customer can “chat” with the seller or look at the product reviews from other customers. Additionally, the seller is rated by the 5 star scale. This makes the transaction as honest and accurate as possible. The customer also receives information on fast the seller usually replies.

With the new design the website layout provides a better visual representation of the minimalist theme. You can see the “popular product” clearly shown. The “pages” is where all the categories are laid out and easily searched using the filter method. The “contact” page is where a customer can find Craigslist’s customer service information for further assistance. A “blog” page is added for popular sellers to share their experience and be a guide to sellers or customers.



Emily Parker is a 21-year-old senior at Purdue University majoring in Cultural Studies. She is interested in learning how to play the guitar and is looking to learn a new skill before graduation. Her background includes a desire to find someone trustworthy to teach her. She has needs such as finding something quickly, being affordable, and relieving stress after class. Her fears include being scammed, meeting up with a stranger, and receiving misinformation.

EMILY PARKER 21

"I WANT TO BE ABLE TO FIND SOMEONE WHO IS A TRUSTWORTHY SOURCE."

BACKGROUND

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

NEEDS

- Find something quickly
- Affordable Option
- Relieve Stress After Class

FEARS

- Being Scammed
- Meeting Up With A Stranger
- Product Misinformation

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The image displays a collection of design concepts for a Craigslist redesign, arranged in three horizontal sections.

**Top Section:** A banner with the text "CRAIGSLIST [B(u)y or (S)ell]" in a serif font. Below the banner are two color swatches: a light brown circle and a grey circle. To the right of the swatches are two text blocks: "FON T" and "ALTA LIGH T" stacked vertically, and "FON T" and "A B e e Z e e" stacked vertically below them.

**Middle Section:** A photograph of a white sofa with several pillows, a white vase with dried grass, and a small round coffee table. To the right of the sofa are two smaller images: one of a marble shelf with books and a Buddha statue, and another of a white vase with a large palm frond.

**Bottom Section:** On the left, a mobile device screen shows a "Filters" interface with sections for "Collection" (Constellation, Speedmaster, De Ville), "Price" (range from \$3,650.00 to \$8,550.00), and "Dial Color" (black, grey, brown, blue). On the right, a desktop browser window shows the Craigslist homepage. The homepage features a header with the Craigslist logo and navigation links (Home, About, Blog, Shop, Pages, Contact). Below the header are sections for "New Products" (Latest Lamp, Bag Collection, New Clock) and "Popular Products" (Simple Black Clock, Simple Black Clock, Simple Black Clock). A "Latest News" section is also present.

## Style Guide

The purpose of a style guide is to serve as a general outline for the design direction and ensure consistent styling on the website. To achieve a cohesive style, we combined various elements of our mockups. After reviewing mockup designs as a team and discussing the final direction, we decided to incorporate the following ideas into our final style guide.

- Nicole's design with Erin's colors and Akhila's functionality
- Soft, not sterile design
  - Rounded corners on boxes, soft drop shadows
  - Not straight, linear delineations
- Erin's tagline and logo
- Fonts/Typography:
  - League Spartan: all lowercase (mainly just for logo unless there is another use)
  - Nunito for text variance in body copy
- Reach out to sellers page with the ability to review and view reviews
- Added white space to the overall grid
- Navigation: breakdown large navigation headings with sub-navigation
- Making it casual and staying away from sterile, linear designs

With these thoughts in mind we came up with the following style guide.

## craigslist redesign style guide

Logo/Slogan  
**craigslist**  
BUY AND SELL EASY

### Fonts:

Logo font:  
**League Spartan**

Heading font:  
**BEBAS NEUE NORMAL**

Subheading font:

Nunito  
Nunito Extra Light  
Nunito Light  
Nunito Semi Bold  
**Nunito Bold**  
**Nunito Extra Bold**  
**Nunito Black**

### colors swatches



## Prototype and Test

### Mockups

For our mockups, we wanted to provide users with redesigned pages of the homepage, listings page, individual listing page, and a contact sellers page.

#### Home Page

For the home page, we wanted to tackle the aesthetic issue of Craigslist's current home page in which the appearance is overwhelming and appears as a link farm. To account for this, we broke down the main headings on Craigslist as a high-level overview of their offerings. The "for sale" tab is the largest as it's the main purpose our proto-persona is using Craigslist. Theoretically in an interactive prototype, once a user clicks on a main category, a dropdown list of subcategories will be provided. For example, our proto-persona would click "musical instruments" when searching for a guitar.



## Listings Page

The listings page would be displayed after a user clicked on a subcategory. On this page, we wanted to emphasize the importance of increased filters since Craigslist lacked a diverse range of filters and it was a feature mentioned in 2021 ecommerce trends as well as competitor reviews. We also wanted to add a review feature for sellers to add a sense of credibility to the

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site. In this mockup, we also added “flags” in the top left of each listing to highlight a specific quality of a product. Since our user is looking to buy an instrument, we’re highlighting the cost of said item.

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**craigslist**  
BUY AND SELL EASY

**create a post**  my account

## MUSICAL INSTRUMENTS

Tippecanoe > For Sale > Musical Instruments

**Filter by:**

Miles from zip  
50 miles from 47906

Price  
 \$100 - \$2,000

Condition  
 New  Like New  
 Excellent  Good  
 Fair  Salvage

Color +  
 Red  
 Yellow  
 Brown  
 Black  
 White  
+ View More

**\$1,400**  
  
**2009 Fender American Special**  
Tim Rally Lafayette, IN ★★★★☆  
**\$150**  
  
**Unusual Mandolin**  
Daniel Stevens Monticello, IN ★★★★★  
**\$400**  
  
**Squier Tele and Tube Amp**  
Jackson Brown Delphi, IN ★★★★☆

**\$750**  
  
**2009 Paul Reed Smith Electric Guitar**  
Jackson Smith Lafayette, IN ★★★★☆  
**\$2,300**  
  
**Pearl MHX Masters Mahogany Drumset**  
Tyler Loomly Lafayette, IN ★★★★★  
**\$245**  
  
**Yamaha EW300 Electric Keyboard**  
Tina Wright Lafayette, IN ★★★★☆

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## Individual Listing Page

For the individual listing page, we wanted to mimic other ecommerce sites to bring a more youthful and credible feeling to Craigslist. By adding a larger “Contact Seller” button, a shopper can be directed to a message board within Craigslist rather than be directed to an external location. On this page, we also wanted to emphasize the seller’s credibility and provide an area to read about the seller and any reviews they may have. This way, if a potential buyer was interested in a product, they can investigate whether the seller is trustworthy.

The screenshot shows a Craigslist listing for a Fender Acoustic Guitar. The main image of the guitar is on the left, with a price tag of \$175. To the right are three smaller images: the back of the guitar, the soundboard, and a close-up of the headstock. The listing details include:  
Details:  
Fender Concert size acoustic guitar.  
Solid Spruce top  
Mahogany back & sides (laminated)  
Mahogany neck  
25.3" scale  
1.69" nut width  
Bone nut & saddle  
Bone & Abalone bridge pins  
Tortoise pick guard  
Fender soft gig bag  
Condition: Excellent  
Make / Manufacturer: Fender  
Model Name / Number: CC-60S Concert  
Size / Dimensions: 18-3/4"x 4-1/4"x 14-1/4"  
A large blue "Contact Seller" button is at the bottom right. Below the main listing are seller information and bio.

**FENDER ACOUSTIC GUITAR**

Tippecanoe > For Sale > Musical Instruments

**\$175**



**Details:**

Fender Concert size acoustic guitar.  
Solid Spruce top  
Mahogany back & sides (laminated)  
Mahogany neck  
25.3" scale  
1.69" nut width  
Bone nut & saddle  
Bone & Abalone bridge pins  
Tortoise pick guard  
Fender soft gig bag

**Condition:** Excellent

**Make / Manufacturer:** Fender

**Model Name / Number:** CC-60S Concert

**Size / Dimensions:** 18-3/4"x 4-1/4"x 14-1/4"

**Contact Seller**

favorite hide flag

---

**John Smith**

Lafayette, IN

**Bio:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**★ ★ ★ ★ ☆**

Read Reviews

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## Contact Seller

Lastly, we wanted to add a contact seller page. Through our research, we determined it was important to have an internal message board to bring credibility and security to the site. Competitors have message boards within the site that moves away from external email chains. In this message board, the thread of messages will indicate to the seller and buyer what product they're negotiating and saves their messages for future use. Overall, we wanted to keep the mockups simple, clean, yet more playful than Craigslist's current design.

The wireframe illustrates a Craigslist redesign for a user profile page. At the top left is the Craigslist logo with the tagline "BUY AND SELL EASY". On the right side, there is a "my account" link with a user icon. Below the header, the main title "MESSAGE YOUR SELLER" is displayed. To the left, there is a large portrait photo of a man with a beard. To the right of the photo, the seller's name "John Smith" is shown in bold, with "Lafayette, IN" below it. A five-star rating icon and a "Read Reviews" link are also present. The central area contains a bio section with placeholder text about John's qualifications. Below the bio, there is a message input field with a placeholder "Type a message to John" and a send button icon. The footer at the bottom includes the copyright notice "© 2021 craigslist" and links for "help", "about", "safety", and "feedback".

craigslist  
BUY AND SELL EASY

my account

## MESSAGE YOUR SELLER

**John Smith**  
Lafayette, IN

★ ★ ★ ★ ★  
Read Reviews

**Bio:**  
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This is the start of your messages with John

Item 305: Fender Acoustic Guitar (\$175)

Placeholder text for the message input field.

Placeholder text for the message input field.

Placeholder text for the message input field.

Type a message to John ➤

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## Desirability Testing

### Protocol

The testing conducted by our team included a Google Forms questionnaire. It included a 7 question portion over dyadic word associations. These included the following: complex vs. simple; confusing vs. clear; clean vs. cluttered; professional vs. unprofessional; attractive vs. unattractive; modern vs. outdated; and organized vs. unorganized. We conducted these same questions on both our new redesign and the existing Craigslist site. The next portion of our testing was a qualitative questionnaire including questions about how the user would use the site or their perceived ability to use the site and rating these perceptions on a scale from 1-5 for both the redesign and current site. We next conducted an open-ended opinion response questionnaire. This allowed the participants to let us know in their own words how they feel about using the site. We included questions about their mood, frustrations, and ease of use whilst looking at both sites. Finally, we left two open-ended response questions for the users to add any additional information that they felt would be important for us as the designers to know about the new design. We also asked how users would like to be notified of messages from the seller. We conducted this testing on a total of 7 participants following a protocol of informed consent.

### Results

Our testing gave us insight from the dyads that we consolidated by scores out of 5 for each question. For the new design, the following average scores for calculated: simplicity score received an average answer of 3.9; clear score received an average answer of 4.2; professionalism received an average score of 3.6; cleanliness score received an average answer of 4.1; modernness received an average answer of 5; attractiveness received an average answer of 4.8; and organization received an average answer of 3.6. For the old design, the following average scores for calculated: simplicity score received an average answer of 3.0; clear score received an average answer of 4.4; professionalism received an average score of 3.0; cleanliness score received an average answer of 3.6; modernness received an average answer of 1.6; attractiveness received an average answer of 2.8; and organization received an average answer of 3.2. From this we can see that it seems that the old version was perceived as a bit more clear than the redesign, but all other markers were improved in the new design. From the qualitative questionnaire, the values of the perception of usability were much higher in the redesign than the current version. From the open-ended response questions, we received “calm” and “innovative” as recurring responses to the new site. And from the additional

CGT 256 Craigslist Redesign

Team 8: Erin Cook, Nicole Dwenger, Akhila Komakula, Saswat Mishra, Kelly Tucker

questions, we learned that most commonly people reported that they would like a separate tab for viewing messages on their account.

## Future Steps

To ensure we are designing a solution that meets our users' needs, there are several steps left to accomplish. First, we will be refining the mockup to account for user feedback from the desirability testing.

Some of the elements that we will include in our iteration would be a method for users to view their message notifications, increased contrast of the Craigslist logo, and adding more signifiers such as pagination. We could also account for what other search pages would look like for Craigslist. For example, the sale pages feature the price highlighted in a flag, but what options are there for other pages? This would be a feature we'd continue to explore.

## Conclusion

The purpose of the Craigslist redesign project was to modernize the current site to appeal to younger audiences while avoiding alienating current audiences. To achieve a user-friendly, user-centered design, we created a proto-persona, conducted research of industry trends, competitors, and interface elements, and a heuristic evaluation..

In the ideation stage, we created mood boards before deciding on a final design direction. Once we combined our three initial mood boards, we created a style guide to ensure we had consistent styling across the page mockups.

Lastly, we conducted desirability testing of our four screens to assess their effectiveness on a younger, college-aged audience. The goal of our design was to modernize Craigslist, condense information, and make the site more aesthetically appealing.

## Appendix A: Team Contribution

### **Erin Cook**

- Competitor review: OfferUp
- Mood board
- Style Guide
- Presentation design

### **Nicole Dwenger**

- Trends review
- Mood board
- Mockups
- Design documentation

### **Akhila Komakula**

- Competitor review: eBay
- Mood board
- Design documentation

### **Saswat Mishra**

- Interface inventory
- Heuristic evaluation
- Presentation compilation

### **Kelly Tucker**

- Competitor review: Facebook Marketplace
- Heuristic evaluation
- Desirability testing and protocol