



***Pinterest***

*Analysis of Design Problems and Solutions in Pinterest Application.*

# *Product Summary*

Pinterest is one of the most popular applications nowadays.

It is a social media platform that allows people to share their interests with people who have same interests.

It uses good images and photos for sharing interests.

However, there are some limitations to view and pin images through the Pinterest App.

## **Problems**

1. Besides the search feature, there is no filtering option on the main page.
2. Moving images like GIFs are not moving on the main page. After clicking the image, users can see the movement.
3. Zoom In & Zoom Out features are not supported for Android now.  
(Pinterest started to provide this feature for iOS on Aug, 2017, and is planning to service for Android soon.)
4. Limitation of image size options - Sometimes users want to see the bigger size images to see the clear details, but users see the blurry details due to the image size limitations.
5. Multiple selection is not available for pinning.

## **Solution**

Modifying some features could be better for the User Experience.

I am going to improve the User Experience by modifying the limitations.

# User Interview

## ***Interview Questions.***

- 1. How often do you use Pinterest?***
- 2. Do you like Pinterest?***
- 3. What do you like about Pinterest?***
- 4. What kinds of features do you want to change or add?***

## **Valerie Garcia**

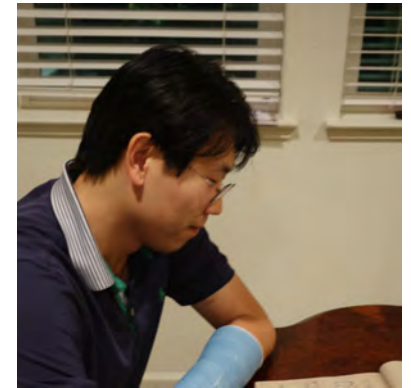
1. Whenever I want to get inspiration, I use it. I just use for finding idea, so I did not post before.
2. Actually, I do not like it because I feel it is different from other social media.
3. It is good to have good resources for inspiration.
4. I cannot choose multiple pictures for pinning, so it could be better to have functions to choose multiple pictures.



# ***User Interview***

## **Yoon Sang Kim**

1. Actually, I sometimes visit Pinterest. When I need to search, I visit Pinterest to get information.
2. I think I like it because it is good source although I did not use it too much.
3. The idea of sharing interests.
4. It could be better to have customized sorting option. On the main page, it could be good to show recommended topics (key words), and users can change and reorganize the keywords for finding interests easily.



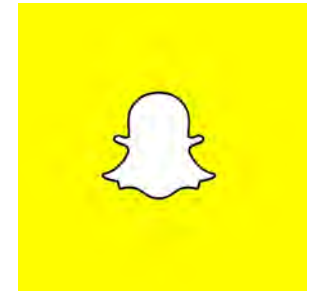
## **Brianna Steele**













1. Every time when Pinterest send me notifications. It probably twice or three times a week.
2. I like it. I get many ideas for cooking, party for kids, crafts, and so on.
3. It gives me ideas, and I can pin it to see again whenever I need.
4. I think it could be better to see higher resolution image. Sometimes, I magnify areas on images, but they look blurry due to the low image resolution.























# Competitive Research

*There are many famous applications to share media like Instagram, Tumblr, Snapchat. Although they have different goals, many features are similar to Pinterest.*



	<i><b>Pinterest</b></i>	<i><b>Instagram</b></i>	<i><b>Tumblr</b></i>	<i><b>Snapchat</b></i>
<i><b>Sharing Media</b></i>				
<i><b>Taking photo &amp; video</b></i>	 It provides functions to take photos. But not editing function.	 It provides functions to take photos or videos. Also, it provides editing functions, too.	 Does not provide camera functions. Usually, posted media is from third equipment.	 It provides functions to take and edit photos or videos.
<i><b>Posting Media</b></i>				

	<i><b>Pinterest</b></i>	<i><b>Instagram</b></i>	<i><b>Tumblr</b></i>	<i><b>Snapchat</b></i>
<i><b>Privacy</b></i>	 There is secret board option to make limit access.	 Privacy option is available, but there is limitation setting.	 It provides privacy option to limit access.	 It provides privacy option to limit access.
<i><b>Trending</b></i>	 It provides trending option.	 Does not provides the trending option, but using #, can search some interesting trend.	 It provides trending option.	
<i><b>Business</b></i>	 It provides the business account.	 It provides the business account.	 Does not have business account, but it can be used related to business.	 It does not provides business account.
<i><b>Chatting</b></i>	 It provides chatting option with follower and following people.	 It provides chatting option to chat with friends.	 It provides chatting options.	 It provides chatting option to chat with friends.
<i><b>Desktop Version</b></i>	 It has website with supporting full functions.	 It has website for desktop, but cannot post through the website.	 It has website with supporting full functions that are provided in the App.	 It has website for desktop, but cannot post through the website.

# Persona

## Brianna Steele



**Age:** 27

**Birthday:** Feb 14th, 1990

**Location:** Fresno, CA

**Religion:** Christian

### Pinterest Facts

About 80% users are females and 67% users are under 40 years old. Therefore, Brianna is a tropical Pinterest user.

### Educational Background

- Associate of Business Administration (Fresno City College)
- BA of Marketing & Business management (Fresno Pacific University)

### Work

- Sales Associate in Pottery Barn

### Hobbies

- Cooking & Traveling

### Family

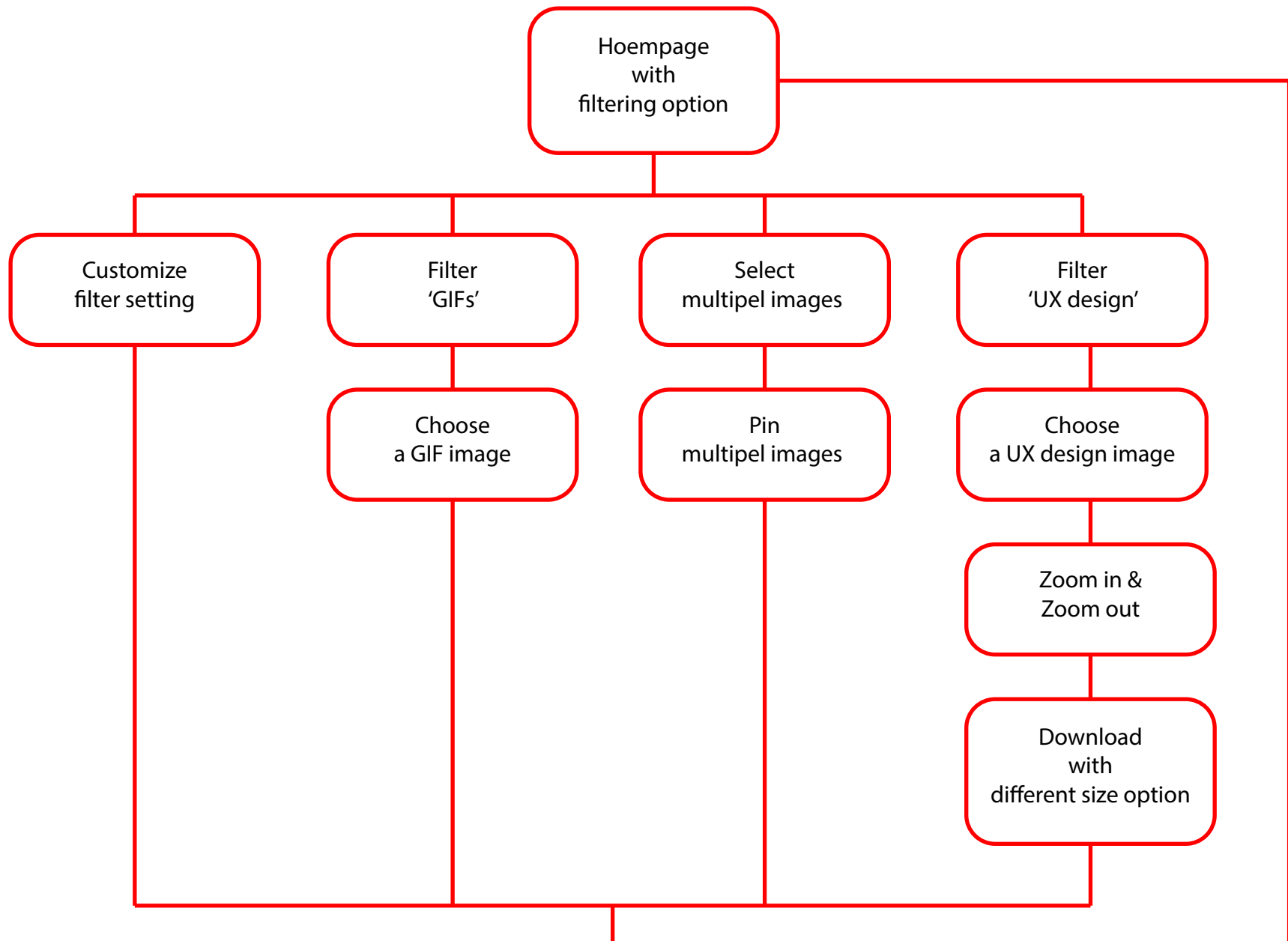
Siblings

- 1 younger brother

### Purpose of using Pinterest

- Getting ideas for cooking recipes, kids' party, crafts, fashions, and decorations.

# User Flow

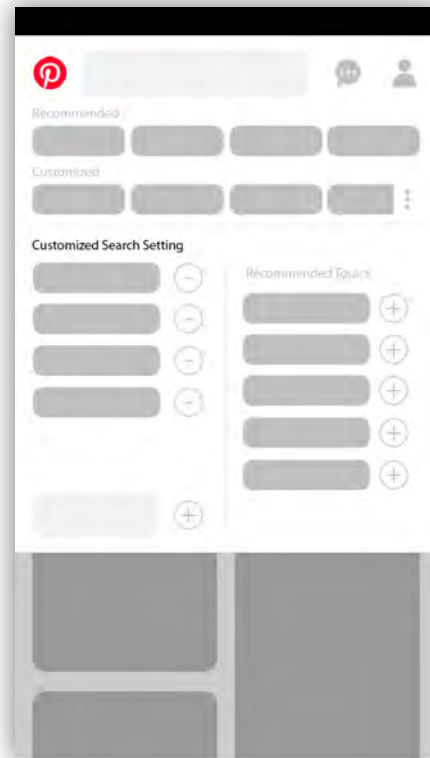




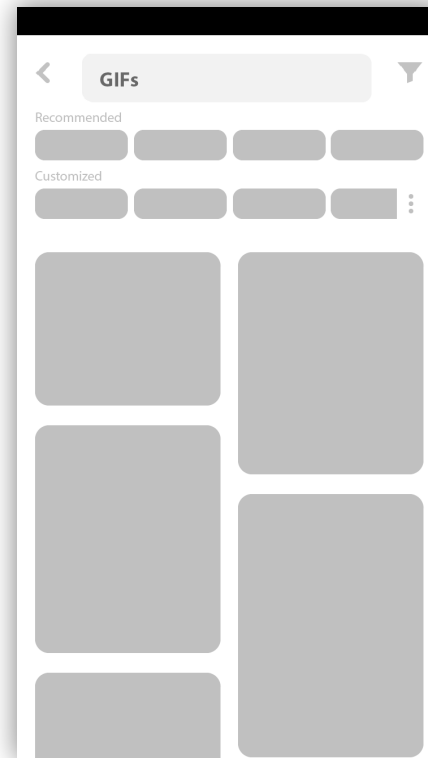
# Initial Design



**1**  
Homepage with  
filtering option



**2**  
Customize  
filter setting

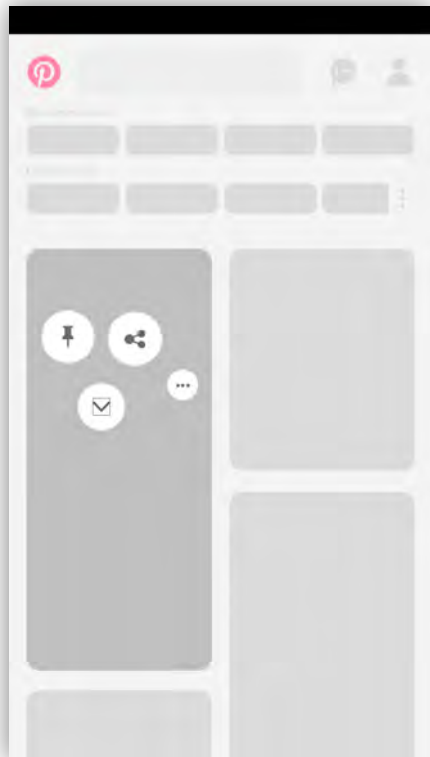


**3**  
View  
after filtering



**4**  
View of  
a chosen image

# Initial Design



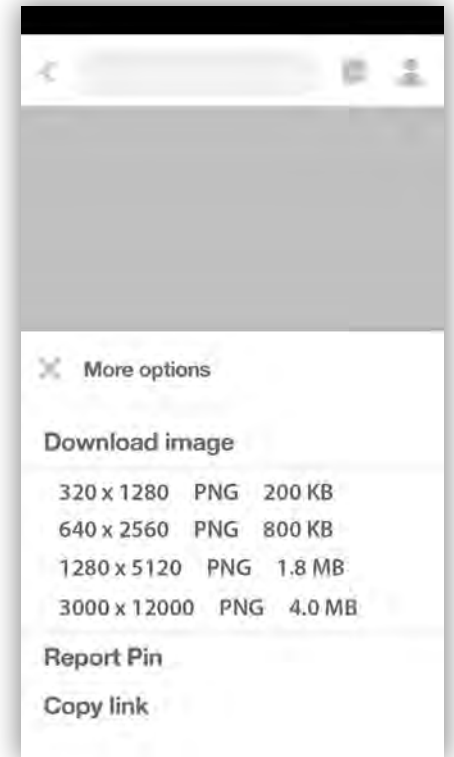
**5**  
Options shown  
after long click



**6**  
Option of  
multiple selection

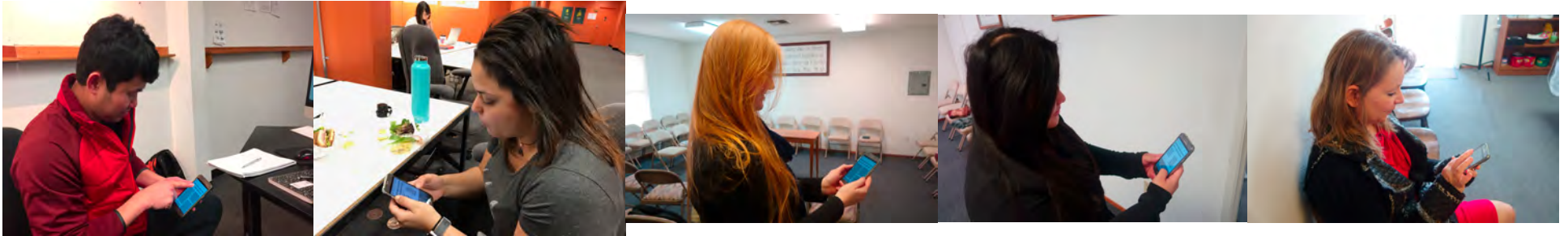


**7**  
Zoom in &  
zoom out



**8**  
Download with  
different image sizes

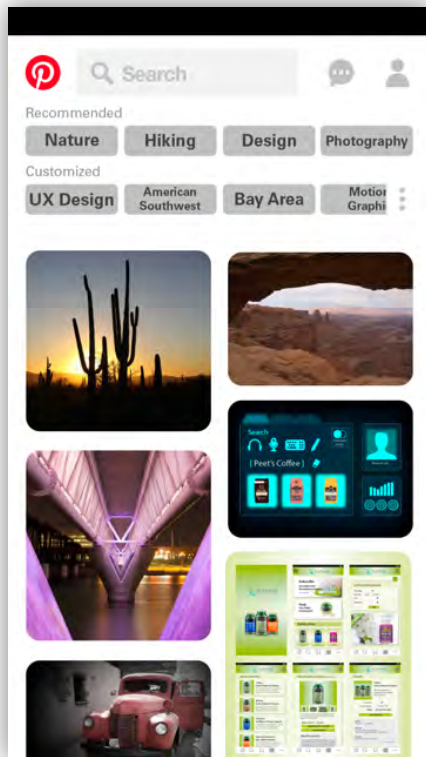
# User Testing



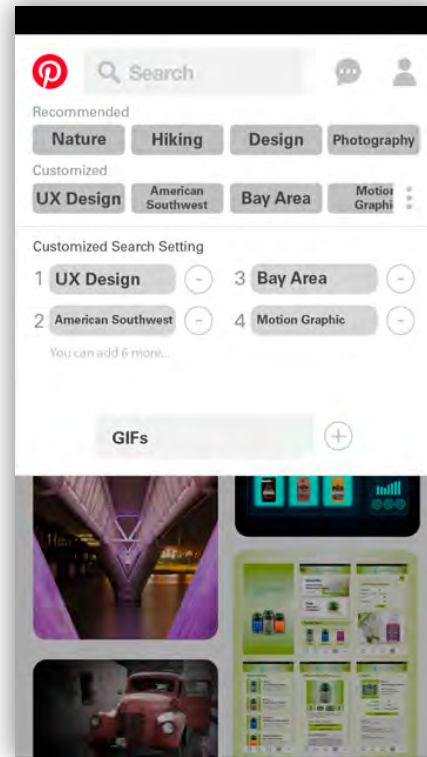
## Feedbacks from user testing

- These functions you add or modify are good and useful.
- The number of customized keywords could be limited. If it has more than 10 keywords, it would be overflow and worse than using search bar.
- On the Customized Search setting, there is Recommended Topic keywords that can be added to customized keywords. It is not necessary.
- If I choose multiple images, how can I save it? Make sure the option of saving multiple images.
- It could be possible that someone want to save (pin) multiple images to different boards. Therefore, it could be better to show the saving process.

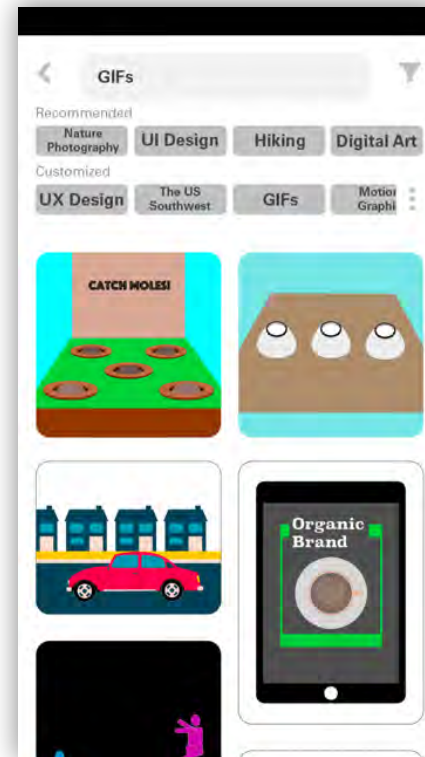
# Final Solution



1  
Homepage with  
filtering option



2  
Customize  
filter setting

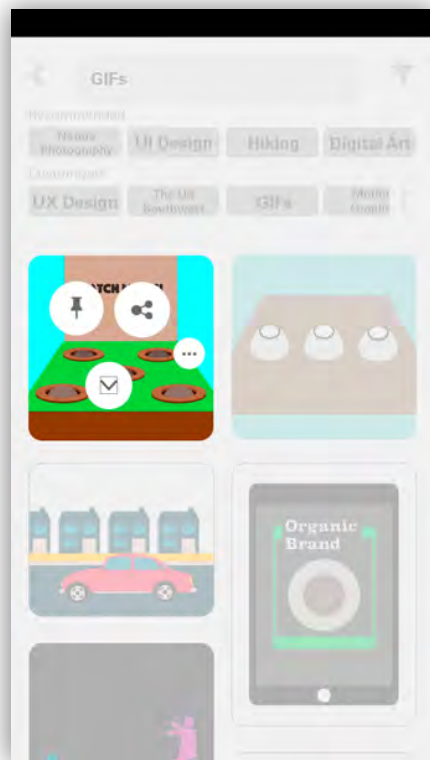


3  
View  
after filtering  
(GIFs)

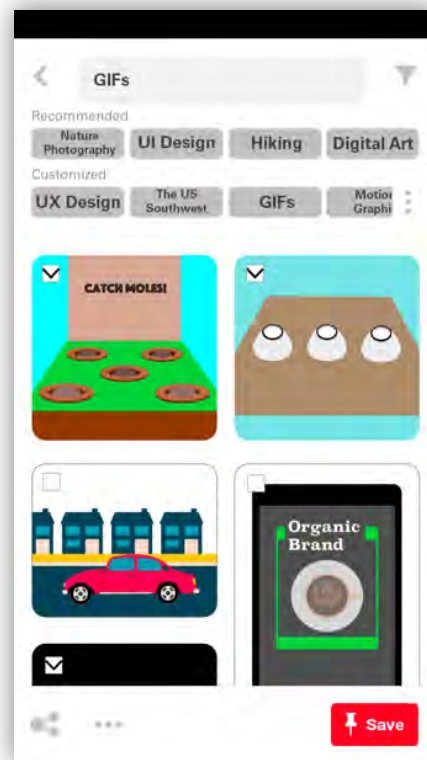


4  
View of  
a chosen image

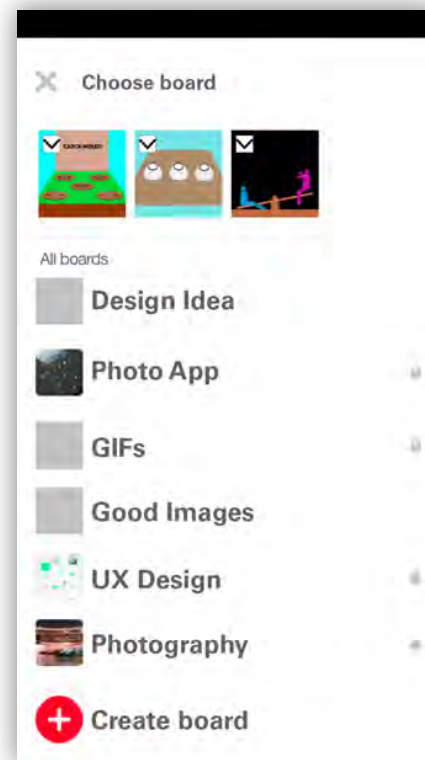
# Final Solution



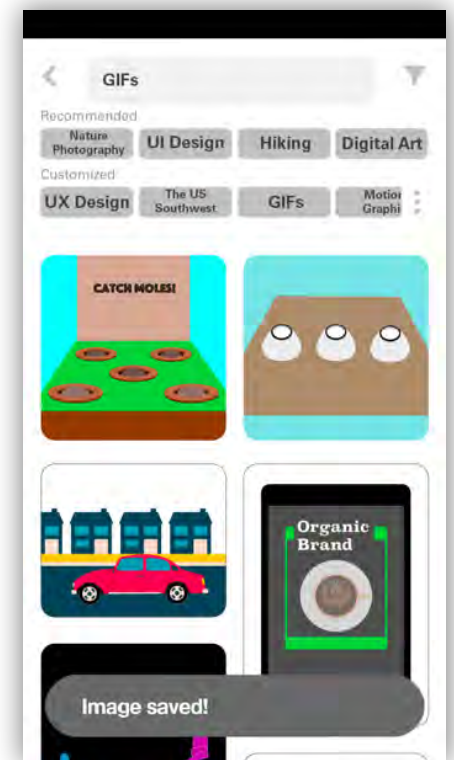
5  
Options shown  
after long click



6  
Option of  
multiple selection



7  
Choose board  
for saving  
multiple images



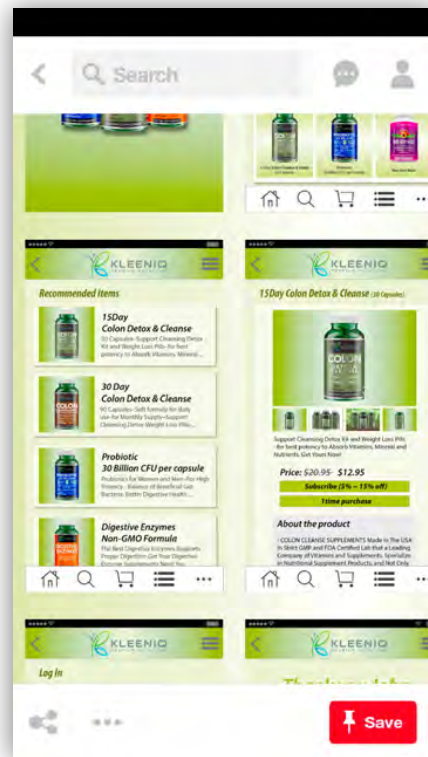
8  
View  
after saving images



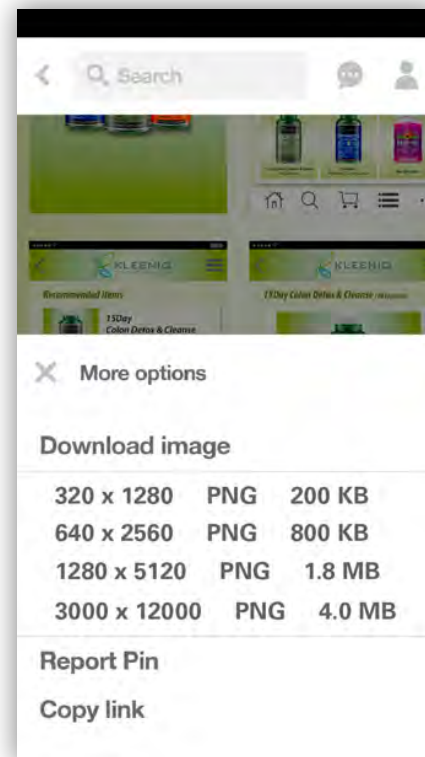
# Final Solution



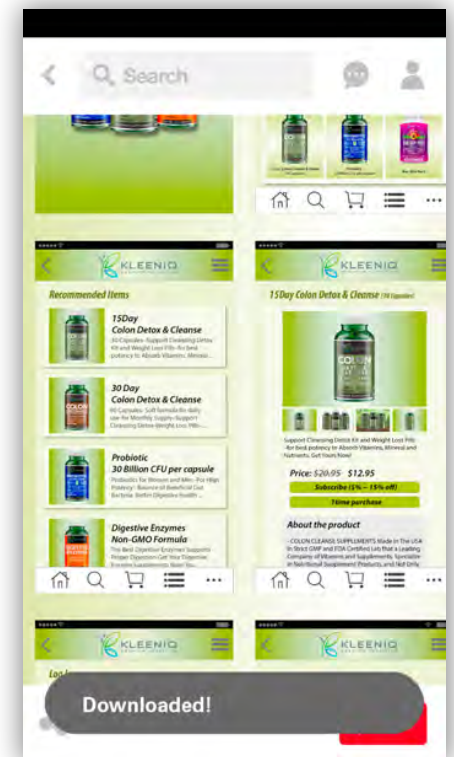
9  
Filtering  
(UX Design)



10  
Zoom in &  
zoom out

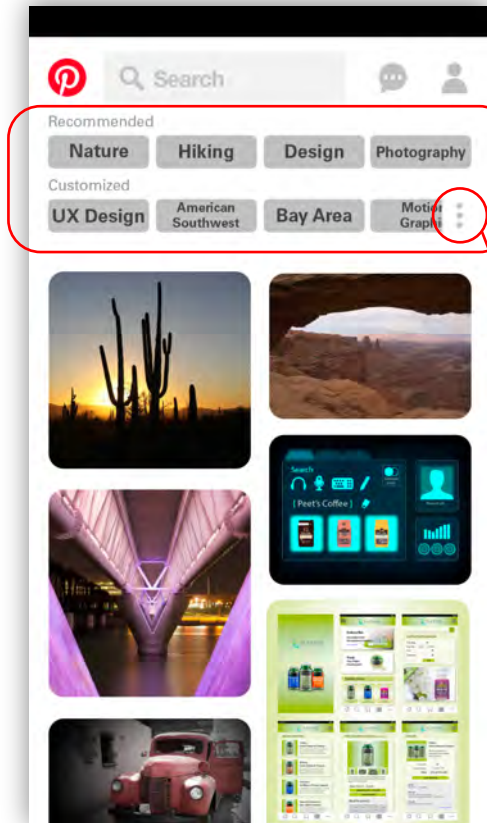


11  
Download with  
different image sizes



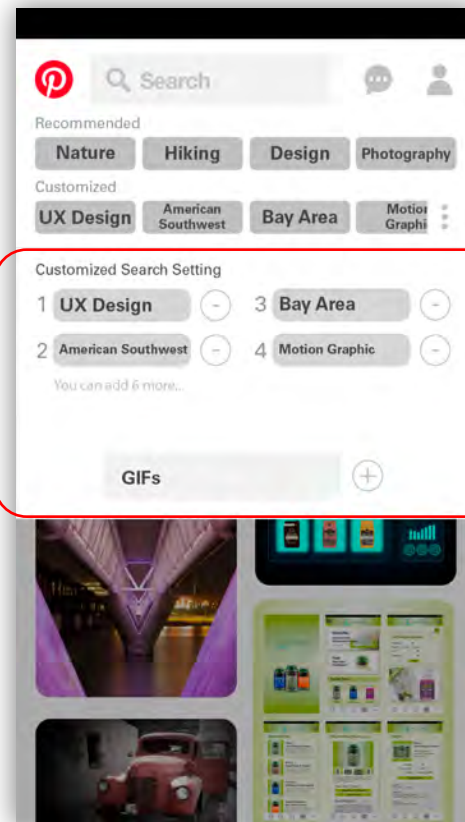
12  
View  
after downloading

# Final Description 1: Filtering



On the main page, the filtering options are shown.

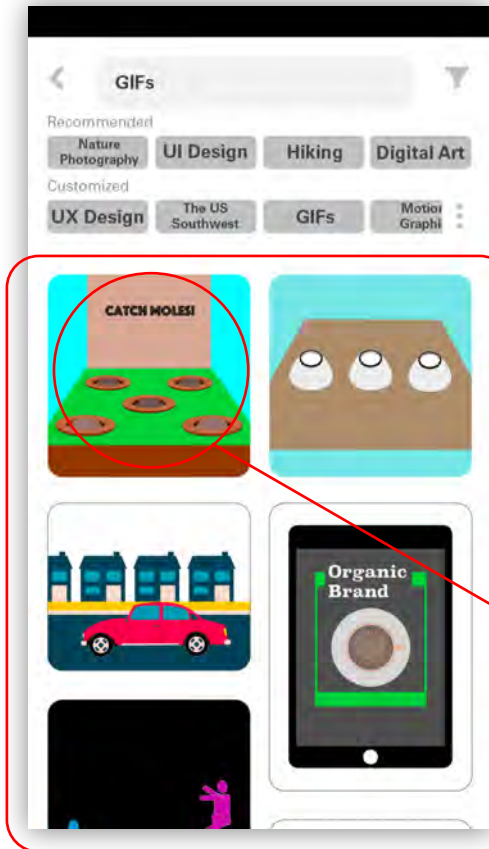
- Recommended: Depending on your search history, it automatically shows the recommended keywords.
- Customized: Users can set their search keywords.



If a user clicks the button of customized setting option, the setting window is shown.

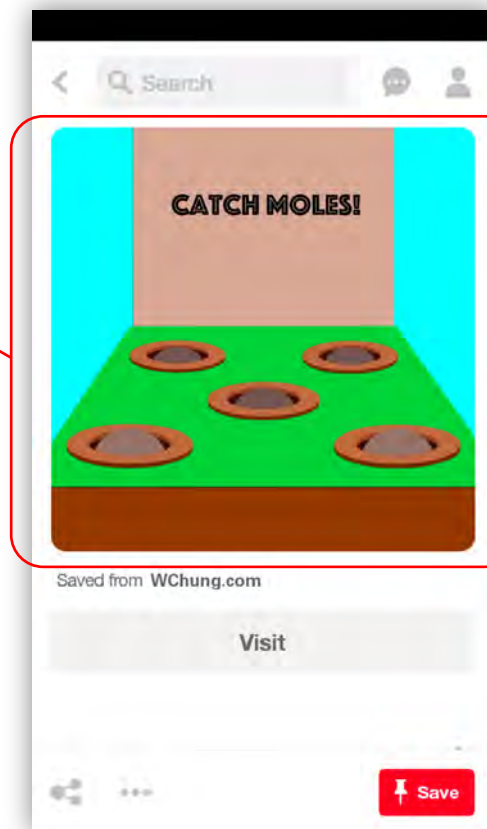
- Users can type customized keywords and add them. (Maximum number is 10)
- Users can edit and delete the keywords.

## Final Description 2: GIF files



The view - A user searches GIF images

- On the thumbnail view, the GIF files are moving, so users can see the whole image movements before clicking each image.



Users also can see the movement of GIF image on the detail view.

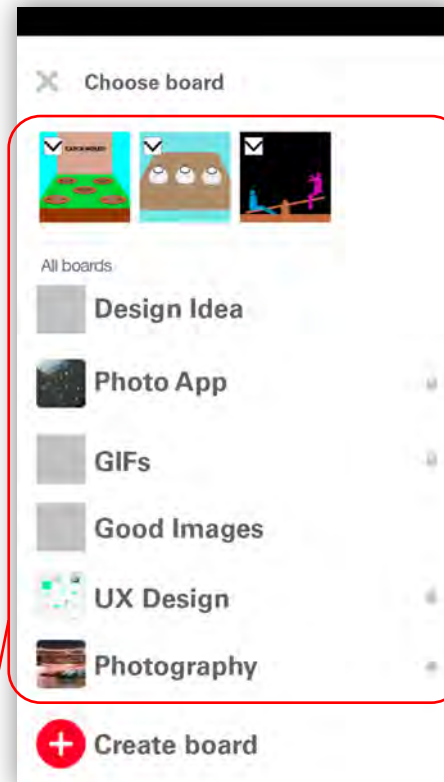
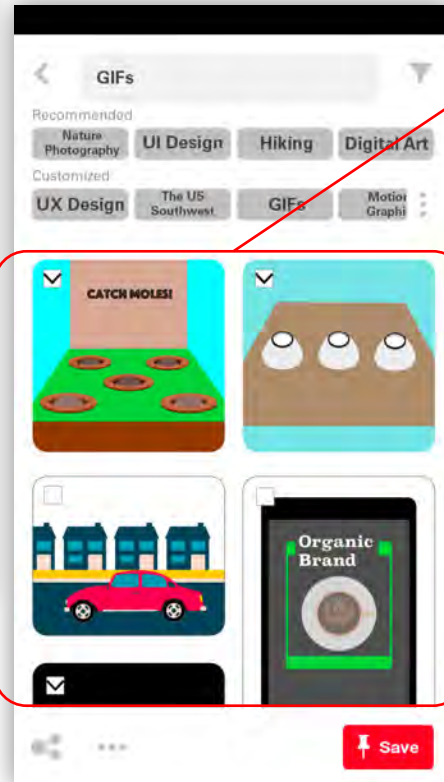
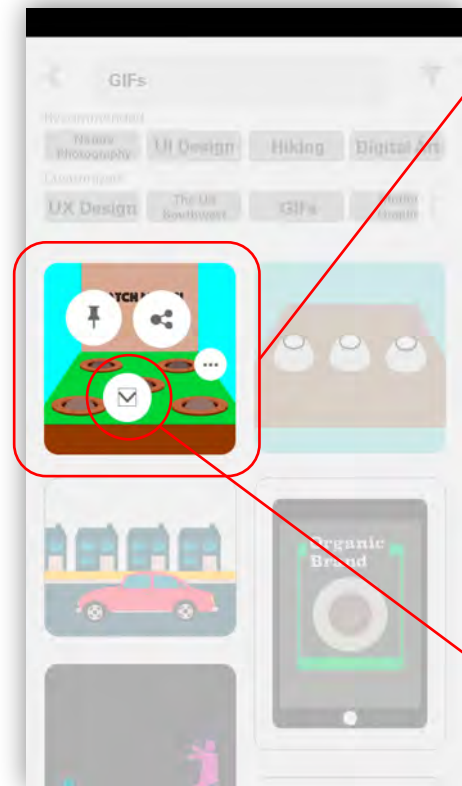


# Final Description 3: Multiple Selection

If a user clicks and holds an image, options are shown. One of the options is multiple selection.

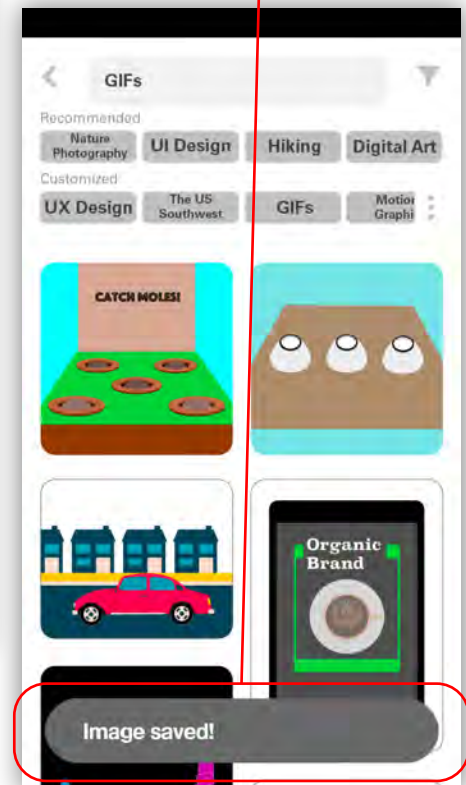
If the user clicks the option of multiple selection, the multiple selection check boxes are shown on the thumbnail view. Therefore, the user can choose multiple images.

After pinning all images, the message is shown.

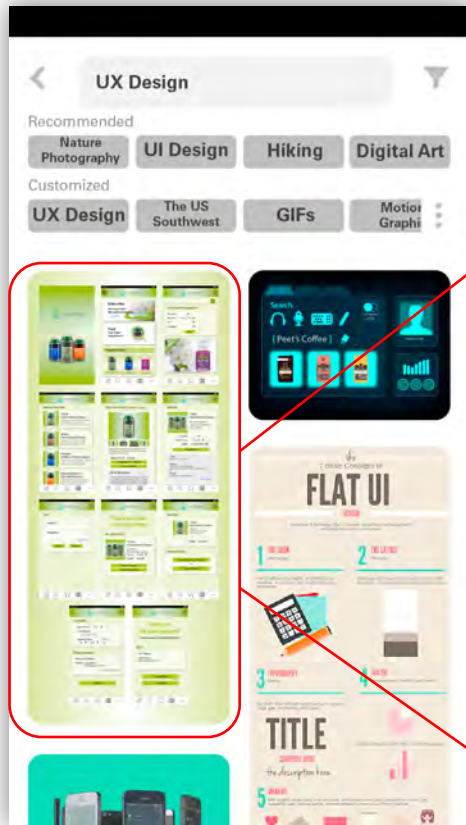


The user chooses multiple images and clicks the save (pin) button, the app shows the choosing board page.

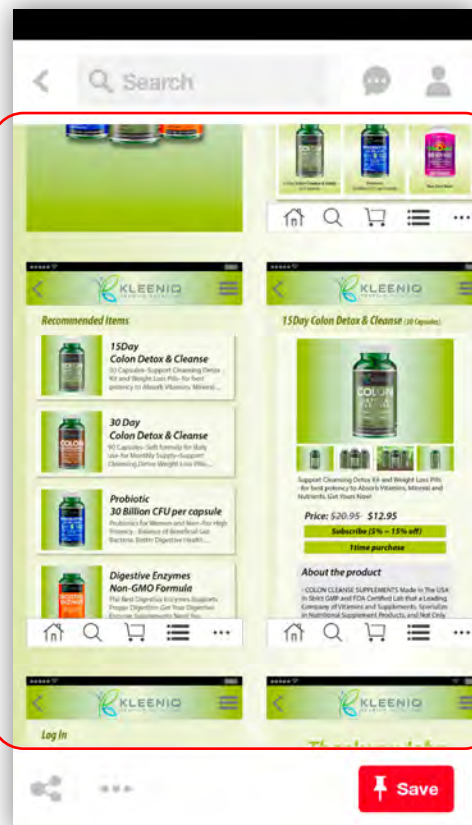
- Users can save (pin) the multiple images to one board or multiple boards.
- If users want to save each image to different board, use the check boxes. After the check images and click a board, the checked images save to the chosen board.



# Final Description 4: Zoom In & Out



If you search design images, some design pages are shown within one image, so some users need to zoom in on the image.

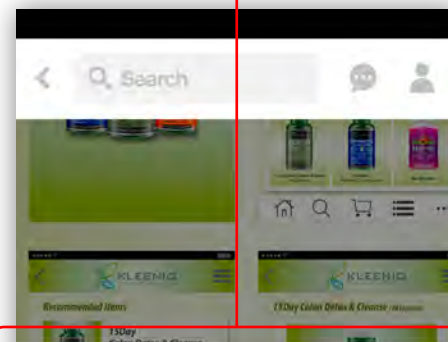
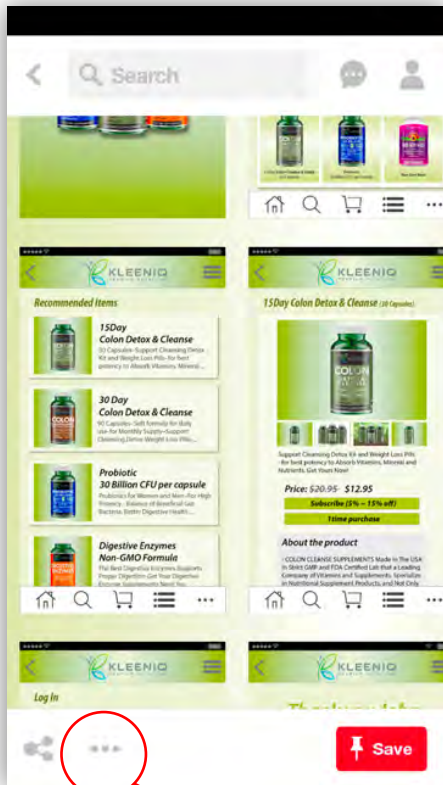


After clicking an image, the app shows the image detail. On this view, users can zoom in and zoom out.

# Final Description 5: Image Sizes

If a user clicks more option button, the app shows more options. One of them is download.

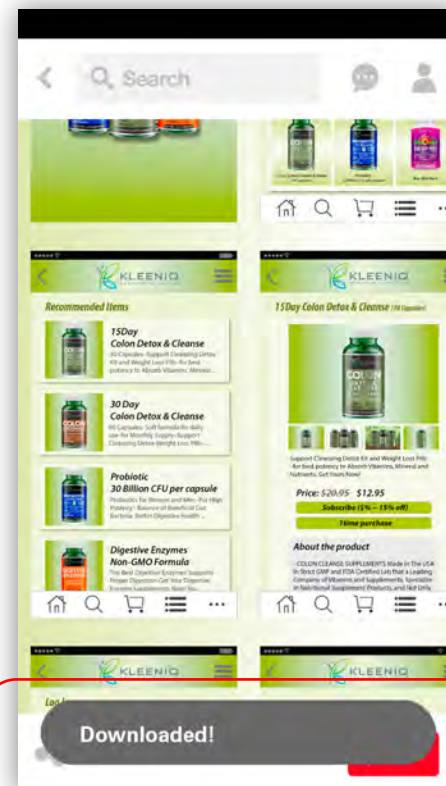
- Because many design pages are shown in one image, but users want to see the detail. However, many images could be blurry if users magnify the image due to small image size. Therefore, it is better to upload and download several options of image size.
- If the uploader uploaded a big size image, the app automatically makes smaller size images for download. Also, it can support original image size for downloading.
- This option is only available if uploaders upload big size image. If uploaders upload small size image, the download option is more limited.



Download image			
320 x 1280	PNG	200 KB	
640 x 2560	PNG	800 KB	
1280 x 5120	PNG	1.8 MB	
3000 x 12000	PNG	4.0 MB	

Report Pin

Copy link



## Prototype Link

<https://youtu.be/CSPGA4vQueo>