

Craigslist Redesign Process Book

UX Analyse

1. Visibility of System Status:

4 - Usability Catastrophe

2. Match Between System & the Real World

2 to 3 - Minor / Major Usability Problem

3. User Control & Freedom

4 - Usability Catastrophe

4. Consistency & Standards

3 - Major Usability Problem

5. Error Prevention

3 - Major Usability Problem

6. Recognition Rather than Recall

4 - Usability Catastrophe

7. Flexibility & Efficiency of Use

3 - Major Usability Problem

8. Aesthetic & Minimalist Design

2 - Minor Usability Problem

**9. Helps Users Recognize, Diagnose,
& Recover from Errors**

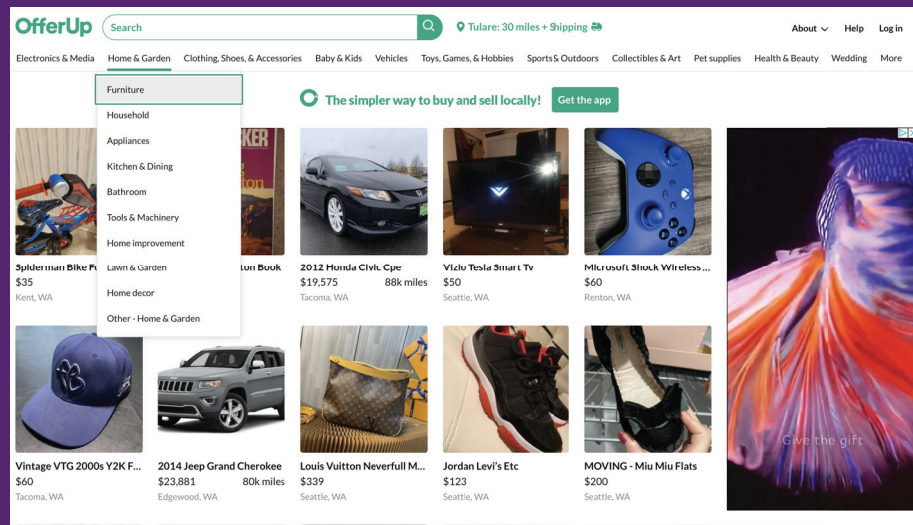
0 - No Problem

10. Help & Documentation

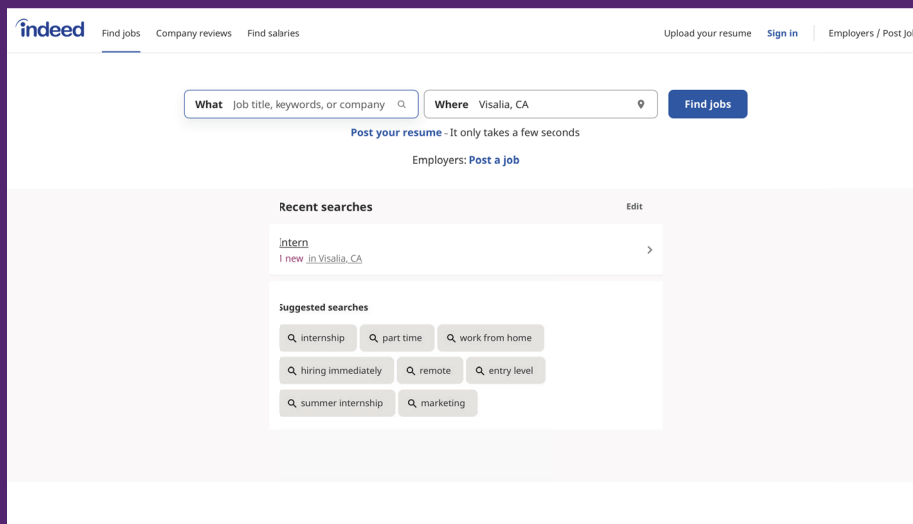
3 - Major Usability Problem

Visual Research

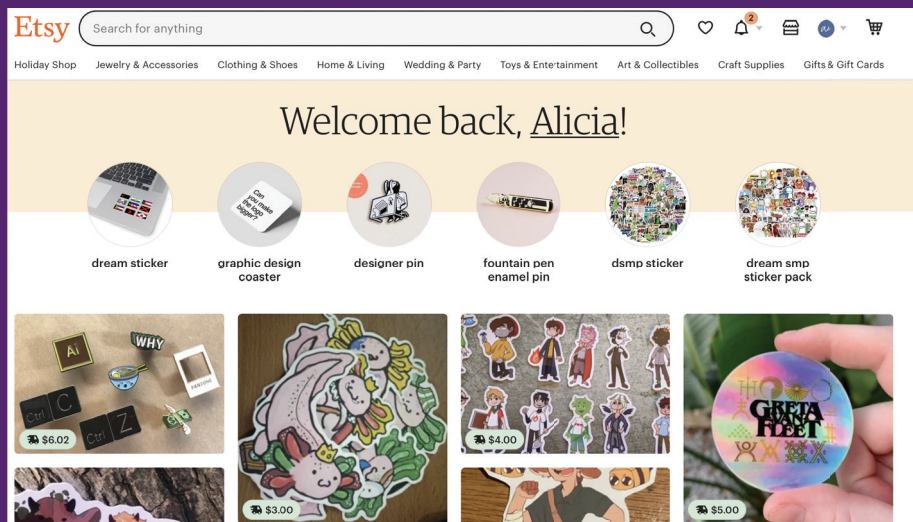
Offerup



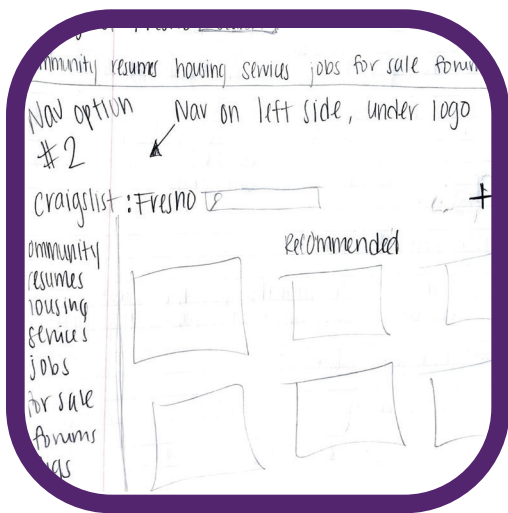
indeed



Etsy



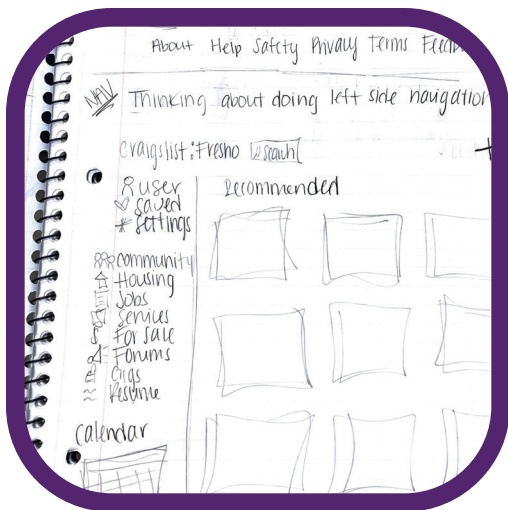
Ideation



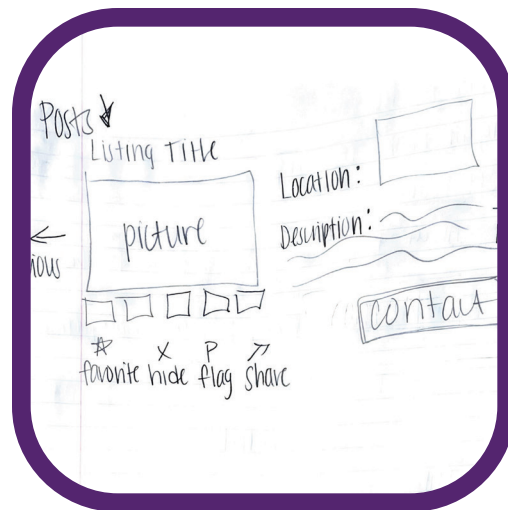
Left Side Nav.



Logo Redesign



**Addition of Profile
& Calendar**



Post Layout

I went into this project knowing that Craigslist's website design is outdated and lacks a quality user experience. My ultimate goal was to modernize the site and make it more user-friendly. I have never browsed this site because it feels unsafe. They offer no protection to their users. I think some of these uneasy feelings have to do with their design as well. Their current design makes me feel as if it is unreliable because it looks like an email from someone trying to hack me. In my opinion, a safe and legit company cares about its appearance and accessibility. Overall, I wanted to make this site feel modern, reliable, and easy to use.

Personas



Mateo, 63
Retired Electrician

Tech: Okay with technology. He tries but doesn't get anywhere. Doesn't have a good relationship with technology because he finds it confusing. He thinks most technology isn't as accessible as others think it is.

Likes: Sitcoms, side jobs, puzzles, chess, walking his dog, and helping his community.

Dislikes: Dishonesty, cats, golf, and being a homebody.

Wants: He wants to get out of the house and find a way to volunteer his services. He is retired and wants to work for fun but doesn't know where or how to advertise himself.



Julian, 22
Student & Target Employee

Tech: Amazing with technology. Has familiarized himself with many aspects of technology since a young age. Being up with the times, he finds technology easy to navigate.

Likes: Cars, swimming, technology, do it yourself projects, deals.

Dislikes: Lazy people, being inconvenienced, bad design, and scammers.

Wants: He wants to get into Craigslist because he found a good deal on a dirt bike but feels it is unreliable. He doesn't think it protects its buyers. Sites like Letgo and OfferUp do. He ultimately wants a better user experience and reliability.

Information Architecture



ALPHABETICAL

COMMUNITY, DISCUSSIONS, FOR SALE, GIGS,
HOUSING, JOBS, RESUMES, SERVICES

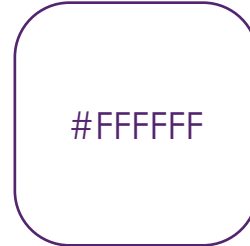
I took a different approach in my card sorting for this project. In all honesty, I do not know if the method I used would still be considered a card sort. Craigslist has a total of eight categories with a lot of subcategories. If I had included each of those subcategories within a card sort, I think my participants wouldn't have been very engaged. It would have probably taken each participant well over 15 minutes to arrange everything. Instead of doing this, I took a poll to see if they enjoyed the eight categories in order similar to the original site or if they preferred me to list each one alphabetically. The majority ruled alphabetically, and I applied this to my navigation bar and subcategory screens.

UI Style Guide

Original Logo

craigslist

Color Palette



Redesigned Logo

Craigslist

Logo Typeface - FOR LOGO & NAMES ONLY

Henderson Slab Basic Semibold

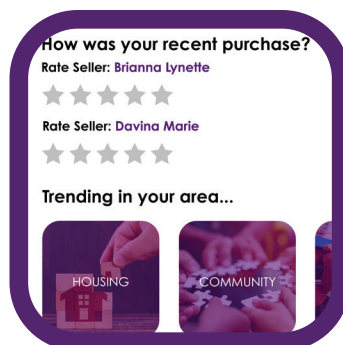
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Primary Typeface - For Everything Else

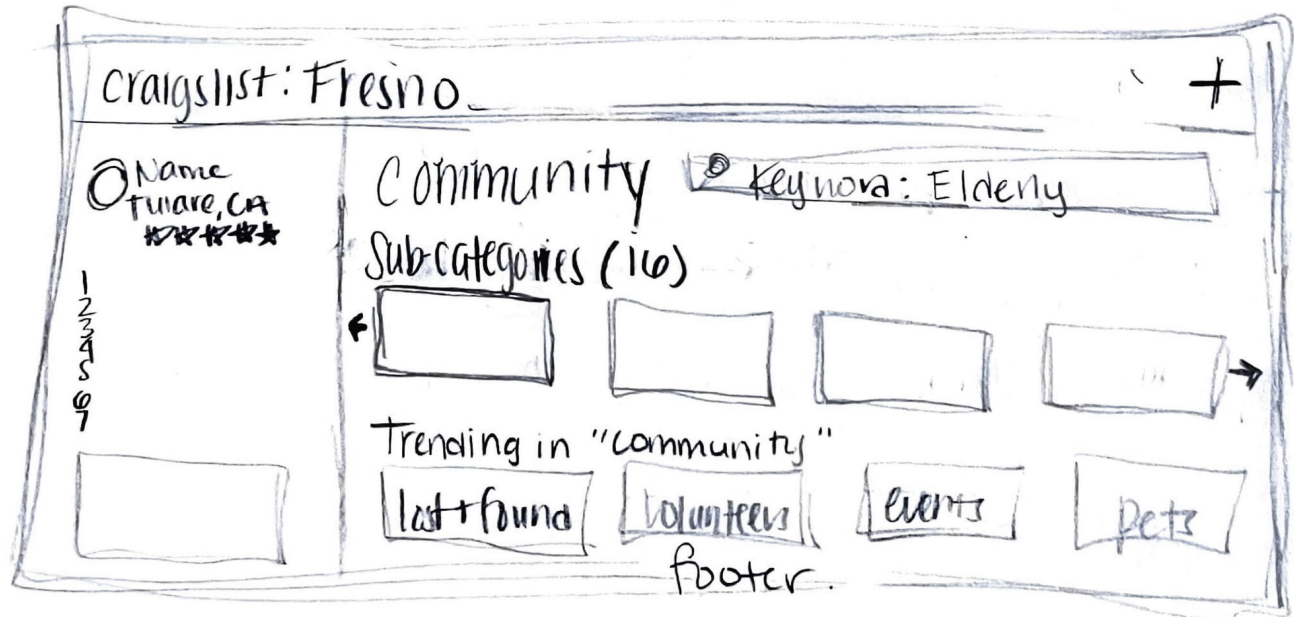
Century Gothic Pro (H1: Bold) (H2, Body: Regular) (Emphasis: Italic)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Style Guide In Use



Low Fidelity Prototype

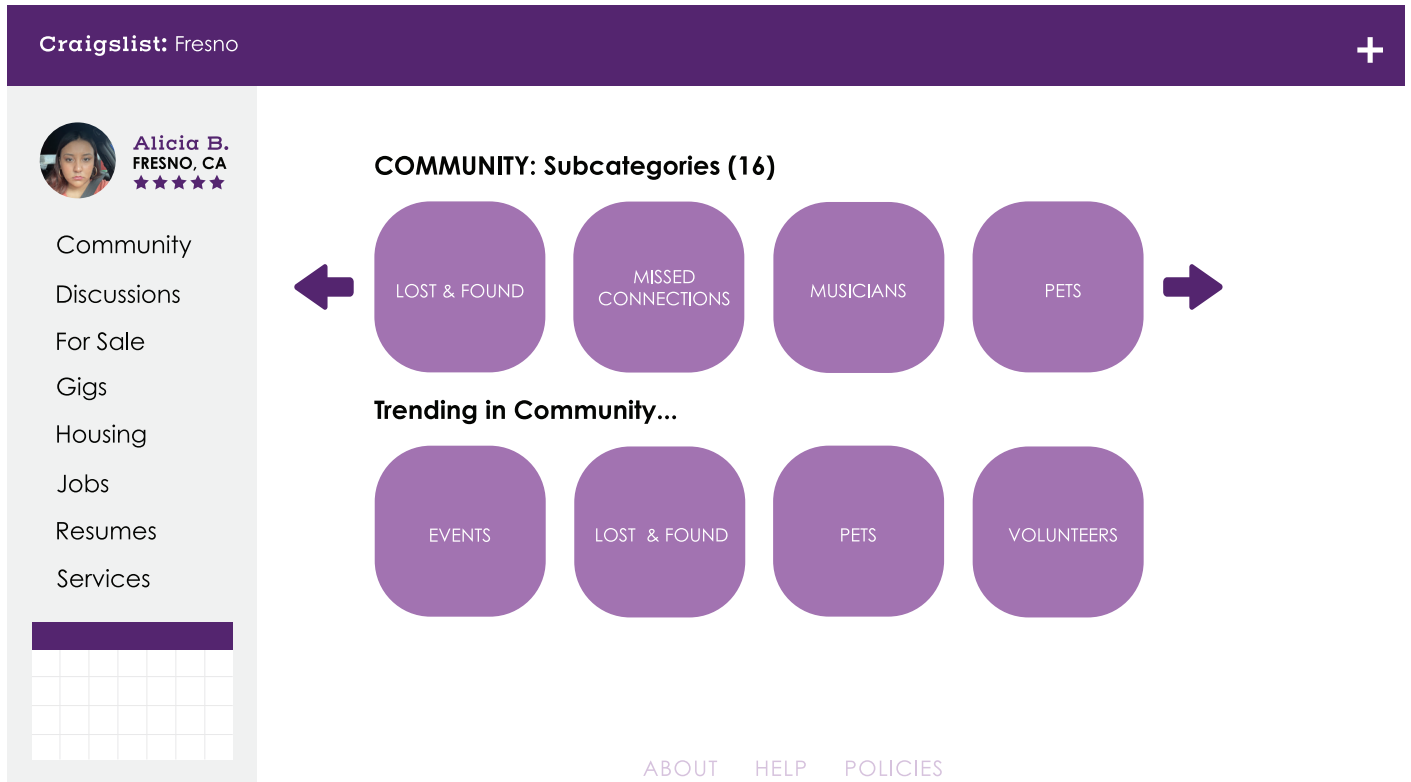


For my low fidelity prototype, I had a limited amount of screens. This screen represents one of the eight tabs found on the navigation bar. I changed my concept sketches for this redesign more times than I can remember. The main difficulty I experienced each time was the complexity and length of the subcategories within each category.

Having eight categories doesn't seem as big of a deal whenever they are specific. That is not the case for Craigslist. Each category has more than ten subcategories. Trying to simplify this site was overwhelming, especially with the required laundry list of information.

To tackle my problems, I offered a variety of popular categories by area. I also engagingly listed each subcategory in a way that does not turn the viewer away. As pictured, I initially wanted to include a search bar within each category, but I learned this was difficult for the user. People from the outside didn't know what each category encompassed. As a result, I removed the search bar from the tabs and added it to the top of the site.

High Fidelity Prototype



Similar to my low fidelity prototype, I had a limited amount of screens for my high fidelity screens. I mainly did this because I knew many of my screens would have a similar layout as there are about four for the community subcategories. I had my friends and family review this prototype, and I was able to apply their feedback to elevate my design. A few examples of this feedback included eliminating the left and right arrows from the first and last community pages. To better explain, the first community screen has a left arrow, but that arrow doesn't go anywhere. Overall, I am thankful for the feedback I received because it has allowed me to create a more cohesive design and final prototype that is user-friendly.

Adobe XD Prototype

Usability Report

Finding 1: Users couldn't tell which category is selected.

Solution 1: Create an underline / hover effect when a specific category is selected.

Finding 2: Subcategories and trending recommendations are bland and not very engaging.

Solution 2: Add corresponding images for each category in order to create a more memorable user experience. Also added a purple overlay to feel more cohesive with the style.

Finding 3: It wasn't clear enough that the event calendar was a calendar.

Solution 3: Make the calendar a bit smaller and add a label to make it more accessible to the users.

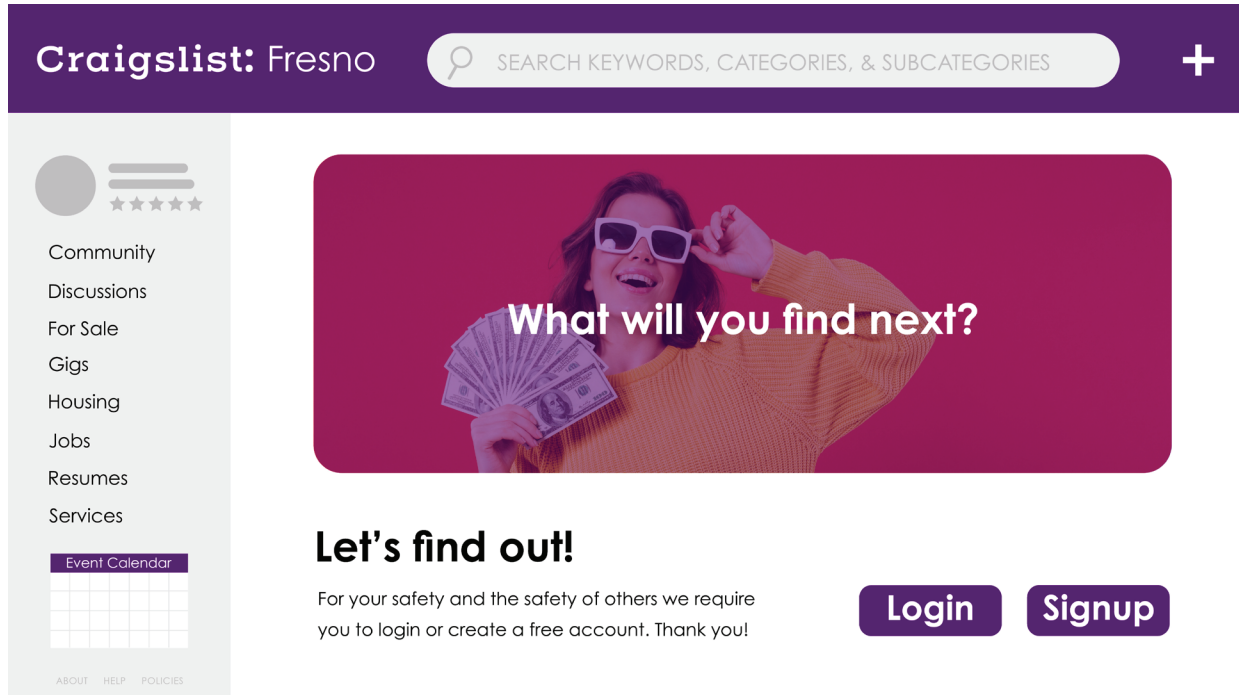
Finding 4: Footer was in an awkward place.

Solution 4: Moved footer to left with all important information.

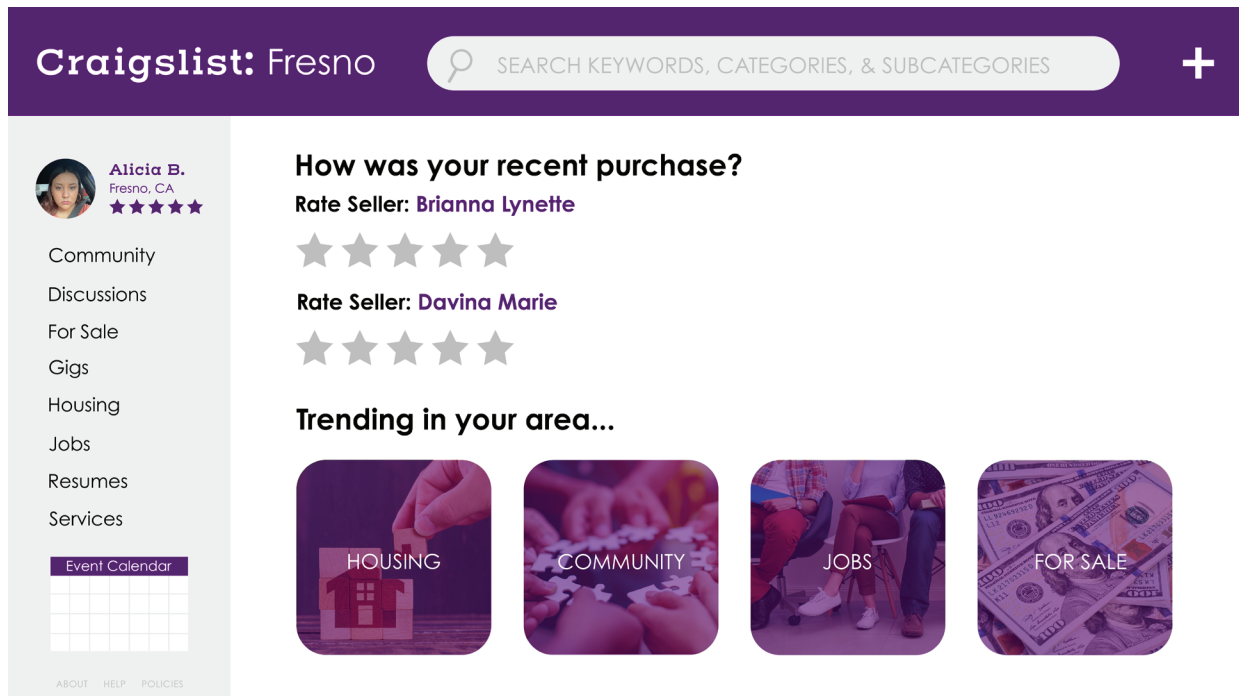
Finding 5: Location under profile is too bold. Taking attention away from all other information.

Solution 5: Reduce the weight of second location as there is already a location on the top.

Final Screens 1/5




Landing Page



Home & Recommended


Final Screens 2/5

Craigslist: Fresno +

 **Alicia B.**
Fresno, CA
★★★★★

Community
Discussions
For Sale
Gigs
Housing
Jobs
Resumes
Services

Event Calendar

←  **Alicia B.**
Fresno, CA
★★★★★

Edit Profile

Account Settings
Alicia Benitez
559.987.6543
aliciab@gmail.com
Password

Transactions
Purchases & Sales
Payment Methods
Reviews

Saves
Saved Items
Search Alerts


Help

Logout

ABOUT HELP POLICIES

Edit Profile

Craigslist: Fresno +

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ABOUT HELP POLICIES

COMMUNITY: Subcategories (16)

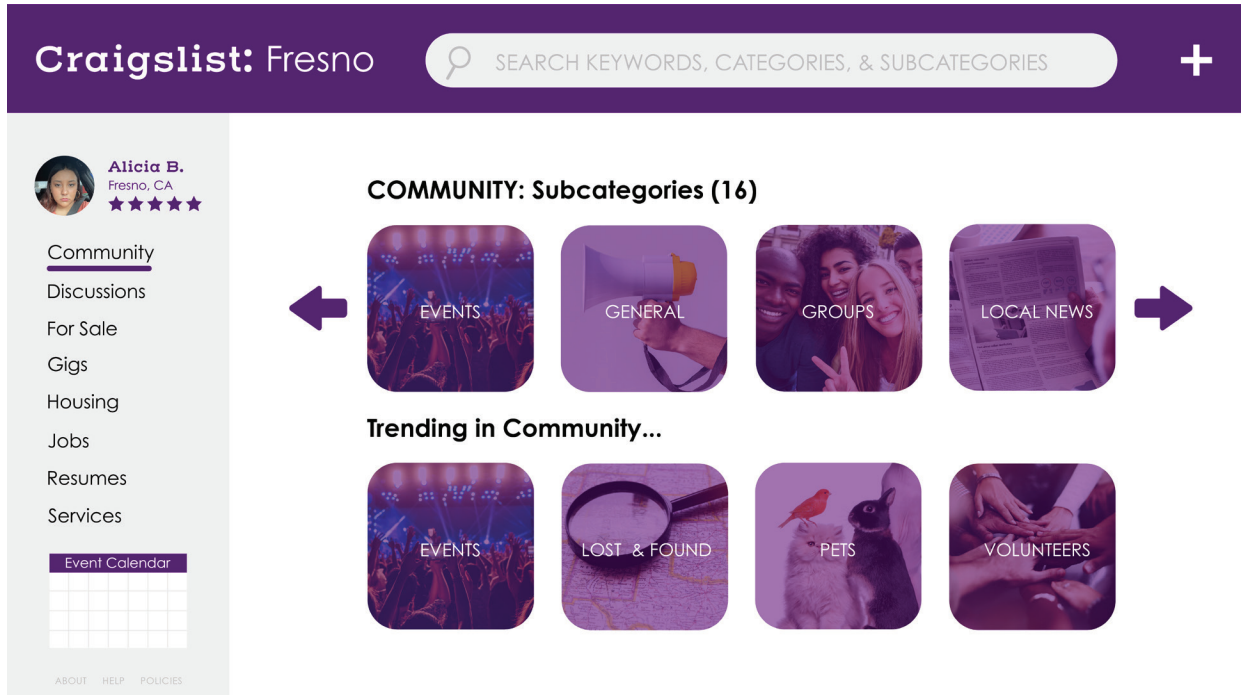
ACTIVITIES ARTISTS CHILDCARE CLASSES

Trending in Community...

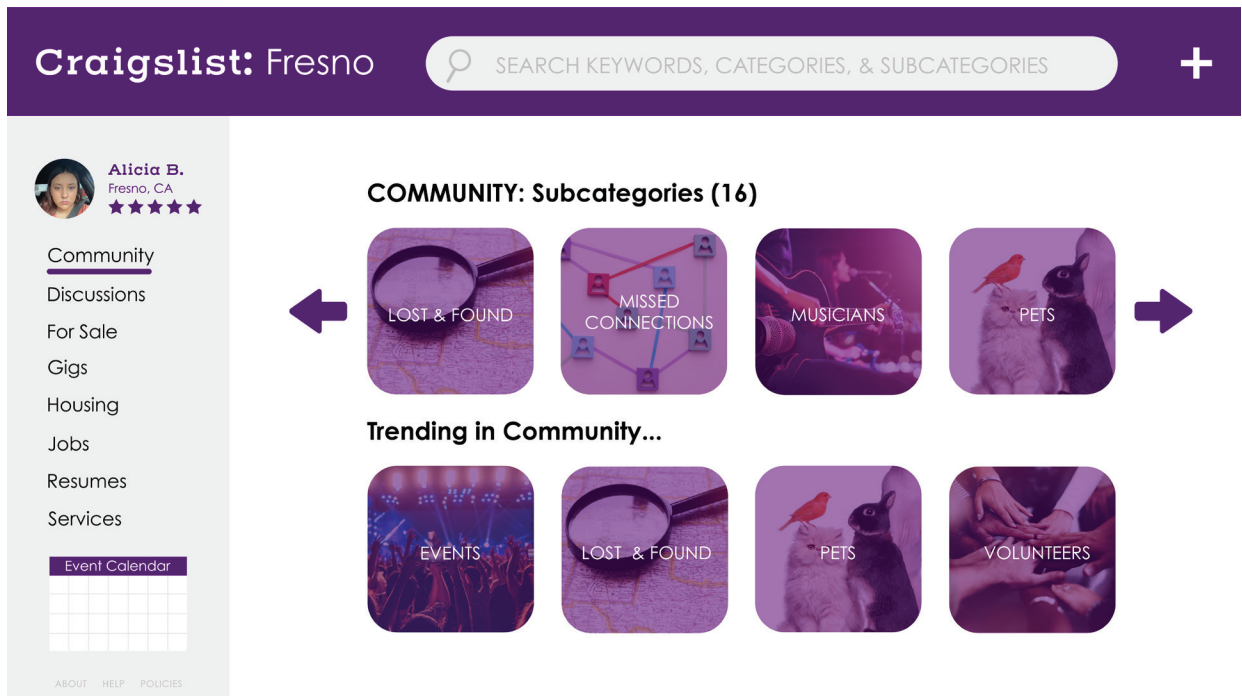
EVENTS LOST & FOUND PETS VOLUNTEERS

Community 1/4

Final Screens 3/5



Community 2/4

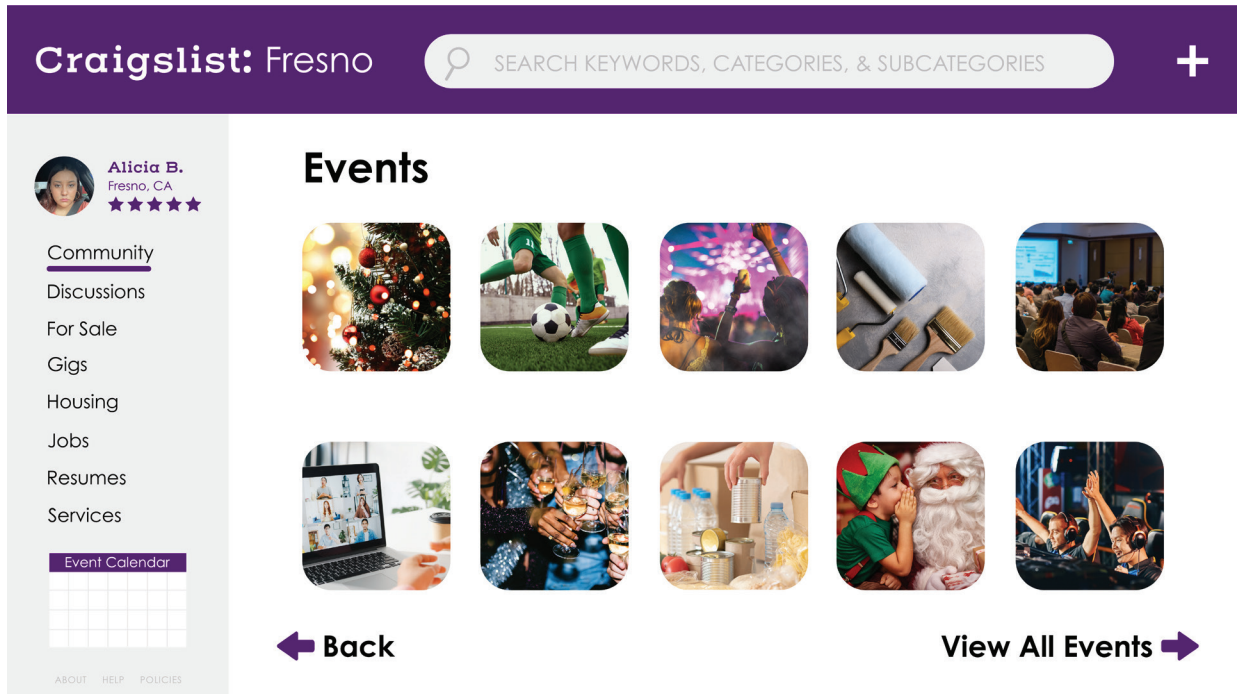


Community 3/4

Final Screens 4/5



Community 4/4



Subcategory: Events

Final Screens 5/5

Craigslist: Fresno

SEARCH KEYWORDS, CATEGORIES, & SUBCATEGORIES


Alicia B. Fresno, CA ★★★★★

- Community
- Discussions
- For Sale
- Gigs
- Housing
- Jobs
- Resumes
- Services

Event Calendar

ABOUT HELP POLICIES

← Back



Christmas Tree Lighting Dec. 15th

FREE EVENT
Posted 2 Hours ago in Fresno, CA

Community, Events

Description: Come join us for our Annual Christmas Tree lighting at 543 W Merry Lane. The event is free and begins at 8:00 p.m. There will be free snacks and hot chocolate. Hope to see you there!

Hernan S. Fresno, CA ★★★★★

Save Contact

Event Post

Craigslist: Fresno

SEARCH KEYWORDS, CATEGORIES, & SUBCATEGORIES


Alicia B. Fresno, CA ★★★★★

- Community
- Discussions
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ABOUT HELP POLICIES

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Save Contact

Save Post

Craigslist Concept Statement

Craigslist is an advertisements website with eight categories devoted to community, discussions, for sale, gigs, housing, jobs, resumes, and services. Overall, I wanted to make the site user-friendly and appealing to a modern audience. Although this was a complete redesign, I would consider this branding as well, as they never established one themselves. Craigslist has a lot of potential similar to apps like Offerup and Letgo. As a result, I wanted to implement a required account and form of verification.

My main goal was to modernize such an outdated website. Since my first stages of sketches, I have adjusted minor aspects of the design. From the early ideas to the final screens and prototype, I added the search bar to the top of the site at all times as it was initially within each category. I also moved the footer from the center of the page to the center of the left-side navigation. With the help of my friends and family, I was able to finalize my design from the first round of high-fidelity prototyping. As a result, I have created an aesthetically pleasing and easy-to-navigate website.