General Assembly - Front End Web Development | Final Project

Pinterest Buy Button Website Prototype

Matt Schaefer | 16.04.10

CLASS / PROJECT GOALS

Use code to build more functional prototypes and better communicate with developers.

Design

Uncover a real world problem found on a widely used website. Quickly design a high level UX solution for the purposes of building a working prototype.

Prototype

Create a low fidelity prototype to put in front of users for testing. The prototype will be made with InVision to study transitions and interaction. Monochrome wireframes will be made in Sketch so users may focus on the core UX.

Code

Build a high fidelity prototype using HTML, CSS, JavaScript and JQuery. Recreate focused sections of the website by building pages from scratch. Build new pages, styles and behaviour based on new design. Use web development best practices when coding.

PROBLEM TO SOLVE FOR PROTOTYPE

"I can buy pins on my phone but spend most of my time on the (Pinterest) website."

Pinterest's e-commerce efforts are currently a mobile feature only. This project will explore what the shopping and checkout experience might look like on the Pinterest website.

PROTOTYPE "INGREDIENTS"

Existing mobile checkout
+Best in class web checkout inspiration
+Designer's input
+User test feedback

=

Design direction for coded prototype

Research

PINTEREST MOBILE COMMERCE - as of 16.03.24

Search Category

Shop by Category

Explore Pins

Review Pin

Shop by Supplier

Explore Pins

Shop by Price

Review Order

Add Shipping Address

Review Info

Add Payment

Place Order

Confirm
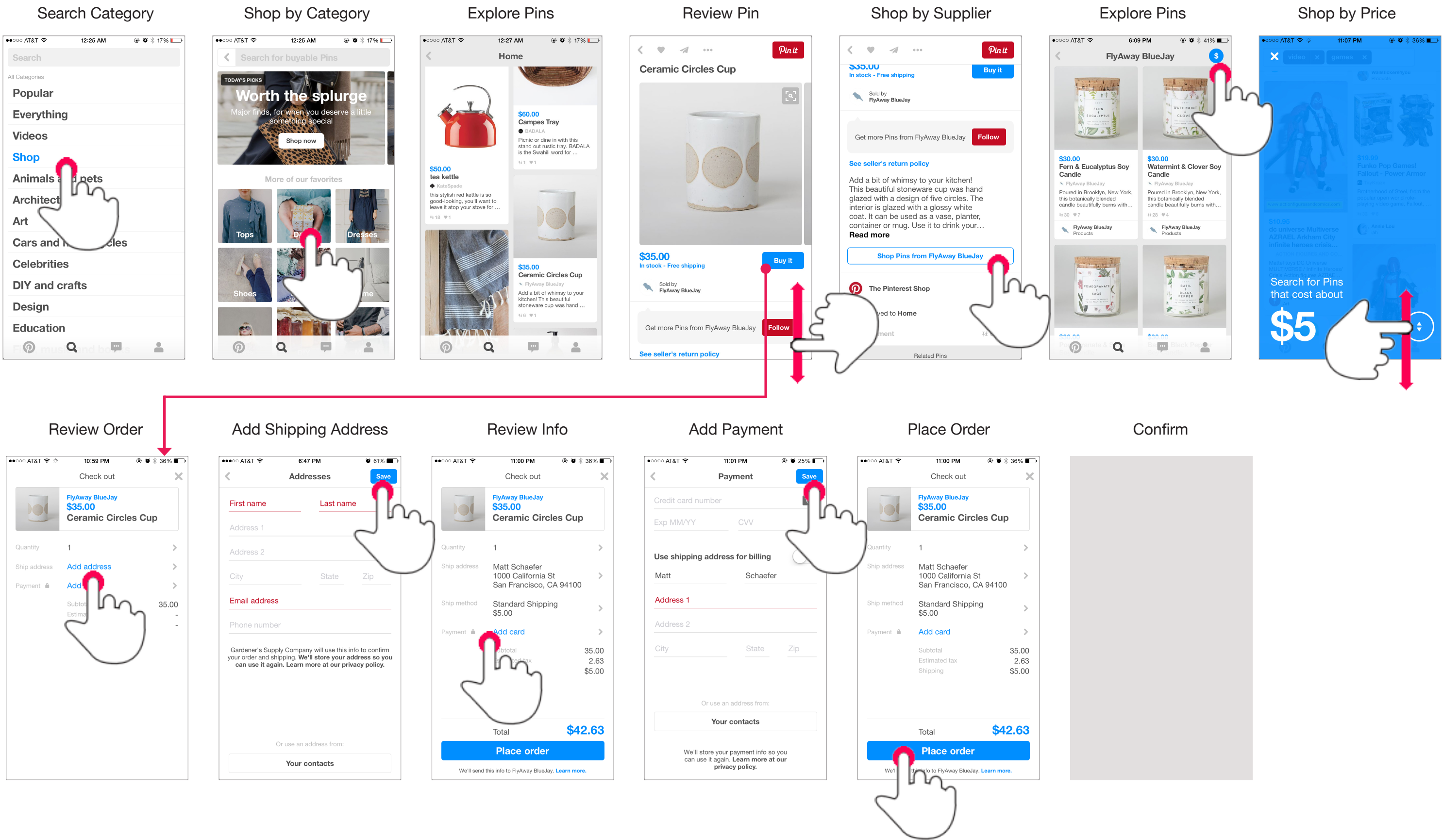
Go Pro

insights observations thoughts insights observations thoughts

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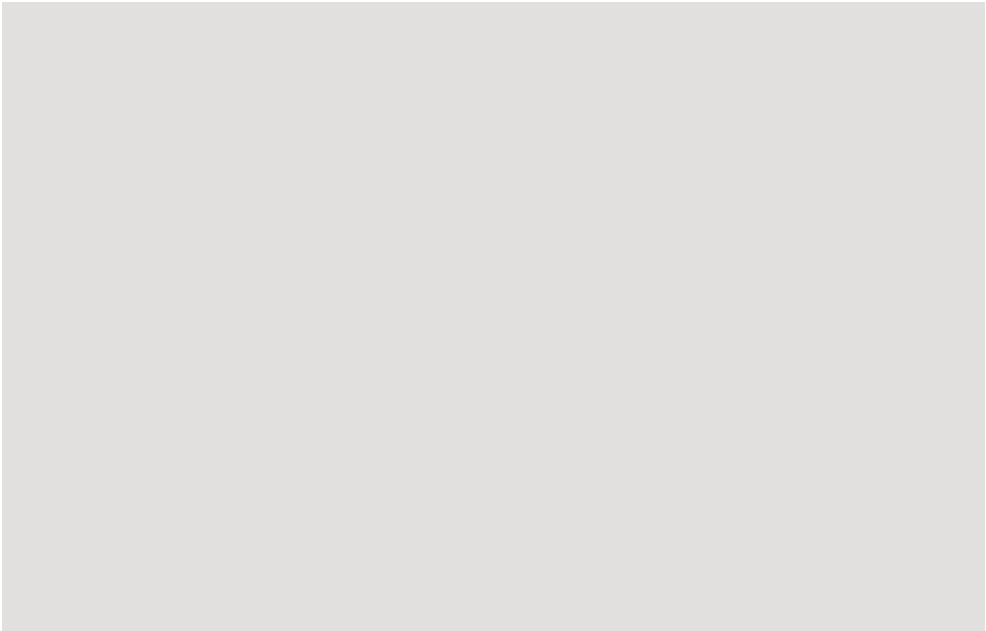
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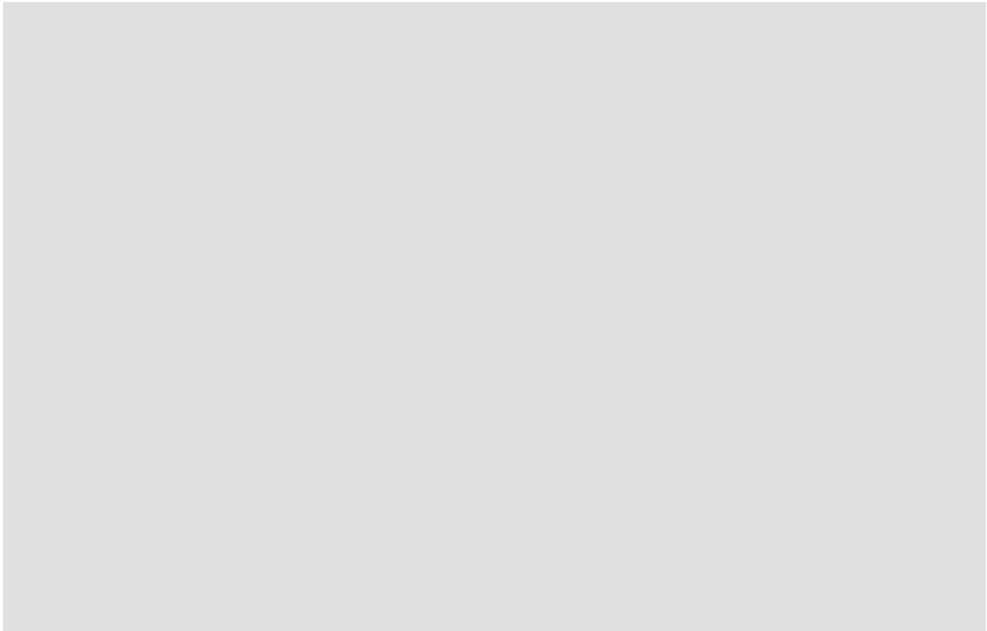
Amazon

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Apple

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Don't annoy users!

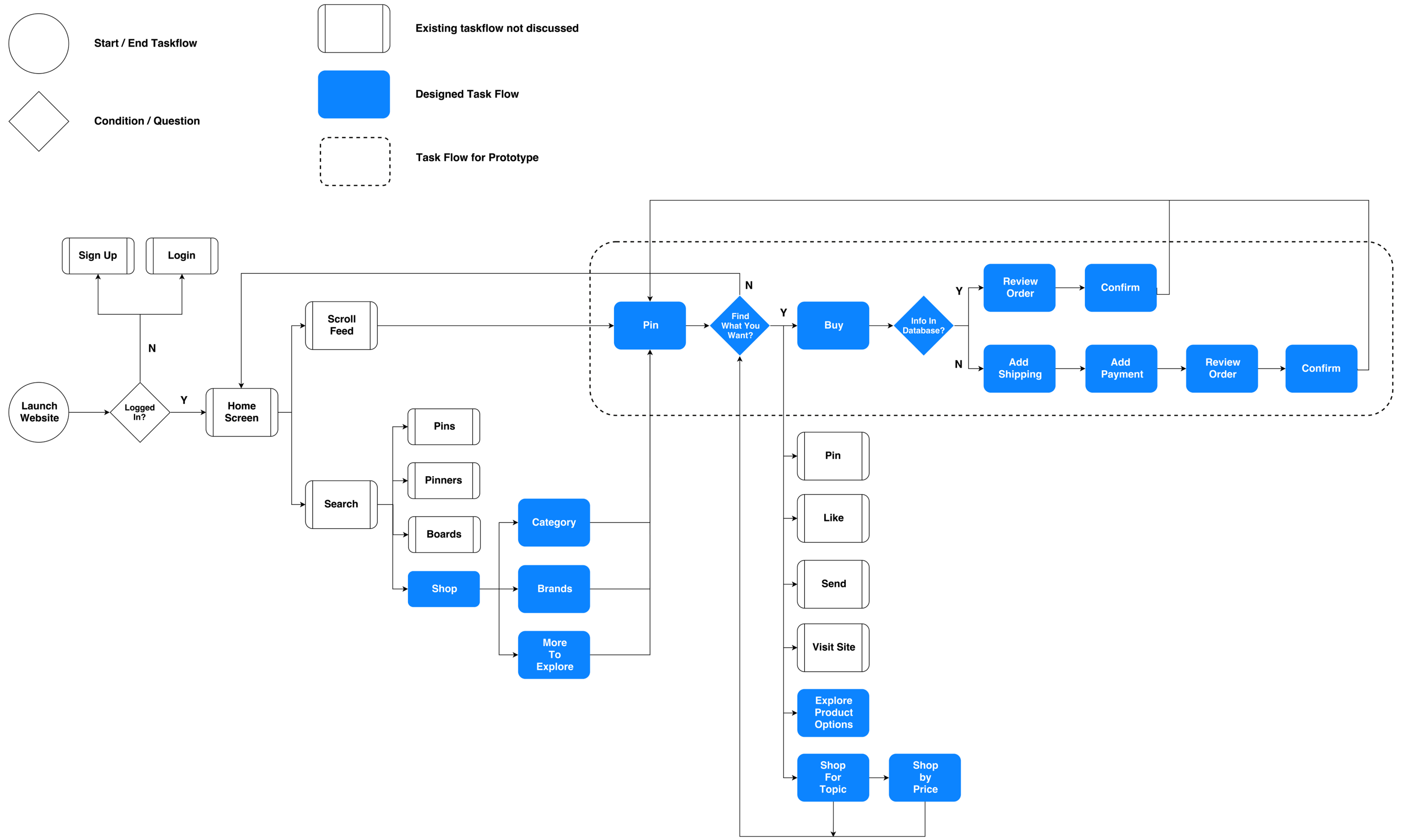To avoid home page clutter, make the buy button visible only by hovering on the pin

Make checkout experience as easy as possible with a one page layout and one click "place order" option if info is stored on the database

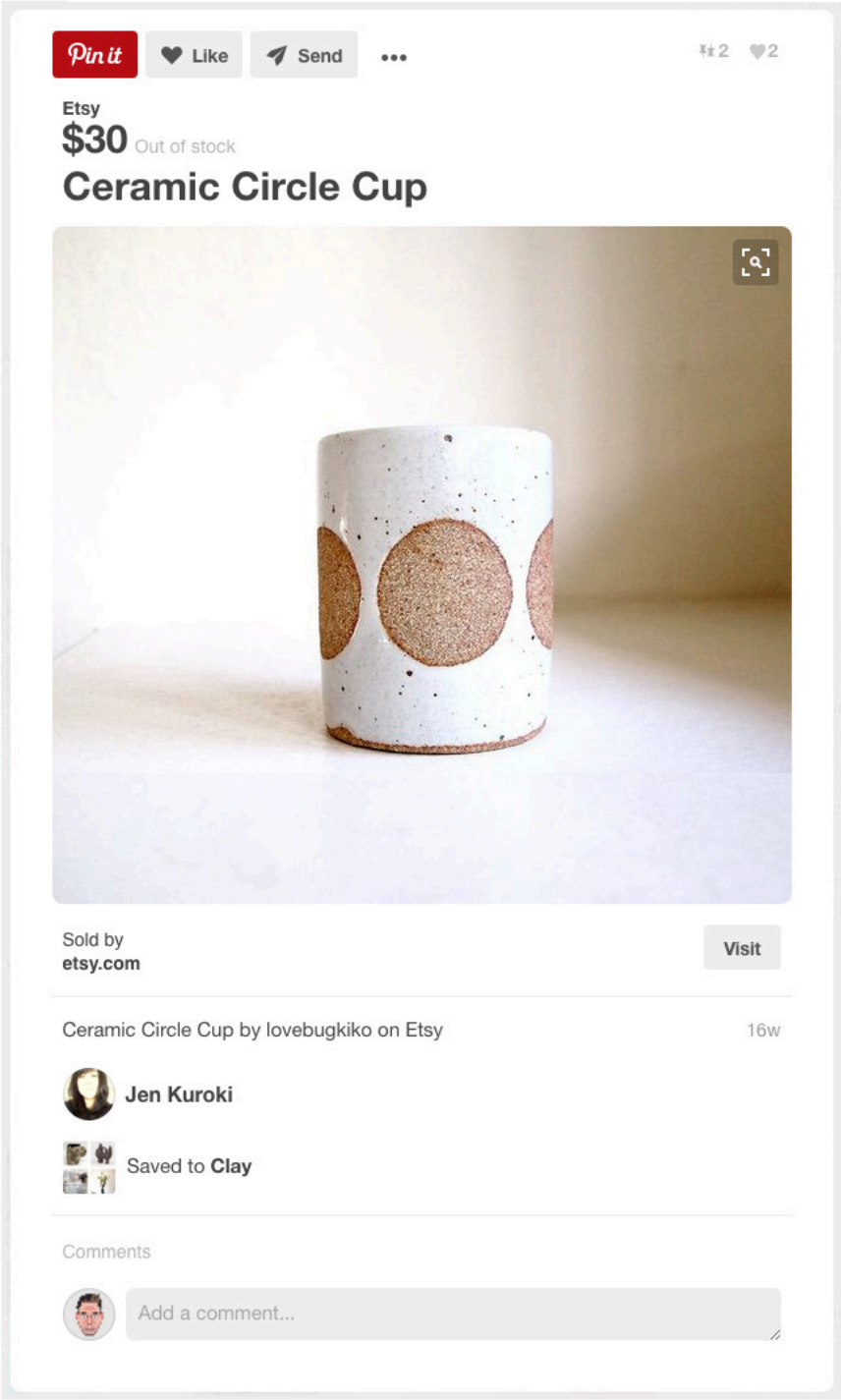Make the checkout UI easy to read by using top aligned infield form labels

Design

PINTEREST WEBSITE -
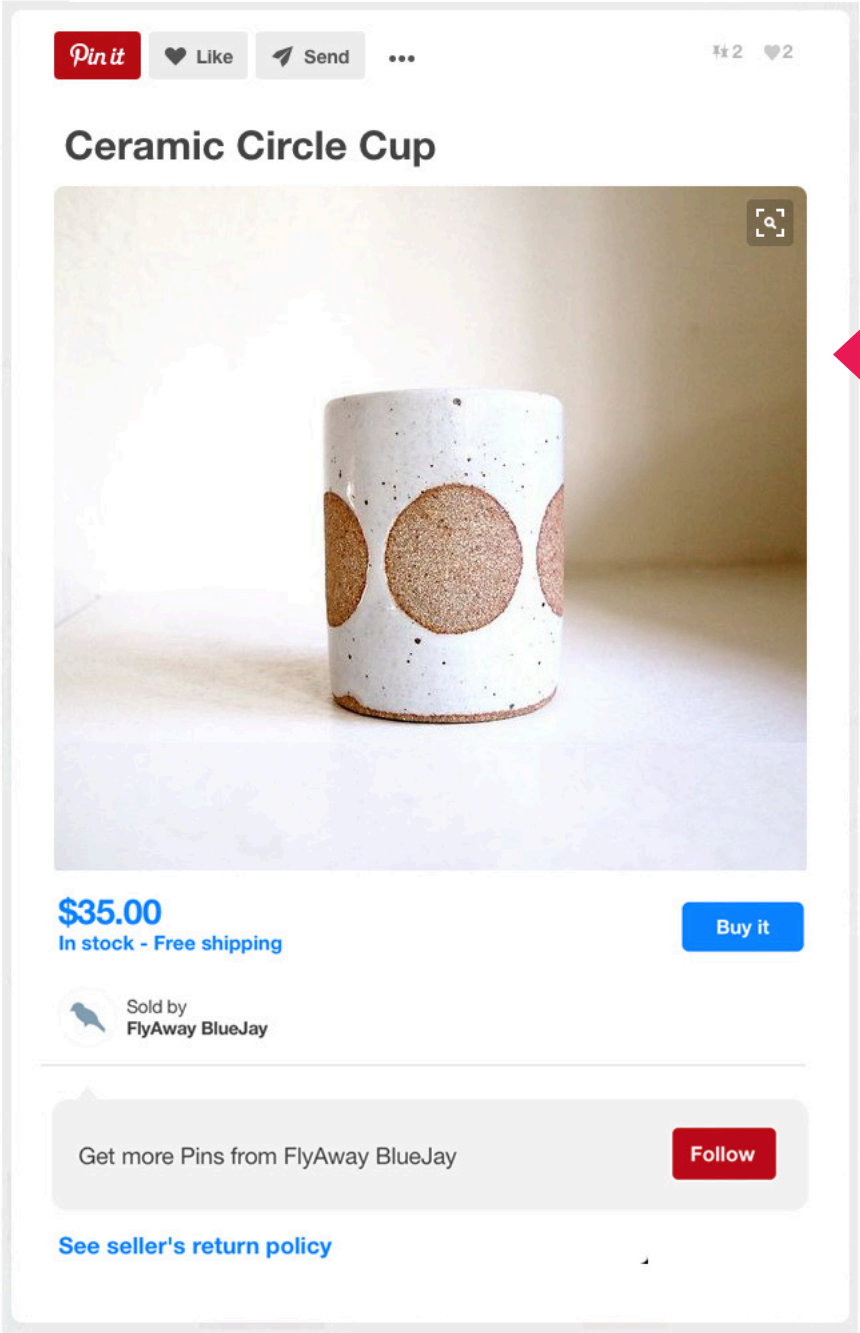# E-COMMERCE AND CHECKOUT TASK FLOW

○ Start / End Taskflow

◇ Condition / Question

☐ Existing taskflow not discussed

■ Designed Task Flow

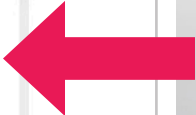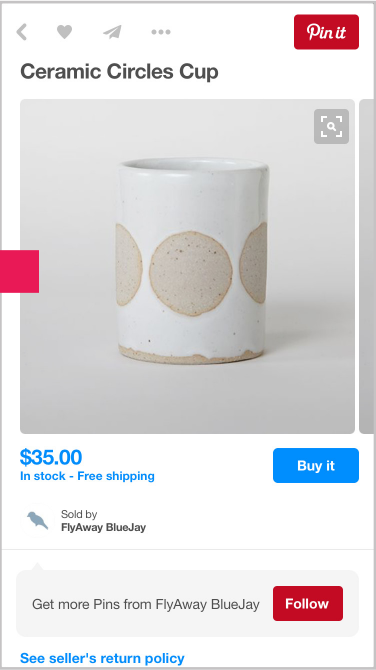⬚ Task Flow for Prototype
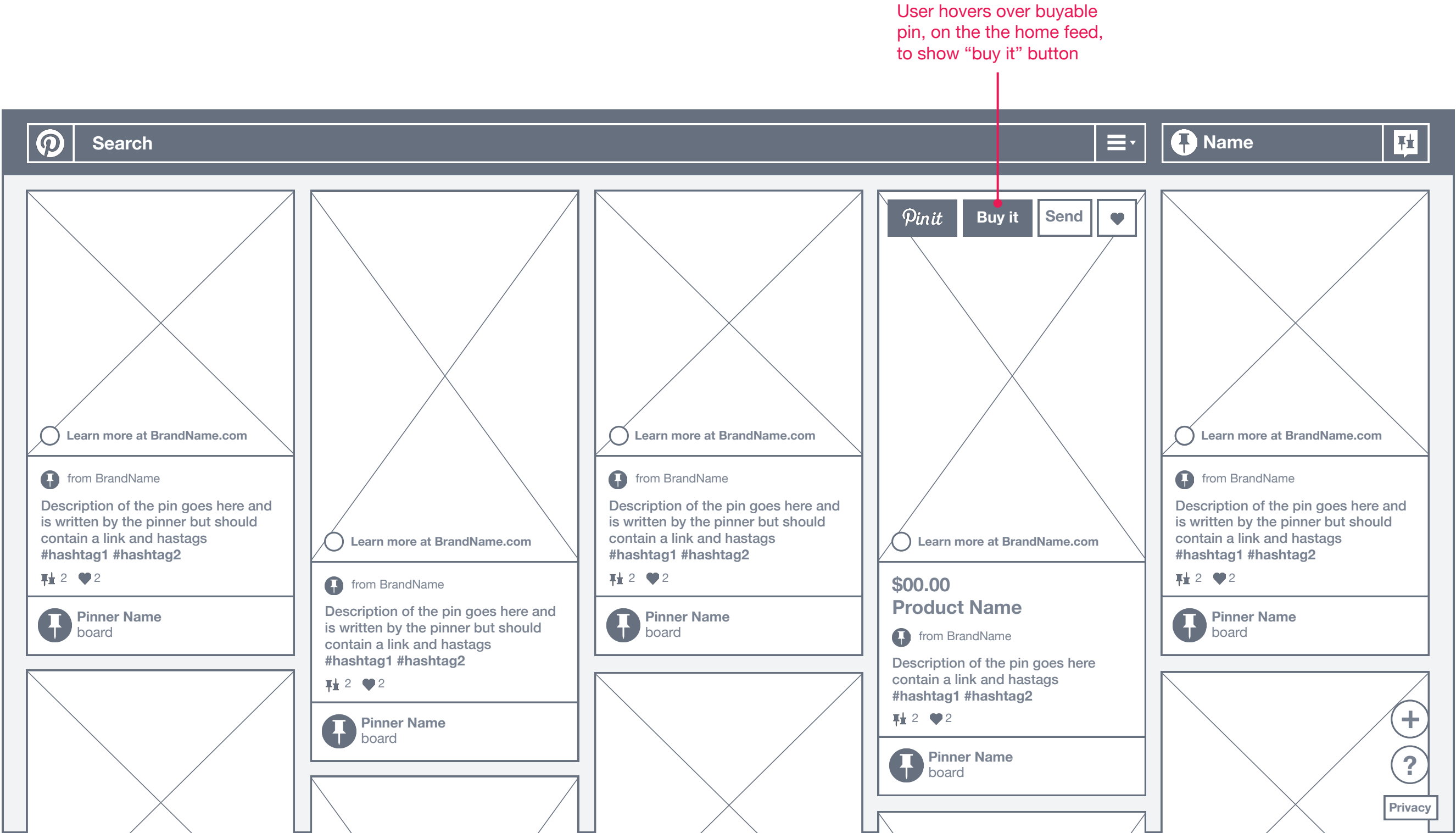
ADDING THE BUY BUTTON TO THE WEBSITE

Existing

Suggested

Existing Mobile Checkout

CHECKOUT (ONE PAGE VIEW)

Search | ☺ Matt

Checkout

Shipping ✔

ship address

ship method

Edit

Edit

Payment

card Number

Exp MM/YR   CVV

Save

Review

Product Name
$XX.X

TOTAL $XX.X

Place Order

TOP BAR ALWAYS VISIBLE

HEADER SIMILAR TO "BOARDS"

PRODUCT PHOTO + INFO

CHECK MARK AFTER COMPLETE

GREY BACKGROUND CONSISTANT STYLE

EDIT BUTTON MOVES UP WHEN SECTION COMPLETED

WHEN COMPLETE SECTION GREYS OUT AND CLUSTERS INFO

WHITE PANEL DROPS DOWN WHEN EDIT STATE

ORDER REVIEW ALWAYS VISIBLE

CONFIRMATION

Thank you

PINS (HOMEPAGE) FADDED OUT

THANK YOU CONFIRM MESSAGE

KEY WIREFRAMES - DISCOVER BUYABLE PIN

User hovers over buyable pin, on the the home feed, to show "buy it" button

Search

Name

Pin it   ♥ Like   Send   •••   📌2 ♥2

Product Name

$00.00
In stock - Free shipping

Buy it

User clicks "Buy it" button
to start checkout process

Sold by
Pinner Name

Get more Pins from Pinner Name   Follow

See seller's return policy
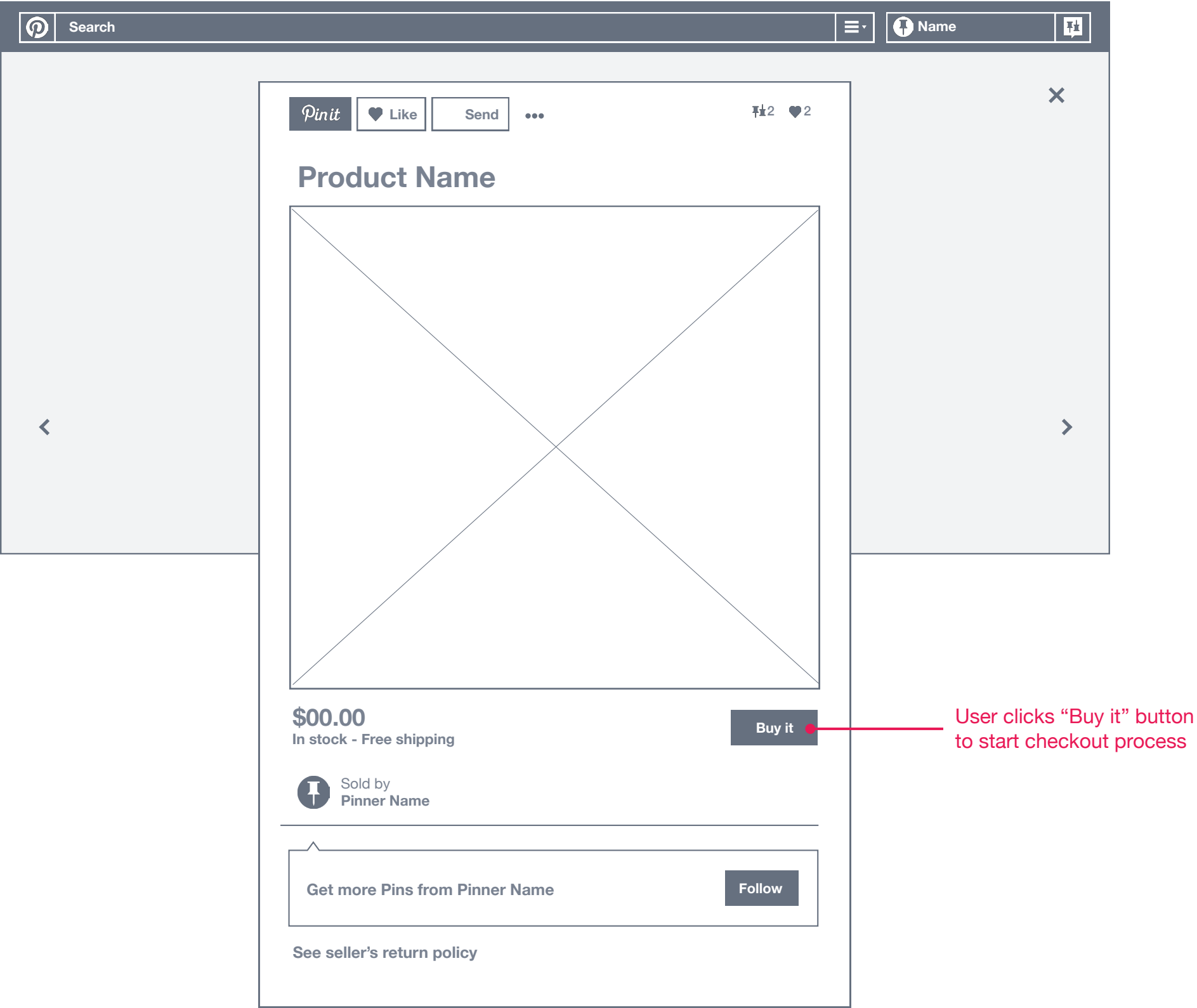
KEY WIREFRAMES - CHECKOUT

Checkout

1. Shipping

First Name | Last Name

Address

Address 2

City | State | Zip

Email

Phone Number

Pinners Name will use this info to confirm your order and shipping. **We'll store your address so you can us it again. Learn more at our privacy policy.**

Save Shipping

2. Payment

First Name | Last Name

Card Number | CVV

Use shipping address for billing? ☐

First Name | Last Name
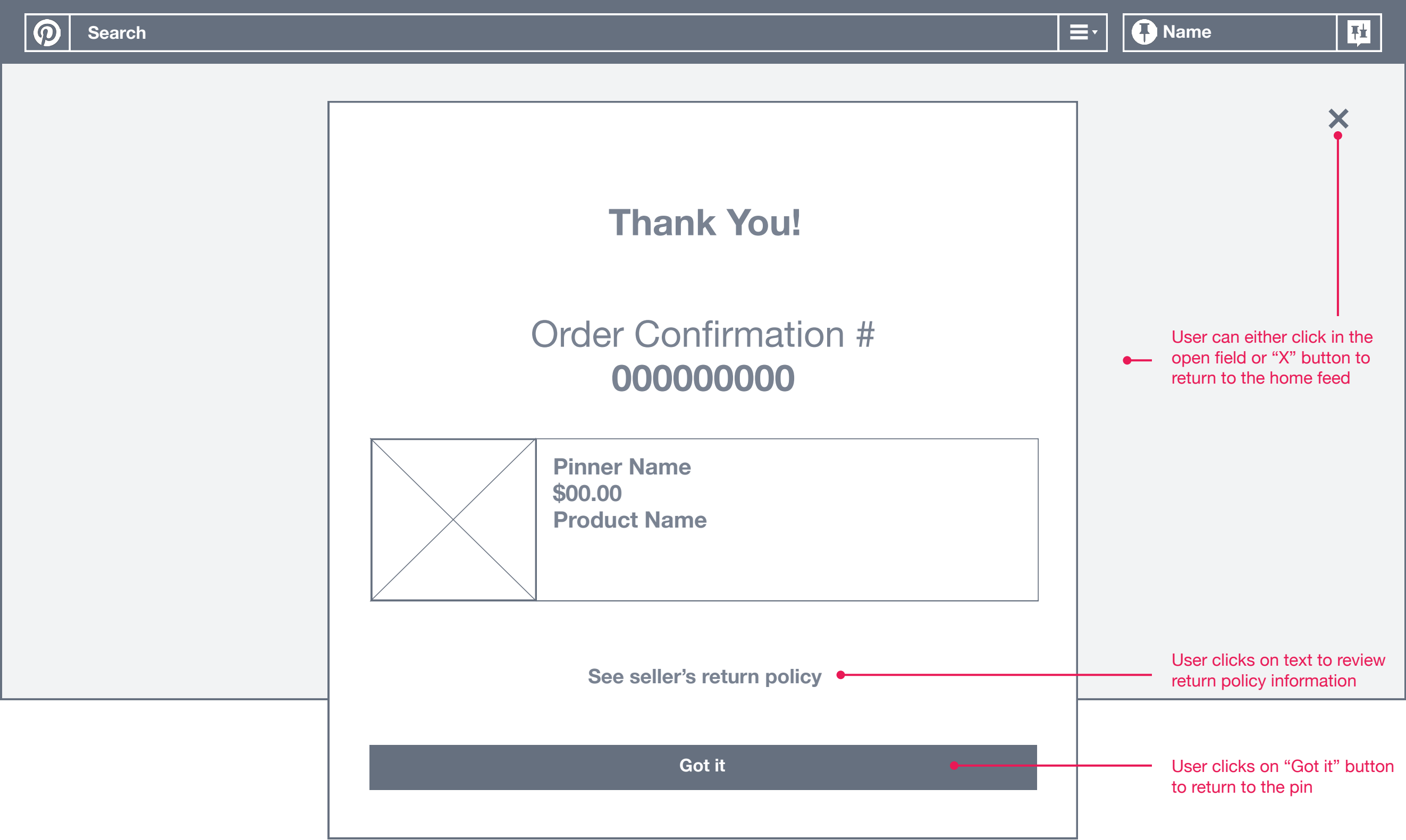
Address

Address 2

City | State | Zip

Pinners Name will use this info to confirm your order and shipping. **We'll store your payment so you can us it again. Learn more at our privacy policy.**

Save Payment

3. Review

Pinner Name
$00.00
Product Name

Quantity | 1

Ship Address | First Name Last Name
0000 Street Name St.
City, State Zip

Ship Method | Economy Shipping
$00.00

Payment | Mastercard | ending xxxx0000

Sub Total | $00.00
Estimated tax | $00.00
Shipping | $00.00

Total | $00.00

Place Order

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1. Shipping ✓

Ship Address | First Name Last Name
0000 Street Name St.
City, State Zip

Email | Name_Name@gmail.com

Phone | +0 000-0000

Edit Shipping

Save Sate:
If the user inputs info and clicks the "save button" then the form container shrinks and shows the info summary

1. Shipping

Matt | **Schaefer**

0000 California St. #000

Address 2

San Francisco | **CA** | **94100**

FirstLast@gmail.com

Phone Number

Pinners Name will use this info to confirm your order and shipping. **We'll store your address so you can us it again. Learn more at our privacy policy.**

Save Shipping

Edit Sate:
If user clicks the "edit button" then the form container expands to show inputs

Search

Name

Thank You!

Order Confirmation #

000000000

User can either click in the open field or "X" button to return to the home feed

Pinner Name
$00.00
Product Name

See seller's return policy

User clicks on text to review return policy information

Got it

User clicks on "Got it" button to return to the pin

Prototype

PROTOTYPE SCOPE

1. Buy Pin

2. Checkout
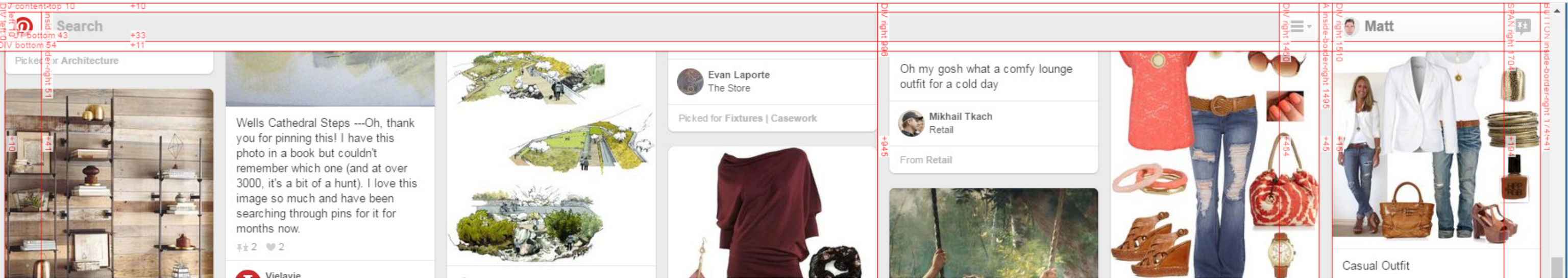
3. Confirm

INTERACTIVE PROTOTYPE

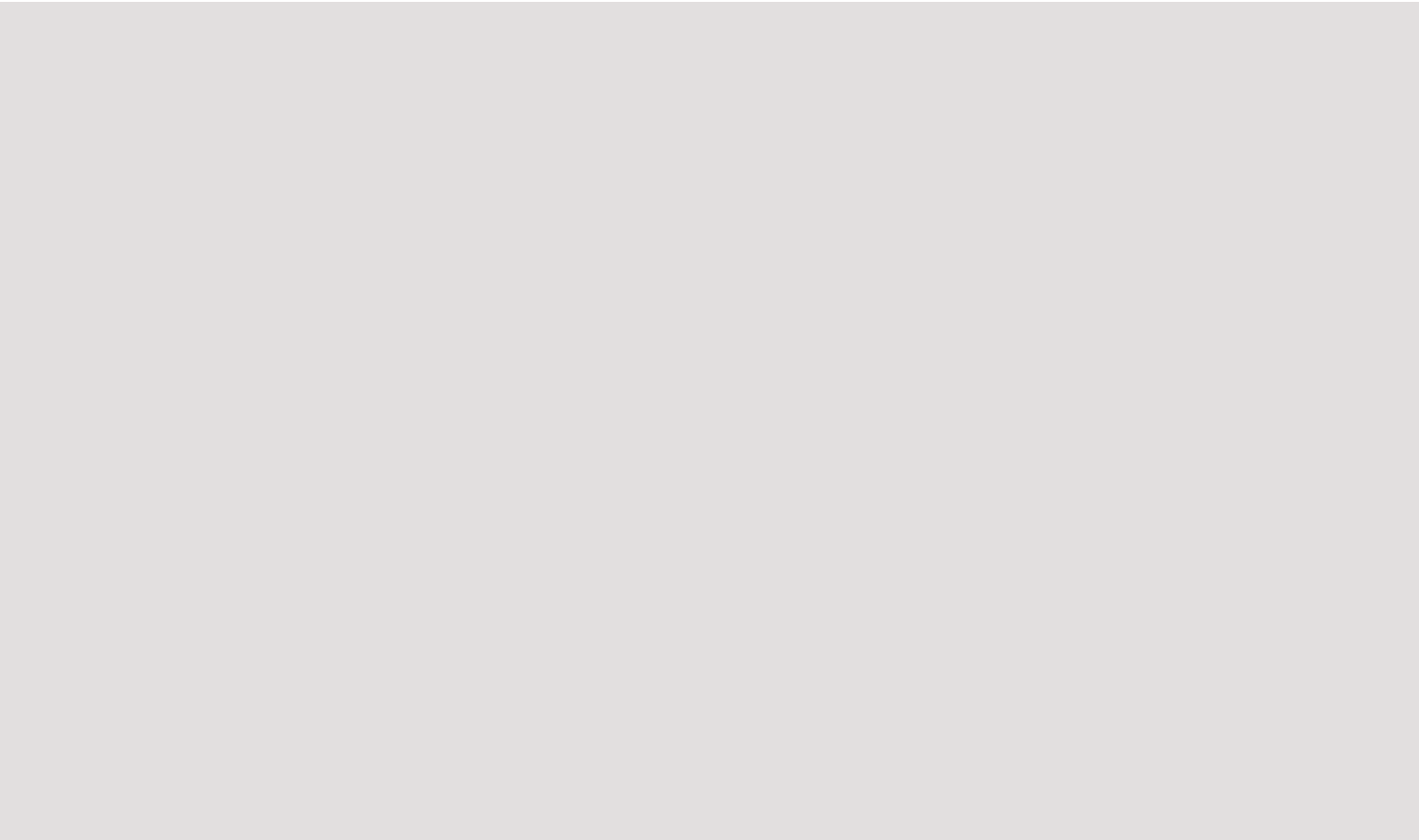InVision Video

Test Results

Code

PINTEREST STYLE GUIDE

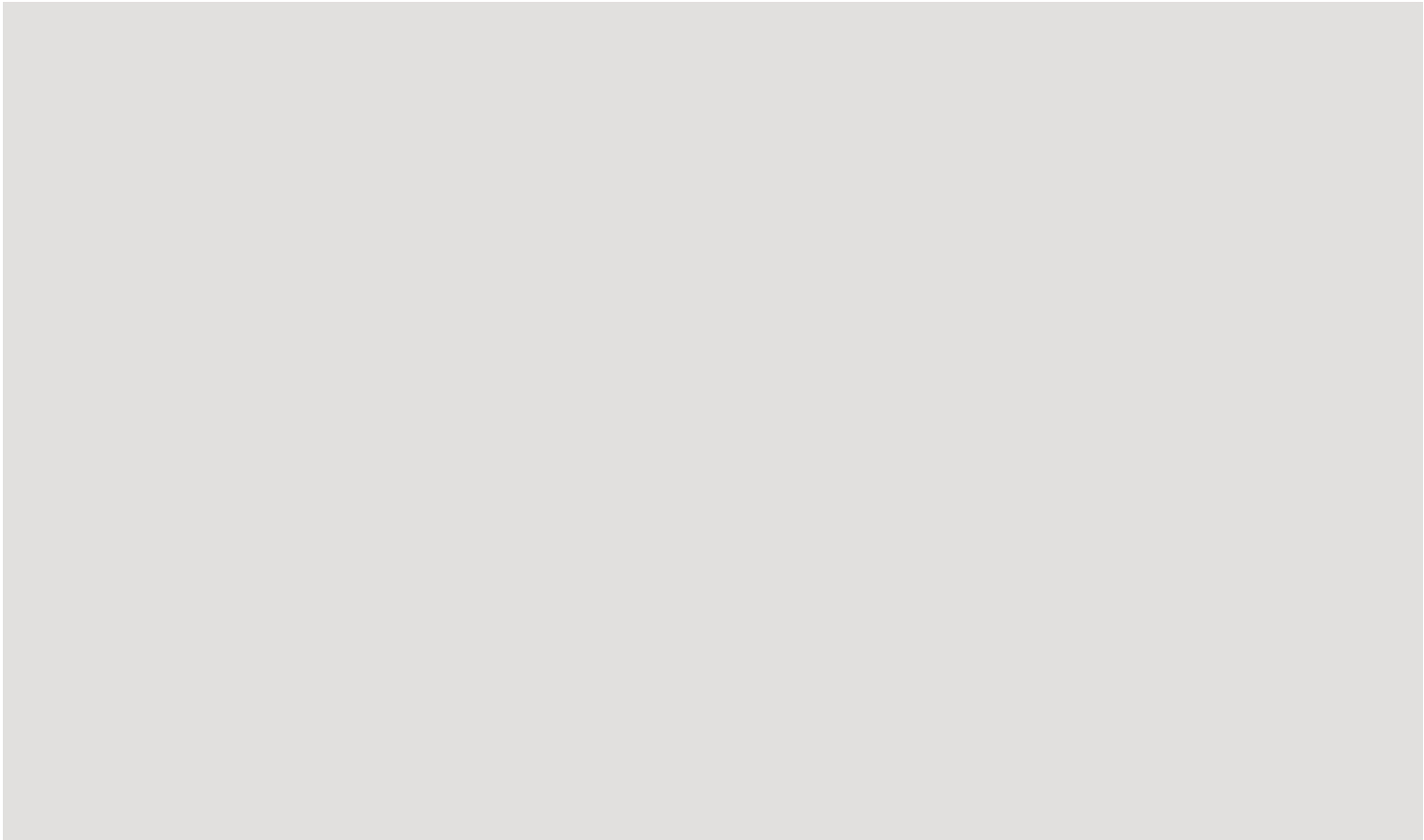## Top bar measurements using Measure Stuff Chrome Plugin

Typefaces used found with Chrome inspector
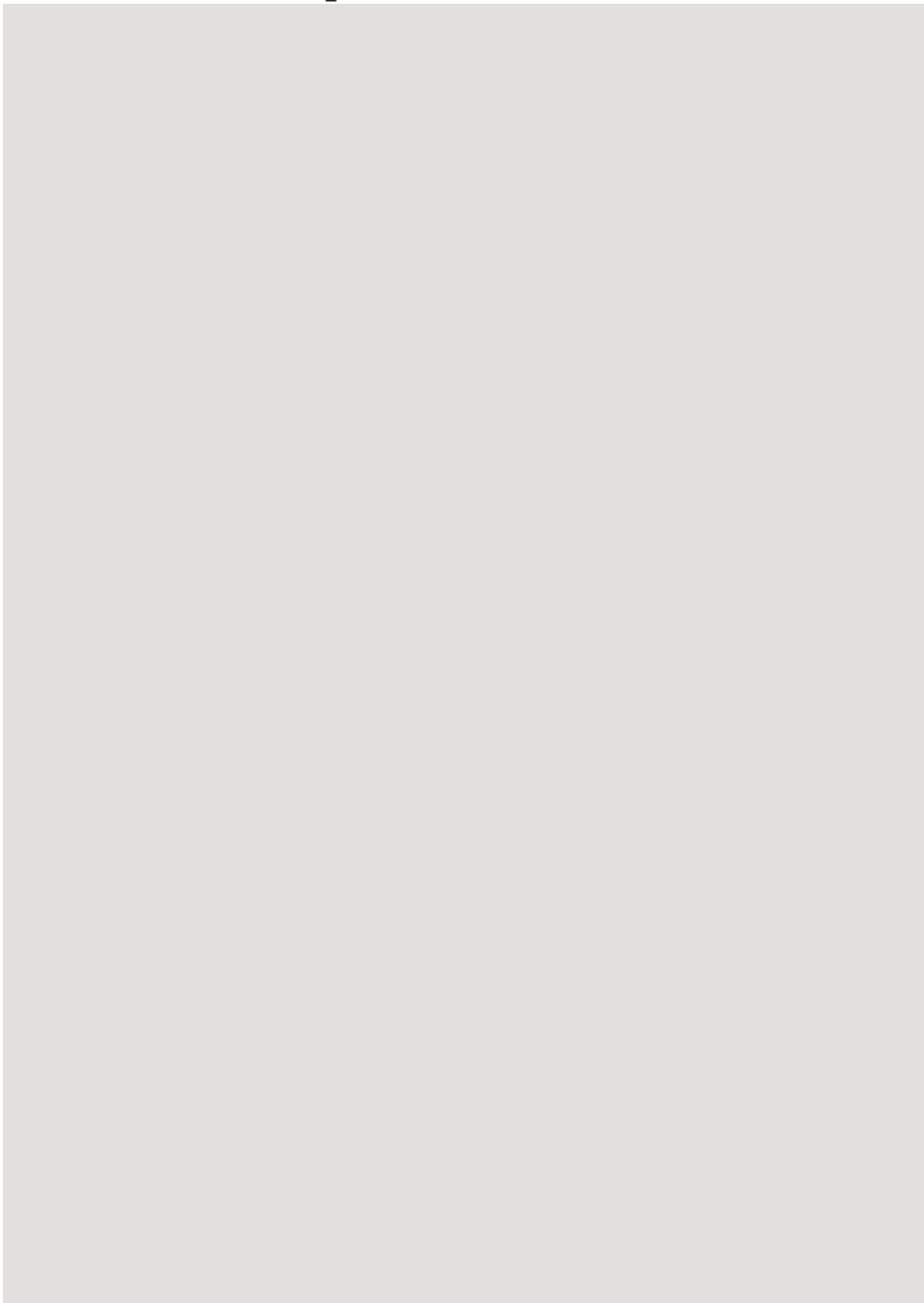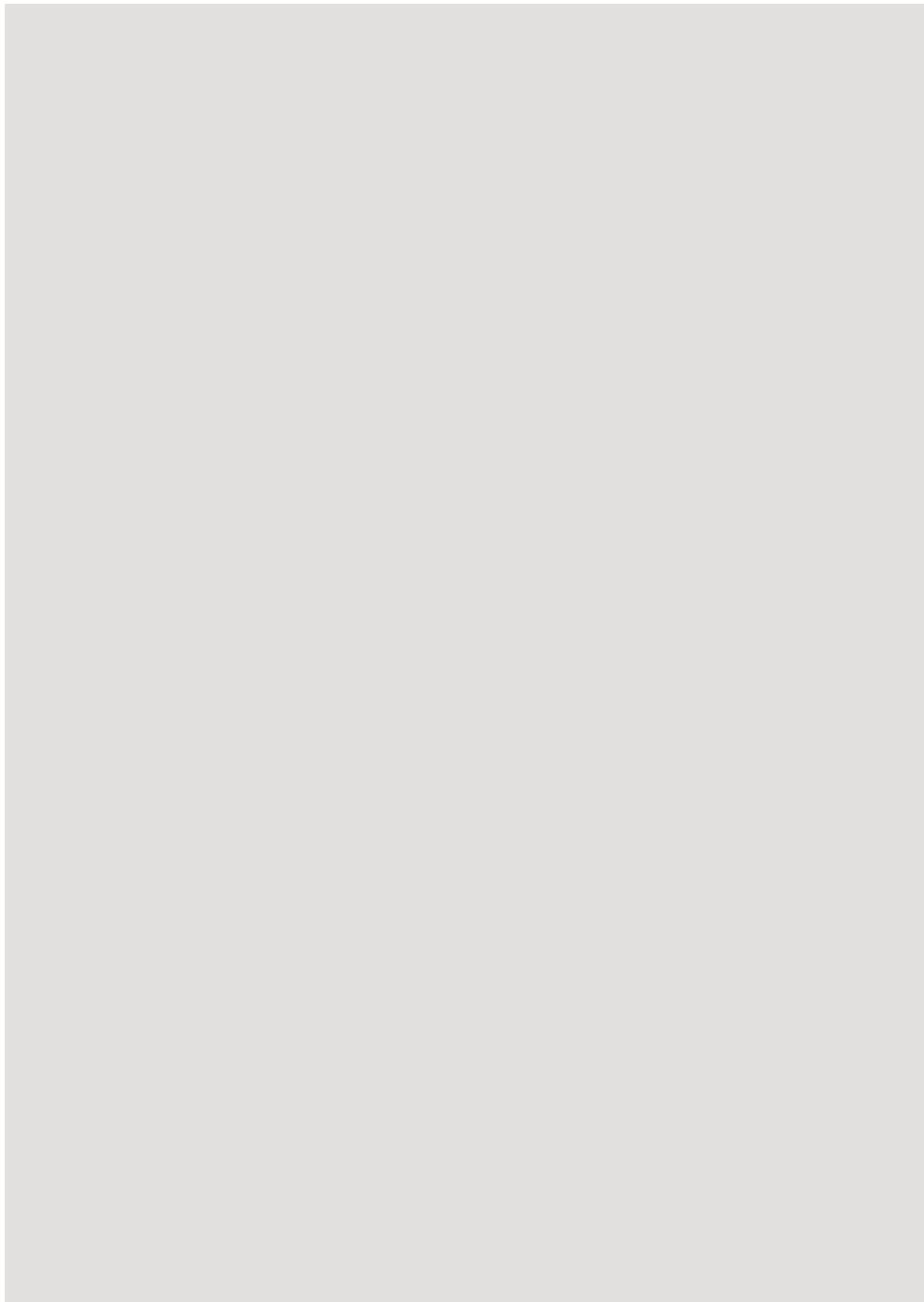
Hex used colors found with Sip for OSX

HTML

Thoughts on HTML

Thoughts on CSS
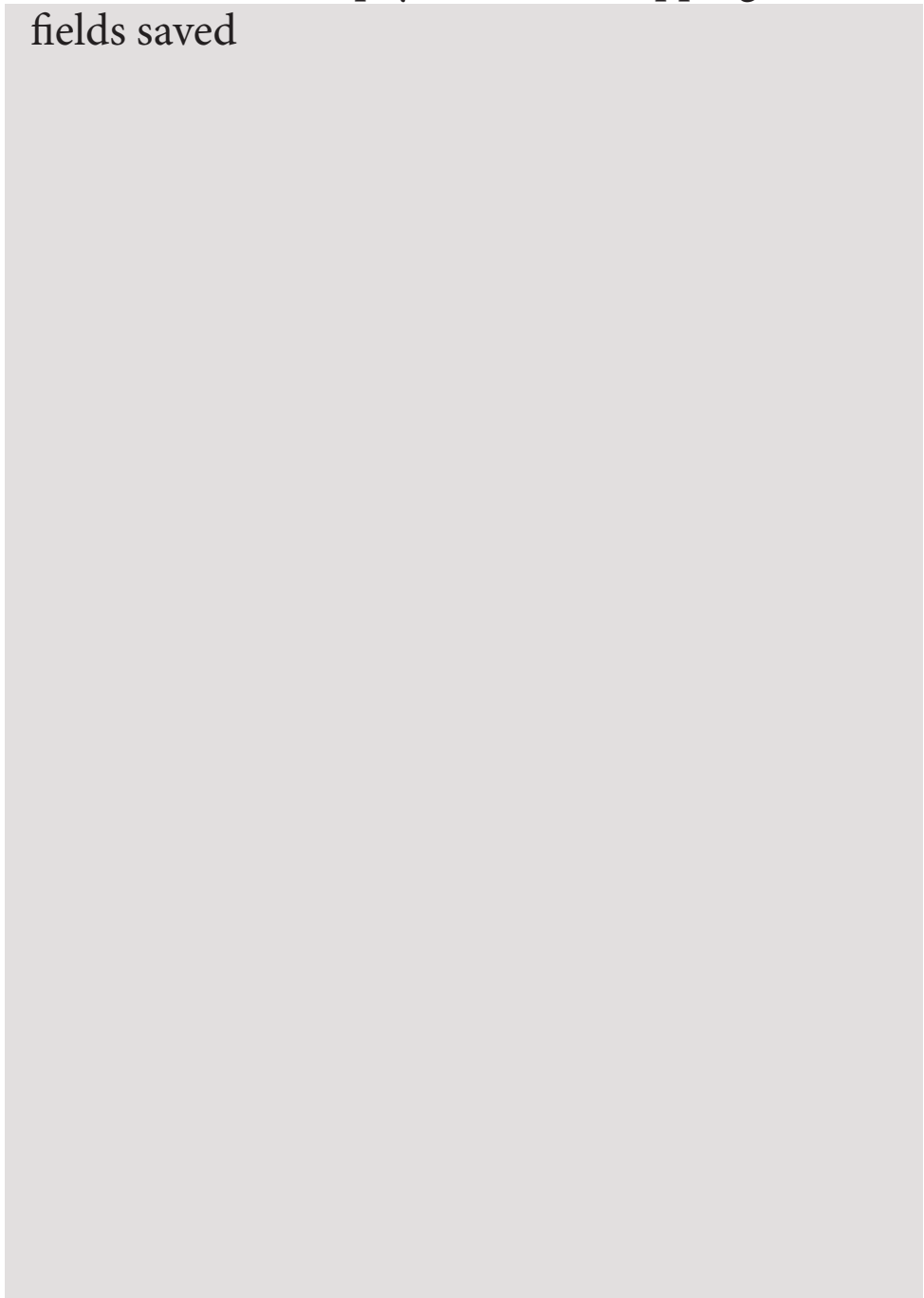
JAVASCRIPT - PLANNING (PSEUDO CODE)

change form to saved state after
user input and shrink container

expand container from "saved" to "update"
state

change container form "masked" state to
"show" state after payment and shipping
fields saved

Thoughts on JavaScript + JQuery

HIGH FIDELITY PROTOTYPE

Screencast of prototype in action

Project Takeaways

Thoughts go here

Etc.

Etc.

Class Learnings

It's not about memorization but being resourseful

Etc.

Etc.

Tools Used

Code:
HTML 5, CSS 3, JavaScript, Sublime Text 3,
Chrome Inspector, GitHub

UX Tools:
Sketch 3, InVision, Draw.io

Chrome Exstensions:
Measure Stuff, Pesticide

Other Tools:
Sip, Dash, InDesign, Photoshop