



craigslist

ORLANDO.CRAIGSLIST.ORG
Website Redesign

PROFESSOR:
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DESIGNER:
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CREATIVE BRIEF

COMPANY:

Craigslist

MISSION:

Share tech and science news to users interested in a social environment.

WHY US?

Craigslist is an all-in-one buying and selling site completely run by the users. Users can sell their unwanted items or buy others' unwanted items. Its simplicity and straight-to-the point design keeps the users focused on their goals.

OBJECTIVE:

The main objective is to modernize the current site. It's important to note that even though the content highlights the users, the user interface and user experience should reflect that goal.

AUDIENCE:

Adults aged between 24 and 35. These persons are college graduates who have moved to a new city and are looking for a job. They're also looking for a place to live with a roommate.

COMPETITORS:

eBay: eBay is also a buying and selling site. Its design is fully modernized with headlines, images, and branding applied to the site. It has coupon codes with incentives to create an account and sell or buy items.

Amazon: Amazon is modernized and branded with call-to-actions everywhere on the home page. It encourages users to create an account with coupons and similar incentives.

WHAT'S WORKING?:

Craigslist is simple and straight to the point. Some may argue design isn't necessary as long as the users can find what they need and it's clear they've been able to reach their goals thus far.

However, UI and UX has become a huge part of web design and it would be an injustice to not provide Craigslist with maximum positive user experience.

WHAT'S NOT WORKING?

The design is boring. Its colors gray and blue aren't used purposefully. They are defaults- not the perfectly chosen colors. So there needs to be a better decision in terms of color palette.

The home page is a little cluttered. I think some categories can be condensed. There could be accompanying imagery

CLIENT BRIEF, CONT.

The screenshot shows the Craigslist Orlando homepage. At the top left is the Craigslist logo. Below it are links for "post to classifieds" and "my account". A search bar contains the placeholder "search craigslist". To its right is a "event calendar" showing dates from July 7 to August 3. Further down are links for "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", and "system status". On the far left, there's a sidebar with links for "about craigslist", "craigslist is hiring in sf", "craigslist open source", "craigslist blog", "best-of-craigslist", "craigslist TV", "'craigslist joe'", and "craig connects". The main content area is titled "orlando, FL". It features several categories: "community" (activities, artists, childcare, classes, events, general, groups, local news), "housing" (apts / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, sublets / temporary), "jobs" (accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, etc / misc, food / bev / hosp, general labor, government, human resources, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network, technical support, transport, tv / film / video, web / info design, writing / editing), "services" (automotive, beauty, cell/mobile, computer, creative, cycle, event, farm+garden, financial, household), "for sale" (antiques, appliances, arts+crafts, atv/utv/sno, auto parts, aviation, baby+kid, barter, beauty+hlth, bike parts, bikes, boat parts, boats, books, business, cars+trucks, cds/dvd/vhs, cell phones, clothes+acc, collectibles, computer parts, computers), "discussion forums" (android, apple, arts, atheist, autos, beauty, bikes, celebs, comp, cosmos, diet, divorce, frugal, gaming, garden, haiku, help, history, housing, jobs, jokes, legal, linux, manners, pets, philos, photo, politics, psych, recover, religion, rofo, science, spirit, sports, super), and "gigs" (computer, event). A sidebar on the right lists "nearby cl" cities like albany, auburn, augusta, brunswick, charleston, columbus, daytona beach, dothan, florida keys, fort myers, gainesville, heartland fl, hilton head, jacksonville, lake city, lakeland, macon, ocala, okaloosa, panama city, sarasota, savannah, south florida, space coast, statesboro, st augustine, tallahassee, tampa bay, treasure coast, valdosta, us cities, us states, canada, and "cl worldwide".

HOME PAGE: This design clutters the top fold of the page. It could be condensed, spread out, and certain popular categories can be named. If someone wants to know if a particular category exists he or she can search.

CLIENT BRIEF, CONT.

The screenshot shows a web browser window with a search interface for 'orlando for sale'. The left sidebar lists various categories with checkboxes, many of which are checked. The main area displays a grid of items for sale, each with a thumbnail image, price, date posted, title, and location. A central banner advertises items bought.

- \$50 Tall director chairs (Orlando)
- \$14 May 12 Apopka! Chevy Silverado ExtraCab & Rims & Tires & LOW MILES (orlando, \$1.000)
- \$150 May 12 Vintage Solid Pecan Wood Buffet Server (Deltona)
- \$40 May 12 Vintage Sprayit Oilless Piston
- WHAT WE BUY
GET CASH OR STORE CREDIT
COMICS
GRAPHIC NOVELS
MANGA
ACTION FIGURES
FUNKO POP!
STATUES
COLLECTIBLES
AND MORE!
GET MORE WHEN YOU TRADE
ASK AN ASSOCIATE FOR DETAILS
- \$50 May 12 Art Deco era chair (Downtown)

CATEGORIES PAGE: If the user click on one of the links in the main navigation, it starts by showing you everything available under that with an option to hide and show sub-categories. A stand alone categories page could be helpful so the user can click where he or she wants to go instead of click what he or she doesn't want.

CLIENT BRIEF, CONT.

The screenshot shows a Craigslist listing for a 2000 Chevy Silverado Z71 pickup truck. The truck is a dark blue ExtraCab model with a black bed, parked on a grassy field. Above the truck, the title reads: ★ Apopka! Chevy Silverado ExtraCab & Rims & Tires & LOW MILES - \$14 (orlando, \$1.000). To the right of the truck is a map of Orlando with a purple circle centered on Rock Springs Road. Below the map, there are several filters: 2000 orlando, fuel: gas, title status: clean, and transmission: automatic. The page has a standard Craigslist header with navigation links like reply, prohibited, and print.

CL orlando > for sale > cars & trucks - by owner

reply prohibited [?] Posted 22 minutes ago [◀ prev](#) [next ▶](#) [print](#)

★ Apopka! Chevy Silverado ExtraCab & Rims & Tires & LOW MILES - \$14 (orlando, \$1.000) [x]

© craigslist - Map data © OpenStreetMap (google map)

2000 orlando

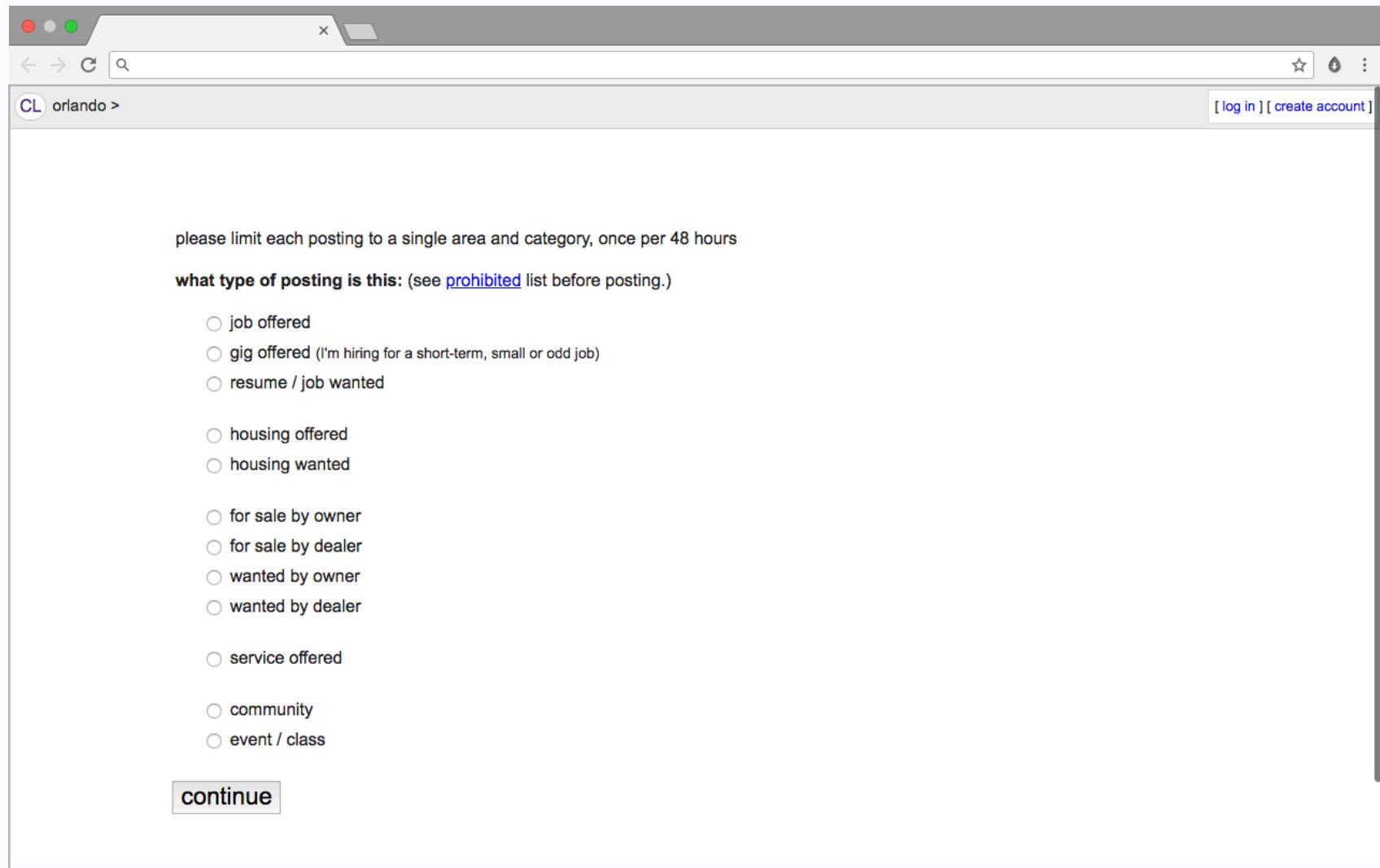
fuel: gas

title status: clean

transmission: automatic

SINGLE ITEM PAGE: While it has great UI design, it could benefit from colorful buttons, cleaner typefaces, and a grid. With these additions, the page would definitely improve in design.

CLIENT BRIEF, CONT.



A screenshot of a web browser window displaying a client brief form. The browser has a dark grey header bar with standard controls (red, green, blue buttons) and a search bar. The address bar shows 'CL orlando >'. In the top right corner, there are links for '[log in]' and '[create account]'. The main content area contains the following text and form elements:

please limit each posting to a single area and category, once per 48 hours

what type of posting is this: (see [prohibited](#) list before posting.)

job offered
 gig offered (I'm hiring for a short-term, small or odd job)
 resume / job wanted

housing offered
 housing wanted

for sale by owner
 for sale by dealer
 wanted by owner
 wanted by dealer

service offered

community
 event / class

continue

POST PAGE: This page lacks color. I like the idea of having multiple steps for posting, but there's no progress bar to tell the user where they are.

CLIENT BRIEF, CONT.

The screenshot shows a web browser window with a cluttered help page. The page has a header with a search bar and navigation links. Below the header are several sections with lists of links:

- classified postings**
 - how to post
 - are all ads free?
 - how to reply
 - what is 2-way email relay?
 - how to edit or delete
 - how to re-post
 - how to add images
 - resend post/edit/delete email
 - user accounts
 - phone verification
 - where is my posting?
 - where is my self-publishing email?
 - why was my posting deleted?
 - what are "flags" and "flagging"
 - what HTML is supported?
 - what are favorites?
 - where can i advertise my services?
 - email rejected - non-generic DNS
 - email rejected - rDNS failure
 - frequently asked questions
- paid postings**
 - vehicles by dealer fees
 - posting fees
 - how to submit a paid job post
 - lifespan of posts
 - how to edit or delete a paid post
 - how to repost a paid post
 - pay an invoice online
 - resources for NYC apartment brokers
 - paid posts: frequently asked questions
- avoiding scams and fraud**
 - spotting and avoiding scams
 - what is "phishing"?
 - who is posting ads in my account?
 - why is CL emailing me to log in?
 - can I trust this great but odd deal?
- miscellaneous**
 - system status
 - searching craigslist
 - "help desk" forum
 - contact us
- LEGAL, copyright, harassment**
 - law enforcement (subpoenas, etc)
 - copyright violation
 - personal harassment
 - terms of use

HELP PAGE: This design is just as cluttered as the home page. This could be spread out by an accordion.

CLIENT BRIEF, CONT.

The screenshot shows a web browser window with a grey header bar containing standard icons like back, forward, search, and refresh. Below the header is a navigation bar with the text "CL about > scams". Underneath the navigation bar, there are four blue links: "personal safety", "prohibited", "recalls", and "forum". The main content area has a title "Avoiding Scams" in bold black font. Below the title is a yellow box containing the text "Deal locally, face-to-face —follow this one rule and avoid 99% of scam attempts." followed by a bulleted list of nine items. After a horizontal line, there's a section titled "Who should I notify about fraud or scam attempts?" with two subsections: "United States" and "Canada", each with a bulleted list of contacts. At the bottom of the page, there are two lines of text: "If you are defrauded by someone you met in person, contact your local police department." and "If you suspect that a craigslist post may be connected to a scam, please [send us the details](#)".

Avoiding Scams

Deal locally, face-to-face —follow this one rule and avoid 99% of scam attempts.

- Do not extend payment to anyone you have not met in person.
- Beware offers involving shipping - deal with locals you can meet in person.
- Never wire funds (e.g. Western Union) - anyone who asks you to is a scammer.
- Don't accept cashier/certified checks or money orders - banks cash fakes, then hold you responsible.
- Transactions are between users only, no third party provides a "guarantee".
- Never give out financial info (bank account, social security, paypal account, etc).
- Do not rent or purchase sight-unseen—that amazing "deal" may not exist.
- Refuse background/credit checks until you have met landlord/employer in person.

Who should I notify about fraud or scam attempts?

United States

- Internet Fraud Complaint Center
- FTC Video: How to report scams to the FTC
- FTC complaint form and hotline: 877-FTC-HELP (877-382-4357)
- Consumer Sentinel/Military (for armed service members and families)
- SIIA Software and Content Piracy reporting
- Ohio Attorney General Consumer Complaints
- New York Attorney General, Avoid Online Investment Fraud

Canada

- Canadian Anti-Fraud Centre or 888-495-8501 (toll-free)
- Royal Canadian Mounted Police (RCMP)

If you are defrauded by someone you met in person, contact your local police department.

If you suspect that a craigslist post may be connected to a scam, please [send us the details](#).

SCAMS PAGE: This page is very helpful but the information is so extensive. With some hide and show options or some sort of table of contents, it will definitely be easier to navigate.

PERSONA #1



BASIC INFO:

Name: Patricia Meyers

Age: 27

Marital Status: Single, no children

Occupation: Business Management

Location: New York City, NY

PERSONALITY

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

GOALS:

- Move out of home state of New York
- Make enough money to have fun on her own.
- Fully furnish new apartment.
- See Italy, France, and Russia.

FRUSTRATIONS:

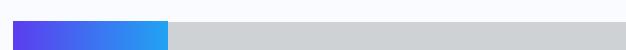
- Clutter
- Stress
- Lack of color
- Bad customer service

MOTIVATION:

Incentive



Fear



Growth



Power



Social



BRANDS & INFLUENCERS:



FOREVER 21



Neiman Marcus

amazon

eBay

NETFLIX

PREFERRED CHANNELS:

Traditional Ads



Online & Social Media



Referral



Guerilla Efforts & PR



PERSONA #2



BASIC INFO:

Name: Philip Brown

Age: 32

Marital Status: Girlfriend, one child

Occupation: Bartender

Location: Los Angeles, California

PERSONALITY:

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

GOALS:

- Provide a great life for his new child.
- Travel through Europe one summer.
- Make a lot of money in his lifetime.
- Own his favorite car.
- Practice happiness on a daily basis.

FRUSTRATIONS:

- Waiting in line
- Jokes that don't make sense
- No WiFi
- Bad customer service

MOTIVATION:

Incentive



Fear



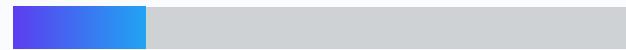
Growth



Power



Social



BRANDS & INFLUENCERS:



ESTD V 1759



PREFERRED CHANNELS:

Traditional Ads



Online & Social Media



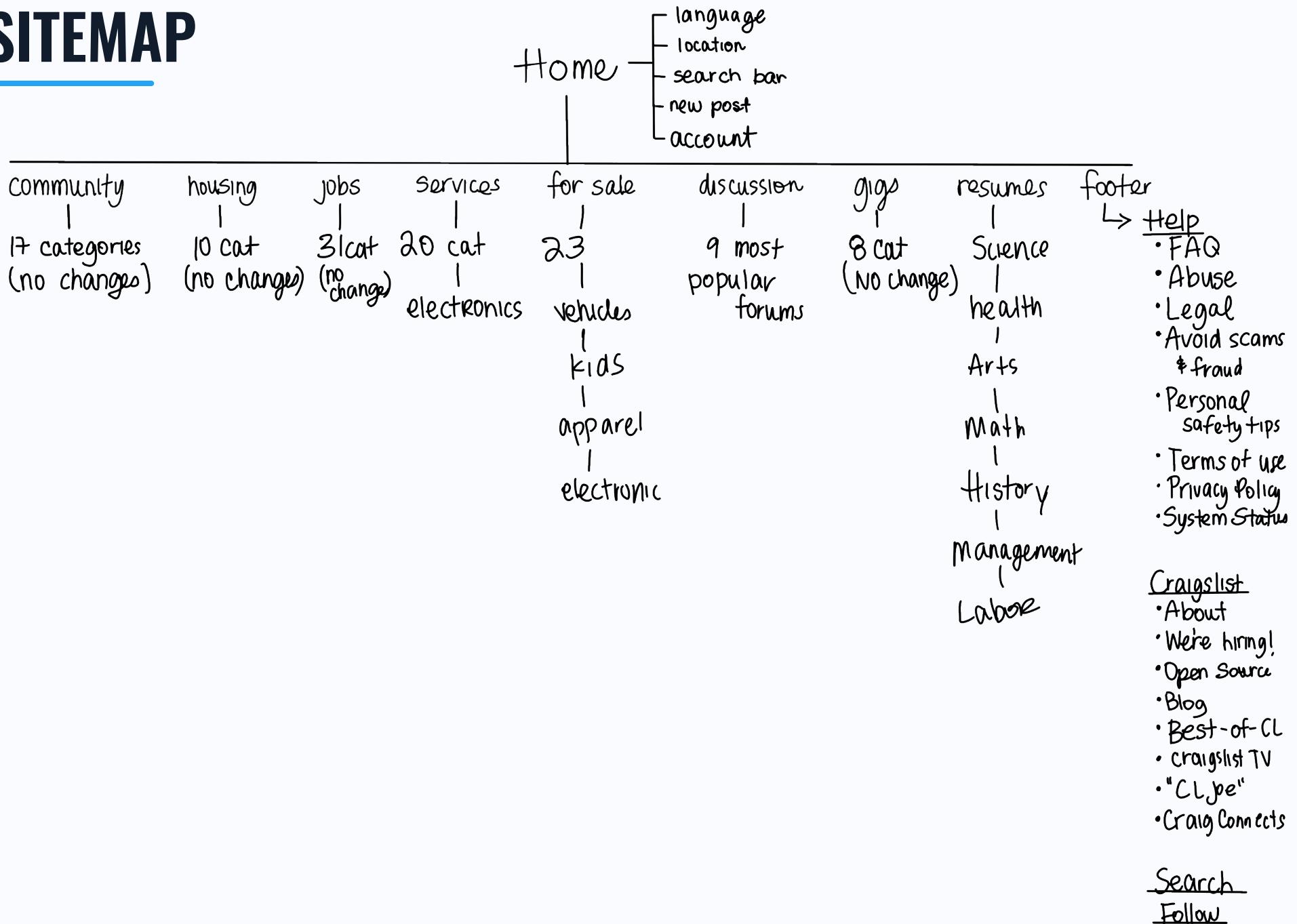
Referral



Guerilla Efforts & PR

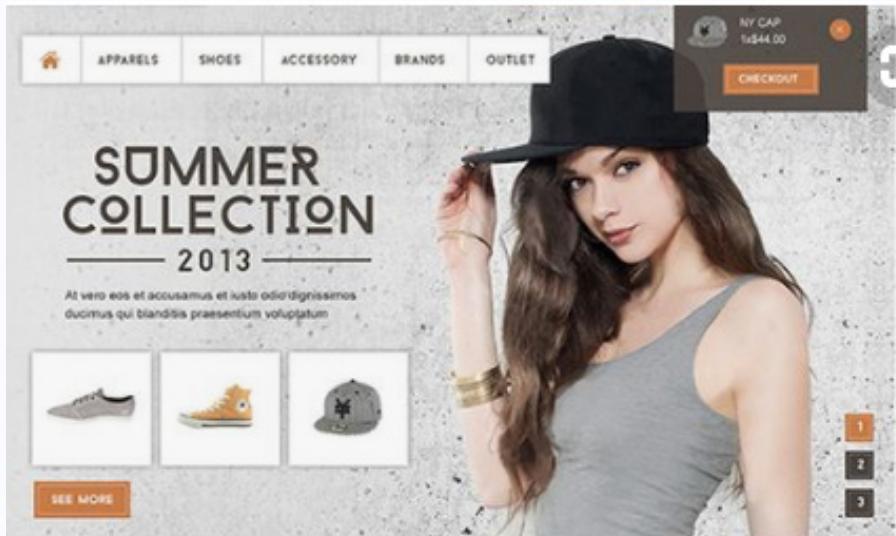


SITEMAP

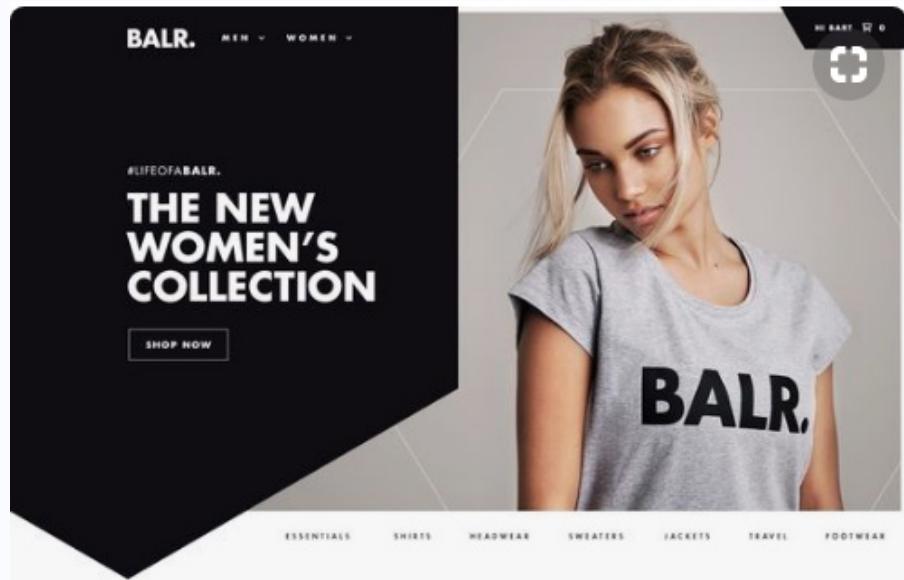


INSPIRATION

Header organization



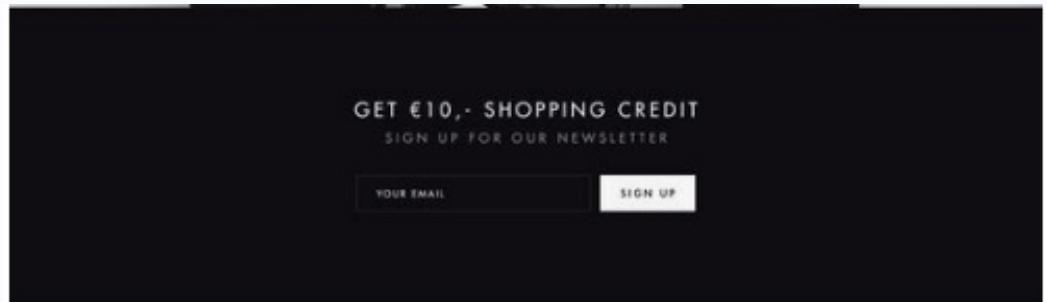
Dynamic header shape



Footer organization

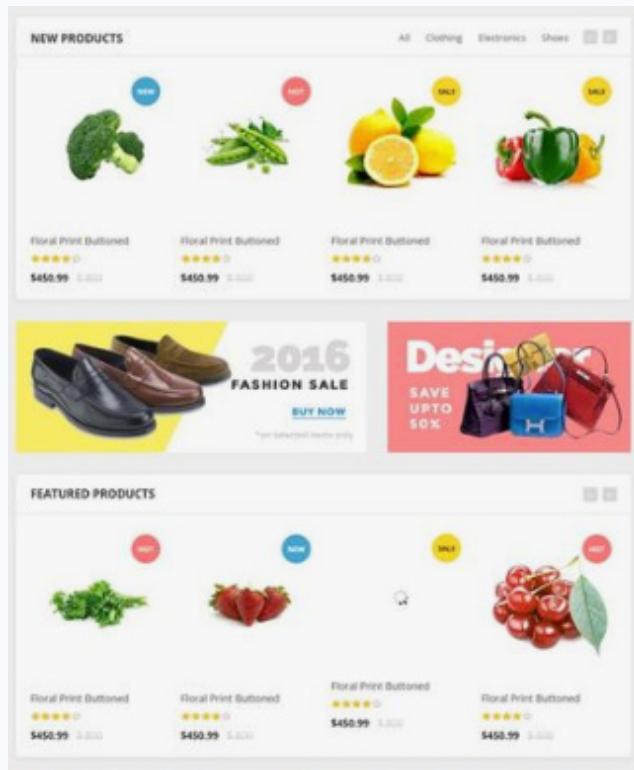


Simple CTA

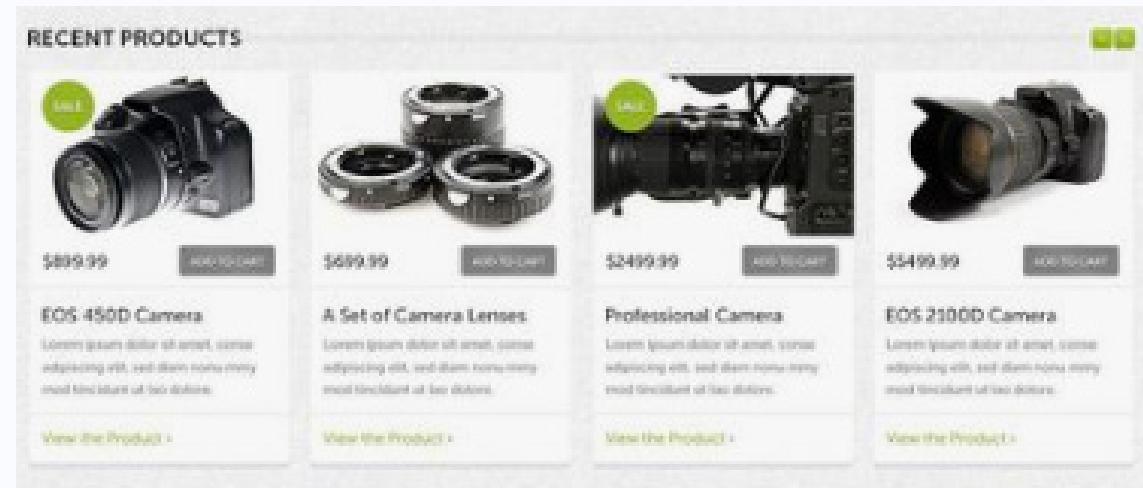


INSPIRATION, CONT.

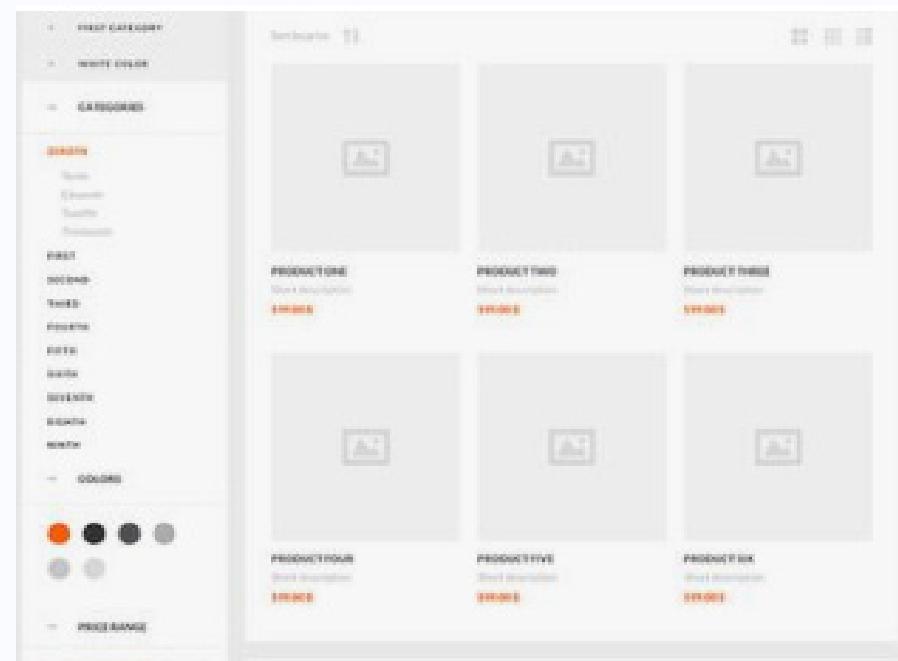
Product list UI



Product list UI



Color palette

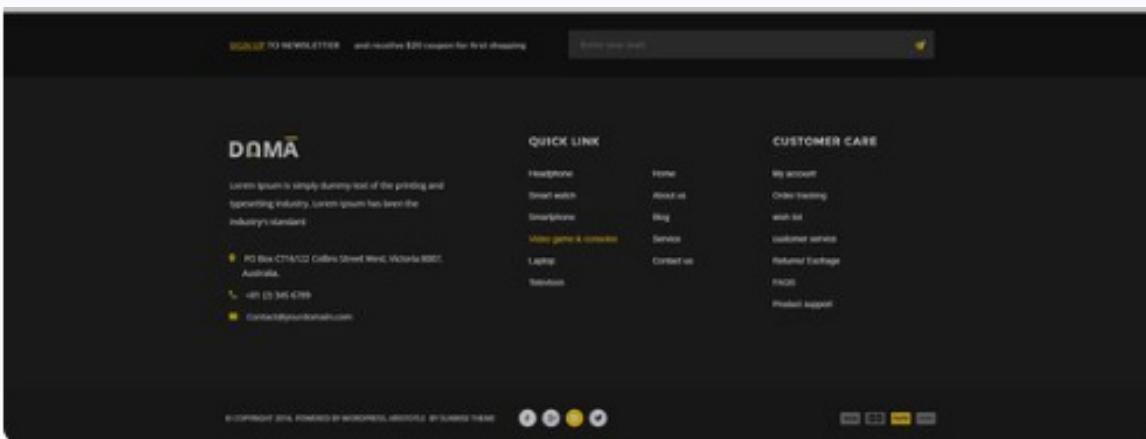


INSPIRATION, CONT.

Navigation Layout

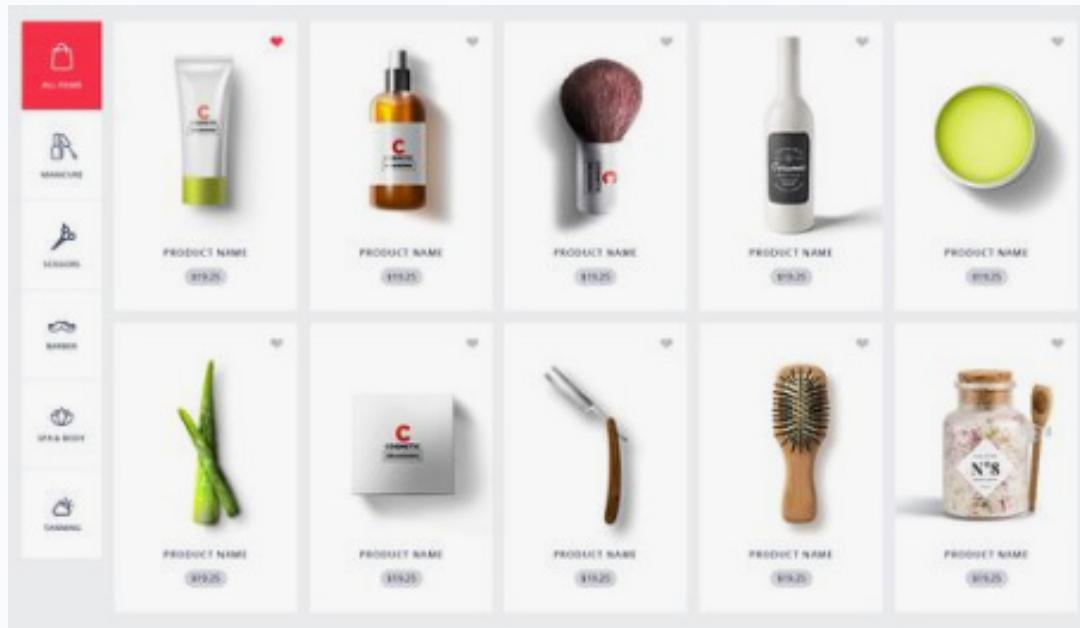


Footer layout



INSPIRATION, CONT.

Section layout



Dynamic Layout

The image shows a dynamic landing page for Stripe's Sigma feature. It features two main callout boxes: one on the left with a purple circular icon and another on the right with a pink ribbon icon. The left box contains the text "INTRODUCING SIGMA →" and "Use SQL to explore your business' payments and revenue data, build and run custom reports, get insights, and more." The right box contains the text "EXPLORE THE DOCS →" and "Start building your integration and accept your first payment in minutes. Stripe libraries are available in every language from Ruby to Go." Below these boxes, there is a section with the text "Ready to get started? Get in touch, or create an account." followed by two buttons: "CREATE STRIPE ACCOUNT" and "CONTACT SALES".

TYPE STUDY

OPTION 1:

HEADING 1

HEADING 2

Body / Vestibulum mi lectus, faucibus ut pharetra eget, hendrerit ac odio. Sed pharetra lacinia erat, non accumsan sem consectetur ac. Vivamus eu feugiat dolor. Quisque pulvinar sagittis dapibus. Nunc ultrices nisl euismod ipsum volutpat, quis sodales sem ultrices. Morbi id molestie ligula.

Heading 1: Oswald

Heading 2: Oswald

Body: Muli

OPTION 2:

Heading 1

HEADING 2

Body / Vestibulum mi lectus, faucibus ut pharetra eget, hendrerit ac odio. Sed pharetra lacinia erat, non accumsan sem consectetur ac. Vivamus eu feugiat dolor. Quisque pulvinar sagittis dapibus. Nunc ultrices nisl euismod ipsum volutpat, quis sodales sem ultrices. Morbi id molestie ligula.

Heading 1: Open Sans

Heading 2: Oswald

Body: Open Sans

OPTION 3:

HEADING 1

HEADING 2

Body / Vestibulum mi lectus, faucibus ut pharetra eget, hendrerit ac odio. Sed pharetra lacinia erat, non accumsan sem consectetur ac. Vivamus eu feugiat dolor. Quisque pulvinar sagittis dapibus. Nunc ultrices nisl euismod ipsum volutpat, quis sodales sem ultrices. Morbi id molestie ligula.

Heading 1: Roboto Slab

Heading 2: Helvetica Neue

Body: Roboto

I'm heavily leaning towards Option 1

COLOR STUDY

OPTION 1: This option heavily focuses on a blue tint overall. This is the one I'm leaning towards based on the mood.



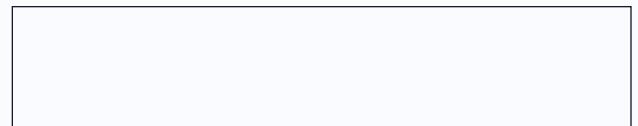
#5b3eef



#111c2d



#20a4f3

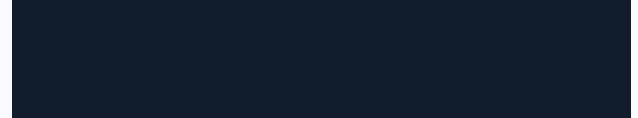


#f9fbff

OPTION 2: This warmer tone could work and brighten the design.



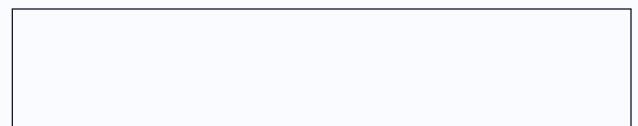
#e05263



#111c2d



#ce2d4f



#f9fbff

LOGO STUDY

It's clear that Craigslist is a simple brand and straight to the point. To mirror that in a logo redesign, I've decided to sway in a logotype direction.

I'm heavily leaning towards option 3

OPTION 1



craigslist

- Option 1: Julietta
- Option 2: Quicksand
- Option 3: Lora
- Option 4: Titillium Web

OPTION 2



craigslist

OPTION 3



craigslist

OPTION 4



craigslist

OPTION 5



craigslist

OPTION 5



craigslist

FINAL LOGO:

craigslist

craigslist



The top option was an original option that came up as an idea to bring the main colors into the logo.

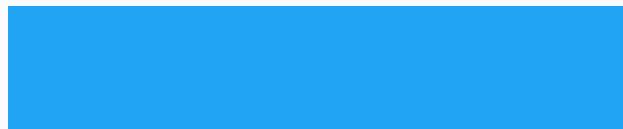
The problem is that the blue ends up so light. The value fo each color is too similar.

Thrown into a gradient creates subtlety and a medium blue that meshes well with both colors.

FINAL COLOR SCHEME:



#5b3eef



#20a4f3



#111c2d



#f9fbff

FINAL TYPOGRAPHY

HEADING 1

Heading 2

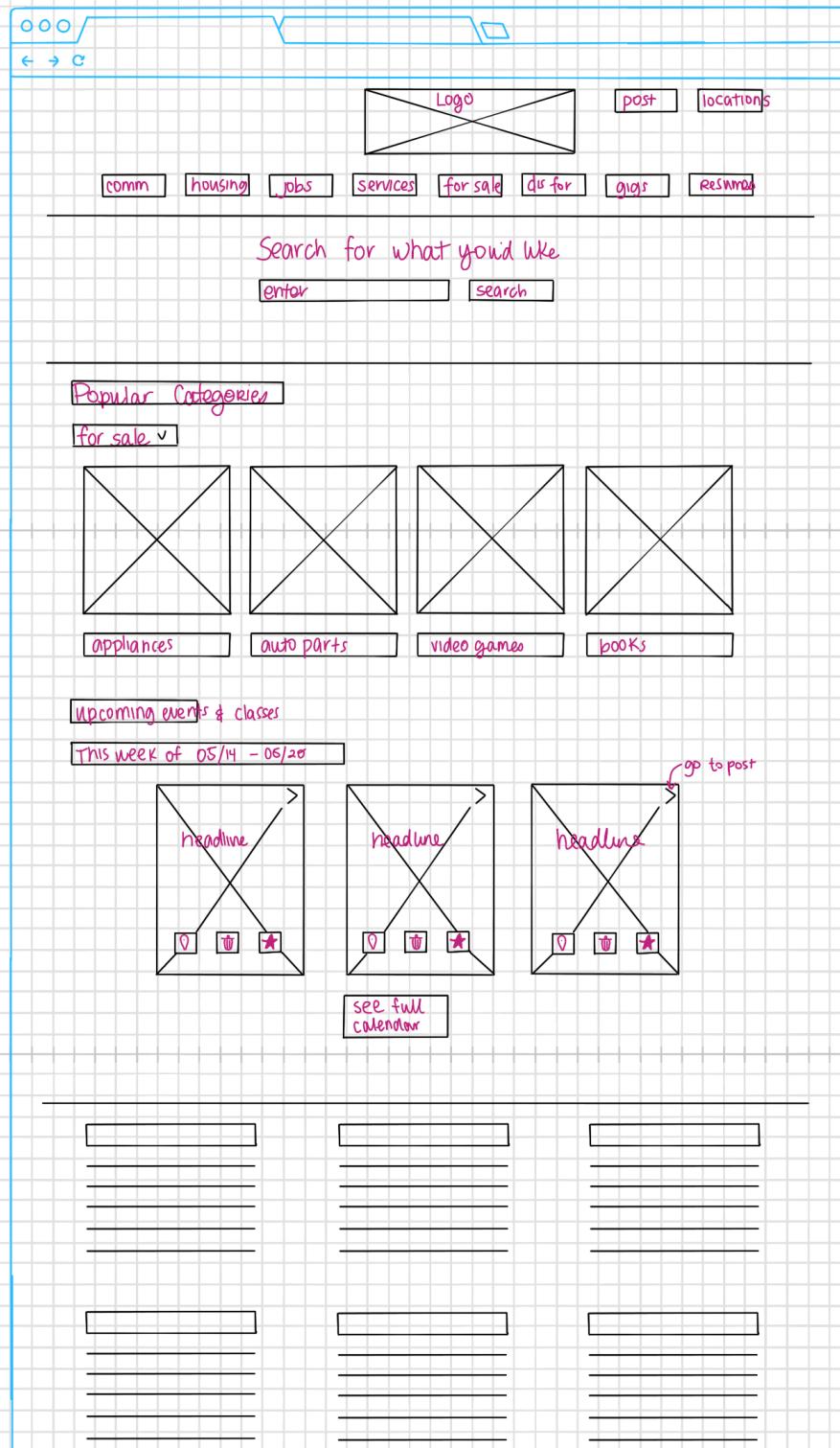
Body / Vestibulum mi lectus, faucibus ut pharetra eget, hendrerit ac odio. Sed pharetra lacinia erat, non accumsan sem consectetur ac. Vivamus eu feugiat dolor. Quisque pulvinar sagittis dapibus. Nunc ultrices nisl euismod ipsum volutpat, quis sodales sem ultrices. Morbi id molestie ligula.

WIREFRAMES

PART 1:

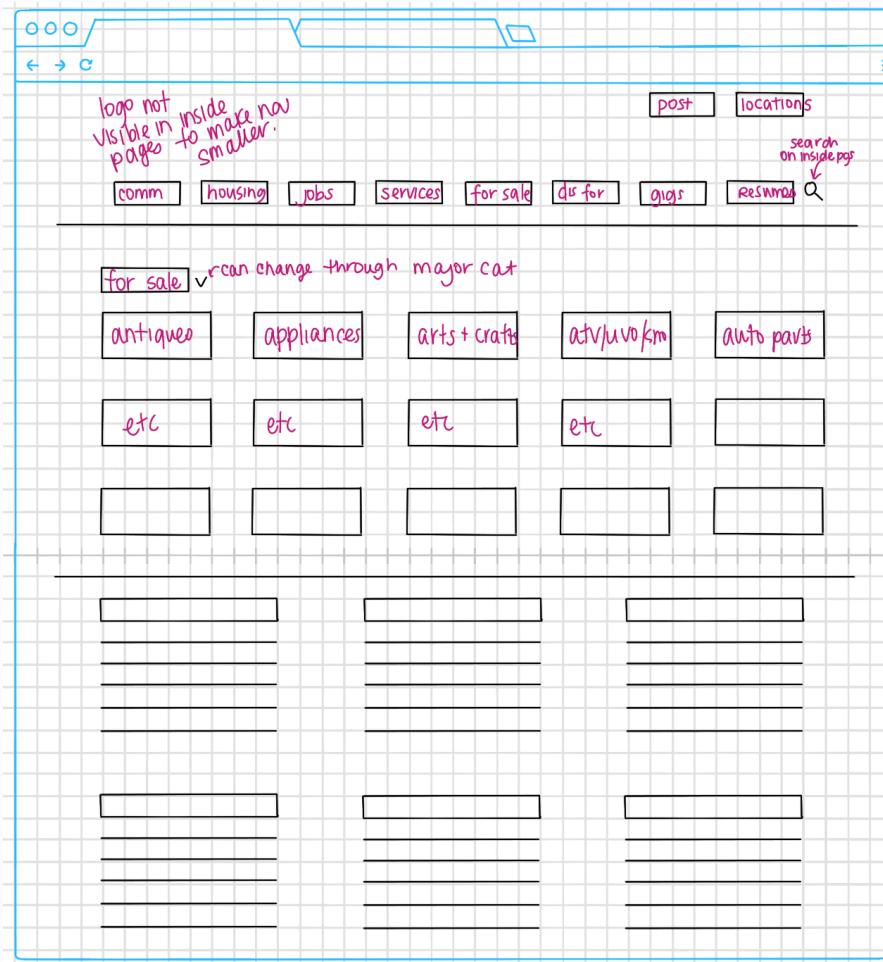
In this section, you will find wireframes for the home page, categories page, single post page, post page, and help page.

Home #1

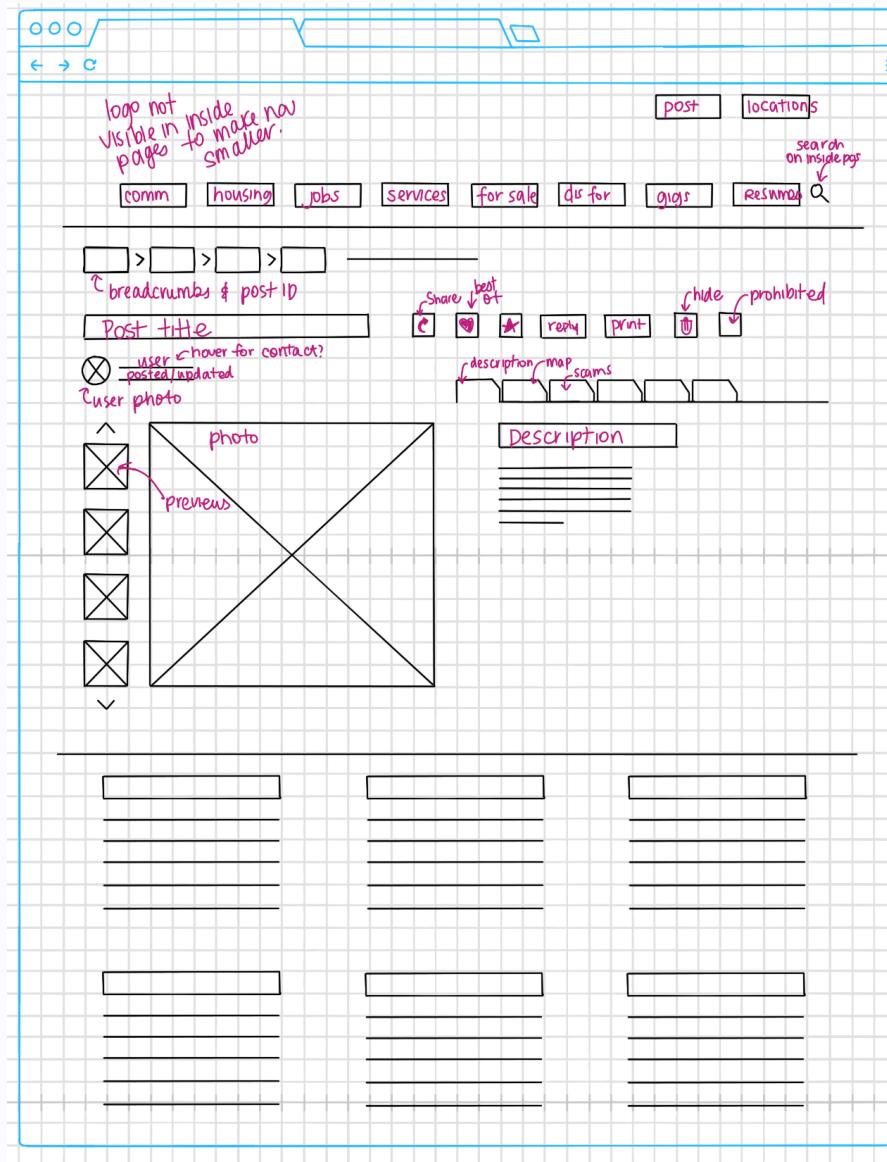


WIREFRAMES, CONT.

Categories #1



WIREFRAMES, CONT.



Single post #1

WIREFRAMES, CONT.

Post #1

Logo not visible in inside nav
pages to make nav smaller.

post locations

comm housing jobs services for sale c/s for gigs res/nat search

Step 1: type of posting
categories v

Step 2: category
choose v

Step 3: Post title

price

location

zip code

posting body

Step 4: posting details
make/ manufacturer
model name/ number
site/ dimensions
LxWxH
language
english
condition
crypto currency ok
more ads by user

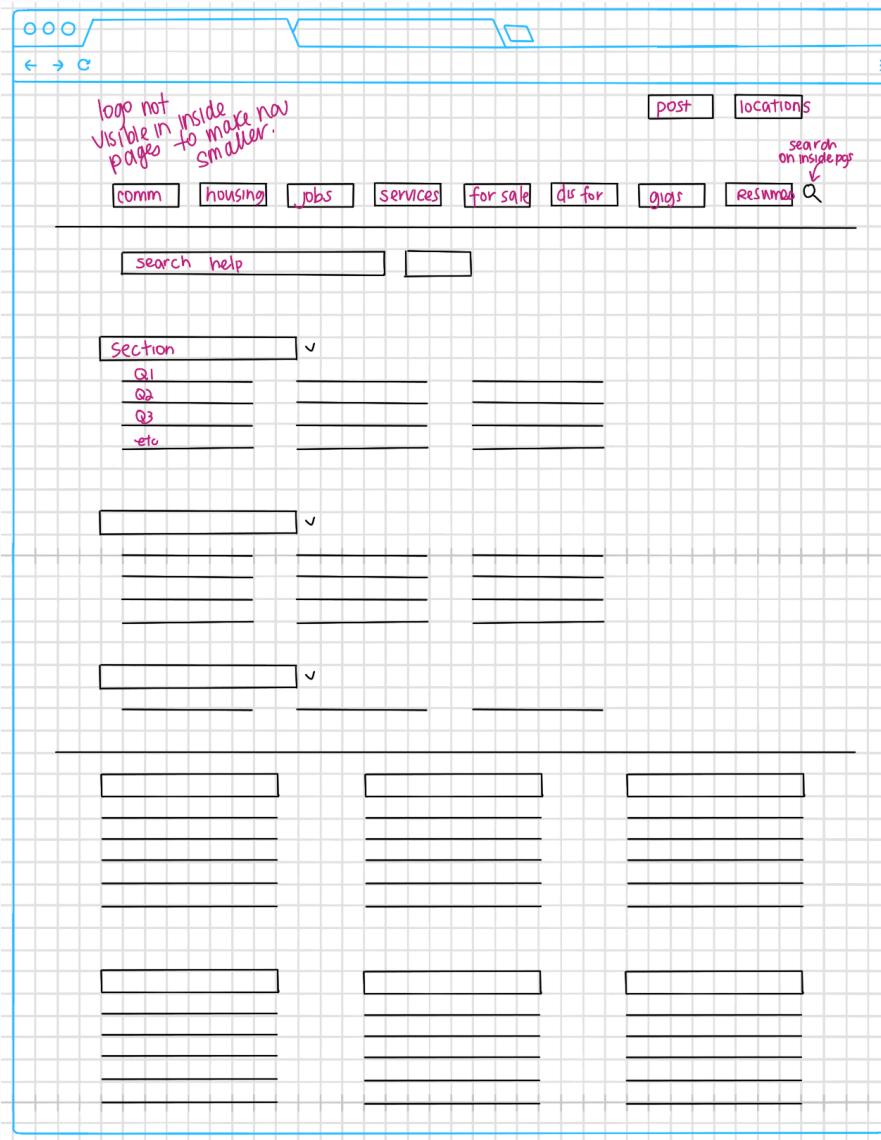
Step 5: contact info
name
email
type again
Login Sign up
phone ext
call text
ok for others to contact about other services

Step 6 - location
street
cross street
city
state
show on maps

Step 7 - images
File
X Name X delete
X X
X X

WIREFRAMES, CONT.

Help #1

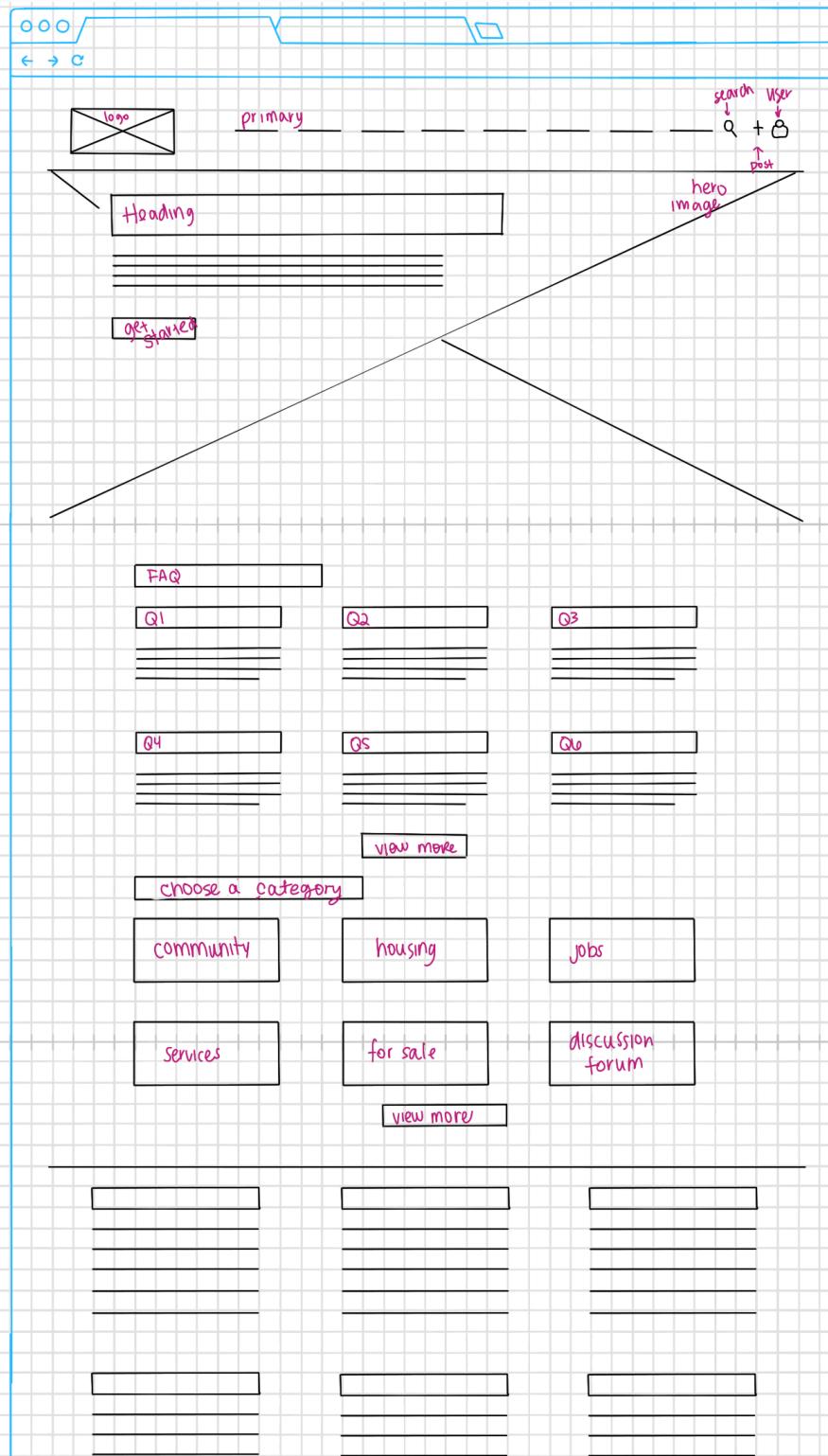


WIREFRAMES, CONT.

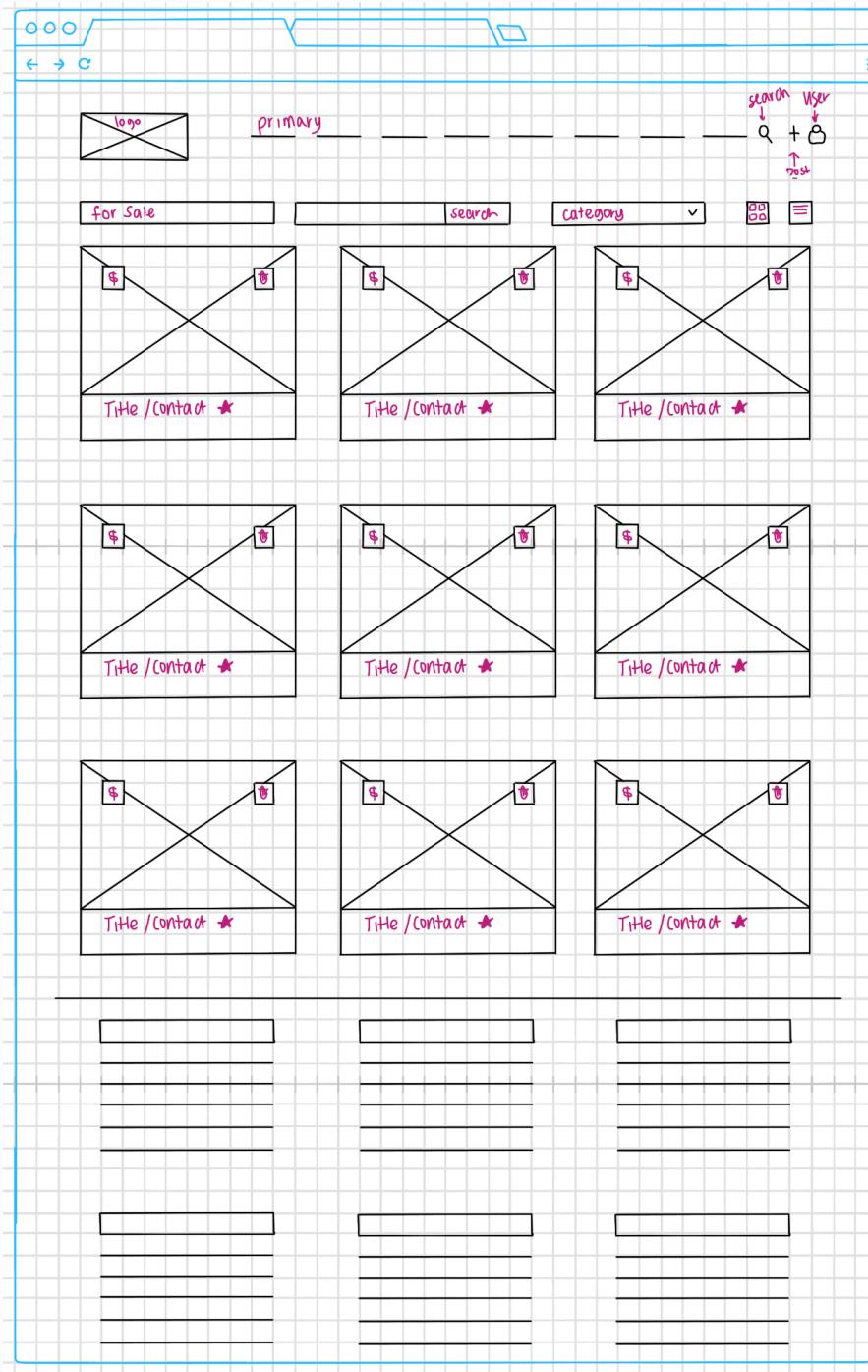
PART 2:

In this section, you will find an alternate layout for the home page as well as one inside page.

Home #2



WIREFRAMES, CONT.



COMPS

The image displays the Craigslist homepage at the top and a mobile application interface at the bottom. The Craigslist homepage features a search bar, popular categories like Appliances, Auto Parts, Video Games, and Books, and a section for upcoming events and classes. The mobile app interface shows a smartphone screen with a blurred view of the Craigslist website.

SEARCH FOR WHAT YOU'D LIKE

Enter your search SEARCH

POPULAR CATEGORIES

For Sale

APPLIANCES → AUTO PARTS → VIDEO GAMES → BOOKS →

UPCOMING EVENTS AND CLASSES

Posted this week of 05 / 14 / 2018 to 05 / 20 / 2018

Online based medi billing course, no pay. POSTED BY ALEX RUSSO

Earn your GED en Español POSTED BY ISABEL GARCIA

Basketball training this week POSTED BY MICHAEL JONES

SEE FULL CALENDAR

DOWNLOAD OUR NEW MOBILE APP

Join for rewards

If you need to sell something or buy something while on the go, Craigslist found a solution. Download our mobile app today from the App Store or Google store.

APP STORE DOWNLOAD GOOGLE STORE DOWNLOAD

COMPS, CONT.

[craigslist](#) COMMUNITY HOUSING JOBS SERVICES DISCUSSION FORUMS GIGS RESUMES   NEW POST

HOME > FOR SALE > AUTO PARTS > POST ID 1234567890

BMW 2013 Car Radio - \$35

 **Philip Brown**
LAST UPDATED: 3 HOURS AGO

[REPLY](#) 

DESCRIPTION	LOCATION
BMW car radio for sale. Please call or email with serious inquiries. Comes with adapter and chord.	
MAKE/MANUFACTURER: BMW	MODEL NAME/NUMBER: C42381648371323
SIZE/DIMENSIONS: 8" by 5" by 2"	CONDITION: Good
CONTACT INFO: 407 - 123 - 4567 philipbrown@gmail.com	PAYMENT OPTIONS: Cryptocurrency ok

*DO NOT CONTACT ME WITH UNSOLICITED SERVICES OR OFFERS

Shopping and selling on Craigslist:

The screenshot shows the Craigslist homepage with a dark background. At the top, there's a banner titled "AVOID SCAMS" with subtext "Deal locally" and "Beware wiring (e.g. Western Union), cashier checks, money orders, shipping." Below it is another banner for "PRODUCT RECALLS" with the text "Unlawful sales of recalled items are prohibited" and "Please be sure items are safe to use and legal to sell." A "LEARN MORE" button is present in both banners. In the center, a blue speech bubble contains the text "WE'RE HIRING!" followed by an envelope icon. The word "craigslist" is written in white lowercase letters below the speech bubble. To the left, there's a sidebar with links: Help, F.A.Q., Abuse, Legal, Avoid Scams & Fraud, Personal Safety Tips, and System Status. To the right, there's a "Search the classifieds:" field with a placeholder "Enter your search" and a magnifying glass icon. Below the search field, there's a "Follow us:" section with icons for Facebook, Twitter, and YouTube. At the bottom, there are three small blue hexagonal shapes. The footer contains the text "© CRAIGSLIST. TERMS OF USE AND PRIVACY POLICY."

COMPS, CONT.

The wireframe shows the layout of the Craigslist homepage. At the top, there's a header with the Craigslist logo, a search bar, and a 'NEW POST' button. Below the header is a large search bar with placeholder text 'Enter your search' and a dropdown menu for 'For Sale'. To the right of the search bar is a blue 'SEARCH' button. The main content area features a section titled 'SEARCH FOR WHAT YOU'D LIKE' with a search bar and dropdown for 'For Sale'. Below this is a section titled 'BROWSE THE CATEGORIES' with a grid of eight categories: 'FOR SALE' (highlighted), 'COMMUNITY', 'HOUSING', 'JOBS', 'SERVICES', 'DISCUSSION FORUMS', 'GIGS', and 'RESUMES'. Further down is a section titled 'UPCOMING EVENTS AND CLASSES' with a date range from '05 / 14 / 2018' to '05 / 20 / 2018'. It displays three event cards: 'Online based medi billing course, no pay.' by Alex Russo, 'Earn your GED en Español' by Isabel Garcia, and 'Basketball training this week' by Michael Jones. Each card has a 'REPLY' button and small icons for sharing. At the bottom is a 'SEE FULL CALENDAR' button.

My revision to the home page took the same approach to the CL website: straight to the point. In the coded website, I will add a hero image of Orlando to bring some color and excitement back in.