

Craigslist.org

Final Report

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I. Summary

A. Executive Summary of Evaluation Process

This report includes the methodology and results of the user testing conducted in order to identify usability issues within Craigslist.org. The task selection and testing methods were development based upon our expert review findings outline in a previous report. The study included 8 participants, ranging in age from 18 to 52 years old. Participants were invited to take pre and post questionnaire. The pre-test questionnaire included questions to determine the user's familiarity and understanding of the similar products and their experience with selling and buying products/services online. The post-test questionnaire was used to evaluate their experience with Craigslist.org and a similiar site, Oodle.com.

B. Overview of Application

Craigslist.org is a classified listings website with various sections devoted to jobs, housing, community, personal, services, gigs, resumes, and for sale. According to the website's "About" section, they received over 50 billion page views per month and contain over 700 local sites in over 70 countries. The website is centered around finding various services locally. Users are automatically routed to a particular version of Craigslist based on his or her geographical location. The geographical regions covered by craigslist sites are generally cities, but they may also be large regions instead of individual metropolitan areas.

C. Major Finding Summary

The result of this usability testing have several usability issues with various severity.

Craigslist Home page

- The lack of catagories order, Boring design.
- Difficulties in changing location.
- The search filters are not working.

Account page

- Difficulty in finding the create a post option once logged in to account.
- Difficulty in navigating away from the accounts page.

Search Results

- Search filters do not work.
- Search alert function not clearly explained.

II. Inspection Methods Used

We conducted user testing in order to identify usability issues within Craigslist.org. In order to diagnose areas of improvements, we tested Craigslist.org against a similar site, Oodle.com.

We compare these findings with the usability issues we identified in our expert review. Some of our expert review findings were confirmed by the user testing and new issues were revealed as well.

There were two evaluators present during each user testing session. One would facilitate the test. The other would observe. A total of 8 user testing sessions were conducted.

All users were informed of the purpose of the test. They were assured that their information would remain confidential, and that recordings and findings would only be shared amongst persons directly involved within this study. We used Silverback to capture the video and audio of the testing session. Evaluators used Skype to observe the testing session.

A. Participant's Background Information

We recruited 8 users:

- 5 male and 3 female
- All participants have experience with using computers, laptop and mobile devices on a daily basis.
- Used internet on average 23.75 hours/week
- 2 participants had experience of selling online
- 7 participants were familiar with Craigslist.org
- 1 participant was familiar with Oodle.com
- Participant's positive experience with selling/buying online were:
 - getting rid of "old stuff"
 - reaching broader audience
 - buying products from the local area
- Participants concerns when selling/buying online were about:
 - being contacted by solicitors
 - getting scammed
 - obstructed correspondence and communications
 - confusion about how to sell

B. Summary of Tasks and Scenarios

For the user testing, we designed five task-based scenarios for the users to complete. The user was able to ask the facilitator questions during this task, and the facilitator would try to guide the user through the task without explicitly revealing the solution. Each session included five

similar tasks on two different classified websites: Craigslist.org and Oodle.com. The order of the tasks as well as the order of the sites varied with each session.

Task Descriptions

Each session included the following tasks for Craigslist.org:

- Logging in to User Account
- Post a Listing
- Add an Image to a Posting
- Search for an Apartment to Rent
- Save a Search

Each session included the following tasks for Oodle.com:

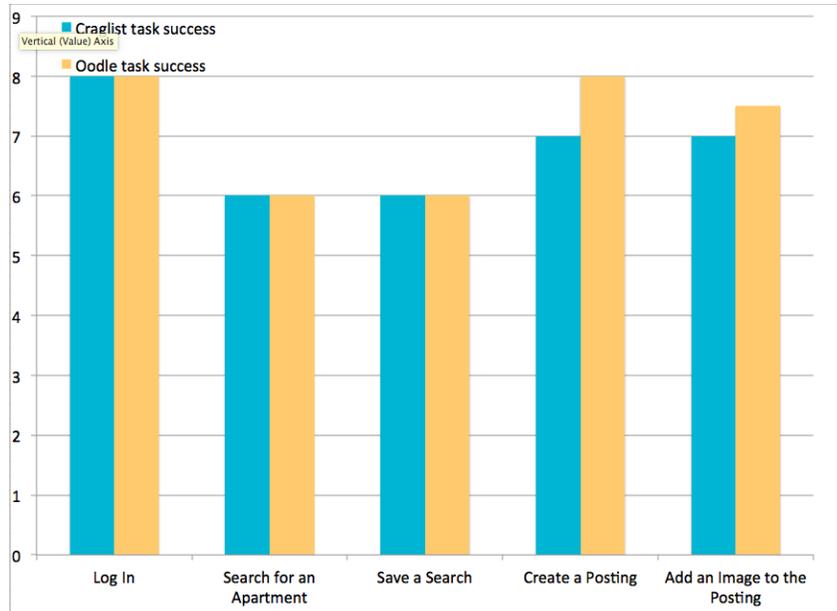
- Logging in to User Account
- Post a Listing
- Add an Image to a Posting
- Search for an Apartment to Rent
- Mark a Listings as Favorite

Half of users were asked to complete the Craigslists.org tasks first before completing the Oodle.com tasks. The other half of users were asked to complete the tasks on Oodle.com first before compleleting the tasks on Craigslist.org.

III. Inspection Results

A. Task Completion Rates

This completion success chart compares the participants' success rate for each task on Craigslist.org versus Oodle.com.



The scale success is as follows:

- 0 – Failure
- 0.5 – Partial Success
- 1 – Complete Success

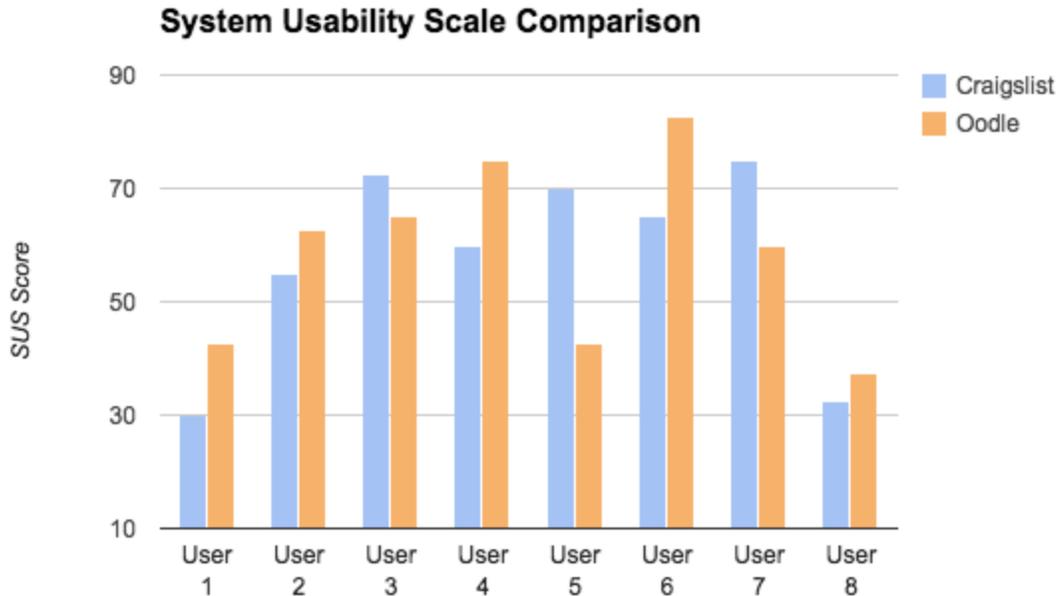
Any task that user could not complete was considered a failure. Any instance where the participants answer did not match the criteria needed to complete the task was considered failure. Any task that required assistance from the observer was considered a “partial success.”

The success number of each task for the chart was found by calculating the sum of success score for all participants on each separate task.

Users performed well with 100% of success on both websites for Task 1. Tasks 2 and 3 were the most difficult for users, resulting in the lowest success rate for both websites. Task 4 and 5 received higher success rates on Oodle than on Craigslist.

B. System Usability Scale

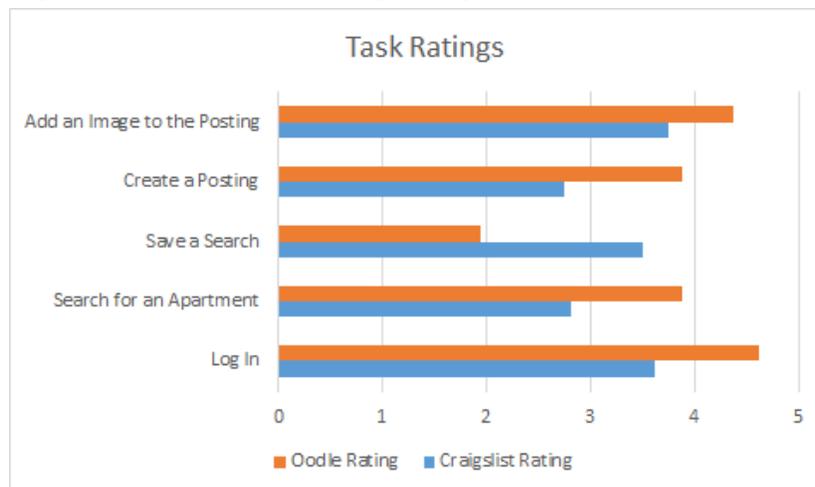
The System Usability Scale (SUS) is derived from a ten question survey and is used to determine the usability of a system. You can view the SUS questionnaire in Appendix E. Each user was asked to complete the survey for Craigslist and for Oodle. Below is a chart comparing the scores of each user gave to the two systems.



Generally, any score above a 68 is considered to be above average. Three users (User 3, User 5, and User 7) gave Craigslist a SUS score above 68, while two users (User 4 and User 6) gave Oodle a score above 68. However, five out of the eight users gave Oodle a higher SUS score. When averaging out all of the users scores, Oodle scored slightly better with an average score of 58.4 compared to Craigslist's average score of 57.5. Through the SUS testing, we found that most users found Oodle to be more user-friendly than Craigslist, but by very little margin.

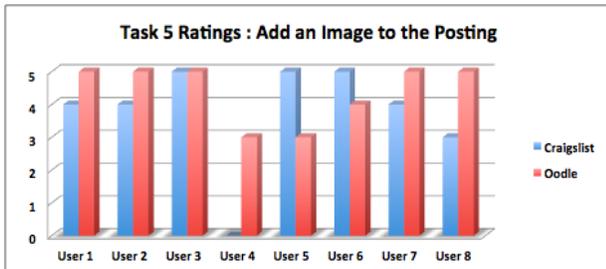
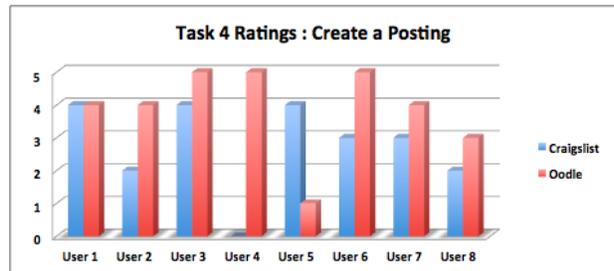
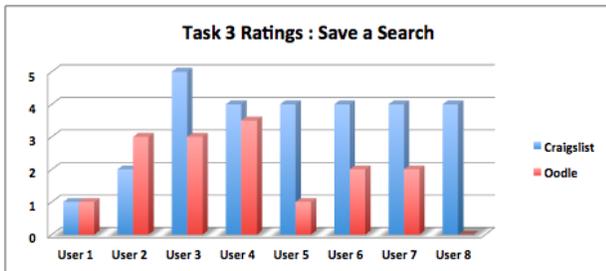
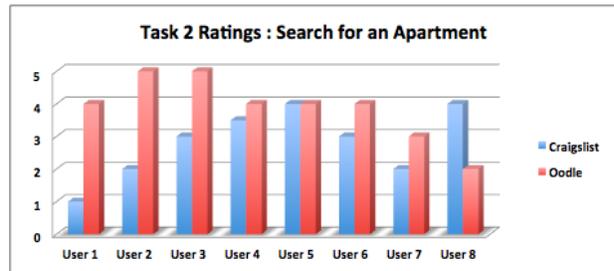
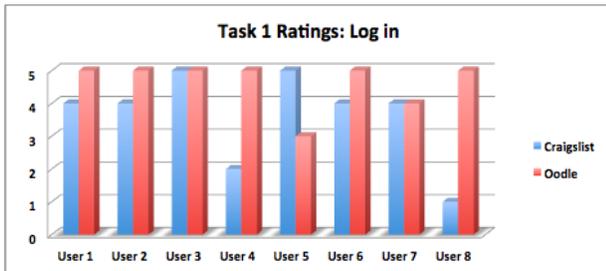
C. Task Rating

After completing the task, each user was asked to rate their experience on scale from 1 to 5, with 1 representing strongly dislike and 5 representing strongly like.



From the tasks ratings' charts we found that 88% of the users gave a higher rate for completing all the tasks by using Oodle, except “Save a Search” or “Mark a Listing as Favorite.” 88% liked Craigslist feature of saving the whole search. Generally, users felt the concept of “favoriting” a listing was not clear.

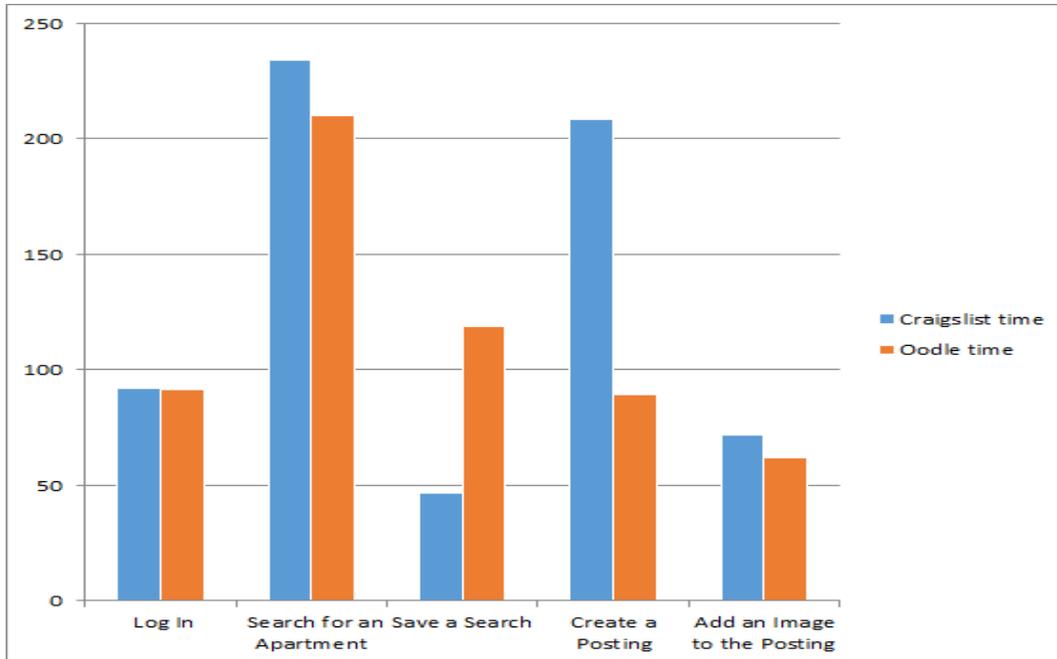
Craigslist.org vs. Oodle.com User Task Ratings



Note: User 5 is an expert Craigslist user, and the user stated a preference for using Craigslist. Because of this, the user may not have approached Oodle.com with as much objectivity as the other users. However, the user represents the expert users who are familiar and comfortable with Craigslist. Though we are not evaluating the usability of Oodle.com and are only using the site in comparison to Craigslist.com, User 5 demonstrates the necessity for competitor sites to be vastly more intuitive and efficient in order to lure users away from Craigslist.org.

D. Time on Tasks

The chart shows most of users took significantly less time to complete tasks on Oodle.com than on Craigslist.org, suggesting Oodle is easier and more intuitive to use.



E. Common of Issues Found Between Expert Review and User Testing

Expert review	User testing
<p>Cluttering. Some web pages have poorly designed layouts. The quick links seem unstructured and the logic behind arranging them in the order that they appear is not apparent.</p>	<p>"I forgot where I was, have to start over again..."</p> <p>One user had trouble in the beginning due to "lack of technical knowledge".</p> <p>"Login page was strange; Why I would to move to a different page to see my account?"</p> <p>"Home page is Boring to look at, but easy to read I can find everything I need."</p> <p>"I would have more graphics and more design."</p> <p>"The home page is noisy"</p> <p>Another user found it difficult to go back to the main page . He didn't know that he can click on CL to get back to the home page"</p>
<p>The proposed location list is hard to navigate. If the users need to do search in the different location than they live currently, they need to go through the big list with all states of the U.S.</p>	<p>Mostly users were confused how to change search location:</p> <p>"I would go to another website. Maybe I would do a Google search with the city name and craigslist."</p> <p>"It's not really searchable, you can't find the right city".</p> <p>"It doesn't show the city so I have to go back which is wired."</p>

	"They need to have all the cities listed out"
Search filters are not specific. Poor filters' performance.	Mostly user noticed poor filter's performance: "It's kind of complicated, It's hard to find something" "The Use was confused with the results because it didn't match the filter he entered". "The filter need fix because it is not precise enough" "The information Craigslist gave me with using the search filters is not useful" "It take me more time to look and think what should i click on."

F. User Testing Findings

Description of Severity Ratings

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released.

(Nielsen 1995).

Problem 1: Difficulties in Changing Location

Location:	Home Page
Problem Description:	All users during the testing had trouble to change location on both sites, but on Craigslist participants were more confused with this feature. There is no direct link or button that would indicate changing the location on the Craigslist. To get to the changing location page, the user should press on the word Craigslist on the main page, which is confusing and not intuitive. There is a list of cities on the right side of the window, but by default the list shows only the biggest nearby cities. Since during one of the task participants needed to select the small city in different state, they did not see their needed citie, and were getting frustrated. Below this list is a link with US states, so participants who found that link were confused with the page that followed after, because that next page provided very limited amount of cities, and did not has any text box to type the location.
Severity:	3
Encountered by Users:	User 1, User 2, User 3, User 4, User 5, User 6, User 7, User 8
Users'	<i>"I would go to another website. Maybe I would do a Google search with the city</i>

Quotes:

name and craigslist."

"It's not really searchable, you can't find the right city".

"It doesn't show the city so I have to go back which is wired."

"They need to have all the cities listed out"

"There should be a text box to type the location"

"It seems like Craigslist is only for local businesses. It seems as though it is not there in the list. So I would probably go to another site"

Screenshot:

Recommend:

Create a clearly visible search by location feature or change search algorithm in top search bar to search by location. The site can consider creating a text box specifically for typing the location in it.

For example:

Location selector on Groupon.com

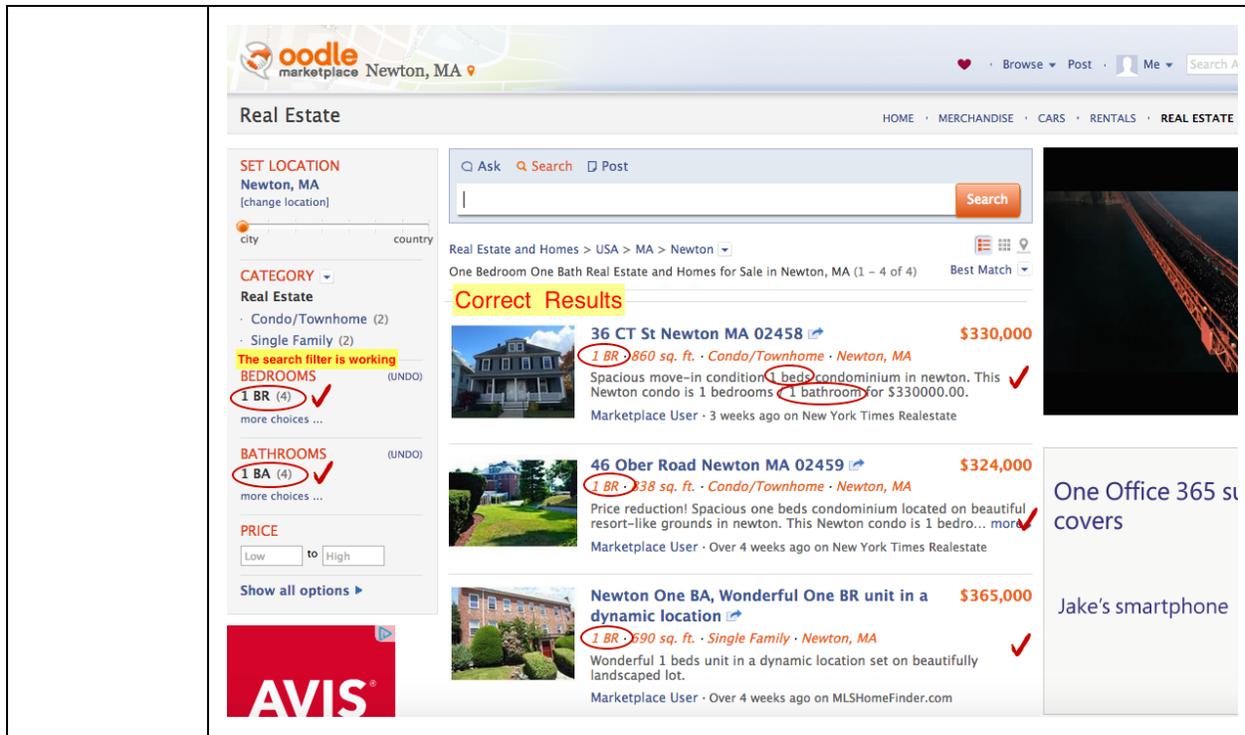
Buy and Sell Locally

Location selector on ebay classifieds

Problem 2: Filters Do Not Work

Location:	Search while using filters
Problem Description:	All users during the testing found that filters do not work properly for all search requests on Craigslist. The participants were confused with the results.
Severity:	4
Encountered by Users:	User 2, User 3, User 4, User 6, User 7, User 8

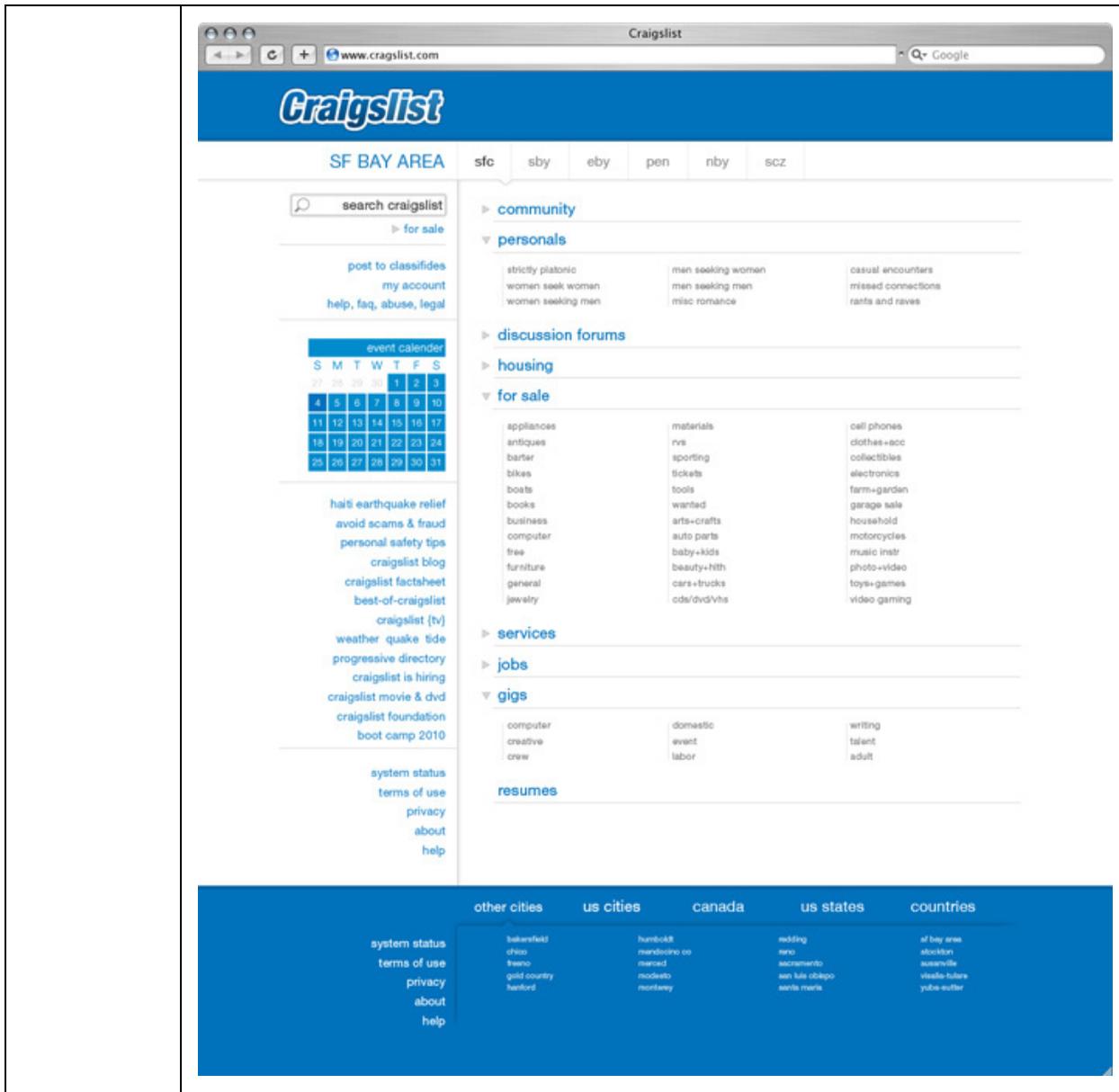
<p>Users' Quotes:</p>	<p>“The results don’t match the specific filter I chose, I think the filters are not working”</p> <p>“The results are not useful if the filters are not working”</p> <p>“Maybe I need to put the price first then chose the filter. I really don’t know why these wrong results still showing”</p>
<p>Screenshot:</p>	<p>The screenshot shows a real estate search interface. The search bar contains 'in waltham'. The filters on the left include 'housing', 'apts broker no fee', 'apts broker fee', 'apts by owner', 'real estate for sale', and 'sublets & temporary'. Under 'housing type', '1+ bedrooms' and '1+ bathrooms' are selected and circled in red. The search results are displayed in a grid of four cards. The top two cards are circled in red in the original image. The first card shows a gym and a living room, with the title '2 bedroom 2 bath walk to train' circled in red. The second card shows a living room, also with the title '2 bedroom 2 bath walk to train' circled in red. The bottom two cards show a living room and a house exterior, with the titles 'BEAUTIFUL, CLEAN, OPEN Single Family House- In-Unit Laundry, Cntrl Air' and '3 Bedroom in South Waltham w/ Updated Kitchen & Bath-Parking Included' circled in red.</p>
<p>Recommend:</p>	<p>Make work of filters more accurate.</p>



Problem 3: Cluttering

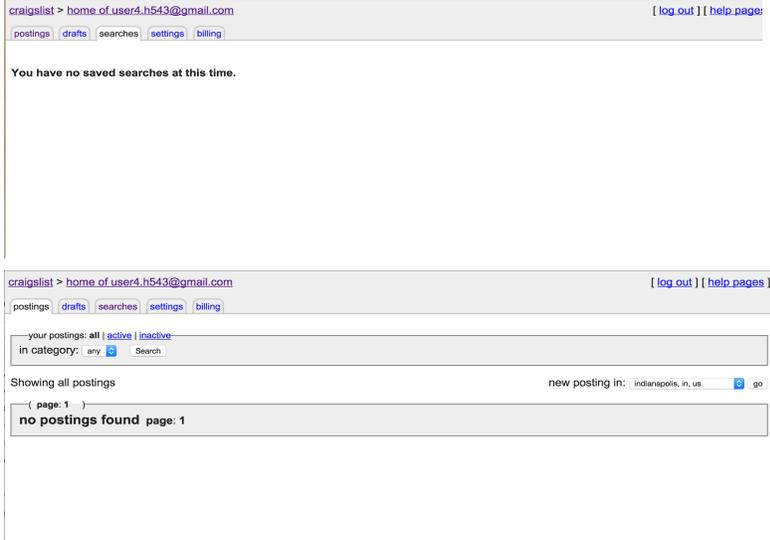
Location:	Homepage
Problem Description:	On accessing the site, the first and foremost observation by the users was the cluttered layout of Craigslist. Since its inception the Craigslist layout has been virtually the same, and this has led to increased amounts of text on the homepage. Users said they had a hard time trying to find categories, and features like the login option are at a nonstandard location.
Users' Quotes:	<p><i>"The home page is noisy"</i></p> <p><i>"I would change a lot. I would keep products on the main page instead of categories. Actual posts."</i></p> <p><i>"Make some arrangements so instead of showing everything, we would just display to the main category"</i></p> <p><i>"I see just text. Nothing really attracts me..."</i></p> <p><i>"It almost looks like an old DOS screen. It has to be more visually organized."</i></p>
Severity:	3

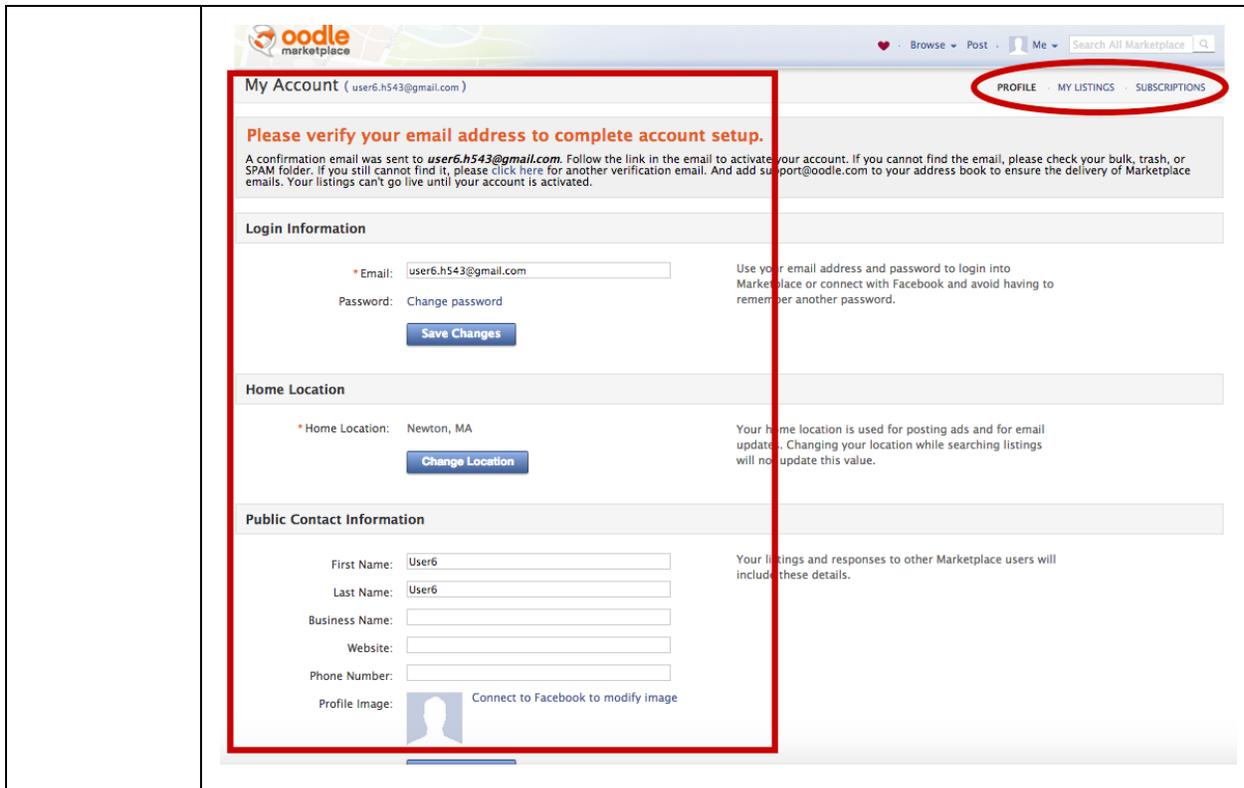
Encountered by Users:	User 3, User 4, User 5, User 6, User 7
Screenshot:	 <p>The screenshot shows a grid of navigation links on the Craigslist website. The links are organized into several sections:</p> <ul style="list-style-type: none"> community: activities, lost+found, artists, musicians, childcare, local news, general, politics, groups, rideshare, pets, volunteers, events, classes. housing: <ul style="list-style-type: none"> apts / housing rooms / shared sublets / temporary housing wanted housing swap vacation rentals parking / storage office / commercial real estate for sale for sale: <ul style="list-style-type: none"> barter arts+crafts bikes auto parts boats baby+kids books cars+trucks business cds/dvd/vhs computer clothes+acc free collectibles furniture electronics general farm+garden jewelry games+toys material garage sale jobs: <ul style="list-style-type: none"> 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 sales / bus / fitness discussion forums: 1099, gifts, pets, anime, haiku, philos. Locations: <ul style="list-style-type: none"> austin, boston, chicago, dallas, denver, houston, las vegas, los angeles, miami, minneapolis, new york, orange co, philadelphia, phoenix, portland, raleigh, sacramento, san diego, seattle, sf bayarea, wash dc, more ... alaska, arizona, arkansas, california, colorado, connecticut, dc, delaware, florida, georgia, guam, hawaii, idaho, illinois, indiana, iowa, kansas, kentucky, louisiana, maine, maryland, mass, michigan, minnesota, mississippi, missouri, montana, n carolina canada: calgary, edmonton, halifax
Recommend:	<p>We recommend that the layout be improved to meet current design standards, along with better organization.</p> <p>For example: Cluttering could be alleviated by creating accordion menus, as can be seen from this conceptual redesign of craigslist by the interaction designer Ben Langholz. This particular approach strikes a balance between familiarity of existing users and a more aesthetic and minimalist design that uses visual cues to aid in the navigation. The project can be viewed online at http://benlangholz.com/projects/craigslist/</p>



Problem 4: Users had Trouble Navigating Away from the Craigslist Account Page

<p>Location:</p>	<p>Account page</p>
<p>Problem Description:</p>	<p>Users had trouble navigating to the posting and searching functions once in the accounts page. The layout of the accounts page is not inline with the users' expectations. Users expected to be returned to the homepage or an accounts page that shows a detailed view of information, rather than the tabbed layout which the users found confusing. It took a significant amount of time for users to</p>

	<p>find the create post option on the far right of the page. They either navigated to one of the tabs to the left (where they expected the options to be, as the layout of the previous/homepage suggested or as is often the case on many websites that they had encountered) or they went back to the homepage.</p>
<p>Users' Quotes:</p>	<p><i>“There is nothing there. I was expected to see the home page, and that I logged to my account. It seems odd.”</i> <i>“I don’t want to see “no postings found” after logging in”</i></p>
<p>Severity:</p>	<p>2</p>
<p>Encountered by Users:</p>	<p>User 4, User 6</p>
<p>Screenshot:</p>	
<p>Recommend:</p>	<p>Add a link to the search feature in the searches tab. Draw more attention to the new posting feature in the postings tab.</p> 



Problem 5: The Save Search Alert Function Was Not Explicit.

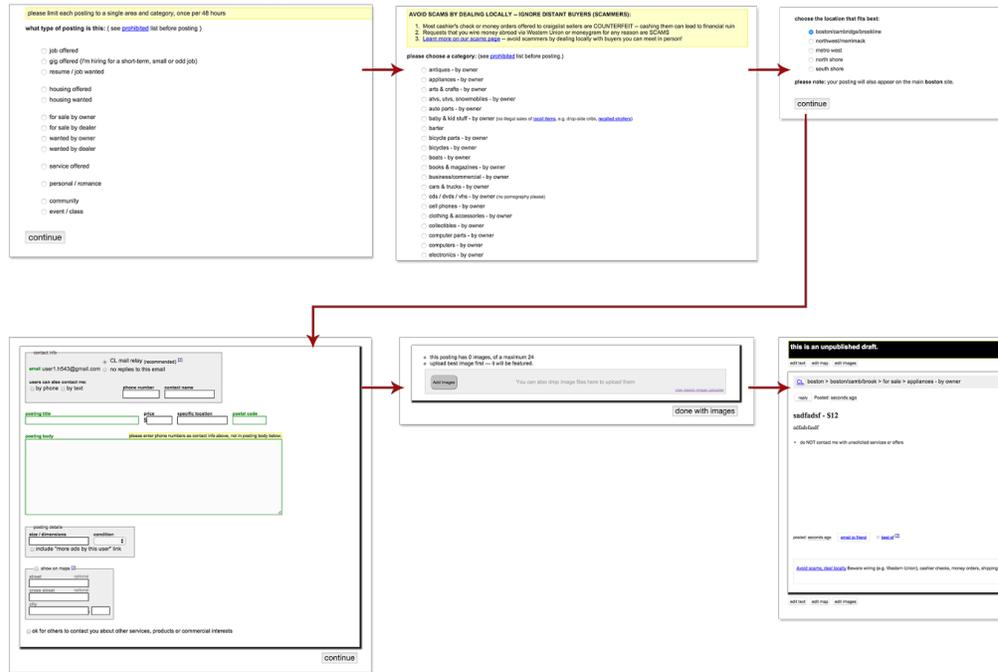
Location:	Save Search page
Problem Description:	Once a search has been saved, the user is redirected to his or her searches page. Next to each saved search is a box where you can select to turn the alert function on or off. However, this function is not clearly labeled, and many of the users were confused about the purpose of the alert.
User's Quotes:	<p><i>"It's for saved searches? Not for new searches?"</i></p> <p><i>"Maybe it emails you?"</i></p> <p><i>"Not sure what it is, but it is odd. I guess it's to alert other options. But it's does not have any explanation."</i></p>
Severity Rating:	3
Encountered by Users:	User 1, User 2, User 3, User 4, User 8

<p>Screenshot:</p>	
<p>Recommend:</p>	<p>Clearly explain how the alert function operates somewhere on the saved searches page.</p>

Problem 6: Most Users Found Posting on Oodle Much Easier, Compare to Posting on Craigslist

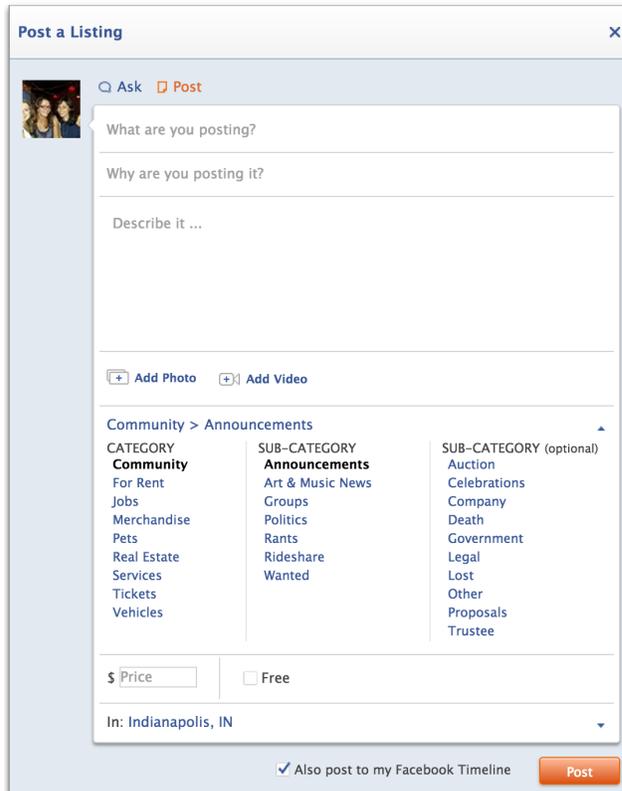
<p>Location:</p>	<p>Post Listing Pages</p>
<p>Problem Description:</p>	<p>Most users thought the Craigslist posting process was comprised of too many steps. They preferred Oodle’s method of posting where most of the posting criteria was on the same page.</p>
<p>Users' Quotes:</p>	<p>“It would be better if they just showed an image... whatever.” “not the easiest interface to work with” “Compared to Oodle, it’s not as fancy, here we need to type a lot, for selling I prefer Oodle” “I didn’t like that they ask me a lot of questions like sale by owner. They should have less steps.”</p>
<p>Encountered by Users:</p>	<p>User 1, User 4, User 6, User 7, User 8</p>
<p>Severity Rating:</p>	<p>2</p>

Screenshot:



Recommend:

Simplify the posting process and keep all the input fields to one page, similar to the posting process on Oodle.com:



Oodle.com

IV. General Recommendations for Improvement

A. Card-Sorting Results

Based on our expert review conducted prior user testing, our general recommendations for website improvement were:

- **Adding the text box where user can "Search by Location"** that is used on several other classifieds websites
- **Adding notification about waiting time for processing new listing** after the users had posted their new products. Currently website doesn't notify its users that the new postings take about 20 minutes before they can be viewed by other customers.
- **Adding product location distance** that show users how far they will have to travel in order to pick up their purchase. Few websites, together with google maps, are already using this feature.

In order to see which of these options users would most like to see, we asked our testing participants to use a card-sorting software to order the options from most desired to least desired. According to the results, adding a "search by location" feature was slightly preferred over the "adding product location distance" feature. Users expressed some interest in a notification of posting waiting time, but this feature was consistently given lowest priority.

B. Restrained Social Media Integration

Many users failed to create a posting on Oodle.com because publishing a posting required users to connect to their Facebook account and post on their Timeline. Users tended to be dismayed by this requirement. Though some expressed interest, most would choose not to use the site at all rather than post to their Facebook accounts. Therefore, we would recommend that Craigslist developers not require social media integration to their website, since it reflects negative user experience and can lead to lost users. However, giving users the option of integrating social media may be popular.

C. Clearly Labeled Icons

Many of the issues users faced during testing were the result of confusing icons. However, most participants stated that they would prefer to see more graphics on Craigslist.org. Industry standards tend to support this idea as well. In their developer guide, Google recommend the use of icons that embody "quick, intuitive representation of an action, a status, or an app." We suggest a introducing icons with accompanying text. The icons will allow more expert user to easily and quickly navigate the interface, while giving more novice users the guidance they need.

V. Summary

Craigslist.org is an extremely popular and massive site that receive over 50 billion page views per month and contains over 700 local sites in over 70 countries. The problems found in this report highlight area of improvement and provide recommendations on how to enhance the Craigslist user experience. Our team found that most users would rather use Craigslist because it is so well known. Users assume they will be able to reach more people when trying to sell an item and have more of a selection to choose from when looking to buy. However, if a new site gains popularity and is easier to use, Craigslist may lose users due to usability issues.

VI. Appendices

Appendix A: Informed Consent Form

Informed Consent Form

Please read and sign this form before you proceed to the usability testing session.

During this usability test you will participate in an online session using a computer . During the session you will be interviewed about the site, asked to find information or complete tasks using the site and asked to complete an online questionnaires about the experience. The testing session will be recorded on video and your responses/comments will also be recorded on paper by one of the observers. The information and recording are for research purposes only and your name and image will not be used for any other purpose. The recording may be copied and used without further permission. There are no substantial benefits and rewards for your participation in this test. Additionally, there are probably no risks to you.

All information will remain strictly confidential. The descriptions, recordings and findings will only be shared amongst persons directly involved within this study and may be used to help improve the website. However, at no time will your name or any other identification be used. You can withdraw your consent to the experiment and stop participation at any time.

If you have any questions after today, please contact _____.

I have read and understood the information on this form and had all of my questions answered.

Participant's Signature

Date

Usability Consultant's Signature

Date

Appendix B: Test Script

Test Session Checklist

- Consent Form
- Pre-Test Survey
- Test (Scenario/Task) Script
- Equipment (Laptop with recording software (Silverback) , Skype or Hangout and browser)
- Online Post-Test Questionnaire (Craigslist Questionnaire and Oodle Questionnaire)
- Username and password

Test Script

Hello my name is _____. Let me start by thanking you for agreeing to participate in this assessment of Craigslist.org. Our goal is to determine how usable this website is. Please feel free to express any opinion you may have. We have no affiliation with Craigslist.org or Oodle.com, the other site you will be testing, and you will not hurt our feelings. As a participant, you will be completing similar tasks on each site. If at any time you are struggling or have any questions, please let me know and I will help as I can. We will capture video of the screen as you work and audio of your survey results and comments, which will be used only for the purpose of evaluating the application. If you would like to end the assessment at anytime, you are welcome to do so. Do you have any questions?

Background Information Questionnaire

- What technological devices do you use on a daily basis?
- How much time do you say you spend on the internet a day?
- Have you ever sold anything online before?
 - If yes...
 - What were some of your concerns when selling online?
 - What website(s) did you use?
 - What did you like about the process?
 - What did you not like about the process?
 - If no ...
 - Are there any concerns that have kept you from selling something online?
- Have you ever look at real estate listings, either to buy or rent?
 - If yes ...

- What website(s) did you use?
 - What did you like about the process?
 - What did you not like about the process?
- Are you familiar with Craigslist.org?
- Have you ever used Craigslist in the past?
 - If yes...
 - Have you ever posted a listing on Craigslist?
 - Have you ever responded to a listing on Craigslist?
 - If no ...
 - Is there a reason why you have chosen not to use Craigslist?
- Have you ever used Oodle.com in the past?
 - If yes...
 - Have you ever posted a listing on Oodle?
 - Have you ever responded to a listing on Oodle?
 - If no ...
 - Is there a reason why you have chosen not to use Oodle?
- Are there any other online classified listings websites you have used in the past?

Craigslist Scenario

You have just gone to Craigslist.org. Let's say you already have an account in Craigslist.org. Your credentials are on the piece of paper in front of you.

Task 1: Logging In to User Account

- Can you briefly explain what this page is showing you?
- Is there anything you would change about this screen?
- Where do you think you would log into your account?

Let's give it a try...

Go ahead and enter your credentials...

- What do you think of the accounts page?
- What do you think about this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 2: Post a Listing

Scenario

So say you would like to post a listing to sell a microwave in good condition for \$75.

- Where do you think you would go?

Let's give it a try...

- Tell me a little bit about what you see.
- What type do you think you should choose and why?

Click continue

- Tell me a little bit about what you see.
- Which category do you want to choose and why?

Click continue

- Tell me a little bit about what you see.

Go ahead and fill out the following:

Phone: (317) 441-1043

Contact Name: User

Posting Title: Microwave

Price: \$75

Postal Code: 46220

Posting Body: Microwave in good condition. \$75.

And click continue.

- Tell me a little bit about what you see.

Click continue.

- What do you think about this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 3: Add an Image to a Posting.

Scenario

Now you will add an image to a posting.

- How do you think you will add images?

Let's give it a try...

- Go ahead and select the image microwave.jpg.
-
- Tell me a little bit about what you see.
- What would you do next?

Let's give it a try...

- Tell me a little bit about what you see.
- The listing will not be published unless you activate it through your email. What do you think about having to go to your email to publish your listing?
- What do you think about this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 4: Search for an Apartment to Rent.

Scenerio:

So let's say you are looking for a 2 bedroom 1 bath apartment in Newton, Massachusetts for \$800 a month

- What would you do next and why?

Let's give it a try...

- Tell me a little bit about what you see.
- Where would you go next to search for apartments?

Let's give it a try...

- Tell me a little bit about what you see?
- How do you feel about this page?
- How do you think you would limit your search to 2 bedrooms 1 bath apartments in Newton, Massachusetts?

Let's give it a try...

- Go ahead and explore the page and click on a couple of listings. Walk me through what you are seeing and what you are doing.
- What do you think of this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 5: Save a Search

Scenario:

Let's say you want to save this search to view at a later time.

- How do you think you would save your search?

Let's give it a try...

- Tell me a little bit about what you see?
 - What do you think the alert function does?
 - Do you find it useful to be able to save your searches?
 - What do you think of this process?
 - How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?
 - Overall, what are some things you would improve about Craigslist?
-

Oodle Scenario

You have just gone to Oodle.com. Let's say you already have an account with Oodle.com. Your credentials are on the piece of paper in front you.

Task 1: Logging In to User Account

- Can you briefly explain what this page is showing you?
- Is there anything you would change about this screen?
- Where do you think you would to log into your account?

Let's give it a try...

Go ahead and enter your credentials...

- What do you think about this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 2: Post a Listing

Scenario

So say you would like to post a listing to sell a microwave in good condition for \$75.

- Where do you think you would go?

Let's give it a try...

- Tell me a little bit about what you see.
- Go ahead and fill out the form but skip the add a photo feature. Please walk me through what you are doing.

- What do you think about this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 3: Add an Image to a Posting.

Go ahead and click “add a photo.”

Go ahead and select the image microwave.jpg.

- Tell me a little bit about what you see.
- What would you do next?

Let’s give it a try...

- Tell me a little bit about what you see.
- What do you think about this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 4: Searching for an Apartment to Rent.

Scenerio:

So let’s say you are looking for a 2 bedroom 1 bath apartment in Newton, Massachusetts for \$800 a month.

- What would you do next and why?

Let’s give it a try...

- Tell me a little bit about what you see.
- Where would you go next to search for apartments?

Let’s give it a try...

- Tell me a little bit about what you see?
- How do you feel about this page?
- How do you think you would limit your search to 2 bedrooms 1 bath apartments in Newton, Massachusetts?

Let’s give it a try...

- Go ahead and explore the page and click on a couple of listings. Walk me through what you are seeing and what you are doing...
- What do you think of this process?

- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

Task 5: Creating a Favorite Listing

Scenario:

Let's say you like a listing and want to view it again later.

Select any listing.

- How do you think you would save this listing to view again later?

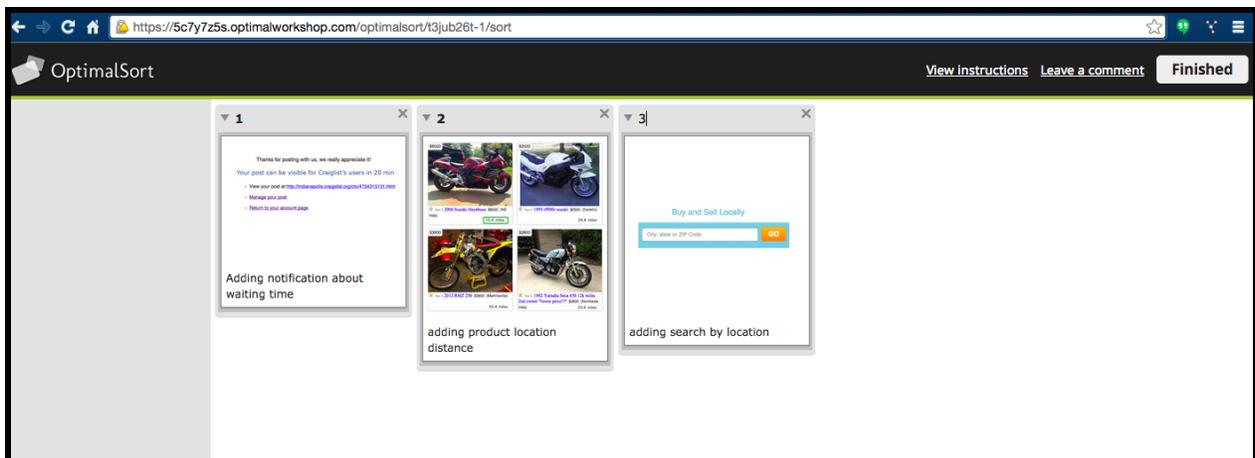
Let's give it a try...

- Tell me a little bit about what you see?
- Walk me through what you will do next?

- Do you find it useful to be able to save certain listings?
- What do you think of this process?
- How would you rate it on a 1 to 5 scale if 1 was strongly dislike and 5 was strongly like?

- Overall, what are some things you would improve about Oodle?

Appendix C: Card Sorting



Appendix D: System Usability Scale Questionnaire

For each of these statements, please rate how much you agree or disagree, from 1 (Strongly disagree) to 5 (Strongly agree). If you are unsure, or have no particular opinion, about a statement, please select 3 (Neutral).

* Required

1. I think that I would like to use Craigslist frequently.
2. I found Craigslist unnecessarily complex.
3. I thought Craigslist was easy to use.
4. I think that I would need the support of a technical person to be able to use Craigslist.
5. I found the various functions in Craigslist were well integrated.
6. I thought there was too much inconsistency in Craigslist.
7. I would imagine that most people would learn to use Craigslist very quickly.
8. I found Craigslist very cumbersome to use.
9. I felt very confident using Craigslist.
10. I needed to learn a lot of things before I could get going with Craigslist.

<https://5c7y7z5s.optimalworkshop.com/optimalsort/t3jub26t-0/questions/after>

Just about finished

For each of these statements, please rate how much you agree or disagree, Oodle (Strongly disagree) to 5 (Strongly agree). If you are unsure, or have no particular opinion, about a statement, please select 3 (Neutral).

* indicates required fields

I think that I would like to use Oodle frequently. *

1-Strongly Disagree
 2-Disagree
 3-Neutral
 4-Agree
 5-Strongly Agree

I found Oodle unnecessarily complex. *

1-Strongly Disagree
 2-Disagree
 3-Neutral
 4-Agree
 5-Strongly Agree

I thought Oodle was easy to use. *

1-Strongly Disagree
 2-Disagree
 3-Neutral
 4-Agree
 5-Strongly Agree

I think that I would need the support of a technical person to be able to use Oodle *

Appendix E: Post-Test Comparing Questions between Craigslist and Oodle

- Which of the websites was easier to use and why?
- Which of the websites was more fun to use and why?
- If you wanted to sell something through an online classified listing, which of the website would you use and why?
- If you wanted to buy something through an online classified listing, which of the website would you use and why?
- Would you rather save your entire search or save a certain listing?

Appendix G: Usability Testing Video Links:

For review usability video, login to youtube with the following credentials:

Username: user1.h543@gmail.com

Password: Usability1

Usability Testing 1:

<https://www.youtube.com/watch?v=1pqmhC-7fQw&list=UUxllguu6jm4E6fi7jeqWhrw>

Usability Testing 2:

https://www.youtube.com/watch?v=zZH1V6l_SZs&index=5&list=UUxllguu6jm4E6fi7jeqWhrw

Usability Testing 3:

<https://www.youtube.com/watch?v=FVMK3qayFzg&list=UUxllguu6jm4E6fi7jeqWhrw&index=4>

Usability Testing 4:

<https://www.youtube.com/watch?v=nNa22lnOr4w&list=UUxllguu6jm4E6fi7jeqWhrw&index=2>

Usability Testing 5:

<https://www.youtube.com/watch?v=4pv1diu-xbw&list=UUxllguu6jm4E6fi7jeqWhrw&index=3>

Usability Testing 6:

<https://www.youtube.com/watch?v=d7ypDnFbifo>

Usability Testing 7:

<https://drive.google.com/open?id=0B29rqQ3Skwr2TkcybUZIS2hkckE&authuser=0>

Usability Testing 8:

<https://drive.google.com/a/uemail.iu.edu/file/d/0B29rqQ3Skwr2Nko3T1NEUDR1Smc/view?usp=sharing>