

A Better Craigslist

Designed by Eric Musser

Michigan State University
STA 468 Interactive Webdesign
Spring 2012

task: Find a pair of nightstands within 10 miles in good condition.

goal: Redesign craigslist with task and persona in mind.

persona: High on the conscientious dimension.

(wants structured information that connects to others)

craigslist

>lansing craigslist

search go for sale entire post by rating has image
 title only by date by relevance

community

Search Selected Search Category

activities lost+found
 artists musicians
 childcare local news
 general rideshare
 pets volunteers
 events classes

personals

Search Selected Search Category

strictly platonic
 women seek women
 women seeking men
 men seeking men
 misc romance
 casual encounters
 missed connections
 rants and raves

discussion forums

1099 gifts pets
apple haiku philos
arts health politic
atheist help psych
autos history queer
beauty housing recovery
bikes jobs religion
celebs jokes roto
comp kink science
crafts ltr. shop
diet legal spirit
divorce linux sports
dying locpol t.v.
eco m4m tax
educ money testing
etiquet motocy transg
feedback music travel
film npo vegan
fitness open w4w
fixit outdoor wed
food over50wed
frugal p.o.c. women
gaming parent words
garden pefo writers

housing

Search Selected Search Category

apts / housing
 rooms / shared
 sublets / temporary
 housing wanted
 housing swap
 vacation rentals
 parking / storage
 office / commercial
 real estate for sale

for sale

Search Selected Search Category

appliances arts+crafts
 antiques auto parts
 barter baby+kids
 bikes beauty+hilth
 boats cars+trucks
 books cdg/dvd/vhs
 business cell phones
 computer clothes+acc
 free collectibles
 furniture electronics
 general farm+garden
 jewelry garage sale
 materials household
 nvs motorcycles
 sporting music instr
 tickets photo+video
 tools toys+games
 wanted video gaming

services

Search Selected Search Category

beauty automotive
 creative farm+garden
 computer household
 cycle labor/move
 event skill/d trade
 financial real estate
 legal sm biz ads
 lessons therapeutic
 marine travel/vac
 pet write/ed/tr8

gigs

Search Selected Search Category

crew
 event
 labor
 talent
 computer
 creative
 domestic
 writing

resume

jobs

Search Selected Search Category

accounting+finance
 admin / office
 arch / engineering
 art / media / design
 biotech / science
 business / mgmt
 customer service
 education
 food / bev / hosp
 general labor
 government
 human resources
 internet engineers
 legal / paralegal
 manufacturing
 marketing / pr / ad
 medical / health
 nonprofit sector
 real estate
 retail / wholesale
 sales / biz dev
 salon / spa / fitness
 security
 skilled trade / craft
 software / qa / dba
 technical support
 transport
 tv / film / video
 web / info design
 writing / editing
 [ETC]
 [part-time]

nearby cities

ann arbor
battle creek
central mi
detroit metro
flint
grand rapids
holland
jackson
kalamazoo
lansing
monroe
muskegon
port huron
saginaw
sarnia
south bend
southwest mi
the thumb
toledo
windor

us cities
us states
canada
cl worldwide

post to classifieds
my account
event calendar

help, faq, abuse, legal
avoid scames & fraud
personal safety tips
terms of use new
system status

about craigslist
craigslist blog
best of craigslist
craigslist TV
craig connects

@2012 craigslist

craigslist

>lansing craigslist-furniture

search go title only entire post has image

[hire a mover] [avoid recalled items] [partial list of prohibited items] [dial 2-1-1 for social services] [You stopped PIPA and SOPA!] [AVOIDING SCAMES & FRAUD]
[PERSONAL SAFETY TIPS] [craigslist (tv)] [unofficial flagging faq] [craigslist blog] [success story?]

title	price	location	picture	type	handle	rating	date
I'm selling this!	\$25	Dewitt	yes	dealer	<HoochyMomma>	+5	02/26

post to classifieds
my account
event calendar

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[PERSONAL SAFETY TIPS] [craigslist (tv)] [unofficial flagging faq] [craigslist blog] [success story?]

title craigslist accounts

I'm selling t

<HoochyMomma> +5 Flag Rate Subscribe Message

Posts

title	price	location	picture	type	handle	rating	date
I'm selling this!	\$25	Dewitt	yes	dealer	<HoochyMomma>	+5	02/26

Testimonials

This person is awesome! - <SkaterDude>

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title **craigslist accounts** — X

I'm selling to

<You> +5 **Manage Posts** **Subscriptions** **Message Center**

Feedback

This person is awesome! - <SkaterDude> +1
I don't like you... <Jerk> - 1

Account Settings

change password ... etc.

help, faq, abuse, legal
avoid scames & fraud
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title **craigslist accounts** — X

I'm selling to

<You> +5 **Manage Posts** **Subscriptions** **Message Center**

Recent Posts by Subscriptions

<Skater Dude> posted "train set" under for sale>toys+games

People Subscribed to

<SkaterDude>
<TehOne>
<Moknalmon>
<LOLLERSKATES>

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craigslist >bestofcraigslist

search go title only entire post has image

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[hire a mover] [avoid recalled items] [partial list of prohibited items] [dial 2-1-1 for social services] [You stopped PIPA and SOPA!] [AVOIDING SCAMES & FRAUD] [PERSONAL SAFETY TIPS] [craigslist (tv)] [unofficial flagging faq] [craigslist blog] [success story?]

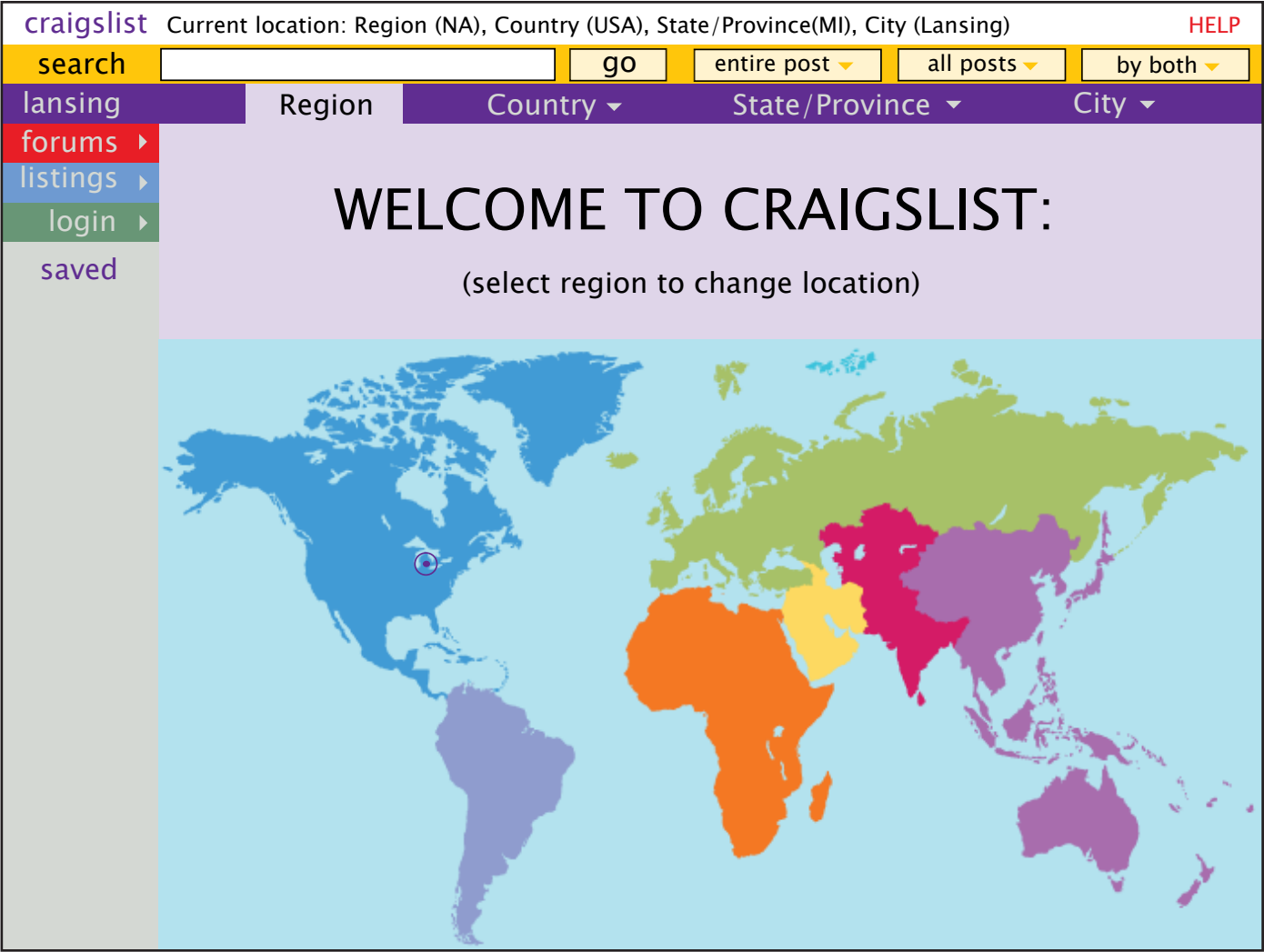
BEST OF CRAIGSLIST Posts People

help, faq, abuse, legal
avoid scames & fraud
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craigslist TV
craig connects

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Regions that are highlighted or in the content area (welcome to craigslist) will always have a pale or near white background with a black text or near black text for maximum readability.



Automatically gives you a location but gives you an option to choose a different location via an interactive map.

The feedback bar at the top of the website changes its message for you depending on where you are in the site and helps guide and inform the user.

The screenshot shows the Craigslist website interface. At the top, there is a navigation bar with the text "craigslist Login or Register for FREE Below!" and a "HELP" link. Below this is a search bar with a "search" label, a text input field, a "go" button, and two dropdown menus labeled "entire post" and "all posts". To the left of the main content area is a vertical sidebar with links for "lansing", "forums", "listings", "login", and "saved". The main content area features a large heading "CRAIGSLIST ACCOUNTS:". Below this heading, there are two sections: "Already have an account? Login:" and "Don't have an account? Register for free here:". The login section includes fields for "e-mail" and "password", and a "login" button. The registration section includes fields for "username", "e-mail", "password", and "confirm password", and a "submit" button.

craigslist Login or Register for FREE Below! [HELP](#)

search go entire post all posts by both

lansing ▶
forums ▶
listings ▶
login
saved

CRAIGSLIST ACCOUNTS:

Already have an account? Login:

e-mail:

password:

Don't have an account? Register for free here:

username:

e-mail:

password:

confirm password:

Website will consist of a universal account so that you can create an online identity through craigslist allowing for people to connect with one another.

Clicking anywhere on the side bar (left) and navigating away from your current screen will not disrupt your browsing experience. Each section saves the last screen you were viewing in that section so that you can seamlessly switch from choosing a new location, to the forums, to the listings, and to your account.

[craigslist](#) Login or Register for FREE Below! [HELP](#)

search go entire post all posts by both

[lansing](#)
[forums](#)
[listings](#)
[login](#)
[saved](#)

CRAIGSLIST ACCOUNTS:

Already have an account? Login:

e-mail:

password:

Don't have an account? Register for free here:

username:

e-mail:

password:

confirm password:

Accounts will be e-mail based and will remain anonymous if that is your wish.

The rating system consists of >:(, :(, :| , :) , and :D with >:(being an the most unfavorable rating for a seller and :D being the most favorable.

The screenshot shows the Craigslist user interface for a user named 'mussere1'. At the top, there is a navigation bar with the Craigslist logo, a search bar, and a 'go' button. Below the search bar are links for 'lansing', 'forums', and 'listings'. The user's name 'mussere1' is prominently displayed, along with their ratings: 'Over past 90 days: :D' and 'Over Lifetime: :)'. A secondary navigation bar includes 'post manager', 'message center', 'subscriptions', 'settings', and 'logout'. On the left side, there is a 'saved' section. The main content area shows 'Current posts:' with a 'New Post' button, and 'None' with 'Edit Post' and 'Delete Post' buttons.

Your account serves as the hub for all your interactions on craigslist.

You can browse or search directly for what your looking for. You can narrow things down from categories, to sub-categories, and then by filtering them as you'll see later.

The screenshot shows the Craigslist website interface. At the top left, the logo "craigslist" is displayed in purple, followed by the text "Select a category to view." and a red "HELP" link. Below this is a search bar with the word "search" in yellow, a white input field, a yellow "go" button, and three yellow dropdown menus labeled "entire post", "all posts", and "by both". The main navigation bar is light blue and contains the word "Listings" in large black font, with "categories", "sub-categories", and "best of craigslist" as sub-menu items. On the left side, there is a vertical sidebar with a grey background, containing the text "lansing", "forums", "listings", "mussere1", and "saved". The main content area displays a grid of nine blue rectangular buttons, each representing a category with its name and the number of items in parentheses: "community (1000)", "events (193)", "for sale (20234)", "gigs (233)", "housing (12345)", "jobs (15301)", "personals (10234)", "services (201)", and "resumes (134)".

You can also view best of craigslist to see popular sellers and posts.



Selecting sub categories is similar to selecting categories but not necessary for completing your search.

craigslist 1200 listings in for sale(all) HELP

search go entire post all posts by both

lansing listings > for sale(all)

forums listings categories sub-categories best of craigslist

title	picture	location	posted-by	date
Dresser Set		Dewitt	Bagsobucks	3/21
Bicycle		Kalamazoo	DmAster	3/21
My Car	(none)	Lansing	Dooder	3/10

Posts give a preview of any pictures in the post, location of the seller, the sellers identity, and the date it was posted.

Searching adds to but doesn't change your previous search and is updated by the light blue feedback bar.

craigslist 100 listings in for sale(all)+pair of night stands HELP

search

[lansing](#) [forums](#) **listings** > for sale(all)+pair of night stands

listings categories sub-categories best of craigslist

	title	picture	location	posted-by	date
mussere1 saved	Dresser Set		Dewitt	Bagsobucks	3/21
	Night Stands		Kalamazoo	DmAster	3/17
	Night Stand		Lansing	tehOn3	3/16
	Night Stands	(none)	East Lansing	Dbora	3/13

Search bar options are entire post or title only, all post – no pictures – or only pictures, and by both – by dealer or by owner.


Clicking on someone's name bring's up their profile and any of their posts.

craigslist 1 Post found on tehOn3's profile [HELP](#)

search pair of night stands go entire post all posts by both

[lansing](#) ▶ **tehOn3 Profile** Ratings: Over past 90 days: :D Rate: :| ▼
[forums](#) ▶ Over Lifetime: :)

[listings](#) ◀ back posts message ▼ subscribe ▼

title	picture	location	posted-by	date
Night Stand		Lansing	tehOn3	3/16

[mussere1](#)
[saved](#)

You can rate the person once and change that rating at any time in the future.

Clicking on a specific post brings up that posts information including a slideshow of any pictures.

The screenshot shows a Craigslist interface. At the top, it says "craigslist Viewing post 'Night Stand' on tehOn3's profile" with a "HELP" link. Below this is a search bar containing "pair of night stands" and a "go" button. To the right of the search bar are filters for "entire post", "all posts", and "by both". A navigation bar includes "lansing", "forums", "listings", "posts", "message", and "subscribe". The profile name "tehOn3 Profile" is displayed with ratings: "Over past 90 days: :D" and "Over Lifetime: :)". A "Rate:" dropdown is set to ":|". The post title is "Night Stand (3/16)" with the location "Lansing, MI 48823". There are "message" and "save" buttons. A large black area labeled "slideshow" is present. Below the post is a "Description" box containing the text: "These are a great pair of night stands. They are five years old and have dimensions of (lwxh) 2"x4"x3". I'm asking \$50 each with shipping." The left sidebar shows "mussere1", "saved", and "tehOn3" with a right-pointing arrow.

You have the ability to save specific posts to the sidebar for quick access later.

Messages will be simple in format but allow html formatting for those who want to present themselves well.

The screenshot shows a Craigslist profile page for a user named 'tehOn3'. At the top, there is a search bar with the text 'pair of night stands' and a 'go' button. To the right of the search bar are dropdown menus for 'entire post', 'all posts', and 'by both'. Below the search bar is a navigation menu with links for 'lansing', 'forums', 'listings', 'back', 'posts', 'message', and 'subscribe'. The profile name 'tehOn3' is prominently displayed, along with ratings: 'Over past 90 days: :D' and 'Over Lifetime: :)'. A 'Rate' dropdown menu is set to ':|'. On the left sidebar, the user's name 'mussere1' is highlighted in green, with the word 'saved' below it. The main content area shows a message form with a 'Select Subject:' dropdown menu currently set to 'Night Stand'. A dropdown menu is open below it, showing 'Night Stand' and 'Custom'. To the right of the subject dropdown are 'ATTACH' and 'SEND' buttons. The message body contains the text: 'Hi tehOn3, I'm interested in buying your pair of night stands. How can I buy them? Thanks, mussere1'.

Your account name on the sidebar will flash when you have received a message.