

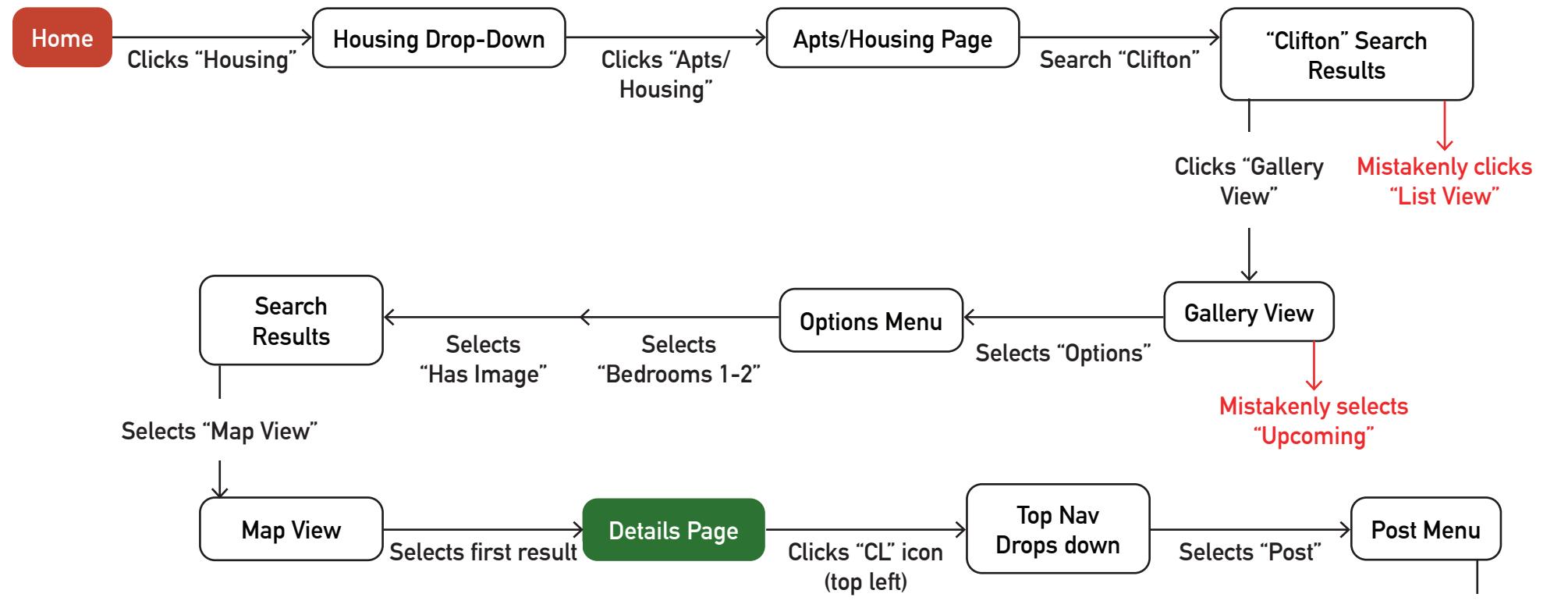
# **Craiglist Redesign**

Finding an Apartment in Clifton Task Flow

CODE 3060-002

Paul Eichert

# Task Flow 1

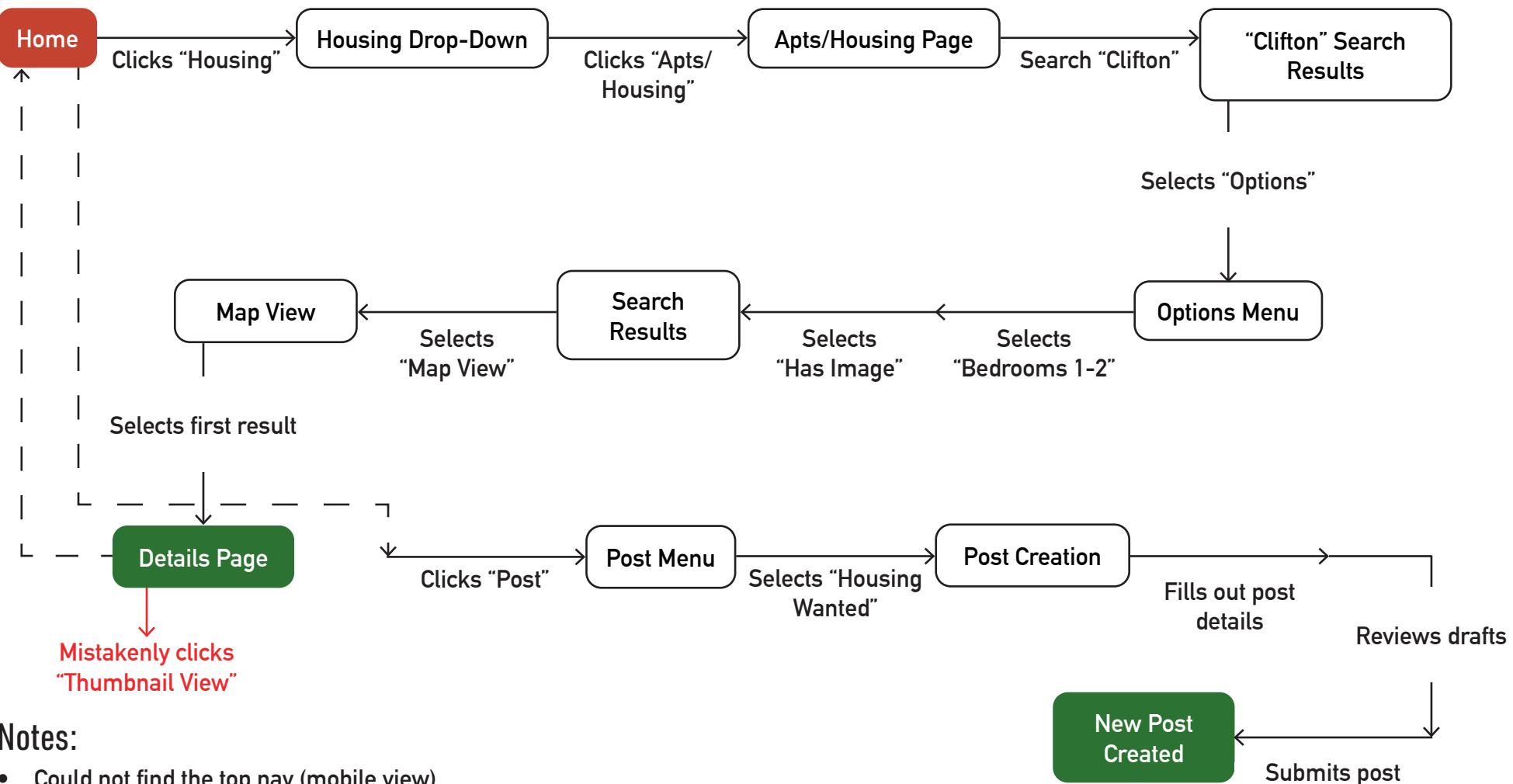


## Notes:

- Made some errors, mostly had a hard time finding details on the listings page (map view, search options)
- Was able to locate the "create post" option in the top nav without going back to the home page
- Inconvenienced and hindered by rarely useful extraneous choices that were not relevant to the basic task flow



## Task Flow 2



### Notes:

- Could not find the top nav (mobile view)
- Chose less efficient pathways but was required to repeat them, as UI was unclear/lacked direction
- Could not find “post”option on the search page

## Current Website Problems

Overall poorly optimized interface that leads to confusing and frustrating user experience. The site is not up to date visually and does not follow the logical navigational flow that modern websites frequently use which in turn makes it less accessible. One big problem with the website that was not encountered in these usability tests but needs to be addressed in this redesign was the lack of accessible body text (the current site uses 12px font size whereas generally the minimum accessible font size for paragraph text is 14px).

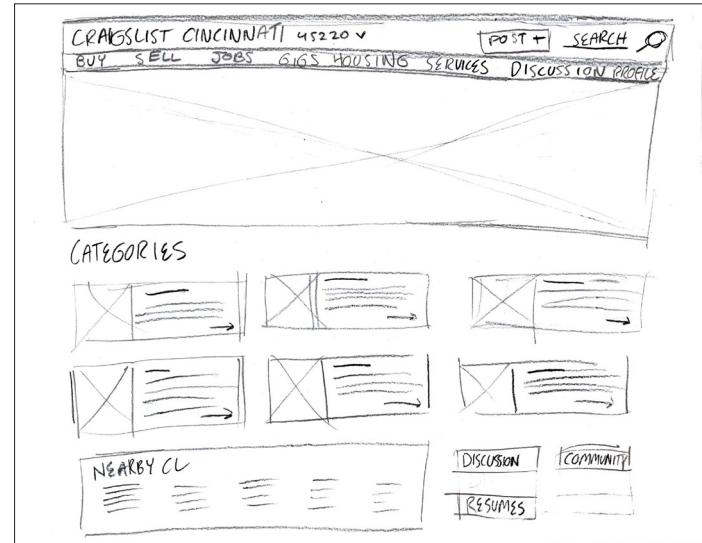
The current Craigslist site uses very little styling which results in a lightweight and fast-loading website which was very beneficial in a time where the average household internet speed was 2.5 Mbps; however, in today's technological environment better hardware and broadband means that web designers should prioritize creating elegant and aesthetically pleasing websites. One unintended result of the current aesthetic is that the site appears less trustworthy, which is a common user observation.

## Objectives For Redesign

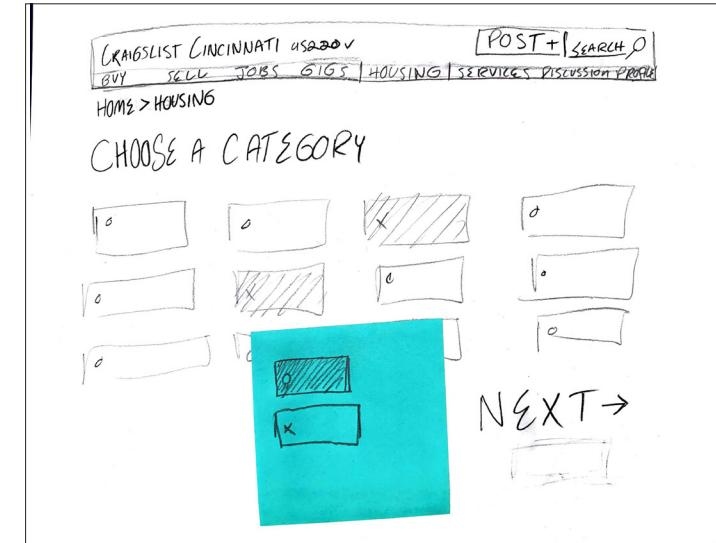
The primary objective is to update and revise the undesigned aesthetic of the current Craigslist site. Of course, the user experience will be the chief informer in the design process. The final design should greatly improve the look and feel of the Craigslist site without sacrificing the accessibility of preexisting content. Another goal was to streamline the task flow for finding an apartment with the specific filters by building a framework for the pages that will be reused across the entire site.

# Paper Prototypes

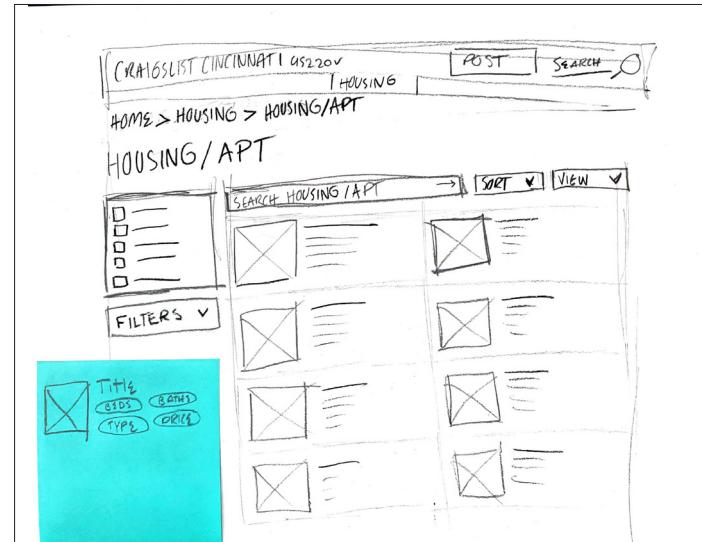
Main Screen



Category Selection Screen



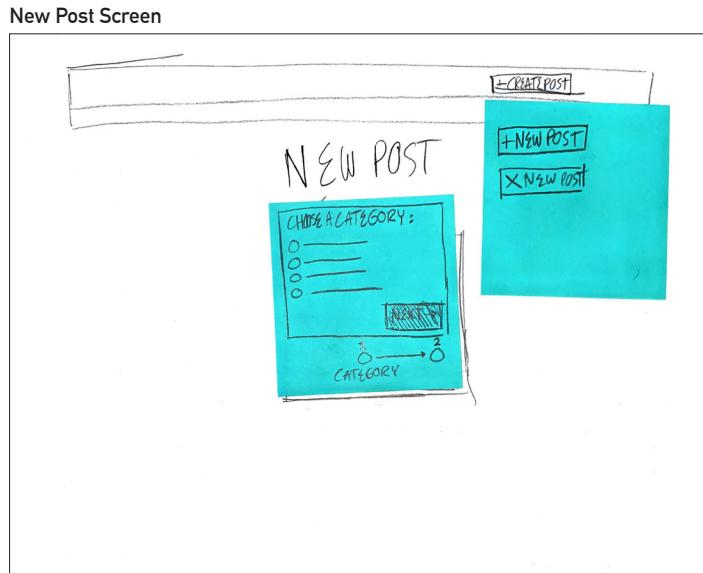
Housing Screen



Details Screen



# Paper Prototypes



# Paper Prototypes Testing Results

The big takeaway from this stage of testing was that the designs needed to adhere to an overall grid to establish a sense of consistency. Another takeaway was that the “Category Selection” screen was redundant and could perhaps be resolved with an overlay akin to the “New Post” screen. Ultimately, the overall layout worked effectively and greatly benefited from the addition of the two-layered top nav.

# Digital Wireframes 1 of 3

Main Screen

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Welcome to Craigslist! Select a category below to get started

- Buy/Sell** Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Housing** Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Services** Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Jobs** Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Gigs** Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Community** Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Discussion** Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Nearby Craigslist to 45220 ▾**
  - Athens
  - Bloomington
  - Bowling Green
  - Dayton
  - Evansville
  - Frankfort
  - Lexington
  - Eastern KY
  - Huntington
  - Kokomo
  - Indianapolis
  - Chillicothe
  - Columbus
  - Wayne
  - Lexington
- Other**
  - Craigslist App
  - Help, FAQ, Abuse, Legal
  - Report Scams & Fraud
  - Personal Safety Tips
  - Terms of Use
  - Privacy Policy
  - System Status
  - About Craigslist
  - Craiglist Open Source
  - Best-of-Craigslist
  - "Craigslist Joe"
  - Craig Newmark
  - Philanthropies

Event Calendar

HOME > Housing

Category Selection Screen

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

HOME > Housing

### Choose a Category

- Rooms & Shares
- Sublets & Temporary
- Apartments/Housing For Rent
- Vacation rentals
- Housing Swap
- Wanted: Apts
- Office & Commercial
- Wanted: Real Estate
- Parking & Storage
- Wanted: Room/Share
- Real Estate - By Broker
- Wanted: Sublet/Temp
- Real Estate - By Owner

**Next**

Housing Screen

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

HOME > Housing > Housing/Apt

Search titles only  
 Has image  
 Posted today  
 Bundle duplicates  
 Include nearby areas

Miles from

Filters

**Housing/Apt**

Sort ▾ View ▾

Listing	Listing	Listing
Listing	Listing	Listing
Listing	Listing	Listing
Listing	Listing	Listing

More +

Details Screen

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

HOME > Housing > Housing/Apt > Selection #1

**Selection #1**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate vel esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.

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 · Lorem ipsum dolor sit amet, consectetur adipiscing elit  
 · Lorem ipsum dolor sit amet, consectetur adipiscing elit

Report Contact Save

# Digital Wireframes 2 of 3

Map View

**Craigslist Cincinnati 45220**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

HOME > Housing > Housing/Apt

- Search titles only
- Has image
- Posted today
- Bundle duplicates
- Include nearby areas

Miles from  Zip

Filters ▾

**Housing/Apt**

Sort ▾ View ▾

Search Results Screen

**Craigslist Cincinnati 45220**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

HOME > Search Results

Sort ▾ View ▾

**Search Results** for search terms x, y, and z

Listing	Listing	Listing	Listing
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
[Redacted]	[Redacted]	[Redacted]	[Redacted]
Listing	Listing	Listing	Listing
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
[Redacted]	[Redacted]	[Redacted]	[Redacted]
Listing	Listing	Listing	Listing
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
[Redacted]	[Redacted]	[Redacted]	[Redacted]

New Post 1 of 4

**Craigslist Cincinnati 45220**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

**New Post**

X Choose a Category

- Buy/Sell
- Housing
- Service
- Jobs
- Gigs
- Community

<sup>1</sup> — <sup>2</sup>  
Category Type of Listing

Back Next

New Post 2 of 4

**Craigslist Cincinnati 45220**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

**New Post**

X What type of listing is this

- Housing Wanted
- Housing Offered
- Service
- Jobs
- Gigs
- Community

<sup>1</sup> — <sup>2</sup> — <sup>3</sup>  
Category Type of Listing Type of Housing

Back Next

# Digital Wireframes 3 of 3

New Post 3 of 4

The wireframe shows a 'New Post' overlay on a Craigslist Cincinnati homepage. The overlay has a light gray background with a white header containing an 'X' icon and the text 'New Post'. Below this is a sub-header 'What type of listing is this?'. A grid of radio buttons lists various listing types. At the bottom of the overlay is a horizontal navigation bar with 'Back' and 'Next' buttons.

Category	Type
Rooms & Shares	Sublets & Temporary
Apartments/Housing For Rent	Vacation rentals
Housing Swap	Wanted: Apts
Office & Commercial	Wanted: Real Estate
Parking & Storage	Wanted: Room/Share
Real Estate - By Broker	Wanted: Sublet/Temp
Real Estate - By Owner	

New Post 4 of 4

The wireframe shows a 'New Post' overlay on a Craigslist Cincinnati homepage. The overlay has a light gray background with a white header containing an 'X' icon. At the bottom of the overlay is a horizontal navigation bar with 'Back' and 'Next' buttons.

## Digital Wireframe Testing Results

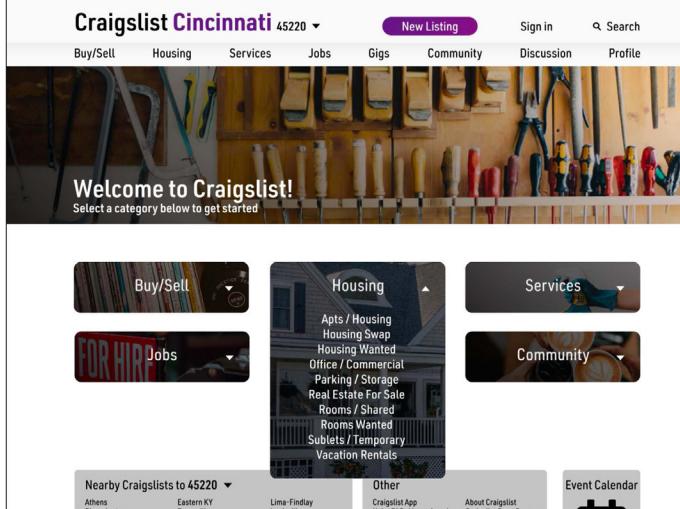
The biggest takeaway from the digital wireframe testing was that the text hierarchy and continuity between design elements needed to be improved. The details page received good feedback and the overall consensus was that, on a macro level, the design was beginning to work. Some points of friction were the “new post” overlay, which had too many different elements placed together to look clean and cohesive.

# Digital Rough Draft 1 1/3

## Main Screen

The screenshot shows the main page of Craigslist Cincinnati. At the top, there's a purple header bar with the text "Craigslist Cincinnati 45220 ▾" on the left, "New Listing" in white on the right, and "Sign in" and "Search" links. Below the header is a navigation bar with categories: Buy/Sell, Housing, Services, Jobs, Gigs, Community, Discussion, and Profile. The main content area features a large background image of various tools hanging on a wall. Overlaid on this image is the text "Welcome to Craigslist!" in large white letters, followed by "Select a category below to get started". Below the welcome message are eight dark rectangular buttons, each representing a category: "Buy/Sell" (with a small icon of a house), "Housing" (with a small icon of a house), "Services" (with a small icon of a hand holding a tool), "Jobs" (with a small icon of a person at a desk), "Gigs" (with a small icon of a person playing a guitar), "Community" (with a small icon of a group of people), "Discussion" (with a small icon of a speech bubble), and "Event Calendar" (with a small icon of a calendar). At the bottom, there's a section titled "Nearby Craigslists to 45220 ▾" listing "Athena Bloomington" and "Eastern KY Evansville Paducah", along with a "Links" section containing "Findlay Mansfield" and other local links. On the far right, there's a "Other" section with links to "About Craigslist", "Craigslist Open Source", and "Help, FAQ, Abuse, Legal". A "Event Calendar" section is also visible on the far right.

## Main Screen Dropdown



The screenshot shows the Craigslist Cincinnati website. At the top, there's a purple header bar with the text "Craigslist Cincinnati 45220 ▾" on the left, "New Listing" in a white box in the center, and "Sign in" and "Search" on the right. Below the header is a navigation bar with links for "Buy/Sell", "Housing", "Services", "Jobs", "Gigs", "Community", "Discussion", and "Profile". The main content area features a large image of various tools hanging on a wall. Overlaid on this image is the text "Welcome to Craigslist!" and "Select a category below to get started". Below this, there are several categories represented by cards: "Buy/Sell" (with a "FOR HIRE" sign image), "Jobs" (with a "FOR HIRE" sign image), "Housing" (listing "Apts / Housing", "Housing Swap", "Housing Wanted", "Office / Commercial", "Parking / Storage", "Real Estate For Sale", "Rooms / Shared Rooms Wanted", "Sublets / Temporary Vacation Rentals"), "Services" (with a hand holding a tool image), and "Community" (with a person's face image). At the bottom, there's a section for "Nearby Craigslists to 45220" listing cities like Athens, Bloomington, and Indianapolis, along with a "Event Calendar" button.

## Category Gallery View

## Category View Dropdown

# Digital Rough Draft 1 2/3

Category Map View

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt

Search titles only  
 Has image  
 Posted today  
 Bundle duplicates  
 Include nearby areas

Price:  Min -  Max  
 Bedrooms:  Min -  Max  
 Bathrooms:  Min -  Max  
 Square Feet:  Min -  Max

Filters ▾

Fair Housing Avoid Scams

Details Screen for Apartment

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt > Listing

**Listing 1** Report Contact Save

1400 Sherwood Dr, Fairfield, OH 45014

Hurry in to see our beautiful Maple floor plan! It is 1 bedroom 1 bath and 875 sq ft with lots of closet space. We are located in Fairfield Ohio across the street from Jungle Jims off of Route 4. We have many amenities including a tennis court, volleyball court, 2 pools, a 24 hour gym, free wifi in the clubhouse, a dog park, and multiple play grounds! We are also pet friendly allowing 2 pets per apartment. Give us a call or email us for more information!

- do NOT contact me with unsolicited services or offers.

Back Previous Listing Next Listing

3 BR 2 Bath 850 ft<sup>2</sup>  
 Cats OK Apartment  
 Laundry in Building  
 Off-Street Parking

New Listing Overlay State 1/4

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt > Listing

**New Listing**  
Choose a Category

Buy/Sell  
 Housing  
 Service  
 Jobs  
 Gigs  
 Community

850 ft<sup>2</sup>

Next Back

Listings

1400 Sher...  
 Hurry in to see our beautiful Maple floor plan! It is 1 bedroom 1 bath and 875 sq ft with lots of closet space. We are located in Fairfield Ohio across the street from Jungle Jims off of Route 4. We have many amenities including a tennis court, volleyball court, 2 pools, a 24 hour gym, free wifi in the clubhouse, a dog park, and multiple play grounds! We are also pet friendly allowing 2 pets per apartment. Give us a call or email us for more information!

- do NOT contact me with unsolicited services or offers.

Back Previous Listing Next Listing

New Listing Overlay State 2/4

**Craigslist Cincinnati 45220 ▾**

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt > Listing

**New Listing**  
What type of Listing is this

Housing Wanted  
 Housing Offered

Next Back

Listings

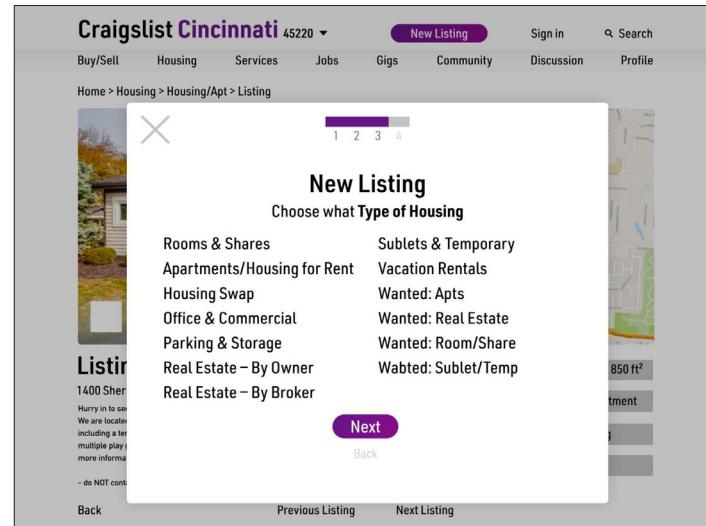
1400 Sher...  
 Hurry in to see our beautiful Maple floor plan! It is 1 bedroom 1 bath and 875 sq ft with lots of closet space. We are located in Fairfield Ohio across the street from Jungle Jims off of Route 4. We have many amenities including a tennis court, volleyball court, 2 pools, a 24 hour gym, free wifi in the clubhouse, a dog park, and multiple play grounds! We are also pet friendly allowing 2 pets per apartment. Give us a call or email us for more information!

- do NOT contact me with unsolicited services or offers.

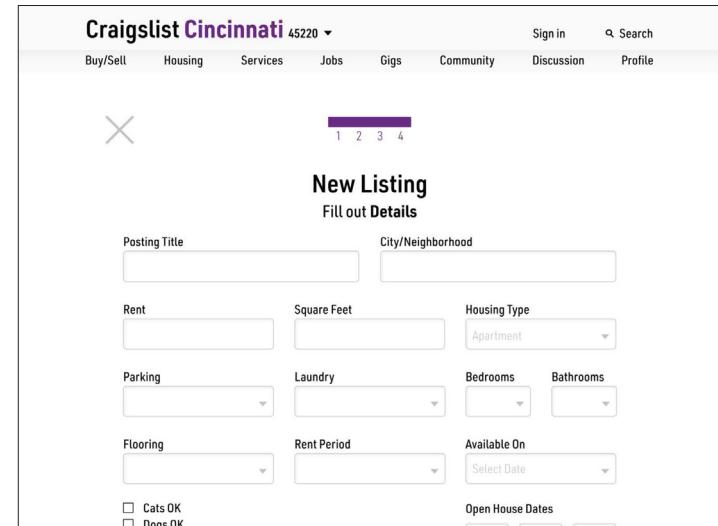
Back Previous Listing Next Listing

# Digital Rough Draft 1 3/3

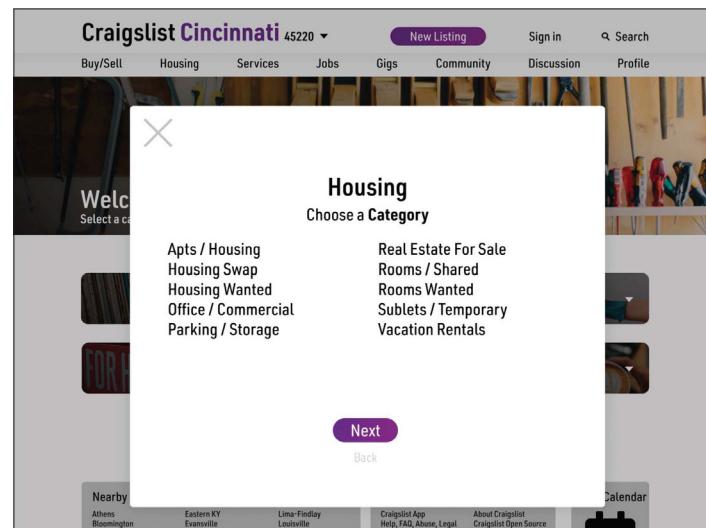
New Listing State 3/4



New Listing Overlay State 4/4



Housing Category Selection Overlay



## Digital Rough Draft Testing Results

One point of friction among each of the user tests was confusion between the hierarchy between the left filter tab and the apartment listings. Another user issue was the overwhelming amount of information presented by the “type of housing” and “category selection” overlays. Additionally, some of the squared off icons were too visually distinct from the other icons and needed to be slightly rounded off to appear more cohesive.

# Digital Rough Draft 2 1/3

Main Screen

Craigslist Cincinnati 45220 ▾ New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Welcome to Craigslist!  
Select a category below to get started.

Buy/Sell ▾  
Housing ▾  
Services ▾  
FOR HIRE ▾  
Jobs ▾  
Gigs ▾  
Community ▾  
Event Calendar Discussion Other

© 2021 Craigslist

Main Screen With Category Dropdown

Craigslist Cincinnati 45220 ▾ New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Welcome to Craigslist!  
Select a category below to get started.

Buy/Sell ▾  
Housing ▾  
Services ▾  
FOR HIRE ▾  
Jobs ▾  
Community ▾  
Event Calendar Other

Apts / Housing  
Housing Swap  
Housing Wanted  
Office / Commercial  
Parking / Storage  
Real Estate For Sale  
Rooms / Shared  
Rooms Wanted  
Sublets / Temporary  
Vacation Rentals

© 2021 Craigslist

Listings Screen

Craigslist Cincinnati 45220 ▾ New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt

Search Housing/Apt  
Search titles only  
Has image  
Posted today  
Bundle duplicates  
Search Nearby Areas

Price  
Min Max  
Bedrooms  
Min Max  
Bathrooms  
Min Max  
Square Feet  
Min Max

Filters ▾  
Fair Housing Avoid Scams

2 BEDROOM NO SEC... Clifton \$1000 2 BR 1 Bath 850 ft²  
SPACIOUS 2BR Avail... Clifton, OH \$550 2 BR 1 Bath 700 ft²  
SPACIOUS 2BR Avail... Clifton, OH \$550 2 BR 1 Bath 700 ft²  
SPACIOUS 2BR Avail... Clifton, OH \$550 2 BR 1 Bath 700 ft²  
TENNIS COURT 1BR... Clifton \$900 1 BR 1 Bath 450 ft²  
TENNIS COURT 1BR... Clifton \$900 1 BR 1 Bath 450 ft²  
Student Housing -- 3... Clifton - Ludlow \$475 3 BR 2 Bath 850 ft²  
Refurnished Apartn... Clifton Ohio \$500 3 BR 2 Bath 850 ft²  
SAFE COMMUNITY w... Fairfield \$2750 3 BR 2 Bath 850 ft²

"Choose a Category" Overlay

Craigslist Cincinnati 45220 ▾ New Listing Sign in Search

Housing Choose a Category

Rooms & Shares  
Apartments/Housing for Rent  
Real Estate  
Office & Commercial  
Sublets & Temporary  
Other

Next Back

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# Digital Rough Draft 2 1/3

Listings Screen With Filters Enabled

Listings Screen With "View" Dropdown

Listings Screen On Map View

Listings Detail Page

# Digital Rough Draft 2 2/3

New Listing Overlay 1/4

Craigslist Cincinnati 45220 ▾

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt > Listing

1 2 3 4

## New Listing

Choose a Category

Buy/Sell  
Housing  
Service  
Jobs  
Gigs  
Community

2 Bed  
1400 Sher  
Gaslight Prop  
with no secu  
Call today to s  
This building i  
district Locat  
Theatre. Sho  
Back

850 ft?  
is OK  
tment

Next Back

Previous Listing Next Listing

New Listing Overlay 2/4

Craigslist Cincinnati 45220 ▾

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt > Listing



X

1 2 3 4

## New Listing

What type of Listing is this

Housing Wanted

Housing Offered

2 Bed

1400 Sher

Gaslight Prop  
with no secur

Call today to s

This building i  
district Local  
Theatre Short

Back

Next

Back

Previous Listing Next Listing

850 ft<sup>2</sup>

s OK

ment

New Listing Overlay 3/4

**Craigslist Cincinnati** 45220 ▾ [New Listing](#) [Sign in](#) [Search](#)

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Home > Housing > Housing/Apt > Listing

 X

1 2 3 4

## New Listing

Choose what Type of Housing

[Rooms & Shares](#)  
[Apartments/Housing for Rent](#)  
[Real Estate](#)  
[Office & Commercial](#)  
[Sublets & Temporary](#)  
[Other](#)

**2 Bed**

1400 Sher  
Gaslight Prop  
with no secur

Call today to s

This building i  
district! Local  
The building i

[Next](#)

[Back](#)

[Previous Listing](#) [Next Listing](#)



New Listing Overlay 4/4

Craigslist Cincinnati 45220 ▾
Sign in
Search

Buy/Sell
Housing
Services
Jobs
Gigs
Community
Discussion
Profile

X

1 2 3 4

## New Listing

Fill out Details

**Posting Title \***

**City/Neighborhood \***

**Rent \***

**Square Feet \***

**Housing Type \***

**Parking \***

**Laundry \***

**Bedrooms \***

**Bathrooms \***

**Flooring**

**Rent Period \***

**Available On \***

Cats OK

Dogs OK

**Open House Dates**

# Digital Rough Draft 2 3/3

New Listing Draft Screen

**Craigslist Cincinnati** 45220 ▾

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

This is a draft of your listing Edit Save

**Your Listing**

1400 Sherwood Dr, Fairfield, OH 45014

Gasligh Property now leasing a gigantic open 2 bedroom apartment on Ludlow Avenue for \$1195 a month with no security deposit option!

Call today to schedule a tour and apply for your new home today!

This building is located in the Gaslight District of Clifton. You have easy access to the Ludlow shopping district! Local shops included a grocery store, wine store, bars, restaurants, eclectic shops, and the Esquire Theatre. Short trip to Downtown Cincinnati, University of Cincinnati, Cincinnati State, several hospitals, and

2 BR 1 Bath 850 ft<sup>2</sup>  
Cats OK Dogs OK  
Laundry in Building  
Street Parking  
Apartment

"Success" New Listing Notification

**Craigslist Cincinnati** 45220 ▾

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

This is a draft of your listing Edit Save

**Success!**

You have successfully made a **New Listing**

**Your Listing**

1400 Sherwood Dr, Fairfield, OH 45014

Gasligh Property now leasing a gigantic open 2 bedroom apartment on Ludlow Avenue for \$1195 a month with no security deposit option!

Call today to schedule a tour and apply for your new home today!

This building is located in the Gaslight District of Clifton. You have easy access to the Ludlow shopping district! Local shops included a grocery store, wine store, bars, restaurants, eclectic shops, and the Esquire Theatre. Short trip to Downtown Cincinnati, University of Cincinnati, Cincinnati State, several hospitals, and

View your listing Return to the main screen

2 BR 1 Bath 850 ft<sup>2</sup>  
Dogs OK  
Laundry in Building  
Street Parking  
Apartment

"Error" New Listing Notification

**Craigslist Cincinnati** 45220 ▾

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Phone Number Extension Contact Name

Show Address

Street

OK for other

Help us Craigslist

ASSIGNMENT: You are posting this posting. You are including without permission from Craigslist.org.

LICENSE: craigslist.org

Your Name

Back Next

**Error**

Please fill out all the Required Fields marked by the red asterisk (\*)

By posting to Craigslist.org, you agree to our Terms of Service, including Content, User Agreement, and Copyright Policy. You also agree not to make derivative works from, display, or distribute any content on Craigslist.org.

© 2021 Craigslist

"Delete Draft" New Listing Notification

**Craigslist Cincinnati** 45220 ▾

New Listing Sign in Search

Buy/Sell Housing Services Jobs Gigs Community Discussion Profile

Welcome to Craigslist!

Select a category

**Delete Draft?**

Would you like to **Delete** your current Listing?

Return to Draft Delete Draft

Event Calendar Discussion Other

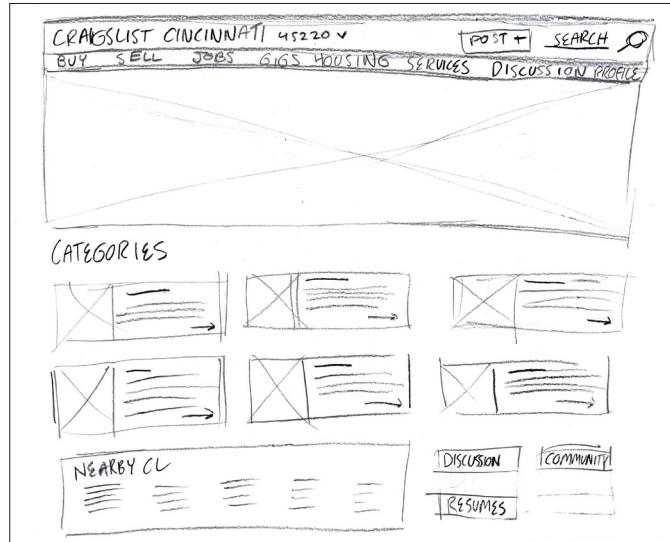
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# Digital Rough Draft 2 Testing Results

The general consensus with this design was that there were too many different design elements, especially when looking at the final style guide which was much too long. The final design sports a more simplified design for the filters panel on the listings page, as the variation in type sizes and design were greatly reduced. The overall layout and flow was good, and the strengths of the previous designs were carried forward. User testing for this final digital prototype revealed some holes in the design, as considerations for the “search bar active” state were not made at this point. Additionally, the addition of the red asterisks in the final post form was made after a suggestion from this final user testing.

# Iteration Progression: Main Page

Paper Prototype



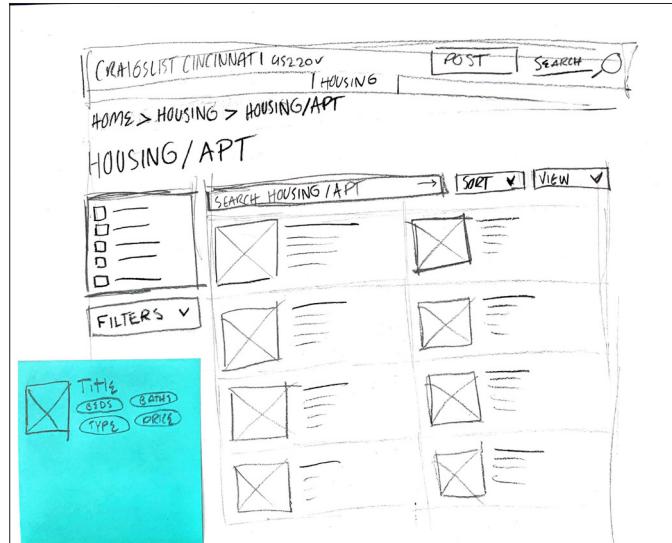
Digital Wireframe

Digital Rough Draft 1

Digital Rough Draft 2

# Iteration Progression: Listings Page

Paper Prototype



Digital Wireframe

Digital Rough Draft 1

Digital Rough Draft 2

# Iteration Progression: Listing Details Page

Paper Prototype



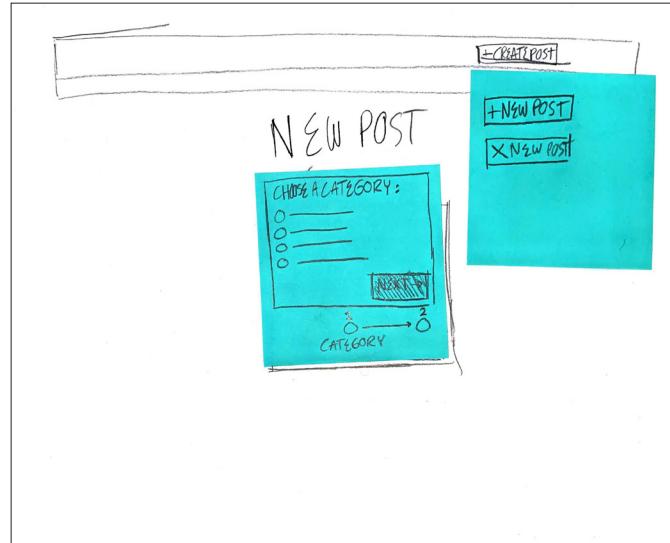
Digital Wireframe

Digital Rough Draft 1

Digital Rough Draft 2

# Iteration Progression: Post Creation Overlay

Paper Prototype



Digital Wireframe

Digital Rough Draft 1

Digital Rough Draft 2

# Visual Style Guide

## Typeface Selections

URW DIN Alternate

H1 36pt

**Heading 1**  
**Heading 1 alt**  
**Heading 2**  
**Heading 3**  
**Heading 4**

H1 alt 36pt

H2 24pt

h3 18pt

h4 12pt

DIN Alternate Bold

p 12pt      Paragraph 2

## Colors Selections

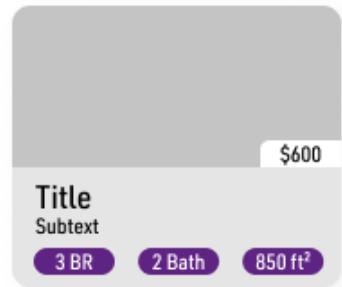
#5F2383

#F9F9F9

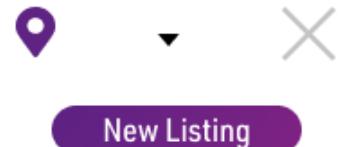
#C4C4C4

## Styles

Gallery Listing Card



Miscellaneous Icons



Round Button



Category Dropdown



Dropdown Button



Listing Tags

Laundry in Building

Form Fields

Label



# Final Design

The remainder of this document will be displaying the final screens for the Craigslist redesign.

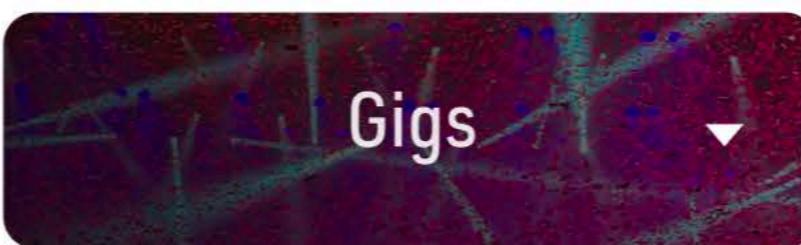
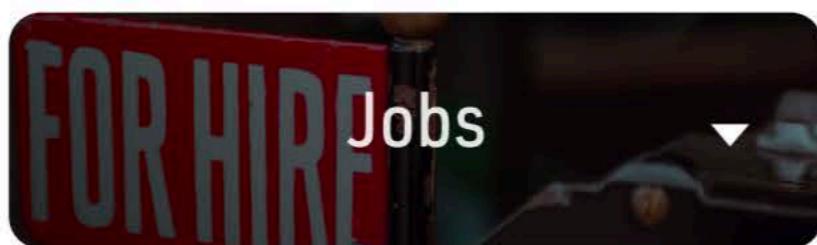
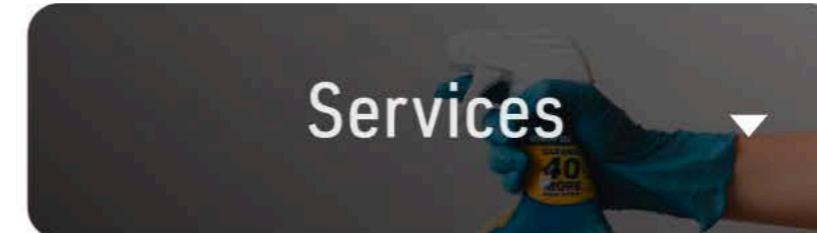
The interactive prototype can be viewed at this link

<https://www.figma.com/proto/UjBWZjFXwsjuMEXa4sYEFU/Craigslist-Redesign?node-id=1%3A2&viewport=-187%2C-1069%2C0.5&scaling=contain>

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)

## Welcome to Craigslist!

Select a category below to get started

[Event Calendar](#)[Discussion](#)[Other](#)

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)

## Welcome to Craigslist!

Select a category below to get started

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Community](#)[Event Calendar](#)[Other](#)

- Apts / Housing
- Housing Swap
- Housing Wanted
- Office / Commercial
- Parking / Storage
- Real Estate For Sale
- Rooms / Shared
- Rooms Wanted
- Sublets / Temporary
- Vacation Rentals

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)

421 "clifton" in Housing

94 "clifton" in Buy/Sell

58 "clifton" in Jobs

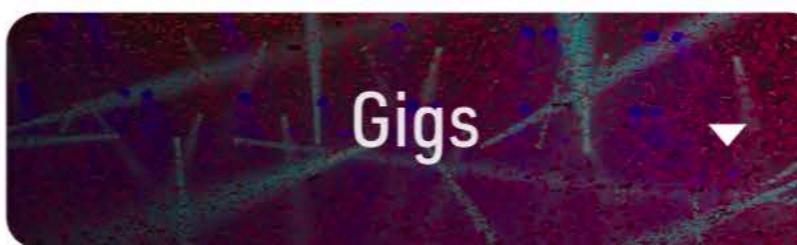
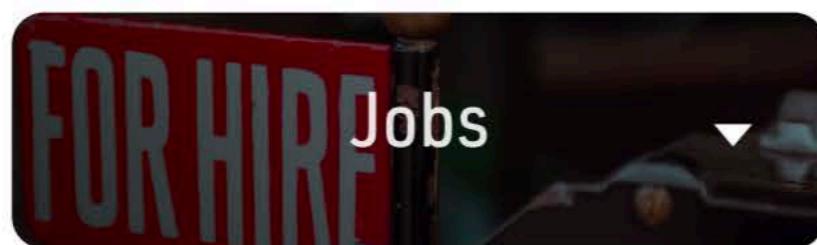
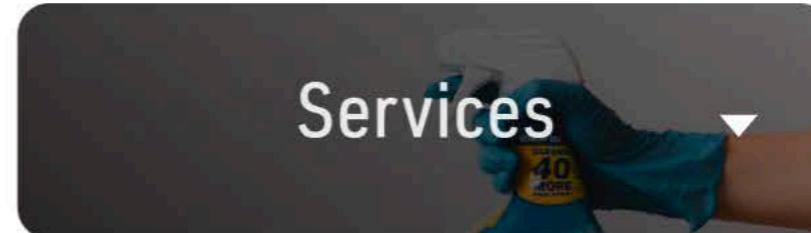
10 "clifton" in Gigs

5 "clifton" in Services

3 "clifton" in Community

## Welcome to Craigslist!

Select a category below to get started

[Event Calendar](#)[Discussion](#)[Other](#)

Buy/Sell

Housing

Services

Jobs

Gigs

Community

Discussion

Profile



Welcome

Select a category

## Housing

**Choose a Category**[Rooms & Shares](#)[Apartments/Housing for Rent](#)[Real Estate](#)[Office & Commercial](#)[Sublets & Temporary](#)[Other](#)**Next**[Back](#)

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)[Home > Housing > Housing/Apt](#) [Search Housing/Apt](#)

- Search titles only
- Has image
- Posted today
- Bundle duplicates
- Search Nearby Areas

Price

 — 

Bedrooms

 — 

Bathrooms

 — 

Square Feet

 — [Filters ▾](#)[Fair Housing](#)[Avoid Scams](#)

**2 BEDROOM NO SEC...**  
Clifton

2 BR

1 Bath

850 ft<sup>2</sup>



**SPACIOUS 2BR Avail...**  
Clifton, OH

2 BR

1 Bath

700 ft<sup>2</sup>

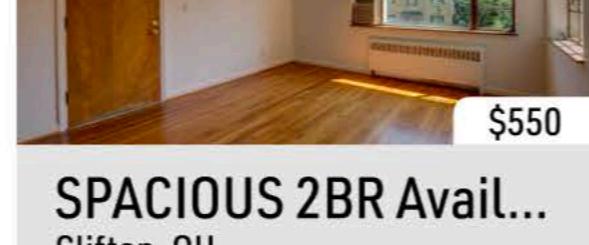


**Student Housing -- 3...**  
Clifton -- Ludlow

3 BR

2 Bath

850 ft<sup>2</sup>



**SPACIOUS 2BR Avail...**  
Clifton, OH

2 BR

1 Bath

700 ft<sup>2</sup>



**Student Housing -- 3...**  
Clifton -- Ludlow

3 BR

2 Bath

850 ft<sup>2</sup>



**SPACIOUS 2BR Avail...**  
Clifton, OH

2 BR

1 Bath

700 ft<sup>2</sup>



**TENNIS COURT 1BR...**  
Clifton

1 BR

1 Bath

450 ft<sup>2</sup>



**Refurnished Apart n...**  
Clifton Ohio

3 BR

2 Bath

850 ft<sup>2</sup>



**SPACIOUS 2BR Avail...**  
Clifton, OH

2 BR

1 Bath

700 ft<sup>2</sup>



**TENNIS COURT 1BR...**  
Clifton

1 BR

1 Bath

450 ft<sup>2</sup>



**SAFE COMMUNITY w...**  
Fairfield

3 BR

2 Bath

850 ft<sup>2</sup>



[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)[Home > Housing > Housing/Apt](#)

Clifton, OH

Has Image

1-2 Bedroom

Sort

View

 Search Housing/Apt

- Search titles only
- Has image
- Posted today
- Bundle duplicates
- Search Nearby Areas

Price

 Min —  Max

Bedrooms

 Min —  Max

Bathrooms

 Min —  Max

Square Feet

 Min —  Max

Filters ▾

[Fair Housing](#)[Avoid Scams](#)

**2 BEDROOM NO SEC...**  
Clifton

2 BR

1 Bath

850 ft<sup>2</sup>

**SPACIOUS 2BR Avail...**  
Clifton, OH

2 BR

1 Bath

700 ft<sup>2</sup>

**SPACIOUS 2BR Avail...**  
Clifton, OH

2 BR

1 Bath

700 ft<sup>2</sup>

**SPACIOUS 2BR Avail...**  
Clifton, OH

2 BR

1 Bath

700 ft<sup>2</sup>

**TENNIS COURT 1BR...**  
Clifton

1 BR

1 Bath

450 ft<sup>2</sup>

**TENNIS COURT 1BR...**  
Clifton

1 BR

1 Bath

450 ft<sup>2</sup>

**Student Housing -- 3...**  
Clifton -- Ludlow

3 BR

2 Bath

850 ft<sup>2</sup>

**Refurnished Apart n...**  
Clifton Ohio

3 BR

2 Bath

850 ft<sup>2</sup>

**SAFE COMMUNITY w...**  
Fairfield

3 BR

2 Bath

850 ft<sup>2</sup>

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)[Home > Housing > Housing/Apt](#) [Search Housing/Apt](#)

- Search titles only
- Has image
- Posted today
- Bundle duplicates
- Search Nearby Areas

Price

 — 

Bedrooms

 — 

Bathrooms

 — 

Square Feet

 — [Filters ▾](#)[Fair Housing](#)[Avoid Scams](#)

**2 BEDROOM NO SEC...**  
Clifton

**2 BR****1 Bath****850 ft<sup>2</sup>**

**SPACIOUS 2BR Avail...**  
Clifton, OH

**2 BR****1 Bath****700 ft<sup>2</sup>**

**SPACIOUS 2BR Avail...**  
Clifton, OH

**2 BR****1 Bath****700 ft<sup>2</sup>**

**SPACIOUS 2BR Avail...**  
Clifton, OH

**2 BR****1 Bath****700 ft<sup>2</sup>**

**TENNIS COURT 1BR...**  
Clifton

**1 BR****1 Bath****450 ft<sup>2</sup>**

**TENNIS COURT 1BR...**  
Clifton

**1 BR****1 Bath****450 ft<sup>2</sup>**

**Student Housing -- 3...**  
Clifton -- Ludlow

**3 BR****2 Bath****850 ft<sup>2</sup>**

**Refurnished Apart n...**  
Clifton Ohio

**3 BR****2 Bath****850 ft<sup>2</sup>**

**SAFE COMMUNITY w...**  
Fairfield

**3 BR****2 Bath****850 ft<sup>2</sup>**

Sort ▾

View ▾

Gallery

Thumb

Map

Search Housing/Apt

- Search titles only
- Has image
- Posted today
- Bundle duplicates
- Search Nearby Areas

Price

Min —  Max

Bedrooms

Min —  Max

Bathrooms

Min —  Max

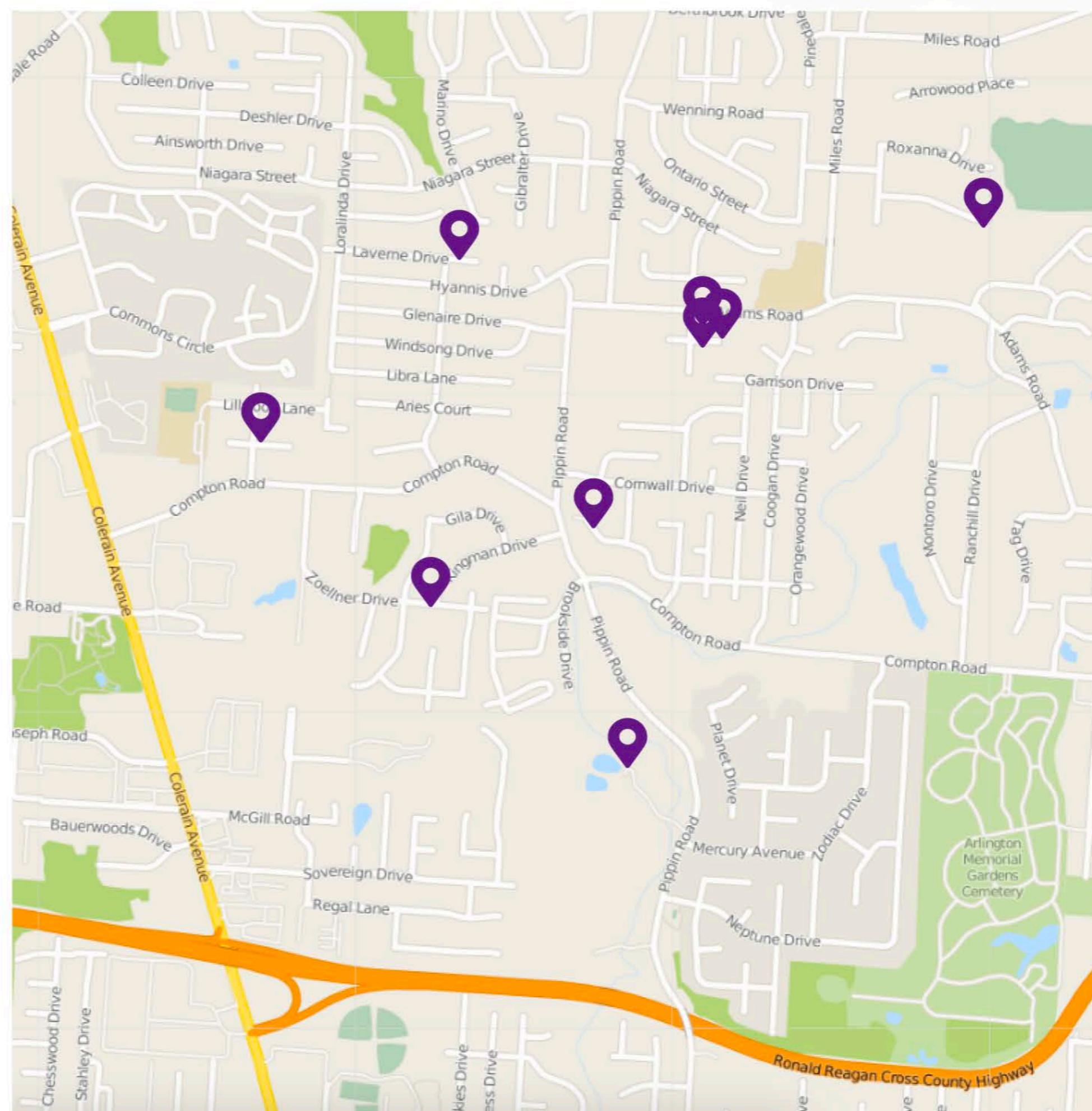
Square Feet

Min —  Max

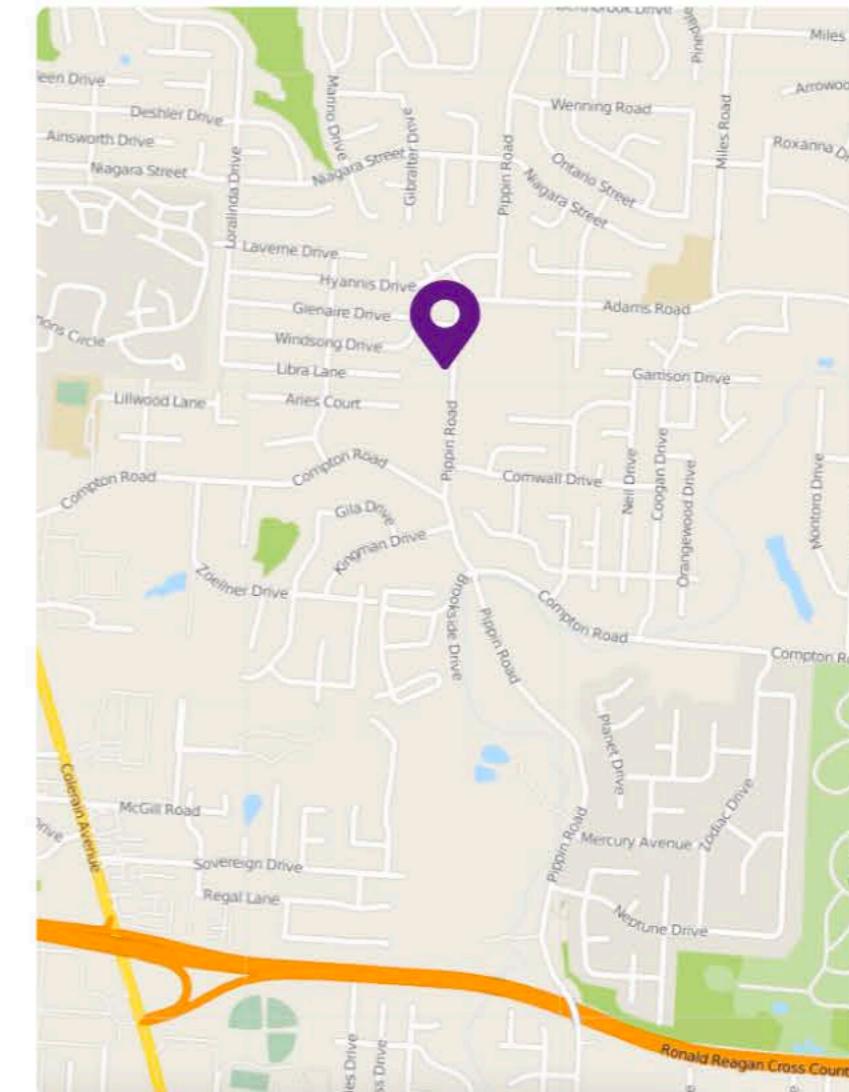
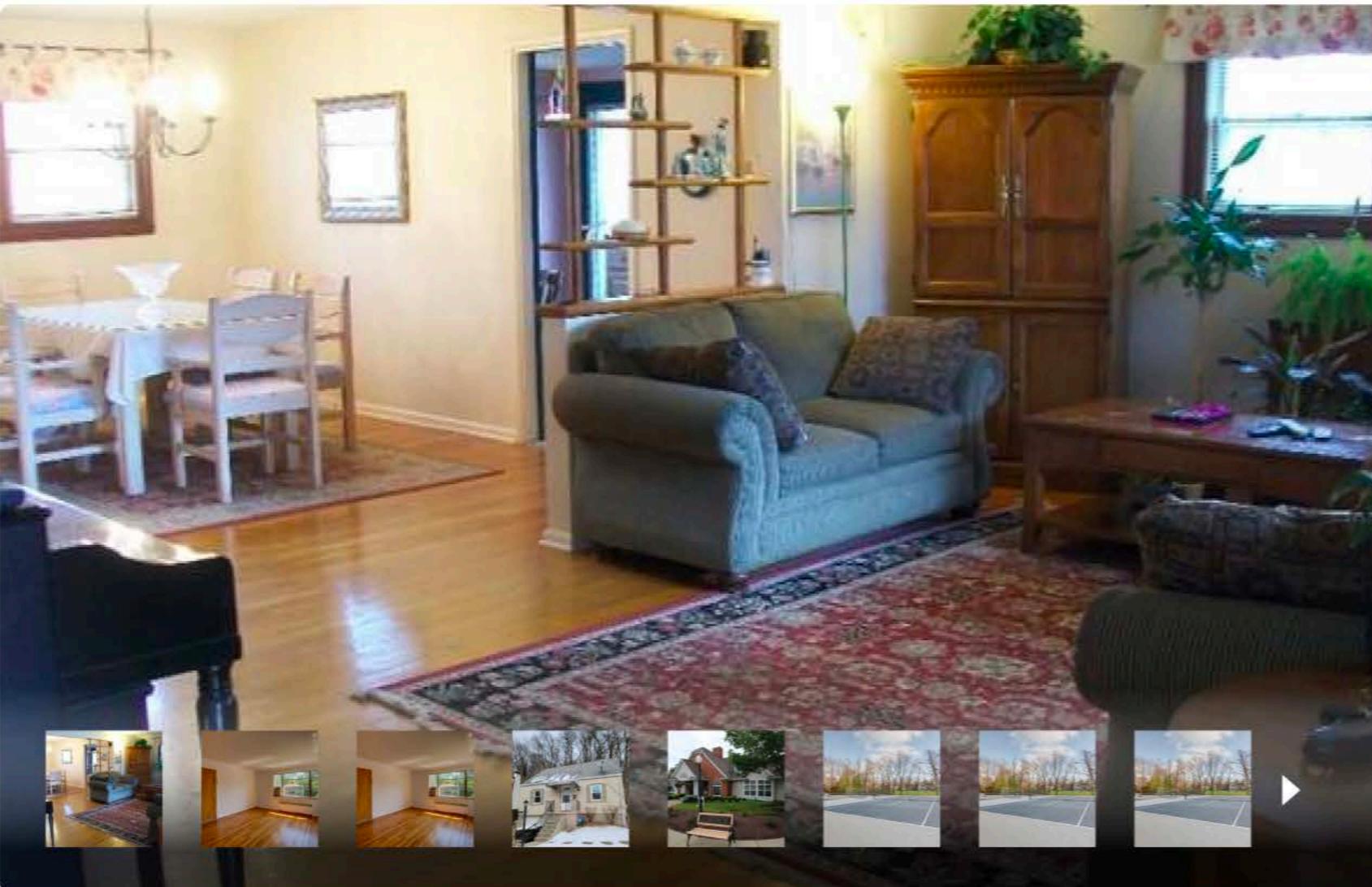
[Filters ▾](#)

[Fair Housing](#)

[Avoid Scams](#)



Home > Housing > Housing/Apt > Listing



## 2 Bedroom in Clifton

[Report](#)[Contact](#)[Save](#)

2 BR

1 Bath

850 ft<sup>2</sup>

Cats OK

Dogs OK

Laundry in Building

Street Parking

Apartment

1400 Sherwood Dr, Fairfield, OH 45014

Gaslight Property now leasing a gigantic open 2 bedroom apartment on Ludlow Avenue for \$1195 a month with no security deposit option!

Call today to schedule a tour and apply for your new home today!

This building is located in the Gaslight District of Clifton. You have easy access to the Ludlow shopping district! Local shops included a grocery store, wine store, bars, restaurants, eclectic shops, and the Esquire

[Back](#)[◀ Previous Listing](#)[Next Listing ▶](#)

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)[Home](#) > [Housing](#) > [Housing/Apt](#) > Listing

1 2 3 4

## New Listing

Choose a Category

[Buy/Sell](#)[Housing](#)[Service](#)[Jobs](#)[Gigs](#)[Community](#)850 ft<sup>2</sup>

OK

[Next](#)[Back](#)**2 Bedro**

1400 Sherwood

Gaslight Proper  
with no security

Call today to s

This building i  
district! Local[Back](#)

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)[Home](#) > [Housing](#) > [Housing/Apt](#) > Listing

1 2 3 4

## New Listing

What type of **Listing** is this

[Housing Wanted](#)

[Housing Offered](#)

**2 Bedro**

1400 Sherwood

Gaslight Proper  
with no security

Call today to s

This building i  
district! Local

[Back](#)



850 ft<sup>2</sup>

is OK

**Next**

[Back](#)

[Buy/Sell](#)[Housing](#)[Services](#)[Jobs](#)[Gigs](#)[Community](#)[Discussion](#)[Profile](#)[Home](#) > [Housing](#) > [Housing/Apt](#) > Listing

1 2 3 4

## New Listing

Choose what **Type of Housing**

[Rooms & Shares](#)

[Apartments/Housing for Rent](#)

[Real Estate](#)

[Office & Commercial](#)

[Sublets & Temporary](#)

[Other](#)

850 ft<sup>2</sup>

is OK

Next

Back

**2 Bedro**

1400 Sherwood

Gaslight Prop  
with no securi

Call today to s

This building i  
district! Local

Back





1 2 3 4

## New Listing

Fill out Details

Posting Title \*

City/Neighborhood \*

Rent \*

Square Feet \*

Housing Type \*

  
Apartment ▾

Parking \*

Laundry \*

Bedrooms \*

  
▼

Bathrooms \*

  
▼

Flooring

  
▼

Rent Period \*

  
▼

Available On \*

  
Select Date  
▼

Cats OK

Dogs OK

Open House Dates

**Phone Number****Extension****Contact Name** Show Address**Street****Cross Street****City \*** OK for others to contact you about other services, products, or commercial interests Help us deter unauthorized commercial use of Craigslist postings – assign copyright in this post to Craigslist and receive unlimited license to reuse it elsewhere as you please

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**Your Name \*****Country of Residence \***[Back](#)[Next](#)

1 2 3 4

## New Listing

Posting Title

Rent \*

Parking \*

Flooring

Cats OK

Dogs OK

## Delete Draft?

Would you like to **Delete** your current **Listing**?

[Return to Draft](#)

[Delete Draft](#)

Rent Period \*

Available On \*

Open House Dates

Phone Number

Extension

Contact Name

 Show Address

Street

 OK for other Help u  
CraigsASSIGNMENT. You  
this posting. You  
including without  
to craigslist.LICENSE. craig  
works from, dist

Your Name

## Error

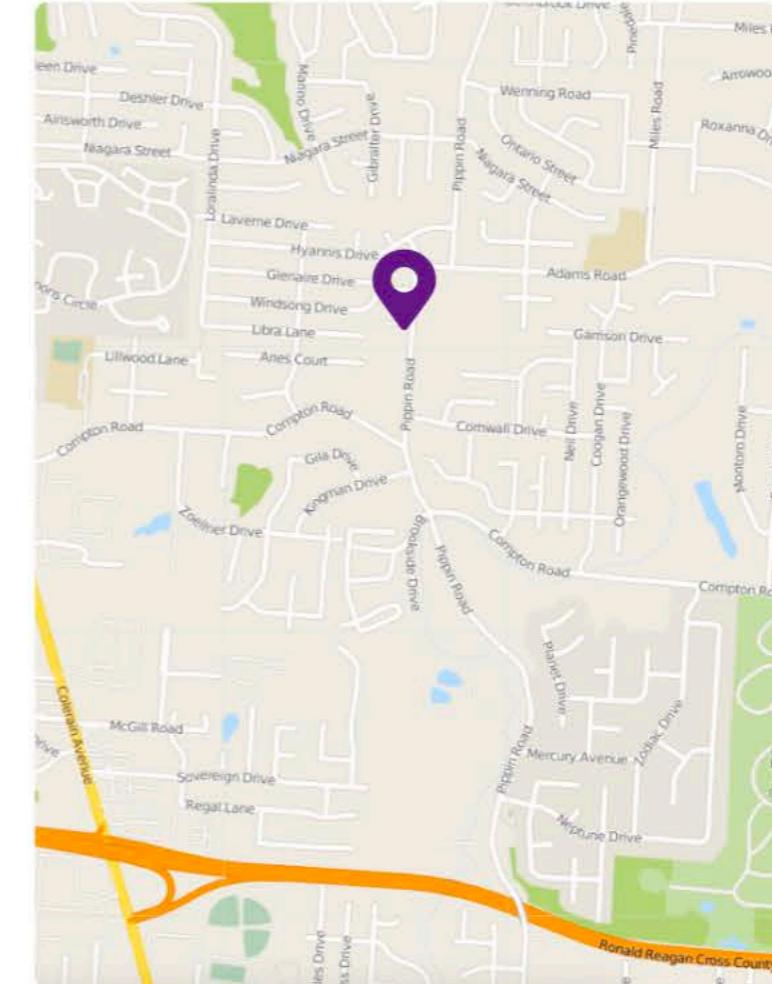
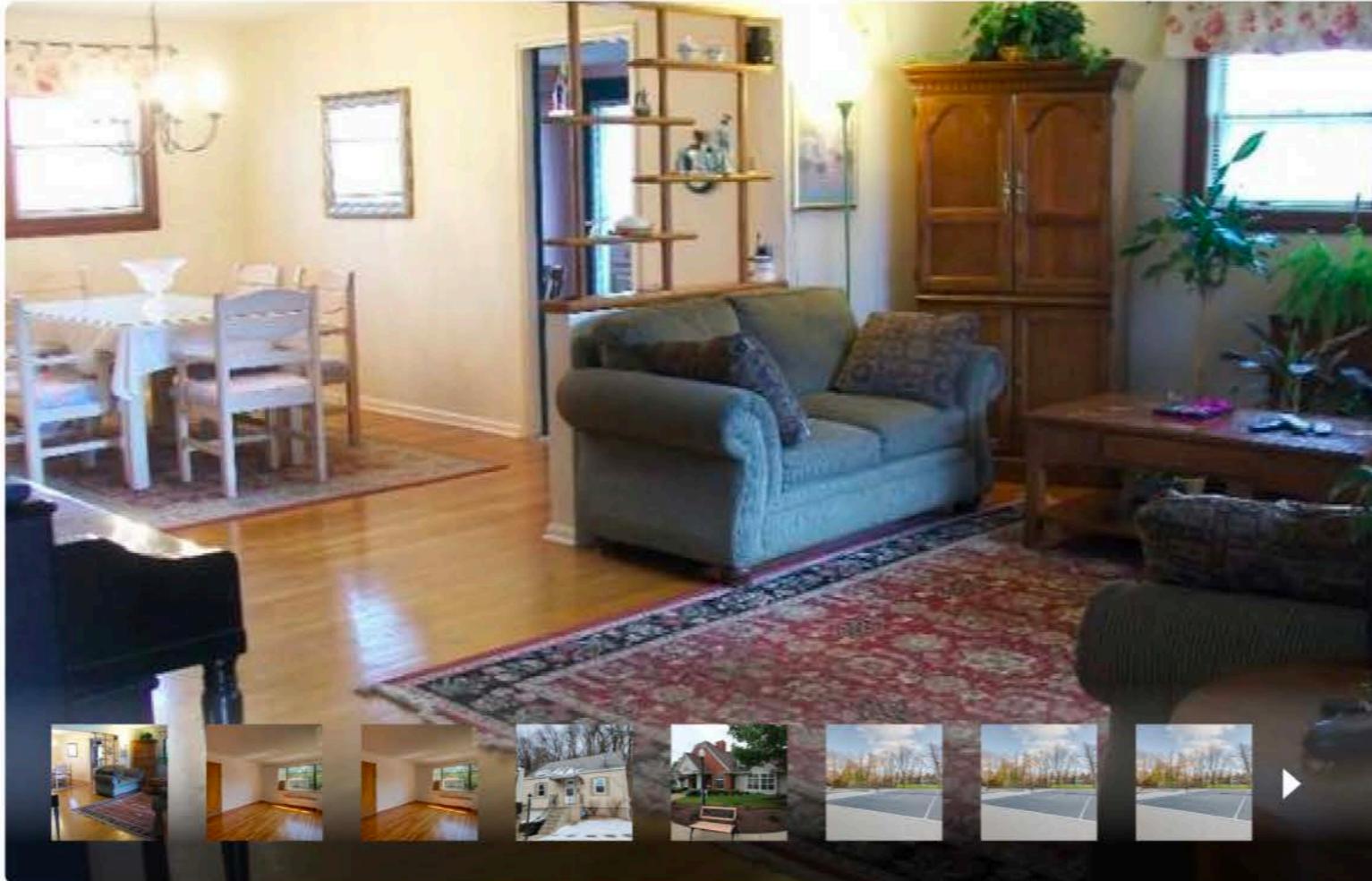
Please fill out all the Required Fields  
marked by the **red asterisk (\*)**

Back

Back

Next

! This is a draft of your listing

[Edit](#)[Save](#)

## Your Listing

1400 Digby Ave, Cincinnati, OH 45220

Gaslight Property now leasing a gigantic open 2 bedroom apartment on Ludlow Avenue for \$1195 a month with no security deposit option!

Call today to schedule a tour and apply for your new home today!

This building is located in the Gaslight District of Clifton. You have easy access to the Ludlow shopping district! Local shops included a grocery store, wine store, bars, restaurants, eclectic shops, and the Esquire Theatre. Short trip to Downtown Cincinnati, University of Cincinnati, Cincinnati State, several hospitals, and

2 BR

1 Bath

850 ft<sup>2</sup>

Cats OK

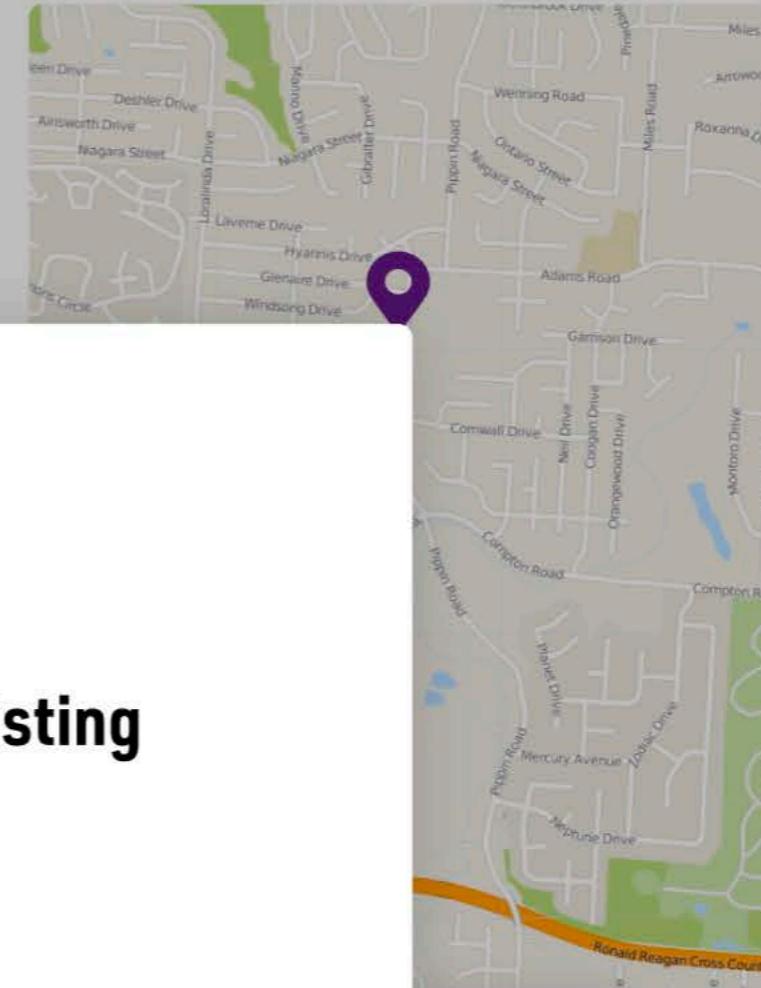
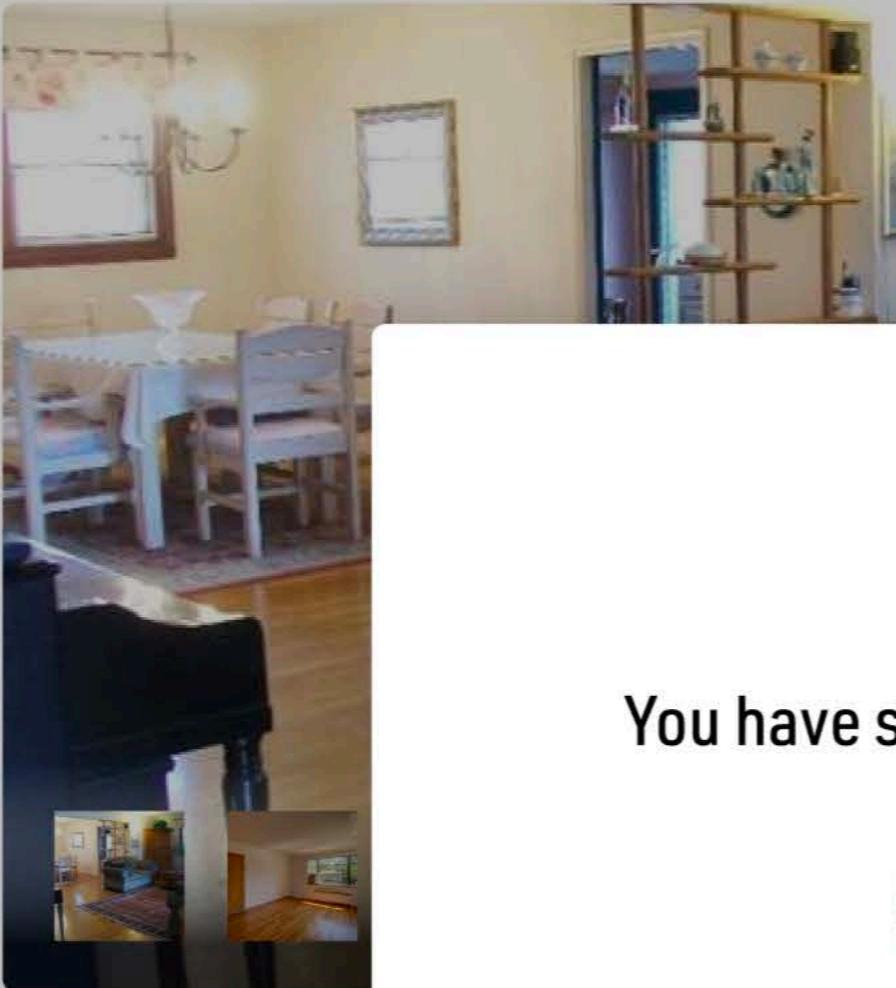
Dogs OK

Laundry in Building

Street Parking

Apartment

! This is a draft of your listing

[Edit](#)[Save](#)

## Success!

You have successfully made a **New Listing**

[View your listing](#)[Return to the main screen](#)

## Your Listing

1400 Digby Ave, Cincinnati, OH 45220

Gaslight Property now leasing apartments!  
with no security deposit option.

Call today to schedule a tour and apply for your new home today!

This building is located in the Gaslight District of Clifton. You have easy access to the Ludlow shopping district! Local shops included a grocery store, wine store, bars, restaurants, eclectic shops, and the Esquire Theatre. Short trip to Downtown Cincinnati, University of Cincinnati, Cincinnati State, several hospitals, and

10th

850 ft<sup>2</sup>

Dogs OK

Laundry in Building

Street Parking

Apartment