HCI

NATIONAL UNIVERSITY
of Computer & Emerging Sciences

Course: CS2007 Human-Computer Interaction

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Project proposal

Advanced HCI Evaluation and Redesign of Pinterest.

INTRODUCTION:

With over **478 million** active users worldwide, **Pinterest** is a well-known visual discovery engine. It provides a forum for consumers to explore concepts like home and style inspiration, recipes, and more. The project's importance stems from its assessment of Pinterest's user interface and its potential to enhance its Human-Computer Interaction features. Pinterest was our choice because of its broad appeal and varied user base, which presents a wealth of usability testing and redesign opportunities.

APPLICATION TO BE EVALUATED:

Pinterest is available as a **mobile app** and on the **web**. It gives users a place to find, save, and exchange ideas through pins. Personalized suggestions, board creation, and an effective search engine are some of its primary features. The intended audience includes creators exhibiting their work, companies marketing their goods, and individual users looking for inspiration.

HEURISTIC EVALUATIONS:

Fits Law, **Hicks Law** and **Nielsen Heuristics** will be the bases for our evaluations. An extensive analysis of the application's user interface, navigation, content organization, and overall user experience will be part of the process. The **Nielsen Heuristic** template will be utilized to record the results (The evaluation method can evolve as we progress through the classroom course.), which will include information on heuristic violations, severity ratings, recommendations for enhancement, and the challenge of resolving each detected issue.

REDESIGN:

Using cutting-edge design software like Figma, we will put into practice a redesign based on the heuristic assessments. Every design modification will be supported by complete documentation of actions to address any concerns. By making the application more **intuitive** and **user-friendly**, the redesign seeks to improve the user experience and raise the bar for our class.

UI TESTING:

Advanced UI testing technologies, such as **Selenium** and **Test Complete**, will be used to assess the revised system user interface. **Functional**, **performance**, and **security testing** will be part of the thorough testing procedure. Any user interface problems

found throughout the testing stage will be recorded, and solutions will be suggested strategically.

This project aims to assess and improve Pinterest's human-computer interface to develop a novel and cutting-edge user experience that will raise the bar for future HCI research.

USER DEMOGRAPHICS AND ANALYSIS BEHAVIOUR:

To better understand the different requirements and expectations of Pinterest's user base, we will analyze the user **demographics** and **behavior**. Our redesign approach will be guided by this study, which will ensure that the modifications we suggest suit user preferences and improve the user experience.

COMPETITOR ANALYSIS:

To find effective HCI techniques and possible areas for development, we will conduct a **comparative analysis** of comparable platforms. Knowing what functions successfully in other applications allows us to apply those advantages to the redesign of Pinterest.

PROPOSED SOLUTION AND IMPLEMENTATION STRATEGY:

We will suggest a thorough overhaul of Pinterest's UI based on our **heuristic assessments**, **competitor** and **user research**, and other factors. This approach aims to increase user satisfaction, make the program more intuitive, and improve usability. We will also review a successful implementation plan that will guarantee a seamless switch to the new design.

USER FEEDBACK AND ITERATIVE DESIGN:

We want to gather user input after the redesign to evaluate the success of our modifications. The design will be iteratively improved using the **feedback** (we will collect it from our classmates) provided to ensure that the finished product satisfies user needs and expectations.

The current evaluation, testing, and methodologies are optimal based on our current understanding of the subject. However, these methods may evolve as we progress in our coursework in the classroom.