

A Better Craigslist  
designed by Brianna Suffety

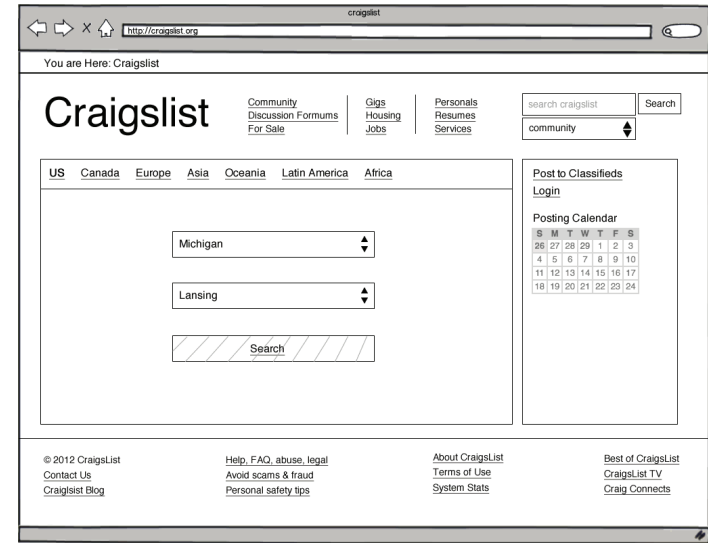
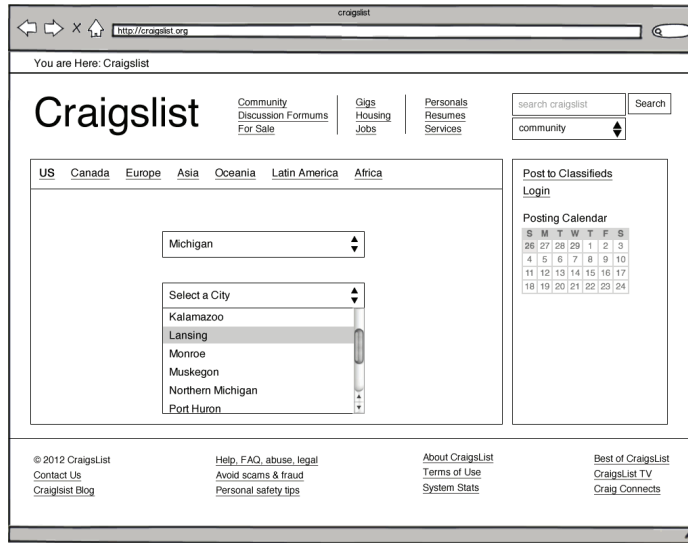
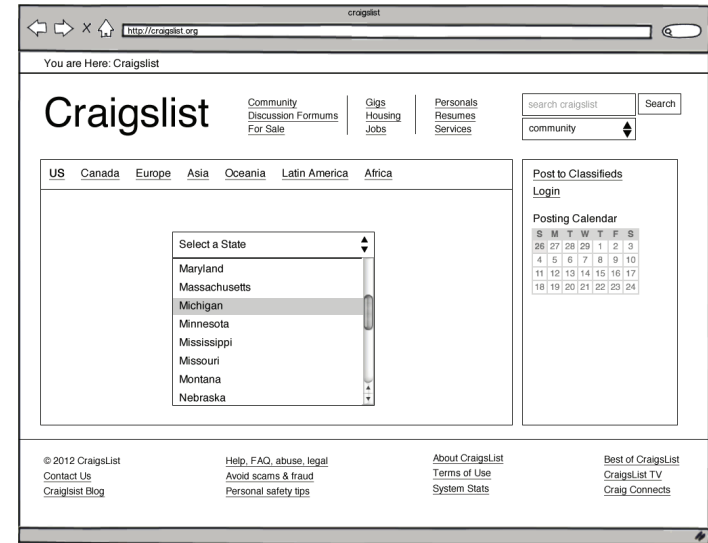
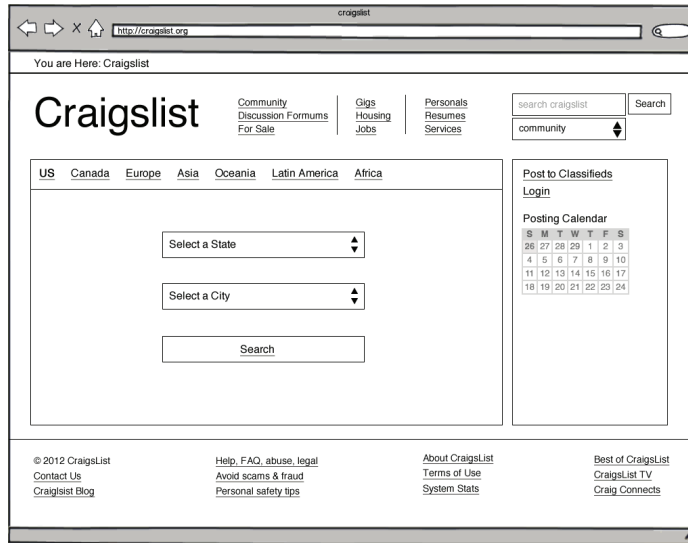
Michigan State University  
STA468 Interactive Website  
Spring 2012

**Task:** Find a Service (Person)

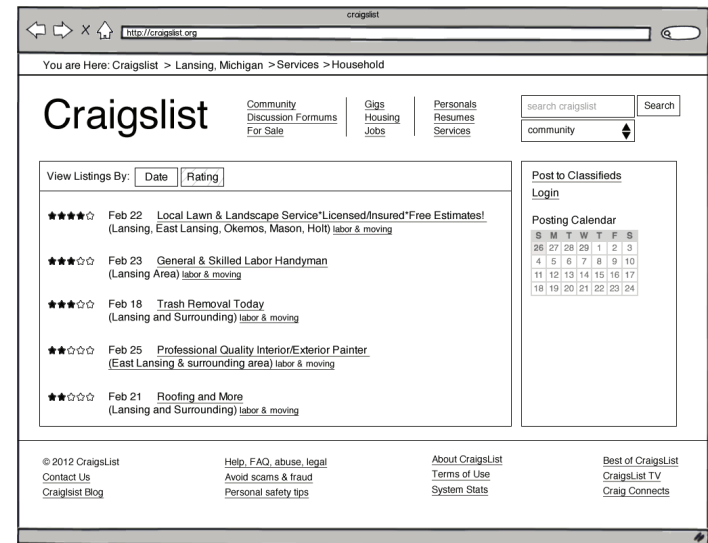
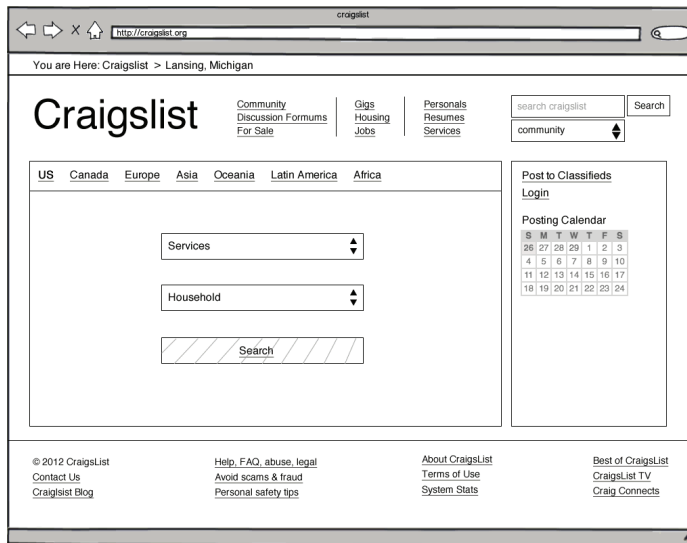
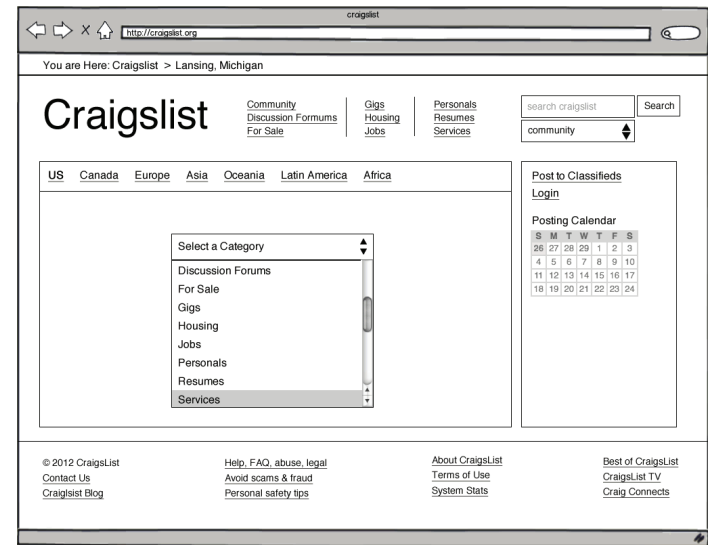
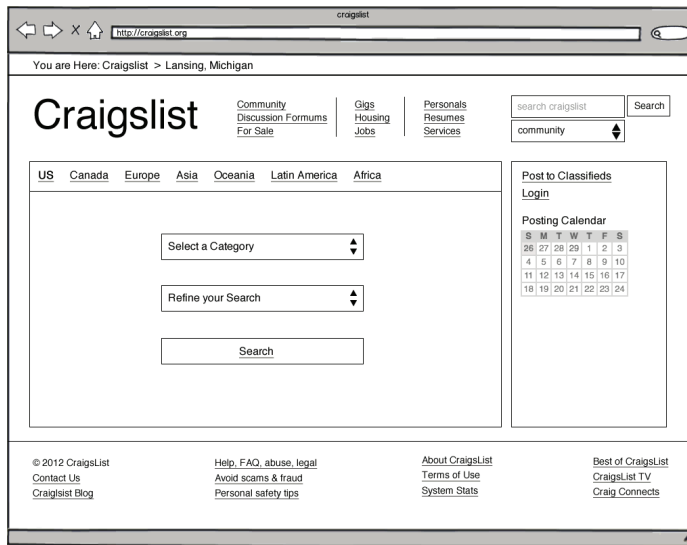
Find a person to haul away materials that you cannot legally dispose of in your city trash.

**Goal:** You want to find someone that will environmentally conscience when disposing of these materials.

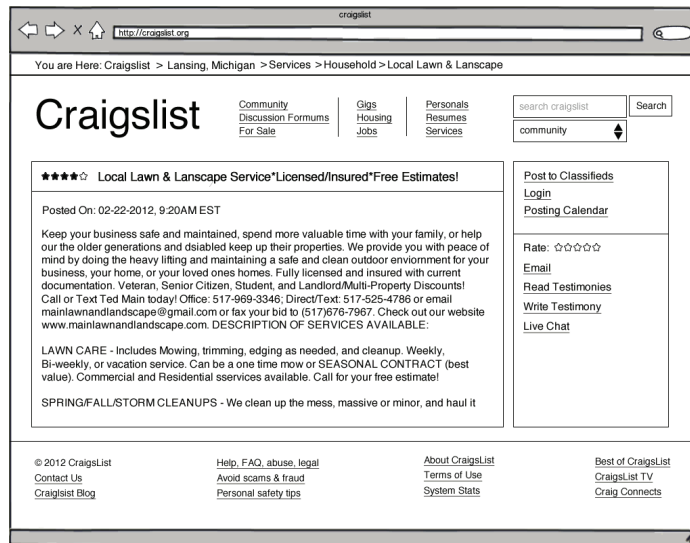
**Behavior:** High on extroversion dimension who want to connect to thought provoking info through others.



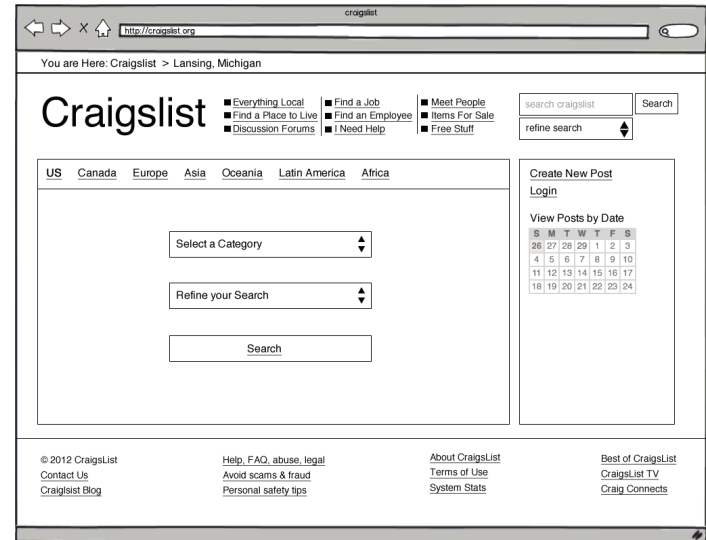
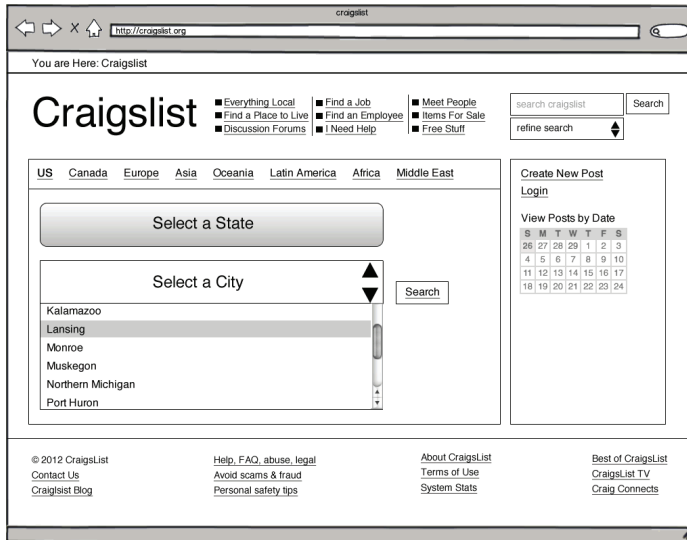
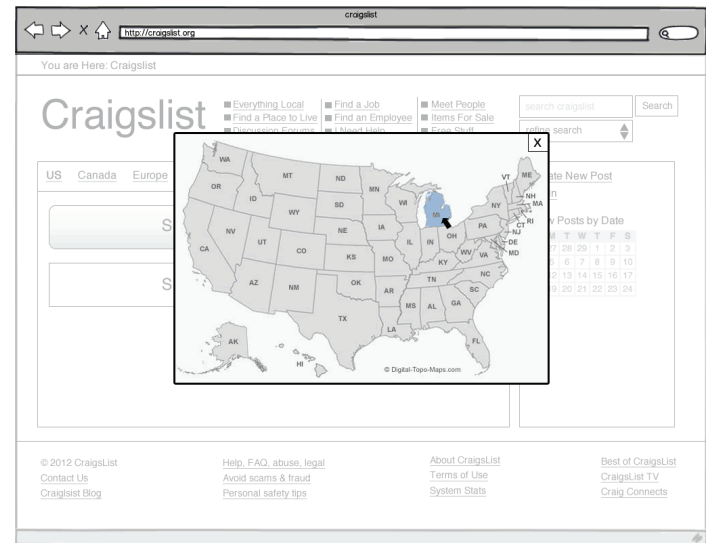
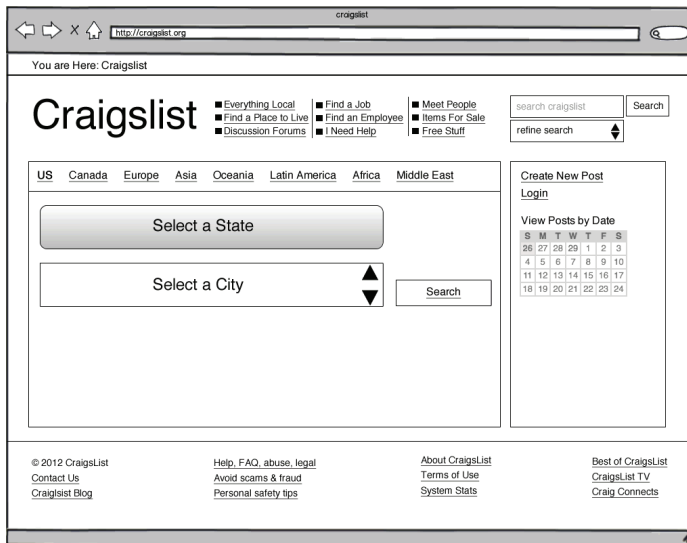
Low-Content Wireframe, version 1



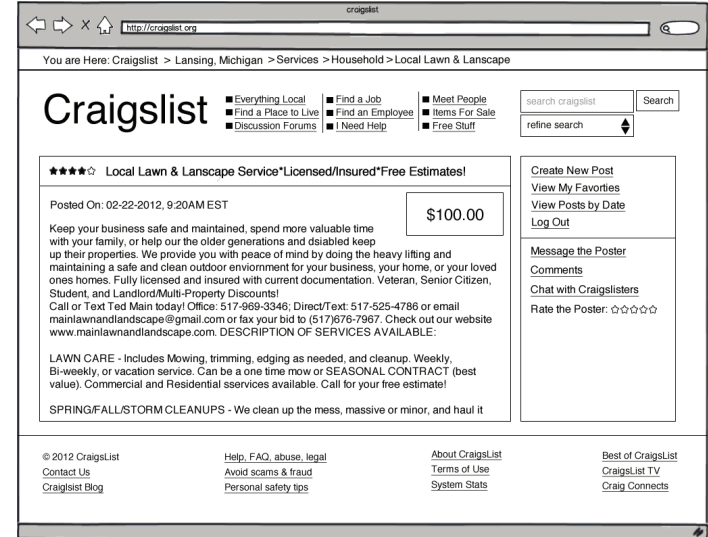
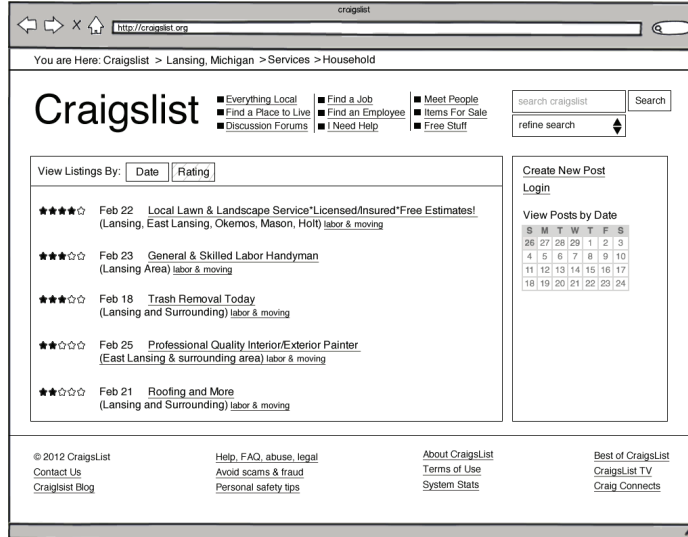
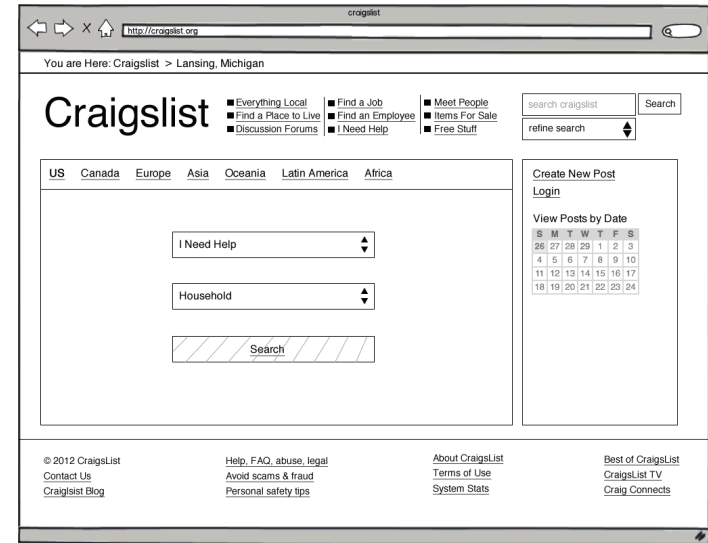
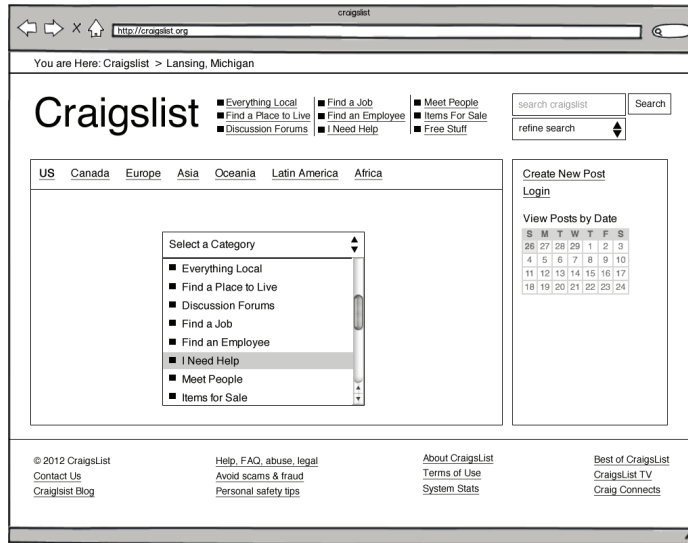
Low-Content Wireframe, version 1



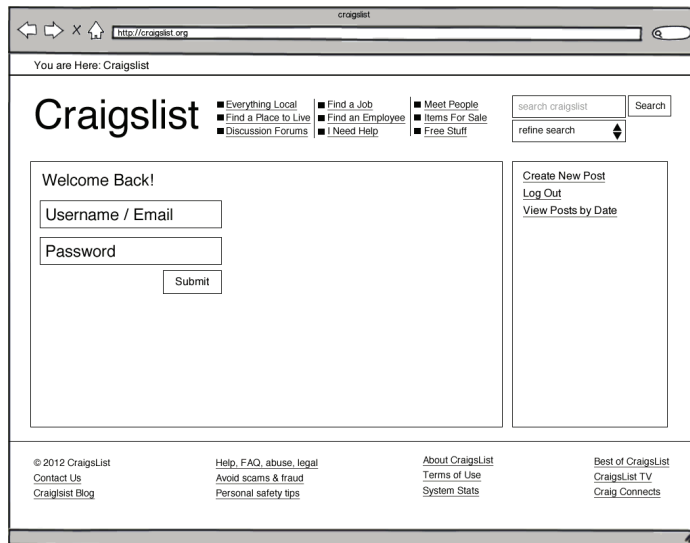
Low-Content Wireframe, version 1



Low-Content Wireframe, version 2

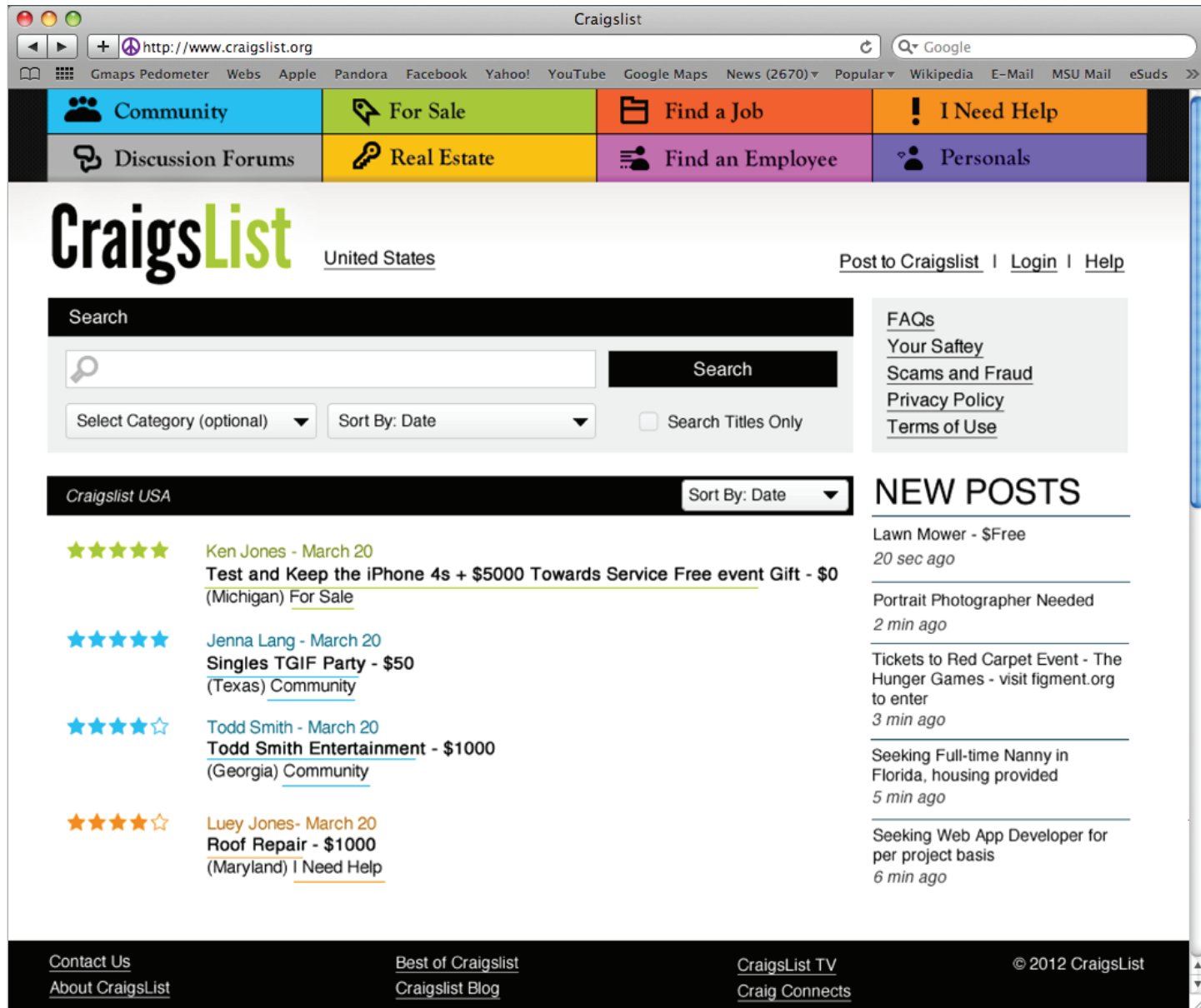


Low-Content Wireframe, version 2



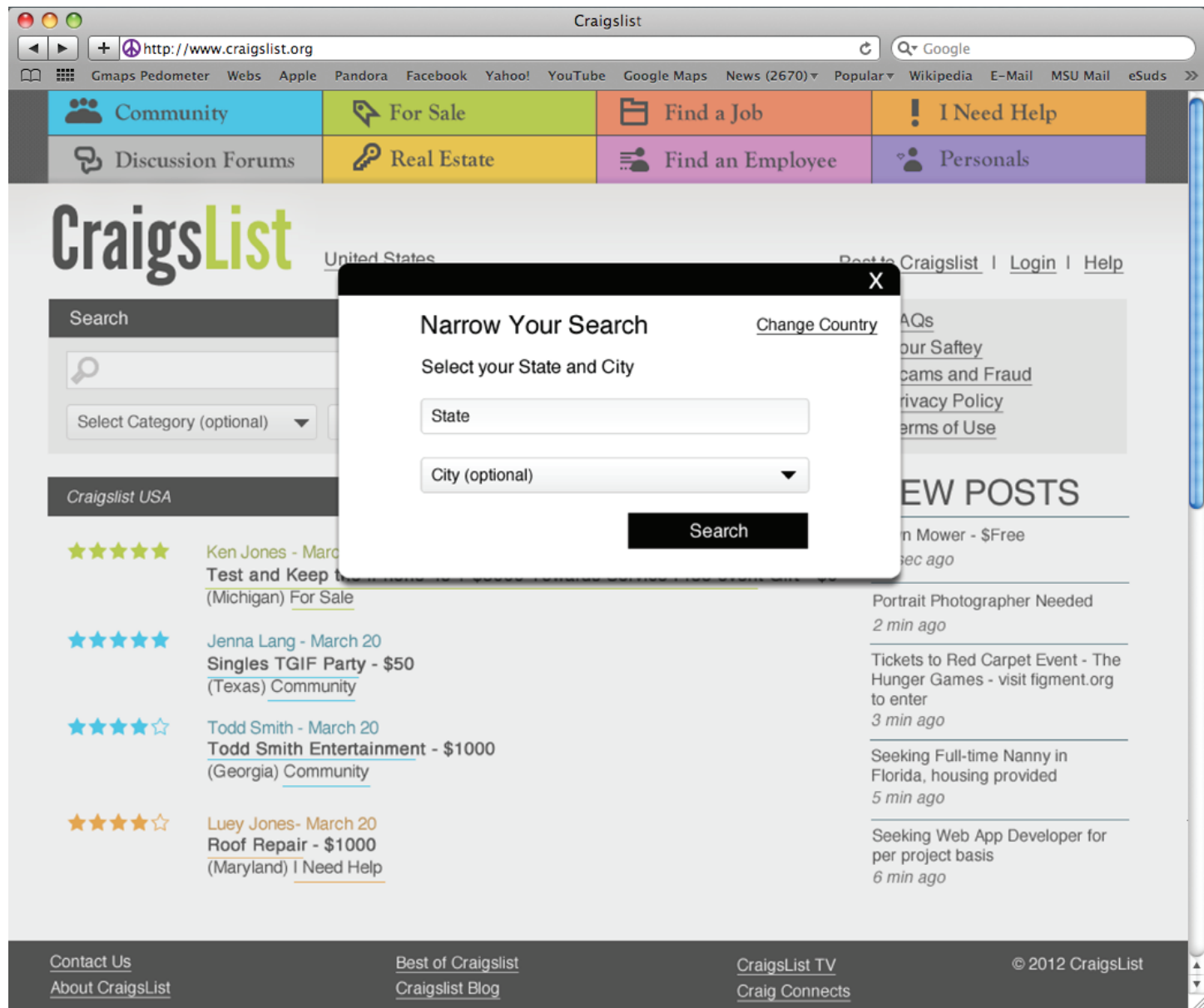
Low-Content Wireframe, version 2





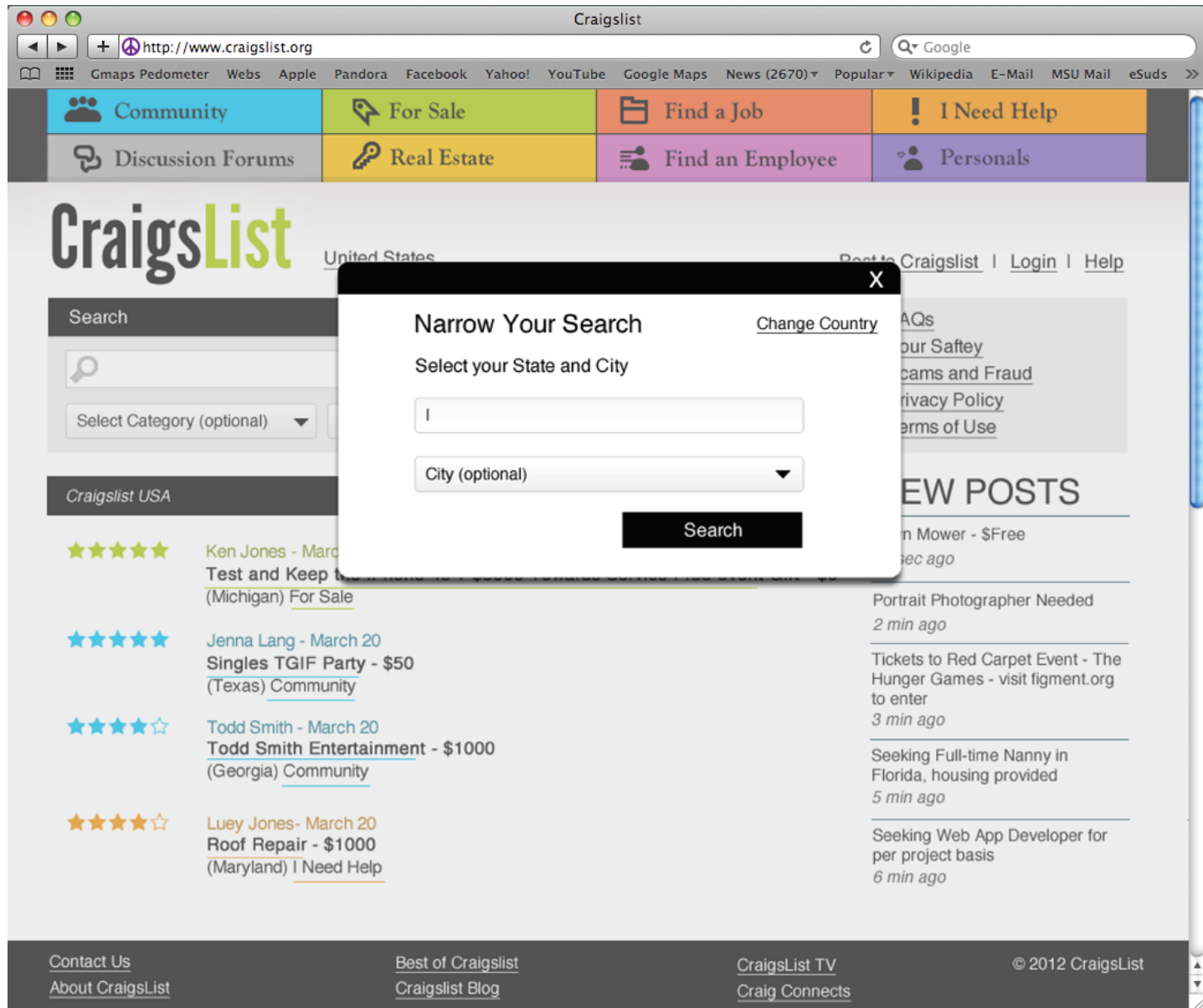
## High-Content Wireframe

This is the index page. I choose to show post listings on the index page because I think it's important to allow users get to the information quickly. The stars to the left of each post show the Member's rating. This was done with the persona in mind. Now users get to see what other users think right away. The "NEW POSTS" in the side bar is a feed of the newest listings. I choose green for the logo because it's fresh and a cool color which is preferred on the web by both men and women. Also, Craigslist focus on selling items and the green was also used for the "For Sale" category.



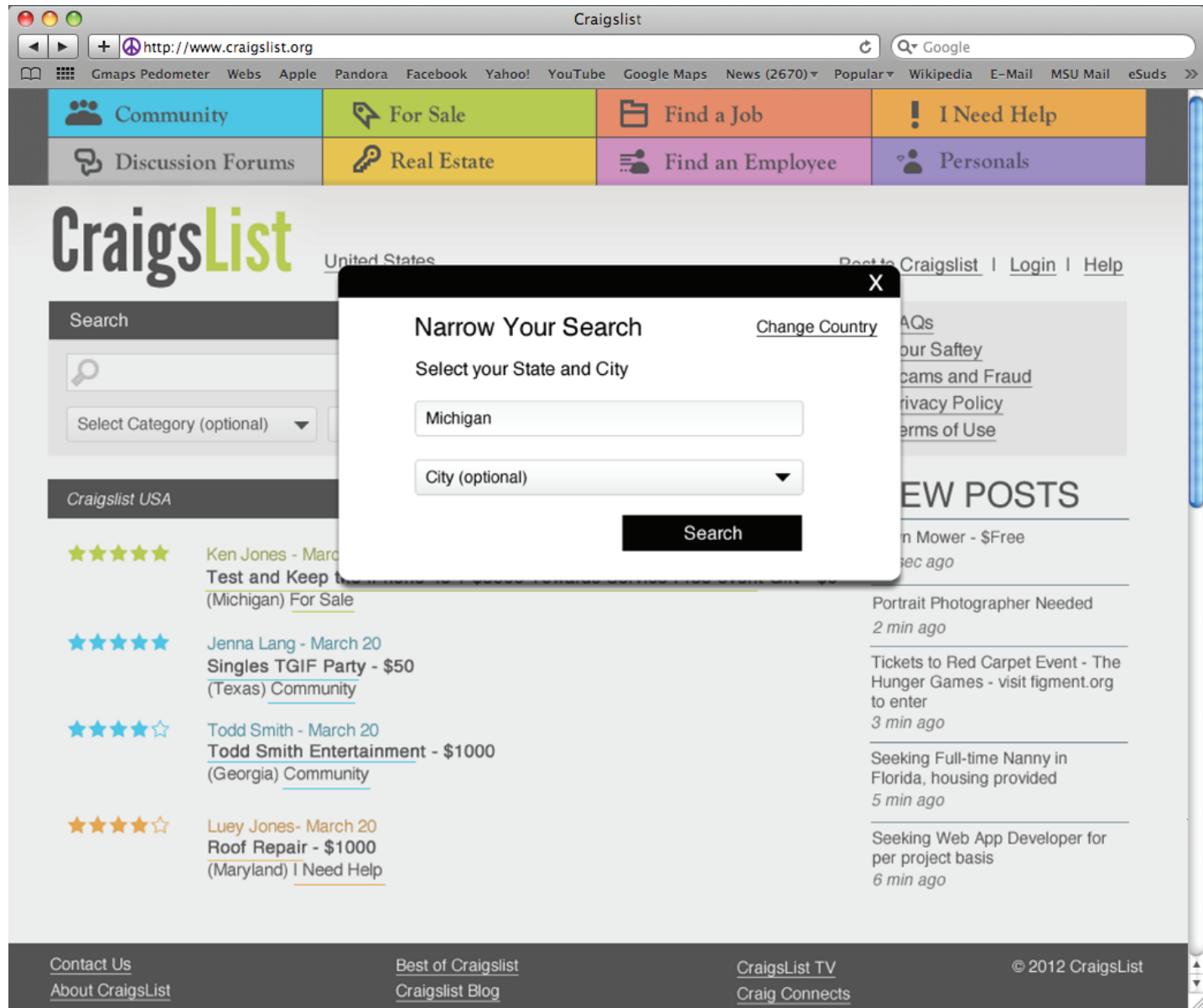
## High-Content Wireframe

By selecting the link with location text located next to the logo a user can narrow their search by adding their state and/or city. Instead of taking Users to another page I choose to have a pop-up box appear.



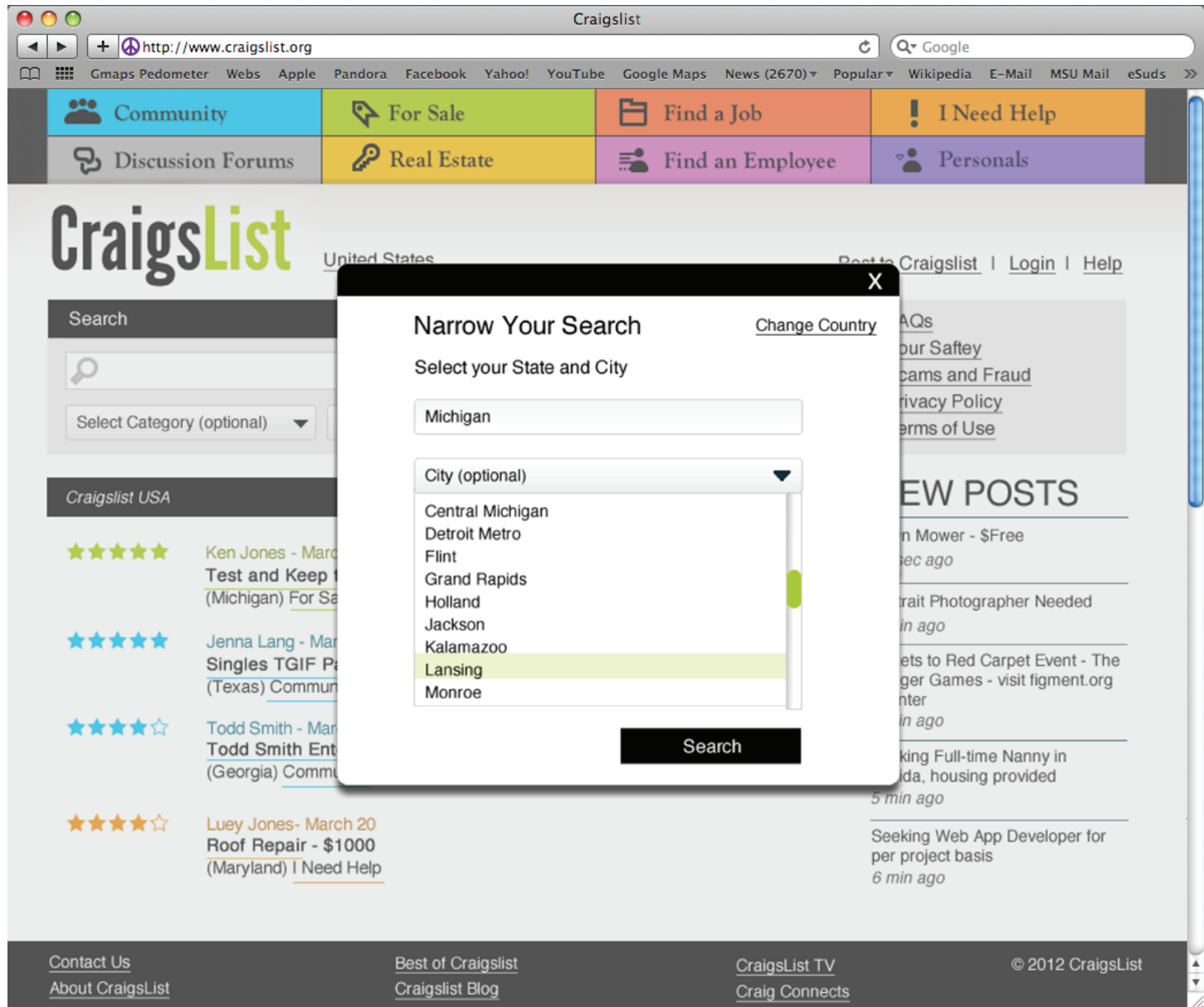
## High-Content Wireframe

Since there are 50 states I thought that it wasn't an effective use of screen space to include a drop-down menu for the states. Instead the user can type in their State. The form will automatically attempt to complete the user entered data. i.D. If a user types in "Mich" the form will autofinish the entered state to "Michigan" for the user.



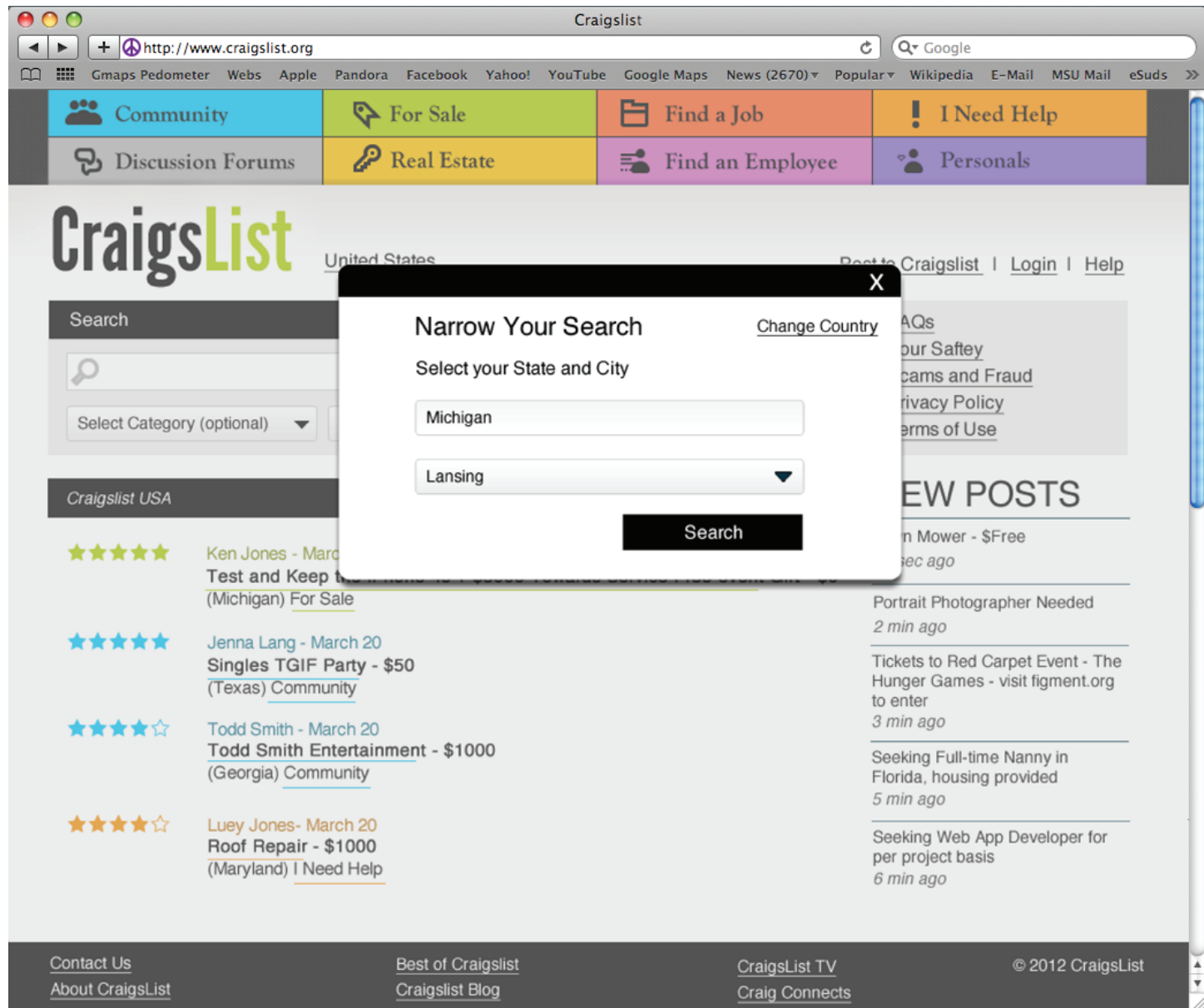
## High-Content Wireframe

At this point, the user could click “Search” without using the drop-down menu to select their city.



## High-Content Wireframe

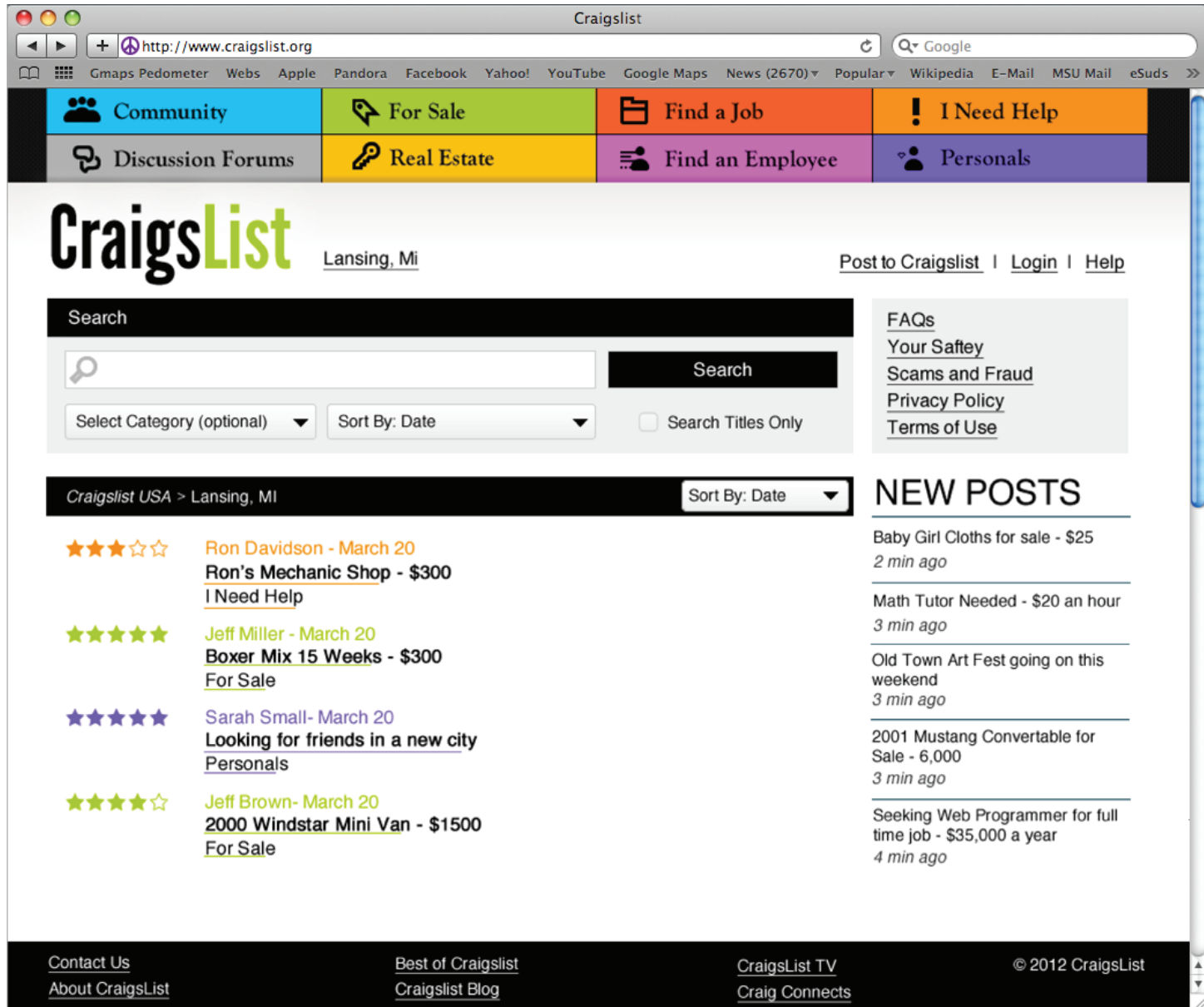
The drop-down menu causes the pop-up window to expand so more options are revealed and less scrolling is necessary. A faded green bar is used to highlight the selected city.



## High-Content Wireframe

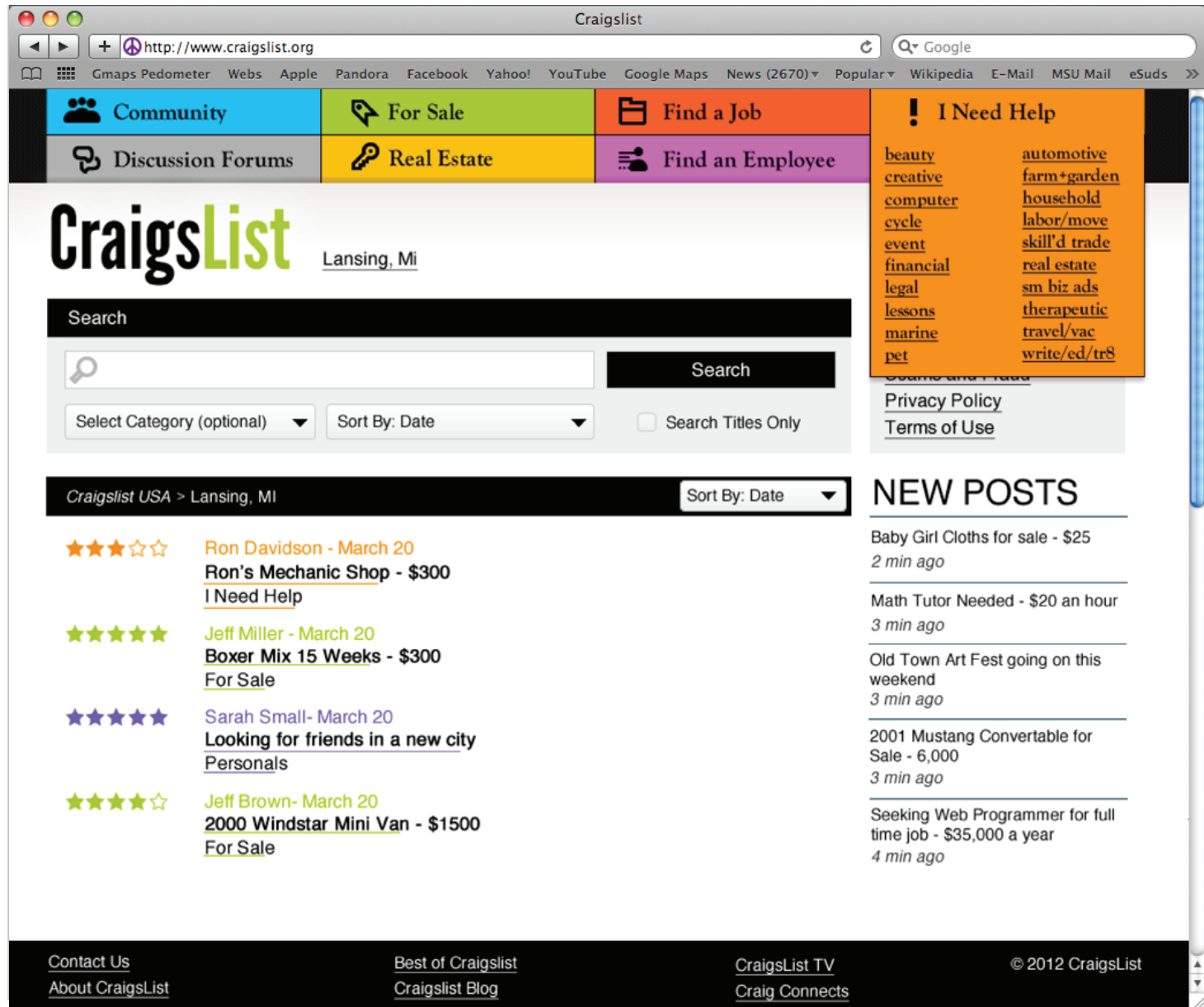
This is how the form looks before the user hits submit.





## High-Content Wireframe

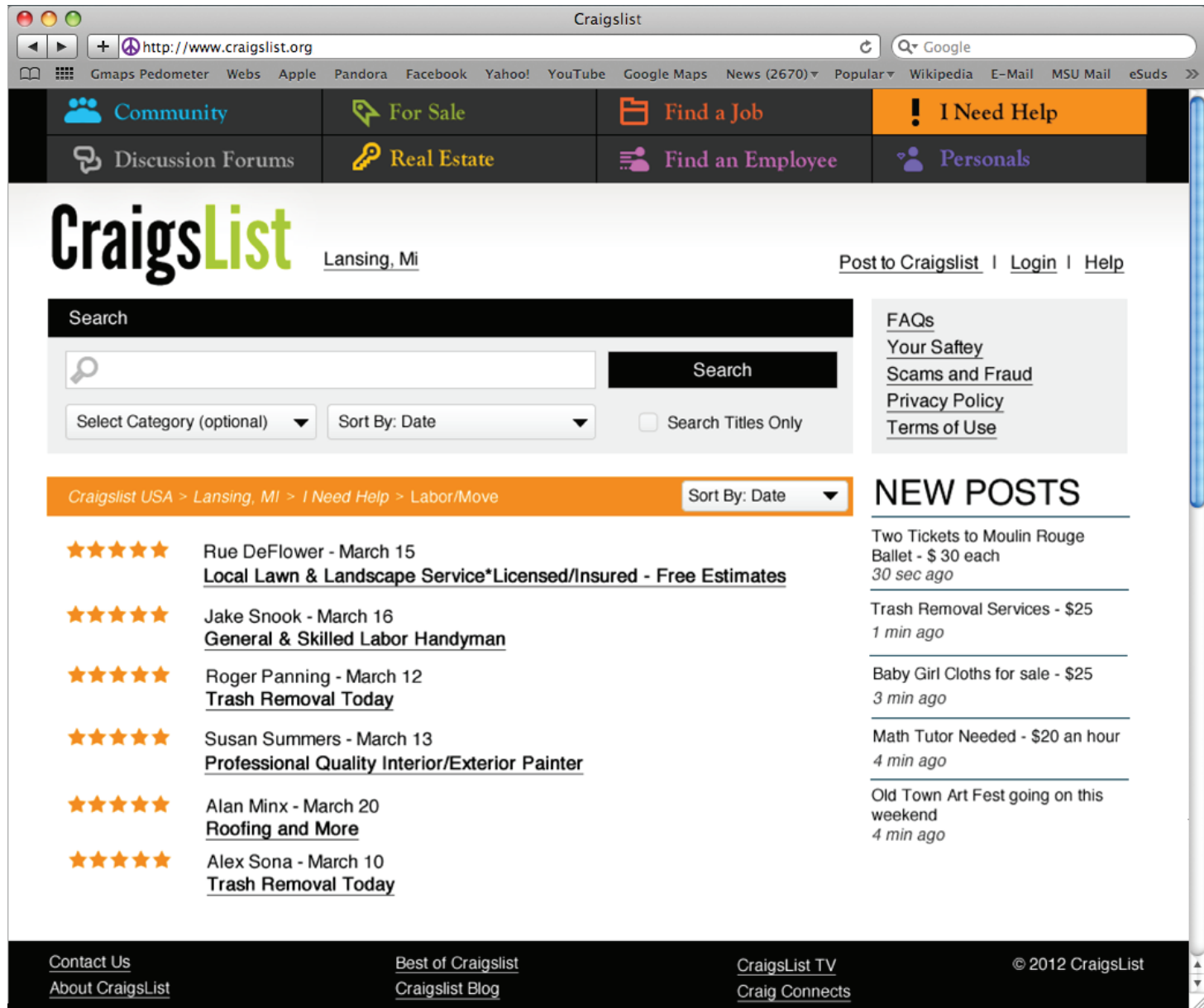
This page shows the most current posts for Lansing, Michigan in all categories. The color of the stars reflects the category coloring observed in the navigation. This allows a user to quickly assess which posting belongs to which category. The stars are located to the left of the poster's name to show that the rating is related to the poster and not the individual post. The posts are sorted by Date here but they can also be sorted by rating. The "NEW POSTS" feed in the sidebar show continuous updates compared to past pages.



## High-Content Wireframe

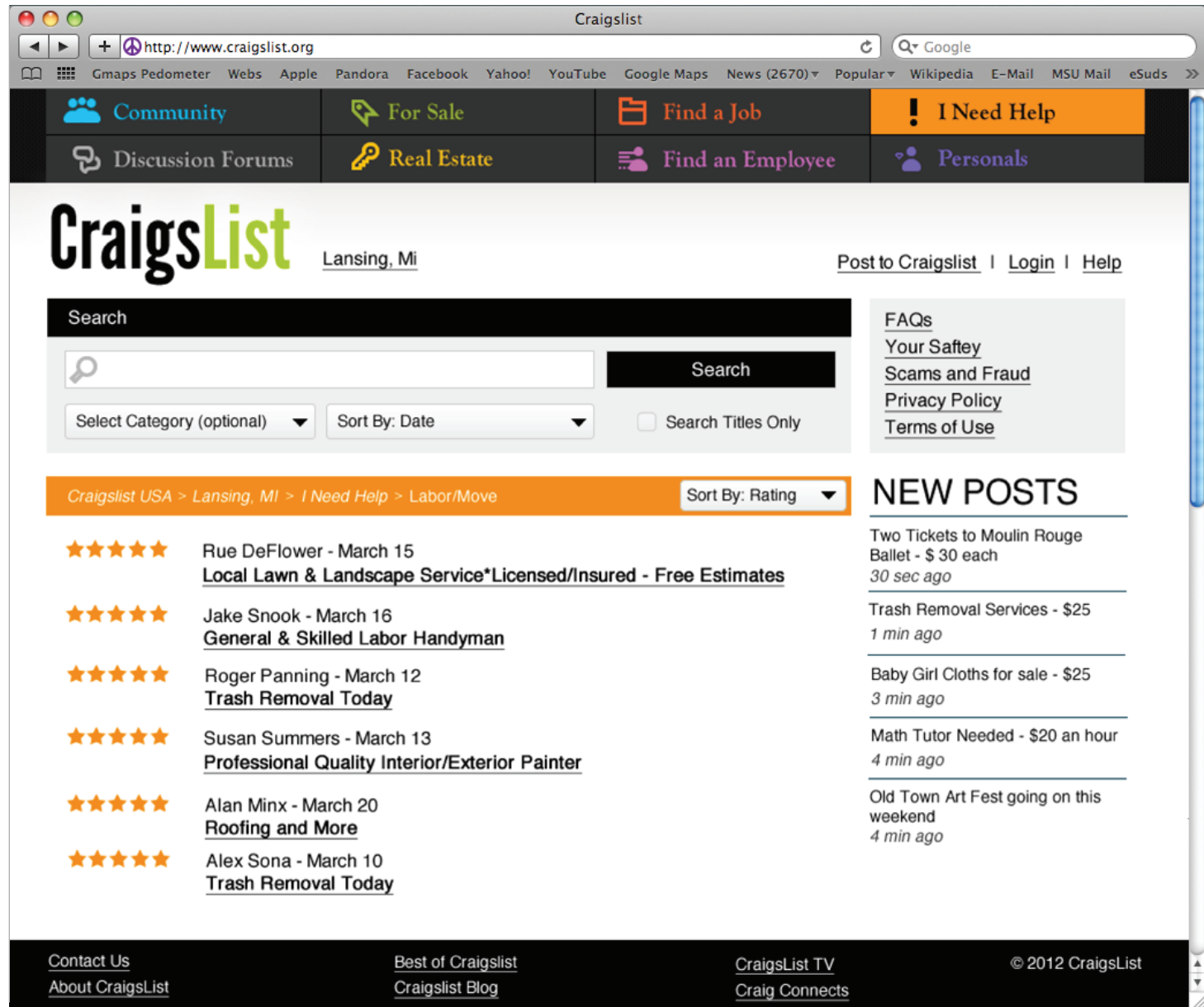
When a user hovers over the category navigation at the very top of the page a list of sub-categories is displayed. The drop-down menu's background color matches the button's background color so users immediately understand which drop-down menu belongs to which category button.





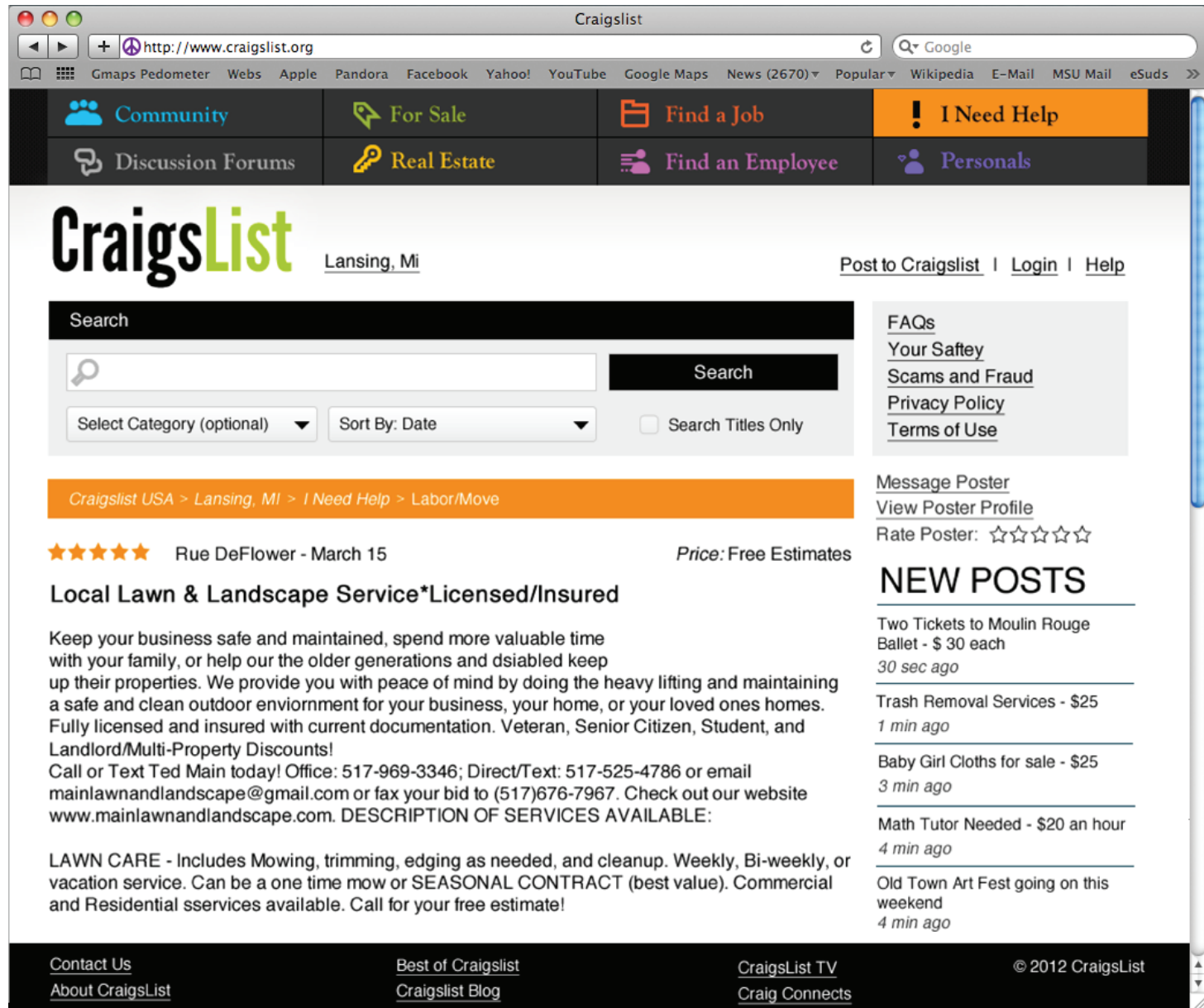
## High-Content Wireframe

The formerly black bar, is changed to orange so users can know what category their viewing quickly. The orange bar also features breadcrumbs so the user can see where they are located on the site. The stars match the breadcrumbs bar to reinforce the category page they are on. The navigation has changed to show which category the user is in. The other category buttons retain their color in the text so users do not become unfamiliar with the different categories' colors



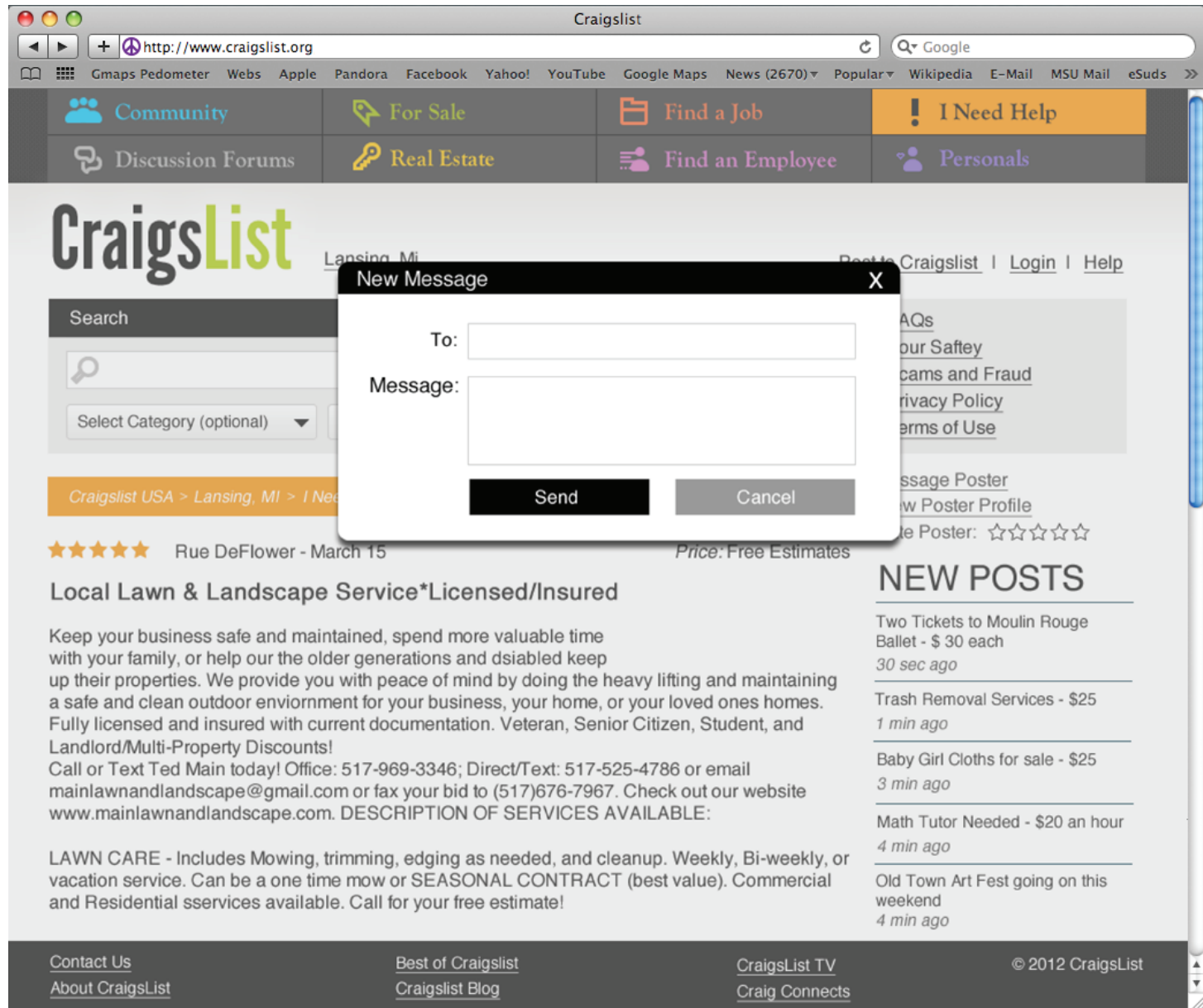
## High-Content Wireframe

This page demonstrates that the posts listing can be viewed by rating instead of date. This page of listings has the least amount of information compared to the others shown above. The breadcrumbs bar shows which category / sub-category the user is in. Therefore, it is unnecessary to list the same information again for each post.



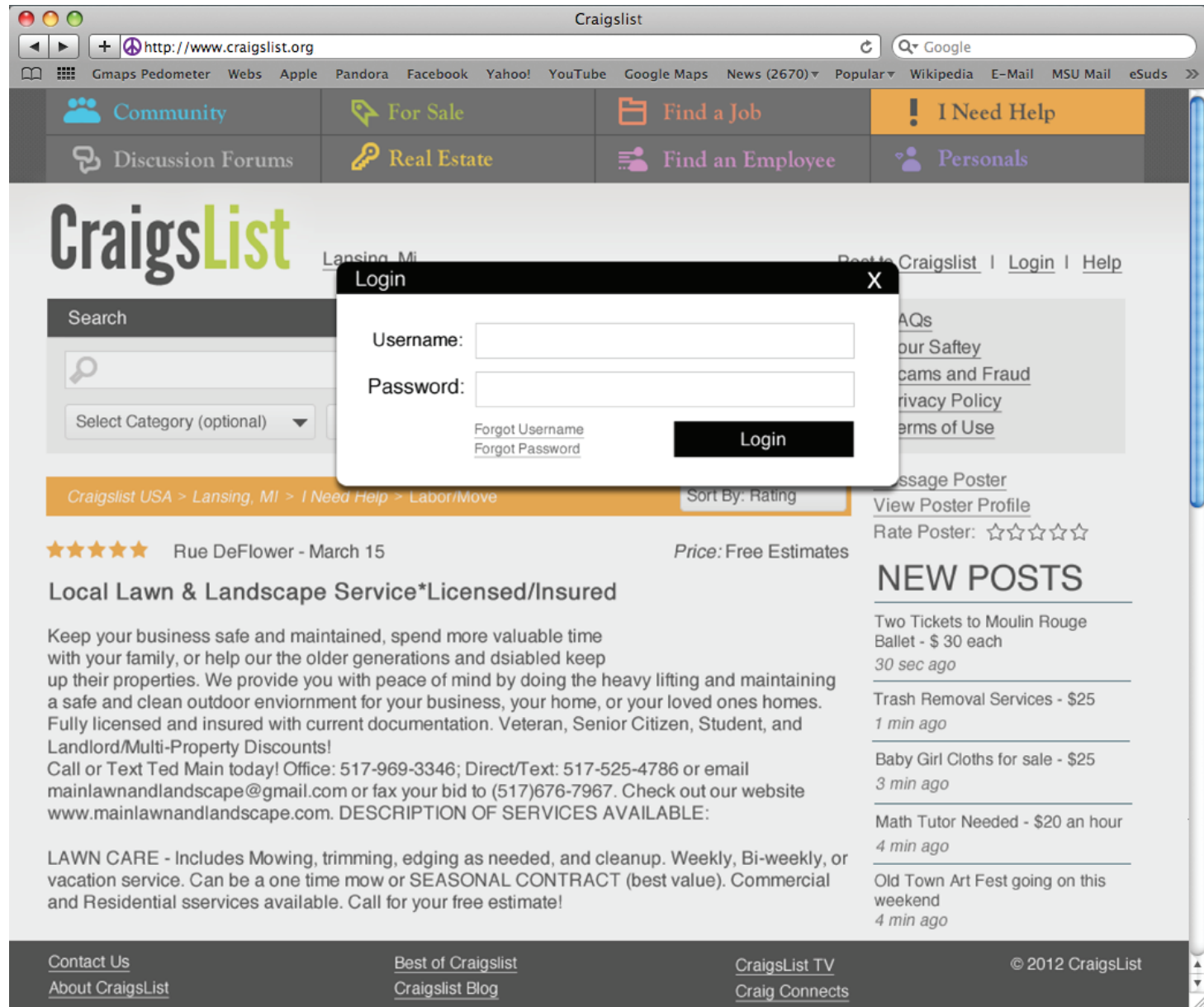
## High-Content Wireframe

Each individual posts page has the rating, poster's name, and the date the ad was posted at the top. In the side bar two links are now present allowing the user to connect with the poster since my persona wants to achieve their task and goal by interacting with others. The last new element gives the user the ability to quickly give an overall rating of the poster.



## High-Content Wireframe

This window appears when the user clicks on the “Message Poster” link located in the sidebar. The conversation will be saved and can be viewed in a similar window allowing the user to easily jump back and forth between the site’s main content and this extra source of information.



## High-Content Wireframe

The login window is styled the same as the other windows to maintain consistency. Like the other windows, the main page gets grayed out as to draw focus to the pop-up window. I choose to use a pop-up window instead of a new page to save users from having to go back and located the page they had been on. Below the fields for Username and Password are two links to help those users who have forgotten one of their login credentials. I choose to use two separate links to save the user clicks. The submit button for the login screen is labeled login to cut down on the time it takes a user to understand what the button is for.



Craigslist

http://www.craigslist.org

Community For Sale Find a Job I Need Help  
 Discussion Forums Real Estate Find an Employee Personals

**Craigslist** Lansing, Mi [Post to Craigslist](#) | [My Account](#) | [Help](#)

Search

Search

Select Category (optional) Sort By: Date Search Titles Only

**Brianna Nicole Suffety**  
 Positive Feedback: 99.8% Total Views: 656

**Feedback**

Criteria	Average Rating	Number of Ratings
Trustworthiness	★★★★★	106
Item as Described	★★★★★	104
Communications	★★★★★	103
Satisfaction with Transaction	★★★★★	104

**Latest Feedback**

"The books were in the exact condition she described. She was quick to respond to my emails and very personable. I'd do business with her again."  
 Reviewer: [SarahSmith999](#) ★★★★★

Member Since: 12-06-11  
 Location: Michigan, US

[My Items for Sale](#)  
[Contact Me](#)  
[Write a Review](#)  
[Rate Me](#)  
[Add to Favorite Members](#)

**NEW POSTS**

Two Tickets to Moulin Rouge Ballet - \$ 30 each  
 30 sec ago

Trash Removal Services - \$25  
 1 min ago

Baby Girl Cloths for sale - \$25  
 3 min ago

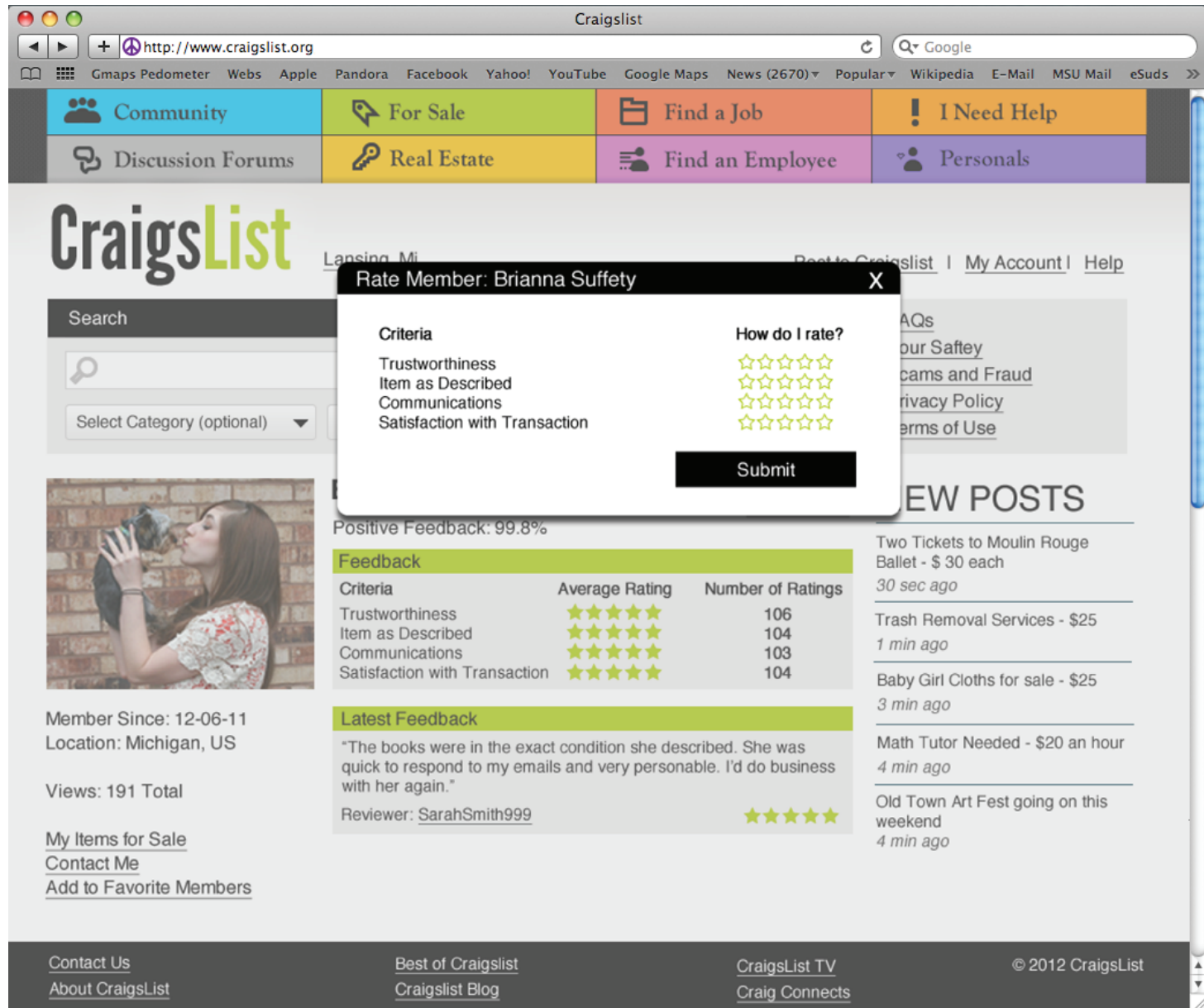
Math Tutor Needed - \$20 an hour  
 4 min ago

Old Town Art Fest going on this weekend  
 4 min ago

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## High-Content Wireframe

A user's profile contains information about their credibility as a seller. Besides a name and profile picture there isn't any personal information. One of the great things about Craigslist is that it's not about who you are it's about what you're looking for. People don't go to Craigslist to connect to other's based on their profile. If a user want's to know more about another user then it's up to the two users to contact each other and decide on a case by case basis how much information to give out.



## High-Content Wireframe

Rating a Craigslist member, brings up another pop-up window, akin to the others across the site. It's simple, with very options to encourage users to rate one another. A long survey on a user would generate fewer responses. The stars' outlines are green to match the stars on the profile page and the green in the Logo.