



# Daniel Carter

Junior Architect | Pinterest Browsing User

## INSIGHT

**"I want to save and organize ideas so I can come back to them anytime."**

## ABOUT HIM

**Age:** 26  
**Gender:** Male  
**Location:** Urban area  
**Education:** Bachelor's Degree  
**Technical Ability:** Intermediate

## BIO

Daniel is a young professional architect who regularly uses Pinterest as his primary source of inspiration for architecture, interior design, and modern living spaces. He prefers visually rich and well-organized content that helps him explore creative ideas. Daniel uses Pinterest to collect, save, and revisit ideas that support both his professional architectural work and his personal home-planning projects.

## GOALS

- discover new design and architecture inspiration
- save useful ideas for future reference
- organize ideas into well-structured boards
- plan home and work-related projects efficiently

## FRUSTRATIONS

- too many saved pins to manage
- difficulty finding old pins
- boards becoming cluttered
- limited search accuracy

## MOTIVATIONS

- visual learning and creativity
- strong interest in aesthetics and design trends
- staying updated with modern architecture styles
- limited search accuracy

## BEHAVIORS

- browses Pinterest daily
- saves pins frequently to organized boards
- rarely uploads original content
- spends time re-organizing and curating boards



# Alex Brown

Graphic Designer | Pinterest Content Creator

**“Pinterest helps me reach people who appreciate visual creativity.”**

## ABOUT HIM

**Age:** 30

**Gender:** Male

**Location:** New York City

**Education:** Bachelor's Degree

**Technical Ability:** Advanced

## BIO

Alex is a creative professional who uses Pinterest as a platform to showcase his design work and build a strong online presence. He actively creates and uploads visually appealing pins, organizes them into themed boards, and studies engagement patterns to understand what type of content resonates most with his audience.

## GOALS

- share creative and original designs
- grow a strong follower base
- increase engagement on uploaded pins
- build a professional creative identity

## MOTIVATIONS

- recognition for creative skills
- reaching a wider audience
- personal and professional branding
- showcasing visual storytelling

## FRUSTRATIONS

- low engagement on some pins
- limited insights into audience behavior
- difficulty standing out among other creators

## BEHAVIORS

- uploads pins on a regular basis
- creates well-curated themed boards
- tracks likes, saves, and comments
- follows and engage with other creators



## Emily Davis

Marketing Manager | Pinterest Business User

“Visual content is the fastest way  
to connect with customers.”

### ABOUT HER

**Age:** 35

**Gender:** Female

**Location:** Metropolitan area

**Education:** Master's Degree

**Technical Ability:** Advanced

### BIO

Emily represents a business user who uses Pinterest as a marketing platform. She focuses on promoting products, increasing brand awareness and driving traffic to company websites through visually appealing pins.

### GOALS

- promote products visually
- increase brand reach
- drive website traffic

### MOTIVATIONS

- business growth
- customer engagement

### FRUSTRATIONS

- low conversion rates
- limited audience targeting

### BEHAVIORS

- posts promotional pins
- creates branded boards
- runs campaigns