CRAIGSLIST TASK RESEARCH

Task 1 — Basic Navigation (Easy)
Find the section for "free stuff" in your local Craigslist site. This task tests the user's ability to navigate the site and locate a specific section.

Things to note during task:
- Time taken
- How difficult the task was to them (after they finish)
- Particular steps/instances where they were confused
- Pay close attention to where they navigate first, so that we can gauge the clarity of the sections presented on the site

Task 2 — Advanced Search (Medium)
Search for a used bicycle in the "for sale" section, filter the results by price range, and sort them by date posted. This task tests the user's ability to use the search and filter functions.

Things to note during task:
- Time taken
- How difficult the task was to them (after they finish)
- Particular steps/instances where they were confused
- Note the steps they took to get to the bicycle section (if they managed to reach it)
- Ask them what they think about the search filter (how it is presented, functionality, etc.)

Task 3 — Exploring Listings (Hard)
Find a listing for an apartment in the "apartments/ housing for rent" section. The apartment should be in Chicago, with a washer and dryer within the unit or in the building, and priced under $1500 each month. This task tests the user's ability to use the search function, apply filters, and navigate through listings to find a specific item.

Things to note during task:
- Time taken
- How difficult the task was to them (after they finish/give up)
- Pay close attention to their search word (what they entered the search bar) and the corresponding results
- Ask them what they think about the search filter (same as the previous task, to see if their view on it had changed)
- Since this is meant to be quite difficult, observe closely which section they find difficult and ask why they find it so.
- See if they notice the option to filter duplicate listings, listing without images, etc.

USABILITY AUDIT RESULTS

Click [here](#) for survey results

Task interview notes:

Participant: "PAN"

Task 1 notes:
- user uses the search bar, instead of link on the homepage located under "for sale" section
- solved relatively quickly
- user was confused as to why "free stuff" is under the "for sale" category

Task 2 notes:
- user uses the "bike" link under the "for sale" section
- to the user, the filter was not obvious and used the prompted filters located under search bar.
- user was having difficulty trying to sort listing from ~~lowest to highest price~~ date posted
- user found filter option of "posted today", but not the appropriate sort by post date.
- relatively longer time to completion
- user thinks this is the hardest task from the 3.

Task 3 notes:
- user uses the "apt/housing" section under "housing" to start the search.
- user manages to find the laundry filter to only show listings where washer and dryer are in the unit or within building
- user ~~came initial~~ initially struggles to find the option to set for location
- user uses the breadcrumb to change the location from the drop down to ~~"chicago"~~ "city of chicago".
- user still struggles to find the sorting option
- user did not know it was possible to filter listing without images
- user thinks this task sits in the middle in terms of difficulty

Participant = "BBW"

Task 1 notes:
- user uses the CTRL + F command to highlight "free stuff" section
- relatively fast

Task 2 notes:
- user uses the link to "bicycle" located under "for sale"
- user was able to identity sorting option
- I presented an extra instruction to set a max price, user was able to find the filter.
- relatively fast fast and easy for the user

Task 3 notes:
- user uses the homepage link to browse "apt/housing" section
- user was able to quickly filter resul listing by max price
- user took more time to find the filter the for washer and dryer
- user did not notice the option to filter listing without images when asked
- user thinks this is the hardest out of the three

Extra notes:
- user thinks homepage is very unappealing
- user thinks the filters are presented poorly due to clutter
- user thinks filters need to be prompted to user before showing listings

joey's survey notes:

Participant #1

Note: participant had prior craigslist use

Task 1:

- Participant found free section immediately, so no confusion/difficulty
- They mentioned having previously perused the free section in the past so probably already knew where it was

Task 2:

- Took less than a minute to search for bicycles in the 'for sale' section and a few moments to find the sort by cost filter
- Had some difficulty finding date listing, ~50-60 seconds to find 'posted today' filter and was still left wondering afterward how to sort by date for posts not made today
- Search worked fine for finding apartments in general, aside from quality [which is mainly a user generated content issue, not ui issue]

Task 3:

- Took ~60-90 seconds to complete, knew to sort by cost ascending from previous task
- Sorting for washer/dryer in unit took the longest on this task simply because there's a decently long list of sort options in the left sidebar but they intuitively looked to the proper area of the screen and located in unit washer/dryer filter
- Overall didn't have much difficulty

Participant #2

Note: participant not familiar with site

Task 1:

- Took about ~30 seconds, with the time spent scanning the large amount of the similarly styled links

Task 2:

- About two minutes to complete the task

- User didn't take too long to find bike section of 'for sale' section, figuring out that the element that said 'newest' in it was the dropdown for what you wanted to sort by took longest
- ~20 seconds to find the 'posted today' toggle, again wondered how to sort by date of posts not posted today

Task 3:

- Took a little over 3 minutes
- Sorting by cost was simple for participant because of previous task
- Sorting for in-unit laundry confused participant for a bit because previously the filter options they've used automatically applied - for this filter you need to scroll down further on the left sidebar and hit apply for it to apply.

Gisselle's survey notes

Participant #1:

note: user not familiar with the site

task 1:

- took about 50 seconds to find the section
- was unsure where to find the section, looked through gigs, services, etc. before looking at the "for sale" section.

task 2:

- took about 2 minutes, 25 seconds
- finding the bike was an easy task for the participant, however filtering through seemed to be the more time-consuming part of the task

task 3:

- took about 1 minute, 45 seconds
- task did not seem difficult, but the hardest part was finding units with the washer/dryer

Participant #2

note: user not familiar with the site

task 1:

- took about 14 seconds
- no difficulty

task 2:

- took about 34 seconds
- had no difficulty

task 3:

- took about 25 seconds
- had no difficulty

Participant #3

note: user not familiar with the site

task 1:

- took about 43 seconds
- searched "free" in the search bar before finding it in the sections

task 2:

- took about 40 seconds
- had no difficulty

task 3:

- took about 49 seconds
- searched "washer/dryer" instead of filtering through the results. also did not filter through location and instead had to search through the actual listings
- Because location was not filtered through, they had to look through individual listings which were not all in Chicago.

Alex's Notes

User 1:

Task 1
Time taken - around 55 seconds
Moderate difficulty,

First instinct was to look in the offered hyperlinks within the body of the home page, but after realizing there is way too many words, looked to see if there were other options and saw the search bar, that's where they searched "free stuff" instead of trying to look for any thing. After checking again, free stuff wasn't even mentioned in the home page, so it was required to be searched up.

Task 2:

Moderate, slightly difficult
Did not realize the titles of the listed out items in the home page was also a hyperlink.
 Time taken - 1 min 15 seconds
 search bar was easy to navigate and type "used bicycle"
Noticed the left bar as the filter/drill-down section
struggled with the date range a bit, kept looking within the left column filter selection for a possible "date posted" option. The left bar seems to allow users to filter based on technical characteristics of the bicycle like wheel size, brake type, handle bar, condition etc. which they had to read through in searching for a date range filter.
Under the search bar is where they went next and found the relevance drop down where it said "newest" and "oldest"
It was confusing based on what those options would bring to the top of the list, but they chose newest.
Search filter was confusing at first, but was able to navigate through, search filter seems to be more focused towards to specific object/product that you searched for

Task 3:

Time taken: 50 seconds
Easy moderate

Actually didn't use the search bar, after learning that titles are also hyperlinks in the home page. They opted to click on the "housing" section to find themselves in the following page which included everything in that section (including the apts / housing in the task"

Focused on the filter bar instead of the search bar,
Price range was easy to find, after reading through and scrolling. Noticed a "laundry section" dropdown, which gave a couple options particularly took note of "w/d in unit, w/d hookups, laundry in bldg, laundry on-site" . This all seemed like the same option, not sure what these options would be different from each other,

Chose the options listed in the task bar. In this case, the user did not prefer using the search bar and opted to use the filter to find specific options.

Even with the filters, there were micellaneous posts of people seeking roommates that came up, including misleading postings that looked like it was an apartment, but it was a room within an apartment or a house that they were trying to rent out. Looks like there wasn't a filter to be able to sort thorugh this.

User 2:

Task 1
Time taken: 27 seconds
Difficulty: Hard

Used ctrl + f to search free and see if it popped up. Clicked on the highlighted text of the hyper link.
Text was too small and saturated gave up in looking after not finding anything in the bolded titles.

Task 2:

Time taken - 37 seconds
Difficulty: Easy

Looked within for sale section, alphabetically the word "bike" is easier to search since it was organized that way. Clicked "bike" hyperlink,
Strangely the posts were already organized by newest to oldest, so that was already done for.
Did not use search bar. Clicked on the bar chart in the filter section to display graph to look at the a certain price range. Easier to click and tap vs typing on a keyboard.

Task 3:

Time taken: 1 min
Difficulty: Moderate

Scrolling to the bottom to Click apply when choosing filters is annoying, should be automatic. Filters are hard to navigate since the specific one could be at the bottom and navigating would require you to scroll to the bottom.

Filtered on the top as "price" and typed in 1500

Filtering is bad, text is small, someone with bad vision or old would really struggle.
Laundry section is weird, the choices are confusing. Didn't know what laundry on site meant, also was confused since there was an option to filter based on "no laundry" who would want no laundry? Suspect that these filters were reused for houses aswell, since there was an option of washer/dryer hookups available.

some apartments listings don't have images, should be required for a listing since it's important to display what the apartment looks like rather than having an apartment listing like "1 bed 1 bath" but no pictures.

Looking over the listings, Some posts were suspicious or ?too-good-to-be-true" with cheap prices and luxury possibly stock pictures. Data privacy concerns of phone numbers being displayed as well.. Could be dangerous to contact it. TEXT IS way too small.

Trash can icon was noticed for each listing, where you can delete stuff you are uninterested in. Could be possible to accidently delete something you could've been intereseted in. Weird function to have a trash option, you can also undo the posts that were thrown away.