

Goal Specification

Primary Goal:

The **primary goal** of the website is to help user attain his/her **task in the most intuitive manner**, with **minimum effort and time**, and generate **accurate results** within constraints. The overall user experience should be over and above the expectation of the user keeping in mind the simplicity and service to the community nature of the website.

Secondary Goals:

- To streamline location specification.
- To streamlining posting of information and making it more simpler and intuitive for the user.
- Improve search criteria.
- Improve Information Architecture of the website.
- To allow user to flag and retain information for maximum user satisfaction.

User Requirements

The user requirements have been specified as follows:

- Specify their location once and have it remembered.
- Edit location information at a later date.
- Recall/track recently viewed and bookmarked posts
- Quickly and efficiently post information/ads to the site
- Intuitively categorize posting in one or more categories
- Quickly identify and report spam/scam/false information in postings. This requires an intuitive reporting mechanism on each page.
- Easily recall and identify category hierarchy.
- Communicate with other users through the site.
- Engage in transactions with their choice of full anonymity or disclosure of identity.
- Keep track of postings
- Keep track of posting views.
- Filter search results by category/price/other relevant criteria.
- Execute task with minimal amount of confusion/ambiguity (ie: browse categories).