

Redesigning Craigslist

Wireframes for newyork.craigslist.org

Sketching Out and Understanding Craigslist

I present you chicken scratches.

Craigslist Redesign
CURRENT: newyork.craigslist.org

LOGO | CITY neighborhoods | Language v

POST ACCT | community housing | personals sale | jobs Cities in NY state

cal | discussion forums | services gigs | US CITIES US STATES CANADA WORLD

Footer links

Standard Reorganization
RE-ORGANIZATION

LD60 | search | POST LOGIN

CITY NAME | NEIGHBORHOOD NEIGHBORHOOD NEIGHBORHOOD

WORK/JOBS | GIGS | RESUMES | LIST

HOUSING | SELL

PERSONALS | classes

TALK

LANGUAGE v | Footer links

Footer Here

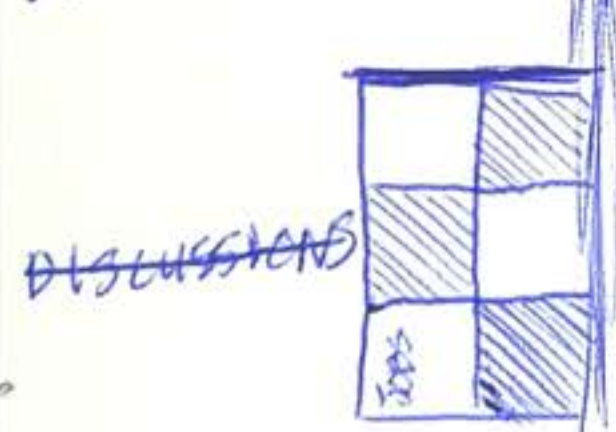
Handwritten notes on the left side of the sketch:
 Community → services
 ranks & rates → discussion
 WORK → GET/HIRE → short/long
 buy/pay for rent?
 sell
 looking for something to discuss

~~WORK~~

~~PERSONALS~~



~~PERSONALS~~ FOR HIRE
 split used
 housing category (top) & (bottom)



JOB / FOR HIRE
 ① ②

FOR SALE
 ③

HOUSING ④

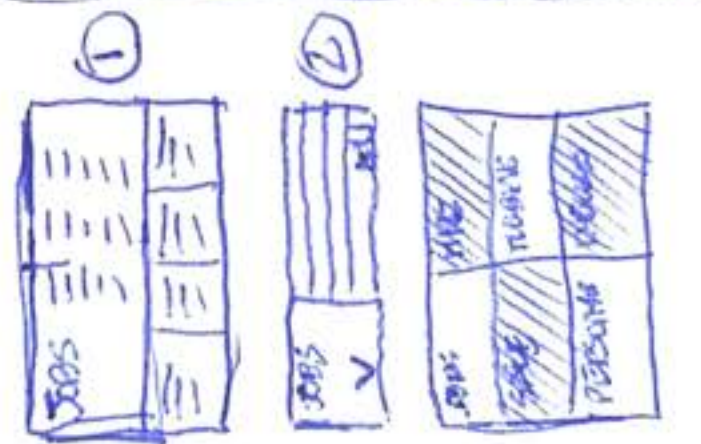
PERSONALS ⑤

DISCUSSION ⑥

EVENT CAL

CL search login/post

I want to browse jobs
 get hired
 buy something
 look at housing
 look for someone
 talk/discuss things



Taking Stock

In order to know how to move forward, we need to determine what content we currently have.

Basic wireframes of Craigslist's current state that are not chicken scratches.

Craigslist

Post

Account

Search

Event
Calendar
& Classes

Footer Links

New York City

mnh brk que brx stn jsy lgi wch fct

Community

Housing

Jobs

Language

Nearby NY Cities

Personals

For Sale

Discussion Forums

U.S. Cities

U.S. States

World

Services

Gigs

Resumes

Fixing the Taxonomy

Some sub-categories seemed **misplaced** (e.g. Rants and Raves under Personals fits better under Discussion Forums).

Other categories seemed **unclear**. What is the difference between Gigs and Services when someone just wants to hire a person?

A few categories could be **combined** (e.g. Resumes could be moved under Jobs).

Some categories were also filters (e.g. Part-Time under Jobs).

Categories like General or ETC do not indicate anything specific to the end user. Future posts should **require at least one category**.

Craiglist

Post
Account

Search

Event
Calendar
& Classes

Footer Links

City Name

list of nearby boroughs or districts

For Hire

Services

e.g. childcare,
volunteer, musicians

Gigs

Housing

Jobs

Resumes

Language Select

Nearby NY Cities

Personals

Discussion Forums

Community

Move categories like
Rants and Raves,
Lost & Found,
Politics, etc.

For Sale

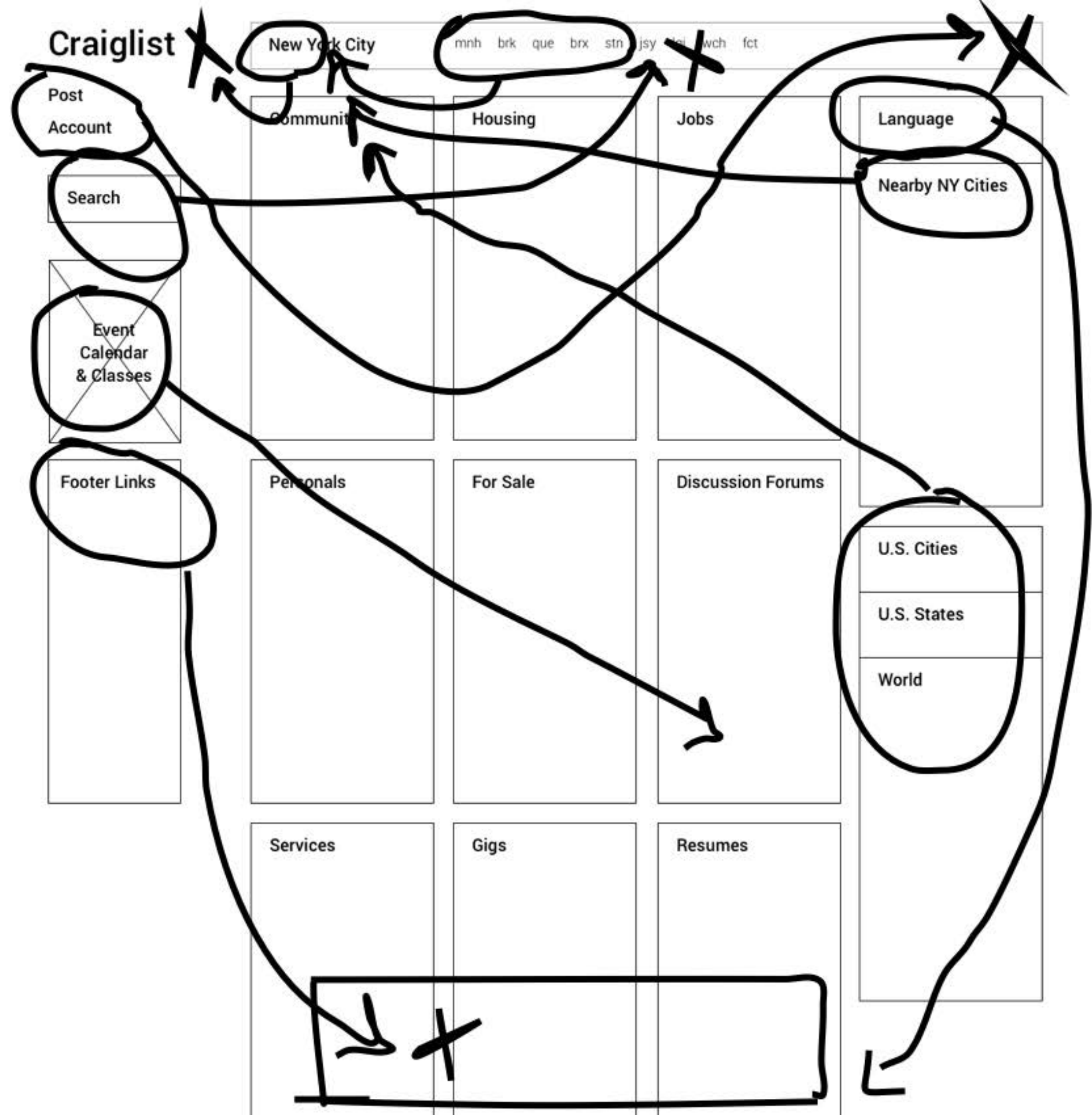
U.S. Cities

U.S. States

World

If Wires Were a Football Play Diagram

I don't really play sports.



Moving Things Around

Most major web sites position **account or login** information in the upper-righthand corner. CL had it in the left column.

Most sites have **search** at the top. CL had it in the left column.

Most sites have **footer links** at the bottom. CL had it in the left column.

Navigation to local Craigslist or other Craigslist cities sat along the top and right-side. Because these links affect universal content, they can be navigated from the top drop-down.

We figured out the content buckets, but do we keep or change the content within them?

Craigslist

New York



Search



+ New Post

Login / Sign Up

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

Jobs

For Hire

For Sale

Housing

Personals

Discussion Forums

Event Calendar
& Classes

Adding Back Content ... ?

Some people believe Craigslist effectiveness and charm is its wall of sub-categories, its lists of tags. The wireframe to the right could be said to be on-brand.

Without having any metrics or knowing what our client, Craigslist, really wants out of a redesign, we potentially could stop here.

But is this really serving our users' intentions and goals well?

Craigslist

New York

Search



+ New Post

Login / Sign Up

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

Jobs

- | | | |
|--------------------|---------------------|-----------------------|
| admin / office | general labor | retail / wholesale |
| arch / engineering | government | sales / biz dev |
| creative | human resources | security |
| beauty + health | internet engineers | skilled trade / craft |
| biotech / science | legal / paralegal | software / qa / dba |
| business / mgmt | manufacturing | systems / network |
| customer service | marketing / pr / ad | technical support |
| education | medical / health | transport |
| finance | nonprofit sector | tv / film / video |
| food / bev / hosp | real estate | web / info design |

For Hire

- | | | |
|-------------|---------------|---------------|
| artists | household | sm biz ads |
| automotive | labor/move | therapeutic |
| beauty | legal | travel/vac |
| cell/mobile | lessons | write/ed/tran |
| childcare | marine | |
| computer | musicians | |
| creative | pets | |
| cycle | real estate | |
| events | rideshare | |
| farm+garden | skilled trade | |

For Sale

- | | |
|---------------|--------------|
| antiques | free |
| appliances | furniture |
| arts+crafts | garage sale |
| atv/utv/sno | general |
| auto parts | heavy equip |
| baby+kid | household |
| barter | jewelry |
| beauty+health | materials |
| bikes | motorcycles |
| boats | music instr |
| books | photo+video |
| business | rvs+camp |
| cars+trucks | sporting |
| cds/dvd/vhs | tickets |
| cell / mobile | tools |
| clothes+acc | toys+games |
| collectibles | trailers |
| computers | video gaming |
| electronics | wanted |
| farm+garden | |

Housing

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

Personals

- strictly platonic
- women seek women
- women seeking men
- men seeking women
- men seeking men
- misc romance
- casual encounters
- missed connections

Event
Calendar & Classes

Discussion Forums

- | | | | | | | |
|-------|---------|--------|-------|---------|----------|-----|
| apple | divorce | gaming | linux | outdoor | recover | w4w |
| arts | drugs | garden | m4m | over 50 | religion | wed |

Putting Content First

Lists of sub-categories or tags do not help to surface the kind of content a user may expect to see.

If we move sub-categories to act as filters on a main category's page, we can use the new real estate on the front page for **post previews**.

Post previews potentially could surface either a timestamp or sub-category, up for discussion. Both examples are illustrated.

Main categories can be boldly highlighted, so users can scan and navigate to them quickly.

We can break the grid by allowing two categories to be displayed in **gallery mode**.

Craigslist

New York

Search



+ New Post

Login / Sign Up

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

Jobs	Brooklyn Swim instructor/Life Guards 1 minute ago	Park Slope Hostess/Guacamole maker 14 minutes ago	Boro Park Secretary / Customer Service Girl needed ASAP 30 minutes ago	Brooklyn \$12/hr. - \$20/hr. Waiters/Bartenders/Captains 48 minutes ago	Jersey City Runway Fashion Model and Makeup Artist Wanted During NYFW in Sept 15th 1 hour ago	See More
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For Hire	Brooklyn Experienced individual wanted to Help with Customer support Labor 1 minute ago	Park Slope Experienced Carpenter Needed for Small Caulking Job Domestic 14 minutes ago	Boro Park PRIVATE SANITATION WORKERS NEEDED EXPERIENCED ... Labor 30 minutes ago	Brooklyn *****I AM A UNIQUE MUSIC PRODUCER LOOKING FOR MANAGEMENT***** Music 48 minutes ago	Jersey City \$\$\$\$~!~Auto Detailing IMMEDIATE HIRE~! ~\$\$\$\$ (\$11/HR) Talent 1 hour ago	See More
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For Sale	Brooklyn Couch for Sale!! \$20	Park Slope Whirlpool Double Door Refrigerator \$100	Rockaways 1920's Rocker \$150	West Village Fisher Price Swing Chair \$50	Pleasant Valley antares soda snack combo vending machine w bill changer \$850	See More
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Housing

Upper East Side PRIVATE LARGE 3BD CONDO/ TERRACE vacation rentals	Washington Heights Spacious Parisian Style 1 Bedroom in UWS rooms / shared	Financial District NO FEE REAL 2 bedroom ELEVATOR LAUNDRY E. ... parking / storage
Aug 24 PRIVATE LARGE 3BD CONDO/ TERRACE real estate for sale	Aug 24 Spacious Parisian Style 1 Bedroom in UWS apts / housing	See More in Housing







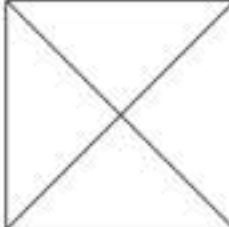
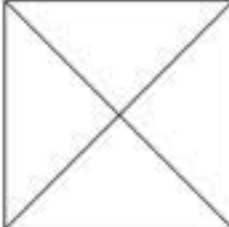
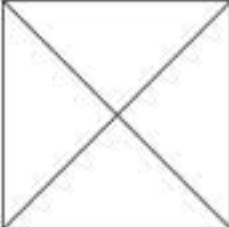
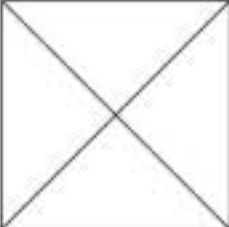
Upcoming Events & Classes

Upper East Side Have you always wanted to LEARN HOW TO DANCE? 8/25-8/26	Midtown Fast Cash Training 8/25-8/26	Maspeth It's Not Just About Winning - Maspeth Taekwondo For Kids 8/24-9/5
Upper East Side Lets Get Rid Of Built-Up Stress - Maspeth Kickboxing 8/24-9/5	Brooklyn SALSA CLASSES in BROOKLYN at Dance Fever Studios two ... 8/24-9/5	See More in Events & Classes

Footer


Language select has been moved to the footer, rather than sitting in the top navigation.

Text links formerly in the left-side column have been moved to the bottom footer.

 Upper East Side PRIVATE LARGE 3BD CONDO/ TERRACE vacation rentals	 Washington Heights Spacious Parisian Style 1 Bedroom in UWS rooms / shared	 Financial District NO FEE REAL 2 bedroom ELEVATOR LAUNDRY E. ... parking / storage	 Upper East Side Have you always wanted to LEARN HOW TO DANCE? 8/25-8/26	 Midtown Fast Cash Training 8/25-8/26	 Maspeth It's Not Just About Winning - Maspeth Taekwondo For Kids 8/24-9/5
 Aug 24 PRIVATE LARGE 3BD CONDO/ TERRACE real estate for sale	 Aug 24 Spacious Parisian Style 1 Bedroom in UWS apts / housing	See More in Housing	 Upper East Side Lets Get Rid Of Built-Up Stress - Maspeth Kickboxing 8/24-9/5	 Brooklyn SALSA CLASSES in BROOKLYN at Dance Fever Studios two ... 8/24-9/5	See More in Events & Classes

Personals	Brooklyn Purus Justo Bibendum Dapibus Cursus strictly platonic	Park Slope Bibendum Porta Amet Vestibulum missed connections	Ridgewood Bibendum Porta Amet Vestibulum Venenatis men seeking men	Glendale Purus Justo Bibendum Dapibus Cursus strictly platonic	Morningside Risus Adipiscing Vehicula Tellus Tristique strictly platonic	See More
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Discussion	Jokes Caption This 43 min ago	Etiquette Purus Justo Bibendum Dapibus Cursus 2 hours ago	Politics Middle East Bibendum Porta Amet Vestibulum ASAP 2 hours ago	Crafts Forum Bibendum Porta Amet Vestibulum 3 hours ago	Classical Music Bibendum Porta Amet Vestibulum Bibendum Risus Adipiscing 4 hours ago	See More
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English 

Help

- FAQ
- Paid Postings
- Help Desk Forum

Scams & Fraud

- Avoiding Scams
- Phishing
- Personal Safety Tips

Legal


- Terms of Use
- Privacy Policy
- System Status

Other CL Locations

Previously if users wanted to jump to another local region, city, or continent, they would click on links positioned in two sections along the top and righthand side. Both pathways affected the content underneath it.

Because it affects the content universally, it has been moved into a **drop-down menu** in the top navigation, so it is in one place instead of two.

Craigslist

New York 

Search 

[New Post](#)

[Login / Sign Up](#)

- [about craigslist](#)
- [hiring in sf](#)
- [open source](#)
- [blog](#)
- [best of](#)
- [craigslist TV](#)
- ["craigslist joe"](#)
- [craig connects](#)

U.S. Cities	Around New York	Nearby Craigslist
U.S. States	manhattan	albany
Canada	brooklyn	allentown
World	queens	baltimore
	bronx	binghamton
	staten island	catskills
	new jersey	central nj
	long island	delaware
	westchester	eastern ct
	fairfield co, ct	eastern shore
		harrisburg
		hartford
		hudson valley
		jersey shore
		lancaster
		long island
		new haven
		north jersey
		northwest ct
		oneonta
		philadelphia
		poconos
		reading
		rhode island
		scranton
		south coast
		south jersey
		western mass
		williamsport
		worcester
		york

<p>Brooklyn</p> <p>\$12/hr - \$20/hr. Waiters/Bartenders/Captains</p> <p>www.craigslist.com</p>	<p>Brooklyn City</p> <p>Runway Fashion Model and Makeup Artist Wanted During NYFW in Sept 15th</p> <p>1 hour ago</p>	See More
<p>Brooklyn</p> <p>***** I AM A UNIQUE MUSIC PRODUCER LOOKING FOR MANAGEMENT*****</p> <p>1 hour ago</p>	<p>Brooklyn City</p> <p>\$\$\$\$-1-Auto Detailing IMMEDIATE HIRE-1-\$\$\$\$ (\$11/HR)</p> <p>1 hour ago</p>	See More
<p>West Village</p> <p>Fisher Price Swing Chair</p> <p>1 hour ago</p>	<p>Brooklyn City</p> <p>antares soda snack combo vending machine w bill changer</p> <p>1 hour ago</p>	See More

Housing

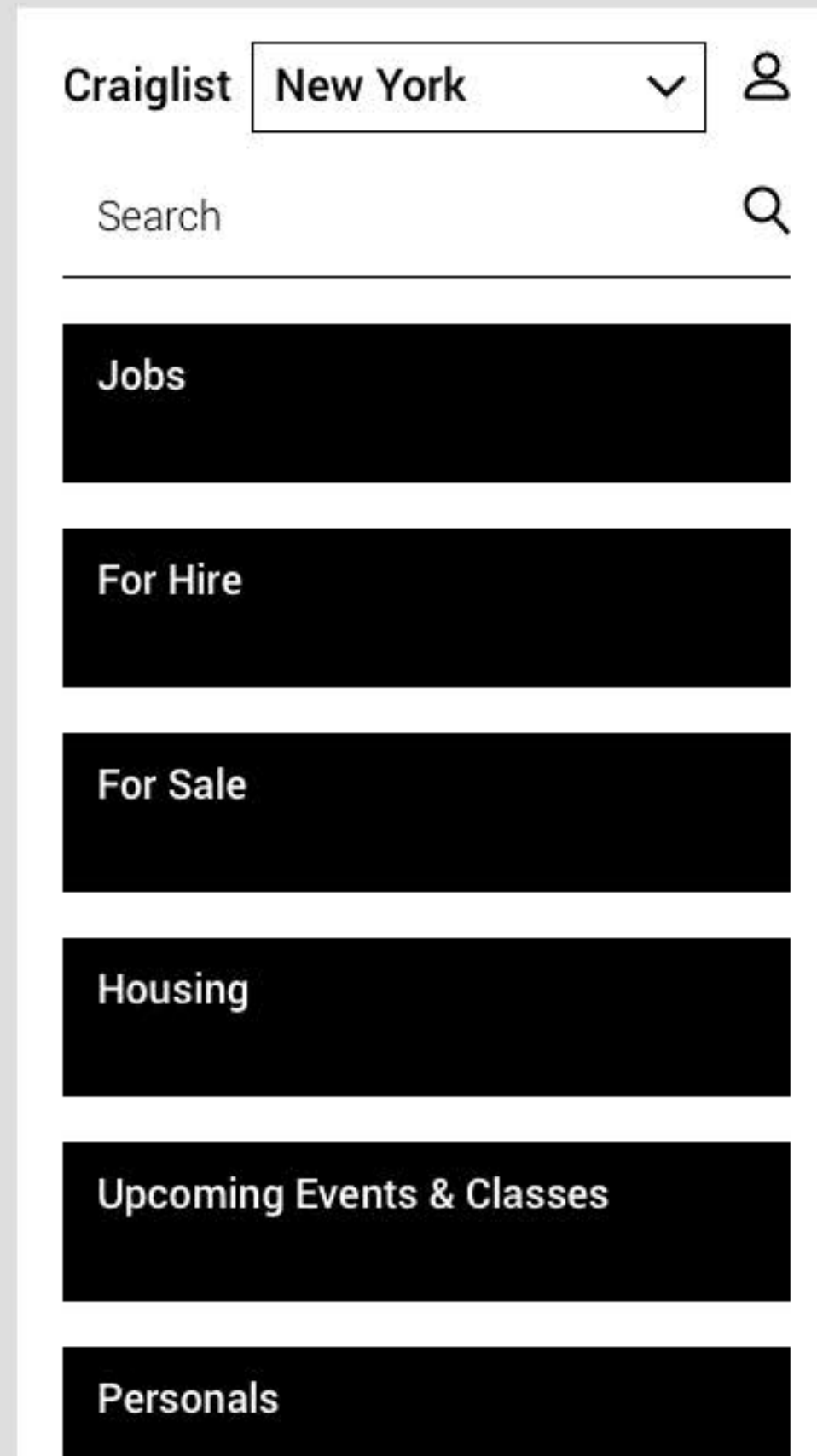
<p>Upper East Side</p> <p>PRIVATE LARGE 3BD CONDO/ TERRACE</p> <p>1 hour ago</p>	<p>Washington Heights</p> <p>Spacious Parisian Style 1 Bedroom in UWS</p> <p>1 hour ago</p>	<p>Financial District</p> <p>NO FEE REAL 2 bedroom ELEVATOR LAUNDRY E. ...</p> <p>1 hour ago</p>
<p>Upper East Side</p> <p>PRIVATE LARGE 3BD CONDO/ TERRACE</p> <p>1 hour ago</p>	<p>Mid-City</p> <p>Spacious Parisian Style 1 Bedroom in UWS</p> <p>1 hour ago</p>	<p>See More in Housing</p>

Upcoming Events & Classes

<p>Upper East Side</p> <p>Have you always wanted to LEARN HOW TO DANCE?</p> <p>1 hour ago</p>	<p>Midtown</p> <p>Fast Cash Training</p> <p>1 hour ago</p>	<p>Maspeth</p> <p>It's Not Just About Winning - Maspeth Taekwondo For Kids</p> <p>1 hour ago</p>
<p>Upper East Side</p> <p>Lets Get Rid Of Built-Up Stress - Maspeth Kickboxing</p> <p>1 hour ago</p>	<p>Brooklyn</p> <p>SALSA CLASSES in BROOKLYN at Dance Fever Studios two ...</p> <p>1 hour ago</p>	<p>See More in Events</p>

Mobile Responsive

On mobile, we would give priority to the main categories and omit posting previews, so the user can refine his or her search at that level.



Before

9 main categories

203 sub-categories or tags

No bottom footer

0 post previews

After

7 categories

Sub-categories/tags only on post previews

1 bottom footer

35 post previews

