



Redesign Craigslist.org

A simple cosmetic solution



Classic classified - Craigslist.org

We all have visited craigslist.org sometime between now and back in 1996 when Craig Newmark made craigslist.org to expanded it to a web-based classified advertisements website with sections devoted to jobs, housing, for sale, items wanted, services, community service, gigs, résumés, and discussion forums.

It started expanding to other U.S. and Canadian cities in 2000, and now covers 70 countries.



What Craigslist does right . . .

Craigslist.org does offer the User Interface and experience of newspaper's classic classified advertisements. Sections of major categories lists subcategories for the viewers to preruse through columns of its small font subcategories. Its layout gives a one-stop-shop home page for someone who knows what they want from craigslist or offers a leisure viewer unique and surprising interests categories for them to explore.

The screenshot shows the Craigslist website for the SF bay area. The layout is organized into several columns and sections:

- Header:** "craigslist" logo, location "SF bay area", and a language dropdown set to "english".
- Left Column:** Includes links for "create a posting", "my account", a "search craigslist" box, an "event calendar" (a small grid showing dates 13-30), and various utility links like "craigslist app", "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", "system status", "about craigslist", "craigslist open source", "craigslist blog", "best-of-craigslist", "craigslist joe", "craig newmark", "philanthropies", "progressive directory", and "weather quake tide".
- Community Section:** Lists categories such as "lost+found", "missed connections", "musicians", "pets", "politics", "rants & raves", "rideshare", and "volunteers".
- Housing Section:** Lists categories like "apts / housing", "housing swap", "housing wanted", "office / commercial", "parking / storage", "real estate for sale", "rooms / shared", "rooms wanted", "sublets / temporary", and "vacation rentals".
- Jobs Section:** Lists categories such as "accounting+finance", "admin / office", "arch / engineering", "art / media / design", "biotech / science", "business / mgmt", "customer service", "education", "etc / misc", "food / bev / hosp", "general labor", "government", "human resources", "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", "systems / network", "technical support", "transport", "tv / film / video", "web / info design", and "writing / editing".
- Services Section:** Lists categories like "automotive", "beauty", "cell/mobile", "computer", "creative", "cycle", "event", "farm+garden", "financial", "health/well", and "household".
- For Sale Section:** Lists categories such as "antiques", "appliances", "arts+crafts", "atv/utv/sno", "auto parts", "aviation", "baby+kid", "barter", "beauty+hith", "bike parts", "bikes", "boat parts", "boats", "books", "business", "cars+trucks", "cds/dvd/vhs", "cell phones", "clothes+acc", "collectibles", "computer parts", "computers", and "electronics".
- Discussion Forums Section:** Lists categories like "frugal", "gaming", "garden", "haiku", "help", "history", "housing", "jobs", "jokes", "legal", "manners", "marriage", "money", "music", "open", "parent", and "pets".
- Right Column:** A "nearby cl" section listing various cities like "bakersfield", "chico", "fresno", "gold country", "hanford", "humboldt", "inland empire", "klamath falls", "las vegas", "los angeles", "medford", "mendocino co", "merced", "modesto", "monterey", "orange co", "palm springs", "redding", "reno", "roseburg", "sacramento", "san luis obispo", "santa barbara", "santa maria", "siskiyou co", "stockton", "susanville", "ventura", "visalia-tulare", and "yuba-sutter". Below this are sections for "us cities", "us states", "canada", and "cl worldwide".
- Bottom Right:** A "resumes" section and a "gigs" section listing categories like "computer", "creative", "crew", "domestic", "event", "labor", "talent", and "writing".

What if Craigslist departed from the classified ad look?

Craigslist.org ignores all web marketing concepts with its functional layout. There are a lot of features offered on its first page. But, its lack of guidance may likely frustrate its viewer. Its lack of graphic communication leaves the viewer to select the language or better remember their high school language class.

The screenshot shows the Craigslist website for the SF bay area. The layout is functional and text-heavy, with a search bar at the top left and a navigation menu on the right. The main content area is divided into several categories: community, housing, jobs, services, and for sale. Each category has a list of sub-categories. The interface is clean and minimalist, with a focus on text and links.

craigslist

create a posting
my account

search craigslist

event calendar

M	T	W	T	F	S	S
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

craigslist app ^{new}
help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use
privacy policy ^{new}
system status

about craigslist
craigslist open source
craigslist blog
best-of-craigslist
"craigslist joe"
craig newmark
philanthropies
progressive directory
weather quake tide

SF bay area sfc sby eby pen nby scz

english

nearby cl

- bakersfield
- chico
- fresno
- gold country
- hanford
- humboldt
- inland empire
- klamath falls
- las vegas
- los angeles
- medford
- mendocino co
- merced
- modesto
- monterey
- orange co
- palm springs
- redding
- reno
- roseburg
- sacramento
- san luis obispo
- santa barbara
- santa maria
- siskiyou co
- siskiyou
- susanville
- ventura
- visalia-tulare
- yuba-sutter

community

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- missed
- connections
- musicians
- pets
- politics
- rants & raves
- rideshare
- volunteers

housing

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

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- etc / misc
- food / bev / hosp
- general labor
- government
- human resources
- 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
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing

services

- automotive
- beauty
- cell/mobile
- computer
- creative
- cycle
- event
- farm+garden
- financial
- health/well
- household
- labor/move
- legal
- lessons
- marine
- pet
- real estate
- skilled trade
- sm biz ads
- travel/vac
- write/ed/tran

for sale

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

discussion forums

- apple
- arts
- atheist
- autos
- beauty
- bikes
- celebs
- comp
- cosmos
- diet
- divorce
- dying
- eco
- feedbk
- film
- fixit
- food
- frugal
- gaming
- garden
- haiku
- help
- history
- housing
- jobs
- jokes
- legal
- divorce
- manners
- marriage
- money
- music
- open
- parent
- food
- philos
- photo
- politics
- psych
- recover
- religion
- rofo
- science
- spirit
- super
- tax
- travel
- tv
- vegan
- words
- writing

gigs

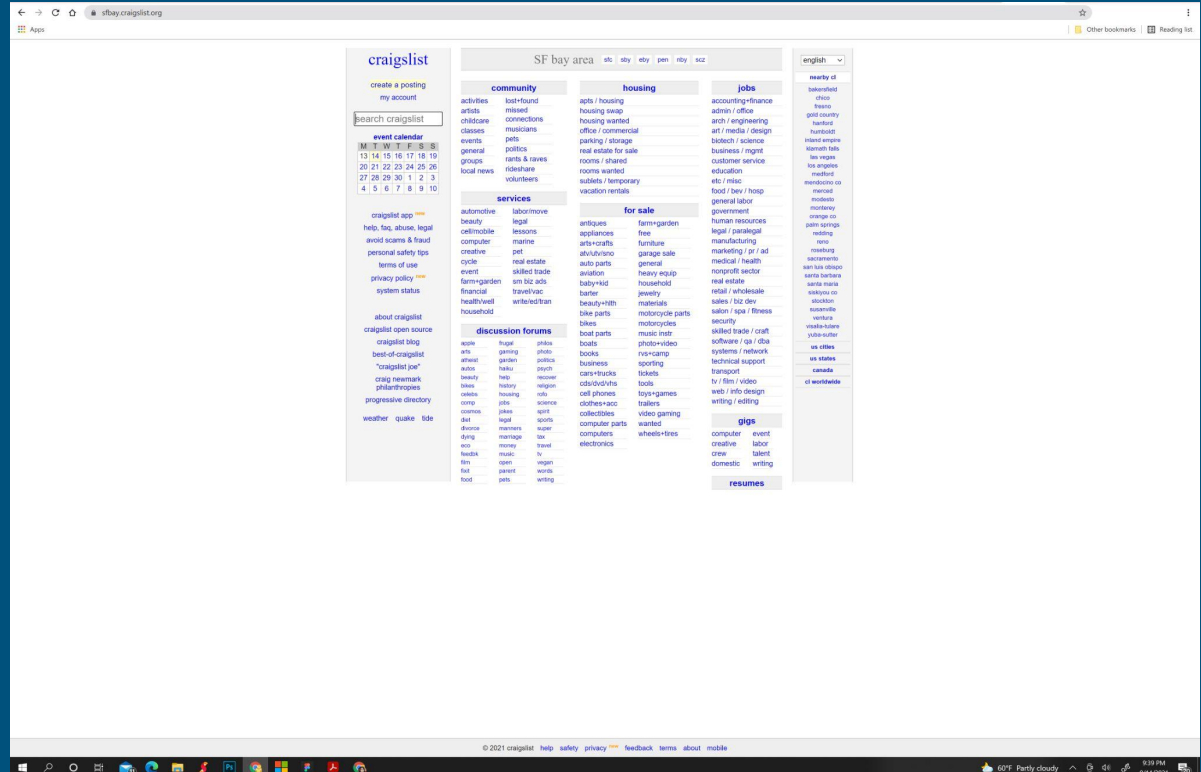
- computer
- creative
- crew
- domestic
- event
- labor
- talent
- writing

resumes

Craigslist modern classifieds

The current design does not take advantage of its full width viewing screen but remains static using a little over one-third of a laptop screen.

I would suggest using a full width fluid website template which adjusts to the screen the viewer is using. Secondly, I would divide the page into three columns, much like a newspaper, so the viewer can have shorter visual scans for the desired category. In other words, its faster to read a list than reading a lengthy line length.



Craigslist modern classifieds

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The screenshot shows the Craigslist.org homepage with several red annotations. A large red box highlights the main content area, which is a grid of category links: 'For Sale', 'Jobs', 'Housing', 'Gigs', 'Services', 'Community', and 'Discussion Forums'. A red line indicates the width of the main content area, which is significantly narrower than the browser window. Another red line highlights the search bar area, which is also narrow. The left sidebar contains navigation links like 'Select your area', 'Nearby Search', 'Search', 'Weather', 'Quake', 'Tide', and 'Craigslist & More'. The right sidebar contains 'Login' and 'Search' fields.

Craigslist.org

Select your area
SFC SBY EBY PEN NBY SCZ

Nearby Search [redacted]

Search Cities
States
Canada
Worldwide

Weather Quake Tide

Craigslist & More

Craigslist App ^{NEW}
Best of Craigslist
Craigslist Joe
NewMark Philanthropies
Progress Directory
Blog

About Craigslist
Legal
Abuse
Private Policy
System Status
Term of Agreement

Questions & Tips
Help
FAQ
Personal Safety Tools
Avoid Scams and Fraud

For Sale Jobs

Housing Gigs

Services Community

Discussion Forums

Login: email [redacted]
password [redacted]

Search: [redacted]

Craigslist modern classifieds

I would leave Craigslist.org at the top left as is and relocate the seven categories of interest to the middle of the page. I would reposition the user's account login at the top of the right corner along with list of topics that would concern them personally while visiting the craigslist.org website. — language choice ,Help, Avoid Scams, Personal Safety tip, FAQs.

The Craigslist features would be on the mid – to bottom of the far-left column.

Overall, the re-design would group the information into three major groups:

1. Filters of locations and nearby area which is done through a search filter.
2. Categories of interest will be in a matrix-like layout
3. User Account Login and direct concerns of the account holder

Craigslist.org

Select your area
SFC SBY EBY PEN NBY SCZ

Nearby Search: [Redacted]

Search: Cities, States, Canada, Worldwide

Weather Quake Tide

Craigslist & More

- Craigslist App NEW
- Best of Craigslist
- Craigslist Joe
- NewMark Philanthropies
- Progress Directory
- Blog
- About Craigslist
- Legal
- Abuse
- Private Policy
- System Status
- Term of Agreement
- Questions & Tips
- Help
- FAQ
- Personal Safety Tips
- Avoid Scams and Fraud

For Sale	Jobs
Housing	Gigs
Services	Community
Discussion Forums	

Login: email [Redacted]
password [Redacted]

Search: [Redacted]

Craigslist modern classifieds

Using the Gestalt Visual Design Principles

1. Proximity – Categories of interest are in the middle column and grouped in a matrix. Selection of locations a nearby are in one section the top left. Account user element are on the top of the screen

2. Common Regions – the motivating categories because visitors would to craigslist in the first place are in the region in the center middle of the.of the page.

3. Similarity Category interest areas are in a matrix is the same Od font

4. Dissimilarity -The locations filters and craigslist features/offering are in a different color.

