😀[gs488] Grace Song: Pinterest Board Collaboration

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Assignment 1: Product Thinking

The 3 Main Problems Solved by Pinterest

When I'm browsing the internet and see things I like, I want exhibit my interests, so I can show people what I am currently interested in.
But I can't do that well because:

1. It's hard to develop a website for just my interests.
2. It's hard to create a platform that will condense all of my interests into one page.

When I want to plan an event, I want to browse through photos and gather my ideas, so I can plan an event with a theme.
But I can't do that well because:

1. There is no platform that allows me to gather my photos into sections.
2. It's hard to plan an event when there is no tool to organize my thoughts.

When I want to decorate my room, I want to browse through photos and collect images that want to replicate, so I can design my room the most aesthetic way possible.
But I can't do that well because:

1. There are no platforms that allow me to gather inspiration in one spot.
2. Saving photos on my phone can cause clutter and disorganization.

The 3 main problems listed above are similar, yet different. Pinterest has solved these problems by creating an inspirational/micro-blogging platform. The platform allows users to create boards (sections that are created by category) and post, share, and "pin" (meaning to tag or to save) media content. The boards created allow users to collect their ideas and "pin" pictures for inspiration towards an event, decoration, etc. that requires planning. Pinterest also allows for multiple boards to be created on one profile, which would effectively organize users' thoughts by category and allowing

them to plan for multiple events at a time. Pinterest is also most commonly used for inspiration, where boards are created based on one's hobby or created to allow users to express themselves. For example, a couple of my non-academic hobbies include researching and using k-beauty products, as well as nail art. To showcase my hobbies, I have "pinned" photos of products I would use or nail art designs that I would like to try on my personal board.

5 Why's Method

Start: I am not part of a community on Pinterest.

1. Why are you not part of a community on Pinterest? - Because there is no community on Pinterest.
2. Why is there no community? - Because people do not interact with each other intimately on Pinterest (other than commenting, liking, and private messaging).
3. Why don't users interact with each other intimately? - Because Pinterest does not have a collaborative environment, where users can work together and exchange idea about their shared interests.
4. Why doesn't a collaborative environment exist on Pinterest? - Because user interactions are limited on Pinterest.
5. Why are user interaction limited? - Because we don't actively engage with each other unless there is an app function that allows for this to occur.

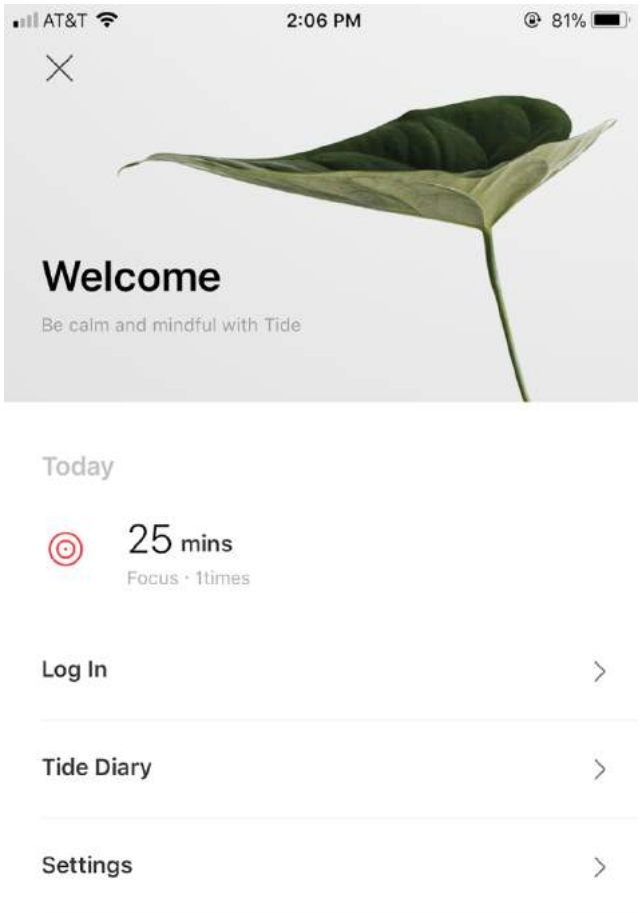
Root Problem

When I am on Pinterest, I want to collaborate with other users, so that I can be part of a community with those who have shared interests. I can't do that well because:

1. Pinterest does not have collaborative functions available.
2. Pinterest does not have community forums.
3. There are no user interaction functions.
4. Users do not go out of their ways to interact with other users.

Sketch Exercises

Assignment 1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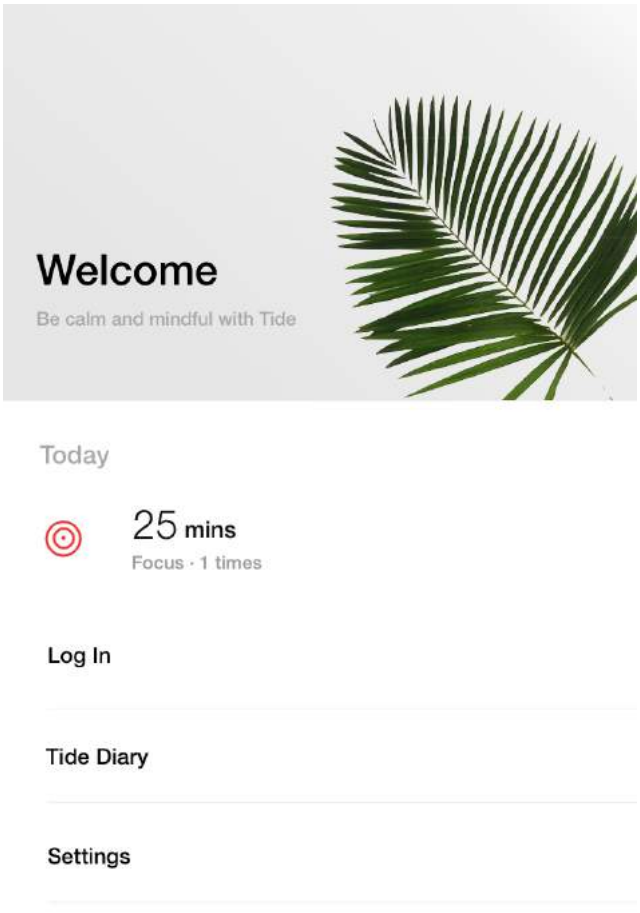
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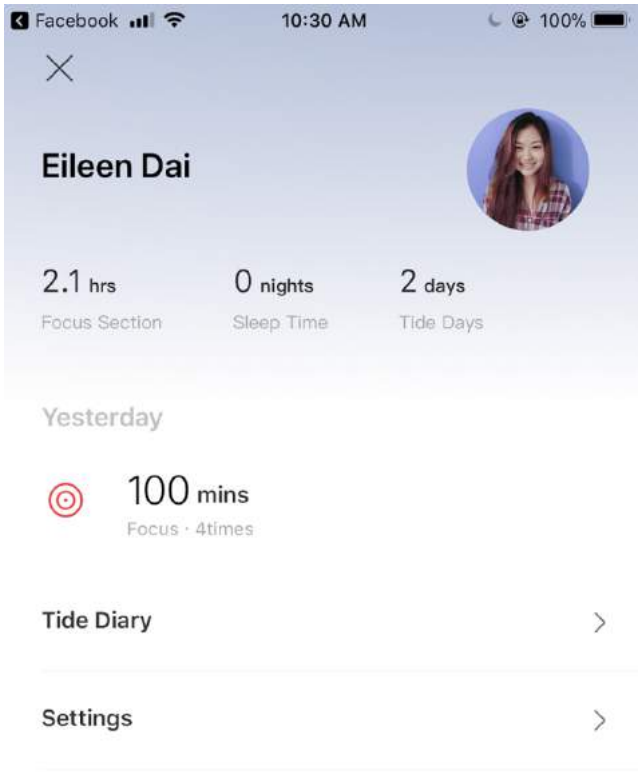

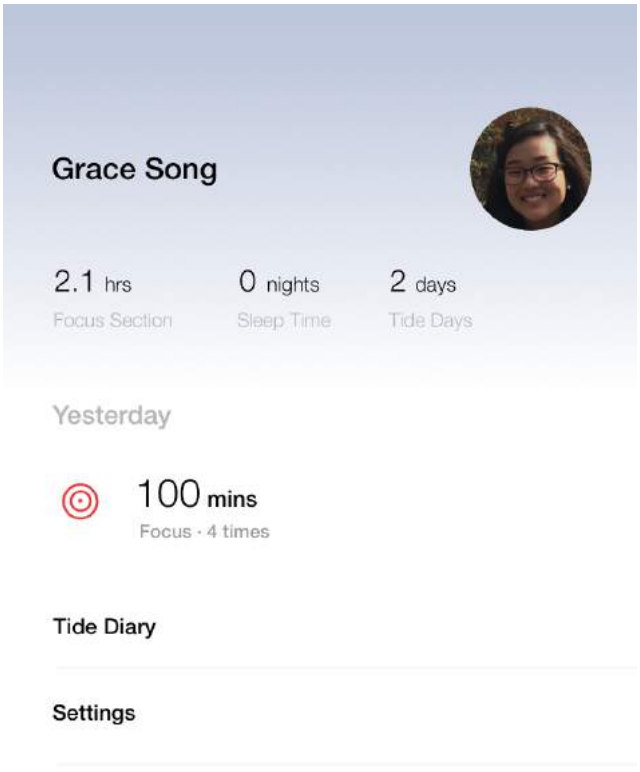

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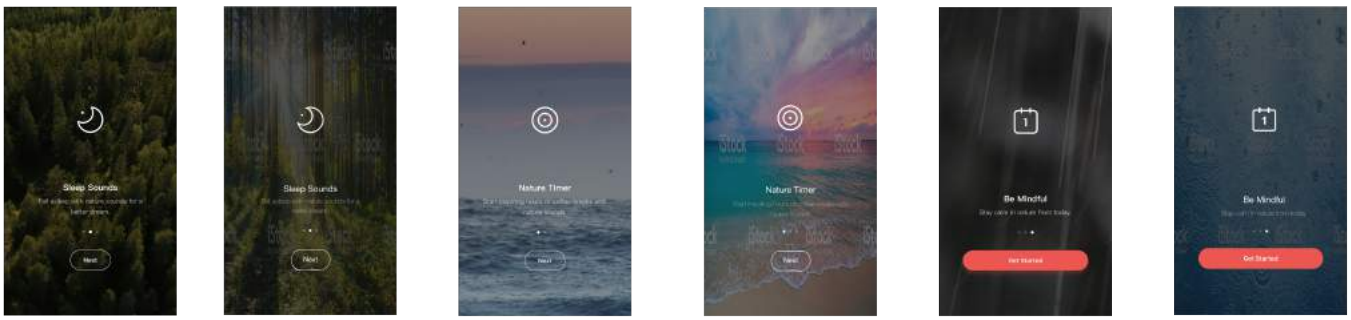

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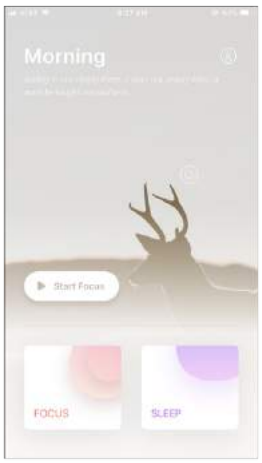

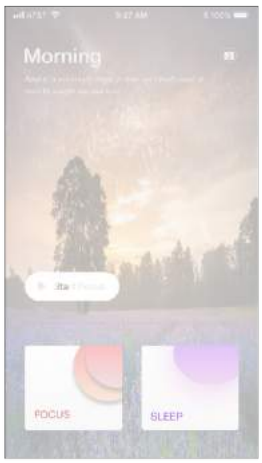

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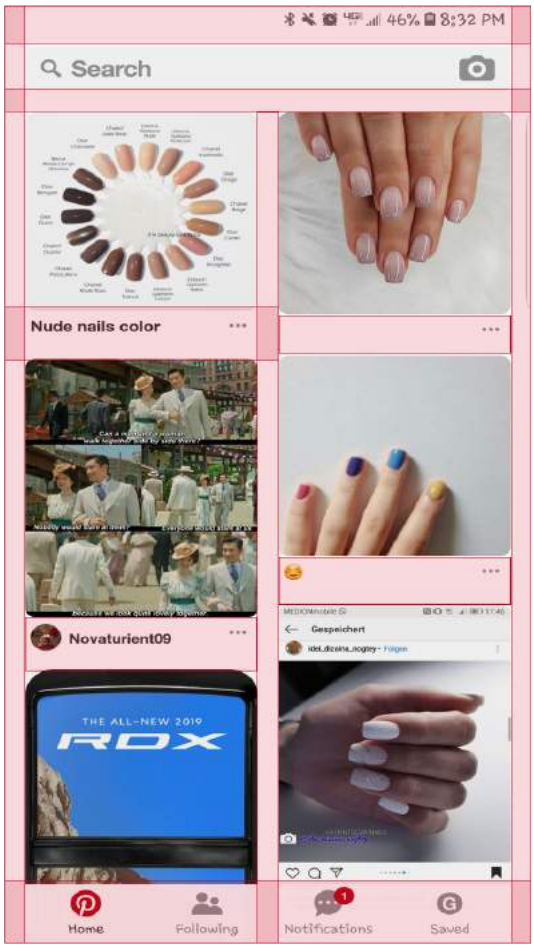
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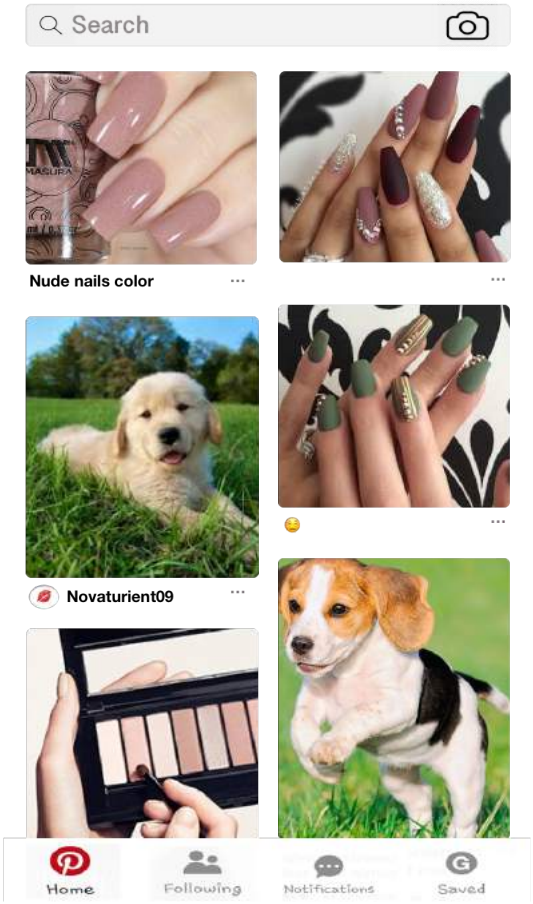
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Trending on Pinterest
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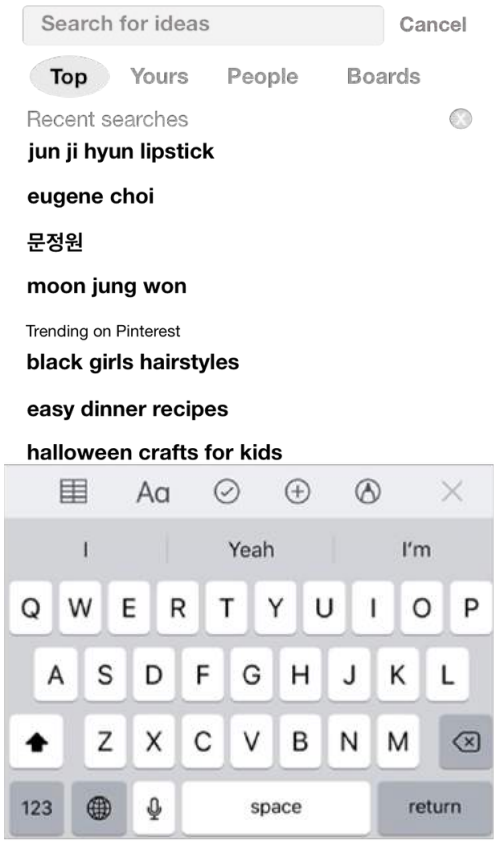
easy dinner recipes
halloween crafts for kids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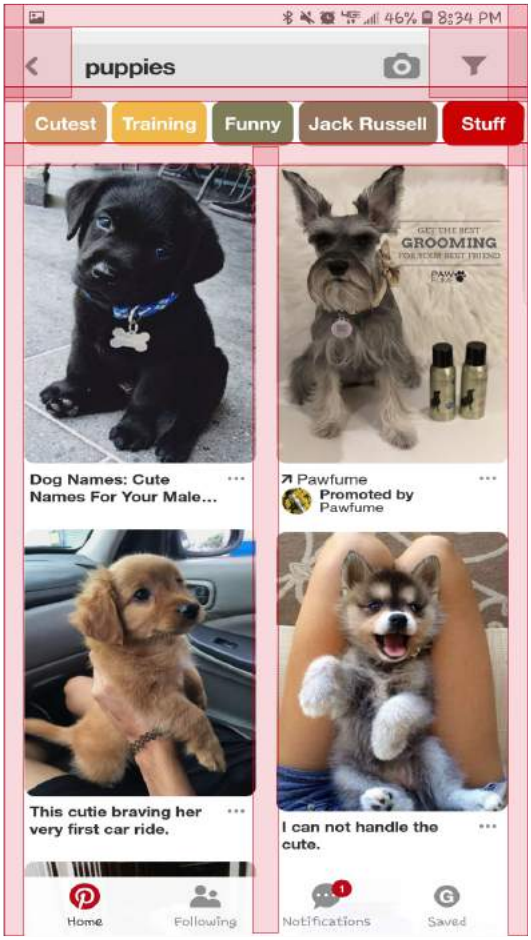
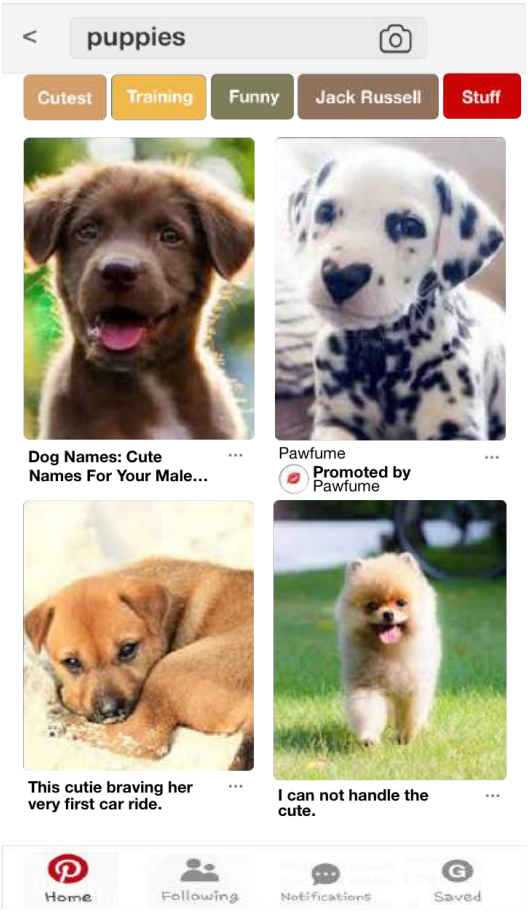




Rubric (out of 20)

Analyze & Critique 5/5

Application: Does the student pick an application that is commonly used?	0 - Picks an application that isn't an iOS app or is not a commonly used product (Blackboard Mobile). **1 - Picks an iOS app that is commonly used.**

People Problems:	0 - Doesn't use the framework **1 - Uses the framework**
Principles of UX: Does the student understand the Principles of UX?	0 - Mentions them, but can't give specific examples for each within each problem. 1 - Mentions them, gives specific examples, but is slightly confused about the meaning. **2 - Provides strong arguments for the chosen examples.**
Critique:	0 - Doesn't give any assessment on the success of a solution. **1 - Thoughtfully critiques positives and negatives of said suggestions.**

People Problem 4/5

5 Why's– Digging to the Root Problem: Does the student do a good job at finding root problems? Are the problems only surface level? Do they impose a certain solution? Is the problem impactful?	0 - No attempts at doing the 5-why's 1 - Has a solution in the problem (Eg. The problem with this app is that it doesn't have a Profile). 2 - Digs to a root problem, but can go deeper **3 - Reaches a solid, foundational root problem.**
Stating the People Problem: Has the student written a solid people problem to investigate?	0 - Doesn't state a final people problem in the format **1 - Specifies a solution in the people problem** 2 - States a solid, actionable people problem with many possible solutions

Sketch Exercise 7/10

Organized / Grouped Layers: Does the student organize and name his/her layers, so its easy to reuse?	0 - Nope 1 - Good folder organization and nesting.

	2 - Great folder organization and nesting with names.
Consistent Type Size: Regardless of the font, does the user choose the write font size, line spacing, character spacing, etc.	0 - Makes a lot of random font size choices **1 - Some font sizes are inconsistent to the samples.** 2 - Type is logical, reasonable, and consistent.
Consistent Color: Does the student's color matching evoke the same hierarchy within the sample screens?	0 - Most colors (hexadecimals) do not exist within the product. 1 - Colors are similar but visibly off **2 - Colors are logical, reasonable, and consistent.**
Consistent Spacing: Does the student space elements thoughtfully with respect to the sample?	0 - Elements were just slapped on without fine tuning. 1 - Spacing is erratic, but exists. **2 - Spacing is logical, reasonable, and consistent.**
Aesthetics: How does the product look? Does it look different than the example?	0 - Does not look like the example at all. 1 - Looks pretty good **2 - Looks almost identical.**

Assignment 2

Part One: User Research

Objective

I want to identify how Pinterest users interact with each other.

Subgoals:

1. I want to understand how Pinterest users form communities.
2. I want to understand how Pinterest users use the social media platform.

3. I want to understand how Pinterest users would like to use the service in the future to form communities.

Interview Protocol

Hi. My name is Grace and I am a student in Introduction to Digital Product Design. I am conducting user research for a case study focused on Pinterest. I have a series of questions to ask you so that I can better understand your experiences and how to design a solution to your problems. This interview will take approximately 20 minutes. You are free to skip any questions you don't feel comfortable answering, and are free decide to end the interview at any point.

Audio Recording:
If you are comfortable with being recorded, we would like to ask for your permission to audio-record and transcribe the interview. This will make it easier for us during the interview, and for the notetaker, so that we can better listen to what you say. This will also lead to more accurate analyses later on. We will not use the recording for anything except for transcribing the interview, nor will we publish the recording anywhere. The recording will be destroyed once we have completed the transcription. If you are uncomfortable with being recorded, you may participate without being recorded.

Questions:

- Why do you use Pinterest?
- Could you show me how you use Pinterest?
- Explain/describe what your experience on Pinterest is like.
- What do you like about Pinterest?
- How do you execute your goals through Pinterest?
- How do you interact with other Pinterest users?
- Could you show me how you interact with other users?
- How do you feel about current Pinterest user-to-user interactions?
- What can be improved to enhance your user-to-user interaction experience?
- Do you have any suggestions or comments?

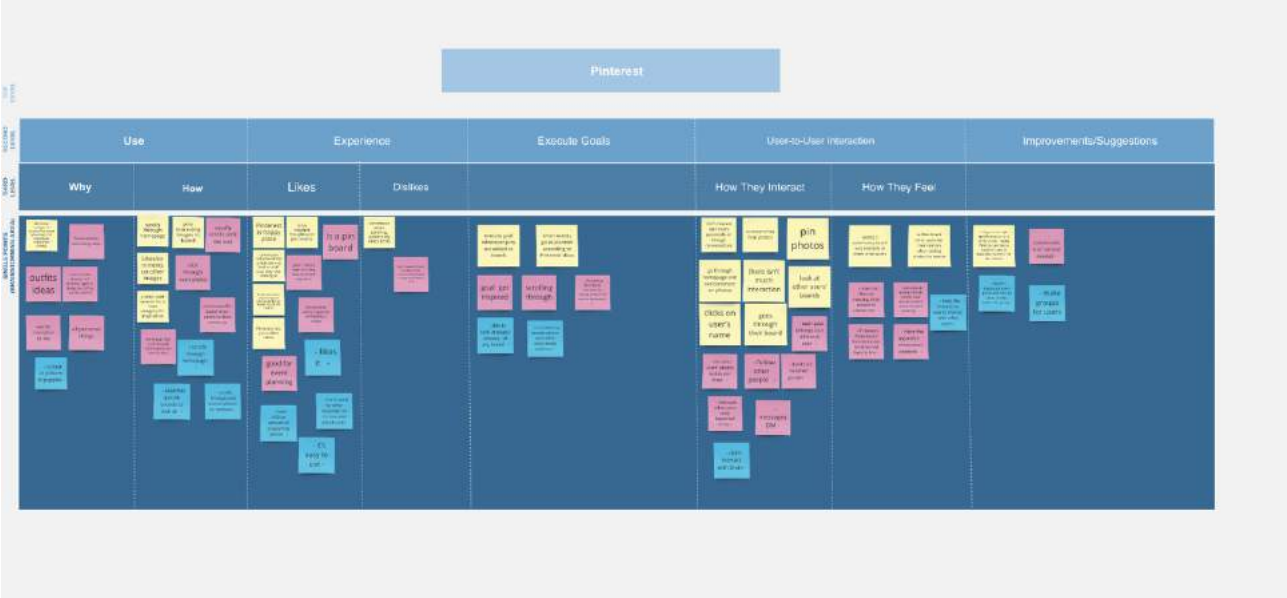
Closing:
Thank you for participating in this interview! Your responses will be used to shape my design addressing a new feature that may help Pinterest as a social media platform. Do you have any questions regarding this study? If you have any further questions or concerns, feel free to contact gs488@cornell.edu

Interviews

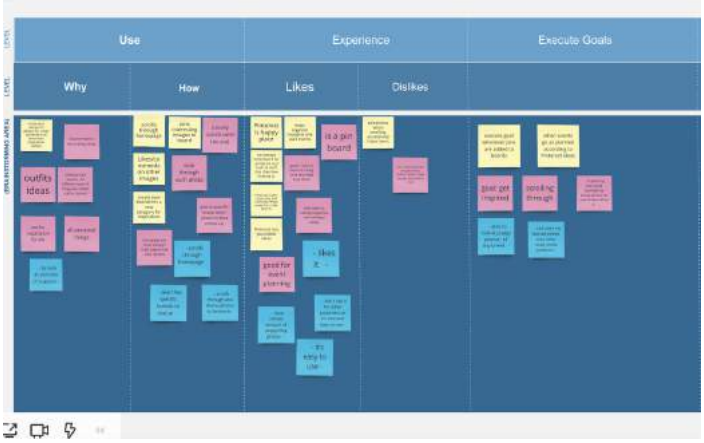
+Interview 1
+Interview 2
+Interview 3

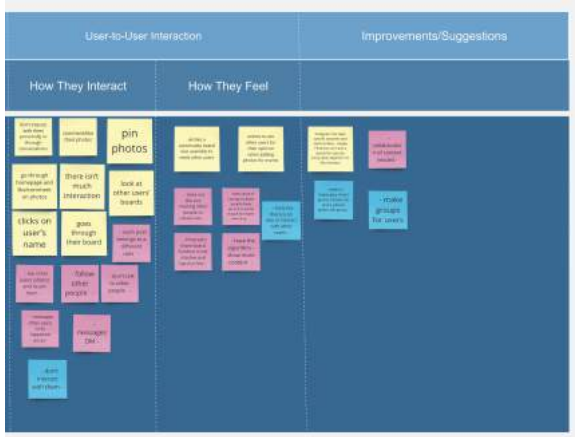
Affinity Diagram

- Used realtimeboard.com for affinity diagram template



Full Affinity Diagram





Part 2: Market Research

Current Solution to the People Problem

I am looking for a good way for Pinterest users to interact with each other and form a community together.

Solutions: Instagram, Snapchat

Instagram

Instagram has a relatively new feature which allows Instagram users to interact with people they do not know, but have shared interests. In the discover section of Instagram, there a navigation bar at the top that is separated by popular topics based on posts you follow or have viewed before. For example, next to For You on my Instagram account, the following navigations are shown: Beauty, Humor, TV & Movies, Style, etc. Within those tabs, you can see related hashtags and view other people's photos that are related to the topic. This way, you can see which users are interested in the same topics as you and you are also able to interact with other users by viewing their videos and photos, liking and commenting on their media content, and reusing hashtags to become a part of the community.

Snapchat

Snapchat has a feature which allows users to interact with people they do not know through location tracking. On the Snapchat map, you are able to click on the location you are in and view Snapchat stories of those who have public accounts and have posted a video or photo of what they are doing in the area. For example, if I want to see what's going on in Collegetown when I am in Ithaca, I can click on Ithaca on the map and view stories of those who are in that location. This feature allows Snapchat users to interact with other by viewing stories and replying to their stories. The shared "interest" for this feature would be the location of users.

Overall

In conclusion to this market research, both social media platforms have benefitted with the supplementary features of the app. Given their success and wide spread use of these functions, I believe that Pinterest would benefit from having a feature that follows the same principles as Instagram and Snapchat. It would allow Pinterest to compete with other social media platforms that allow for community engagement at the same level.

Part 3: The People Problem

Before:
When I am on Pinterest, I want to collaborate with other users, so that I can be part of a community with those who have shared interests. I can't do that well because:

1. Pinterest does not have collaborative functions available.
2. Pinterest does not have community forums.
3. There are no user interaction functions.
4. Users do not go out of their ways to interact with other users.

Revised:
People want to collaborate on Pinterest, but they have a hard time because there's no way to interact with users about shared interests.

Rubric (out of 25)

Research

Objectives and subgoals:	0 - Has no direction for research study. **1 - Has a good understanding of what they would like to accomplish through their research.**
Protocol and questions:	0 - Has no protocol written. 1 - Has a protocol but missing logistics, background of each participant, or list of questions. **2 - Solid protocol with a well thought-out list of non-leading questions that help to achieve the objective + subgoals**
Users:	0 - Does not find any users 1 - Finds humans/friends, but have no specifications about who they are and the reason for choosing them **2 - Finds 3 or more people where at least 1 person is an outlier (not a**

	primary/conventional user). Explains how they each fit the intended research demographic
Study:	0 - No separate documents + notes for each participant 1 - Has documents for each participant, but notes are unorganized or incoherent. Does not follow or utilize their interview protocol. 2 - Organized documents that follow and incorporate the intended protocol. Interviews conducted may be shallow and don't delve deep enough to be informative or discover core issues **3 - Clearly organized documents for each participant structured to reflect the protocol, with detailed and in-depth interviews that can be used to generate insightful takeaways**
Market research:	0 - No market research 1 - Some market research with basic questions **2 - Advanced, thorough market research considering the variety of factors outlined in the assignment**

Synthesis

Assembled key findings:	0 - Did not have any takeaways or findings 1 - Has notes and assembled them but did not identify patterns or findings in a coherent and organized manner **2 - Thoroughly combed through research notes and summarized key**

	patterns and findings clearly
Redefined People Problem:	0 - People problem is unchanged, with no explanation of why 1 - Has a revised people problem but includes a solution in the problem OR briefly explains why their original problem is validated 2 - Has a revised people problem that does not necessarily reflect the research findings OR clearly justifies why their original problem is validated **3 - Strong, thoughtful, revised people problem that clearly takes research findings into account OR thoroughly explains how specific research findings support and validate their original problem**

Sketch Exercise

Organized / Grouped Layers: Does the student organize and name his/her layers, so its easy to reuse?	0 - Nope 1 - Good folder organization and nesting. **2 - Great folder organization and nesting with names.**
Consistent Type Size: Regardless of the font, does the user choose the write font size, line spacing, character spacing, etc.	0 - Makes a lot of random font size choices 1 - Some font sizes are inconsistent to the samples. **2 - Type is logical, reasonable, and consistent.**
Consistent Color: Does the student's color matching evoke the same hierarchy within the sample screens?	0 - Most colors (hexadecimals) do not exist within the product. 1 - Colors are similar but visibly off **2 - Colors are logical, reasonable, and consistent.**

Consistent Spacing: Does the student space elements thoughtfully with respect to the sample?	0 - Elements were just slapped on without fine tuning. 1 - Spacing is erratic, but exists. **2 - Spacing is logical, reasonable, and consistent.**
Aesthetics: How does the product look? Does it look different than the example?	0 - Does not look like the example at all. 1 - Looks pretty good **2 - Looks almost identical.**

Assignment 3

Part One: Synthesis

Trends	Insights
Communities pages are available on other social media platforms, but not on Pinterest.	Based on the interviews I conducted, my users want a feature on Pinterest that allows them to form communities and meet other people with shared interests. Examples of social media platforms that already do this are Instagram and Snapchat. The following information is based off of the market research I performed. Instagram has customized sections in the discover tab of the platform that separates content based on categories you have searched and/or liked on Instagram previously. Some content within each category tab can

	range from other people's posts and hashtags related to the category. Snapchat has a community feature on the Snapchat map. On the Snapchat map, you are able to click on the location you are in and view Snapchat stories of those who have public accounts and have posted a video or photo of what they are doing in the area. Through these forms of content, you are essentially connected to other people who are in the location you are viewing.
Users will use community feature if it is available.	Based on the interviews I conducted, the majority of the users are interested in using a community feature if it available. With that being said, current Pinterest users are not proactive about forming communities on their own. As a result, no communities are formed due to the lack of initiative among users. This could be because users want to avoid awkward interactions in a space that was not built for community building social interactions. By having a community feature, this would allow users to feel more comfortable with interacting with other users within a space that was created for collaboration.
Implementation of a collaboration space is needed.	According to the users' responses, a collaboration space on Pinterest is the community factor for the platform. Pinterest is a space that allows users to collect their ideas and categorize them into different boards. By having a collaboration feature, users would be

	able to interact with each other in the way the social, media platform is meant to be used - which would create a sense of familiarity for Pinterest users.

Example: People want to collaborate on Pinterest, but they have a hard time because there's no way to interact with users about shared interests.

Journey Map: How to Create a Pinterest Board

Step (Objective)	Go to your profile.	Think of ideas/inspirations for Pinterest board to gather media content.	Add a new Pinterest board.	Look for content on Pinterest.	"Pin" (add) content to your board.
Behaviors	• On the app, click on the "Saved" icon on the bottom right	• Jot notes or think about things you like	• Click on the plus sign at the top right corner • Title the board the topic what you're interested in	• Click on the "Home" icon on the bottom left • Scroll through current feed • If you don't like content on the home feed, then use the search bar type keywords that are related to	• Find media content that you like • Press and drag finger to "Pin" option to save to your board

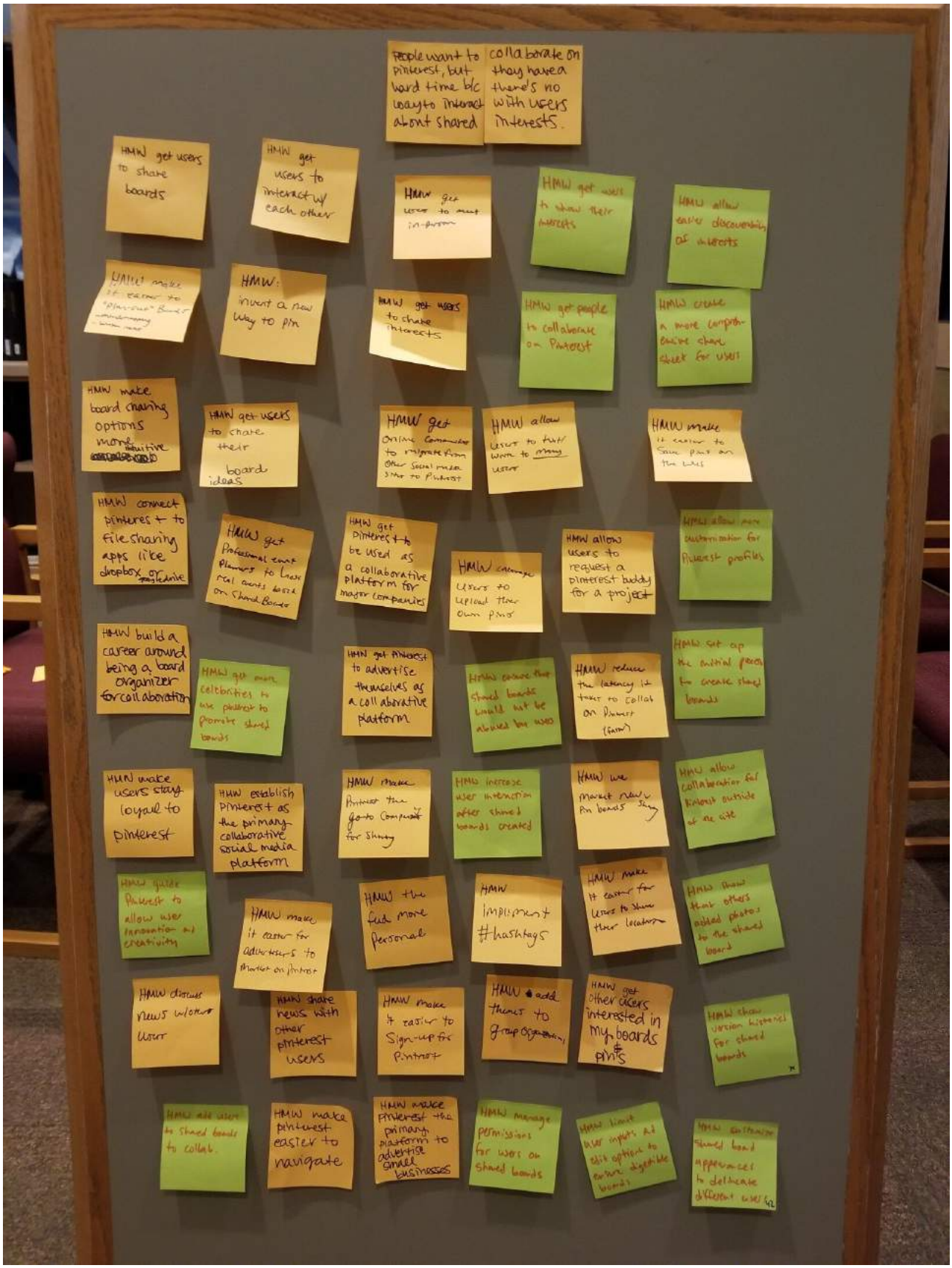
				your board	
Thoughts	• It's a little weird that user profile is located in the "Saved" tab	• How do you start a group chat, but make sure everyone feels included	• People discuss and improve ideas together	• Kind of wish I didn't have to work alone on a **social media** platform	• Annoying that you have to press and hold to find "Pin" option • Wishes that other can join in on my excitement
Positive Feelings		• Feels excited to join a group who understands your interests	• Excited about making progress.	• Excited to be forming a partial/complete board	• Excited to have found content for board • Satisfied with media content selection • Hopes other users on Pinterest likes their board
Negative Feelings		• Stressed because want to make sure everyone is included • Feels uncomfortable being thrown into a group	• Feels vulnerable	• Feels alone on a **social media** platform	• Feels alone on a **social media** platform

		chat with random people			
Potential Enhancements (What are ways to improve.)	• Change label from "Saved" to "My Profile" or "User Profile" or "Profile"	• Create community group chats within forums that users can choose whether or not they want to join		• Create collaboration feature that allows users to work together on Pinterest • Integrate this step and next step into a collaboration feature	• Create collaboration feature that allows users to work together on Pinterest • Integrate this step and previous step into a collaboration feature

Part Two: Brainstorming

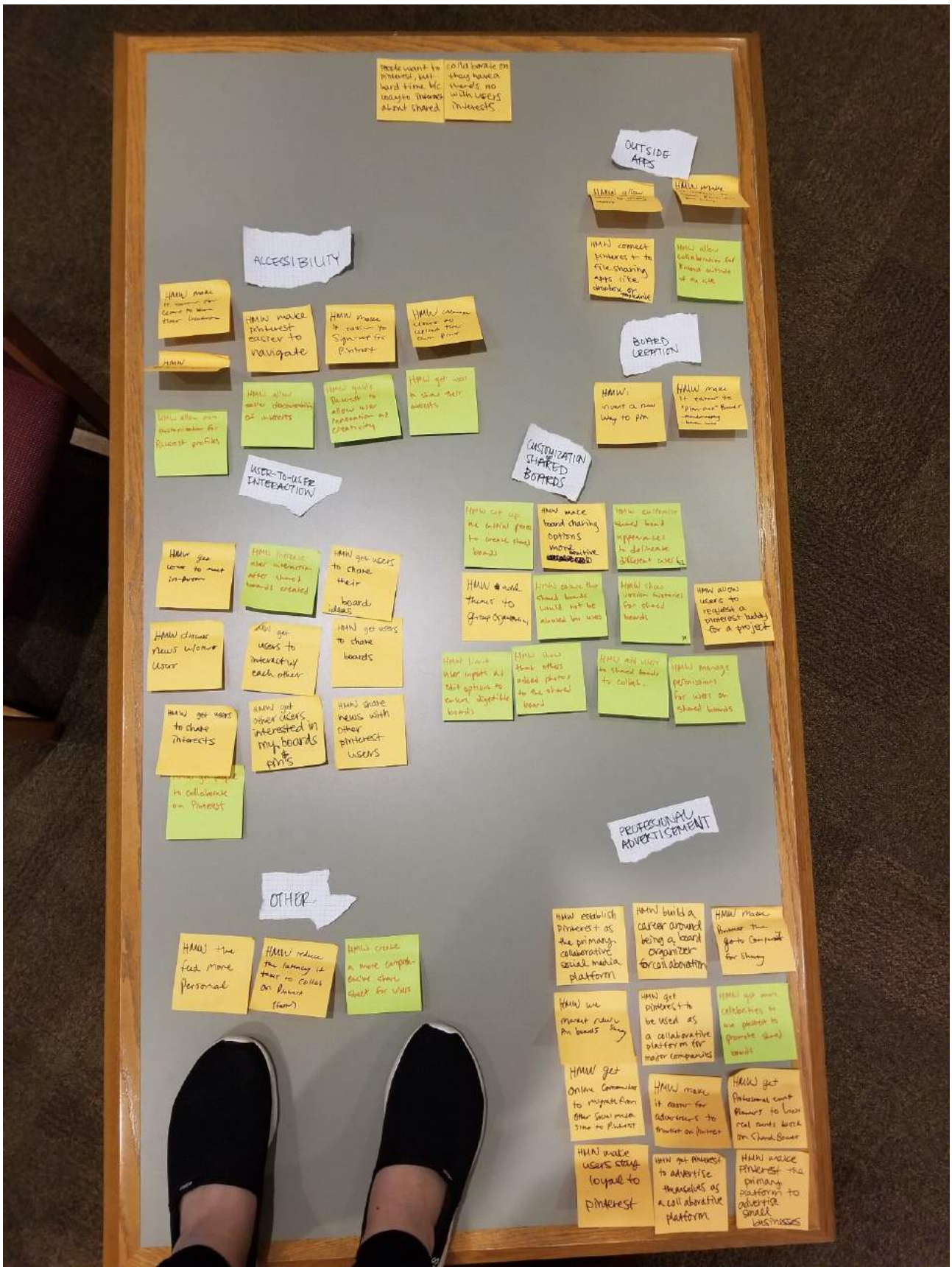
1. Daniel and Colton are the two diverse individuals who will be a part of my collaborative brainstorming session. They are **diverse** because Colton is a regular Pinterest user who has a design background and Daniel is not a regular Pinterest user who has a business background.

How Might We's



50 How Might We's for my people problem

Aggregating HMW's



Brainstorming Solutions

Voting

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Bill boards with pinterest ads
Product promotions on shared boards
Prompt users to follow celeb boards
Big companies use pinterest to create employee relations
Have other social media platforms show how pinterest is different from them
Manage permissions for users on shared boards
Search feature within board to look up content
Show version history for shared boards
Group message boards
formation of threads on trending pins
Feed of suggested users
Share personal stories with other users
Discoverability for other users
Have a pin be a live video on a board
Celebs share exclusive content shared boards
Have newspaper companies share/post news on pinterest
Companies run competitions boards
Have youtube do video collaboration with pinterest
Celeb ads for suggestion in boards
Ads revenue for celebs
Companies/celebs
other social media platforms collaborate with pinterest
Share new news & post
create community groups
create forums for users to meet new people
Create multi board communication
Merge board options
make board
add themes
have users sign up for
Notifications to
Email contact
Instant messaging
Trending boards

Conclusion

Companies using Pinterest for collaboration
Collab w/ members of same community
Other users contributing to Pinterest board
CORNELL
WEST POINT
CLASS OF 2019

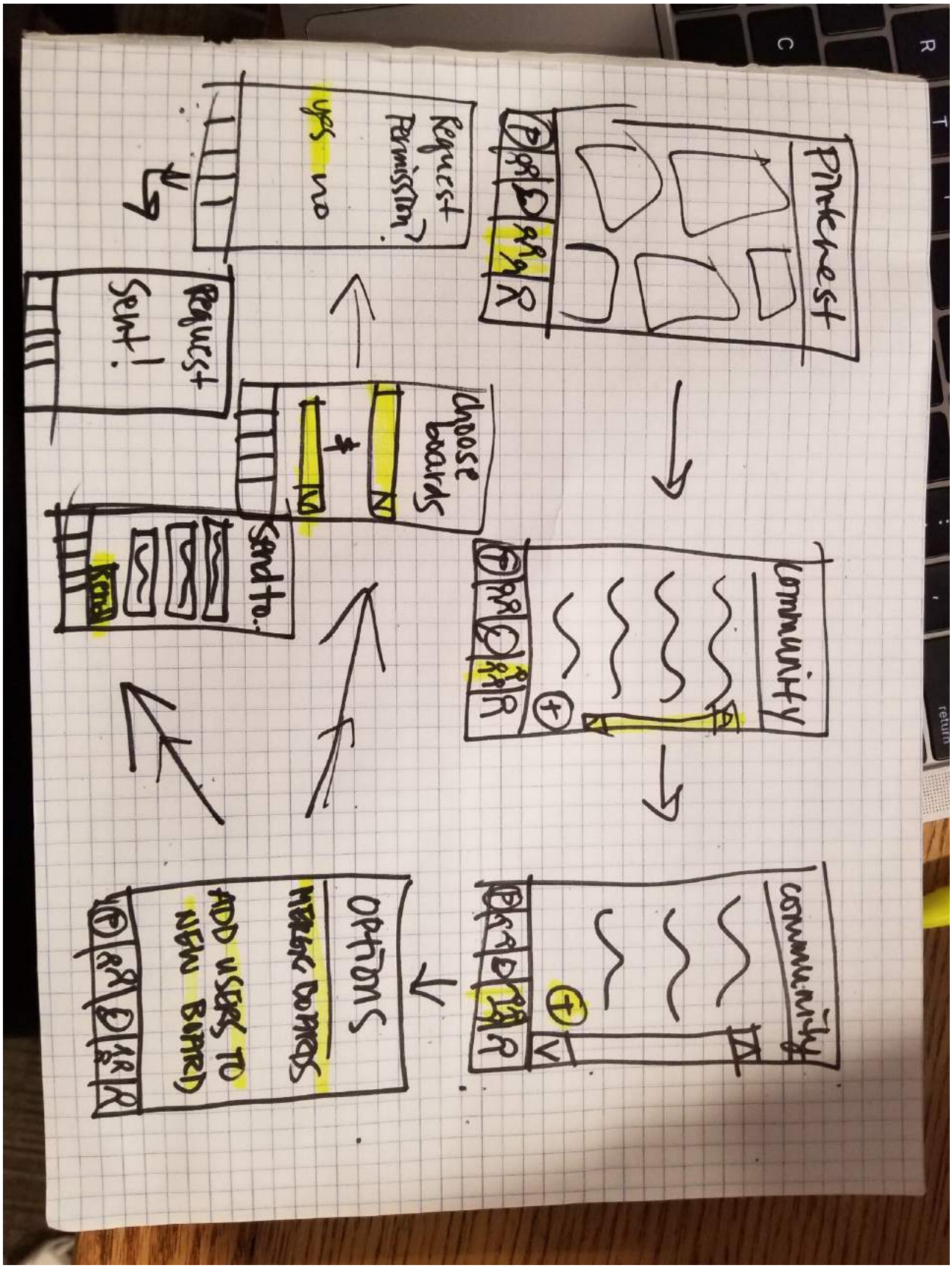
Part Three: Evaluation

	Feasibility	**Impact**
Feature 1 Have users sign up for a timeslot to do whatever and add whatever content they want into the board they are collaborating in.	High feasibility *You would have to implement a feature that limits users to add content to a collaborative board for a duration of time on a specific date and if the restriction is set.*	High impact *There would be high impact because users would be able to add to a board undisturbed for a period of time before presenting what they have contributed to the other users.*
Feature 2 Create special board presentation days for all Pinterest users.	Medium feasibility *Pinterest would have to set a day for every collaborative board to be specially presented for all Pinterest users to see and be inspired.*	High impact *This would provide exposure for Pinterest collaboration features and allow users to become part of a specific community based on interesting boards they see.*
Feature 3 Create community forums for those with shared interests.	Medium feasibility *This would would be implemented by creating a new tab (similar to that of Instagram's) that has different types of forums for users to be a part of.*	High impact *This would allow for Pinterest users to meet new people and be able to feel included within the Pinterest community.*
Feature 4 Allow users to form boards together.	High feasibility *This would be implemented by having additional board settings to allow for collaboration - giving other users access*	High impact *This would allow Pinterest users to meet new people and share their ideas with other within areas that they have shared interests in.*

	to add content to an existing board.	
Feature 5 Catering companies can collaborate with event planners on Pinterest to create the perfect atmosphere for an event.	Low feasibility *This would be difficult to implement because this require the cooperation of outside organizations to use Pinterest as their main platform for organization and planning.*	High impact *This would be the perfect advertising opportunity for Pinterest to be exposed as a collaborative platform, where ideas and inspirations come alive.*
Feature 6 Merge board options.	Medium feasibility *This would be slightly challenging to implement because this requires the other user to give permission to the user who wants to merge boards together. However, if permission is given, then it will be easy for the user to merge boards by simply implementing a feature that creates a "mega-board" (a board that holds the ideas of multiple boards together).*	High impact *This would allow for Pinterest users to interact with one another and provide another way for them to share ideas together. This merging would allow them to be exposed to new ideas for their boards they probably have not thought about before.*

Shorthand User Flow

community forums available
click on "community" tab (that will be created)
See list of communities
click on community you want to join
also click through
See people's ideas with content feed
scroll through
See a plus sign at bottom right above tabs
click plus sign to create new board
See option to add users
email/tag users to join
See option to merge boards
select this option
Choose which boards to merge
scroll through people you follow
See permission form
send permission form & wait for other users reply


Pinterest
Community
Community
Request Permission?
yes no
Request Sent!
Choose boards
Send to...
Options
MERGE BOARDS
ADD USERS TO NEW BOARD

Grading Rubric

Take a look at the grading rubric for A3, and keep in them in mind as you work on the assignment.

Synthesis (3 points)

Trends and Insights	0 - Did not identify trends or insight related to user research 1 - Identified some trends on a basic/surface level **2 - Collected and derived meaningful trends and insight from user research**
Journey Mapping	0 - Does not create a journey map **1 - Journey map is comprehensive for all points in the journey**

Brainstorming (6 points)

Collaboration	0 - Did not choose two diverse students and did brainstorming alone **1 - User found two diverse individuals who have experience with the application**
How Might We's	0 - How might we's are feature specific and do not convey a people problem **1 - How might we's are centered around a people problem and offer room to explore**
Shifting Constraints	0 - Does not consider different constraints 1 - Looks at different constraints, but does not delve into what makes them unique

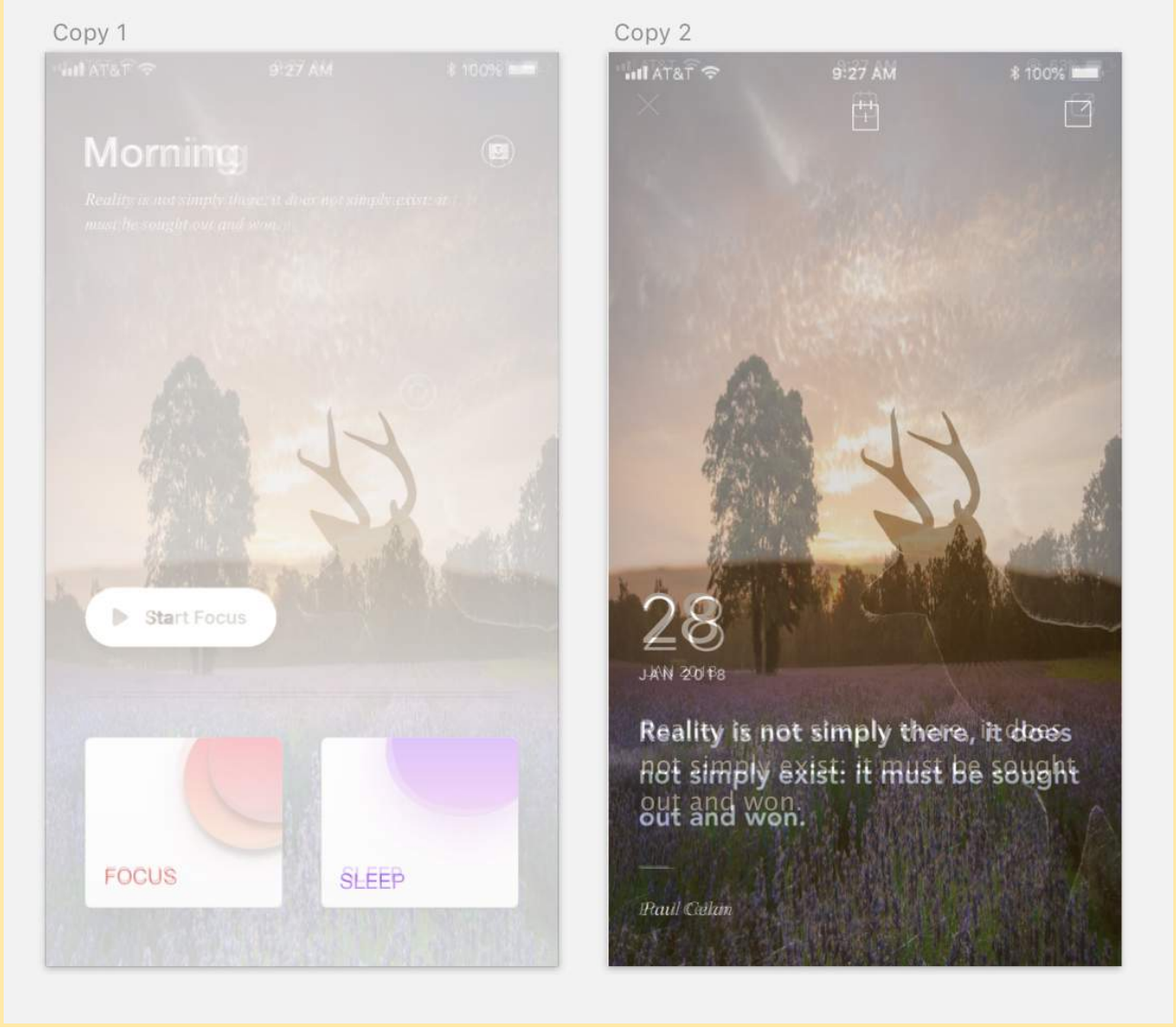
	2 - Properly identifies all relevant constraints and the unique characteristics associated with each one
Aggregation	0 - Does not group solutions into solution spaces 1 - Groups into solution spaces, but solution spaces are too specific and not relevant to the people problem **2 - Groups solutions into relevant solution spaces and provides detailed reasoning for doing so**

Evaluation (6 points)

SWOT	0 - Does not include a SWOT analysis 1 - Conducts SWOT analysis, but does not capture the relevant parts of SWOT **2 - SWOT is thorough and accounts for everything**
Feasibility Matrix	0 - Does not include a feasibility matrix 1 - Matrix is incorrectly constructed or does not include all the features **2 - Matrix is thorough and reasoning for each feature's place in the matrix is thoughtful**
User Flows	0 - Does not provide any user flow 1 - Ill-constructed/incomplete user flow **2 - User flows are comprehensive and relate to the main problem in a meaningful way. Also provides sketched out screens for each step.**

Sketch Exercise (10 points)

Organized / Grouped Layers: Does the student organize and name his/her layers, so its easy to reuse?	0 - Nope 1 - Good folder organization and nesting. **2 - Great folder organization and nesting with names.**
Consistent Type Size: Regardless of the font, does the user choose the write font size, line spacing, character spacing, etc.	0 - Makes a lot of random font size choices **1 - Some font sizes are inconsistent to the samples.** 2 - Type is logical, reasonable, and consistent.
Consistent Color: Does the student's color matching evoke the same hierarchy within the sample screens?	0 - Most colors (hexadecimals) do not exist within the product. 1 - Colors are similar but visibly off **2 - Colors are logical, reasonable, and consistent.**
Consistent Spacing: Does the student space elements thoughtfully with respect to the sample?	0 - Elements were just slapped on without fine tuning. 1 - Spacing is erratic, but exists. **2 - Spacing is logical, reasonable, and consistent.**
Aesthetics: How does the product look? Does it look different than the example?	0 - Does not look like the example at all. 1 - Looks pretty good **2 - Looks almost identical.**



Assignment 4

Part One: Feature Requirements

Chosen Feature

Old People Problem: When I am on Pinterest, I want to collaborate with other users, so that I can be part of a community with those who have shared interests.

People Problem: People want to collaborate on Pinterest, but they have a hard time because there's no way to interact with users about shared interests.

Based on the people problem above, I have decided to design a community page feature on Pinterest. My people problem has been slightly modified to tackle the central issue on Pinterest. It was modified because I found that there is no way to be a part of a community if users were not interacting with each other on the social media platform. In order to jumpstart user-to-user interaction on Pinterest, I thought it would be a good idea to have a community page, which gives users the space to find and meet new people. In addition to this, based on the interviews I conducted, the participants have emphasized that Pinterest lacks communities - so, the community page feature would also solve an issue that current users have noticed the platform was lacking.

The community page would be the main form of user-to-user interaction on Pinterest and would potentially trigger a domino effect of other ways for users to interact with each other on the platform. Other interactions that may occur include sharing idea and collaborating on boards together. I was inspired by the For You feature on Instagram's discover tab for the location of the feature. The feature would be placed on the home page of Pinterest underneath the search bar and before the regular feed of content begins. This way, the new feature would be the first thing the users see when they open the app. The feature would have a scrollable list of suggested community boards that users can join based on their search results, likes, and pins.

The feature has medium feasibility because the developers would need to add an extra section to the home page that will expand to a full list of available community boards. The specifications of the feature include:

1. Multiple community pages
2. Suggested community pages based on user search input and pins
3. Horizontal scroll
4. View more option that expands the the list shown with a full list of available community pages

In addition to the listed specifications, the feature has medium feasibility because it requires developers to create an algorithm that takes into each user's search results and pins to generate a list of suggested community boards for the users to join. This would be the most difficult part of implementing the community board feature. In addition to this, the developers would have to implement an add new community board option into the feature.

In conclusion, the feature would benefit the users of Pinterest by allowing them to utilize Pinterest as a **social media platform**. Rather than searching through the feed and coming up with ideas on their own, users would be able to interact with other Pinterest users through the proposed feature and feel a sense of belonging everyone wishes to feel (and gets from other social media platforms). This would eventually allow Pinterest to thrive as a social media platform and compete with apps like Instagram and Facebook on the same level.

Content Requirements

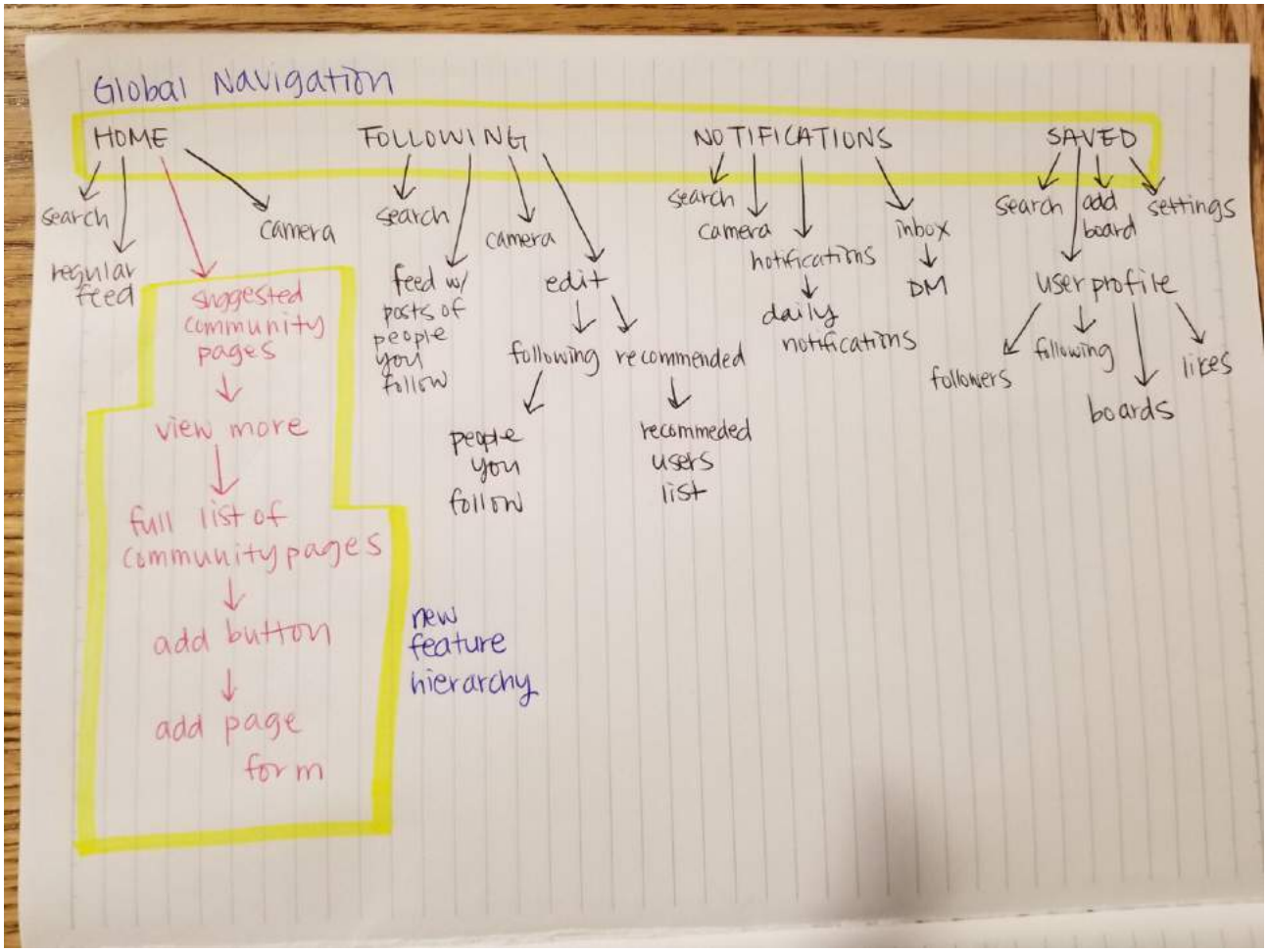
1. Names of community pages
    a. This content specifies the type of community page the users would be joining.
2. Photos of community pages
    a. This content shows users what the community page entails and what other users may be conversing about.
3. Suggested community pages list
    a. A suggested list would allow users to have easy access to community pages that they would be interested in joining, since it would be generated through an algorithm that takes into consideration their search history and pins they have liked or re-pinned. This relates to the people problem by allowing users to interact with those who share the same interests.
4. Full list of community pages
    a. A full list allows users to have access to other community pages they would be interested in joining or checking out. This goes back to the people problem, where they are able to meet new people.
5. View more button
    a. The view more button gives users access to a full list of community pages that are available on Pinterest.
6. Add new community page button
    a. The add new button allows users to create a new community page if the one they are interested in joining does not exist. By creating a new page, this would allow users to engage with other users and be proactive in trying to meet new users and interacting with them.
7. Number of members in each community page
    a. The number of members information is important because this shows users how many other users are interested in being part of a community. Also, depending

on personal preference, some users may want to join communities with a smaller or larger number of people based on their comfort level.

Information Hierarchy

The diagram below shows the hierarchy of Pinterest features on the app with my new feature integrated into Pinterest.

Black ink used for current Pinterest features.
Red ink used for my new feature.



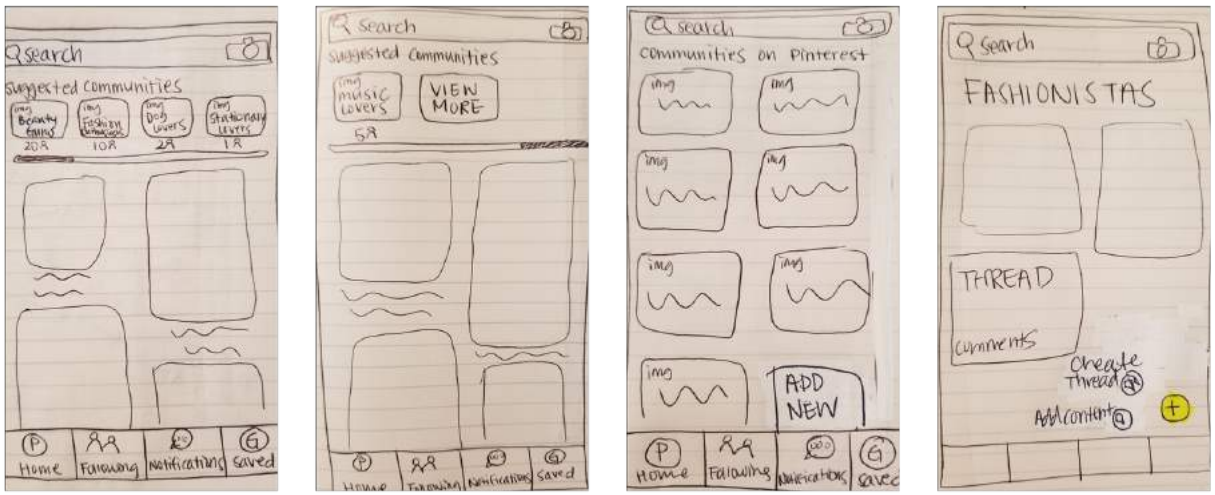
Necessary Interactions

Interactions	Necessary Steps
Viewing suggested community pages	1. Navigate to Suggested Communities

	feature on the home page 2. Use horizontal scroll to view all suggested communities
View full list of community pages on Pinterest	1. Navigate to the View More button at the end of the horizontal scroll 2. Once feature expands to full list, use vertical scroll to view all community pages on Pinterest
Add new community page	1. Navigate to the the full list of community pages 2. Find the floating plus sign on the bottom right corner 3. Press and hold to find option to create new community page 4. Fill out form (name of page and image) 5. Submit form
View number of people in each community	1. Look underneath the image of each community to see the number users who have joined the community (can only be viewed in full list mode)
Join a community	1. Click on a community you wish to join 2. Locate Join button at the top of the page 3. Click Join
Create a thread on the community page	1. Click on a community you are a part of 2. Find the floating plus sign on the bottom right corner 3. Press and hold to find option to create new thread 4. Type what you wish to talk about 5. Post to the community page
Add content to the community page	1. Click on a community you are a part of 2. Find the floating plus sign on the bottom right corner 3. Press and hold to find option to add new content 4. Insert content link or image 5. Post/Upload to the community page

Part Two: Medium Fidelity

Low Fidelity



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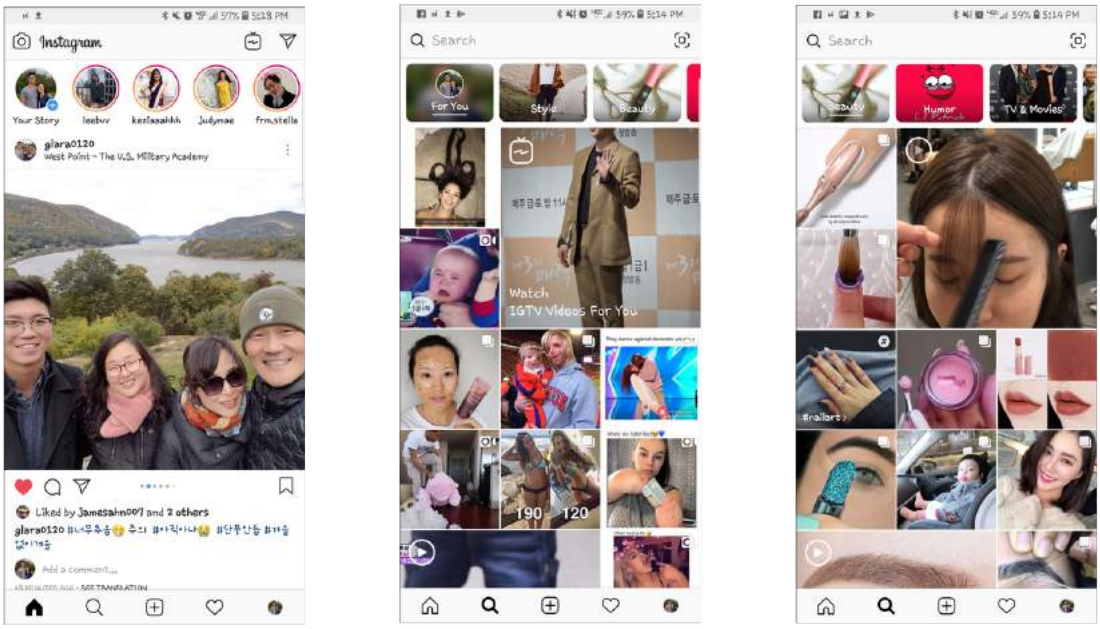
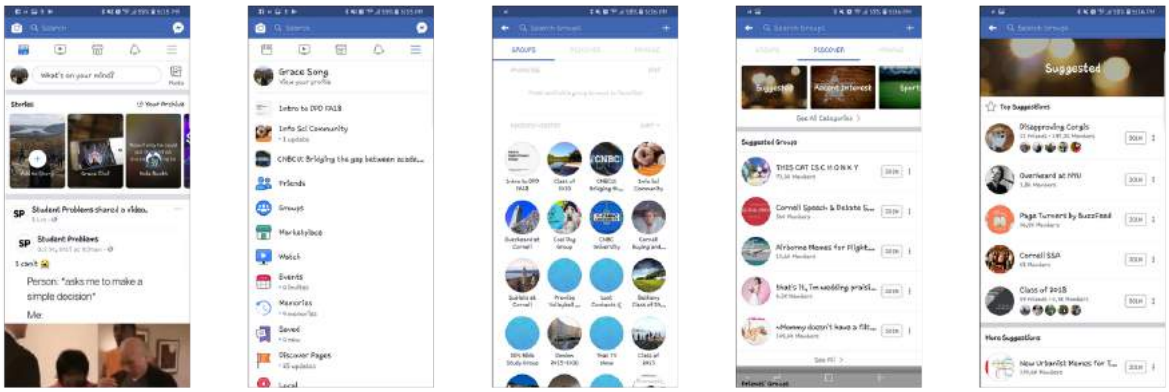
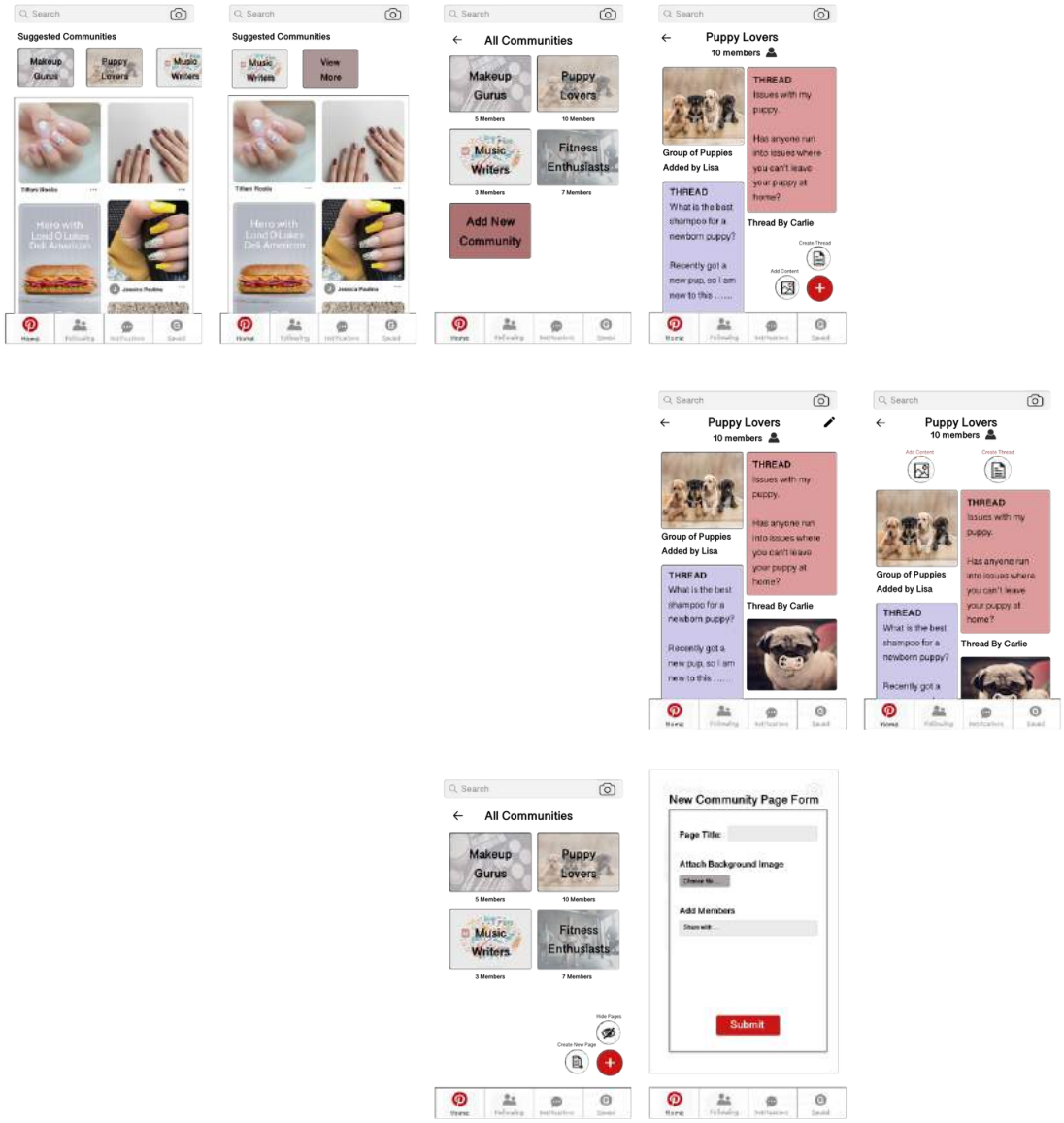


Inspiration from Instagram's For You Feature



Inspiration from Facebook's Suggested Section in the Discover tab of Groups

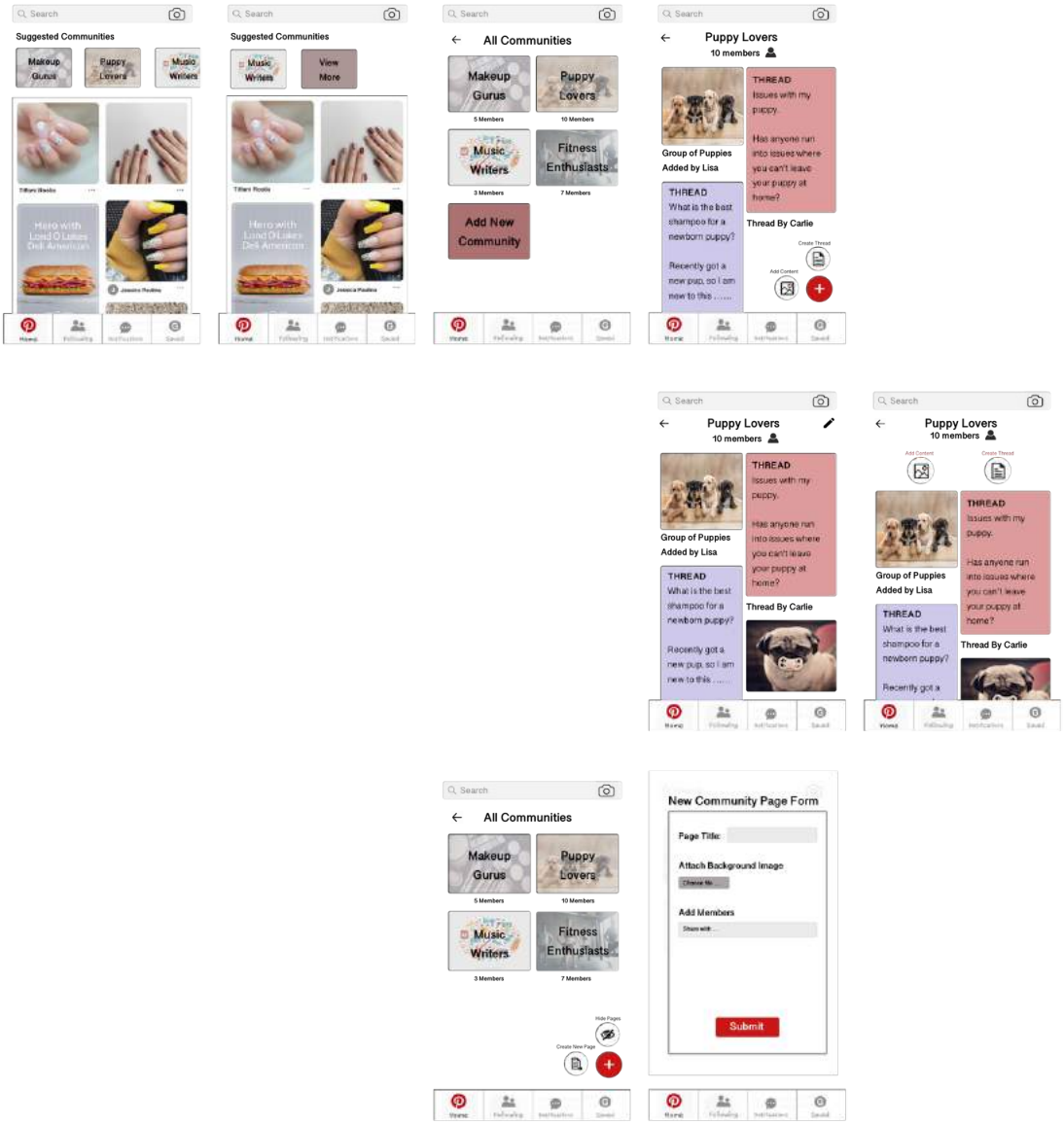
Medium Fidelities



Assignment 5

Part One: Testing the Medium Fidelity

Reflection



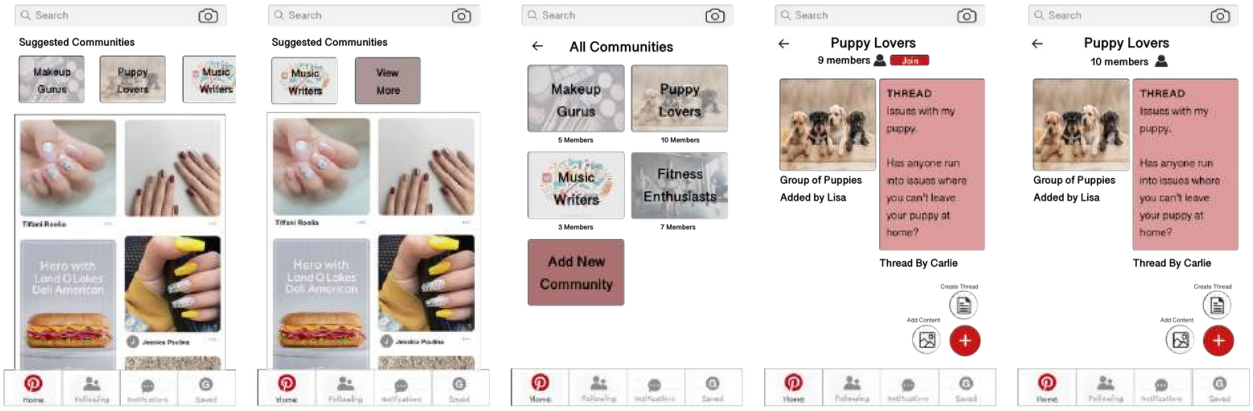
Medium Fidelities

For the first iteration of the medium fidelity, the entry point is to scroll through suggested communities and pressing “View More” to see a full list of available community pages before selecting the one they want to join. Once the entire list pops up, the user will click on a community (in this scenario: Puppy Lovers) to add content to the page. Now that I am reflecting on this iteration, I was lacking feedback from the app to give to the users. However, I think that it was nice to have the user view the entire list before selecting the community they want to join in case what they’re looking for isn’t shown under “Suggested Communities”.

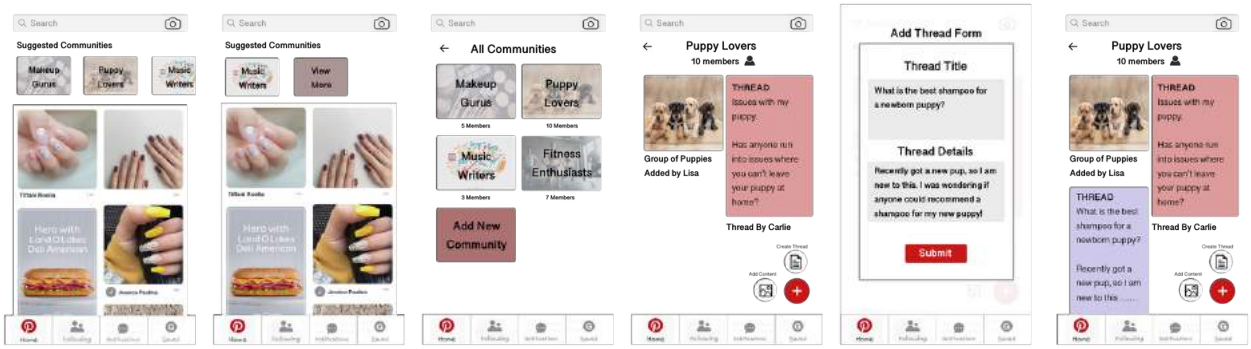
For the second iteration, the entry point is the same. All of the screens are the same, until the Puppy Lovers page. I created a new way for the users to access the controls to add content or add a new thread on the community page. By having this option available to users, the users can decided which feature is best for them. However, the full experience of adding content and adding a new thread is not shown in my iteration.

For the third iteration, the entry point is the same, except this time the task is to create a new community. Once the user is on the “View More” page, the user can press on the plus button and choose to create new page. Once they have chosen to create a new page, the user will be presented with a pop-up form to fill out the details of the new page. The ending point for this iteration provides good feedback to the user because this starts the interaction of adding a new page. It shows that users are able to create a page that users haven’t seen on the full list of community pages. The full experience of adding content and adding a new thread is not shown in my iteration.

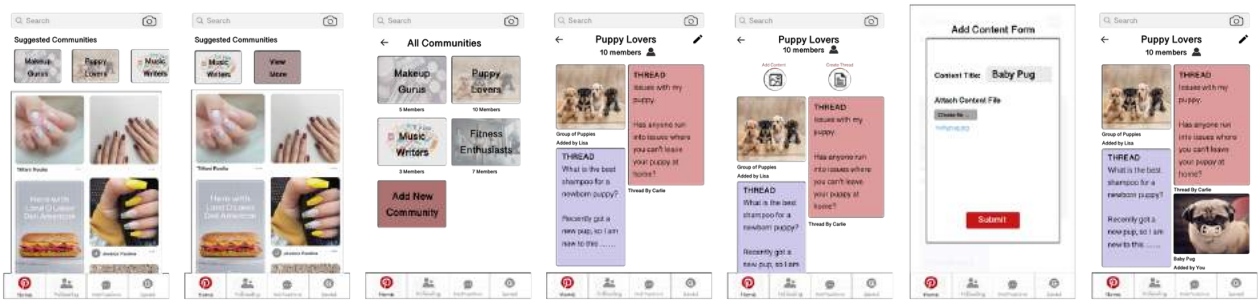
Prototypes



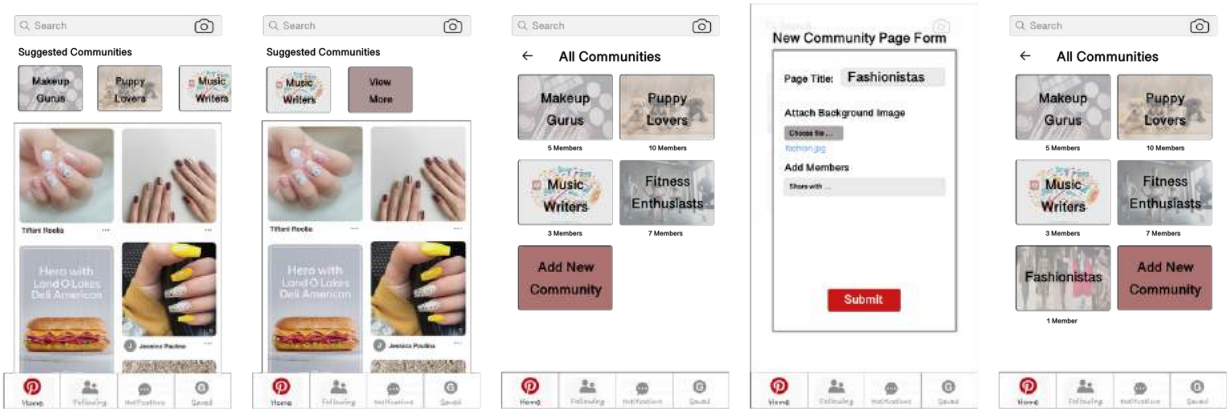
Prototype 1



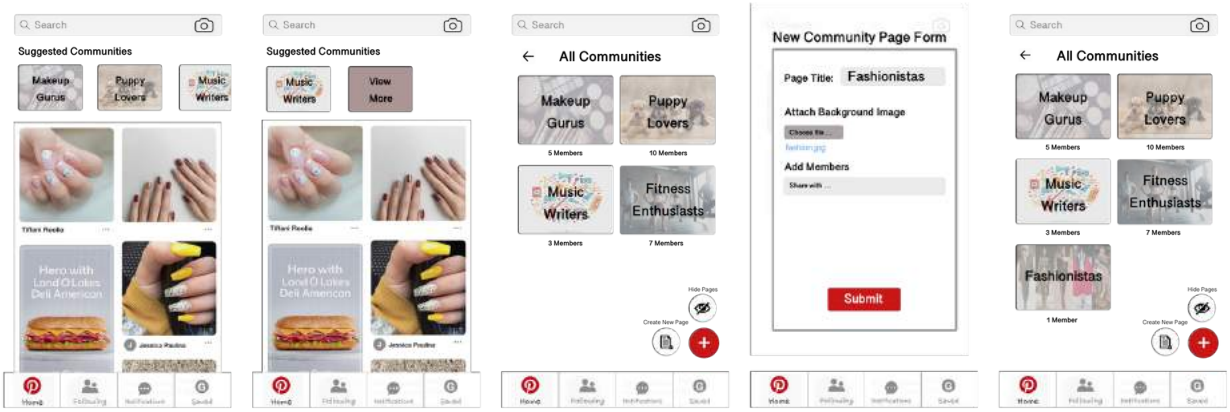
Prototype 2



Prototype 3



Prototype 4



Prototype 5

User Test

Scenarios

1. For the first prototype, I am going to ask them to join the Puppy Lovers page.

2. For the second prototype, I am going to have them add a thread to the Puppy Lovers page.
3. For the third prototype, I am going to have them add content to the Puppy Lovers page.
4. For the fourth prototype, I am going to have them create a new community page.
5. For the fifth prototype, I am going to have them create a new community page through a different access point.

Questions I want to answer by the end of this research:

1. Can users add content to community pages easily?
2. Do users interact each other on the community page?
3. Do users like the entry point for creating new content/community pages?

User Testing Script

Q. What problems do you have when you interact with other users on Pinterest?

Participant 1	Well, I am unable to really interact with them. I can only look at what they posted.
Participant 2	I have problems trying to connect with anyone who isn't my friend in real life. Unlike other online communities (i.e. Tumblr) it's quite hard to really talk with other users that I don't already know.
Participant 3	It is very hard for me to reach out to content creators.
Participant 4	I do not usually use Pinterest

Q. If you don't interact with other users, why?

Participant 1	Pinterest doesn't really give me the tools to do so. I would love to interact with them more and make it an opportunity to connect with individuals.
Participant 2	I tend not to interact with users because

	currently the only thing you can do is invite people to edit a single board.
Participant 3	I usually don't interact with others as it is very hard for me to do.
Participant 4	I am not a Pinterest user

Q. What features do you think will allow users to start interacting with each other on Pinterest?

Participant 1	Probably commenting, collaborations, sharing, etc. Many of the other social network features would be really great on Pinterest.
Participant 2	Emphasis on real name profiles.
Participant 3	A community page for sure, also maybe a direct messaging system.
Participant 4	From what I heard from other users, probably a feature that allows for more direct communication between users

Prototype 1: Join a community
Narrate:
So, this is a prototype for joining a new community. Let's Begin. Let's say you wanted to join a puppy lovers community on Pinterest. Go ahead and join that community.

Q. How do you feel about the entry point?

Participant 1	Suggested communities was a good way for me to find the puppies community. My only concern is if Puppy lovers wasn't displayed and if there were a lot of communities.
Participant 2	It was really easy to quickly see groups I might like to join and then join them quickly.

Participant 3	The entry point is great I like the design.
Participant 4	I tried to click on Puppy Lovers at the top of the page, but I had to click the side to see all the communities and click on it there

Q. Was it difficult to join a community?
Q. What are your thought about the position of the "join button"?
Q. Is there a better way to allow users to join a community?

Participant 1	No, it's pretty straightforward. I like the location, because it is near the title. However, I would make it bigger and more noticeable, because it could be hard to miss. Maybe have a big center stage button below the title, similar to how "Shuffle Play" looks on spotify.
Participant 2	No it wasn't, it needs a larger click space, maybe if they see a certain post that they like and there is a community associated with the creation/dissemination of that post I would love to see a join button that I could easily click on.
Participant 3	I don't think so; it's good; no.
Participant 4	It was a little confusing at that first part. But the join button was pretty clear. I think it's the best way within the design to do that.

Q. How do you feel about the app feedback when you join the community?

Participant 1	I would suggest adding a smaller button that says "joined", something like how

	Instagram shows if you are following someone.
Participant 2	The join button went away which let me know that it allowed me to join!
Participant 3	The feedback is great!
Participant 4	There is none except that the member count increases. There should be a message pop up to say you've joined.

Prototype 2: Add New Thread
Narrate:
This is a prototype for adding a new thread. Let's Begin.You are part of the Puppy Lovers community on Pinterest. You have recently adopted a new puppy and have never owned a puppy before. You want to be sure that you get the correct products for bathing a newborn puppy. You want to ask other puppy owners for recommendations.

Q. How do you feel about the entry point?

Participant 1	It's good and straightfowrad. The big button showing what types of actions I can create is a good idea.
Participant 2	Super easy, I wish there was another way to access the feeds/communities I've subscribed to besides having to find that particular group in the View More page.
Participant 3	It's a very logical starting point.
Participant 4	The big red plus looks like a button so I was confused at first if the plus was how I add a thread.

Q. How do you feel about the positioning of the add thread button?

Participant 1	It's good. A lot of apps have this functionality so people should not be too confused. I wasn't confused.
Participant 2	It makes logical sense to embed the

	create thread button in the +.
Participant 3	I like it.
Participant 4	The proximity to the big red plus is somewhat confusing – in that the plus looks like a button to add content or a thread, and then there is a labeled add thread button right above it.

Q. How do you feel about the Add Thread form?
Q. Is there anything that should be included in the form?

Participant 1	The add thread form is fine. I'm not really a fan of pop ups because I feel like It disables the rest of the app functionality. I would make sure to include a cancel or X button. Doesn't this detract from the point of Pinterest. All the text makes it seem like a forum.
Participant 2	I feel amazing about the form, no.
Participant 3	I like it; Nothing that I can think of.
Participant 4	It looks good. "Thread Details" is kind of ambiguous though when referring to adding content to the body of the post – perhaps try something like "Add Details"

Q. How do you feel about the app feedback when you submit the thread you have created?
Q. Is it easy to find the thread you have created?

Participant 1	It is good because I can see that my thread was posted. Yes, because it appeared on my homepage. It might be difficult if there

	are a lot of threads though.
Participant 2	I like that it posts the thread to the top of the community forum a) so I know other members can see it and b) so I know that I did it.
Participant 3	I like the feedback and yeah its really easy to find.
Participant 4	There is no specific feedback other than the post appearing. Add a message or some kind of pop up feedback so the user can know for sure that their thread was posted.

Q. What are your overall thought on this new feature shown on the prototype?
Q. Are there any specific changes you would make?

Participant 1	I like it, but I question how it is in line with Pinterests' user base and caution that it msy be too much like a text forum. More photo based threads.
Participant 2	I actually really love the ability to write messages to other Pinterest users, I've never thought about communicating with them in this format before – but now that I see the potential benefits I can really see myself adopting this lifestyle. Changes: display the feed more like a newsfeed/Reddit forum.
Participant 3	I like the additions and not that I can think of.
Participant 4	Other than the feedback mentioned above, not really.

Prototype 3: Add New Content
Narrate:

This is a prototype for adding new content. Let's Begin. You are part of the Puppy Lovers community on Pinterest. You were scrolling through google images of newborn puppies, and there is an image that you can't help but want to share with the community.

Q. Where do you begin once you're on the Puppy Lovers page?

Participant 1	I guess I scroll down? It is not clear how I get the next two buttons. After that it is pretty straightforward.
Participant 2	I click on the pencil for Edit.
Participant 3	I click on the pen then click add new content then press the picture emoji and then upload the picture and press send.
Participant 4	The pencil at the top right. Was used to the big red plus from previous prototypes so I was confused at first. If I wasn't primed with the previous prototypes though it would be less confusing.

Q. How do you feel about the positioning of the add content button?

Participant 1	Once I know where it is, it's a good spot and clearly visible.
Participant 2	I mean I knew what to do.
Participant 3	I like it.
Participant 4	Good positioning – front and center at the top of the page.

Q. How do you feel about the Add Content form?
Q. Is there anything that should be included in the form?

Participant 1	I would change Content Title to Title and make the "Attach Content File" not look

	like I'm uploading a file. I would have it similar to Instagram where I see a preview of the image. A preview of the photo I'm posting and a cancel button.
Participant 2	Why can't I write something (captions).
Participant 3	I like it. No.
Participant 4	It looks good, nothing to add.

Q. How do you feel about the app feedback when you submit the content you want to share?

Participant 1	It's good. It shows that my photo was posted.
Participant 2	I love that it pops right up on the feed.
Participant 3	It's good.
Participant 4	There is none, but a message should pop up to tell the user.

Q. How do you feel about the navigation to add content vs. the navigation from the previous task to add a thread?

Participant 1	I preferred the other button from the previous task because I could always see where to add new content.
Participant 2	I actually don't like, I miss the red + IDK I feel like that's a more modern entry point.
Participant 3	The navigation makes sense.
Participant 4	There are more steps in this one which is generally less favorable, but it's not unintuitive which is good.

Q. What are your overall thought on this new feature shown on the prototype?
Q. Are there any specific changes you would make?

Participant 1	It's a good idea. I would make the changes I stated earlier. I would change the button placement, and picture preview.
Participant 2	I'm a) confused by the color changes and b) I really miss the plus button. BRING IT BACK
Participant 3	I like it. No.
Participant 4	Nothing except what was mentioned above.

Prototype 4: Create New Community
Narrate:
This is a prototype for creating a new community page. Let's Begin. You are a fashion lover who wants to join a community about fashion on Pinterest. However, after searching through the full list of communities, you notice that there are none available.

Q. Where do you begin?

Participant 1	I go to the view more page and look in all communities. Then I would click new community and create a new one.
Participant 2	On the view more page.
Participant 3	I go to the view more section and press the create community button.
Participant 4	Add New Community

Q. How do you feel about the positioning of the Add New Community button?
Q. Is there a better place to put the button?

Participant 1	I would put it either on the front of the Suggested Communities row or put it

	next to the view more button. I feel like it is too buried. Yes, look at my previous response.
Participant 2	So I actually feel like there needs to be a more centralized location to create a new community, rather than it existing as a card among the current communities. Yeah there is a better place at the TOP.
Participant 3	I like it; No.
Participant 4	It's kinda deeply nested behind multiple clicks, but it makes sense that it is there

Q. How do you feel about the Add New Community form?
Q. Is there anything missing on the form?

Participant 1	Make sure there is a button to cancel making a form. I would make the image selection show a preview and maybe pull from my camera roll with a button. I would like to see how the Add Members interface would work.
Participant 2	The form accomplished what the form needed to accomplish, no complaints.
Participant 3	I like it; No.
Participant 4	Nothing missing, it looks good

Q. How do you feel about the app feedback when you submit the new community you created?

Participant 1	I feel like it should go directly to my new community page, instead of adding it to the list of all communities. And then you should have a page that says "My Communities"
Participant 2	Real good, saw it pop right up.

Participant 3	I like it.
Participant 4	There should be some kind of feedback message.

Now show prototype 5 to participant.

Narrate:
Please perform the task once more with this prototype.

Q. How did you like this navigation to add new community page vs. the navigation from the previous prototype?
Q. Which add new community page feature was more intuitive?

Participant 1	I would say the first one.
Participant 2	Way better to have the plus button back = it would just create such a unified 'pinteresty' feel to the entry point of this feature as well as the more general posting features on this re-design.
Participant 3	I like the previous prototype more, the previous one.
Participant 4	I like the design of this one more and it feels like it follows intuitive design principles. However, the previous prototype had giant text in the middle of the screen, which, while not as pleasing, is hard to miss, and is thus probably more effective.

Q. What are your overall thought on this new feature shown on both prototypes?
Q. Are there any specific changes you would make?

Participant 1	Only visibility changes and consistency need to be improved.
Participant 2	I definitely think this is necessary to make communities successful on

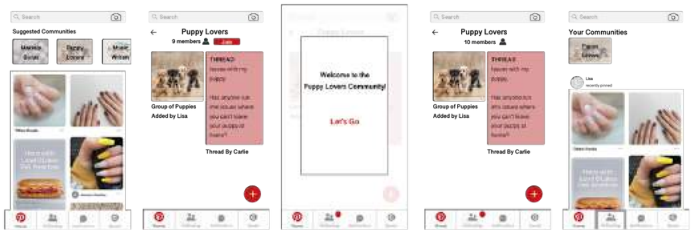
	Pintrest. Specifically, the ability to create a new community via a mobile interface.
Participant 3	I like the addition; No.
Participant 4	They both are good approaches but I think the second approach is better long-term. If there were tons of communities, the user would have to scroll all the way to the bottom with the first design to add a community. Whereas in the second design, it looks like the buttons are persistently in the bottom corner of the screen.

Summary

To summarize the user testing and my findings, the users overall love that there is a feature that will allow Pinterest users to interact with each other on Pinterest. Though they were able to do that already to an extent, these new features allow them to force themselves to interact with others and build communities. One of the few changes that the users suggested was to use the plus button as the entry point to create a new community page, add new content, and add new thread. This new entry point would maintain the existing Pinterest aesthetic while incorporating a new feature. Another important suggestion the users have made was being able to access community pages outside of the “View All” page. By only viewing the communities they have joined, users would be able to access the page easier and would not have to scroll through the entire “View All” page to access the community they are a part of. Overall, I received great feedback that I will be incorporating into the iterations below.

Part Two: Iterations from Feedback

Exploring:
Joining a community

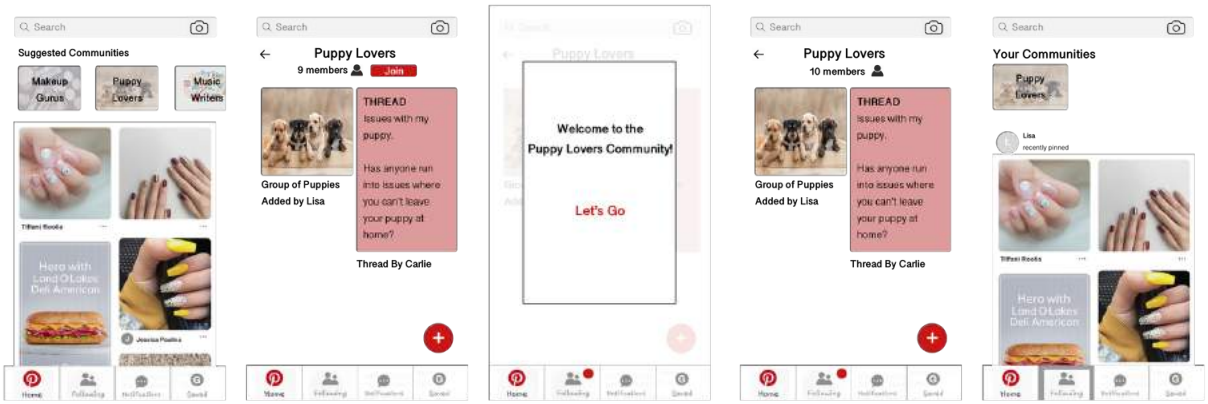


Exploring:
Creating a new community

Exploring:
Add new content

Full Iteration

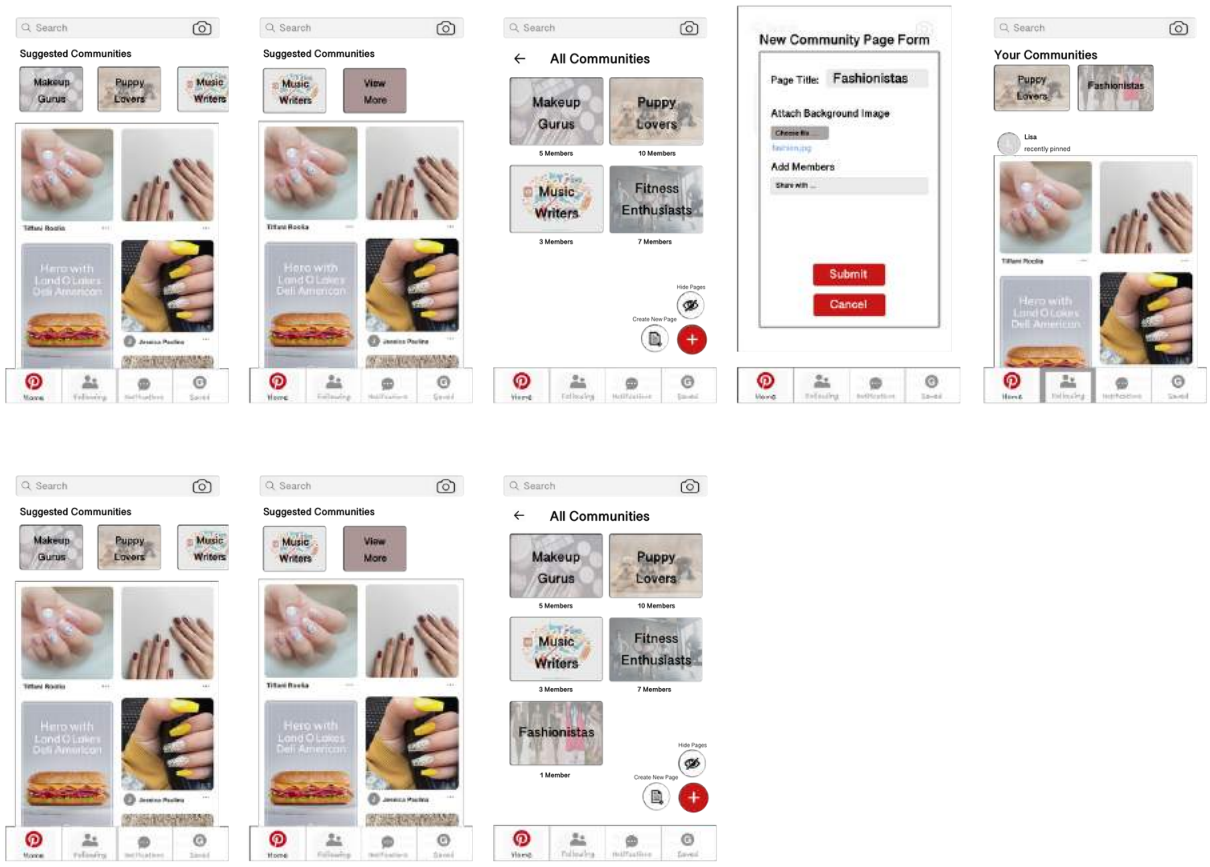
Iteration 1



Exploring: Joining a community

I chose this new entry point because users should not have to go to the “View All” page just to access this community page - especially if the page option is shown within the first 2 “Suggested Communities”. When the user clicks on Puppy Lovers, they will see a red “Join” button next to the number of current members. Once they press “Join”, a welcome pop-up screen will confirm that they have joined the group. In addition to this, there will be a red dot that signifies a notification on the “Following” page icon to notify users that they have joined a new community and are following it. Once the user presses “Let’s Go”, the pop-up will disappear and the updated Puppy Lovers page will display the new number of members in the page and the “Join” button will disappear as well. When they press on the “Following” page icon, the notification dot will disappear and the users can see at the top of the page that Puppy Lovers has been added to “Your Communities”. I decided to add this feature into the “Following” page based on the user feedback. This feature will allow users to easily access the community pages they have joined without scrolling through the “View All” page. The entirety of this interaction is important because it shows the users how they will interact with the app with the new feature, and they will also see how the app provides feedback with the decisions they make for a specific task.

Iteration 2



Explore: Creating a new community

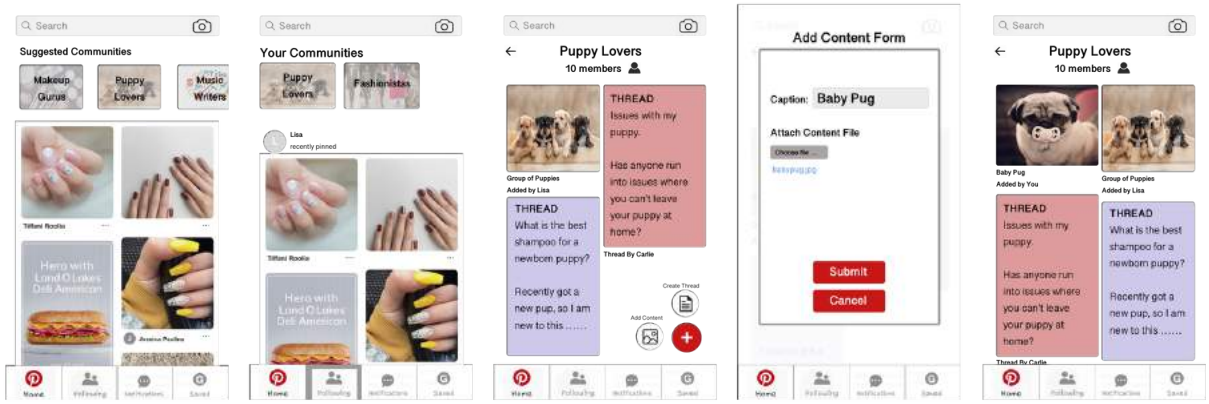
Note: The second line of the iteration is to show users that after adding a new community page, they can see their new community added to the "View All" page as well for other users to join.

I started with the same entry point to display the "View More" page for the full list of communities. However, I chose a new end to the iteration. I think it's important to keep the same entry point because the users will have to view the entire list before deciding whether or not they should create a new community page. After the feedback I received from the user testing, I decided to use the plus button at the "Create New Page" entry point. This way, the design remains true to Pinterest's current features and the button is always present in that corner no matter how many communities are added to the full list. Once the user presses "Create New Page", a form will appear, so that they can fill in the details about the new community page they want to create. After they submit the form, they will be sent to their "Following" page to show them that they have successfully added and are part of the new community page they have

created. Each of the steps in this iteration is important because it shows the users how they will interact with the app with the new feature, and they will also see how the app provides feedback with the decisions they make for a specific task.

I have also included an iteration of how the user can check that their new community page has been added to the “View More” page.

Iteration 3

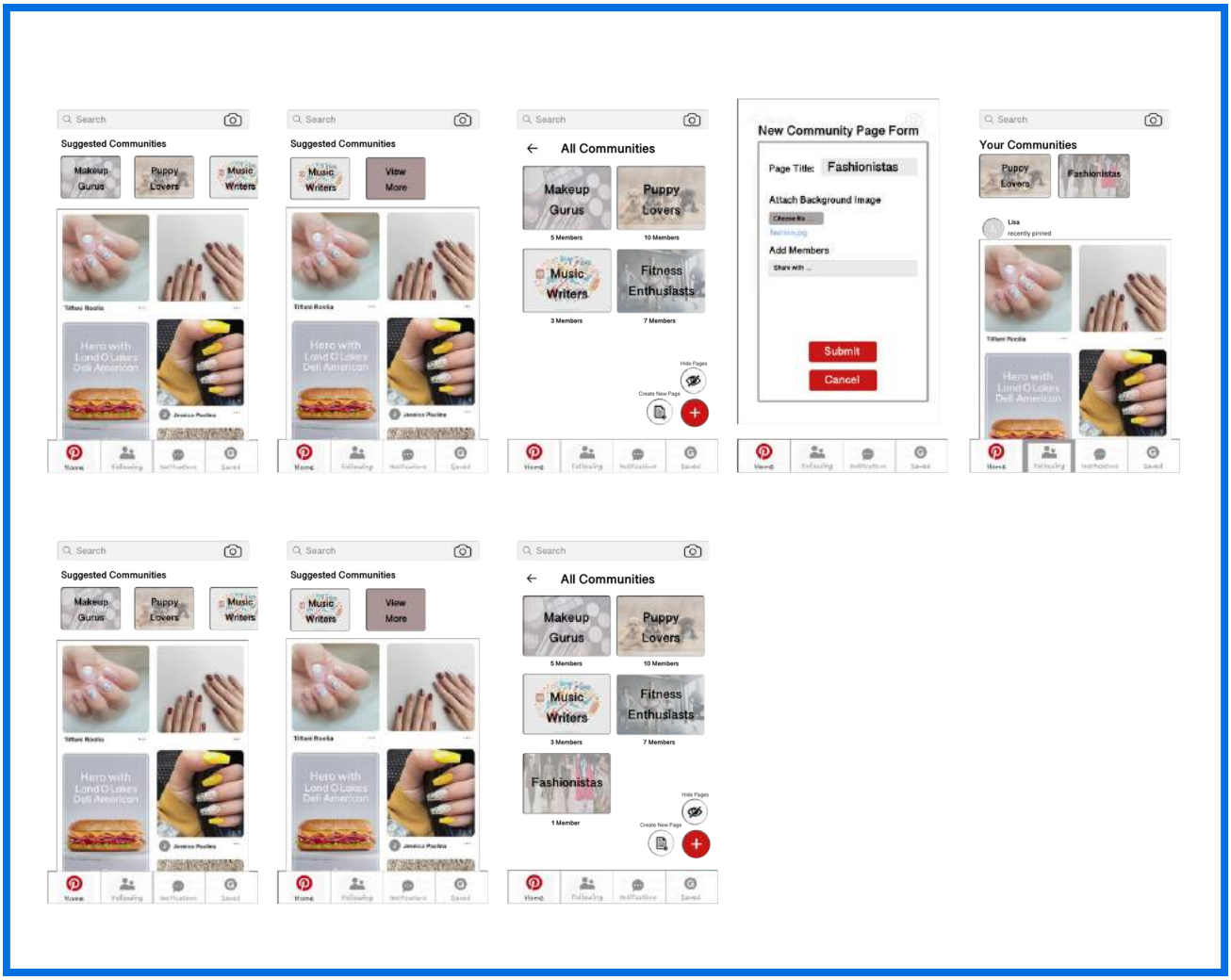


Explore: Add new content

I created a new entry point for this iteration because the user should be able to easily access the community pages they have joined. So, the new entry point to view the communities they are a part of is to go to their “Following” page. Once the user presses on the “Following” page, they will see their communities at the top of the page. Because the user for this specific task wants to add content to Puppy Lovers, they will click on the Puppy Lovers page and press the plus sign to click on “Add Content”. After the feedback I got from the user testing, I decided to have the plus button as the entry point for “Add Content” and “Add Thread”. This would allow the feature to blend in with the current Pinterest aesthetic and stay out of the way of the current feed. Once “Add Content” is clicked, a form will appear for the users to fill in the details and attach the content they want to share with the community. Once they press submit, the user will be sent back to the Puppy Lovers page and see that their content has been added to the feed. Prior to user testing, I had added the new content to the bottom of the feed. One user was concerned that their post will only be visible if you scroll through the page once more posts are established on the page. The others didn’t even notice that the content was being added to the bottom, and said they liked that their new post was being added to the top of the page. To clear up this issue and confusion, I decided to

add the new post as the first post whenever a user adds new content. This prevents new content from being drowned by old feed and users can clearly see their content is being added at the top. Each of the steps in this iteration is important because it shows the users how they will interact with the app with the new feature, and they will also see how the app provides feedback with the decisions they make for a specific task.

Final Flow



Explore: Creating a new community

I decided to move forward with the flow as my main feature. It solves my people problem, where users can interact with others since there will be a space for them to interact with each other. There is no point of implementing other features if a community space is not created for them in the first place. However, this only solves the greater part of my people problem. Rather than forgetting about the other flows, I will integrate them into the main flow as “sub-flows” or “sub-tasks” to create the entire

interaction/experience that Pinterest users want. This solution allows the entire people problem to be solved.