

CRAIGSLIST

Design Brief

Craigslist

Craigslist is an online platform that allows visitors to post classified ads and browse through the results for various categories such jobs, items for sale, housing, and community events. Craigslist has a simple design and is very popular for people who want to buy, sell or offer services locally.

However, as technology evolves and competition keeps increasing, Craigslist must redesign its website to satisfy the existing customers as well as attracting new ones.

The screenshot shows the Craigslist homepage for Vancouver, BC. At the top, there are links for "create a posting" and "my account". A search bar contains the text "vancouver, BC". Below the search bar are several navigation links: "van", "nvn", "bnc", "rds", "pml", and "rch". On the right side, there are dropdown menus for "english" and "nearby cl". The "nearby cl" menu lists various Canadian cities and regions, including Calgary, Cariboo, Comox Valley, Edmonton, Fraser Valley, Kamloops, Kelowna, Kootenays, Lethbridge, Medicine Hat, Nanaimo, Peace Country, Prince George, Red Deer, Skeena-Bulkley, Sunshine Coast, Victoria, Whistler / Squamish, and British Columbia. The main content area is divided into several sections: "community" (activities, artists, childcare, classes, events, general, groups, local news), "housing" (apts / found, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, sublets / temporary, vacation rentals), "jobs" (accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, etc / misc, food / bev / hosp, general labor, government, human resources, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, saltn / sna / fitness), "services" (automotive, beauty, cell/mobile, computer, creative, cycle, event, farm+garden, financial, health/well), and "for sale" (antiques, appliances, arts+crafts, auto parts, aviation, baby+kid, barter, beauty+hlth, farm+garden, free, furniture, garage sale, general, heavy equip, household, jewelry, materials). The bottom left corner of the screenshot includes a "craigslist app" link and links for "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", and "system status".

Craigslist Landing Page

Craigslist **Purposes & Mission**

PURPOSE

The purpose of Craigslist is to provide a platform that is easy to use, secure, and convenient for people to buy, sell, and trade goods and services in their local area. While there may be charges for certain categories and markets, most of the time, the platform is **free** to use, and it does not require payment of a commission fee or take a percentage of the transaction.

MISSION

Craigslist's mission is to create a **user-friendly** and **inclusive** platform that connects people and communities, allowing them to exchange services, find housing, jobs, and events in their cities. Craigslist aims to provide a **trustworthy environment** which encourages **sustainable practices** and values **simplicity** and **honesty**. Craigslist wants to be an alternative to impersonal, big-media sites, giving a voice to the disenfranchised and democratizing access to information and opportunities.

Craigslist Goals

The Craigslist's long term and short-term goals are:

SHORT TERM GOALS

- ▶ Improve the functionality and user interface of its existing platform.
- ▶ Improve existing features
- ▶ Strengthen the platform security
- ▶ Increase revenue via ads or fee-based services

LONG TERM GOALS

- ▶ Partner with other companies
- ▶ Expand internationally and establish a stronger global presence
- ▶ Increase revenue streams through targeted advertising or fee-based services
- ▶ Implement green initiatives and reduce environmental impact

Craigslist Baseline Statistics

The Baseline Statistics section includes the results of a detailed analysis of the current Craigslist website.

WEBSITE STATISTICS (AS OF FEB 2023)

Total Visits : 201.5 Million

Pages Per Visit: 27 pages

Average visit duration: 8min

Bounce Rate: 22.16%

Craigslist had 201.5 million total visits, with an average of 27 pages viewed per visit, an average visit duration of 8 minutes, and a 22.16% bounce rate.

SALES DATA (YEAR 2022)

MONTH	UNITS SOLD	TOTAL REVENUE	MEAN SALE
Jan	1000	\$10,000	\$10
Feb	2000	\$22,000	\$11
Mar	1500	\$15,000	\$10
Apr	3500	\$42,000	\$12
May	3000	\$37,500	\$12.5
Jun	2000	\$22,000	\$11
Jul	3500	\$42,000	\$12.5
Aug	4500	\$54,000	\$12
Sep	4000	\$48,000	\$12
Oct	3500	\$42,000	\$12.5
Nov	5000	\$60,000	\$12
Dec	6500	\$78,000	\$12
Total 2022	\$40,000	\$472,500	\$11.5

Craigslist Baseline Statistics

SOCIAL MEDIA



Facebook



Twitter



Linkedin

431,000 likes

420,000 followers

17 followers

62 tweets

5,000 followers

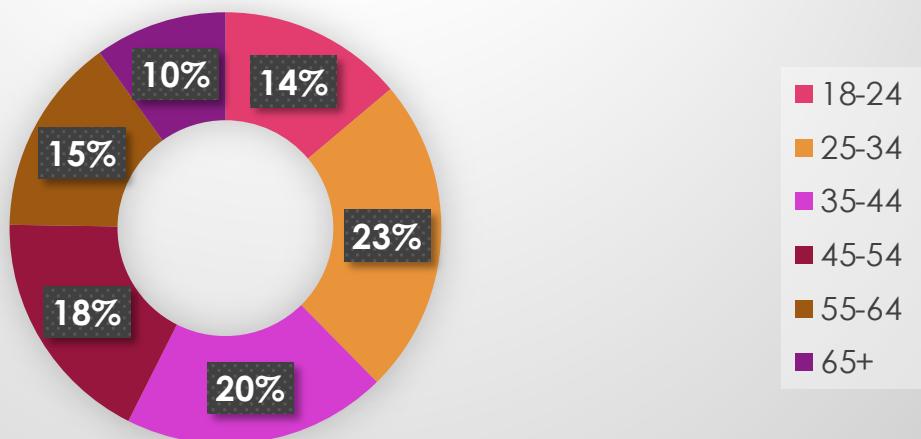
Craigslist doesn't have official accounts on all social media platforms, but it still has a lot of people following it on some of them.

As of February 2023, on Facebook it has 420,000 followers, which shows that people like to use Facebook to connect with Craigslist. On Twitter, Craigslist doesn't have many followers, just 17. On LinkedIn it has a moderate number of followers. These numbers show that Craigslist is trying to connect with users through various channels.

Craigslist Baseline Statistics

EMAIL CAMPAIGNS

Distribution of Users by Age (Feb 2023)

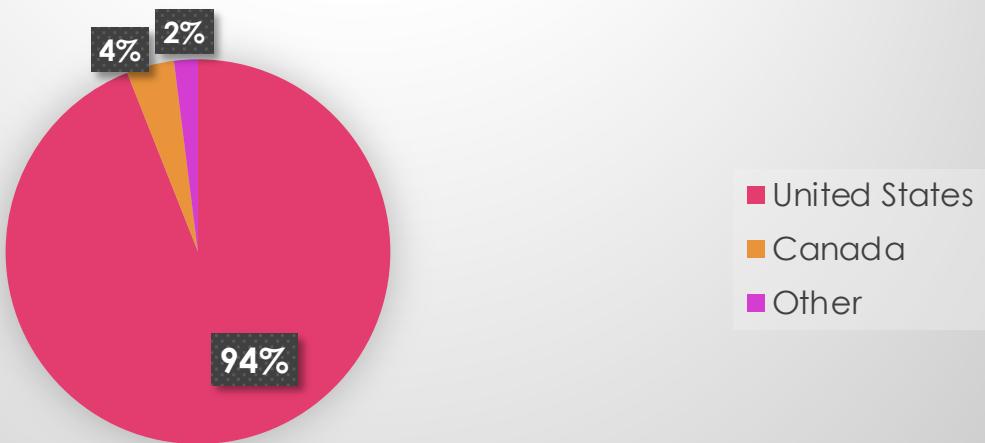


The above chart shows the distribution of users by age. Most subscribers fall in the age range of 25 to 34 years old, making up 26% of the user base. The next largest age group is 34 to 54 years old, accounting for 22% of Craigslist's users. The remaining are either between 18 to 24 years old or 55 years old and above. This information suggests that Craigslist's target audience is primarily younger individuals who are more likely to use online platforms for buying, selling, or exchanging goods and services.

Craigslist Baseline Statistics

EMAIL CAMPAIGNS

Demographic Information by Location (Feb 2023)



The above chart shows the percentage of subscribers in the email campaign by location. The majority of subscribers are located in the United States, accounting for 94% of the total subscribers. Canada represents 4%. The "Other" category represents 2% of the subscribers and includes all other countries not listed here.

Craigslist Baseline Statistics

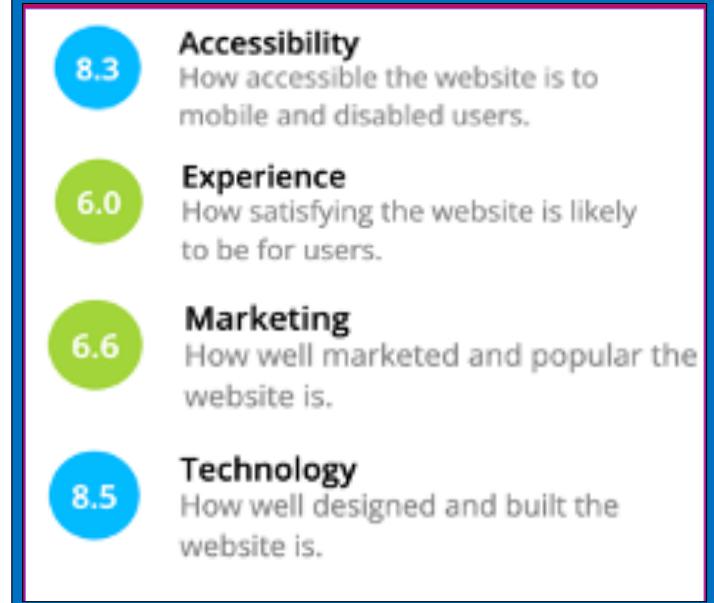
THIRD PARTY ANALYSIS

www.craigslist.org

Website grader



Nibbler

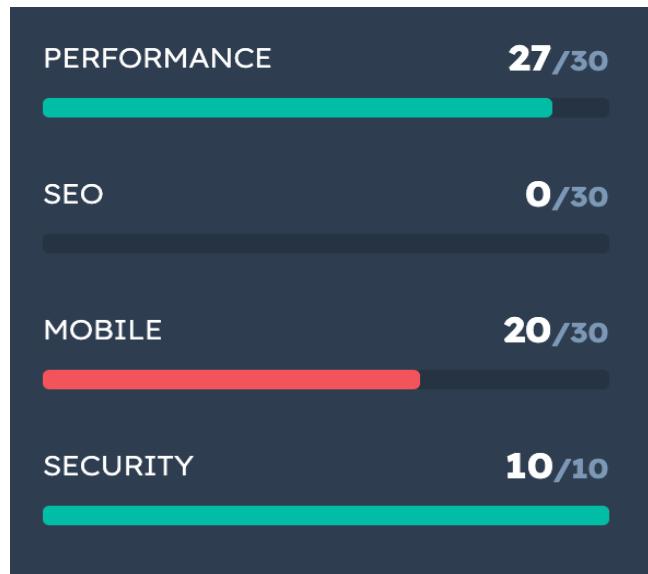


Nibbler and Website Grader are online tools that **analyze a website's performance** and provide a detailed report on areas of improvement. Nibbler focuses on evaluating a website's SEO, social media presence, accessibility, and technology, while Website Grader evaluates a website's overall performance, mobile-friendliness, SEO, and security.

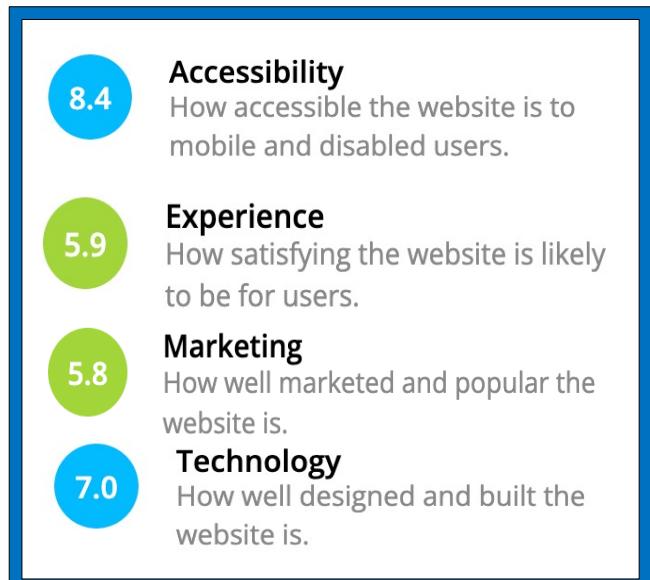
Competitive Analysis



Website grader



Nibbler



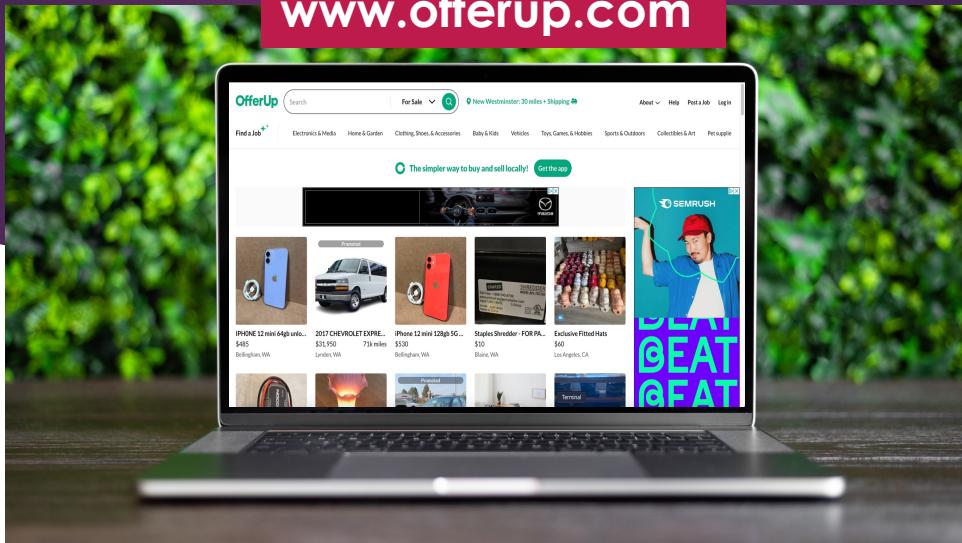
PROS:

- ▶ Clean and modern design easy to navigate
- ▶ Ability to see profile of buyer and mutual friends
- ▶ Easy to post and search products

- ▶ Ease of communication between users with a built-in messaging system
- ▶ Option to filter out search by categories
- ▶ Option to boost products for more visibility

Competitive Analysis

www.offerup.com



Website grader

PERFORMANCE

8/30

SEO

25/30

MOBILE

30/30

SECURITY

10/10

Nibbler

Accessibility

How accessible the website is to mobile and disabled users.

9.8

Experience

How satisfying the website is likely to be for users.

8.7

Marketing

How well marketed and popular the website is.

6.6

Technology

How well designed and built the website is.

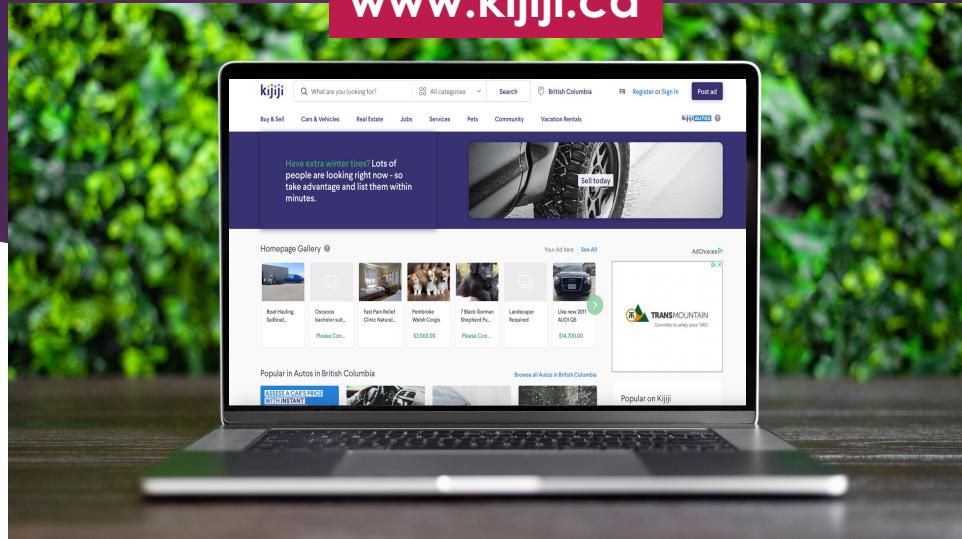
10.0

PROS:

- ▶ User friendly and easy to use app
- ▶ Option to find items available near by
- ▶ Easy to post items to sell

- ▶ Buyer and seller reviews
- ▶ Easy built in messaging system
- ▶ Large database of buyers and sellers

Competitive Analysis



Website grader



Nibbler



PROS:

- ▶ Simple and clean design
- ▶ User interface that is easy to use and understand
- ▶ Great search system making it easy to find item needed

- ▶ Large user base with a significant presence in Canada
- ▶ Advertising options to promote listings and businesses.
- ▶ Easy to create a listing

User Task

List of some user tasks that buyers may do on the Craigslist website.

- 1) Browse through different categories of listings such as housing, jobs, for sale, services, and community
- 2) Buyer can save listings.
- 3) Try to avoid scam and find tips on how to avoid them
- 4) Contact the seller of the items the buyer is interested to buy.
- 5) Buyer may negotiate prices and set a time and place to meet with the seller if they agree on the sale.

Archetypes

Archetypes are ...

PRIMARY

Deal-seekers

They are looking to save money by buying used or discounted items on Craigslist.

- Age: 25-40
- Education level : High School Diploma
- Low to mid income level: \$25,000 - \$50,000

SECONDARY

Crafters

They are looking for affordable tools and supplies to complete their projects.

- Age: 18-60
- Education level : High School Diploma
- Low to high income level: \$25,000 - \$75,000

- DISCOUNT-HUNTERS
- JOB SEEKERS
- HOME SEEKERS
- FREELANCERS
- ENTREPRENEURS
- COLLECTORS
- PET OWNERS
- CRAFTERS
- STUDENTS
- PERFORMERS

Scenario

Written story of a hypothetical situation that helps demonstrate how a product or service can be used in real-life scenario by a user.

Emily Webber – 35-year-old high school teacher



Emily is a 35-year-old professional who lives in an apartment with her two cats. Emily needs a new cat tree but didn't want to spend too much money as she is on a tight budget.

She decides to check on Craigslist and looked for a cat tree in the "Pet Supplies" category. After scrolling through the listings, she finds a listing that matches her criteria, so she contacts the seller to ask if it is still available and arrange a meeting. They decide to meet at a local park. Emily inspects the cat tree and asks the seller questions about it. She is satisfied with it and decides to buy it. She negotiates the price and pays in cash.

Emily is happy with her purchase as she was able to find the perfect tree for her cats at a reasonable price. She can't wait to bring it home and see her cats have fun with the tree. She is happy to support local sellers and also the convenience of buying through Craigslist.

In conclusion, Emily reached her goal of finding a quality cat tree at an affordable price by using Craigslist. She connected with a local seller, inspected the item in person, and negotiated a fair price. Emily was satisfied with her purchase and appreciated the benefits of using Craigslist for local buying and selling.

Persona

A persona is a fictional representation of a typical user or customer. It is created through research and analysis of their needs, behaviors, and goals.



Bio

David graduated from college with a degree in Marketing and landed a job as a Marketing Assistant. He enjoys his job and is eager to advance his career, but he still needs to be careful with his finances. David has been living with roommates since college but is now looking to rent a new apartment closer to his job. He is looking for a reliable and affordable car to make his daily commute more convenient. In his free time, David likes to play basketball. He's hoping to sell some of his old sports equipment and tech gadgets to make extra money.

Name: David

Age: 25

Occupation: Marketing Assistant

Marital Status: Single

Gender: male

Location: Burnaby, BC

Income: 40,000\$

Education: Bachelor's degree in Marketing

Hobbies: staying active and playing sports

Goals

- Find a reliable and affordable car for his commute to work
- Rent a new apartment closer to his job
- Sell some of his old sports equipment and tech gadgets to make extra money

Frustrations

- Limited budget
- Tight schedule to search for a car and apartment while working full-time
- Difficulty finding buyers for his used items

User Journey Map

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The journey map is a tool that used to visualize and understand the steps that a user takes when interacting with a website or product. In our case, it is used to identify the pain points and interaction with the website, where improvements can be made, and opportunities to improve the user experience.

BUYING A USED CAR ON CRAIGSLIST

	1.RESEARCH	2.CONTACT SELLER	3.MEET SELLER	4.POST SALE EXPERIENCE	5.IDENTIFY ISSUES
USER GOALS	Create a budget and search criteria to find a used car on Craigslist	Search and find relevant listings on Craigslist and contact sellers.	Inspect the car and history in person with seller before buying.	Buy the car and get insurance.	Find hidden problems with the car after purchase.
PROCESS	Research cars, check budget, choose model, mileage, and price.	Contact sellers on Craigslist and ask about car details, history, and price.	Meet with seller, inspect car, do a test drive, ask about history, negotiate price and payment.	Pay for car, get paperwork from seller, get insurance.	Inspect purchased car for any issues. Contact seller to talk about any problems. Schedule to do repairs or maintenance.
EXPERIENCE	User overwhelmed by choices, but also excited for options within budget.	Excitement over finding a car, but frustration with incomplete listings.	User feels both anxious but also excited to meeting the seller and inspecting the car's condition.	The user feels relieved with the purchase, but also anxious about the car's reliability and maintenance needs.	User feels disappointed with post-purchase issues but will feel relieved if resolved quickly.
PROBLEMS	Difficulty in identifying honest sellers particularly online.	Difficulty contacting sellers, negotiating, and avoiding scams/fraud.	Difficulty arranging meeting, safety risks, and hidden car issues.	Difficulty in completing transaction, insurance issues, and post-purchase problems.	Difficulty in identifying issues, disputes over repairs and maintenance, as well the cost of repairs.
IDEAS	Craigslist could implement a user rating and review system for sellers and buyers.	Craigslist could offer a secure in-app messaging system for buyers and sellers to communicate.	Craigslist could add a scheduling system to find mutually convenient times and locations to meet in person.	Craigslist could offer a secure payment system and provide resources for car registration and insurance.	Craigslist could provide resources to help buyers identify common issues or problems with used cars.

Mind Map

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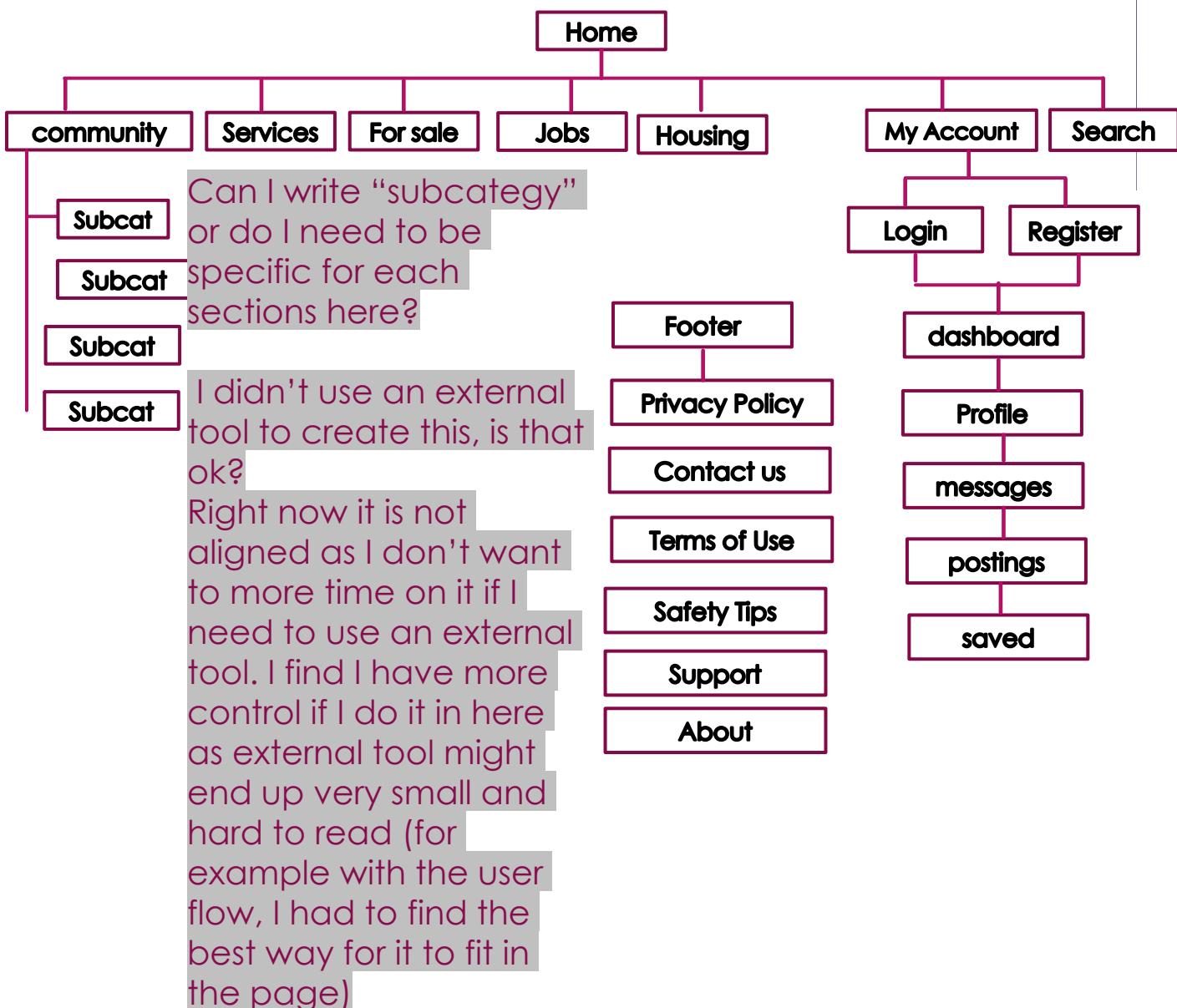
The mind map below displays the categories and subcategories that are part of the classified ads industry, giving a better understanding of the industry.





Site Map

This sitemap displays the new website's categories and subcategories in a hierarchical structure, giving an organized view of the content's organization.



Facets

Faceted search is a technique that allows users to narrow down search results by applying multiple filters based on faceted classification of items.

Category

Condition

Price Range

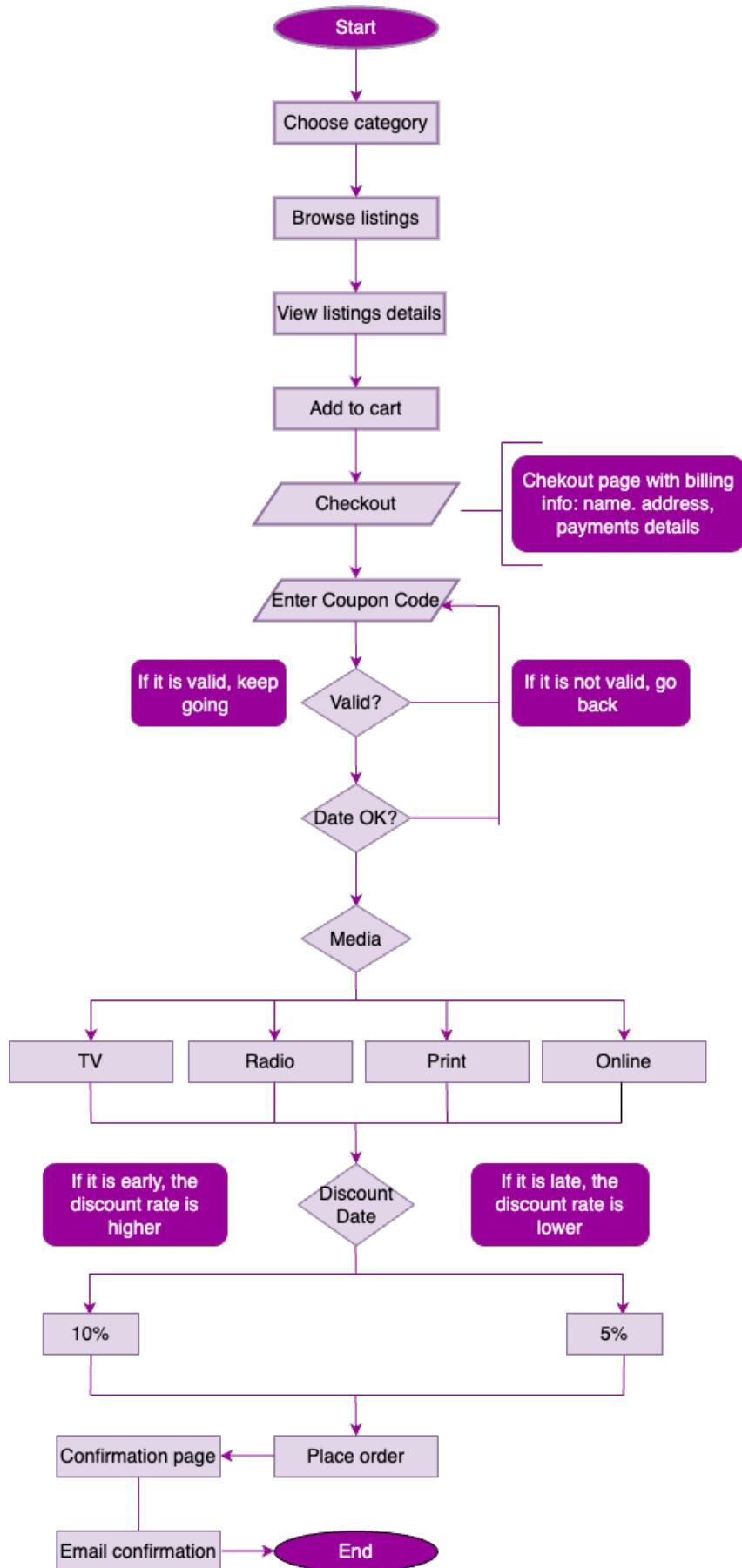
Date posted

Location

User Flow

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The user flow is the path taken by a prototypical user on a website or app to complete a task. Below displays the user flow on Craigslist for a user looking to buy a car.



SEO MetaData

SEO Metadata is a set of information that helps search engines understand the content and relevance of a webpage and as consequence improve the searchability of the website

Title Tag

```
<title></title>
```

The title tag's text should accurately describe the page's content. It is the text that appears in the browser tab.

Description Tag

```
<meta name =“Description” content =“”>
```

The meta description is a short summary of what the website is about. This text appears in the search result.

Title Tag

```
<meta name =“keywords” content =“”>
```

Keywords describe the contents of a website to the search engines.

Code

```
<head>
```

```
<title>Craigslist – Your local marketplace for classified ads</title>
<meta name =“description” content=“Craigslist is a local classified
for jobs , housing, for sale, services and local community. You can
browser listings, post your own ads, and connect with buyers and
sellers in your area./”>
```

```
<meta name=“keywords” content=“”/>
```

Wireframe Home Page - Mobile

The wireframe illustrates the mobile version of the Craigslist home page. It features a header with the Craigslist logo, a search bar, and account links. Below the header is a navigation bar with categories: FOR SALE, COMMUNITY, HOUSING, SERVICES, and JOBS. A dropdown menu is shown under the COMMUNITY category. The main content area displays a listing for an 'Oil Painting Class (Beginner)' in Surrey, BC, with a price of \$75. The listing includes a placeholder image, a brief overview, and a 'More Info' button. The footer contains links to Privacy Policy, About us, CRAIGSLIST, Safety Tips, Contact us, and Support.

Dropdown
that will show
additional
information as
shown below

CRAIGSLIST

My Account

Search Listing by Name

FOR SALE

HOUSING

JOBS

COMMUNITY

SERVICES

Category: COMMUNITY > Events

FOR SALE

HOU

COMMUNITY

SERV

Events

Volunteering

Lost and Found

Classes

COMMU

The listing detail view shows a large placeholder image with a 'X' over it. Below the image is the listing title: "Oil Painting Class (Beginner)". There are four horizontal lines for additional details. At the bottom left is the location "Surrey, BC" and the price "\$75". On the right is a dark button labeled "More Info".

Image
representing
the
Product or
service
offered

Brief
overview of
Listing details

Privacy Policy. About us

CRAIGSLIST

Safety Tips

Contact us

Support

Wireframe Details Page - Mobile

The wireframe illustrates a mobile details page for a Craigslist listing. At the top, there's a header with the Craigslist logo and a 'My Account' button. Below the header is a search bar with a placeholder 'Search Listing by Name' and a magnifying glass icon. A navigation bar contains links for 'FOR SALE', 'HOUSING', 'JOBS', 'COMMUNITY', and 'SERVICES'. The main content area displays the category path: 'Category: COMMUNITY > Events > Oil Painting Class (Beginner)'. The title 'Details' is centered above several horizontal lines for the listing content. At the bottom of the content area are two buttons: 'Contact Seller' and 'Add to Card'. Below the content area is a section titled 'Related searches ...' with three lines for suggestions. The footer contains links for 'Privacy Policy', 'About us', 'CRAIGSLIST', 'Safety Tips', 'Contact us', and 'Support'.

After a user clicks on 'More Info', this page appears and provides even greater details on the article.

Category: COMMUNITY > Events >
Oil Painting Class (Beginner)

Details

Contact Seller Add to Card

Related searches ...

Privacy Policy About us
CRAIGSLIST Safety Tips Contact us
Support

This provides a list of related items to the one the user searched for.

Wireframe Contact Page - Mobile

Users can either submit a form or contact them through other means

The wireframe shows a mobile contact page for Craigslist. At the top, there's a header with 'CRAIGSLIST' and 'My Account' with a shopping cart icon. Below the header is a search bar labeled 'Search Listing by Name' with a magnifying glass icon. A navigation bar contains links for 'FOR SALE', 'HOUSING', 'JOBS', 'COMMUNITY', and 'SERVICES'. The main content area is titled 'CONTACT US' and includes a message: 'Want to get in touch? Our customer Support is available Monday to Saturday from 8am to 8pm EST. Send us a form or contact us directly.' Below this, there's a section for 'Send in a form' with fields for 'First Name *', 'Last Name *', 'Email *', 'Phone Number *', 'Subject', and a large text area for 'Provide details about your question or request.' At the bottom, there's a section for 'Contact us directly' with phone number '604 768 9567' and email 'info@craigslist.com'. The footer contains links for 'Privacy Policy.', 'About us', 'CRAIGSLIST', 'Safety Tips', 'Contact us', and 'Support'.

CRAIGSLIST

My Account

Search Listing by Name

FOR SALE HOUSING JOBS

COMMUNITY SERVICES

CONTACT US

Want to get in touch?
Our customer Support is available Monday to Saturday from 8am to 8pm EST. Send us a form or contact us directly.

Send in a form

First Name * Last Name *

Email * Phone Number * Subject

Provide details about your question or request.

Contact us directly

604 768 9567

info@craigslist.com

Privacy Policy. About us

CRAIGSLIST Safety Tips Contact us

Support

If user sends a form, they will be taken to a confirmation page

Wireframe Home Page - Desktop

CRAIGSLIST



My Account 

FOR SALE
HOUSING
JOBS
COMMUNITY
Events
Volunteering
Lost and Found
Classes
SERVICES

Category: COMMUNITY > Events Location: Vancouver, BC < Page 2 >

Image	Name	Location	Price	Action
	Oil Painting Class (Beginner)	Surrey, BC	\$75	More Info
	Festival du Bois (MaillardVille)	Coquitlam, BC	Free	More Info
	Drawing and Painting Class	Surrey, BC	\$175	More Info

CRAIGSLIST Privacy Policy Terms of Use Safety Tips Contact us About us Support

Wireframe

Details Page - Desktop

CRAIGSLIST

Search Listing by Name

My Account 

FOR SALE
HOUSING
JOBS
COMMUNITY
Events
Volunteering
Lost and Found
Classes

SERVICES

Category: COMMUNITY > Events > Oil Painting Class (Beginner) Location: Vancouver, BC

Oil Painting Class (Beginner)

Surrey, BC

\$75

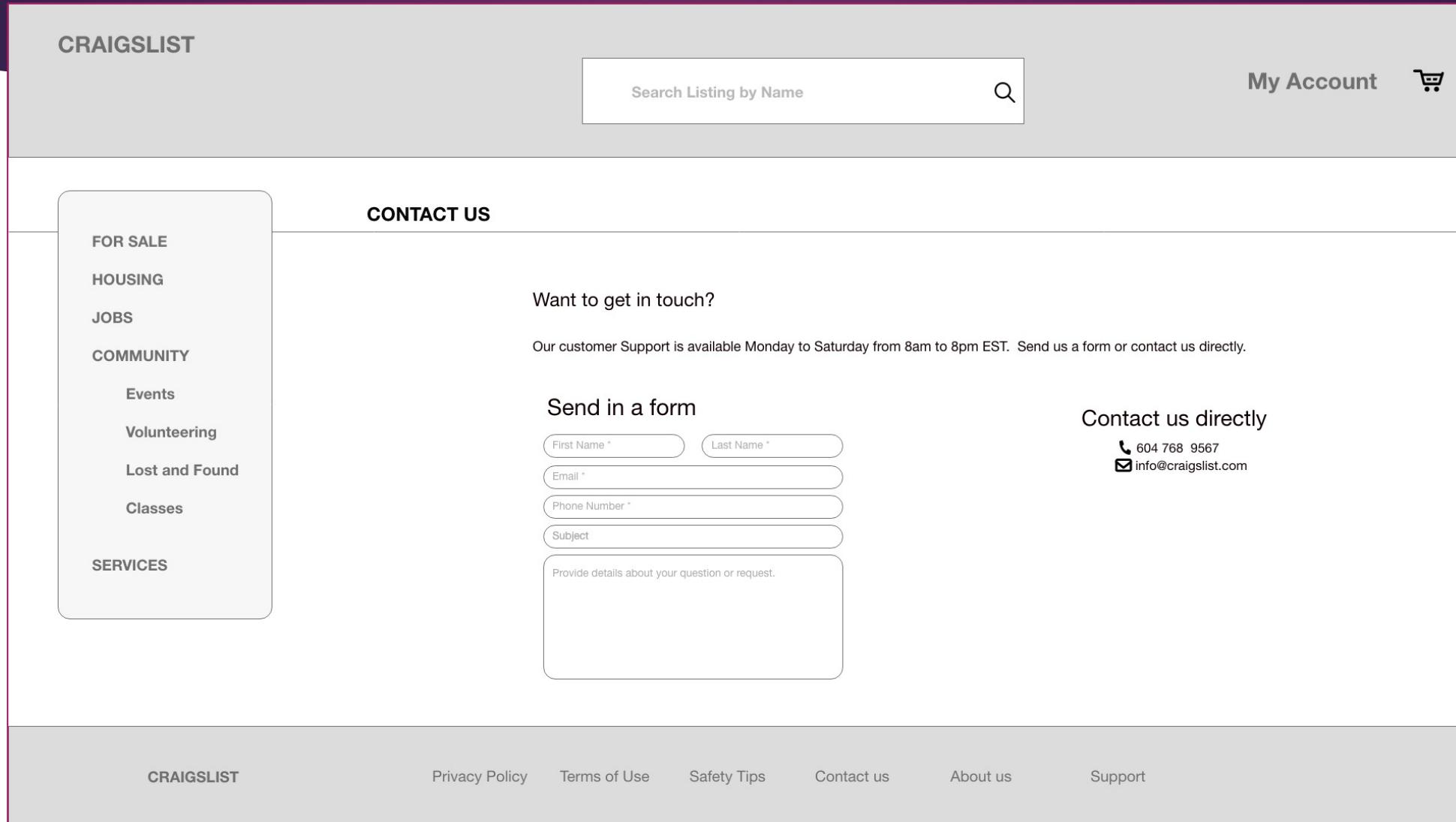
Details

Contact Seller

Related searches ...

CRAIGSLIST Privacy Policy Terms of Use Safety Tips Contact us About us Support

Wireframe Contact Page - Desktop



The wireframe illustrates a desktop contact page for Craigslist. At the top, there's a header bar with the Craigslist logo, a search bar, and account information. A sidebar on the left contains links for various categories like For Sale, Housing, Jobs, and Community. The main content area features a 'CONTACT US' section with options to send a form or contact directly via phone or email.

CRAIGSLIST

Search Listing by Name 🔍

My Account 🛒

CONTACT US

Want to get in touch?

Our customer Support is available Monday to Saturday from 8am to 8pm EST. Send us a form or contact us directly.

Send in a form

First Name * Last Name *
Email *
Phone Number *
Subject
Provide details about your question or request.

Contact us directly

📞 604 768 9567
✉️ info@craigslist.com

CRAIGSLIST

Privacy Policy Terms of Use Safety Tips Contact us About us Support