

# Final Project Write Up

Our design was inspired by a simple shopping bag:



We picked Roboto as a typeface because it has the modernness and the slightly professional attitude that you'd want from a website where you're buying and selling from questionable people.

## Home View

We realized that a major issue with Craigslist's home page is that its information lacks consolidation. There were too many categories and too much text on the page, and the website lacked any visually appealing use of colors and spacing. Basically, it looked like someone threw up on the page with text. There was no visual hierarchy and most users would feel either overwhelmed or confused by the original home page.

We decided that there were use cases in which a person would turn to Craigslist. One, they have an item in mind and would want to search for it in their area. Two, they have no item in mind and want to browse through local items to hopefully find something they didn't even know they wanted/needed. To accommodate these uses, we put the focus onto a large searchbar centered in the center of the page, and we surrounded this with the logotype, and a catchy little phrase, "what you want, when you need it." Under the search bar we put the top eight categories accompanied with visual appealing photos. This is something that Craigslist's design lacked: a visual element. Clicking on these categories would take you to a list view of items in that category where you could further filter for

what you're looking for. Everything on the page was put inside of a container so that the eye would have a direction and understand the flow of the page.

### **List View**

Our main goal with the list view was to provide our users a friendlier way to view all items and make better decisions on how to select an item to look into further. Currently, the Craigslist page make it very difficult to compare and contrast items. Furthermore, being unable to view all details easily means that the users have to go through more clicks to navigate through the website and see the information they want.

By making certain design choices on our list view, we enable the users to compare options and details more easily. For example, instead of listing all of the information in a horizontal manner, each item has its own "item container" that holds the necessary information. In the title text, we would also only allow normal sentence case format - that is, the input listing title could not be all caps or strange variations of lower case and caps like is currently present on craigslist.

Some features in the List View that added to our design were the bookmark and the advanced filter button. The bookmarks on the side of each item in the listview allow users to save items that they would want to look into later as their "favorites." We also included an Advanced Filter button in the filter sidebar. We do not want to immediately overwhelm the users with many filters for their search. Therefore, we add an Advanced Filter button that would allow for more filter choices if thats what the user would like to do.

### **Item View**

The item page is positioned to create what we thought would prompt the most intuitive user experience. This page includes the header but, distinct from the home page, a search bar has been included at the top. This is to ensure that the user can initiate a new search from any stage in the product-search process, without having to go back to the home page. Likewise, the user can access their profile, favorites, messages, and listing information from this page as well.

The images are the focal point of the page, as the appearance of the product itself is the aspect that the user is likely most interested in at this stage. Alternative pictures are placed to the left for easy access and browsing. To the right, we decided to include an "At a Glance" section that provides a simplified, consolidated presentation of the details that we felt were most important to the buyer. The "At a Glance" details provide sufficient information to convince someone to buy quickly, and as such, the reply button is placed directly below. If the buyer seeks further information, they can scroll down to the Description section.

As for style, we chose this sans-serif font as a way to give the site a more modern look and feel. Regarding color, we decided to use pink as an accent color for headings, borders, and the reply button. This color draws attention to the directive aspects of the page, allowing for easier navigation.