

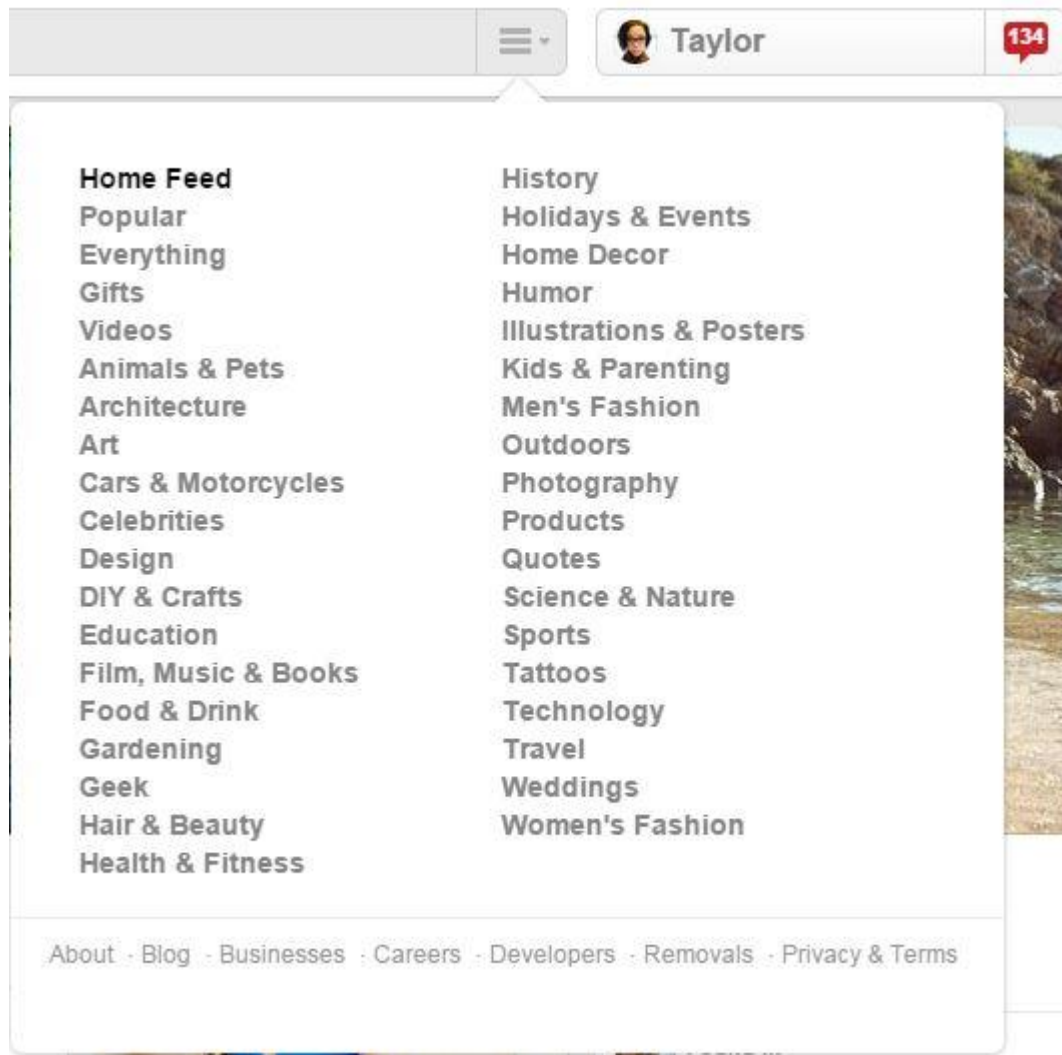
Design Principles in the Wild: Pinterest

Affordance



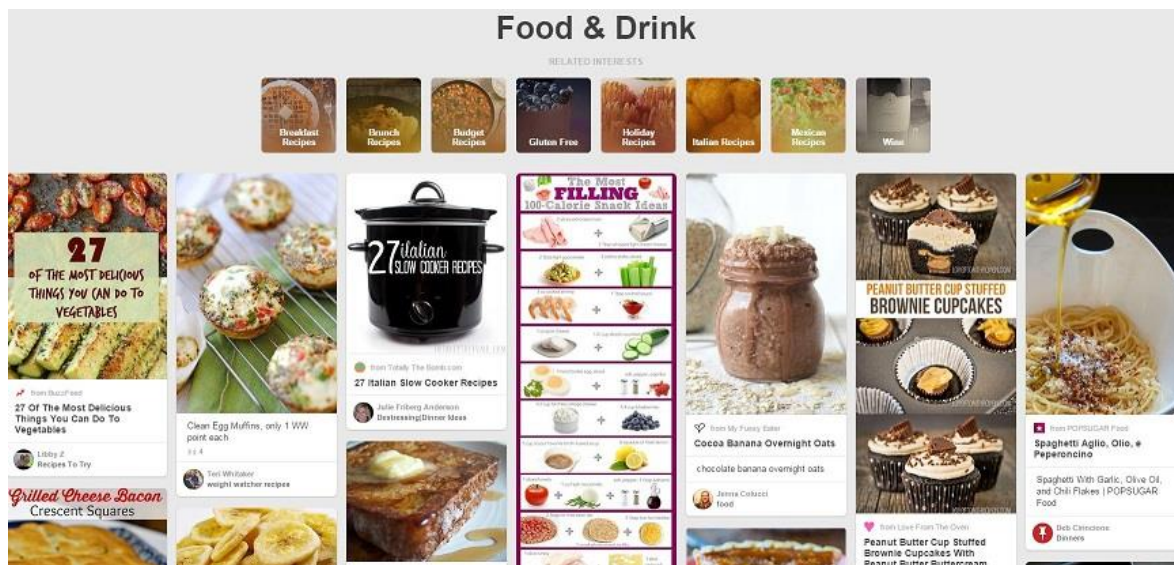
For this particular screenshot, I focused on the Design Principle: Affordance. It is very important to design a simple-structured sign-up process as a user can easily become discouraged if they are forced to walk through many invasive steps just to become a member. If designed complex enough, a designer can lose potential followers and clients. Pinterest exemplified a simple sign-up process that didn't demand a lot of information: a unique email and a password.

Mapping



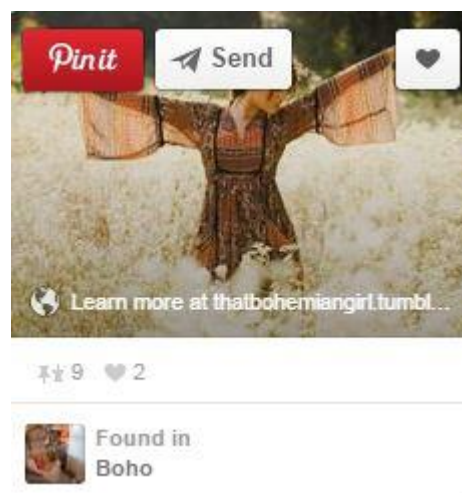
Here, Pinterest is displaying the Design Principle: "Mapping." The objective of Pinterest is to choose a general category and browse through the various images uploaded by its users. The menu icon indicates that there are options and when selecting the menu button a list of categories is displayed to guide you around the site. This is conveniently located at the end of the search bar, which offers a more direct way to search for specifically what you need as opposed to browsing general photo uploads.

Chunking



The Design Principle: "Chunking" concerns itself with how much information we can absorb at once. Pinterest uses the ease of short and concise image comments underneath a picture and categorizes them based on the content of the picture. For example, as you scroll through the food category, you can simply skip the food that doesn't appeal to you until you find one that does. And once you find a an image that interests you, you can "pin" it to a customized board and not have to worry about it until you decide to go back and reflect on the details at your convenience. This takes the hassle of "absorbing" information out of the process because it will always be there.

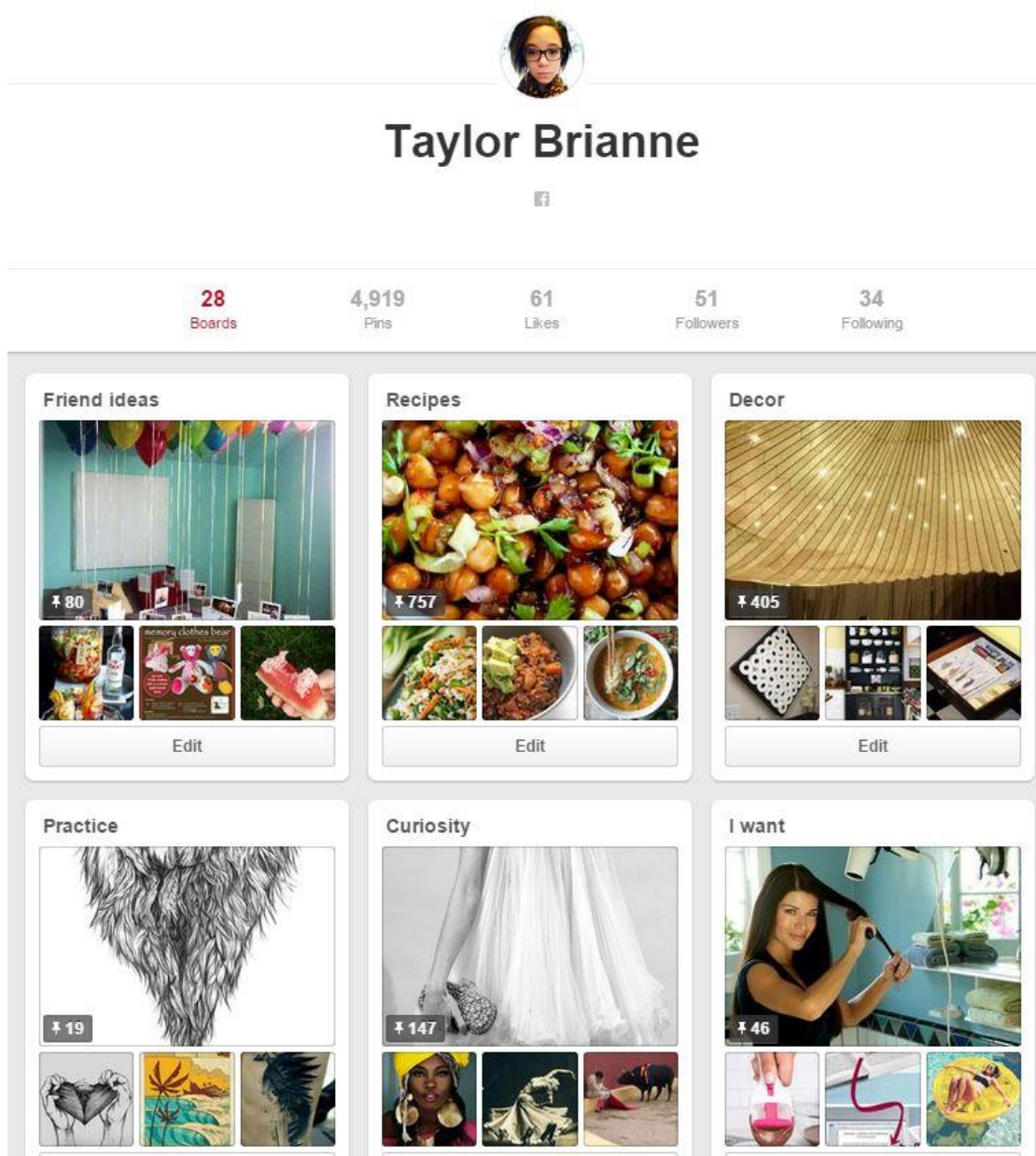
Okham's Razor



Sometimes less is more, and the Okham's Razor embodies that the simplest design can prove just as effective as a complex design. Pinterest keeps a modest design to its website, choosing basic colors and formats so as not to detract from the content of the website itself. It simply lists out the images that you can pin to your boards and the content is always different every time the user refreshes the page. When

you hover over an image, you don't have to click on it to view it just to reach the option to pin. They provide a hover option that generates a "pin" button and a "send to" button that allows for faster pinning.

Hick's Law



Pinterest presents an overwhelming amount of information at once. With this rapid-fire of images that allow you to dive into information that is attached to the image through hyperlinks, according to Hick's Law this will increase the decision-making process. Once the user checks out the website attached to the image they are now creating more complex decisions as to whether or not they want to "pin" the image, incorporate the recipe or beauty tip into their life, how they would go about getting supplies, or maybe even deciding the pin wasn't quite what they thought it was and return back to the navigation menu. By

allowing you to create your own Pinterest boards on your profile, Pinterest can alleviate some of the time used to make a decision by organizing your pins for your future references.