

Pinterest: A UI/UX Case Study

PES1201700062 Bhavna Arora

PES1201700072 Raunak Sengupta

PES1201701455 Parth Aggarwal



At a Glance

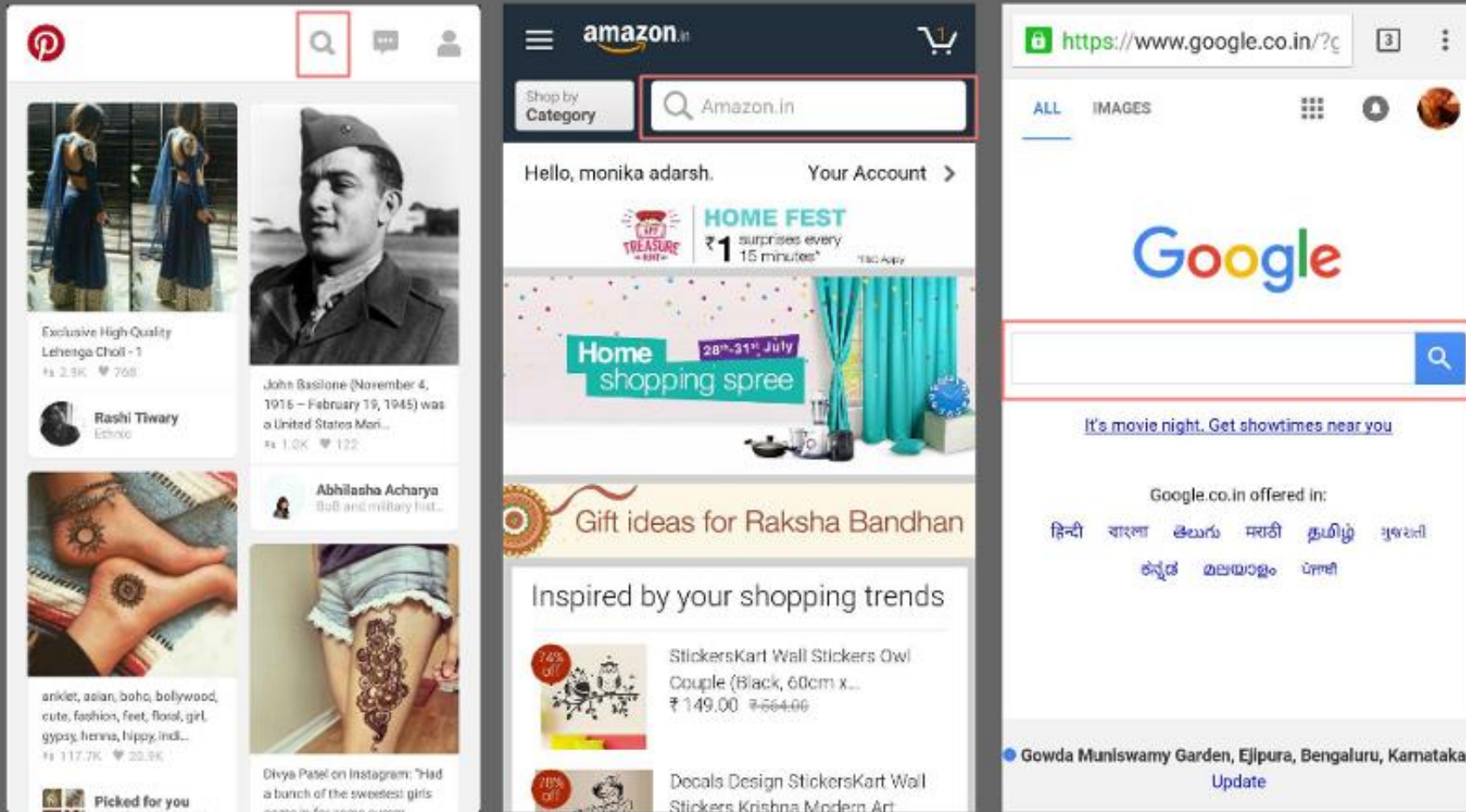
Pinterest is the world's catalog of ideas. It helps you **discover ideas you love** - what to make for dinner, what to put on your walls, what to wear and more, for every part of your life. It also allows searching for an idea even if you don't know what it's called - **built-in search guides** help point your search in the right direction. The platform's purpose is that users can gather inspirations and ideas in a **visual form** that is easy to understand, digest, and pass on. Users can post new pins, share what they found, and collaborate with other users on projects.

Pinterest recently became the fastest website to hit **10 million visitors in a month**, and it now generates more traffic to the websites its users link its content from **than Google+, YouTube and LinkedIn combined**.



Browse before Search

Decreasing emphasis on discovery



- Depending on the application, users can be of different types.
- Goal oriented: Looking for something specific, have defined needs.
- Lazy and confused: Casually browsing, looking for inspiration.
- Scrolling is natural to modern users.
- Pagination necessitates more clicks and memory of previous interesting products.
- Leads to longer time spent on page, more engagement.
- No preload waiting overheads.



Browse before Search

- The heatmap is representative of users' actions.
 - Search is seldom used.
 - Most actions include clicking on pins and scrolling over the infinite feed.
 - When feeds are perfectly personalised, users can be heavily engaged for very long periods of time.
 - This proves Pinterest perfectly implements "Browse before Search".
-
- Problem of discovery: Difficult to discover abstract content on the web.
 - Google results' efficiency increases with how fine tuned the queries are.
 - Users looking to discover new ideas don't know what to search for.
 - A search for "Nice Mother's Day gift" is more effective on Pinterest.
 - Provides more inspiration and allows for discovery of new ideas.

User Persona

Prachi



Behaviour

- Loves to experiment with new ideas
- Spends a lot of time on apps and social media
- Lives with her friends in a rented apartment
- Occasionally visits family in Shimla
- Loves online shopping
- Makes efforts to stay up to date with fashion trends
- Loves to travel

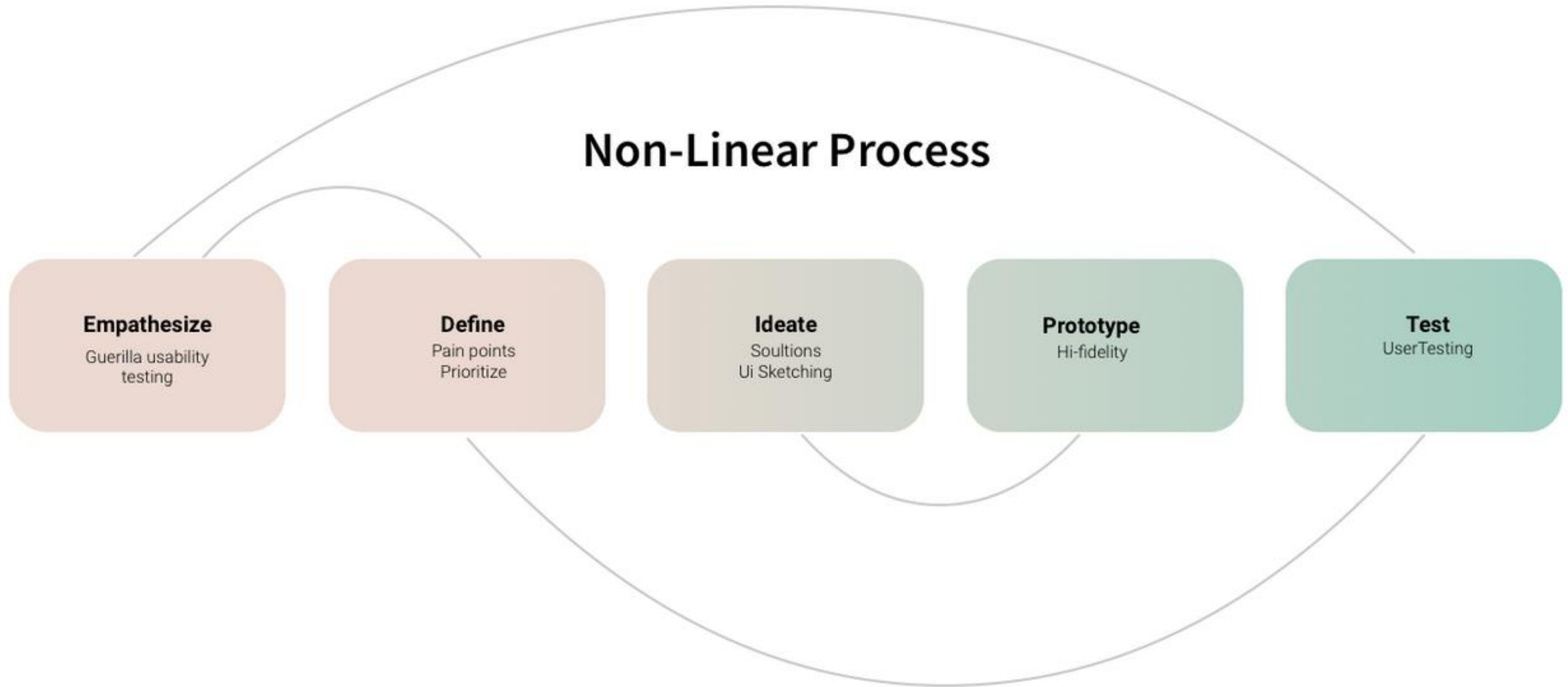
Demographic

- Female
- 27 years old
- Tech savvy
- Lives in Mumbai
- Occupation: Fashion Consultant
- Interests: Recipes, Fashion, Tattoos
- Personality: Smart, trendy, stylish, creative

Needs & Goals

- Get inspired by what other creative friends are doing
- Create a collection of things they love
- Random time-pass to find something that's catchy
- No time to go store shopping
- She likes buying trendy and fashionable gifts
- Need new ways to dress up
- Looks for unique ways to arrange flowers

Design Process



Style Guide

**Neue Haas
Grotesk**

Helvetica

E60023

230

0

35

The bright red shade imbibes excitement, youth, passion, energy and action.

The pure white shade imbibes serenity, aestheticism, purity and innocence .

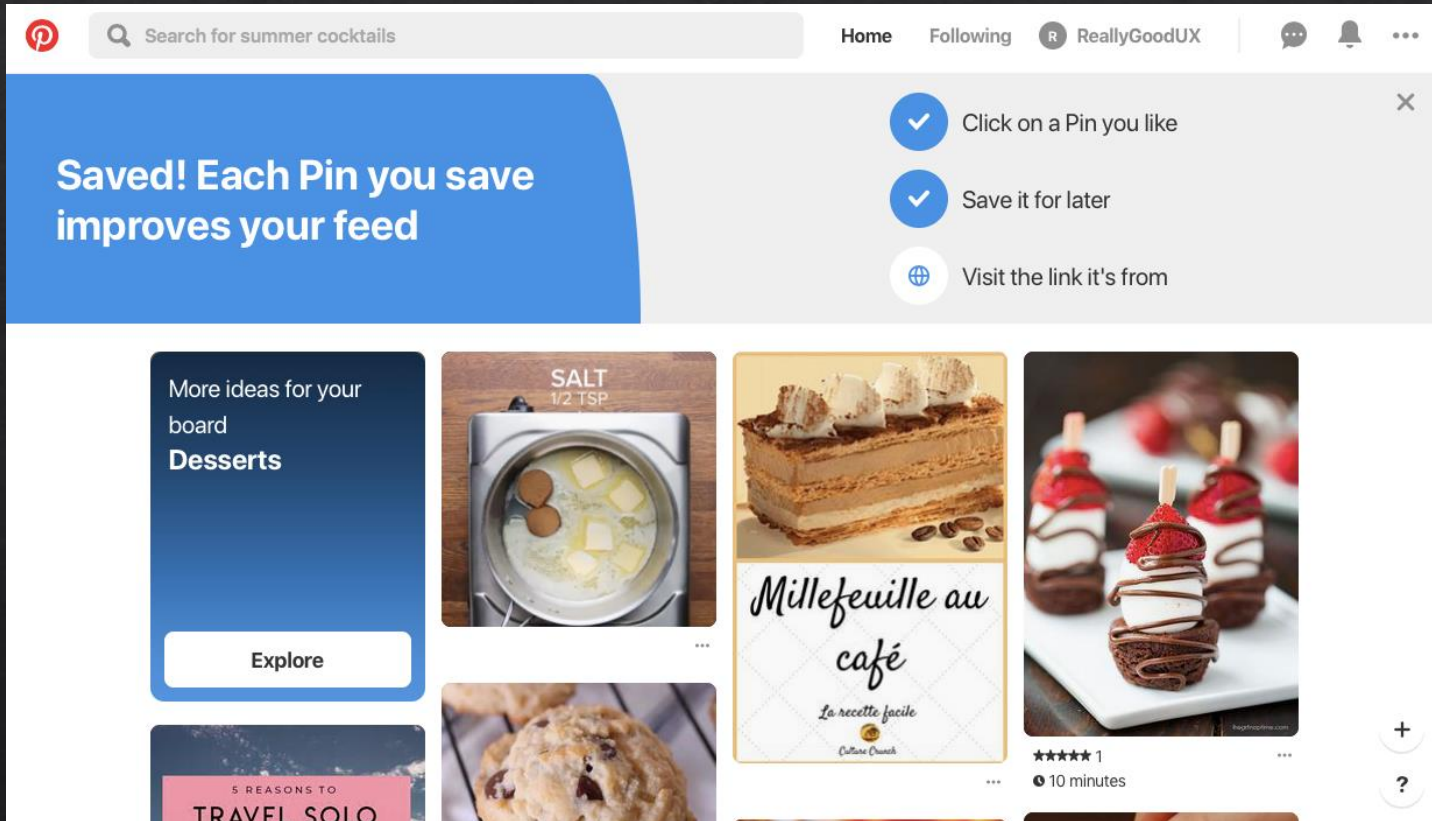
FFFFFF

255

255

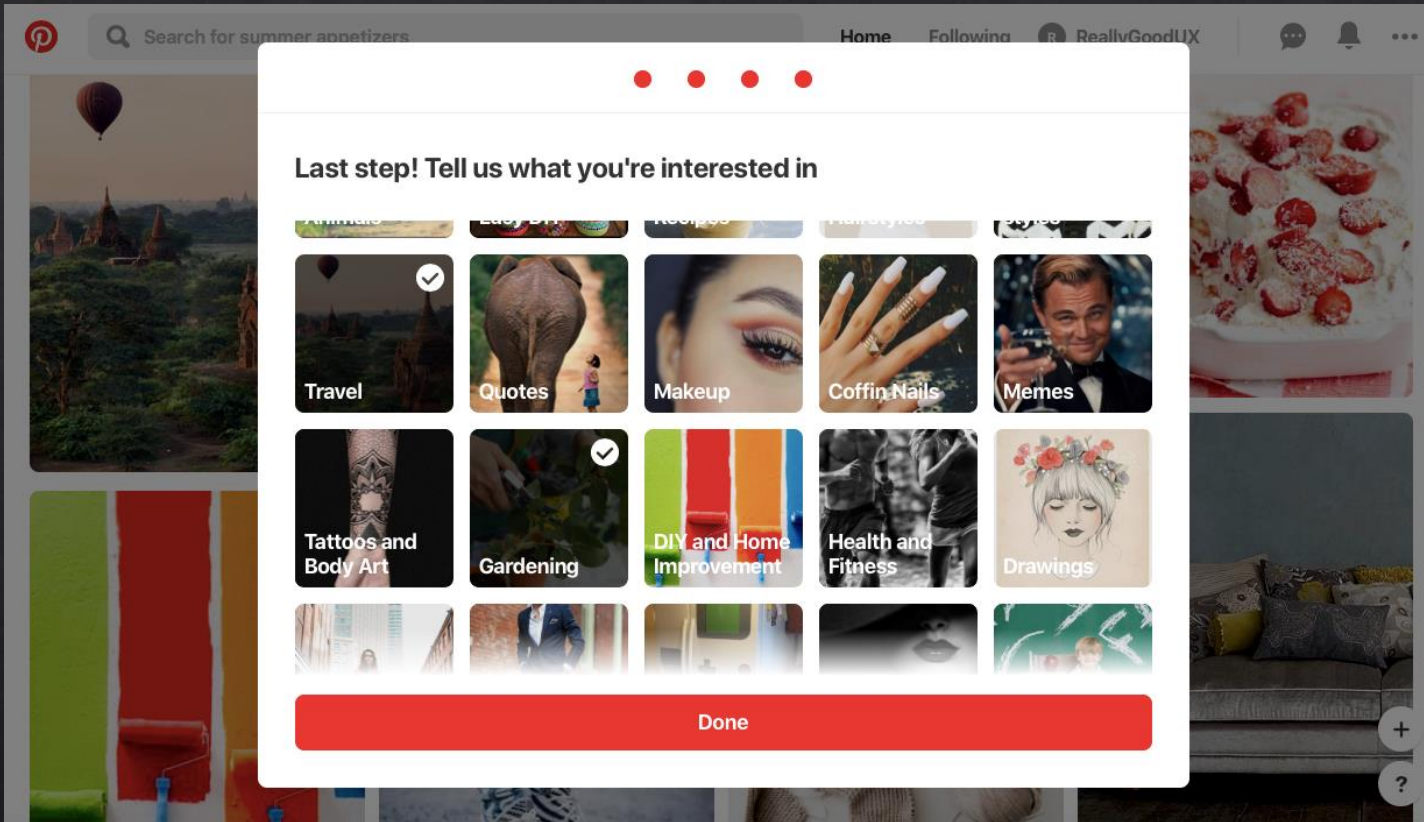
255

Perfected Onboarding



- First session needs to accomplish showing main value of application.
- Over many years and iterations, Pinterest has evolved, refined and streamlined their user onboarding.
- Banners, pulsing messages and other visual cues ensure a perfect intro to the app's core features.
- Gradual onboarding, or the *ladder of engagement* strategy is used.
- New or returning users are gradually exposed to the full complex functionality so as to not overwhelm them.

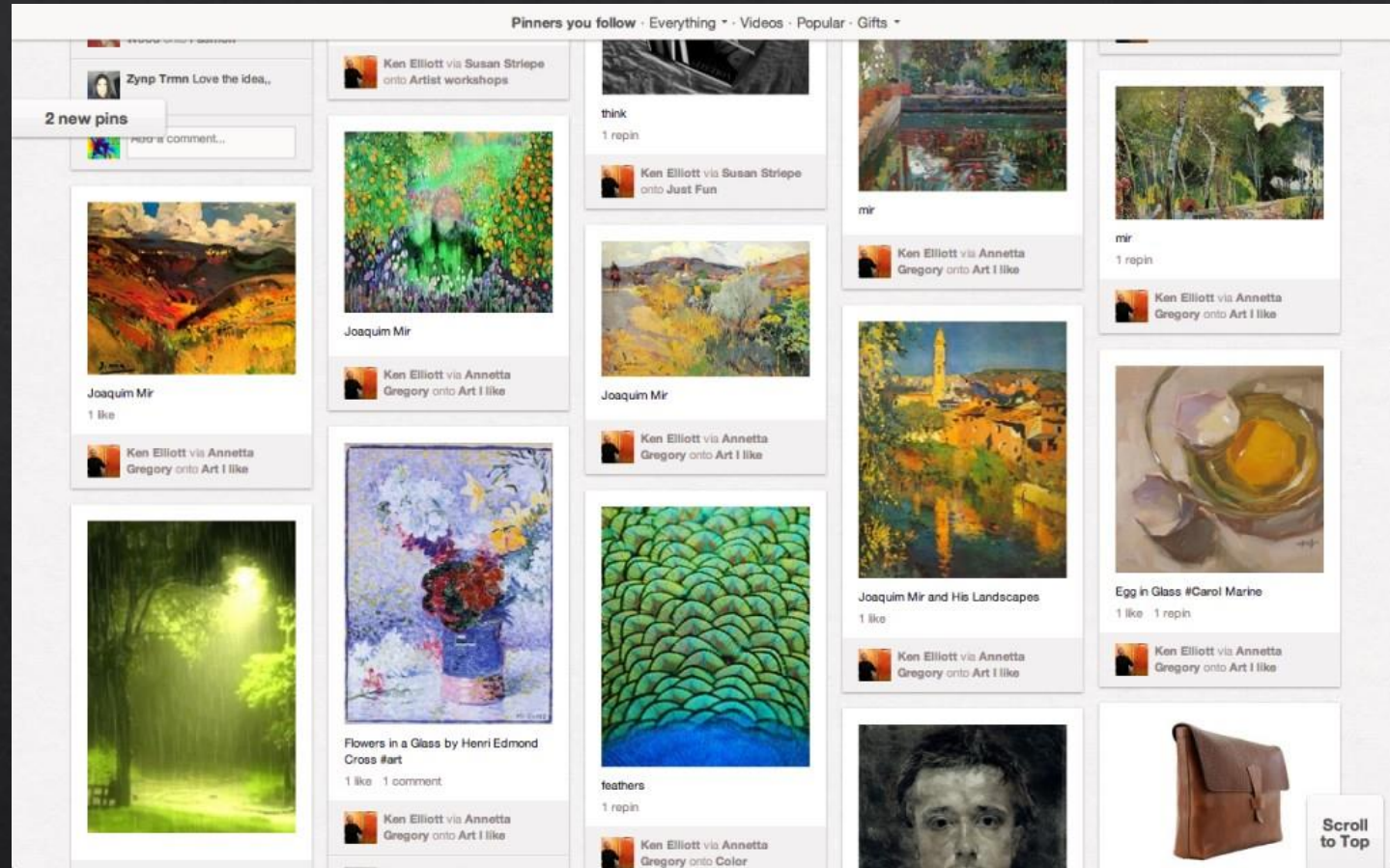
Perfected Onboarding



- Personalised onboarding is critical to user retention, by offering them exactly what they're looking for.
- The right amount of questions are asked to gauge the user yet not bore them.
- The user's approximate location is used to gauge their culture-based top interests.

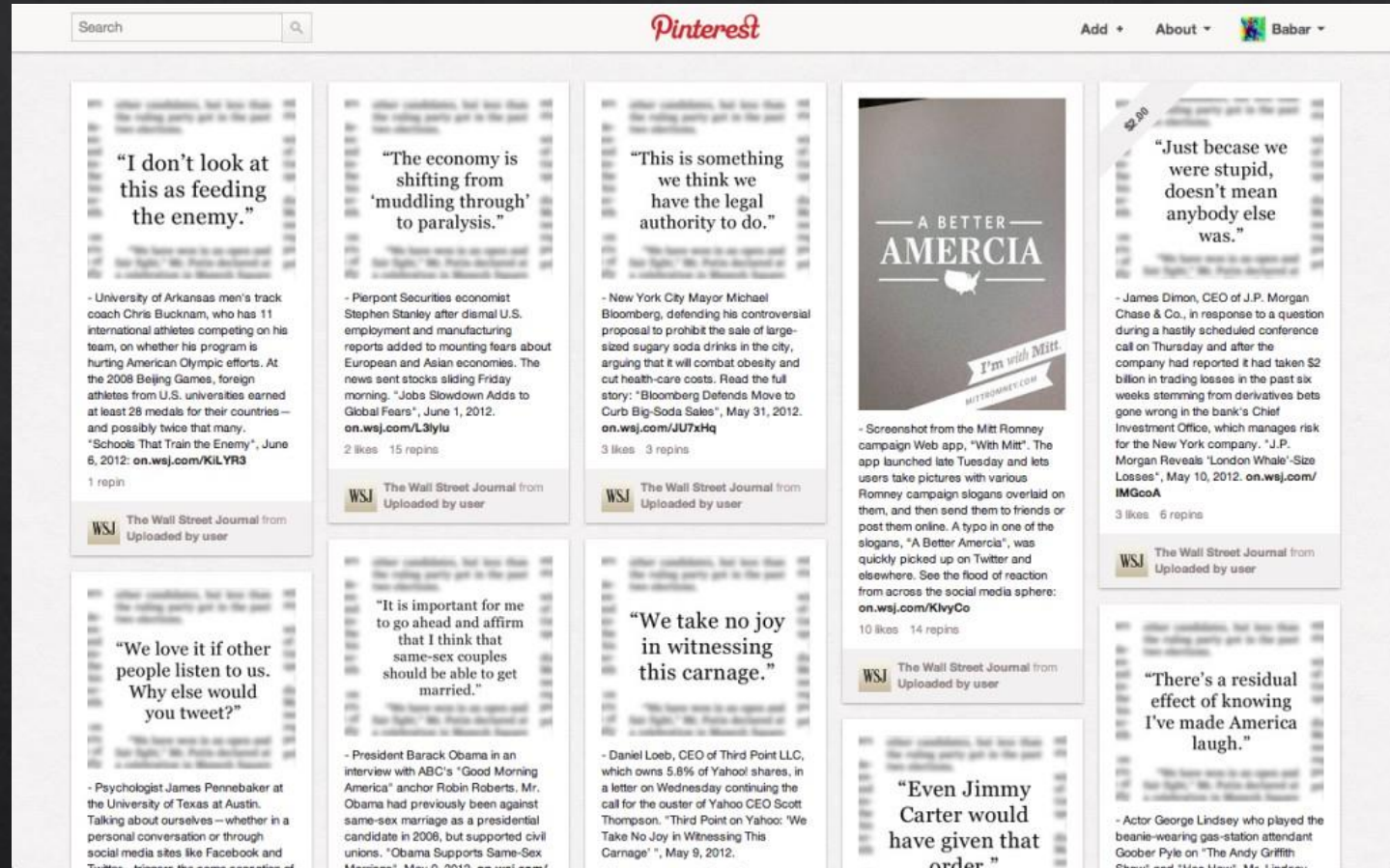
Pioneering Web Design

- Pinterest firmly brought the simple block-based masonry layout into the mainstream.
- Even mammoth platforms like Facebook and Instagram followed suit.
- Internet users (and masses in general) are becoming increasingly intolerant of text and written communication.
- Pinterest is built to cater completely to such a visually oriented modern society, with less focus on textual conversations.
- “A picture is worth a thousand words”.



Pioneering Web Design

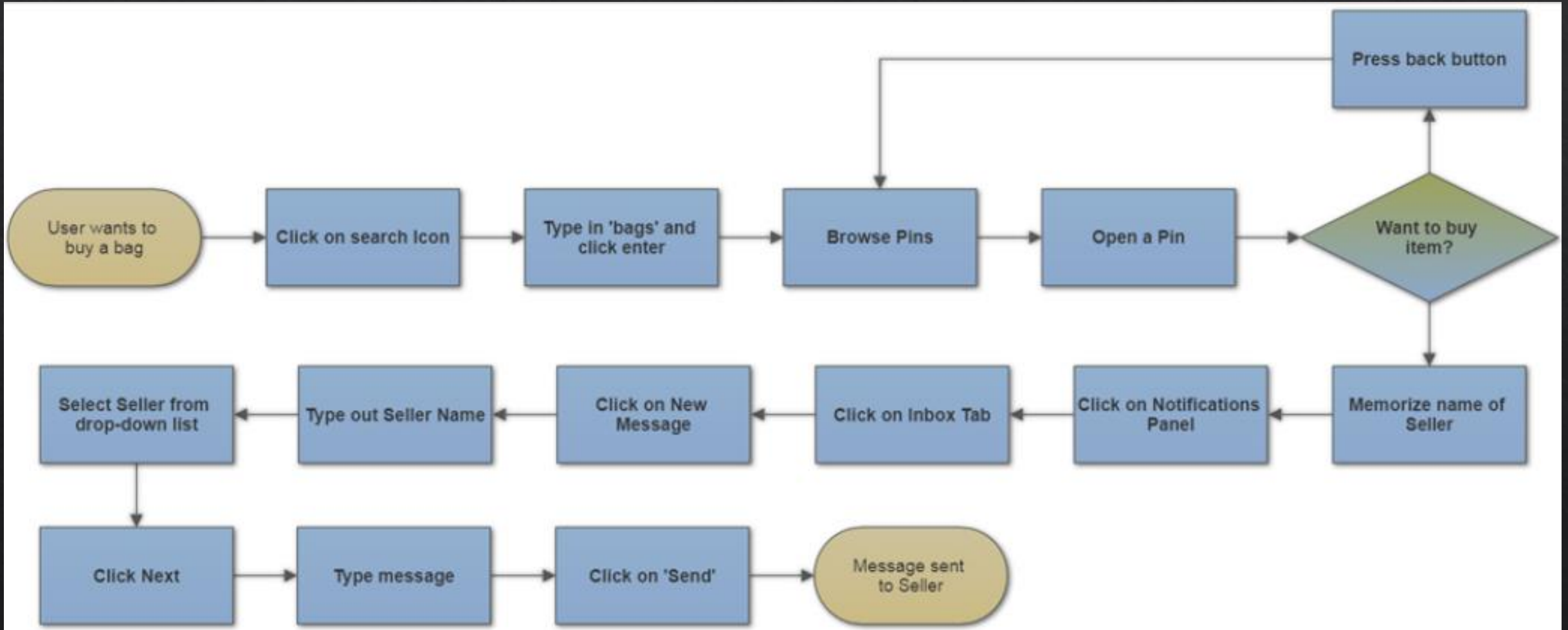
- Images capture attention faster and generate more powerful emotional responses.
- Websites are now urged to create “Pinnable Content”.
- Even the Wall Street Journal turns its pull quotes into images to drive Pinterest users to the full articles.
- Infinite scrolling delivers content in a flow, like a window shopping experience that never ends.
- It also makes finding previous content easier, unlike pagination.
- Content organised by interests, not reverse chronology.



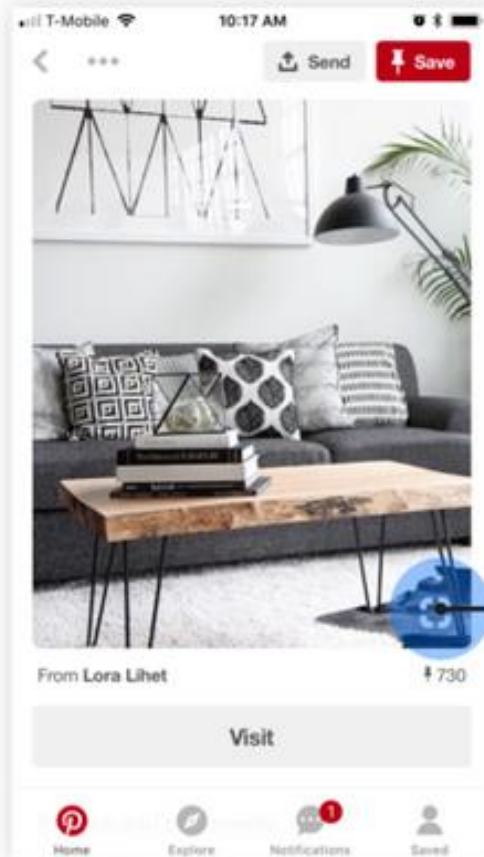
Categorized User Testing Inputs

AESTHETICS	OTHERS	MESSAGING	VISUAL SEARCH	PRIVACY	"TRIED" PIN/BOARD	NAVIGATION
The fonts are unnecessarily huge.	I like the concept of Pinterest! ♥	How do I contact him? where are his contact details?	5/8 did not even open the icon until guided to do so.	Can everyone see my pins? can I hide my pins?	What is 'Tried Board'?	Need to use back multiple times to get to first page.
Not a good interface.	How do they earn?	Am I only able to send text messages. No pictures?	This is addictive! Difficult to find/see through..	I don't like my pins & boards being public. Privacy please!!	What do you mean by "tried this pin"?	Why am I being redirected to a website?
	I want to change my search preferences.	Can't find messages ???	I didn't even know this is here!			I am unable to go to homepage directly.
	What if I want to see pins only by people I follow?	How do I buy this?	What is Visual Search ??			
	Why can't I buy items on all pins? Why are only some pins available as an option to buy?	How do I message this guy?	Nice Feature!			
		Messagebox?? Where is it !!	I have to use both my hands to resize the search selection. Not very userfriendly			
			Didn't understand there was a resize option in Visual Search			
			Clicked on Visual Search thinking it was 'Full Image' button			

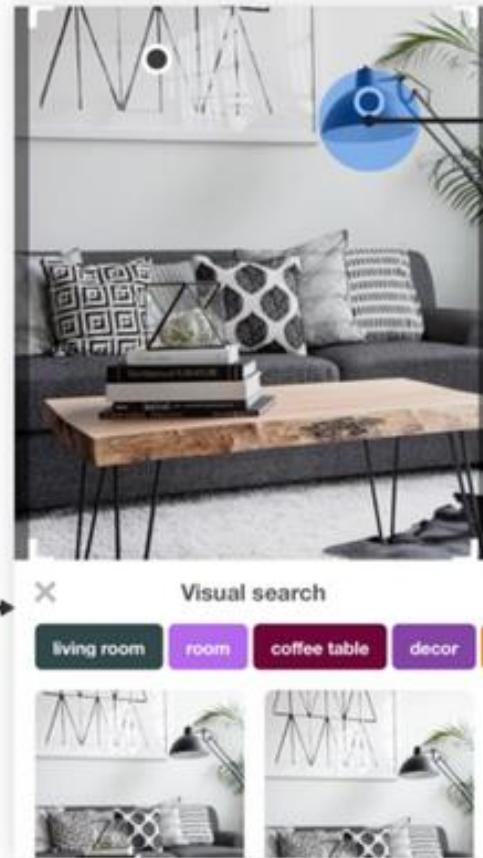
Pain Point 1: Messaging Difficulty – User Flow



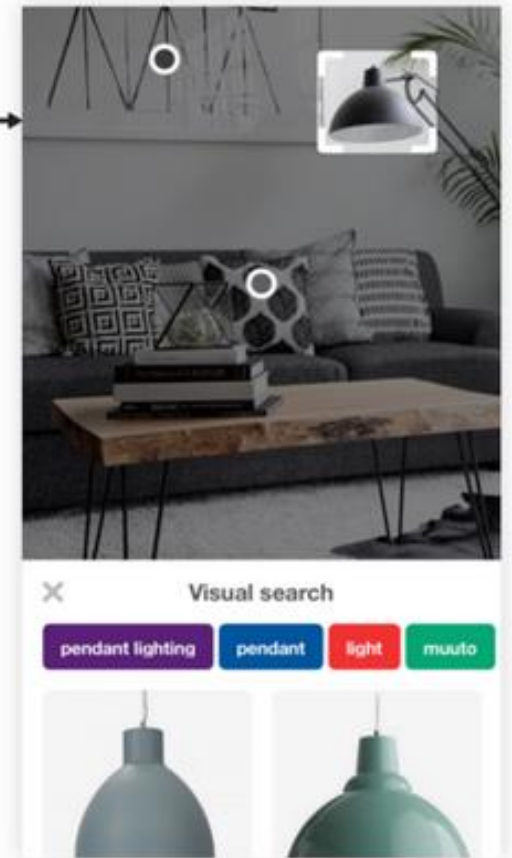
Pain Point 2: Visual Search – UI Flow



"Instant view" CTA is muted and often blends with background



One action triggers multiple interactions.
"Instant view" takes up the entire view port by default, it isn't intuitive it can be resized



Both "shop the look" and "instant view" features are blended with no clear discreteness

Thank You