Pinterest

Activating Saved Ideas: Increasing Engagement on Pinterest

PREPARED BY

DEEPTHI P

Problem Statement

Pinterest users actively save content for future reference but often fail to return and act on their saved ideas. Boards become static collections rather than living planning tools. As a Product Manager at Pinterest, your challenge is to increase repeat engagement and board re-visits over the next 6 months without turning Pinterest into a social media or short-video platform.

User Personas

(58, Software Developer, Hyderabad)
Use Pinterest to discover DIY home décor ideas

(25, Sales Analyst,Tenkasi)
Browses Pinterest for aesthetic photo ideas during Kerala trip

(16, Aspiring Fashion Designer,Mumbai)
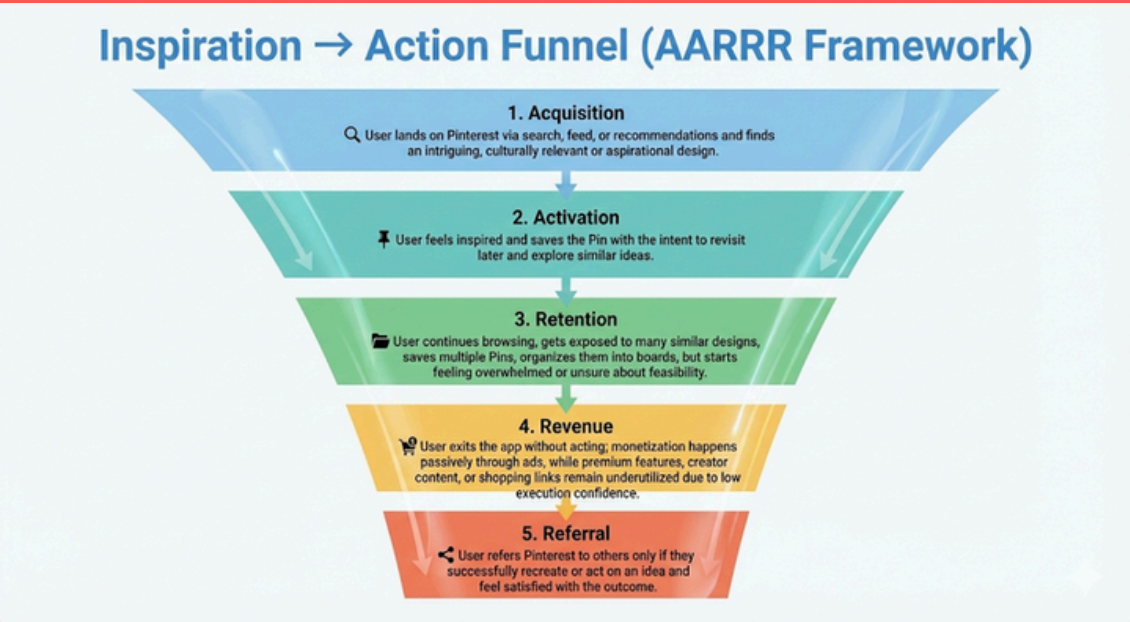Explores Pinterest to find party-wear looks

(47, Vlogger,Kozhikode):
Use Pinterest to get food photography inspiration to create engaging instragram grid

SOR Framework

🔍 **Stimulus**
Visually appealing & **personally relevant** design seen on Pinterest

🧠 **Organism**
Excitement & inspiration, but **limited time.** Intention to return later.

📌 **Response**
Save design to a board for **future planning.**

Pirate Metrics

Inspiration → Action Funnel (AARRR Framework)

1. Acquisition
User lands on Pinterest via search, feed, or recommendations and finds an intriguing, culturally relevant or aspirational design.

2. Activation
User feels inspired and saves the Pin with the intent to revisit later and explore similar ideas.

3. Retention
User continues browsing, gets exposed to many similar designs, saves multiple Pins, organizes them into boards, but starts feeling overwhelmed or unsure about feasibility.

4. Revenue
User exits the app without acting; monetization happens passively through ads, while premium features, creator content, or shopping links remain underutilized due to low execution confidence.

5. Referral
User refers Pinterest to others only if they successfully recreate or act on an idea and feel satisfied with the outcome.

Verdict:- Breakdown happens at retention stage

Goal

Transform Pinterest boards from passive "save-for-later" collections into active planning spaces by increasing repeat engagement and helping users progress from inspiration to action within 6 months
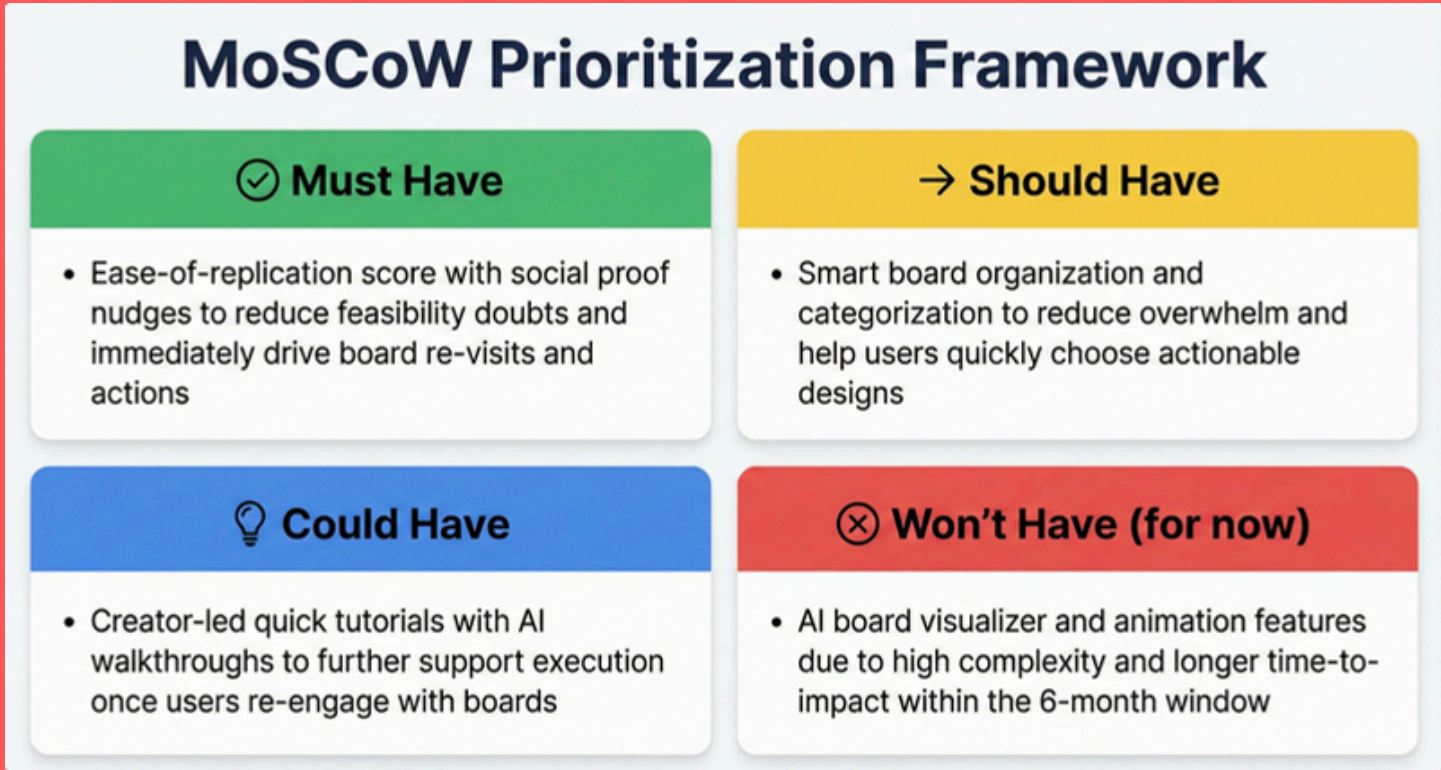
North Star Metric
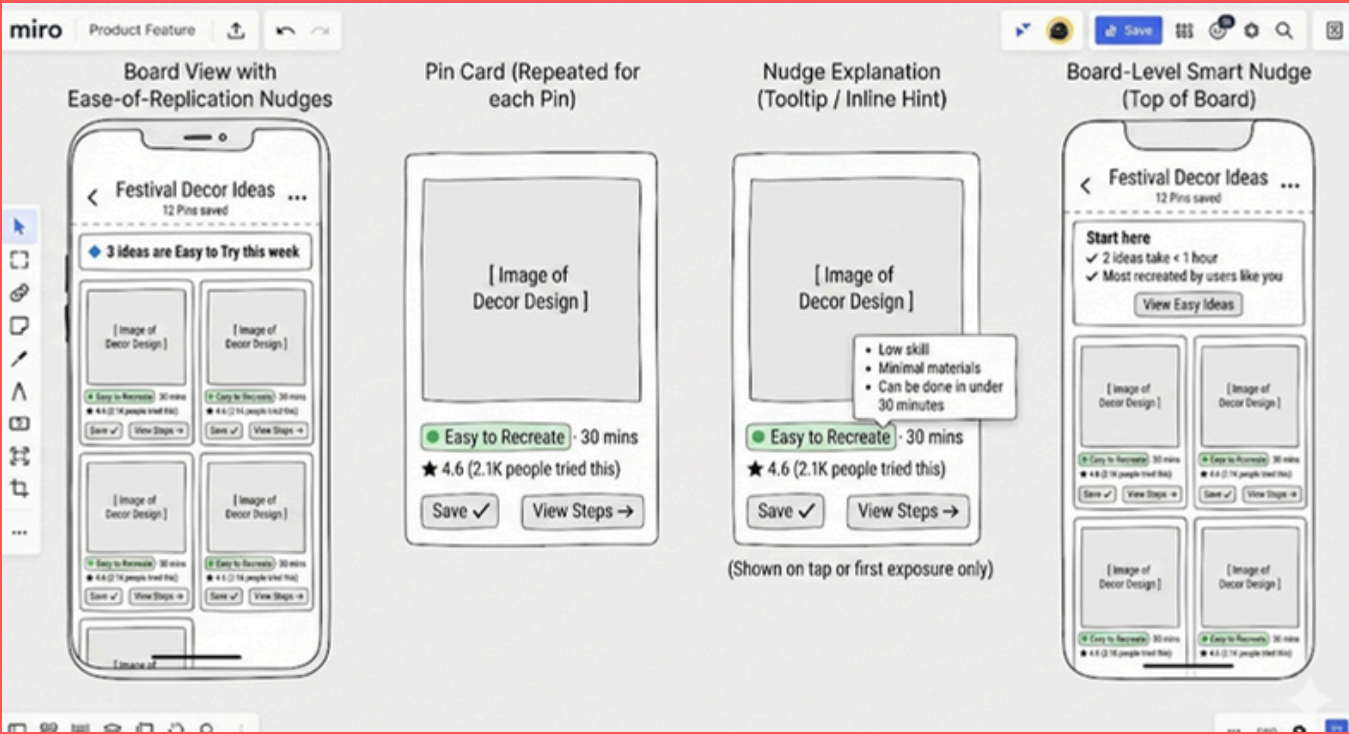
% *Board Re-engagement Rate*
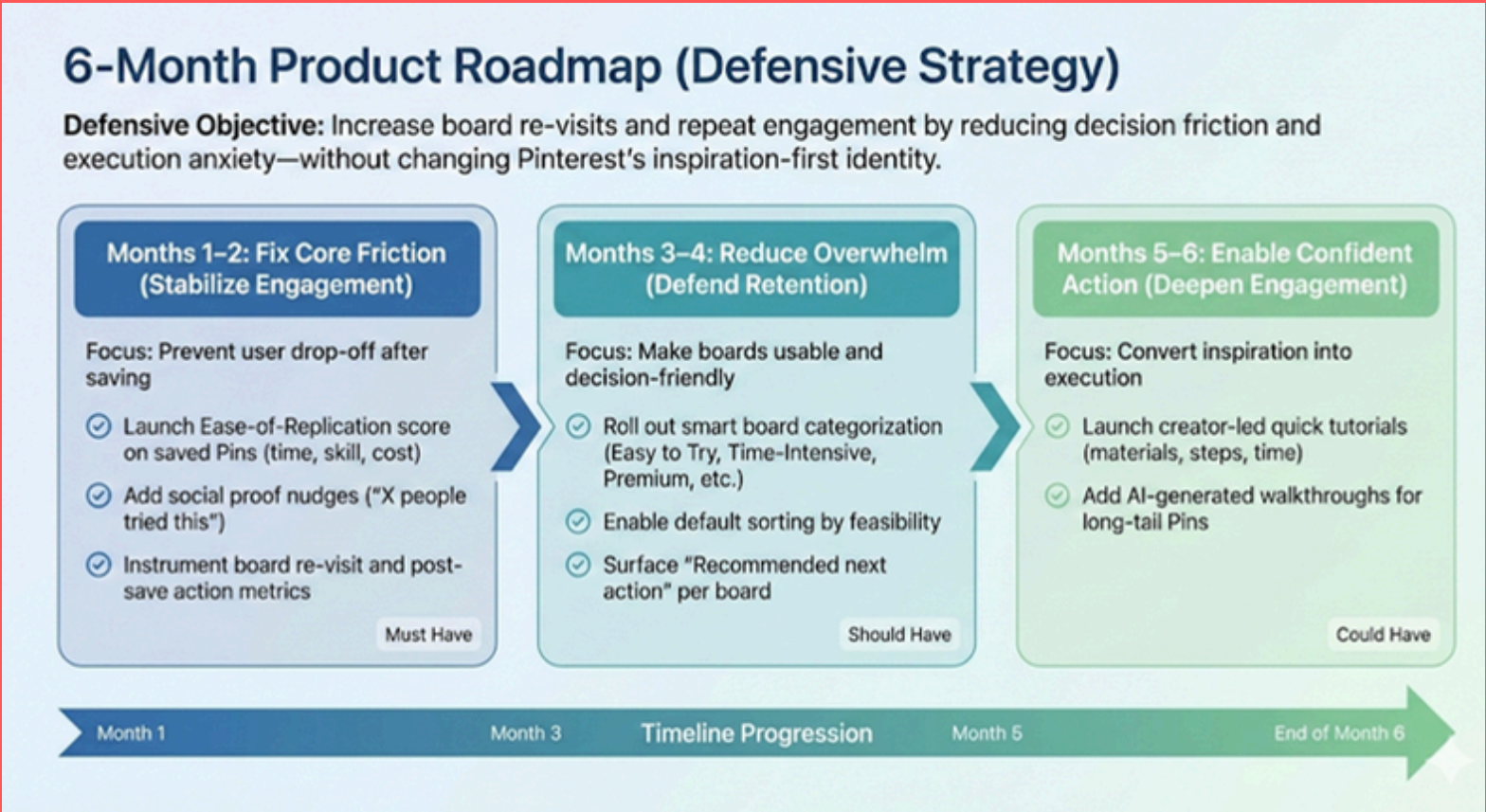
Product Interventions

1) Creator-led Quick Tutorials with AI Assistance
(Creator-made summaries, AI-generated walkthroughs)

2) AI Board Visualizer
(From Static Boards → Living Plans)

3) Ease-of-Replication rate & Social Proof Nudges
(Add lightweight in-app nudges showing an Ease
of Replication score & social proof to help users)

4) Smart Board Organization Algorithm
(Boards based on visual similarity, complexity, and user intent)

MoSCoW Prioritization Framework

✓ Must Have
- Ease-of-replication score with social proof nudges to reduce feasibility doubts and immediately drive board re-visits and actions

→ Should Have
- Smart board organization and categorization to reduce overwhelm and help users quickly choose actionable designs

💡 Could Have
- Creator-led quick tutorials with AI walkthroughs to further support execution once users re-engage with boards

✕ Won't Have (for now)
- AI board visualizer and animation features due to high complexity and longer time-to-impact within the 6-month window

Wireframes

6-Month Product Roadmap (Defensive Strategy)

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Defensive Objective: Increase board re-visits and repeat engagement by reducing decision friction and execution anxiety—without changing Pinterest's inspiration-first identity.

Months 1–2: Fix Core Friction (Stabilize Engagement)
Focus: Prevent user drop-off after saving
- ✓ Launch Ease-of-Replication score on saved Pins (time, skill, cost)
- ✓ Add social proof nudges ("X people tried this")
- ✓ Instrument board re-visit and post-save action metrics

Must Have

Months 3–4: Reduce Overwhelm (Defend Retention)
Focus: Make boards usable and decision-friendly
- ✓ Roll out smart board categorization (Easy to Try, Time-Intensive, Premium, etc.)
- ✓ Enable default sorting by feasibility
- ✓ Surface "Recommended next action" per board

Should Have

Months 5–6: Enable Confident Action (Deepen Engagement)
Focus: Convert inspiration into execution
- ✓ Launch creator-led quick tutorials (materials, steps, time)
- ✓ Add AI-generated walkthroughs for long-tail Pins

Could Have

Month 1 — Month 3 — Timeline Progression — Month 5 — End of Month 6

Thank you!