

Craigslist

Furniture | Campus

Stephanie Kuo

Problem Statement

- To create a better shopping experience for students who want to buy furniture on craigslist

Interview

Method

- Interviewed with 5 students

No	Grade	Live off-campus	Have Car	Use Craigslist	Use FB group
1	Senior	O	O	O	O
2	1 st year graduate	O	X	O	O
3	1 st year graduate	O	X	X	O
4	2 nd year graduate	O	O	X	O
5	2 nd year graduate	O	O	O	O

Questions

- Please describe your last experience of buying used furniture online.
- What are the main points for you to buy furniture?
- How did you choose the buyer?
- What is the most difficult problem that you encountered in the shopping experience?
- Have you bought used furniture from Craigslist?
- If yes, please describe the experience and the problems that you met.

Findings

- They understand their needs very clearly before searching.
- They care about distance the most.
- For interviewees who don't have cars, they prefer to find the seller who is able to deliver the furniture.
- They only consider to buy the item with pictures.
- They prefer to buy used furniture from school Facebook group because of the trust issue.

I make a list before starting to search.

I only contact with the buyer who live in 20 minutes driving.

I make a list before starting to search.

I think buying from Maize market (a UM Facebook group) is safer than Craigslist.

Persona

Persona

Primary

Steven

- 23 years-old
- 1st year graduate student.
- He lives in off-campus apartment with roommates.
- He likes to browse used furniture on Facebook group and Craigslist.
- He only can move furniture by borrowing vehicles from friends or ask buyer to deliver.
- He considers price as his first priority.



Secondary

Wendy

- 18 years-old
- Freshman
- She lives in off-campus housing with one roommate.
- She prefers to buy used furniture from friends or from school Facebook group.
- She has vehicle and driving license.
- She thinks the furniture size and color are the most important things.



User Journey

Stages	Plan to buy furniture	Shopping	Contact seller	Deliver furniture
Doing	1. Read the floor plan 2. Ask for friends recommendations of buying furniture	1. Search on Facebook group and Craigslist 2. Search on IKEA website to compare price 3. Search the location of buyer 4. Compare the size of furniture and floor plan	1. Use text, email or messenger to contact seller 2. Check pick-up time 3. Negotiate price 4. Ask for goods condition 5. Discuss payment method	1. Wait for seller to deliver 2. Rent a truck from U-Haul or borrow a car from friends 3. Walk and pick up furniture
Thinking	1. How to place furniture 2. What is the furniture that I need 3. Which one is must-have on move-in day	1. Consider to buy it from which platform 2. If the furniture is good as the picture 3. Consider the distance of delivery	1. If the seller can provide delivery service 2. If the price can be lower 3. How to communicate with seller politely	1. They seller may stand me up. 2. The buyer may worry about I don't pay for it 3. The cost of car rental is expensive
Feeling	1. Feel exited to start new life	1. Feel time-wasting to keep search	1. Feel frustrated if the deal cannot be made 2. Feel tired to repeat same conversation	1. Worry about safety issue
Opportunities	1. Virtual platform to help users to place furniture on the floor plan	1. Provide delivery information on the homepage 2. Several angles of pictures 3. Consistent format and customized search for saving time	1. Provide template when contacting sellers	1. Use verify system to filter users in same school 2. Rating system

Design Guideline

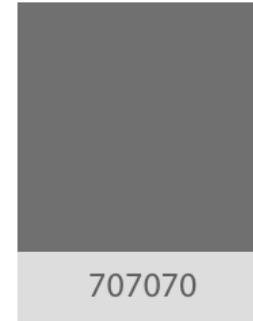
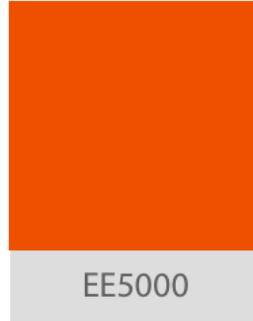
Design Concepts

- Highlight location and distance
- Customized search for price, distance and delivery method
- Consistent posting format for buyers to find information easily
- School e-mail verifying system

Students can use their school e-mail address to register, and they'll become verified member and search verified sellers in the same school.
- Rating system

Design Principles

- Follow the brand image of Craigslist but allow some changes



Headlines

Title

Times New Roman Bold 48pt

Subtitle

Myriad Regular 24pt

Label

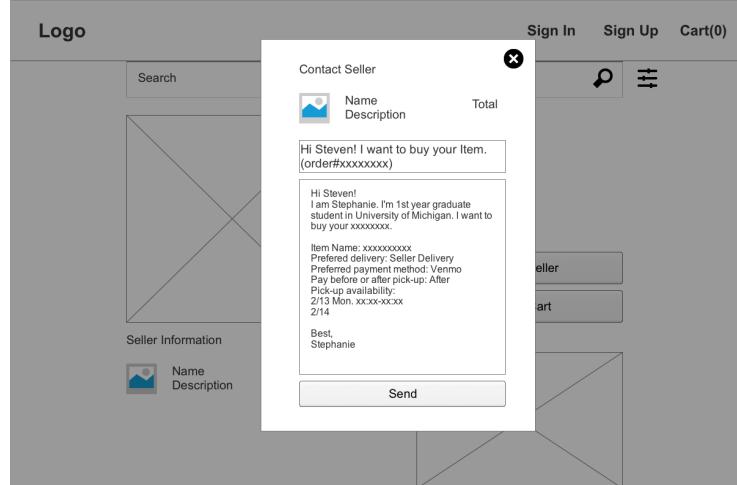
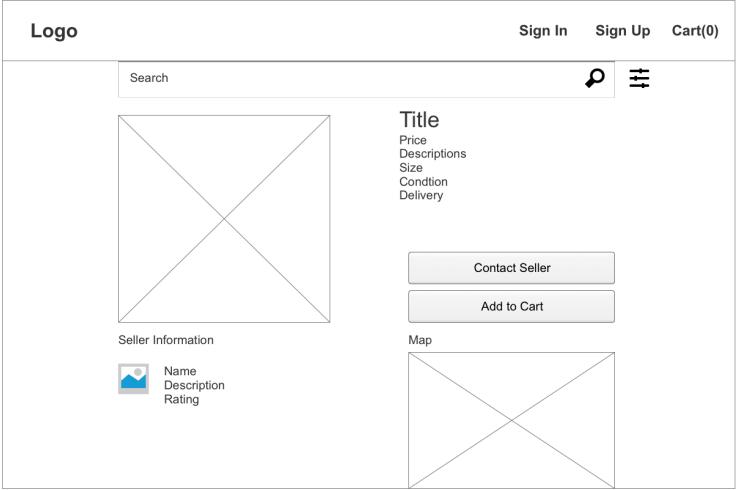
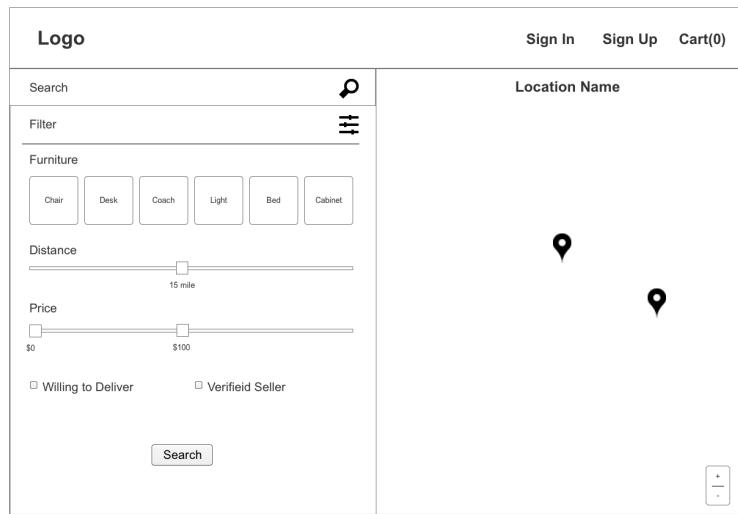
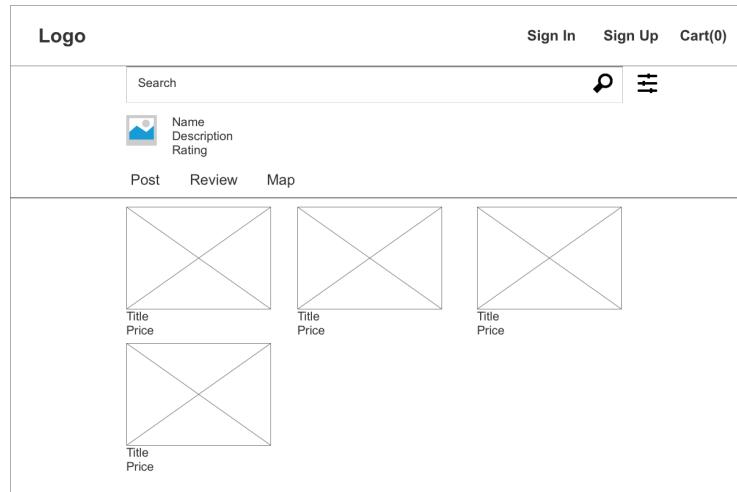
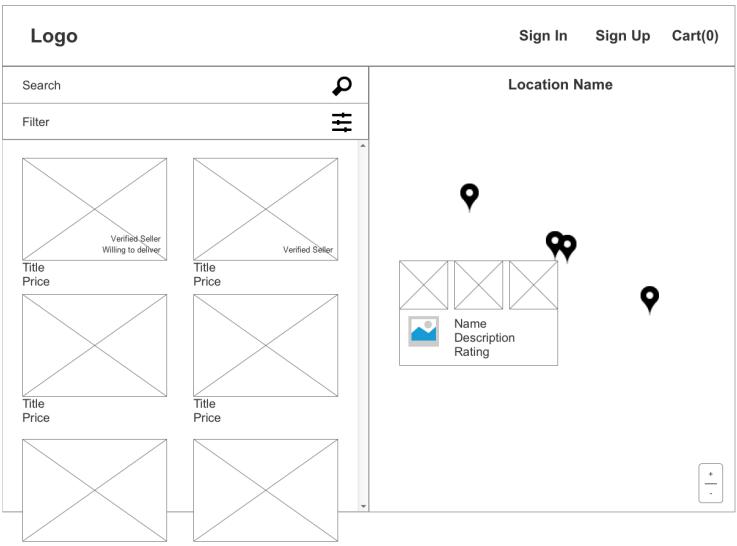
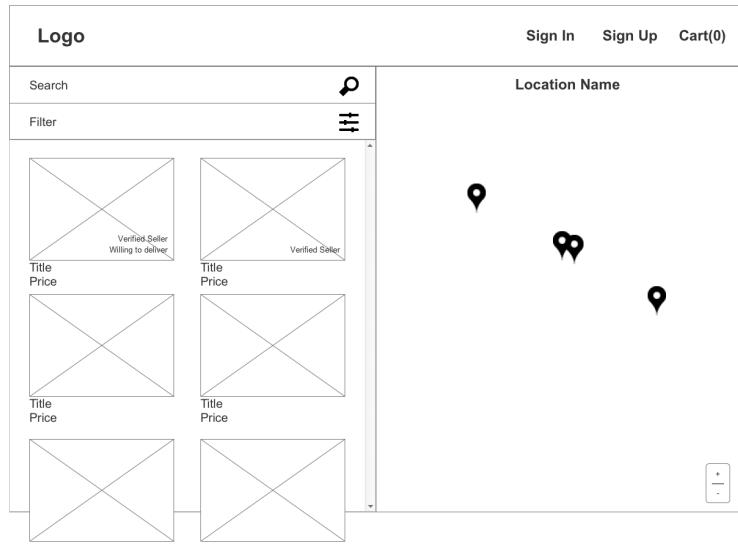
Myriad Regular 20pt

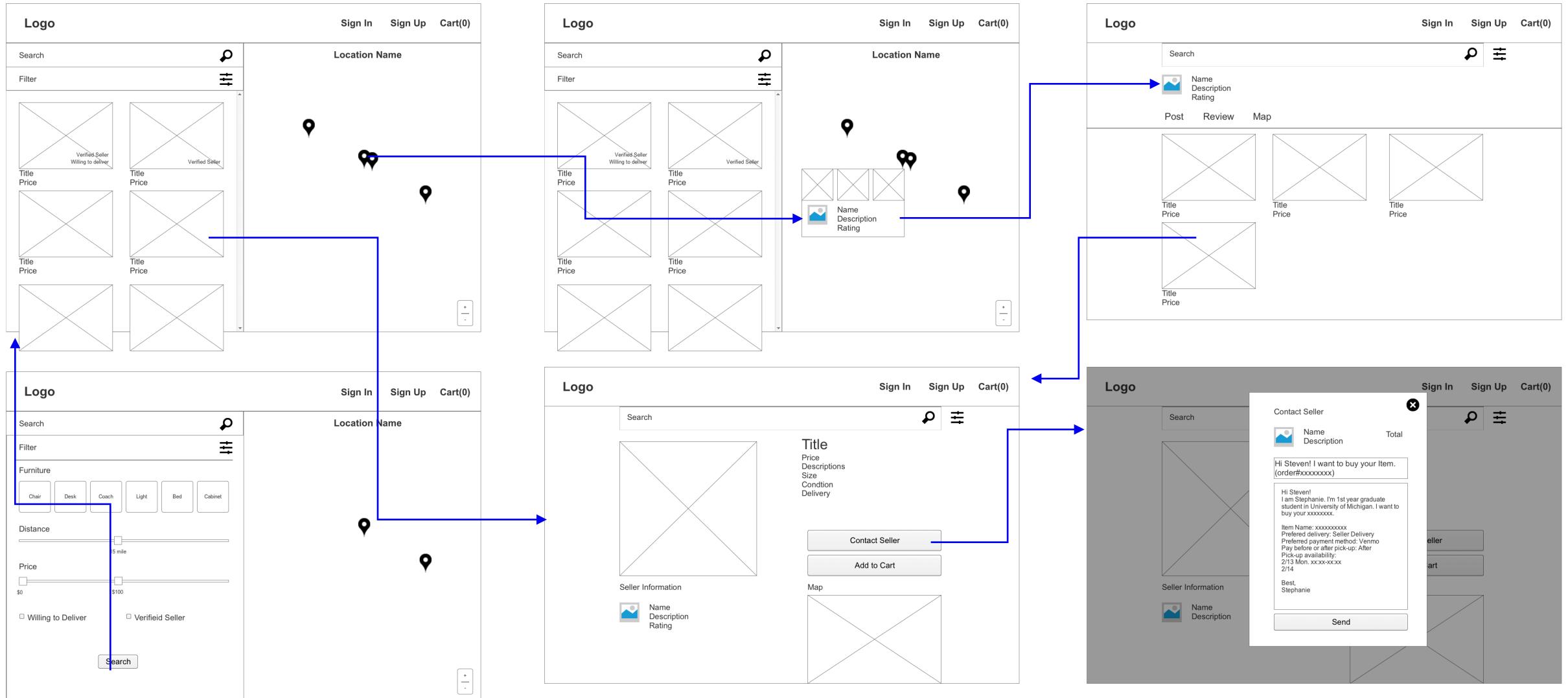
Label

Myriad Regular 20pt

Myriad Regular 20pt

Wireframe





Mockup

Craigslist

Furniture | Campus

My Account

Cart (0)

Search

Filter ▾



\$250
Large dinning table and chairs
Ann Arbor



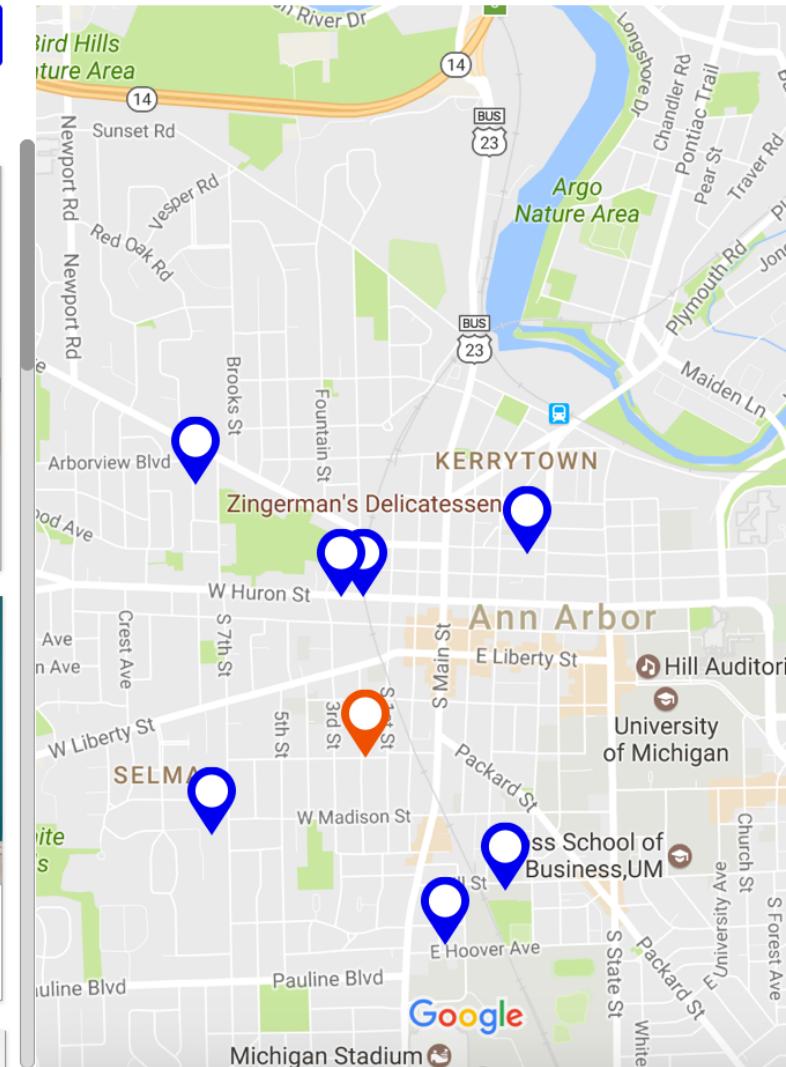
\$170
Dinning table and chairs
Ann Arbor



\$150
Sofa Couch
Ann Arbor



Verified
Delivery
Dinning table and chairs
Ann Arbor



Focus on searching function as current design

Use label to highlight verified member and delivery service

Provide pictures at the very beginning as window shopping

Craigslist Furniture | Campus

My Account Cart (0)

Filter ▾

\$250
Large dinning table and chairs
Ann Arbor

\$170
Dinning table and chairs
Ann Arbor

\$150
Sofa Couch
Ann Arbor

\$170
Dinning table and chairs
Ann Arbor

Bird Hills Nature Area

Argo Nature Area

KERRYTOWN

Zingerman's Delicatessen

Ann Arbor

SELMA

Michigan Stadium

Google

Visualize available sellers' location to help buyers to estimate delivery distance

Present buyer's address
If buyer hasn't logged in, it will detect IP address.

Craigslist

Furniture | Campus

My Account

Cart (0)

Search

Filter ▾



\$170
Dinning table and chairs
Ann Arbor

Verified



\$150
Sofa Couch
Ann Arbor

Verified



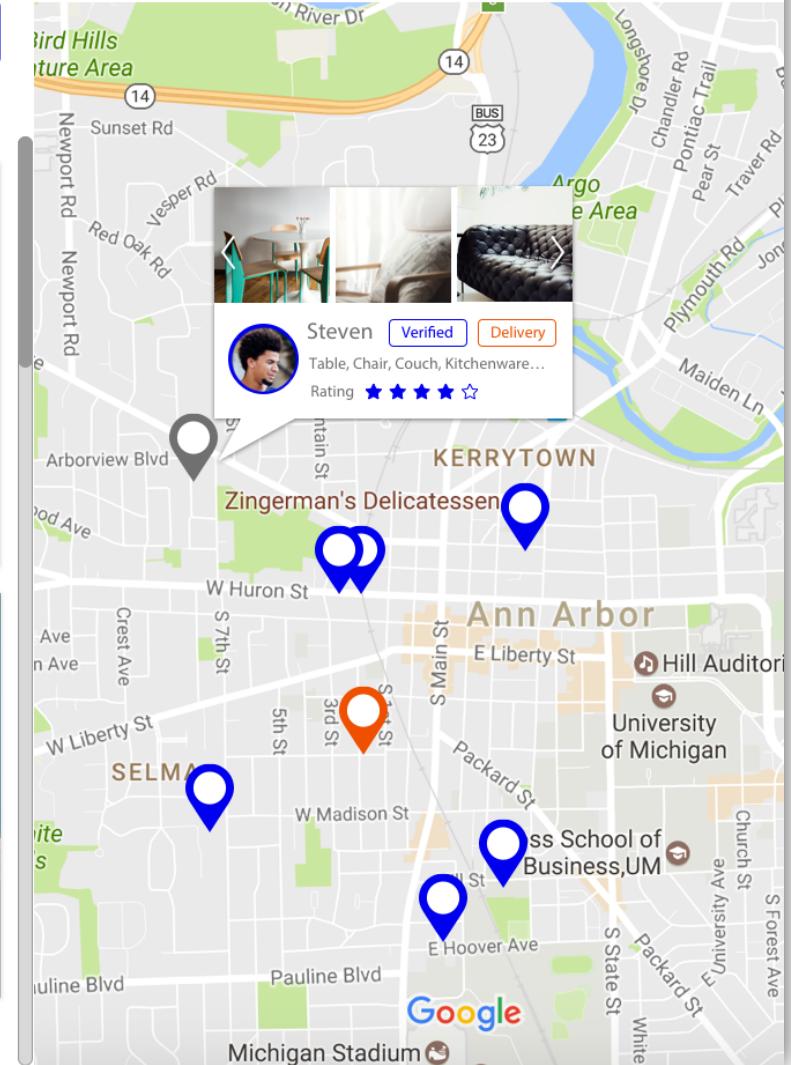
\$170
Dinning table and chairs
Ann Arbor

Verified Delivery



\$170
Dinning table and chairs
Ann Arbor

Verified Delivery

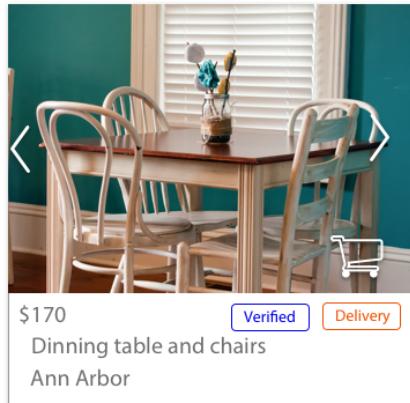
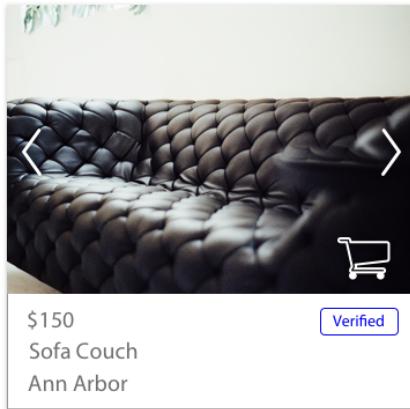
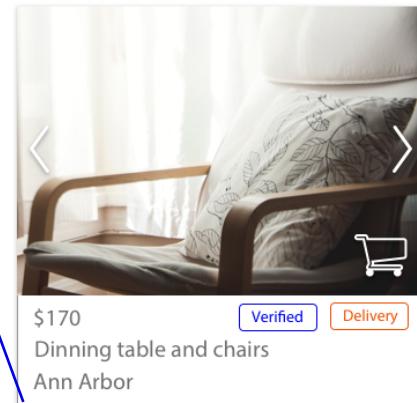
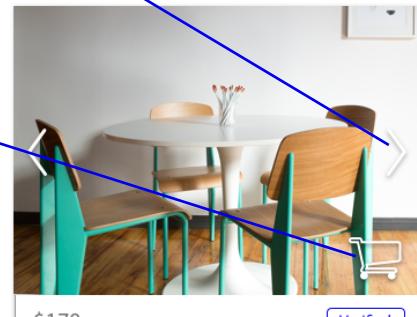


Keep the function
of browsing more
pictures

Add to cart by one
click

Keep original
design as paper
metaphor

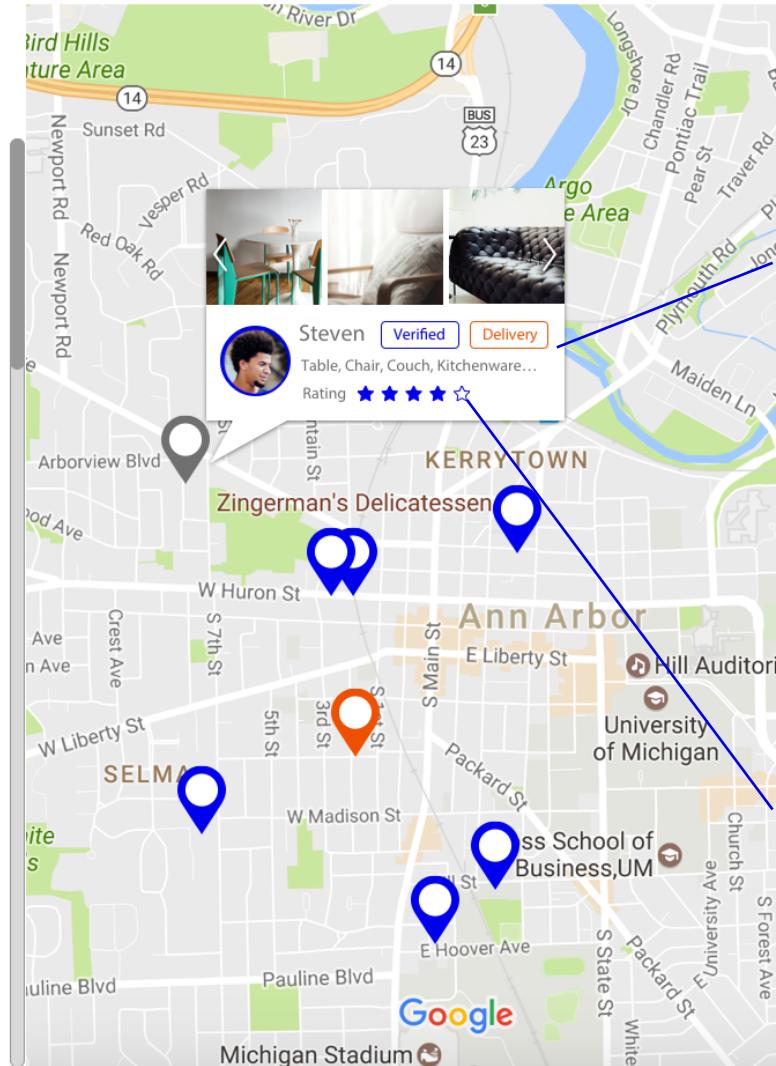
Craigslist Furniture | Campus



Filter ▾

My Account

Cart (0)



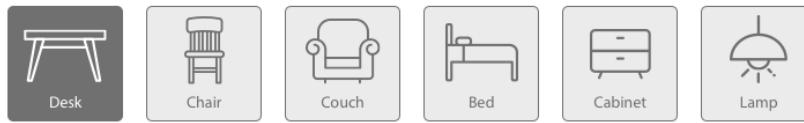
When user click
on the dot, it
shows the seller's
information.
Because users
may prefer to buy
all stuffs from
same seller by
only 1 trip.

Rating system to
enhance the trust

Craigslist Furniture | Campus

 Filter ▲

Furniture Type



Distance



Price



Posting Date

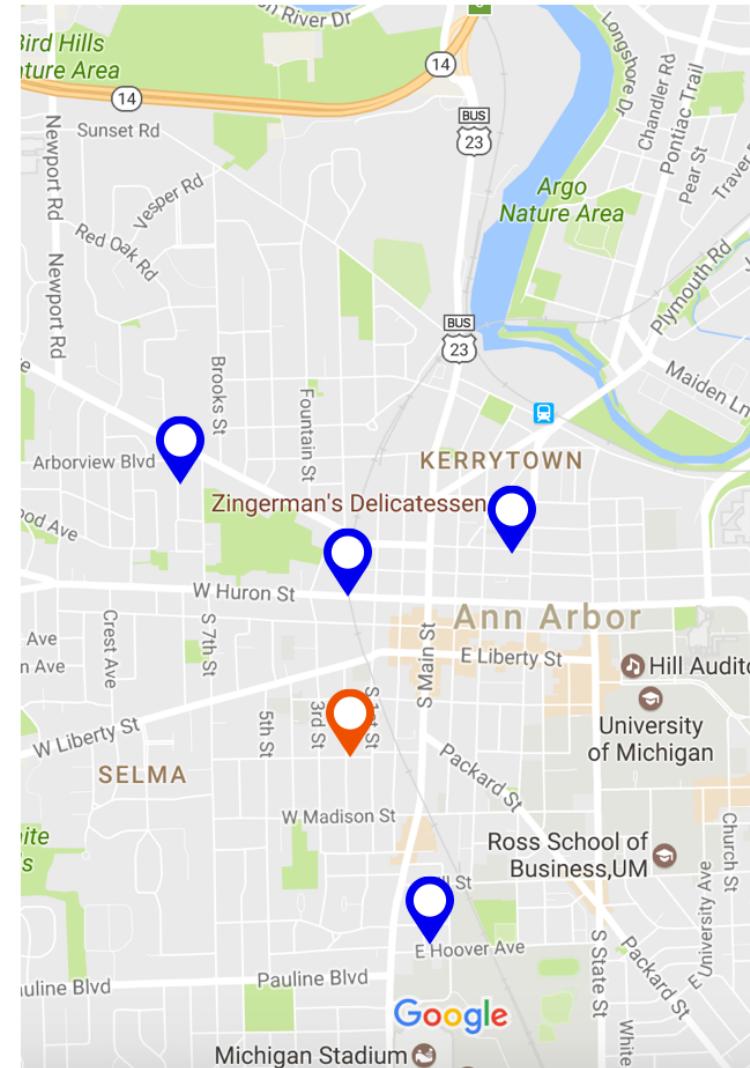


Willing to deliver

Verified Seller

Search

My Account Cart (0)



Quick search by furniture type
Because users clearly know their needs

The default value is 20 minutes driving distance.

Craigslist Furniture | Campus

Search bar (empty)

Filter button with upward arrow

Furniture Type filters: Desk, Chair, Couch, Bed, Cabinet, Lamp

Distance slider: 0 to 15 miles

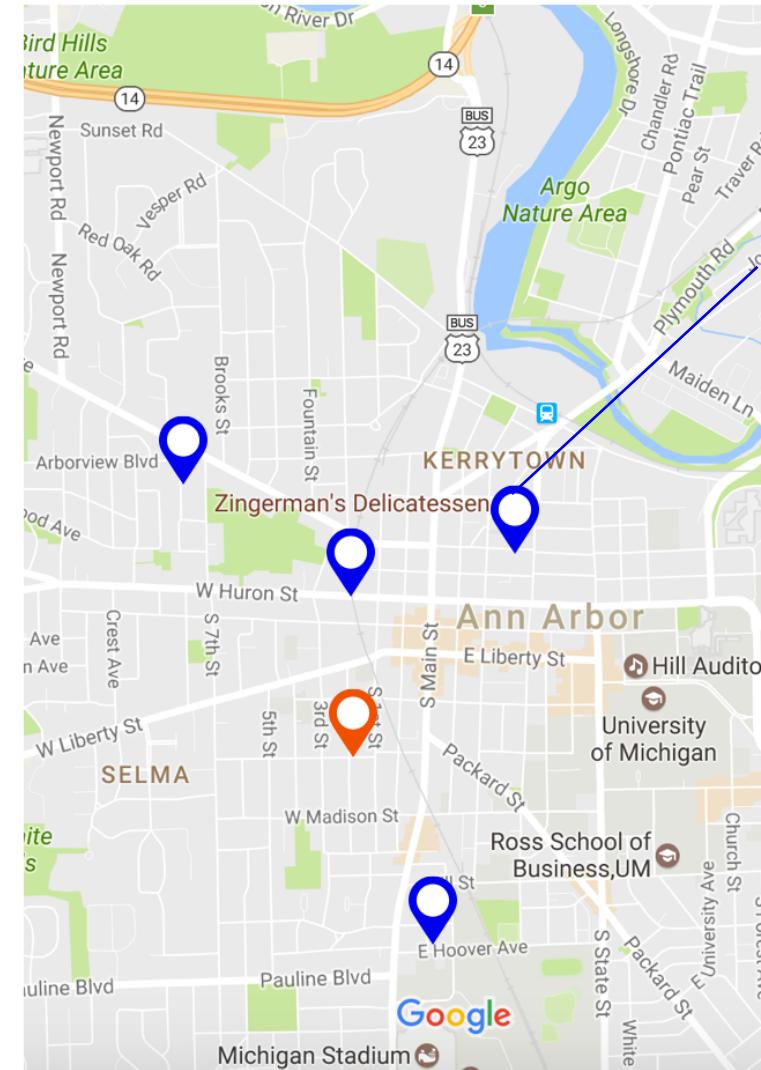
Price slider: \$0 to \$200 USD

Posting Date slider: 0 to 14 days

Checkboxes: Willing to deliver, Verified Seller

Search button

My Account Cart (0)



The dots will decrease while adding new criteria.

When users click on the white part of the bubble, they'll be directed to this page.

Craigslist

Furniture | Campus

My Account Cart (0)

Filter ▾



Steven Verified

Location : Huron Tower Apartment

Rating : ★★★★☆

[Posting](#) [Reviews](#) [Location](#)



\$170 Verified

Dinning table and chairs
Ann Arbor



\$150 Verified

Sofa Couch
Ann Arbor



\$170 Verified Delivery

Dinning table and chairs
Ann Arbor





Filter ▾

[« Back to Search Result](#)

Dinning table and chairs

Verified

Delivery

\$170**Descriptions**

Dining tables are hot spots even when there's no food on them. Playing games, helping with homework or just lingering after a meal, they're where you share good times with family and friends. We make ours sturdy and durable, in lots of styles to help you find what suits your taste. Many are extendable so you'll always have room for everyone.

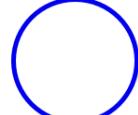
Size	Table	Diameter	35 inch
	Chair	Height	35 inch
		Width	15 inch

Condition Very Good**Delivery** \$10 / trip**Add to Cart****Contact Seller****Seller's Information****Steven**

Verified

Location : Huron Tower Apartment

Rating : ★ ★ ★ ★ ★

Review

I put this desk together on my own in just a couple of hours. It only took me that long because I prefer to take my time rather than rush and make a mistake.

Location

Consistent format
to present details
It's easier for
users to find
information.

[« Back to item](#)**Contact Buyer**

1		Dinning table and chairs Location: Ann Arbor	\$170	<input checked="" type="checkbox"/>
2		Seller Delivery Location: Ann Arbor	\$10	<input checked="" type="checkbox"/>
Subtotal			\$180 (2 items)	

Subject Hi Steven! I want to buy your Dinning Table and Chairs (Order#xxxxxx)**Content**

Hi Steven!

I am Stephanie. I'm 1st year graduate student in University of Michigan. I want to buy your xxxxxxxx.

Item Name: xxxxxxxxxxx
Preferred delivery: Seller Delivery
Preferred payment method: Venmo
Pay before or after pick-up: After
Pick-up availability:
2/13 Mon. xx:xx-xx:xx
2/14

Best,
Stephanie

[Save to Cart](#)[Send](#)

Provide letter template when contacting with seller to erase their anxiety of writing email

Other Opportunities

- Use wizard to guide buyer to fill the email template
- Combine with on-line payment system may enhance the trust
e.g. The payment can be paid after buyer receive the furniture
- Combine with delivery system
- Provide share storage space service

Designer

Stephanie Kuo

Mobile | (213)280-0656

Email | yckuo@umich.edu

Portfolio | <http://stephanie-kuo.com/>

Education

University of Michigan

Ann Arbor, MI Apr. 2018

- Master of Science in Information

- Human Computer Interaction Specialization

National Tsing Hua University

Taipei, Taiwan Jun. 2012

- Bachelor of Arts in College of Humanity and Social Sciences

- Sociology and Anthropology Programs

Project

UX Designer – REMINDER

Ann Arbor, MI Oct. 2016 – Jan. 2017

- Conducted the research, interviews and user testing with target users to understand their problems and frustrations
- Produced a solution of reminder system on smartwatch for people with ADD/ADHD to improve working efficiency and their sense of time
- Collaborated with one engineer and created hi-fi interactive prototype

UX Researcher – LinkTogether

Ann Arbor, MI Sep. 2016 – Dec. 2016

- Organized contextual inquiry and used affinity diagram to understand the client's internal communication problem
- Brainstormed a solution of connection system to solve the internal communication issue under a fast-growing and flat corporate structure

Work Experience

Visual Designer - INNO-OZ Co., Ltd

Taipei, Taiwan Mar. 2016 - Aug. 2016

- Designed user flows, layouts and prototypes for Bluetooth thermometer and questionnaire applications with project owners and engineers
- Redesigned company web pages and created prototypes
- Cooperated with engineers and made detail adjustments

Customer Service - Morrison Express

Taipei, Taiwan Jun. 2013 - Apr. 2015

- Raised improvement suggestions of shipment booking system
- Collaborated with more than 300 customers to update current cargo status and
- generated approximately 30% of sales revenue

Project Manager - Mead Johnson

Taipei, Taiwan Oct. 2012 - May 2013

- Designed and cooperated with programmers to create new on-line sales performance
- tracking system to track outlet and distribution's storages
- Negotiated with cross-function employees to implement new system

Skill

Design Tool - Illustrator, Photoshop, Sketch, Axure, InVision

Programming - HTML, CSS/SCSS, Javascript/JQuery, Python