



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.



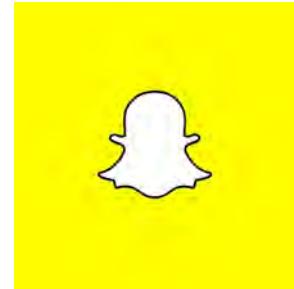
Brianna Steele

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>Pinterest</i>	<i>Instagram</i>	<i>Tumblr</i>	<i>Snapchat</i>
<i>Sharing Media</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Taking photo & video</i>	<input type="triangle"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Posting Media</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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>Pinterest</i>	<i>Instagram</i>	<i>Tumblr</i>	<i>Snapchat</i>
<i>Privacy</i>				
<i>Trending</i>				
<i>Business</i>				
<i>Chatting</i>				
<i>Desktop Version</i>				

Pinterest

Instagram

Tumblr

Snapchat

Privacy

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.

Trending

It provides trending option.

Does not provides the trending option, but using #, can search some interesting trend.

It provides trending option.



Business

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.

Chatting

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.

Desktop Version

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

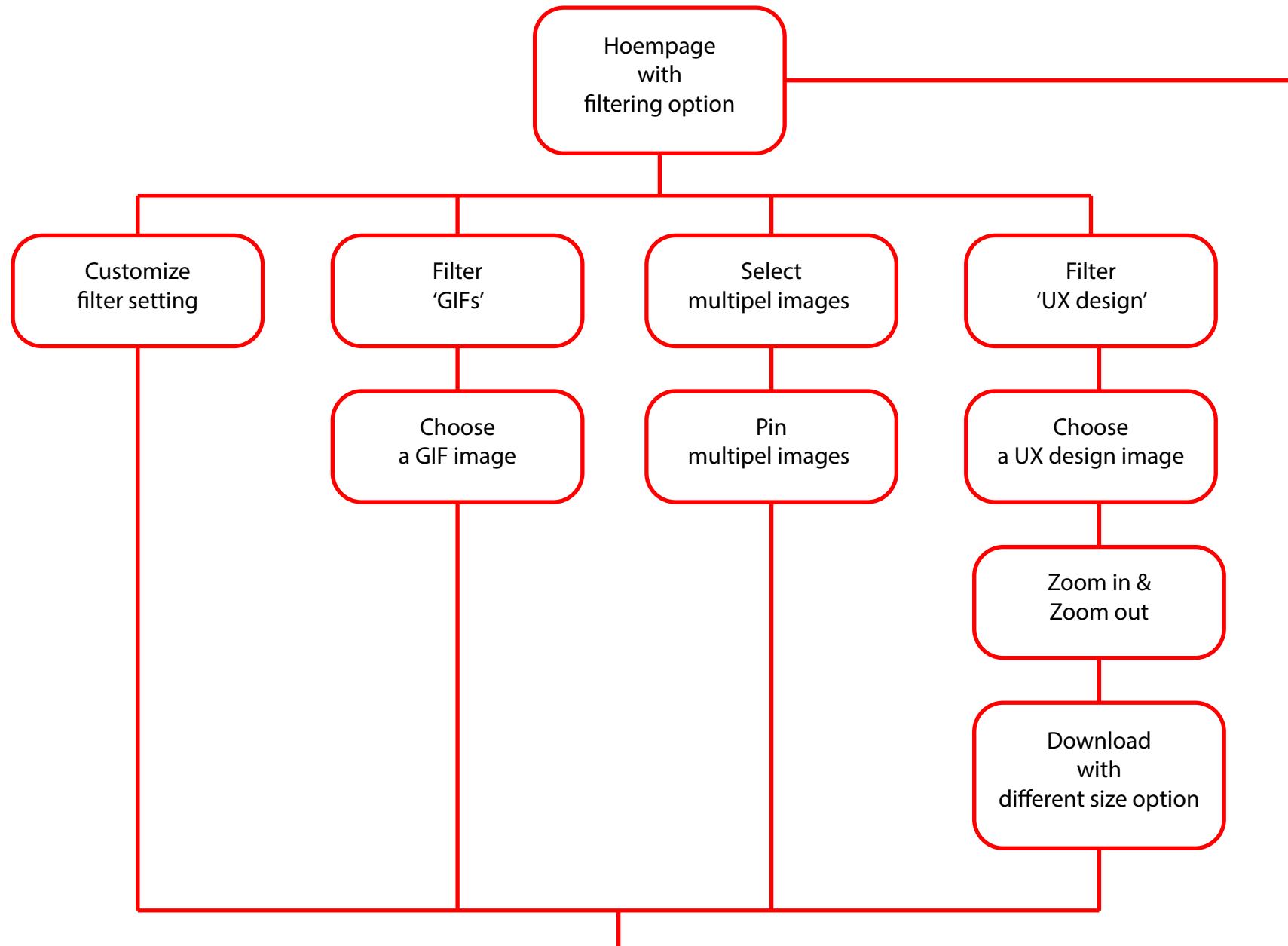
Siblings

- 1 younger brother

Purpose of using Pinterest

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

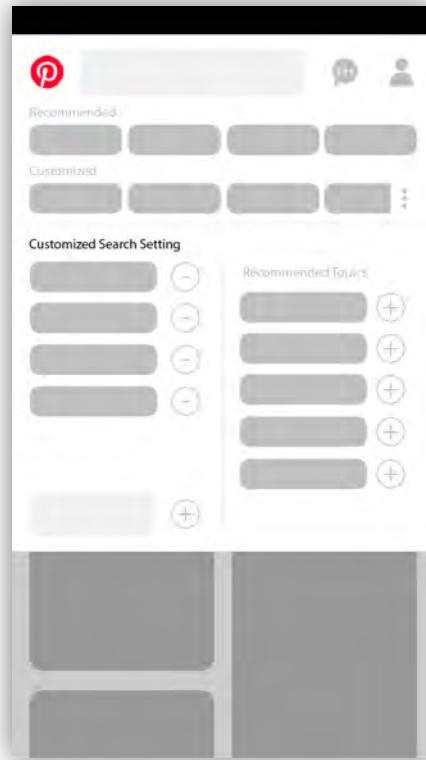
User Flow



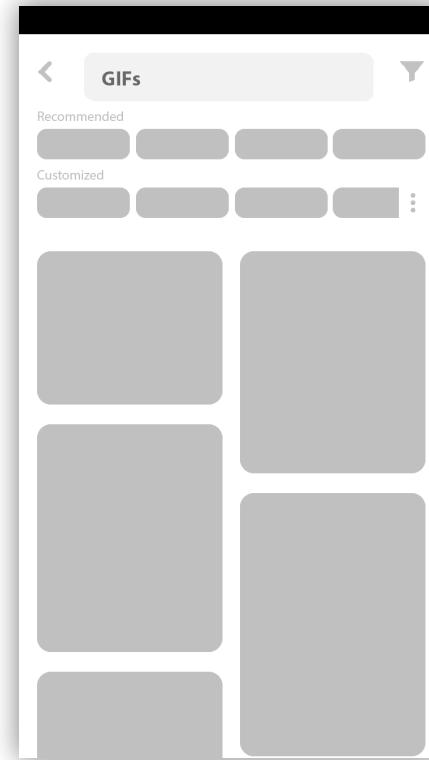
Initial Design



1
Homepage with
filtering option



2
Customize
filter setting



3
View
after filtering



4
View of
a chosen image

Initial Design



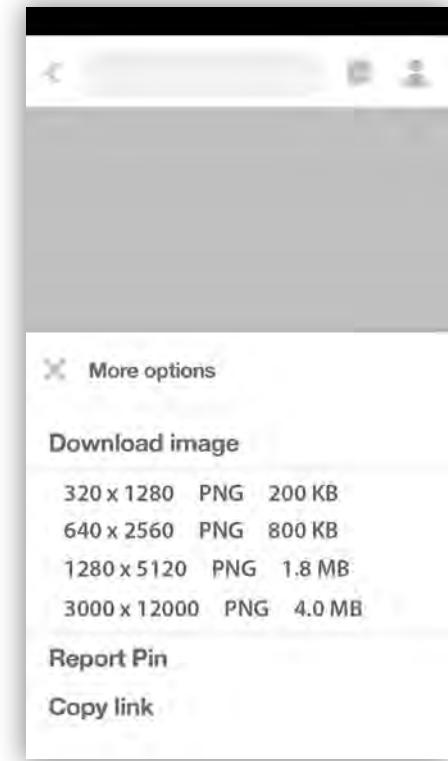
5
Options shown
after long click



6
Option of
multiple selection



7
Zoom in &
zoom out



8
Download with
different image sizes

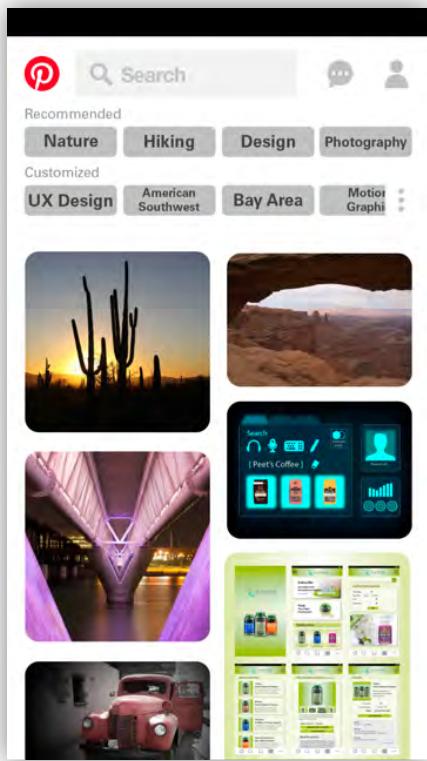
User Testing



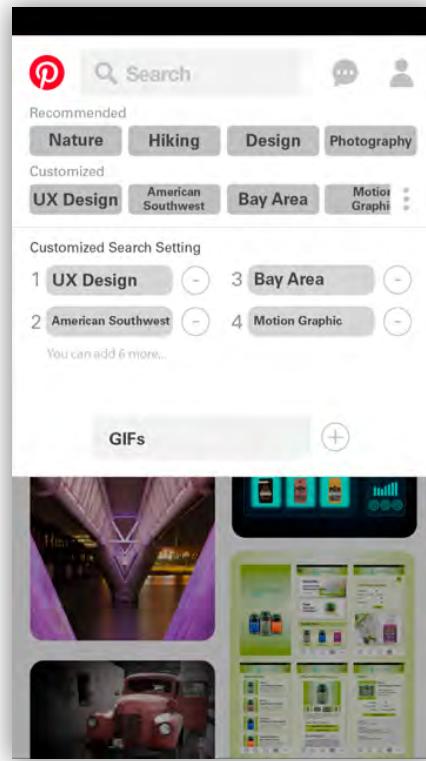
Feedbacks from user testing

- 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.

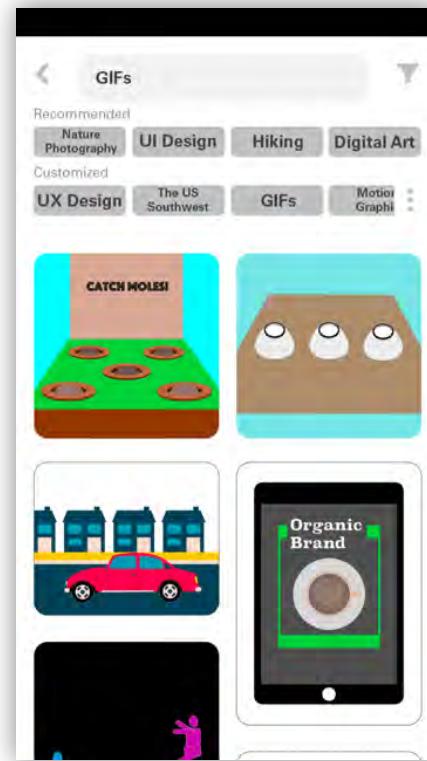
Final Solution



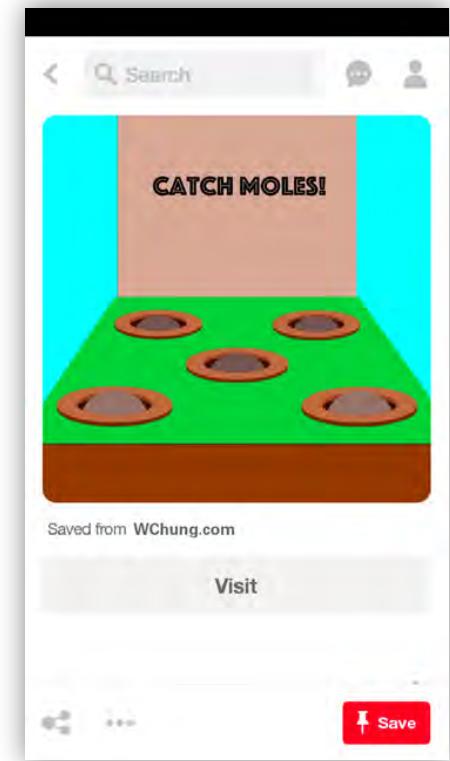
1
Homepage with
filtering option



2
Customize
filter setting

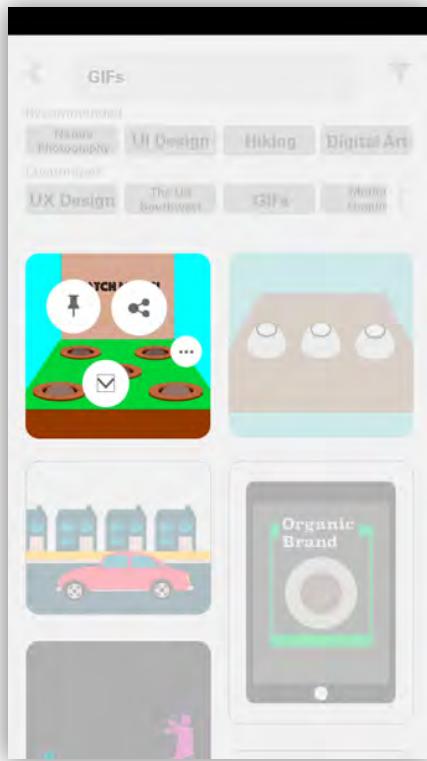


3
View
after filtering
(GIFs)

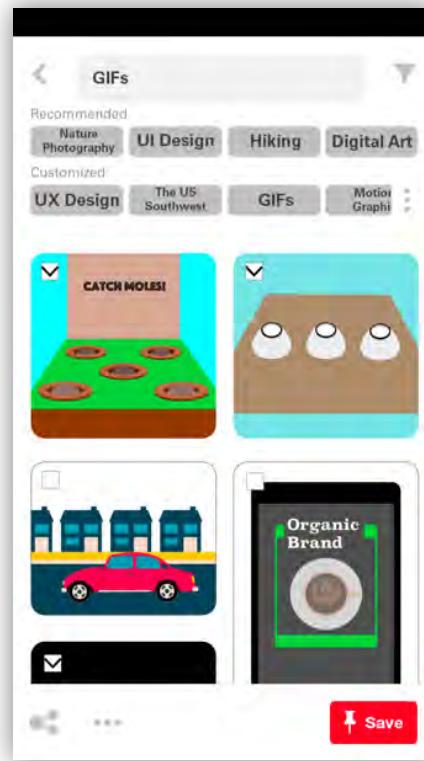


4
View of
a chosen image

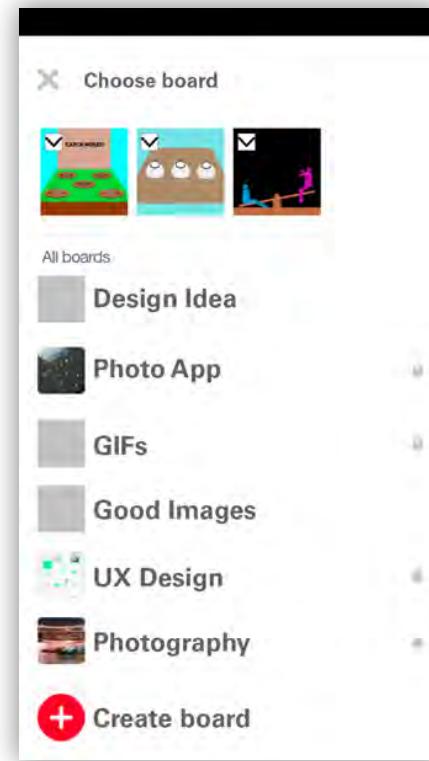
Final Solution



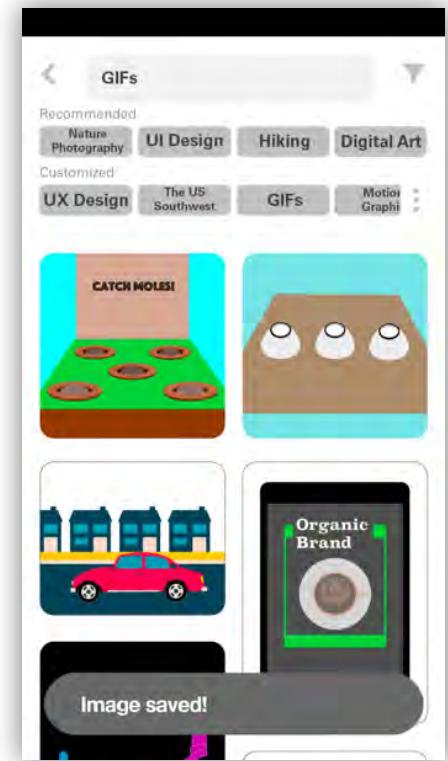
5
Options shown
after long click



6
Option of
multiple selection



7
Choose board
for saving
multiple images

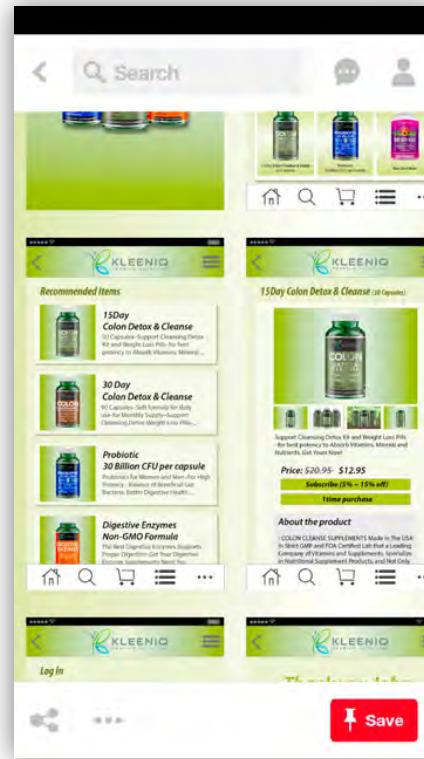


8
View
after saving images

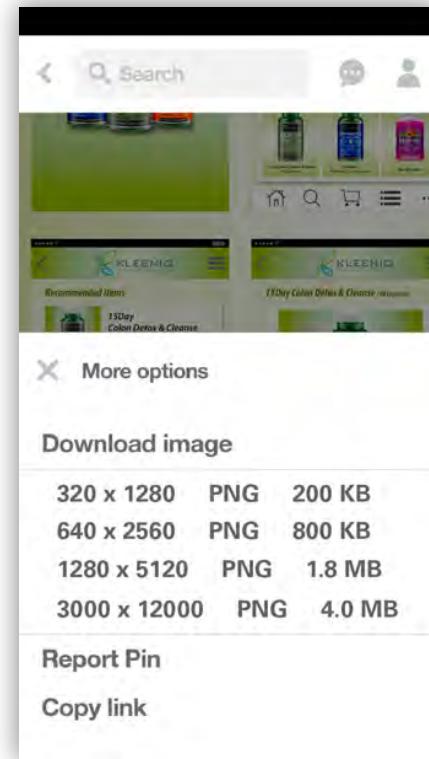
Final Solution



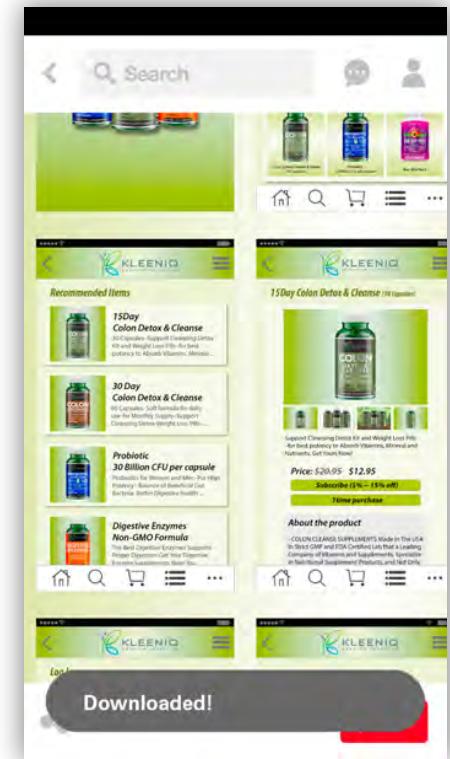
9
Filtering
(UX Design)



10
Zoom in &
zoom out

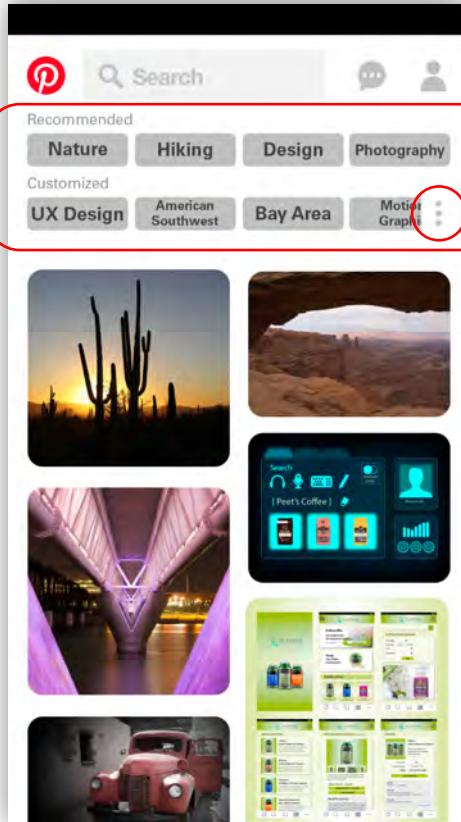


11
Download with
different image sizes



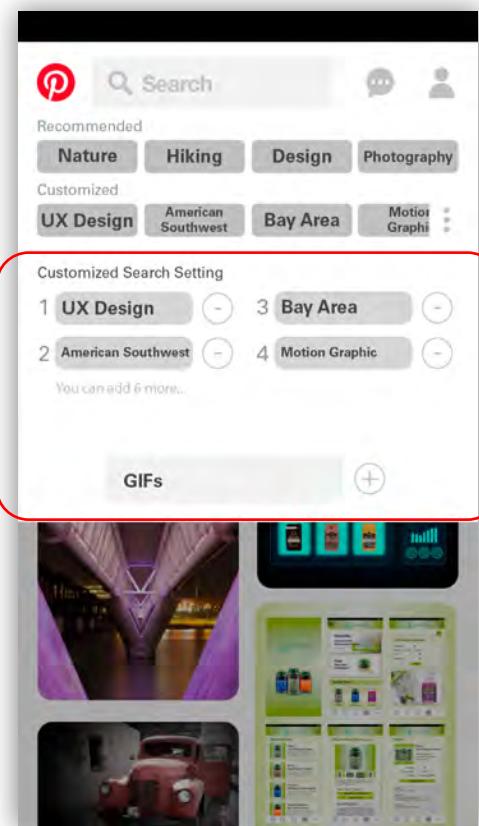
12
View
after downloading

Final Description 1: Filtering



On the main page, the filtering options are shown.

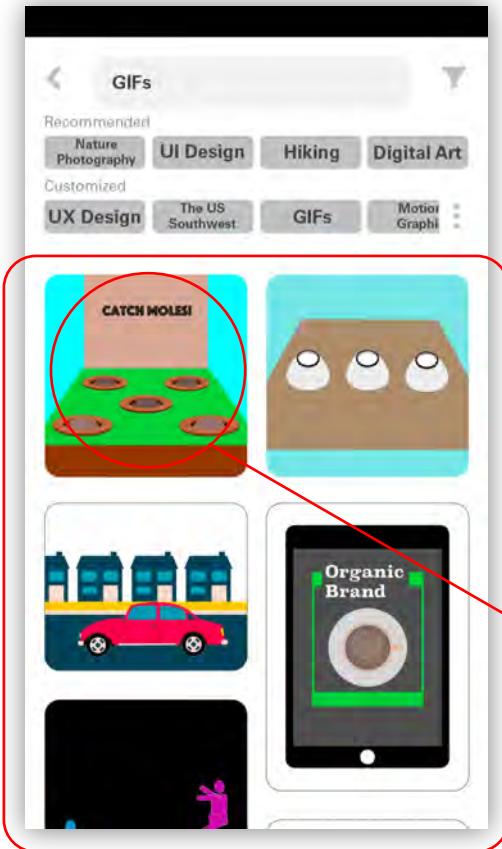
- Recommended: Depending on your search history, it automatically shows the recommended keywords.
- Customized: Users can set their search keywords.



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

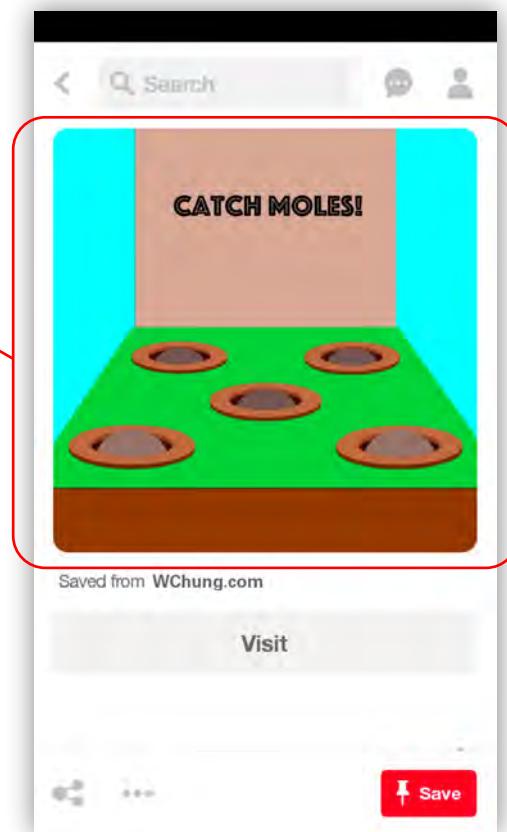
- Users can type customized keywords and add them. (Maximum number is 10)
- Users can edit and delete the keywords.

Final Description 2: GIF files



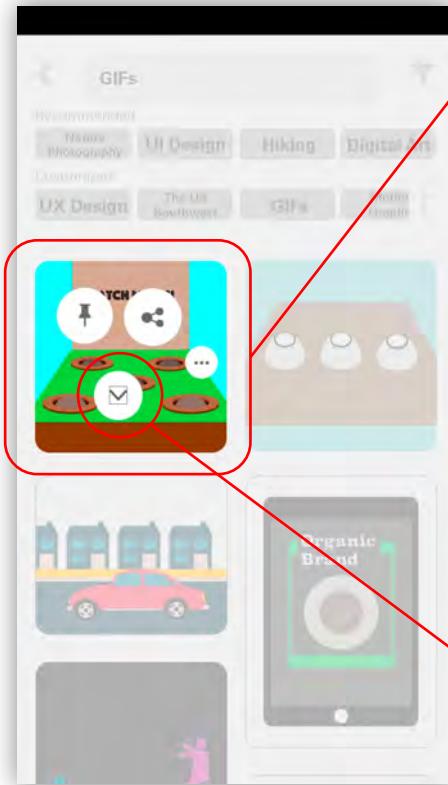
The view - A user searches GIF images

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

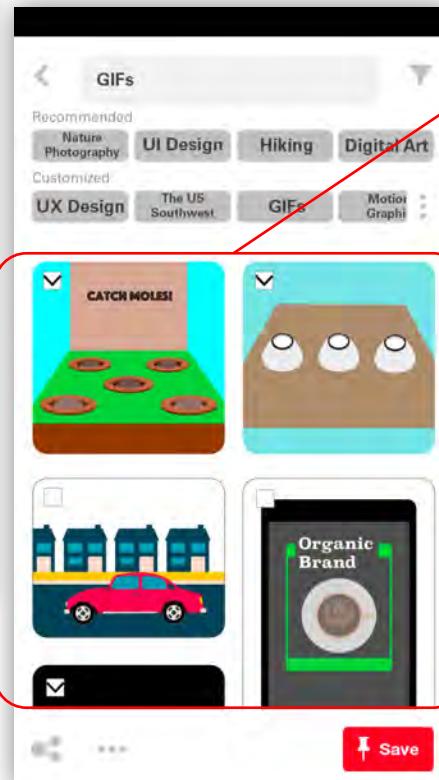


Users also can see the movement of GIF image on the detail view.

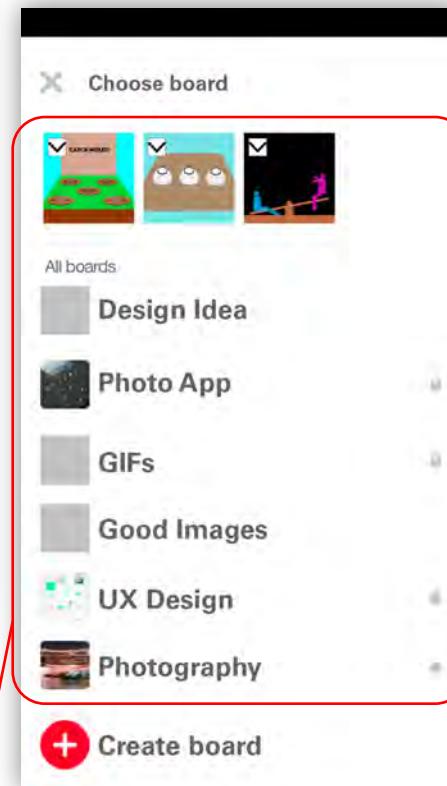
Final Description 3: Multiple Selection



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

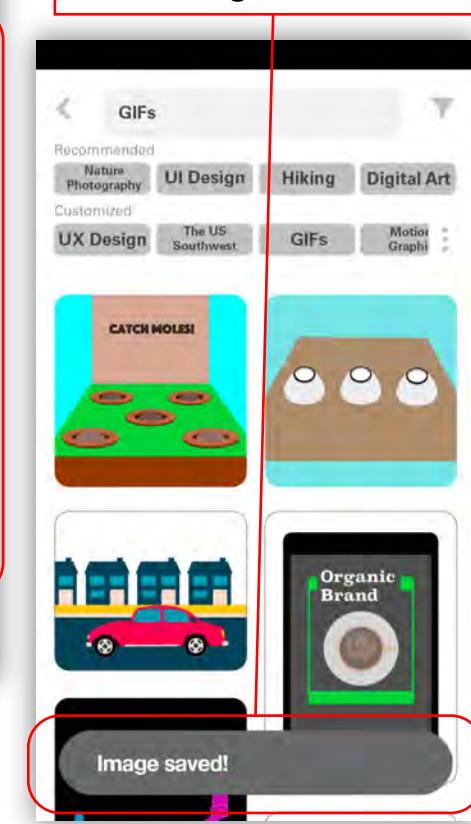


If the user clicks the option of multiple selection, the multiple selection check boxes are shown on the thumbnail view. Therefore, the user can choose multiple images.



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.

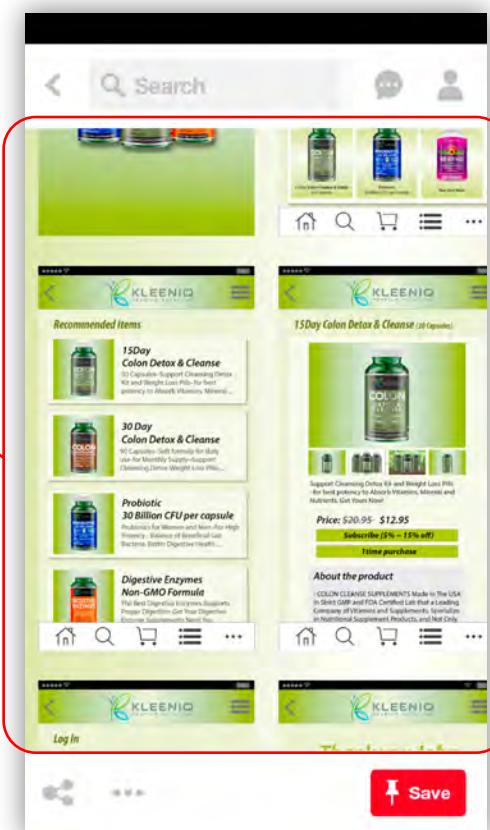


After pinning all images, the message is shown.

Final Description 4: Zoom In & Out

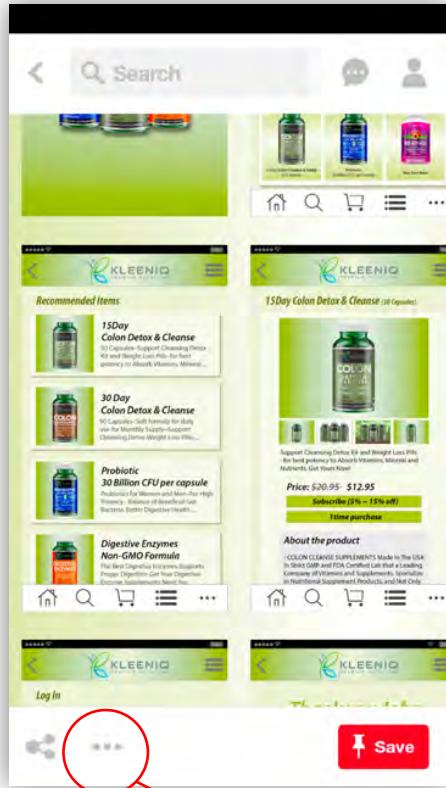


If you search design images, some design pages are shown within one image, so some users need to zoom in on the image.



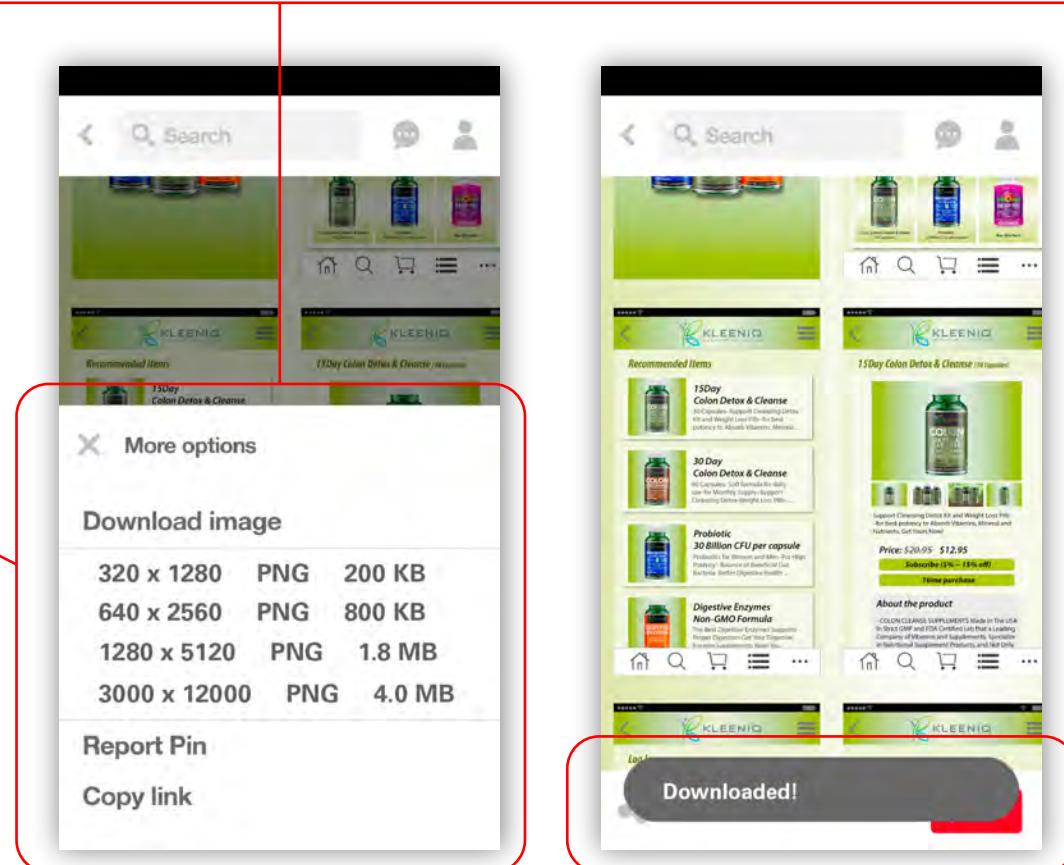
After clicking an image, the app shows the image detail. On this view, users can zoom in and zoom out.

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.



Prototype Link

<https://youtu.be/CSPGA4vQueo>