

Craigslist Visual Redesign

Project 3 - Team #7

Andrew Culbertson, Clarissa Fields,
Qiyuan Li, Hunter Moore, Cayley Quinn



James Morgan

24, M, Buyer, Chicago, IL

- *Automotive Hobbyist*
- *Wants to buy cheap, old cars and parts*
- *Tries to use Craigslist*
- *Dislikes the dated interface*
- *Has difficulty finding a seller*

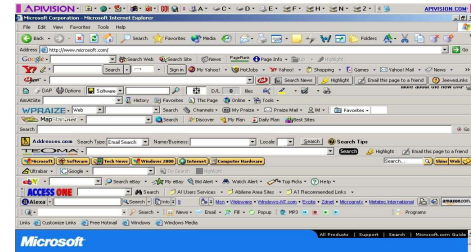
“Why can’t Craigslist update their website and make it more organized?”

The Root Problem

- *Outdated design alienates younger audience*



- *Ineffective use of screen space; crowded*



- *Organization and style hinder usability*



How Did We Come to Our Solution?

1. Heuristic Analysis

- a. Poor space economy

2. Competitive Trend Analysis

- a. Facebook
- b. LetGo
- c. eBay

3. Mood Boards

4. Mockups

- a. Trend, UI Inclusion

5. User Feedback Analysis



Our Solution

- *Modernized style*
 - *Modern design trends, colorful; Younger audience*
- *Spaced organization*
 - *Addresses primary complaints in Feedback*
 - *Crowded, Overwhelming*
- *Maintains, improves original functionality*
 - *Past-Present Combo*
 - *Facebook, eBay, etc.*

Product Functionality - Mockup 1

Search

Account Access

Specific Categories

Category Previews

Calendar

Forums

- Facebook
- Google
- MSN

craigslist
Tippecanoe

Search Listings...

Ready?
Create a posting!

M	T	W	T	F	S	S
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of usenew
privacy policy
system status

about craigslist
craigslist is hiring in sf
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects

Community

Services

Housing

Jobs

For Sale

Discussion Forums

nearby CL

need help?

Product Functionality - Mockup 2

Search

Account Access

Specific Categories

Category Previews

Calendar

Forums

- *Facebook*
- *Twitter*
- *Ebay*

CL Craigslist Search Craigslist Sign Up | Log in

Community

- Housing
- Jobs
- Services
- For Sale
- Gigs
- Discussion Forums
- Resumes

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use/new
privacy policy
system status
about craigslist
craigslist is hiring in sf
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects

Houses For Sale

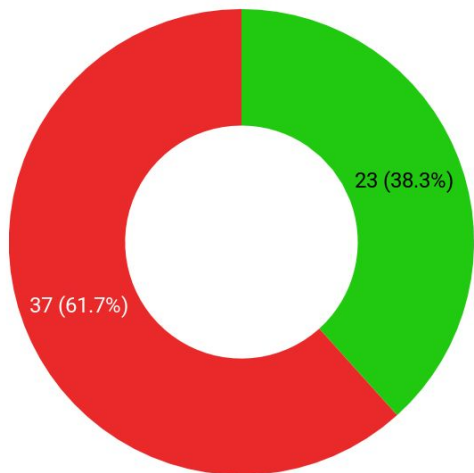
Jobs

Forums

M	T	W	T	F	S	S
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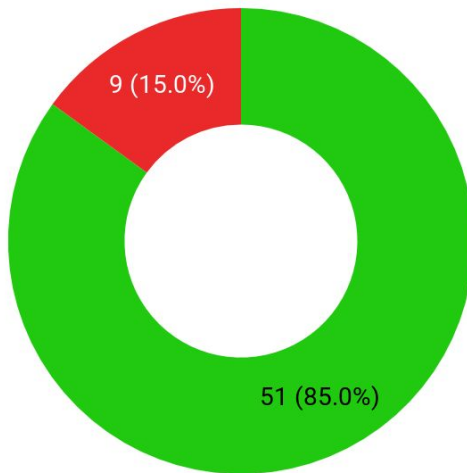
User Feedback - “Card Sorting”

Original Craigslist



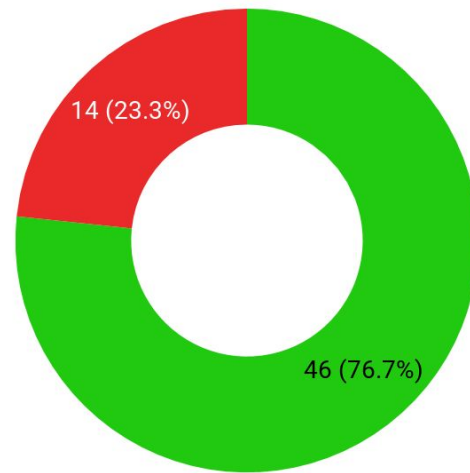
● Positive ● Negative

Mockup 1 (Blue)



● Positive ● Negative

Mockup 2 (Purple)



● Positive ● Negative

- *Google Form - “Card Sorting” Method*
 - *Younger Audience - Overall positive results*

Thank you for listening!
Any Questions?

craigslist visual redesign

★ Team 7 - Andrew Culbertson, Clarissa Fields, Qiyuan Li, Hunter Moore, Cayley Quinn

Current Presentation Ideas (Andrew's Idea Slide)

- Presentation theme starts in current Craigslist style/palette and gradually shifts into our new visual design/palette
- Presentation theme is primarily white and blue, with only the first slide acting as a “fun poke” at Craigslist’s current design
- First slide revamp into new style, entire presentation is based entirely around new style

James Morgan

24, M, Buyer, Chicago, IL

College Education - Associates

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