

Pinterest



- Melinda Krug, Michael Bondra, Seth Johnson, Shwetangi Savant, Wesley Lauka, Yanqi Wu

Introduction
Why and What
Who
How

Outline

Pinterest is an online pinboard.
Organize and share things you love.

Request an Invite »

Login



Apostle Islands, Wisconsin
41 likes 1 comment 290 repins



Meredith Evans onto Explore



Lindsay Hoyt we're headed back to the apostle islands over labor day! You can stay on Madeline Island and tour the others. I highly suggest it! It's one of my favourite places in the world.



Awesome bunk beds
77 likes 6 comments 345 repins



Adrienne Ryba Barton onto Home Decor



Robin Rowley Raschke Cool Idea



Tonya Cunningham That is so cool...I think I would fight to be able to sleep on one of those beds



Haydee Carnall this inspired me



From Noela's Desktop liked the first time I saw, and still really like.



Kathleen Barnes Dreamy!!!!

All 6 comments...



The Alaska Falls zip line course on the big island of Hawaii. I've been zip lining in the redwoods at Sonoma Canopy tours in Occidental and had a blast but this would be amazing!

44 likes 2 comments 257 repins



Julia Johnson onto My Bucket List!



Ade Adean Kall oh dear



Yvette McFarland Not Alaska. That was a typo in the caption. It's really Akaka Falls in Hawaii.



Outside
105 likes 4 comments 3208 repins



Rhonda Sexton onto Party



Tuin&Co Thea nooit meer naar de glasbak



Tisha White Love this!



Kara Gartrell Cute idea for outdoor parties



Pam Haukom M



Lotus Ring, Round Amethyst White Gold Ring with Diamond from Gemvara -- absolutely stunning

32 likes 4 comments 112 repins



Monique Nguyen onto Wedding



Cherry Rose Tiglao love it!



Brittany Redkey I literally just went to buy this ring, only it was \$2,900): boo!



Lake Tahoe, CA
18 likes 4 comments 263 repins



Kraig Elliott onto Places I'd Like to Go



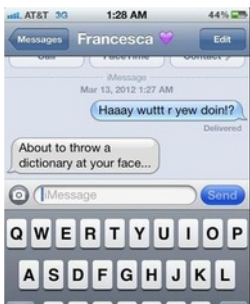
Dana Milner This is the spot/view where we got married! Too beautiful!



Jenn Pirrung Zamperlin We are spending a week there this summer!

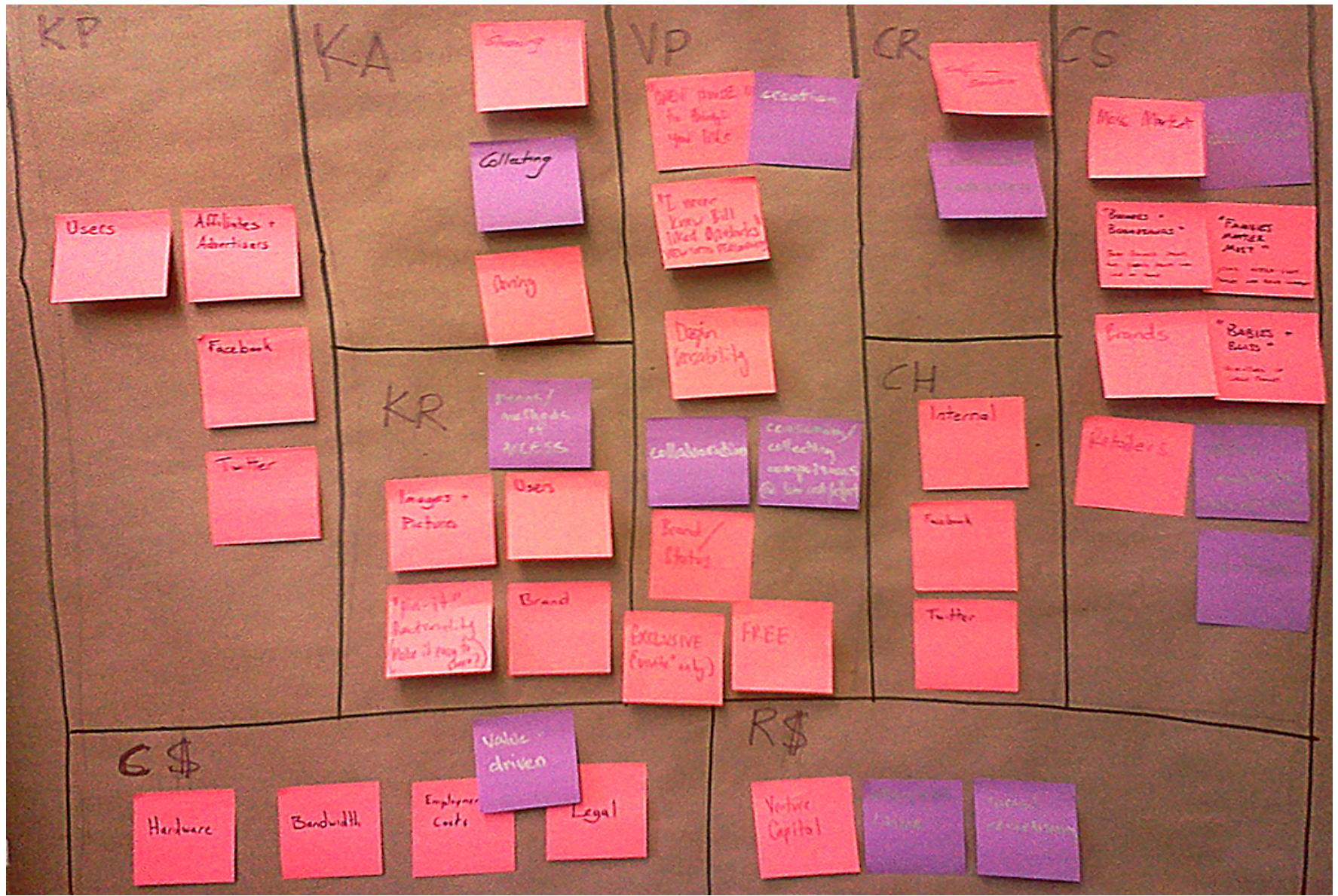


Kraig Elliott Oh to go back. It has been many years but hope to return someday.



For creative agents who have a desire to collaborate, communicate, and organize with visual assets, **Pinterest** is a virtually distributed pin board that seamlessly integrates visual information into a meaningful workflow. Unlike other visual sharing services, like Tumblr or Flickr, it allows the coherent categorization and organization of content drawn from any source.

What is Pinterest? onto **Why and What**



Business Model Canvas onto **Why and What**

Heuristic Evaluation

Heuristic: Usefulness

Preliminary Score: B+

Post Hoc Score: A-

Task	Finding	Severity	Impact of Corrective Action
<i>General</i>	There is some effort to introduce the product to new users upon initial sign-up, but the breadth of this introduction is narrow	Low	Current practices are well intentioned and effective. Improvements in this area should not be as high of a priority as other areas.
<i>Browsing</i>	Navigating to your profile is not an entirely clear process -- main link is also a drop-down menu	Low	
	Provides thorough options for sequential actions when viewing an individual image	-	
<i>Pinning</i>	Facilitates the creation of metaphorical pin-boards that meaningfully reflect the various interests of their creators	-	

Usefulness Heuristic onto Why and What

Heuristic Evaluation

Heuristic: Clarity

Preliminary Score: B

Post Hoc Score: B-

Task	Finding	Severity	Impact of Corrective Action
<i>Pinning</i>	If users do not hover cursors over images, they cannot see "Repin" button	Medium	Improvement relative to ease-of-navigation. Increased clarity in navigation will allow users to have greater confidence in using the site increasing adoption and use. Users will be more clear about what actions are available.
<i>Browsing</i>	Clickable buttons are rarely identifiable as buttons	Medium	
	Images are resized which comprises the readability of the content	Medium	
	Unclear labels for the local navigation (i.e. "everything", "popular", etc.)	Medium	
<i>Following</i>	Occasionally unclear whether followers are following a single board or an individual	Medium	Users will be more clear about what actions are available.
	When signing up, the reasons behind why you are automatically following certain people are unclear	Low	

Clarity Heuristic onto **Why and What**

Heuristic Evaluation

Heuristic: Findability

Preliminary Score: C

Post Hoc Score: C+

Task	Finding	Severity	Impact of Corrective Action
<i>Browsing</i>	Difficult to find boards being followed versus users being followed	Medium	Improvement relative to the primary task of browsing. Users gain a better view of the content against which they are interacting. Fixing search gives users another way of interacting with the site/content other than the main 'feed' of the front page.
	Main, high-level navigation is usually the only way to move between sections of the site -- no cross-sectional context level navigation	Medium	
	No way to view list of users following a specific board	Medium	
	Navigating to your profile is not an entirely clear process -- main link is also a drop-down menu	Low	
	Difficult to find specific images	Low	
	Limited options to refine search results, not helpful in finding more specific content	Low	

Findability Heuristic onto **Why and What**

3 Prominent Lifestyle Segments

Boomers & Boomerangs

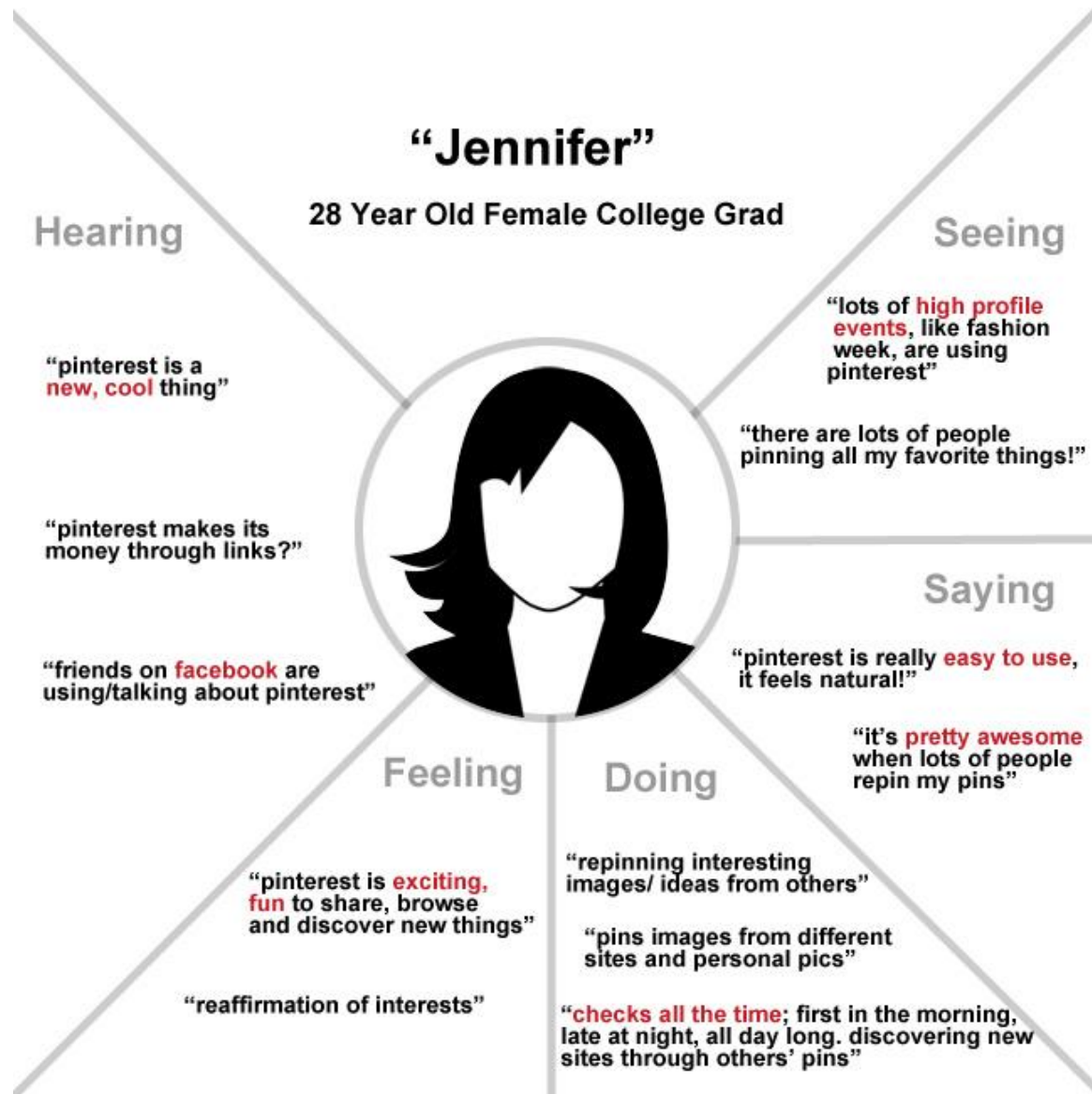
- Baby Boomer Adults & Young Adults who live at home
- Interested in Discovering Travel, Crafts, Home Improvement

Babies & Bliss

- Moms and Dads of Large Families
- Deal Hunters with an Upscale Taste, valuing high quality and convenience

Families Matter Most

- Active, young, middle-class families
- "Informed Consumers", invested in parenting and a healthy lifestyle



Empathy Map onto Who

**Task
Scenario**

Your friend has invited you to use her new favorite website, Pinterest! Interested in why she thinks the site is so great, you decide to accept her invitation link and check out the service yourself.

Task 1

Follow the invite link and voice your thoughts regarding the landing page.

Task 2

Sign up and create a new account using the linked twitter account (username: pinterest001 password: pinterest001@mailinator.com). Follow all the steps towards completing the account creation process.

Task 3

Browse the site, find an interesting picture and 're-pin' it to one of your 'boards'

Task 4

Find a picture of a banana on the internet (not on the pinterest site) and pin it to one of your boards.

Task 5

If you did not use 'Pin it' bookmark button in above task. Go to About -> pin it button and install it in your browser. Repeat Task 4 using 'Pin it' bookmark. If you already used the "Pin it" button, skip this task.

User Testing

Country	United States
Age	24
Gender	Female
Experience	Average Web User
Income	\$40,000 to \$100,000
Daily Web Usage	5-7 hours

User Test Demographics onto **Who**

User is unaware that she has not finishing signing up upon reaching the recommendations screen.

[Watch Clip \(0:20\)](#)

"I wish that you could browse without looking only at people you are following."

[Watch Clip \(0:06\)](#)

"So far I'm not crazy about the people I'm following"

[Watch Clip \(0:11\)](#)

"I was thrown off that I **HAD** to use either facebook or twitter. I don't feel that should be required...I don't like being **forced** to connect to social media - though it is nice as an option."

Recommendations

Add an email-only sign-up option that is not dependent upon Twitter or Facebook.

Shorten and streamline the on-boarding process.

Workflow

<http://share.axure.com/R9AOHO>