

# PINTEREST - FEATURE USER EXPERIENCE REDESIGN

Rhea Manocha

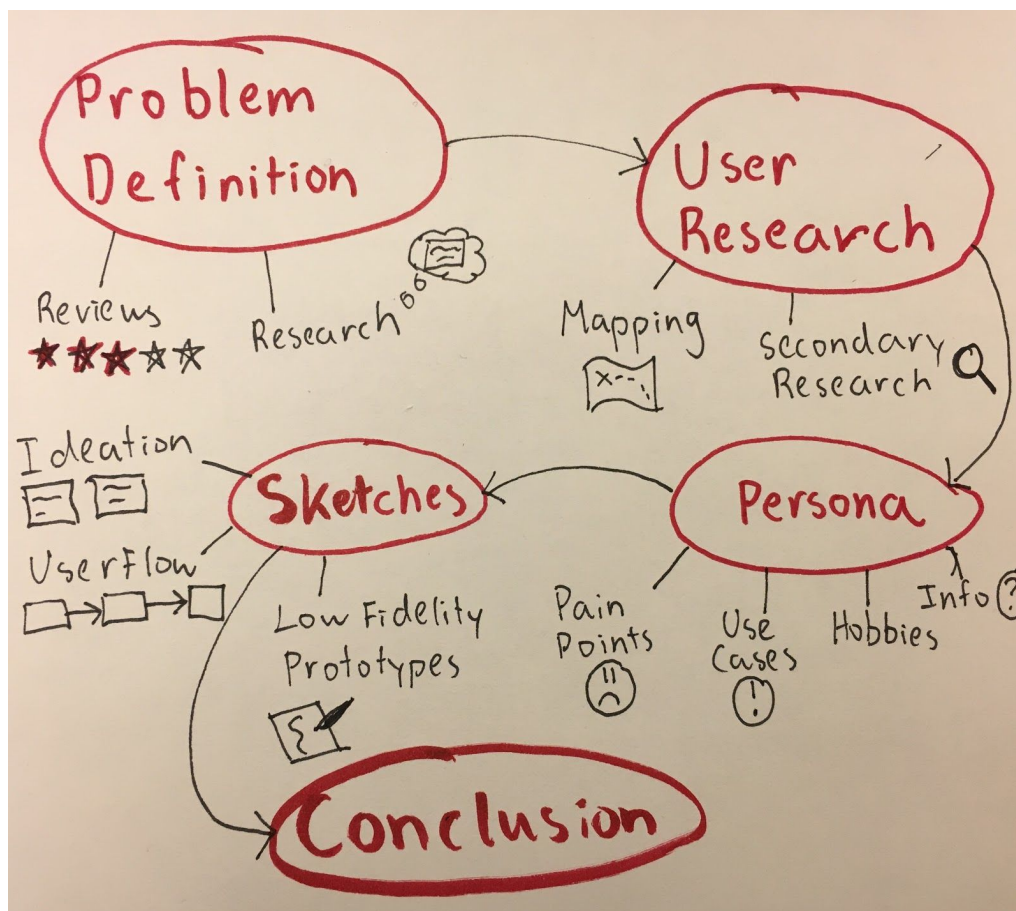
As part of my application for KPCB Design Fellows Program, I did a user experience case study on rearranging pins on a Pinterest board. I was informed of the program the day the application was due, so I challenged myself to conduct a hackathon-style UX project for the design challenge within the day.

**Problem** Pins on a Pinterest board are difficult to rearrange

**Time Frame** 1 Day

**My Role** Design strategy, user research, prototyping

**Process** This was the process I used for this case study.



## 001. Problem Definition

---

I decided to work on a problem affecting Pinterest because I'm familiar with and enjoy the product. I thought it would be an interesting challenge to look at something I was familiar with from someone else's perspective and think critically about how to change a feature.

I began by looking for user problems in the review section for the Pinterest Android app on the Google Play store. This served as a good starting point because many users contributed detailed explanations of what delighted them and what frustrated them. These four reviews stood out because they pointed out specific problems and why they were frustrated.



**Tim Harris** January 28, 2017

★★★★★

Really like the app and it is very useful but some of the logic doesn't make sense. Why do both users have to follow each other before sharing a secret board? Why is there limited ability for rearranging pins in a board. Why is a browser refresh required after creating a new secret board before it can be seen? These are basics that should have been addressed ages ago with this app.



**Black Chinaye** January 18, 2017

★★★★★

Like being able to access all these things and save. Not very good format for printing. Even ones that say it has printable docs. Will just print the whole page and the item you need very small. Realise that this owned by Facebook after people from Facebook kept coming up. Nothing is private everyone has to know what your doing /looking at your interest. Would like I will have to change everything to private. Which is one of the best tools they have.



**Connie Kiser** January 31, 2017

★★★★★

With every New Update, there is something wrong. Why do you feel the need to recommend so many things? Why so many Ads? Why can I still see the person I've blocked? Remove the blocked person from my notifications. Pinterest you're doing "too much" and Ruining no doubt one of the best Apps there is!!!!!!



**Kara Talley** January 31, 2017

★★★★★

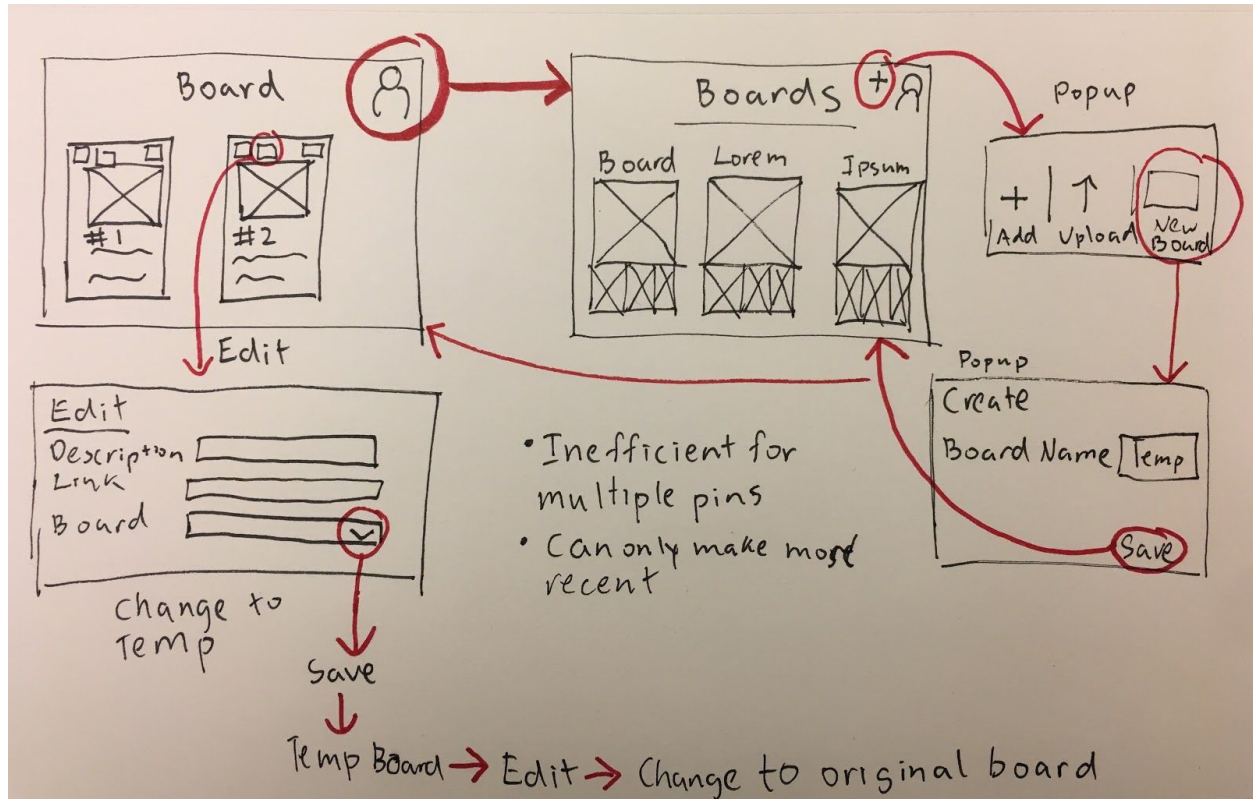
Love pinterest. I find a lot of ideas on here to make, and the posts are full of inspiration. Sure do wish I could easily move pins from one board to another on my phone without having to select one at a time.

I decided to address the problem of rearranging pins in a board because it was a problem that I have been frustrated with in the past and would be a manageable problem to tackle within the small time frame.

## 002. User Research

## Mapping the Process

Using [this Instructables video](#), I mapped out an example of the current process. This is a very roundabout, inefficient method that goes back and forth between screens several times.



## Secondary Research

Next, I conducted research on why the feature doesn't exist and the possibility of creating it.

- Quora - Why can't I rearrange pins?
  - Tiling issue overrides order - sorts by oldest to newest, but also tries to make pins fit well
  - Pin4Ever has a Rearrange tool (Pinterest extension)
  - Can resave to same board, will appear multiple times
- Pinterest - Feature requests
  - Pinterest has "Rearrange pins within a board" listed as a possible future feature
- Pin4Ever
  - Problems: desktop only, uses separate UI (not integrated extension to Pinterest), limited features unless user pays
- Pinterest - Editing Pins
  - Users can more easily move up to 50 pins from board to board, but this retains the order

### 003. Persona

---



**Name** Sarah

**Occupation** College Student, Major: Marketing

**Hobbies** Cooking, running, watching movies

**Use Cases** Looking for new recipes or previously pinned recipes  
Gathering workout ideas and tips  
Finding movies to watch with friends

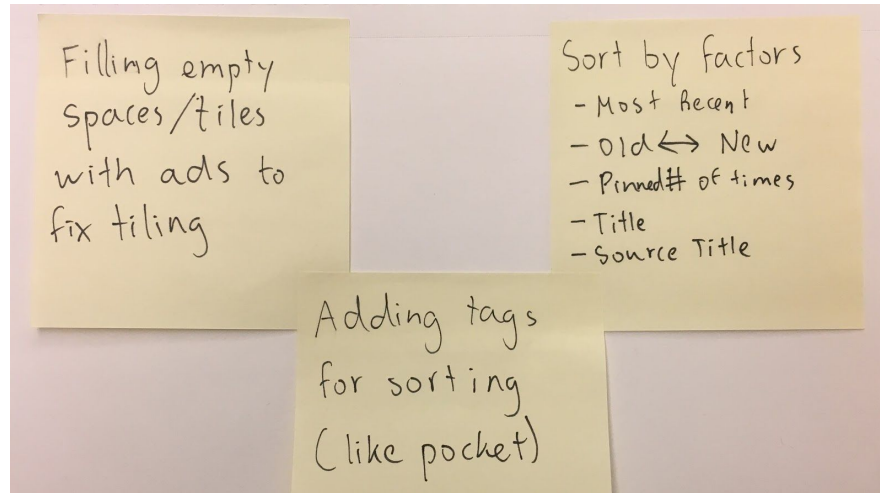
**Pain Points** Sorting recipes is challenging - creating different boards for different courses results in confusion in looking for a specific recipe  
Wants to reorder workout pins in order she wants to do them to create an exercise plan  
Needs to choose between creating different boards for movie categories or people she watches them with - wishes she could do both



## 004. Sketches

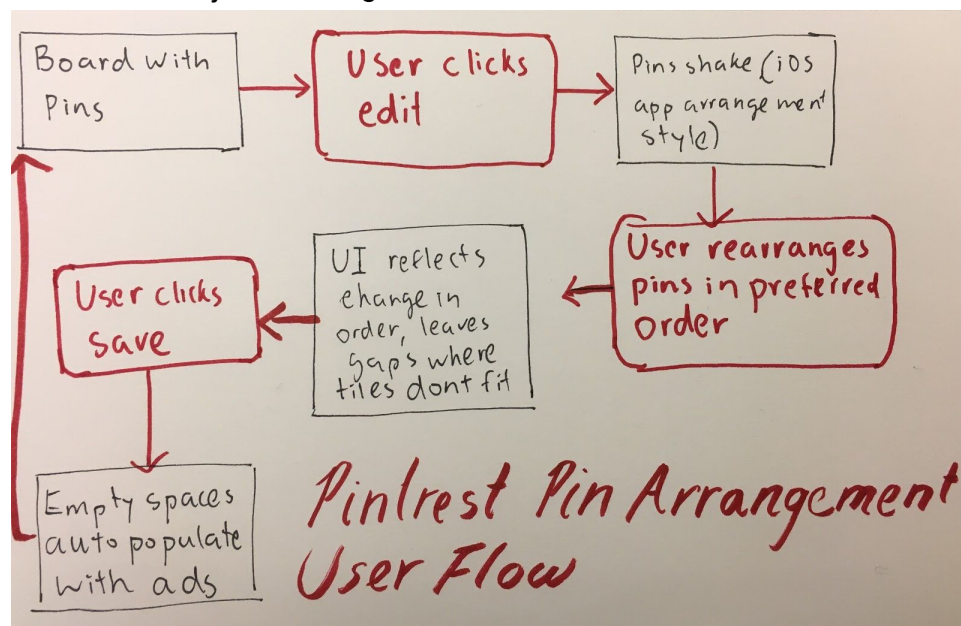
### Ideation

As I conducted research and created the persona, I wrote down ideas for solutions on sticky notes.



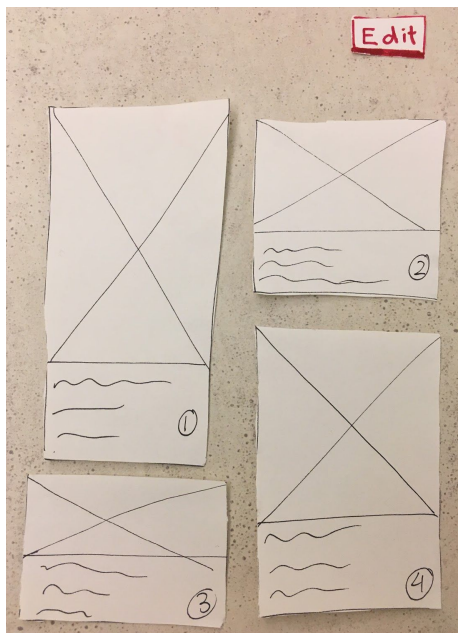
Considering the potential features in context of Pinterest's existing features, creating a solution with tags and sorting would be somewhat redundant, as Pinterest already has an excellent search feature. I chose to expand on "Filling empty spaces/tiles with ads to fix tiling issue" for my sketches.

I created a user flow diagram to visualize the process a user would take to reorder pins, and how I would fix the tiling issue. I decided to minimize the amount of screens, so I stuck with one central screen that adjusts amongst states.



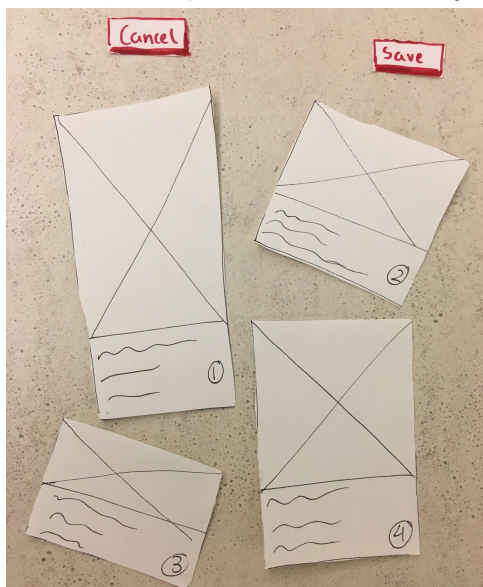
### State 1 - Board Screen Normal State

This is the regular board screen. The pins are organized so they fit in a two column grid. Users can click the edit button.



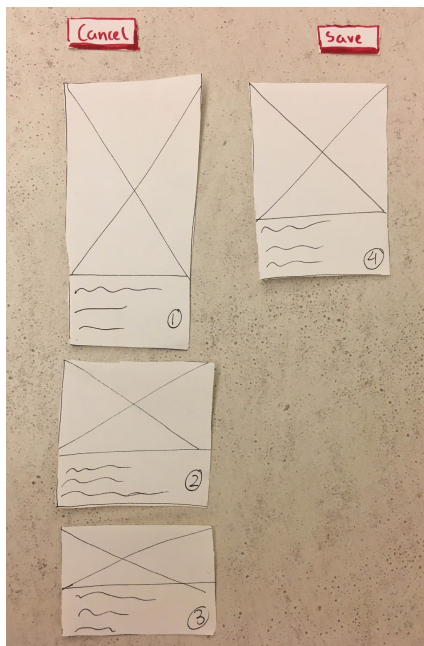
### State 2 - Edit State

The regular board screen transforms into the edit state. The pins indicate that they can be moved by shaking back and forth, similar to how apps on an iOS home screen do. Users can press cancel to return to the normal state or save to save their changes. They can also rearrange the pins to the order they would like.



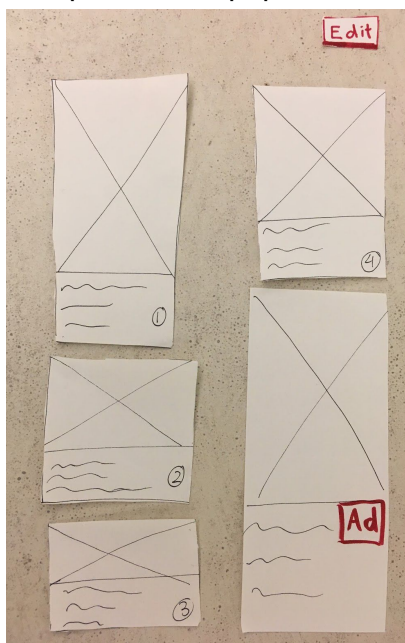
### State 3 - Edit State Rearranged

This state is after a user has rearranged the pins. There is now an empty space due to the tiling issue. In this solution, the algorithm prefers the user's choice of order rather than tiling.



### State 4 - Board State After Save

This state is after a user has rearranged the pins and saved their changes. The empty space has now populated with an ad that fits perfectly in the empty space. This ad is relevant to the content on the board and flows with the existing UI, but is obviously an ad. Additionally, multiple ads can populate the same space if needed.



## 005. Conclusion

---

I began with the problem that pins on a Pinterest board are difficult to rearrange. Through my research, I found that one potential reason Pinterest has not implemented this feature is a tiling issue - the code currently prioritizes fitting by tile length.

I addressed the problem using user flows and sketches to visualize a one-screen process. In this process, a user can click edit on a board page and rearrange the pins. The empty spaces are auto-populated with ads.

I would like to have conducted user testing, but unfortunately, as it was late in the night, everyone was asleep. I plan to test my sketches later on to find out what my design communicates to users and iterate on it, then expand this case study.

I am always looking for feedback - it helps me think critically and grow as a designer. Have questions or comments? Feel free to shoot me an email at [rheamanocha5@gmail.com](mailto:rheamanocha5@gmail.com).