HCI

NATIONAL UNIVERSITY
of Computer & Emerging Sciences

Course: CS2007 Human-Computer Interaction

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Project Stage 3
Heuristic Evaluation of Pinterest App Redesign

[Check here for Figma link](#)
[Check here for video Demo](#)

The redesign of the Pinterest app was conducted based on the **10 Usability Heuristics** by Jakob Nielsen.

1. Visibility of System Status:

The redesign aimed to improve the visibility of system status by adding an **indicator** or **icon** to show when a pin has been saved. This allows users to return to the top of the page without an automatic refresh, informing them that their pin has been saved. The redesign also addresses the problem of the automatic page refresh when returning to the top, which violates Fitts' Law 8.

2. User Control and Freedom:

The redesign allows users to save pins offline for later use **without an internet connection** or **cache storage**. These saved pins are placed on the user profile page, not the feed page, to improve offline saved pins privacy. The redesign addresses the problem of limited functionality in offline mode and limited control over board privacy settings.

3. Consistency and Standards:

The redesign consolidates and standardizes the naming for recommended content and improves consistency in handling contextual filters. **Creative names like "pins inspired by you"** are used to enhance the user experience.

4. Error Prevention:

The redesign pops a new screen back to the top when navigating between sections and maintains scroll position **when switching between different sections**. This functionality is better visualized in Figma preview. The redesign addresses the problem of the screen popping back to the top when navigating between sections, which violates Hick's Law.

5. Flexibility and Efficiency of Use:

The redesign allows users to customize their notification preferences. The notification now has a more visual presentation with the **pins displayed with the notification**. The redesign addresses the problem of limited customization for notification preferences.

6. Help and Documentation:

The redesign does not address the problem of integrating with Wix websites, which is out of the scope of the redesign. The redesign also does not address the problem of the shift from a visual search engine to mimicking social media platforms.

7. Recognition Rather Than Recall:

The redesign allows each user to create a board for them. This feature makes it easier for users to recognize and recall their pins.

8. Aesthetic and Minimalist Design:

The redesign maintains the focus on being a **visual search engine**, enhancing the user experience by reducing visual clutter and focusing on essential elements. The redesign addresses the problem of shifting from a visual search engine to mimicking social media platforms 2.

9. Match Between System and the Real World:

The redesign refines the **pin recommendation algorithm** for personalized suggestions and searches. The redesign addresses the problem of inaccuracy in understanding user preferences.

10. Recognition Rather Than Recall:

The redesign allows each user to create a board for them. This feature makes it easier for users to recognize and recall their pins.