



PROJECT DEFINITION + SYNTHESIS

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LEARNINGS FROM CONTEXTUAL INQUIRY

- **Most important functionality/purpose of Pinterest:** As a research/exploratory tool, for inspiration, for fun.
- **Most used site/app features:** Homepage, Search bar, “More like this/More ideas” sections, My boards.
 - Focus on exploring specific ideas & content already tailored to their likes/preferences.
- **Least used site/app features:** Updates/Inbox, Today page, Shop, Search your Pins, captions under photos.
 - Focus removed from social & shopping aspects of Pinterest.
- **Main attention catcher:** Homepage tile grid.
- **Pinterest’s place in users’ lives:** During down time/free time, on an ad hoc basis.

PERSONA 1

Jasmine Costas



AGE 19

EDUCATION HS Diploma

STATUS Single

OCCUPATION Student

LOCATION Arizona



Bio

Currently studying Sociology and Photography at Arizona State University. Really into fashion and taking nature-inspired photos in her free time. Enjoys camping, hiking, and exploring nearby parks with her family.

Core Needs

- Uses Pinterest as digital therapy to destress from school.
- Needs to be on top of new fashion and art trends.
- Has her phone or camera on her at all times.

Frustrations

- Wishes she can leave her home state and explore the country more.
- Is having a hard time finding her own photography style instead of just finding inspiration photos to recreate.

PERSONA 2

Katie Rynn



AGE 32

EDUCATION BFA in Graphic Design

STATUS Married

OCCUPATION Product designer

LOCATION New Jersey

Bio

Full-time product designer at IBM. Works remotely from home, and is a mom to 2 toddlers at the same time. Enjoys finding and cooking new recipes for her family. Always throws large holiday parties and loves gift-giving.

Core Needs

- Must have 30 mins of “tablet time” before bed and when waking up.
- Makes a to-do list for the day every morning to stay on track.

Frustrations

- Doesn't have much alone time during the weekdays.
- Wishes she can put her creativity to more use at work.

PROJECT STATEMENT

Redesigning the search and exploratory experience on the Pinterest app.

